

Vita – Draft 3/4/19
Vicki A. McCracken

Personal Information

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Education

PhD in Agricultural Economics, Purdue University, 1984
MS in Agricultural Economics, Purdue University, 1981
BA in Economics and Home Economics (Human Nutrition), Indiana University, 1978

Professional Experience

2017 Chair, Apparel Merchandising Design and Textiles, WSU
2011-2017 Associate Director, School of Economic Sciences, WSU
2007-present Professor, School of Economic Sciences, WSU
2007 Interim Associate Director, Agricultural Research Center, WSU
2004-2007 Associate Vice President, Associate Vice Provost, Enrollment Services, WSU
2000-2004 Associate Dean, Director, Academic Programs, CAHNRS, WSU
1998-2000 Interim Associate Dean, Director, Academic Programs, CAHNRS, WSU
1994-1998 Associate Director, Agricultural Research Center, CAHNRS, WSU
1984-present Professor, Agricultural Economist 1999; Associate Professor, Associate Agricultural Economist 1990; Assistant Professor, Assistant Agricultural Economist 1984, CAHNRS

Courses Taught (in recent years)

EconS 311 Introductory Econometrics - teach this course every semester, with 2 lab sections, plus created distance version taught once a year on global campus
EconS 305 Intermediate Microeconomics without calculus (distance course)
EconS 327 International Trade and Finance (distance course)
EconS 451 Advanced Food Economics and Marketing
EconS 495 Instructional Practicum
EconS 497 Internships
EconS 499 Special Problems
EconS 555 Managerial Economics (for the MBA program)
Previous instruction includes: research methodology; agricultural markets and price-analysis; agricultural statistics and econometrics at MS and PhD levels.

Selected Honors and Professional Activities

- WSU Access Center, Faculty Recognition, March 2018
- CAHNRS Alumni & Development, Faculty Philanthropic Award, March 2018
- Purdue Woman Scholar of Distinction, March 2017
- Western Agricultural Economics Association Fellow, July 2017
- WSU Honors College, Advisor Excellence Recognition, May 2016
- WSU Sahlin Leadership Award, March 2015.
- Distinguished Agriculture Alum, Purdue University, April 2015.
- Team Interdisciplinary Award, Washington State Biofuels Cropping Systems, College of Agricultural, Human, and Natural Resource Sciences, 2014.
- US Department of Agriculture, Agricultural Marketing Service, Superior Service Award, Study of Rural

- Transportation Issues Team, 2011.
- Consortium for Sustainable Agriculture Research and Education: Chair 2003-04; Board Member 2001-02
 - Administrative Advisor, Regional Research and then Coordinating Committee on Rural Survey Methodology (various names over the years), various years through 2007.
 - National Research Initiative: Markets and Trade Panel Manager 2002-04; Panel Member 2000-02; ad-hoc reviewer miscellaneous years.
 - Academic Programs Distance Education Committee: Chair 2003-04.
 - W.K. Kellogg Foundation Collaborative Efforts -- Partnership 2020: Project Director 1999-04; Leadership for Institutional Change: Project Co-Convenor 1999-02.
 - Experiment Station Committee on Organization and Policy (ESCOP), Academic Committee on Organization and Policy (ACOP) Leadership Development Program: Subcommittee Chair 1997-00.
 - Western Association of Agricultural Experiment Station, Extension, and Academic Program Directors, Research Coordination and Implementation Committee: Committee Chair (twice); Member 2000-04.
 - Junior Faculty Award for Excellence in Teaching, CAHNRS 1991.
 - R.M. Wade Outstanding Teacher Award, 1991.
 - Phi Beta Kappa and Sigma Xi membership, since late 1970s.
 - Best Master's Thesis Award, American Council on Consumer Interest.
 - Best Ph.D. Thesis Honorable Mention, American Council on Consumer Interest.

