

R. KARINA GALLARDO

Tel. (253) 445-8445 · e-mail: karina_gallardo@wsu.edu

EDUCATION

Ph.D. Agricultural Economics, Oklahoma State University. Stillwater, OK. December 2007.

M.S. Agricultural Economics, Mississippi State University. Starkville, MS. August 2004.

Professional Degree. Food Science and Technology Engineering. Universidad Nacional Agraria La Molina. Lima, Perú. August 2000.

B.S. Food Science and Technology, Universidad Nacional Agraria La Molina. Lima, Perú. December 1997.

ACADEMIC EXPERIENCE

Professor and Extension Specialist, School of Economic Sciences, Washington State University. August 2020 – Present.

Associate Professor and Extension Specialist, School of Economic Sciences, Washington State University. July 2014 – July 2020.

Affiliated Faculty Member, Center for Precision and Automated Agricultural Systems, Washington State University. August 2011- Present.

Assistant Professor and Extension Specialist, School of Economic Sciences, Washington State University. June 2011-July 2014.

Assistant Scientist and Extension Specialist, School of Economic Sciences, Washington State University. July 2008-June 2011.

Postdoctoral Researcher. Department of Agricultural Economics, Oklahoma State University. January 2008-June 2008.

INDUSTRY EXPERIENCE

Quality Supervisor, Agro Industrias Backus. Chíncha, Ica. Perú. April 2001-December 2002.

Production Supervisor, Nestlé Perú Fábrica D'onofrio. Lima, Perú. June 1999-July 2000.

RESEARCH AND SCHOLARLY ACTIVITY

JOURNAL ARTICLES N=84

1. Cabote, N., **R.K. Gallardo**, C.A. Torres, and S.P. Galinato. 2026. "Economic Analysis of Dynamic Controlled Atmosphere Storage for Organic Apples." *HortScience*, 61(3):483-493. <https://doi.org/10.21273/HORTSCI19140-25>
2. **Gallardo, R.K.**, X. Ma, S.P. Galinato, and T. Northfield. 2025. "Unlocking Consumer Preferences: Does Climate Change Influences Choices for Integrated Pest Management Practices?" *Journal of the Agricultural and Applied Economics Association*, 4(4): 483-506. <https://doi.org/10.1002/jaa2.70030>
3. Ghorbani, K., S.S. Atallah, and **R.K. Gallardo**. 2025. "Commentary on Extension Programming: An Online Platform for Area-Wide Management of Western X-Disease Extension Program." *Applied Economics Teaching Resources*, 7(4) 1-9. https://www.aetrjournal.org/UserFiles/file/AETR_2025_0211%20Final.pdf
4. McCluskey, J.J., **R.K. Gallardo**, and X. Ma. 2025. "Is Ignorance Bliss? Milk from Gene-Edited Cows and Animal Welfare Considerations." *Agricultural and Resource Economics Review*, 54(2): 1-32. <https://doi.org/10.1017/age.2025.14>.
5. Vougioukas, S., M. Karkee, S. Devadoss, **R.K. Gallardo**, and D. Charlton. 2025. "Mechanization Efforts in Fruit Harvesting". *Choices: The Magazine of Food, Farm, and Resource Issues*. Available Online at <https://www.choicesmagazine.org/choices-magazine/theme-articles/emerging-technologies-theme/mechanization-efforts-in-fruit-harvesting>
6. Charlton, D., S. Devadoss, **R.K. Gallardo**, J. Luckstead, and S. Vougioukas. 2025. "Economic Viability of Robotic Fruit Harvesters to Reduce Large Seasonal Labor Demands. Analysis of Gala and Honeycrisp Apples." *Journal of the Agricultural and Applied Economics Association*. 4(1): 70-87. <https://doi.org/10.1002/jaa2.70000>
7. **Gallardo, R.K.**, A. Gutierrez-Li, J. Luckstead, R.M. Nayga Jr., B. Sallato, and W. Yang. 2024. "H-2A Workers' Preferences for Job Attributes: Evidence from an Experiment." *Journal of the Agricultural and Applied Economics Association*. <https://doi.org/10.1002/jaa2.137>
8. Canales, E., **R. K. Gallardo**, M. Iorizzo, P. Muñoz, L. Ferrao, C. Luby, N. Bassil, M. Pottorff, P. Perkins, P. Sandefur, A. Colonna, and C. Sims. 2024. "Willingness to Pay for Blueberries: Sensory Attributes, Fruit Quality Traits, and Consumers'

- Characteristics." *HortScience* 59(8): 1207-1218.
<https://doi.org/10.21273/HORTSCI117947-24>
9. Ma, X., **R.K. Gallardo**, E. Canales, A. Atucha, J. Zalapa, and M. Iorizzo. 2024. "Consumers' Discount for Added Sugars: An Application to Cranberry Products Under Different Nutrition-Related Information Treatments." *Journal of the Agricultural and Applied Economics Association*, 1-20. <https://doi.org/10.1002/jaa2.121>.
 10. Ma, X., **R.K. Gallardo**, E. Canales, and M. Iorizzo. 2024. "Quality-Related Descriptors to Increase Fresh Blueberries Purchase - Evidence from a Basket-Based Choice Experiment." *Journal of the Agricultural and Applied Economics Association*, 1-20. <https://doi.org/10.1002/jaa2.118>
 11. Murray, A.D., **R.K. Gallardo**, A. Prakash. 2024. "Mexican Consumers' Attitudes towards Irradiated and Imported Apples." *Agribusiness An International Journal*, 1-25. <https://doi.org/10.1002/agr.21922>.
 12. **Gallardo, R.K.** 2024. "A Review of Agriculture's Environmental Impacts and Adaptation Strategies." *International Review of Environmental and Resource Economics*, 18: 165-235. <http://dx.doi.org/10.1561/101.00000166>.
 13. Montero, M.L., A.E. Colonna, **R.K. Gallardo**, and C.F. Ross. 2024. "Sensory Profiling of Pears from the Pacific Northwest: Consumers' Perspective and Descriptive Analysis." *Journal of Food Science*, 89: 1225-1242. <https://doi.org/10.1111/1750-3841.16913>.
 14. Ma, X., **R.K. Gallardo**, E. Canales, A. Atucha, J. Zalapa, and M. Iorizzo. 2024. "Would Consumers Accept CRISPR Fruit Crops if the Benefit Has Health Implications? An Application to Cranberry Products." *Agricultural and Resource Economics Review*. 1-23. <https://doi:10.1017/age.2023.38>.
 15. **Gallardo, R.K.**, X. Ma, A.E. Colonna, M.L. Montero, and C.F. Ross. 2023. "Consumers' Preferences for Novel and Traditional Pear Varieties: Evidence from Sensory Evaluation and Willingness to Pay Elicitation." *HortScience* 58(12): 1474-1483. <https://doi.org/10.21273/HORTSCI117317-23>
 16. Lim, H., **R.K. Gallardo**, and M.P. Brady. 2023. "Interactions Between Organic and Conventional Markets from Pest and Disease Outbreaks: The Case of the U.S. Apple Industry." *Journal of Agricultural and Applied Economics*, 1-17. <https://doi.org/10.1017/aae.2023.11>