Professional Memberships

International Textiles and Apparel Association
 Soil Science Society of America
 American Society of Agronomy
 Food Distribution Research Society
 American Association for Higher Education (previous)
 American Agricultural Economics Association
 Western Agricultural Economics Association
 American Council on Consumer Interests

Service

National and Regional Committees/Associations/Boards

- Review of tenure and promotion documents for faculty at other institutions.
- Consortium for Sustainable Agriculture Research and Education, Board Member 2001-02; Chair 2003-2004.
- National Research Initiative: Market and Trade Panel Manager - 2002-2004; Panel member - 2000-2002; ad-hoc reviewer – miscellaneous years.
- IDEAL 3 – Committee member
- Academic Programs Distance Education Committee – Chair

National Committees

- Experiment Station Committee on Organization and Policy (ESCOP)/Academic Committee on Organization and Policy (ACOP) Leadership Development Program. Subcommittee Chair, 1997/98, 1998/99, 1999/2000. Class 3 graduate, 1993/94.
- National Extension Leadership Development (NELD) Advisory Committee, member, 1997-1999. Serve as ESCOP/ACOP liaison to Extension's Leadership Program. NASULGC 1998 National Leadership Seminar Advisory Committee – 1997-1999. ESCOP Social Sciences Subcommittee (T5), member, 1996 to 2000.
- Council on Food, Agricultural and Resource Economics (C-FARE), Board of Directors, 1997-2000.

Regional Committees

- Western Association of Agricultural Experiment Station, Extension, and Academic Programs Directors – Regional Coordination and Implementation Committee, member 2000-2001; chair 2001-2002; member

2002-2004.

- Western Academic Programs Section – Chair, Western Regional Teaching Conference, 2000.
- Advisor to Regional Research Committees: W-183: Improvement of Rural Agricultural Sample Survey Methods; WCC-023: Textiles and Apparel Research Coordination (co-advisor); WCC-076: Immigration and U.S. Agriculture; WCC-084: Community, Institutional Change and Migration in Rural America; WCC-101: Assessing the Chinese Market for U.S. Agricultural Products
- Northwest Center for Small Fruit Research (NCSFR), coordinating committee, 1994-1999. .
- Grass Seed Cropping System for a Sustainable Agriculture (GSCSSA), Administrative Advisory Committee, 1994-1998.
- The Food Alliance (Formerly the Northwest Food Alliance), Board of Directors; Finance Committee; Marketing Committee, 1995-1999.
- Project Director, Partnership 2020, 1999-2004. A W. K. Kellogg funded, collaborative effort between Washington State University and University of Idaho and numerous two-year and four-year institutions in two states to develop partnerships among institutions to meet the educational needs of the food system in 2020 and beyond.
- Project Co-Convenor, Leadership for Institutional Change, 1999-2004. A W. K. Kellogg funded, collaborative effort between Washington State University and University of Idaho to help develop leadership skills in students, faculty, staff, and administration to lead major reforms in the food systems education in 2020 and beyond.

Professional Societies and Journals

- Reviewed manuscripts for several professional and applied industry journals.
- Western Agricultural Economics Association (WAEA) President: Provided leadership to the association in the diverse activities of the association; represent the association in the profession, organize annual meetings, and work with journal editor of *The Journal of Resource Economics* (JARE). Co-chaired selected paper sessions for 1993 annual meetings. Served on numerous ad-hoc committees, reviewed papers for annual meetings, council member, director, vice president, president-elect.
- Committee on Women in Agricultural Economics (CWAE) Chair (1992/93 and 2012/13): Provided leadership to committee; represent the committee in AAEA activities; appoint various subcommittees and help them identify areas of focus; organize sessions, receptions, and annual AAEA meeting luncheon. Served as vice chair, on board of directors, faculty advisor for student subcommittee; numerous committees: annual meeting, membership, economic education, and elections; employment subcommittee; topic leader for selected papers; session moderator; selected paper reviewer.
- Editorial board, *Journal of Consumer Affairs*, 1993-1997
- Research Committee Chair, 1994-1997
- Editorial Board, *Journal of Food Distribution Research*, 1994.
- Reviewer of manuscripts for numerous associations. This includes reviews for AJAE, ARER, JCA, JARE (WJAE), SJAE Canadian J. of Ag. Economics, J. of Food Distribution Research.
- Agricultural and Applied Economics Association (AAEA) Judge: Served as faculty judge for the Case Study Competition for students at the AAEA meetings in Denver.

Washington State University

- Member Honorary Doctoral Degree committee, 2018 – present
- Member, Modernization Steering committee, 2017 - present
- Member, Data Analytics Steering committee, 2017 - present
- Member, search committee for numerous upper level administrative positions including Provost, Dean of the Graduate School, Vice-Chancellor of Tri-Cities campus, (chair) VP for Enrollment Management.
- Member, advisory committee for Women's Volleyball and Basketball Coach searches.
- Pro-Tem Faculty Athletic Representative, WSU Athletic Council.

- Member, Retention Council, 2005-2008.
- Chair, University Advisory Committee for Computing and Telecommunications (UACCT), 2005-2008.
- Member, IT Learning Management System Group (faculty representative).
- Critical Thinking Project, Advisory Committee.
- Assessment, Accountability, and Accreditation Advisory Committee, 1998-2002.
- Sahlin Faculty Excellence Award for Research, Scholarship, and Arts, committee chair, 1996/97; committee member, 1994/95 and 1995/96.
- Phi Beta Kappa: Gamma Chapter President, 1995-present.
- Ad-Hoc Committee on Salary Equity, 1993 and other short time periods.
- Member, Tenure and Promotion Advisory Committee for Dean of the College of Engineering and Architecture.
- Member, Student Information System (SIS) Policy Committee.
- Member, NCAA Certification Self Study Committee for Governance and Commitment to Rules Compliance.
- Scientific Misconduct Pre-Investigation Team, WSU Office of Research.

College of Agricultural, Human, and Natural Resources (outside of Administrative Appointments)

- CAHNRS Assessment Committee, 2012-present
- CAHNRS Internship Advisors Committee, 2012-present
- CAHNRS Tenure and Promotion Advisory Committee, 2011
- Mentoring committee for faculty member in AMDT
- Chair, Search Committee for Directory of Viticulture and Enology Program.
- Accountability, Information, and Communications (AIC) Committee 1998-2003
- Statistics Instruction Committee, various years.
- Miscellaneous Academic Programs Committees: Undergraduate Research Awards, College Awards Banquet MC Selection, Instructional Improvement, 1985/86.

School of Economic Sciences

- Past Chair, Undergraduate Studies Committee
- Representative to the College AFS Committee
- Conference Planning
- Chair, mentor committee, Bidisha Mandal
- Graduate Studies Committee (previous years)
- Chair, Friends Development Committee, 2009-2011
- Strategic Planning Steering Committee
- Director's Advisory Committee, 2009/2010
- Numerous faculty and staff member searches, chaired and committee member.

Grants

- USDA NIFA, AFRI: Land-Use Changes in Response to Climate Change: An Vulnerability Analysis, (Jayakaran, A. (Co-Investigator), Boll, J. (Co-Investigator), Wu, J. Q. (Principal Investigator), McCracken, V. A. (Co-Investigator), 6/1/2018 – 5/31/2021), \$500,000.
- WSU CAHNRS ERI: Enhancing food system sustainability through effective social media uses by small-scale food and farm businesses, (Son, J. (PI), Lewis, L. (Co-PI), McCracken, V. A. (Co-PI), D. H. (Collaborator), Johnson, N. (Collaborator), Rome, C. (Collaborator), 8/20/2018-6/30/2020), \$56,987.
- USDA NIFA, Higher Education Challenge Grant: Preparing a Competitive 21st Century Workforce (Chi et al., 2016–2019), \$196,000.
- USDA, SCRI, RosBREED2: Combining disease resistance with horticultural quality in new cultivar crops,