17. Uddin, A., **R.K. Gallardo**, B. Rickard, J.A. Alston, and O. Sambucci. 2023. "Consumers' Willingness to Accept Gene-Edited Fruit - An Application to Quality Traits for Fresh Table Grapes." *QOpen*, 3(1): 1-30. <https://doi.org/10.1093/qopen/qoad008>
18. Uddin, A., **R.K. Gallardo**, B. Rickard, J.A. Alston, and O. Sambucci. 2022. "Consumer Acceptance of New Plant-Breeding Technologies: An Application to the Use of Gene Editing in Fresh Table Grapes." *PlosOne*, <https://doi.org/10.1371/journal.pone.0270792>
19. Zhang, Q. and **R.K. Gallardo**. 2022. "Measuring Consumers' Demand for Nutrition Attributes: An Application to Ready-to-Heat Meals." *Agricultural and Resource Economics Review*, 51(3): 542-557. 1-16. <https://doi.org/10.1017/age.2022.14>
20. Edger, P.P., M. Iorizzo, N.V. Bassil, J. Benevenuto, L.F. Ferrao, L. Giongo, K. Hummer, L.M.F. Lawas, C.P. Leisner, C. Li, P.R. Muñoz, H. Ashrafi, A. Atucha, E.M. Babiker, E. Canales, D. Chagne, L. DeVetter, M. Ehlenfeldt, R.V. Espley, **R.K. Gallardo**, C.S. Günther, M. Hardigan, A.M. Hulse-Kemp, M.L. Jacobs, M.A. Lila, C. Luby, D. Main, M.F. Mengist, G.L. Owens, P. Perkins-Veazie, J. Polashock, M. Pottorff, L.J. Rowland, C.A. Sims, G. Song, J. Spencer, N. Vorsa, A.E. Yocca, and J. Zalapa. 2022. "There and Back Again: Historical Perspective and Future Directions for Vaccinium Breeding and Research Studies." *Horticulture Research*. April. <https://doi.org/10.1093/hr/uhac083>.
21. Garrido, D. and **R.K. Gallardo**. 2022. "Are Improvements in Convenience Good Enough for Consumers to Accept New Food Processing Technologies?" *Agribusiness An International Journal*, 38: 73-92. <https://doi.org/10.1002/agr.21716>
22. Zhang, Q., J.J. McCluskey, **R.K. Gallardo**, and M.P. Brady. 2021. "Avoidance Behaviors Circumventing the Sugar-Sweetened Beverages Tax." *Food Policy*, 105: 102166. <https://doi.org/10.1016/j.foodpol.2021.102166>
23. Montero, M.L., D. Garrido, **R.K. Gallardo**, J. Tang, and C. Ross. 2021. "Consumer Acceptance of a Ready-to-Eat Meal During Storage as Evaluated with a Home-Use Test." *Foods*, 10, 1623. <https://doi.org/10.3390/foods10071623>
24. Garrido, D., **R.K. Gallardo**, C.F. Ross, M.L. Montero, and J. Tang. 2021. "The Effect of Intrinsic and Extrinsic Quality on the Willingness to Pay for a Convenient Meal: A Combination of Home-Use-Test with Online Auctions." *Journal of Sensory Studies*, 36(5): e12682. <https://doi.org/10.1111/joss.12682>

25. Garrido, D., **R.K. Gallardo**, C.F. Ross, M.L. Montero, and J. Tang. 2021. "Does the Order of Presentation of Extrinsic and Intrinsic Quality Attributes Matter when Eliciting Willingness to Pay?" *Journal of Food Science*: 1-14. <https://doi.org/10.1111/1750-3841.15825>
26. Grant, K.R., **R.K. Gallardo**, and J.J. McCluskey. 2021. "Consumer Preferences for Foods with Clean Labels and New Processing Technologies." *Agribusiness An International Journal*, 37(4): 764-781. <https://doi.org/10.1002/agr.21705>
27. Uddin, A. and **R.K. Gallardo**. 2021. "Consumers' Willingness to Pay for Organic, Clean Label, and Processed with a New Food Technology: An Application to Ready Meals." *International Food and Agribusiness Management Review*, 24(3): 1-18. <https://doi.org/10.22434/IFAMR2020.0127>
28. Basu, R. and **R.K. Gallardo**. 2021. "Economic Issues Related to Long-Term Investment in Tree Fruits." *Choices*. Quarter 2. Available online: <https://www.choicesmagazine.org/choices-magazine/theme-articles/trends-and-challenges-in-fruit-and-tree-nut-sectors/economic-issues-related-to-long-term-investment-in-tree-fruits>.
29. Grant, K.R., **R.K. Gallardo**, and J.J. McCluskey. 2020. "Factors Influencing Consumers' Expected Food Waste." *Journal of Food Distribution Research*, 51(3): 41-62.
30. Iezzoni, A., J. McFerson, J. Luby, K. Gasic, V. Whitaker, N. Bassil, C. Yue, **R.K. Gallardo**, V. McCracken, M. Coe, C. Hardner, J. Zurn, S. Hokanson, E. van de Weg, S. Jung, D. Main, C. Linge, S. Vanderzande, T. Davis, L.L. Mahoney, C. Finn, and C. Peace. 2020. "RosBREED: Bridging the Chasm Between Discovery and Application to Enable DNA-Informed Breeding in Rosaceous Crops." *Horticulture Research*, 7(177). <https://doi.org/10.1038/s41438-020-00398-7>
31. Li, Z., **R.K. Gallardo**, V. McCracken, C. Yue, K. Gasic, G. Reighard, and J. McFerson. 2020. "United States Southeastern Peach Growers Preferences for Fruit Size and External Color Versus Resistance to Brown Rot Disease." *HortTechnology*, 30(5):576-584. <https://doi.org/10.21273/HORTTECH04667-20>
32. Wannemuehler, S., C. Yue, W. Hoashi-Erhardt, **R.K. Gallardo**, and V. McCracken. 2020. "Cost-Effectiveness Analysis of a Strawberry Breeding Program Incorporating DNA-Informed Technology." *HortTechnology*, 30(3): 365-371. <https://doi.org/10.21273/HORTTECH04519-19>.

33. Wannemuehler, S., C. Yue, W. Shane, **R.K. Gallardo**, and V. McCracken. 2020. "Estimated Implementation Costs in a Peach Breeding Program." *HortTechnology*, 30(3):356-364. <https://doi.org/10.21273/HORTTECH04499-19>
34. Li, Z., **R.K. Gallardo**, V. McCracken, C. Yue, V. Whitaker and J. McPerson. 2020. "Grower Willingness to Pay for Fruit Quality versus Disease Resistance and Welfare Implications: The Case of Florida Strawberry." *Journal of Agricultural and Resource Economics*, 45(2):199-218. 10.22004/ag.econ.302450
35. Akhundjanov, S.B., **R.K. Gallardo**, J.J. McCluskey, B.J. Rickard. 2020. "Optimal Licensing of Plant Variety Patents: Benefiting both the Public University and the Industry." *Economic Modelling*, 86:88-100. <https://doi.org/10.1016/j.econmod.2019.06.004>
36. Wannemuehler, S.D., J. Luby, C. Yue, D.S. Bedford, **R.K. Gallardo**, V. McCracken. 2019. "A Cost-Benefit Analysis of DNA Informed Apple Breeding." *HortScience*, 54(11):1998-2004. <https://doi.org/10.21273/HORTSCI14173-19>
37. Li, Z., **R.K. Gallardo**, V. McCracken, C. Yue, W. Hoashi-Erhardt, L. DeVetter. 2019. "Supporting Successful Transition to the Fresh Market: Research and Extension Needs of Pacific Northwest Strawberry Growers." *HortTechnology*, 29(5): 649-658. <https://doi.org/10.21273/HORTTECH04389-19>
38. Lee, K., **R.K. Gallardo**, and M. Giacinti. 2019. "Tariff Impacts on Trade and Welfare: The Case of Indian Imports of Fresh Apples." *Journal of Agricultural and Applied Economics*, 1-17. <https://doi.org/10.1017/aae.2019.32>
39. Hong, Y., **R.K. Gallardo**, X. Fan, S. Atallah, and M.I. Gomez. 2019. "Modelling the Economic Impact of the Trade Regulation of Invasive Species: A Study of Apple Production under an Apple Maggot Quarantine Program." *Journal of Agricultural and Resource Economics*, 44(3): 646-663. <https://doi.org/10.22004/ag.econ.292336>
40. Galinato, S., **R.K. Gallardo**, E. Beers, A. Bixby-Brosi. 2019. "Developing a Management Strategy for Little Cherry Disease: The Case of Washington State." *Plant Disease*. <https://apsjournals.apsnet.org/doi/10.1094/PDIS-12-18-2235-SR>
41. **Gallardo, R.K.**, K. Grant, D.J. Brown, J.R. McPerson, K.M. Lewis, T. Einhorn, M. Miranda Sazo. 2019. "U.S. Fresh Apple Industry Perceptions of Precision Agriculture Technologies." *HortTechnology*, 29(2): 151-162. <https://doi.org/10.21273/HORTTECH04214-18>
42. Grant, K., **R.K. Gallardo**, and J.J. McCluskey. 2019. "Are Consumers Willing to Pay to Reduce Food Waste?" *Choices*. Quarter 1. <http://www.choicesmagazine.org/choices-magazine/theme-articles/examining-food-loss-and-food-waste-in-the-united-states/are-consumers-willing-to-pay-to-reduce-food-waste>.

43. Zhou, R., C. Yue, S. Zhao, **R.K. Gallardo**, V. McCracken, J. Luby, and J. McFerson. 2018. "Using Market Segmentation Analysis to Identify Consumer Preferences for Fresh Peach Attributes." *HortScience*, 53(11): 1664-1668.
<https://doi.org/10.21273/HORTSCI13182-18>
44. Gallardo, R.K. and J. Sauer. 2018. "Adoption of Labor-saving Technologies in Agriculture." *Annual Review of Resource Economics*, 10: 185-206.
<https://doi.org/10.1146/annurev-resource-100517-023018>
45. Galinato, S., **R.K. Gallardo**, D. Granatstein, M. Willet. 2018. "Economic Impact of a Potential Expansion of Pest Infestation: Apple Maggot in Washington State." *HortTechnology*, 28(5): 651-659. <https://doi.org/10.21273/HORTTECH04141-18>
46. **Gallardo, R.K.**, P. Klingthong, Q. Zhang, J. Polashock, A. Atucha, J. Zalapa, C. Rodriguez-Saona, N. Vorsa, and M. Iorizzo. 2018. "Breeding Trait Priorities of the Cranberry Industry in the United States and Canada." *HortScience*, 53(10): 1467-1474.
<https://doi.org/10.21273/HORTSCI13219-18>
47. **Gallardo, R.K.**, Q. Zhang, M. Dossett, J.J. Polashock, C. Rodriguez-Saona, N. Vorsa, P.P. Edger, H. Ashrafi, E. Babiker, C.E. Finn, and M. Iorizzo. 2018. Breeding Trait Priorities of the Blueberry Industry in the United States and Canada. *HortScience*, 53(7): 1021-1028. <https://doi.org/10.21273/HORTSCI12964-18>
48. Hong, Y., **R.K. Gallardo**, M. Silva Jaimes, and J. Flores Orozco. 2018. "College Students' Preferences and Willingness to Pay for Fresh Apple Varieties in Peru." *Journal of Food Distribution Research*, 49(2): 38-56. 10.22004/ag.econ.292175
49. **Gallardo, R.K.**, Y. Hong, M. Silva Jaimes, J. Flores Orozco. 2018. "Investigating Consumer Food Choice Behavior: An Application Combining Sensory Evaluation and Experimental Auctions." *Ciencia e Investigacion Agraria*, 45(1): 1-10. <https://doi.org/10.7764/rcia.v45i1.1765>.
50. **Gallardo, R.K.**, E. Stafne, L. Wasko DeVetter, Q. Zhang, C. Li, F. Takeda, J. Williamson, W. Yang, R. Beaudry, W. Cline, and R. Allen. 2018. "Blueberry Producers' Attitudes toward Harvest Mechanization for Fresh Market." *HortTechnology*, 28(1):10-16. <https://doi.org/10.21273/HORTTECH03872-17>
51. Ikiz, D., **R.K. Gallardo**, A. Dhingra, and S. Hewitt. 2018. "Assessing Consumers' Preferences and Willingness to Pay for Novel Sliced Packed Fresh Pears: A Latent Class Approach." *Agribusiness: An International Journal*, 34(2): 321-337.
<https://doi.org/10.1002/agr.21532>
52. **Gallardo, R.K.**, I. Hanrahan, J. Luby, C. Yue, V. McCracken, J. McFerson, C. Ross, and L. Carrillo-Rodriguez. 2018. "Combining Sensory Evaluations and Experimental Auctions to Elicit Willingness-to-Pay for Fresh Fruit Quality Characteristics."

Agribusiness: An International Journal, 34(2): 407-425.
<https://doi.org/10.1002/agr.21534>

53. Choi, J., C. Yue, **R.K. Gallardo**, V. McCracken, J. Luby, and J. McFerson. 2017. "Estimation of Market Equilibrium Values for Apple Attributes." *China Agricultural Economic Review*, 10(1): 135-151. <https://doi.org/10.1108/CAER-12-2016-0192>
54. Choi, J.W, C. Yue, J. Luby, S. Zhao, **R.K. Gallardo**, V. McCracken, and J. McFerson. 2017. "Estimating Strawberry Attributes' Market Equilibrium Values." *HortScience*, 52(5): 742-748. <https://doi.org/10.21273/HORTSCI11359-16>
55. Zhao, S., C. Yue, J. Luby, **R.K. Gallardo**, V. McCracken, J. McFerson, D. Layne. 2017. "U.S. Peach Producer Preferences and Willingness to Pay for Fruit Attributes." *HortScience*, 52(1): 116-121. <https://doi.org/10.21273/HORTSCI10966-16>
56. Yue, C., S. Zhao, **R.K. Gallardo**, V. McCracken, J.L. Luby, J. McFerson. 2017. "U.S. Growers' Willingness to Pay for Improvement in Rosaceous Fruit Traits." *Agricultural and Resource Economics Review*, 46(1): 103-122. <https://doi.org/10.1017/age.2016.31>
57. Brady, M.P, **R.K. Gallardo**, S. Badruddozza, and X. Jiang. 2016. "Regional Equilibrium Wage Rate for Hired Farm Workers in the Tree Fruit Industry." *Western Economics Forum*, 15(1): 20-31. <https://doi.org/10.22004/ag.econ.253464>
58. Wang, J., C. Yue, **R.K. Gallardo**, V. McCracken, J. Luby, and J. McFerson. 2016. "What Consumers are Looking for in Strawberries: Implications from Market Segmentation Analysis." *Agribusiness: an International Journal*, 33(1): 56-69. <https://doi.org/10.1002/agr.21473>
59. **Gallardo, R.K.**, J.F. Brunner, S. Castagnoli. 2016. "Capturing the Economic Value of Biological Control in Western Tree Fruit." *Biological Control*, 102(1): 93-100. <https://doi.org/10.1016/j.biocontrol.2016.05.013>
60. **Gallardo, R.K.** and D. Zilberman. 2016. "The Economic Feasibility of Adopting Mechanical Harvesters by the Blueberry Industry." *HortTechnology*, 26(3): 299-308. <https://doi.org/10.21273/HORTTECH.26.3.299>
61. Jones, V., N. Mills, J. Brunner, D. Horton, E. Beers, T. Unruh, P. Shearer, J. Goldberger, E. Milickzy, S. Steffan, K. Amarasekare, U. Chambers, A. Gadino, **R.K. Gallardo**, and W. Jones. 2016. "From Planning to Execution to the Future: An Overview of a Concerted Effort to Enhance Biological Control in Apple, Pear and Walnut Orchards in the Western U.S. Biological Control." *Biological Control*, 102(1):1-6. <https://doi.org/10.1016/j.biocontrol.2016.03.013>
62. Zheng, X., C. Yue, **R.K. Gallardo**, V. McCracken, J. Luby, and J. McFerson. 2016. "What Attributes Are Consumers Looking for in Sweet Cherries? Evidence from Choice