- (10/1/2014 – 19 – \$10,000,000 for entire team).
- WA State Legislature proviso funding to WSU, supported by WA Depts of Ag, Com, Ecol, Transp. WA State Biofuels Cropping Systems Project (Pan et al), \$330,976.
- OR State Univ. Impact of Environmental and Nutritional Messages on Consumer Valuation of Locally versus Organically Produced Small Fruits (submitted/pending), \$33,142.
- Korea Rural Econ Inst. Development and Perspective of Apple Processing Industry in the U.S., \$20,000.
- UNIV WI. Bridging the Gap: Do Farmers' Markets Help Alleviate Impacts of Food Deserts? \$38,363.
- WSDA. Cut Flowers: Developing Sustainable Insect Management Techniques and Marketing Strategies, Including the Underserved Minority Hmong Farmers, with Lynell Tanigoshi, Beverly Gerdeman, Marcia Ostrom and Bee Cha, \$245,033.
- TransNow, UW. Transportation and Environmental Assessment of the Impact of Extended Lock Outages: the Columbia-Snake River System, with Kenneth Casavant and Jia Yan, \$75,047.
- MI State Univ. RosBREED: Enabling Marker-Assisted Breeding in Rosaceae, with Cameron Peace, Doreen Main, Katherine Evans, Nnadozie Oraguzie, Rosa Gallardo, Raymond Jussaume and Mykel Taylor, \$550,203.
- USDA, NRI. Engines of the New Farm Economy: Assessing and Enhancing the Benefits of Farmer's Markets for Small and Mid-Sized Farms and Communities, with Marcia Ostrom (PI), and Co-PI's Jessica Gredberger, Jose Garcia-Pabon, \$499,940.
- USDA, SCRI. RosBREED: Enabling MAB in Rosaceae (Iezzoni et al; Multiple States and disciplines), \$7.5 Million. (My part is economic issues in production and Marketing Rosaceae Crops, including assessing consumers Willingness to Pay for Apple Characteristics).
- USDA, NIFA. Protecting Water Resources by Engaging Stakeholders in Targeted Implementation of Filter Strips, with Jeff Ullman and William Pan, \$566,610.
- Department of Transportation, Transportation Economic Center, with Kenneth Casavant, Jia Yan, and Eric Jessup. \$500,000 (pending).
- USDA, AMS. Agricultural transportation study, with Kenneth Casavant, Jia Yan and Eric Jessup. \$100,000.
- WSU, ARC. Emerging Issues funding. Which way forward in a niche market: the consumers' willingness to pay for organic and functional food in Washington State, with Joan Ellis and David Granatstein, \$74,500.
- WA State Biofuels Initiative. Economic Issues with Canola Rotations, implications for BioFuels, \$13,381 for 2009/10, \$12,000 for 2010/11.
- USDA, HNIS. The Importance of Socio-Economic, Demographic, and Personal and Health-Related Factors and Food Product Attributes on U.S. Nutrient Intakes and Implications for the Dietary Status of the Household. PI V.A. McCracken; co-investigators: D.Z. Price, D.W. Price, and J. Armstrong, \$153,000.
- USDA, HNIS. The Importance of Socio-Economic, Demographic, and Personal and Health-Related Factors and Food Product Attributes on U.S. Nutrient Intakes and Implications for the Dietary Status of the Household. PI V.A. McCracken, extension funded at \$76,000.
- USDA, FNS. The Impact of Cashing-Out Food Stamps on Food Expenditures and Dietary Status: A Cross Study in Washington State. PI V.A. McCracken; co-investigators: D.W. Price and J. Armstrong, \$78,807.