Experiments.” *Agricultural and Resource Economics Review*, 45(1):124-142.
<https://doi.org/10.1017/age.2016.13>

63. **Gallardo, R.K.**, H. Li, V. McCracken, C. Yue, J. Luby, and J. McFerson. 2015. “Market Intermediaries’ Ratings of Importance for Rosaceous Fruits’ Quality Attributes.” *International Food and Agribusiness Management Review*, 18(4): 121-154.
[10.22004/ag.econ.211657](https://doi.org/10.22004/ag.econ.211657)
64. **Gallardo, R.K.** and M. Brady. 2015. “Adoption of Labor-Enhancing Technologies by the Specialty Crop Agriculture: The Case of the Washington Apple Industry.” *Agricultural Finance Review* 75(4): 514-532. <https://doi.org/10.1108/AFR-05-2015-0022>
65. **Gallardo, R.K.**, Hanrahan, I., Hong, Y., and J. Luby. 2015. “Crop Load Management and the Market Profitability of ‘Honeycrisp’.” *HortTechnology* 25(4): 575-584.
<https://doi.org/10.21273/HORTTECH.25.4.575>
66. **Gallardo, R.K.**, A. Olanie, R. Ordonez, and M. Ostrom. 2015. “The Use of Wireless Capability at Farmers’ Markets: Results from a Choice Experiment Study.” *International Food and Agribusiness Management Review* 18(1): 79-104.
67. **Gallardo, R.K.**, H. Li, V. McCracken, C. Yue, J. Luby, and J. McFerson. 2015. “Market Intermediaries’ Willingness to Pay for Apple, Peach, Cherry, and Strawberry Quality Attributes.” *Agribusiness: An International Journal* 31(2): 259-280.
<https://doi.org/10.1002/agr.21396>
68. Yue, C., **R.K. Gallardo**, J. Luby, A. Rihn, J. McFerson, V. McCracken, T. Gradziel, K. Gasic, G. Reighard, J. Clark, and A. Iezzoni. 2014. “An Evaluation of U.S. Peach Producers Trait Prioritization-Evidence from Audience Surveys.” *HortScience* 49(10): 1309-1314. <https://doi.org/10.21273/HORTSCI.49.10.1309>
69. 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. <https://doi.org/10.21273/HORTSCI.49.7.931>
70. Nakawuka, P., R. Troy Peters, **R.K. Gallardo**, D. Toro-González, R. Okwany, and D. Walsh. 2014. “Effect of Deficit Irrigation on Yield, Quality, and Grower Returns of Native Spearmint.” *Journal of Irrigation and Drainage Engineering* 140(5):1-9. [https://doi.org/10.1061/\(ASCE\)IR.1943-4774.0000719](https://doi.org/10.1061/(ASCE)IR.1943-4774.0000719)
71. Yue, C., **R.K. Gallardo**, J. Luby, B. Katara, 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(2):188-193. <https://doi.org/10.21273/HORTSCI.49.2.188>

72. Yue, C., **R.K. Gallardo**, J. Luby, A. Rihn, J. McFerson, V. McCracken, D. Bedford, S. Brown, K. Evans, C. Weebadde, A. Sebolt, and A. Iezzoni. 2013. "An Investigation of United States Apple Producers Trait Prioritization—Evidence from Audience Surveys." *HortScience* 48(11): 1378-1384. <https://doi.org/10.21273/HORTSCI.48.11.1378>
73. Toro-González, D., **R.K. Gallardo**, J. Yan, and J. McCluskey. 2013. "Quality Differentiation with Flavors: Demand Estimation of Unobserved Attributes." *Journal of Agricultural and Food Industrial Organization* 11(1):1-11. <https://doi.org/10.1515/jafio-2013-0002>
74. **Gallardo, R.K.**, and Q. Wang. 2013. "Willingness to Pay for Pesticides' Environmental Features and Social Desirability Bias: The Case of Apple and Pear Growers." *Journal of Agricultural and Resource Economics*, 38(1): 124–139. [10.22004/ag.econ.148250](https://doi.org/10.22004/ag.econ.148250)
75. Yue, C., **R.K. Gallardo**, V. McCracken, J. Luby, J. McFerson, L. Liu, and A. Iezzoni. 2012. "Technical and Socio-Economic Challenges to Setting and Implementing Priorities in North American Rosaceous Fruit Breeding Programs." *HortScience* 47(9):1320–1327. <https://doi.org/10.21273/HORTSCI.47.9.1320>
76. **Gallardo, R.K.**, D. Nguyen, V. McCracken, C. Yue, J. Luby, and J. McFerson. 2012. "An Investigation of Trait Prioritization in Rosaceous Fruit Breeding Programs." *HortScience* 47(6):771–776. <https://doi.org/10.21273/HORTSCI.47.6.771>
77. Hudson, D., **R.K. Gallardo**, and T. Hanson. 2012. "A Comparison of Choice Experiments and Actual Grocery Store Behavior: An Empirical Application to Seafood Products." *Journal of Agricultural and Applied Economics* 44(1):49–62. <https://doi.org/10.1017/S107407080000016X>
78. **Gallardo, R.K.**, E. Kupferman, R. Beaudry, S. Blankenship, E. Mitcham and C. Watkins. 2011. "Market Quality of Pacific Northwest Pears." *Journal of Food Distribution Research* 42(2):89–99.
79. **Gallardo, R.K.** 2011. "Choice Experiments' Findings: A Tool for Fruit Agribusiness Managers Decision Making." *International Food and Agribusiness Management Review* 14(3):95–110. [10.22004/ag.econ.114706](https://doi.org/10.22004/ag.econ.114706)
80. **Gallardo, R.K.**, E. Kupferman, and A. Colonna. 2011. "Willingness-to-pay for Optimal Anjou Pear Quality." *HortScience* 46(3):452–456. <https://doi.org/10.21273/HORTSCI.46.3.452>
81. **Gallardo, R.K.**, W. Brorsen, and J. Lusk. 2010. "Prediction Markets: An Experimental Approach to Forecasting Cattle on Feed." *Agricultural Finance Review* 70(3):414–426. [10.1108/00021461011088521](https://doi.org/10.1108/00021461011088521)

82. Zhang, H., **R.K. Gallardo**, J. McCluskey, and E. Kupferman. 2010. "Consumers' Willingness to Pay for Treatment-Induced Quality Attributes in Anjou Pears." *Journal of Agricultural and Resource Economics* 35(1):105–117. 10.22004/ag.econ.61062
83. Marsh, T.L., and **R.K. Gallardo**. 2009. "Adopting Biological Control for Ornamental Crops in Greenhouses." *CABI Reviews: Perspectives in Agriculture, Veterinary Science, Nutrition and Natural Resources* 4(22):1–9. 10.1079/PAVSNNR20094022
84. **Gallardo, R.K.**, J. Lusk, R. Holcomb, and P. Rayas-Duarte. 2009. "Willingness to Pay for Attribute Level and Variability: The Case of Mexican Millers Demand for Hard Red Winter Wheat." *Journal of Agricultural and Applied Economics* 41(3):599–611. <https://doi.org/10.1017/S1074070800003096>

SUBMITTED-Under Review

1. Winfree, J., S.S. Atallah, **R.K. Gallardo**, and K. Ghorbani. "The Economic Effects of Persistent Plant Diseases: The Case of Fire Blight."
2. Yue, C., U. Parapuram, G. Steede, **R.K. Gallardo**, and M. Clark. "Consumer Preferences for Disease-Resistant Wine: Implications from Thematic and Latent Dirichlet Allocation Analyses."
3. Steede, G., C. Yue, **R.K. Gallardo**, and U. Parapuram. "Communicating Viticultural Innovation: How Wine Labels Influence Enthusiasts' View of Disease Resistance."
4. Parapuram, U., C. Yue, G. Steede, **R.K. Gallardo**, B.R. Eisenreich, and M. Clark. 2025. "Consumer preferences for novel products: Eye-tracking and EEG insights into gift-giving vs self-consumption."
5. Parapuram, U., C. Yue, G. Steede, **R.K. Gallardo**, B.R. Eisenreich, and M. Clark. 2025. "Understanding the impact of perceived emotional valence of eco-labels for novel food products on consumer preferences, visual attention, and cognition - A Multimodal study using EEG and Eye Tracking."

BOOK CHAPTERS

1. **Gallardo, R.K.**, T. Reardon, D. Zilberman. 2026. "Fruit Breeding Value Chains in Symbiosis with Transforming Fruit Product Value Chains: Comparing Public and Private Breeders with a Product Cycle Lens", in Chandra S. Nuthalapati and Prabhu Pingali (Eds), *Innovative Agricultural Technologies and the Private Sector for a Hunger-Free World: Festschrift Volume in Honor of Carl E Pray*, World Scientific Publishing Co., Singapore. Chapter accepted Sept 20, 2025.
2. **Gallardo, R.K.** and H. Garming. 2017. "The Economics of Apple Production." In *Achieving Sustainable Cultivation of Apples*. Ed. Kate Evans. Burleigh Dodds Science Publishing. Cambridge, UK. Published June 16.
3. **Gallardo, R.K.** and D. Zilberman. 2017. "The Economics of Perennial Crops' Production Automation" In *Automation in Tree Fruit Production*. Ed. Qin Zhang. CABI Center for Agriculture and BioSciences International Publishing. Oxforshire, UK. Published November.

4. Akhundjanov, S.B., **R.K. Gallardo**, J.J. McCluskey, and B.J. Rickard. 2017. “Commercialization Mechanisms for New Plant Varieties.” In *From AgriScience to Agribusiness, Theories, Policies and Practices in Technology Transfer and Commercialization*. Springer International Publisher. Cham, Switzerland. Published online November 23.
5. Galinato, S.P. and **R.K. Gallardo**. 2017. “Cost Analysis for Vegetable Grafting” In *Grafting Manual: How to Produce Grafted Vegetable Plants*.” Ed. Chieri Kubota, Carol Miles, and Xin Zhao. Available at <http://vegetables.wsu.edu/graftingVegetablesMan.html>

GRANT REPORTS

1. Gallardo, R.K. and N. Cabote. Economics objective. Project: Benefits of and Barriers to Dynamic Atmosphere (DCA) Storage: Analyses Needed for Technology Uptake by the U.S. Apple Industry. Funding agency: USDA-NIFA-SCRI. December 2024, 2025.
2. Gallardo, R.K. and D. Charlton. Economics objective. Project: Development of an Automated and Integrated Mobile System (AIMS) for Apple Harvest and In-field Sorting. Funding agency: USDA-NIFA-SCRI. October 2024, 2025.
3. Gallardo, R.K., S. Galinato. Economics objective. Project: A Systems-Based Approach to Enhance Quality, Safety, and Shelf-Life of Organic Tree Fruit in the Pacific Northwest. Funding agency: USDA-NIFA-OREI. November 2023, 2024, 2025.
4. Gallardo, R.K., S. Galinato. Develop economics-based decision aid tools to increase profitability. Project: Moving from crisis response to long-term integrated management of SWD: A keystone pest of fruit crops in the United States. Funding agency: USDA-NIFA-SCRI. November 2021, 2022, 2023, 2024, 2025.
5. Gallardo, R.K., S. Galinato. Economics objective. Project: Comprehensive Fire Blight Management Systems for the United States. Funding agency: USDA-NIFA-SCRI. February 2023, 2024, 2025.
6. Gallardo, R.K. Economics objective. Project: Completing the Grapevine Powdery Mildew Resistance Pipeline: From Genes-on-the-Shelf to Sticks-on-the-Ground. Funding agency: USDA-NIFA-SCRI. July 2023, 2024.
7. Gallardo, R.K., S. Galinato. Sensitivity Analysis of Harvest Costs versus Crop Damage: Application to Sweet Cherries, Blueberries, and Pears in Washington State. Funding agency: USDA-RMA. March 2023, 2024.
8. Gallardo, R.K., E. Canales. Assess the potential socio-economic impact of blueberry and cranberry fruit quality improvements on market demand. Project: VacciniumCAP: Leveraging genetic and genomic resources to enable development of blueberry and cranberry cultivars with improved fruit quality attributes. Funding agency: USDA-NIFA-SCRI. September 2021, 2022, 2023, 2024.

9. Montero, M.L., A.E. Colonna, R.K. Gallardo, and C.F. Ross. Economics Objective: Pear Consumer Preference Testing. Funding agency: Washington Tree Fruit Research Commission. February 2023.
10. Gallardo, R.K. Economics objective. Project: Using Irradiation to Reduce Post-harvest Defects on California Apples and Pears Exported to Mexico: A Technical and Economic Study. Funding agency: USDA-TASC. July 2021, 2022, 2023.
11. Alston, J., O. Sambucci, B. Rickard, R.K. Gallardo. Trait Economics-Annual Report. Project: VitisGen2: Application of Next Generation Technologies to Accelerate Grapevine Cultivar Development. Funding agency: USDA-NIFA-SCRI. December 2017, 2018, 2019, 2020, 2021, 2022.
12. Gallardo, R.K., K. Grant, D. Garrido Garcia, Q. Zhang. Conduct Economic Analysis to Assess the Costs and Benefits of Adopting MAPS Technology by Food Processing Companies -Annual Report. Project: Center of Excellence for Food Safety Technologies using Microwave Energy. Funding agency: USDA-NIFA-SCRI. November 2016, 2017, 2018, 2019, 2020, 2021.
13. Gallardo, R.K. and D. Zilberman. Economic Analyses-Annual Report. Project: Scale Neutral Harvest Aid System and Sensor Technologies to Improve Harvest Efficiency and Handling of Fresh Market Highbush Blueberries. Funding agency: USDA-NIFA-SCRI. November 2015, 2016, 2017, 2018, 2019.
14. Gallardo, R.K., Z. Li, V. McCracken, C. Yue. Socio-Economic Team-Annual Report. Project: RosBREED: Combining Disease Resistance with Horticultural Quality in New Rosaceous Cultivars. Funding agency: USDA-NIFA-SCRI. December 2016, 2017, 2018, 2019.
15. Musacchi, S., S. Serra, L. Kalcsits, R.K. Gallardo, and S. Galinato. WA-38: Training System and Orchard Management to Optimize Vigor Control and Quality. Report to the Washington State Department of Agriculture, 2018.
16. Amiri, A., R.K. Gallardo, and S. Galinato. Evaluation of Postharvest Fungicide Application Methods for Improved Fruit Quality. Report to the Washington Tree Fruit Research Commission. December 2016, 2017, 2018.
17. Musacchi, S., M. Whiting, K. Lewis, R.K. Gallardo, T. Auvil, and S. Galinato. WA-38 Evaluation of Rootstocks and Training Systems. Report to the Washington Tree Fruit Research Commission. December 2014, 2015, 2016, 2017.
18. Galinato, S., R.K. Gallardo, and D. Granatstein. Economic Impact of Apple Maggot Infestation in Washington. Final report to the Washington Tree Fruit Research Commission. December 2017.