Previous Summarized Grant Activity

- University of Idaho. Creating hands-on sustainable agriculture educational opportunities for place-bound students in Idaho and Washington, with Catherine Perillo
- Washington Apple Commission, Research concerning apple marketing, \$50,758.
- IMPACT, \$5,000
- Research and Arts Grant in Aid, \$7,147
- Washington Potato Commission, \$16,269
- Washington Apple Commission, \$19,926

- Rockwell International, \$28,828
- National Research Initiative, \$75,000
- USDA: \$153,000; \$37,000; \$76,000; \$78,807; \$65,000

Publications/Select Presentations

- Maaz, T. M., Wulfhorst, J. D., McCracken, V. A., Kirkegaard, J., Huggins, D. R., Roth, I., Kaur, H., Pan, W. L. (2018). Economic, policy, and social trends and challenges of introducing oilseed and pulse crops into dryland wheat cropping systems. *Agriculture, Ecosystems & Environment*, 253, 177-194.
- Choi, J. W., Yue, C., Luby, J., Zhao, S., Gallardo, K., McCracken, V. A., McFerson, J. (2018). Estimation of market equilibrium values for apple attributes. *China Agricultural Economic Review*, 10(1), 135-151.
- Gallardo, R. K., Hanrahan, I., Yue, C., McCracken, V. A., Luby, J., McFerson, J. R., Ross, C., Carrillo-Rodriguez, L. (2018). Combining sensory evaluations and experimental auctions to assess consumers' preferences for fresh fruit quality characteristics. *Agribusiness*, 34(2), 407-425.
- Zhou, R., Yue, C., Zhao, S., Gallardo, R. K., McCracken, V. A., Luby, J. J., McFerson, J. R. (2018). Using Market Segmentation Analysis to Identify Consumer Preferences for Fresh Peach Attributes. *HORTSCIENCE*, 53(11), 1664-1668.
- Pan, W. L., W.F. Schillinger, F.L. Young, E.M. Kirby, G.G. Yorgey, K.A. Borrelli, E.S. Brooks, V.A. McCracken, T.M. Maaz, S. Machado, I.J. Madsen, J.L. Johnson-Maynard, L.E. Port, K. Painter, D.R. Huggins, A.D. Esser, H.P. Collins, C.O. Stockle, and S.D. Eigenbrode. 2017. Integrating historic agronomic and policy lessons with new technologies to drive farmer decisions for farm and climate: The case of inland Pacific Northwestern U.S. *Frontiers in Environmental Science*. doi: 10.3389/fenvs.2017.00076
- Sage, J. L., McCracken, V. A. (2017). Mitigating food deserts: Do farmers' markets break from the status quo? *Regional Science Policy And Practice*, 9(1), 39-60.
- Zhao, S., Yue, C., Luby, J., Gallardo, K., McCracken, V. A., McFerson, J. R., Layne, D. R. (2017). US Peach Producer Preference and Willingness to Pay for Fruit Attributes. *Hortscience*, 52(1), 116-121.
- Choi, J. W., Yue, C., Luby, J., Zhao, S., Gallardo, K., McCracken, V. A., McFerson, J. (2017). Estimating Strawberry Attributes' Market Equilibrium Values. *HortScience*, 52(5), 742-748. <http://dx.doi.org/10.21273/hortsci11359-16>.
- Yue, C., Zhao, S., Gallardo, K., McCracken, V. A., Luby, J., McFerson, J. (2017). U.S. Growers' Willingness to Pay for Improvement in Rosaceous Fruit Traits. *Agricultural and Resource Economics Review*, 46(01), 103-122. <http://dx.doi.org/10.1017/age.2016.31>.
- Wang, J., Yue, C., Gallardo, K., McCracken, V. A., Luby, J., McFerson, J. (2017). What Consumers Are Looking for in Strawberries: Implications from Market Segmentation Analysis. *Agribusiness*, 33(1), 56-69. <http://dx.doi.org/10.1002/agr.21473>.
- Holmgren, M.A., V.A. McCracken, and J.J. McCluskey. (2016) Should I ski today? The economics of ski resort season passes. *Leisure/Loisir*, 40 (2).
- Maaz, T.M., Pan, W.L., Hammac, W.A., McCracken, V.A., & Koenig, R.T. (2016). Mitscherlich-Modeled, Semi-Arid Canola Nitrogen Requirements Influenced by Soil N and Water. *Agronomy Journal*, 108(2): 1-11.
- Wang, J. C. Yue., R.K. Gallardo, V.A. McCracken, J.J. Luby, J.R. McFerson (2016). What Consumers are Looking for in Strawberries: Implications from Market Segmentation Analysis. *Agribusiness: an International Journal*, 31(2): 259-280.
- Zheng, X., Yue, C., Gallardo, R.K., McCracken, V.A., Luby, J., and McFerson, J.R. (2016). What