19. Beers, E.H., K.C. Eastwell, A.J. Bixby-Brosi, R.K. Gallardo, and S. Galinato. Developing a Management Strategy for Little Cherry Disease. Report to the Washington Tree Fruit Research Commission. October 2014, 2015, 2016, 2017.
20. Gallardo, R.K. and M.P. Brady. Forecasting the Demand and Supply for Tree Fruit Farm Labor.” Final report to the Washington Tree Fruit Research Commission. January 2014.
21. Iezzoni, A., C. Peace, J. Luby, R.K. Gallardo, G. Fazio, D. Main, J.McFerson, E. Van de Weg, C. Webbade, N. Bassil, K. Gasic, M.Coe, S. Brown, D. Byrne, C. Crisosto, T. Davis, K. Evans, C. Finn, T. Gradziel, J. Hancock, V. McCracken, G. Reighard, D. Wang, K. Xu, C. Yue, and A. Sebolt. RosBREED: Enabling Marker Assisted Breeding in Rosaceae. Portfolio of Impact Statements. January 2014.
22. Jones, V., J. F. Brunner, D. R. Horton, T. R. Unruh, E. H. Beers, R.K. Gallardo, J. Goldberger, N. Mills, P. Shearer, and S. Castagnoli. 2013. Enhancing Biological Control in Western Orchards. Five Year Summary Report. Available online at <http://enhancedbc.tfrec.wsu.edu/R2013.html>
23. Gallardo, R.K. 2012. Increasing High-Value, Specialty and Sustainable Crop Sales through Farmers Markets: Assessing the Economic Potential of Electronic Benefits Transfer and Credit Card Capability. Objective 4—Final Project Report to the Washington State Department of Agriculture.
24. Jones, V., J. F. Brunner, D. R. Horton, T. R. Unruh, E. H. Beers, R.K. Gallardo, J. Goldberger, N. Mills, P. Shearer, and S. Castagnoli. 2012. Enhancing Biological Control in Western Orchards Year 4 Progress Report. Available online at <http://enhancedbc.tfrec.wsu.edu/R2012.html>
25. Gallardo, R.K., and S. Galinato. 2012. Cost Estimation and Analysis of Tree Fruit Production. Final Project Report to the Washington Tree Fruit Research Commission. Available online at <http://jenny.tfrec.wsu.edu/wtfr/PDFfinalReports/2012FinalReports/GallardoRedDeliciousFinal.pdf>
26. Jones, V., J. F. Brunner, D. R. Horton, T. R. Unruh, E. H. Beers, R.K. Gallardo, J. Goldberger, N. Mills, P. Shearer, and S. Castagnoli. 2011. Enhancing Biological Control in Western Orchards Year 3 Progress Report. Available online at <http://enhancedbc.tfrec.wsu.edu/R2011.html>
27. Taylor, M., R.K. Gallardo. 2011. Economic Analysis of Technology Adoption by Washington Apple Growers. Final Project Report to the Washington Tree Fruit Research Commission. Available online at <http://jenny.tfrec.wsu.edu/wtfr/PDFfinalReports/2011FinalReports/TaylorTechnologyFinal.pdf>

28. Jones, V., J. F. Brunner, D. R. Horton, T.R. Unruh, E.H. Beers, R.K. Gallardo, J. Goldberger, N. Mills, P. Shearer, and S. Castagnoli. 2010. Enhancing Biological Control in Western Orchards Year 2 Progress Report. Available online at <http://enhancedbc.tfrec.wsu.edu/R2010.html>
29. Jones, V., J. F. Brunner, D. R. Horton, T.R. Unruh, E.H. Beers, R.K. Gallardo, J. Goldberger, N. Mills, P. Shearer, and S. Castagnoli. 2009. Enhancing Biological Control in Western Orchards. A Specialty Crops Research Initiative Grant Report. Available online at <http://enhancedbc.tfrec.wsu.edu/R2009.html>

POPULAR PERIODICALS, TECHNICAL PUBLICATIONS, PROCEEDINGS

1. Gallardo, R.K. “Washington Tree Fruit Outlook.” In Washington Agribusiness Status and Outlook. An Annual Report by Washington State University’s School of Economic Sciences. Ed. Eric Jessup. Available online at: <http://ses.wsu.edu/impact-center/>. 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025.
2. Fincham, A., G.M. Makonya, S. Kiraga, T. Peters, S.P. Galinato, R.K. Gallardo, W. Hoashi-Erhardt, C. Benedict, M.I. Zamora Re, D.R. Bryla, and L.W. DeVetter. 2025. “Heat Mitigation in Raspberries and Blackberries in the Pacific Northwest.” WSU Extension Whitepaper. [Additional Information | Beat the Heat | Washington State University](#)
3. Gallardo, R.K., E. Canales, X. Ma, and C. Timm. 2024. Consumer Preference and Behavior. VACCAP Newsletter Issue 11. December. https://www.vacciniumcap.org/newsletters_static
4. Gallardo, R.K. 2024. Consumer Response to “Added Sugar” Labeling in Cranberry Processed Products. Webinar Series VACCAP Project. June 17. <https://www.youtube.com/watch?v=645omCW7x38>
5. Gallardo, R.K. 2024. Enhancing Fresh Blueberry Demand through Labels with Hedonic Descriptors. Webinar Series VACCAP Project. May 20. https://www.youtube.com/watch?v=_tQey_cIVs8
6. Gallardo, R.K. 2023. The CRISPR Question: Would Consumers Accept CRISPR Cranberries with Reduced Added Sugar? VACCAP Outreach Article. November. <https://www.vacciniumcap.org/CRISPRQuestion>
7. Dhingra, A. and R.K. Gallardo. 2017. “Customers are Willing to Pay a Premium Only on High Quality Fresh Sliced Pears. A Fruit Good to Know.” Published September 11, 2017. <http://www.goodfruit.com/customers-are-willing-to-pay-a-premium-only-on-high-quality-fresh-sliced-pears/>

8. Galinato, S.P., R.K. Gallardo, and C.A. Miles. 2015. "Cost Estimation of Establishing a Cider Apple Orchard in Western Washington." Combined Proceedings of the International Plant Propagator's Society, 64: 35.
9. Galinato, S.P., D. White, P.R. Tozer, and R.K. Gallardo. "The Contribution of the Mint Industry to Washington's Economy." IMPACT Center Fact Sheet. January 2014. Available online at: <http://www.impact.wsu.edu>
10. Curtis, K., C. Ehmke, B. Feuz, R.K. Gallardo, W. Gray, and R. Tronstad. 2013. "Western Farm and Ranch Transition Strategies." A publication of the Western Extension Marketing Committee. Available online at: <http://cals.arizona.edu/arec/wemc/transitions/English-FarmTransitions.pdf>
11. Gallardo, R.K., J.F. Brunner, S. Castagnoli, and P. Shearer. 2013. "Calculating the Value of Biological Control." Good Fruit Grower. Available online at: <http://www.goodfruit.com/calculating-the-value-of-biological-control/>
12. Gallardo, R. K. 2012. "Consumer Taste Panels." RosBREED Newsletter. Available online at http://www.rosbreed.org/sites/default/files/2011-05-31_RosBREED_Newsletter.pdf
13. Gallardo, R. K., and J. McFerson. 2012. "Good to Know, What Growers Want in New Varieties." Good Fruit Grower. Available online at <http://www.goodfruit.com/Good-Fruit-Grower/November-2012/Good-to-Know-What-growers-want-in-new-varieties/>
14. Gallardo, R. K. 2011. "Growers and U.S. Would Suffer." In Room for Debate Blog: "Could Farms Survive Without Illegal Labor?" New York Times. Available online at <http://www.nytimes.com/roomfordebate/2011/08/17/could-farms-survive-without-illegal-labor>
15. Yue, C., R. K. Gallardo, and V. McCracken. 2011. "Surveying Growers to Address Market-driven Needs." RosBREED Newsletter. Available online at http://www.rosbreed.org/sites/default/files/2011-05-31_RosBREED_Newsletter.pdf
16. Yue, C., R. K. Gallardo, V. McCracken, R. Jussaume, and M. Taylor. 2010. "RosBREED to Utilize Socio-Economic Values to Help Breeders Set Breeding Targets." RosBREED Newsletter. Available online at <http://www.rosbreed.org/sites/default/files/2010%20February%20RosBREED%20newsletter.pdf>
17. Gallardo, R. K. 2009. "Tracking the Apple." In Room for Debate Blog: "Food Prices Myths vs. Realities" New York Times. Available online at <http://roomfordebate.blogs.nytimes.com/2009/05/16/food-prices-myths-vs-reality>.
- 18.

Refereed Paper Presentations N=29

1. Yue*, C., U. Parasuram, G. Steede, K. Gallardo and M. Clark. 2025. Decoding Consumer Preferences: The Impact of Wine Label Design and Packaging. Annual Conference of the American Society for Horticultural Science, New Orleans, LA. July 28-August 1.
2. Yue*, C., U. Parasuram, G. Steede, K. Gallardo and M. Clark. 2025. Consumer Preferences Disease-resistant Wine: Implications from Thematic and Latent Dirichlet Allocation Analyses. International Food Marketing Research Symposium, Athens, Greece. June 17-19.
3. Steede*, G. M., C. Yue, R.K. Gallardo, and U. Parasuram. 2025. A focus group study of emerging and experienced wine enthusiasts' perceptions of wine bottle label communication regarding disease resistance. Research paper presented at the Annual Meeting of the American Association for Agricultural Education, Lubbock, TX. May 19-22.
4. Yue, C., U. Parasuram, G.M. Steede*, and R.K. Gallardo. 2025. Uncorking the consumer mind: Preferences for wine label communication and design regarding selective breeding for disease-resistant grapes. Research paper presented at the Annual Meeting of the American Association for Agricultural Education, Lubbock, TX. May 19-22.
5. Yue C., U. Parasuram, Q. Qiao, R.K. Gallardo, G. M. Steede and M. Clark. 2024. "What Information Are Consumers Looking for On Wine Packages and Labels?" Presentation at the American Society for Horticultural Science Annual Conference. Honolulu, HI. September 23-27.
6. Iorrizo*, M., M.A. Lila, P. Perkins-Veazie, M. Fentie Mengist, A. Colonna, J. Johnson-Cicalese, G. Sideli, P. Edger, N. Bassil, T. Mackey, P. Muñoz, F. Ferrao, J. Zalapa, R. Karina Gallardo, A. Atucha, J. Russo, D. Main, J. Humann, L. Giongo. C. Li, J. Polashock, C. Sims, E. Canales, L. DeVetter, S. Montanari, D. Chagne, R. Espley, and M. Coe. 2024. VacciniumCAP, A community-based project to develop advanced breeding tools to improve fruit quality in blueberry and cranberry. Presentation at the International Society for Horticultural Science (ISHS) XIII International Vaccinium Symposium. Halifax, Nova Scotia. August 24-29.
7. Gallardo*, R.K., X. Ma. 2024. "Consumers' Willingness to Pay for Integrated Pest Management Alternatives considering Climate Change." Annual Meetings of the Western Agricultural Economics Association. San Francisco, CA. June 23-25.

¹ Presenters are marked with an asterisk (*).

8. Ma*, X., R.K. Gallardo, E. Canales, and M. Iorizzo. 2024. "Hedonic Related Labels Impact on Consumers' Willingness to Purchase Blueberries." Annual Meetings of the Western Agricultural Economics Association. San Francisco, CA. June 23-25.
9. Gallardo*, R.K., X. Ma, E. Canales, M. Iorizzo, A. Atucha, and J. Zalapa. 2024. "Impact on Consumers' Willingness to Pay for the Added Sugar Labeling Regulation-Application to Processed Cranberry Products." Annual Meetings of the Western Agricultural Economics Association. San Francisco, CA. June 23-25.
10. Uddin*, A., R.K. Gallardo, B. Rickard, J.M. Alston, O. Sambucci. 2021. "Are Consumers Willing to Accept Gene Edited Fruit? An Application to Quality Traits for Fresh Table Grapes." Annual Meetings of the Agricultural and Applied Economics Association. Online. August 4.
11. Grant, K.*, R.K. Gallardo, J. McCluskey. 2019. "Measuring Consumer Preference for Clean Label in Processed Foods." Annual Meetings of the Agricultural and Applied Economics Association. Atlanta, GA. July 22-23.
12. Garrido, D.* and R.K. Gallardo. 2019. "The Role of Environmental and Technological Information on Food Choices: Insights from the Combination of In-home Sensory Evaluations and On-line Auctions." Annual Meetings of the Agricultural and Applied Economics Association. Atlanta, GA. July 22-23.
13. Gallardo, R.K.*, D. Zilberman, L. Lu, and A. Jung. 2019. "Adoption of Mechanization Solutions for Harvesting Fresh Market Blueberries." Annual Meetings of the Agricultural and Applied Economics Association. Atlanta, GA. July 22-23.
14. Qi*, Z. and R.K. Gallardo. 2018. "Willingness and Purchase Decision on Refrigerated Ready to Eat Meals." Annual Meetings of the Agricultural and Applied Economics Association. Washington DC. August 6-7.
15. Li*, Z., R.K. Gallardo, W. Hoashi-Erhardt, L. Wasko DeVetter, V. McCracken, and C. Yue. 2018. "Transitioning to the Fresh Market: A Study of the Production and Marketing Needs of the Pacific Northwest Strawberry Growers." Annual Meetings of the Western Agricultural Economics, Anchorage, AK, June 24-26.
16. Garrido*, D. and R.K. Gallardo. 2018. "Assessing Consumers Respose to a Ready to Eat Meal Processed by a Quasi Novel Food Processing Technology." Western Agricultural Economics Annual Meetings, Anchorage, AK, June 24-26.
17. Gallardo*, R.K., Jill McCluskey, B.J. Rickard, and S.B. Akhundjanov*. 2016. "Assessing Innovator and Adopter Profit Potential under Different New Plant Variety Commercialization Strategies." Annual Meetings of the Agricultural and Applied Economics Association. Boston, MA. July 31-August 2.