- Attributes are Consumers Looking For In Sweet Cherries? Evidence From Choice Experiments. *Agricultural and Resource Economics Review*, 45(1):124-142. Cambridge University Press: doi:10.1017/age.2016.13.
- Nogueira, L., Michalski, J., Marsh, T.L., & McCracken, V.A. (2015). Welfare Implications of Washington Wheat Breeding Programs. *Journal of Agricultural and Applied Economics*. 47, 147-174.
- Gallardo R., H. Li, V. McCracken, C. Yue, J. Luby, J. McFerson. (2015). Market Intermediaries' Ratings of Importance for Rosaceous Fruits' Quality Attributes. *International Food and Agribusiness Management Review*, 18(4):121-154.
- Skuza, N., V.A. McCracken, and J.A. Ellis. (2015) Compensation Fees and Willingness to Pay: A Field Experiment on Organic Apples. *International Journal of Food and Agricultural Economics*, 3(3): 1–13.
- Bodah, B., J. R. Connolly, J. Ullman, V.A. McCracken, R.T. Peters, W.L. Pan, Forage Productivity of Vegetative Filter Strips Established on Rill (Furrow) Irrigated Row Crop Fields, WSU Technical Extension Bulletin (2015).
- Connolly, J.R., V.A. McCracken, and K. Painter. (2016) Enterprise Budget: Wheat and Canola Rotations in Eastern Washington - Intermediate Rainfall Regions 12" to 16", WSU Extension Factsheet (Wash. St. Oilseed Cropping System Series)".
- Connolly, J.R., V.A. McCracken, and K. Painter. (2015) Enterprise Budget: Wheat and Canola Rotations in Eastern Washington - Low Rainfall Regions (<12"), WSU Extension Factsheet (Wash. St. Oilseed Cropping System Series)" (2015).
- Nogueira, L., Michalski, J., Marsh, T.L., & McCracken, V.A. (2014). Welfare Implications of Washington Wheat Breeding Programs. *Journal of Agricultural and Applied Economics*, Available on CJO 2015 Doi:10.1017/Aae.2014.7.
- Yue, C., Gallardo, R.K., Luby, J., Rihn, A., McFerson, J.R., McCracken, V.A., McFerson, J., Gasic, K., Reighard, G., Clark, J., & Iezzoni, A. (2014). An Evaluation of U.S. Peach Producers Trait Prioritization-Evidence from Audience Surveys. *HortScience*, 49(10), 1309-1314.
- Yue, C., R.K. Gallardo, J.Luby, A. Rihn, J. McFerson, V.McCracken, N. Oraguzie, C. Weebadde, A. Sebolt, A. Iezzoni. (2014). "An Evaluation of U.S. Tart and Sweet Cherry Producers Trait Prioritization-Evidence from Audience Surveys." *HortScience*, 49(7):931-937.
- Yue, C., Gallardo, R.K., Luby, J., Katare, B., Rihn, A., McFerson, J., McCracken, V.A., Whitaker, V., Finn, C., Hancock, J., Weebadde, C., Sebolt, A., & Iezzoni, A. (2014). An Evaluation of U.S. Strawberry Producers Trait Prioritization: Evidence from Audience Surveys. *HortScience*, 49(2), 188-193.
- Gallardo RK, Li H, McCracken V, Yue C, Luby J, McFerson J. (2014). Market intermediaries' willingness to pay for apple, peach, cherry, and strawberry quality attributes. *Agribusiness: An International Journal*, DOI: 10.1002/agr.21396, 2014.
- Yue, C., R.K. Gallardo, J. Luby, B. Katare, A. Rihn, J. McFerson, V. McCracken, V.M. Whitaker, C.E. Finn, J.F. Hancock, C. Weebadde, A. Sebolt, A. Iezzoni. (2014) An Evaluation of U.S. Strawberry Producers Trait Prioritization: Evidence from Audience Surveys. *HortScience* 49:188-193.
- Yue, C., R.K. Gallardo, J. Luby, A. Rihn, J.R. McFerson, V. McCracken, D. Bedford, S. Brown, K. Evans, C. Weebadde, A. Sebolt and A.F. Iezzoni. (2013) An Investigation of U.S. Apple Producers' Trait Prioritization – Evidence from Audience Surveys. *HortScience* 48(11):1378-1384.
- Yue, C., Gallardo, R. K., McCracken, V. A., Luby, J., McFerson, J. R., Liu, L., & Iezzoni, A. (2012). Technical and socioeconomic challenges to setting and implementing priorities in North American rosaceous fruit breeding programs. *HortScience*, 47(9), 1320-1327.
- Sage, J.S., V.A. McCracken and R.A. Sage. Bridging the Gap: Do Farmers' Markets Help Alleviate Impacts of Food Deserts? *Amer. J. Agr. Econ.* 95(5):1237-1279, 2013.
- Holmgren, M.A. and V.A. McCracken. (2013) What Affects Demand for the "Greatest Snow on Earth"? *Journal of Hospitality Marketing and Management* 00:1-20, 2013.
- Skuza N., V. McCracken, J. Ellis, D. Granatstein. (2013) An In-Store Assessment of Consumers' Willingness-To-Pay:for Organic Apples: Does Size Matter? *Acta Horticulturae* 1001:403-409.
- Sage J., V. McCracken, R. Sage. (2013) Bridging the Gap: Do Farmers' Markets Help Alleviate Food Deserts?

- AAEA/ASSA; 1/4/13-1/6/13; San Diego, CA.
- Ellis, J.A., V.A. McCracken and N. Skuza. (2012) Insights into Willingness to Pay for Organic Cotton Apparel. *Journal of Fashion Marketing and Management* 16(3):290-305.
- Skuza N., V. McCracken, J. Ellis, D. Granatstein. (2012) An In-store Assessment of Consumer's Willingness-to-Pay: Does Size Matter? *Acta Horticulturae* (ISHS) Proceedings of 2nd Int. Organic Fruit Symposium, June 18, 2012, Leavenworth, WA.
- Michalski J., V. McCracken, M. Brady. (2012) Wheat Yield Response: On-farm Management versus Breeder Contributions. 2012. *AAEA Annual Meeting*; August 2012, Seattle WA.
- Skuza N., V. McCracken, J. Ellis, D. Granatstein. (2012) An In-Store Assessment of Consumers' Willingness-To-Pay for Organic Apples: Does Size Matter?-. 2012. Second International Organic Fruit Symposium; June 18-20.; Leavenworth, WA.
- Osorio-Henry M., V. McCracken, L. Elbakidze. (2012) Modeling Consumer Bidding Behavior on Food Items: Evidence from a Two-Stage Sequential BDM Field Experiment. 2012. *AAWE* (American Association of Wine Economics) 6th Annual Conference; June, Princeton.
- Tekindor A., V. McCracken. (2012) Uniqueness in Art Market: Specialization in Visual Art (19th & 20th century modern art) - Evidence from art auctions. *ACEI Annual Conference*; June ; San Francisco.
- Tekindor A., V. McCracken. (2012) Uniqueness in Art Market: Specialization in Visual Art. 2012. *AAEA Annual Meeting*; August, Seattle, WA.
- McCracken V., J. Sage, R. Sage. (2012). Do Farmers' Markets Ameliorate Food Deserts? *Focus*.29(1):21-26.
- Gallardo, R.K., D. Nguyen, V. McCracken, C. Yue, J. Luby and J.R. McFerson. (2012) An Investigation of trait Prioritization in Rosaceous Fruit Breeding Programs. *HortScience* 47(6):771-776, 2012.
- Yue C., R. Gallardo, J. Luby, A. Rihn, J. McFerson, V. McCracken, D. Bedford, S. Brown, K. Evans, C. Weebadde, A. Sebolt, A. Iezzoni. An investigation of United States Apple Producers Trait Prioritization - Evidence From Clicker Surveys. 2012. *ASHS*; Jul 29- Aug 2; Miami.
- Connolly J., V. McCracken. Marketing Opportunities for Cut Flower Growers - Clicker Survey and Discussion of Results. 2012. Specialty Cut Flower Workshop; Feb 24-25; Mt. Vernon WA.
- Connolly J., V. McCracken. Economic Returns to Canola Rotations in Eastern Washington (2012). *BioEnergy Symposium Poster Session*, Seattle WA November 2012.
- Yue, C., Gallardo, R.K., McCracken V.A., Luby, J. McFerson, J.R., Liu L. and Iezzoni, A. (2012). Technical and Socioeconomic Challenges to Setting and Implementing Priorities in North American Rosaceous Fruit Breeding Programs. *HortScience* 47(9): 1320-1327.
- Gallardo, R. K., Nguyen, D., McCracken V., Yue C., Lusby, J., McFerson, J.R. (2012). An Investigation of Trait Prioritization in Rosaceous Fruit Breeding Programs. *HortScience*, 47(6): 771-776
- McCracken, V.A., Sage J.A. & Sage R.A. (2012). Bridging the Gap: Do Farmers' Markets Help Alleviate Impacts of Food Deserts? Institute for Research on Poverty discussion paper.
- Ullman, J.L. Bodah, B.W. Perez-Ovilla, O. Munoz-Carpena, R., Kiker, G.A., McCracken V. and Pan, W.L. (2012). Use of Vegetative Filter Strips on Surface Irrigated Fields and Development of a Decision-Support Tool to Optimize Water Quality Benefits. Poster presented at 2012 Land Grant & Sea Grant National Water Conference. Portland, Oregon.
- Nguyen, Diem, McCracken V., Casavant K., & Jessup E (2011). Geographic Location, Ownership and Profitability of Washington Log Trucking Companies. *Regional Science Policy & Practice*, 3(2): 115-126 (2011).
- McCracken, V.A., Taylor, M., & Zheng, Q. (2010). Consumers' Apple Variety Choices Based on National Household-Level Data. Presentation at the AAEA Annual Conference, Denver, CO.
- McCracken, V.A., Casavant, K., & Jessup, E.L. (2010). Chapter 5: Coal Transportation. *Rural Transportation Issues*.
- Casavant, K., Jessup, E.L., Nguyen, D., & McCracken, V.A. (2010). Structural Characteristics and Performance of Washington Log Trucking Companies: An Empirical Analysis. *JTR Transportation Research Forum for the 51st Annual Forum*, Washington DC.
- Holmgren, M., & McCracken, V.A. (2010). Identifying Student Success at a Land Grant Institution.

- Presentation at the AAEA Annual Meeting, Denver, CO.
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