18. Gallardo*, R.K., C. Yue, V. McCracken, J. Luby, J. McFerson. 2016. "Are WTP estimates for Fruit Quality Similar between Producers and Consumers? Results of a Choice Experiment on Five Rosaceous Fruit Crops." Annual Meetings of the Agricultural and Applied Economics Association. Boston, MA. July 31-August 2.
19. Li*, Y., R.K. Gallardo, V. McCracken, C. Yue, J. Luby, J. McFerson. 2014. "How does the Revelation of Previous Bid Affect New Bid?" Annual Meetings of the Agricultural and Applied Economics Association. Minneapolis, MN. July 28-29.
20. Li, Y., C. Yue, R.K. Gallardo*, V. McCracken, J. Luby, J. McFerson. 2014. "Estimating Market Equilibrium Values of Fruit Traits for Peach and Sweet Cherry Using Choice Experiments with Consumers and Producers." American Society for Horticultural Science Annual Conference, Orlando, FL. July 28-29.
21. Carrillo-Rodriguez*, L., R.K. Gallardo, V. McCracken, C. Yue, J. Luby, and J. McFerson. 2013. "Consumer Preferences for Apple Quality Traits." Annual Meetings of the Agricultural and Applied Economics Association. Washington, D.C. August 4-6.
22. Carrillo-Rodriguez*, L., R.K. Gallardo, C. Yue, V. McCracken, J. Luby, J. McFerson, and I. Hanrahan. 2013. "Relevance of Apple Quality Traits for Consumers." American Society for Horticultural Science Annual Conference, Palm Desert, CA. July 21-25.
23. Gallardo, R. K., and A. Olanie.* 2012. "The Use of Wireless Capability at Farmers Markets: Results from a Choice Experiment Study." Annual Meetings of the Agricultural and Applied Economics Association. Seattle, WA. August 12–14.
24. Toro-González*, D., J. Yan, R. K. Gallardo, J. J. McCluskey. 2012. "Demand Estimation: Unobservable Quality in Mint Gum." Annual Meetings of the Agricultural and Applied Economics Association. Seattle, WA. August 12–14.
25. Yue, C., R. K. Gallardo, J. Luby, A. Rihn,* J. McFerson, V. McCracken, D. Bedford, S. Brown, K. Evans, C. Weebadde, A. Sebolt, and A. Iezzoni. 2012. "An Investigation of United States Apple Producers Trait Prioritization—Evidence from Clicker Surveys." Annual Meetings of the American Society for Horticultural Science. Miami, FL. July 29–August 2.
26. Gallardo,* R. K., V. McCracken, and C. Yue. "Investigating Rosaceae Breeding Programs' Priorities." Paper presented at:
 - a. Annual Meetings of the Western Agricultural Economics Association. Banff, Canada. June 29–July 1, 2011.
 - b. Extension Conference of the College of Agriculture, Human, and Natural Resources. Pullman, WA. October 6, 2011.

27. Gallardo,* R. K., and Q. Wang. 2011. “Growers’ Willingness to Pay for Pesticides’ Environmental Features: Direct vs. Indirect Valuation.” Extension Conference of the College of Agriculture, Human, and Natural Resources. Pullman, WA. October 4.
28. Gallardo,* R. K., Q. Wang, and J. F. Brunner. 2011. “Great Apples at Low Pests: Growers’ Valuation of Insecticide Features.” Annual Meetings of the Western Agricultural Economics Association. Banff, Canada. June 29–July 1.
29. Gallardo,* R. K., and J. L. Lusk. 2009. “Prediction Markets, an Application to Anticipating Information on USDA Cattle on Feed Reports.” Annual Meetings of the Western Agricultural Economics Association. Kauai, HI. June 25–26.

Invited Paper Presentations N=48

1. Kyei-Boadu*, N.B., R.K. Gallardo*, D. Charlton, I. Rojas-Valdes. 2025. “Exploring Pecuniary and Non-Pecuniary Factors Affecting Mexican Citizens Participation in the H-2A Program.”
 - Presentation at the Annual Meetings of the Agricultural and Applied Economics Association. Denver, CO. July 28.
 - Presentation at the Farm Labor and Michigan Agriculture, East Lansing, MI. November 5.
2. Shubhangi*, T., R.K. Gallardo, A. Singerman. 2025. “Examining the Incentives for Washington Cherry Growers to Coordinate on Pest and Disease Control Efforts.” Presentation at the Annual Meetings of the Agricultural and Applied Economics Association. Denver, CO. July 29.
3. Ghorbani*, K., S. Atallah, R.K. Gallardo. 2025. “Willingness to Adopt Integrated Disease Management Strategies to Cope with Antibiotic Resistance.” Agricultural & Applied Economics Association, Denver, Co. July 28.
4. Ghorbani*, K., S. Atallah, R.K. Gallardo, T. DuPont. 2025. “Return on Investment in Alternative Fire Blight Management Strategies: Evidence from Field Trials”. 4th International Symposium of Fire Blight, Richland, WA. June 24.
5. Gallardo*, R.K., D. Charlton, I. Rojas-Valdes, N. Kyei-Boadu. 2025. “Motivations and Barriers to H-2A Program Participation among Mexican Rural Citizens.” Presentation at the UC Davis Farm Labor Conference. Davis, CA. May 21.
6. Cabote*, N., R.K. Gallardo, C.A. Torres, and S.P. Galinato. 2025. “Optimizing Economic Outcomes in Organic Apple Storage via Dynamica Controlled Atmosphere (DCA).” Presentation at the XIV International Controlled and Modified Atmosphere Research Conference CAMA. Wenatchee, WA. May 19.

7. Gallardo, R.K. 2024. "Building Capacity for a Changing Workforce." Presentation at the conference "The Changing Landscape of Farm Labor Conditions in the United States: What Future Hold and How to Prepare for It." Monterey, CA. September 18-19.
8. Gallardo, R.K. 2024. "Farm labor issues-Washington State. Presentation at a Symposium on Automation and Labor Considerations in Large-Scale Specialty Crops Production." Western Agricultural Economics Association. San Francisco, CA. June 24.
9. Gallardo, R.K. and P. Martin. 2024. H-2A and Apples. Presentation at the Conference Farm Labor: Demand, Supply, and Markets. Davis, CA. April 5.
10. Gallardo*, R.K., A. Gutierrez-Li, J. Luckstead, R.M. Nayga Jr., B. Sallato-Carmona, and W. Yang. 2023. "Leave or Stay: The Role of Non-Pecuniary Benefits in H-2A Workers' Willingness to Remain in Agriculture." Presentation at the U.C. Davis Conference on Farm Labor: Demand, Supply, and Markets. March 16.
11. Ma*, X., R.K. Gallardo, and E. Canales. 2022. "Trade-off Between a Novel Breeding Technology and the Willingness to Pay for Reduced Sugars, Exploratory Analyses of Two Cranberry Processed Products, under Different Information Treatments." Annual Meetings of the Agricultural and Applied Economics Association. Anaheim, CA. August 1-2.
12. Murray*, A.D., R.K. Gallardo, and A. Prakash. 2022. "Mexican Consumers' Attitudes towards Irradiated and Imported Apples." Annual Meetings of the Agricultural and Applied Economics Association. Anaheim, CA. August 1-2.
13. Gallardo*, R.K., T. Reardon, D. Zilberman. 2022. "Customized Modern Breeding Value Chains in Symbiosis with Transforming Fruit Value Chains." Annual Meetings of the Agricultural and Applied Economics Association. Anaheim, CA. August 1-2.
14. Uddin*, A., R.K. Gallardo*, B. Rickard, J.M. Alston, O. Sambucci. 2021. "Assessment of Consumers' Preferences for Potential Gene Edited Fresh Fruit-An Application to Table Grapes." Department of Agricultural, Food, and Resource Economics, Michigan State University. Online. September 30.
15. Gallardo*, R.K. 2021. "Trends, Drivers, and Experiences of Specialty Crop Producers in the Pursuit and Adoption of Mechanization and Automation in the Field." The National Academies of Sciences, Engineering, and Medicine. Board on Agriculture and Natural Resources. Online. June 29.
16. Gallardo*, R.K. 2020. "Comments on Diversity and Inclusion in the Agricultural Economics Discipline" Committee on Women in Agricultural Economics of the Agricultural and Applied Economics Association (CWAE-AAEA). Track Session on Diversity and Inclusion in Agricultural and Applied Economics. Online. August, 27.

17. Gallardo*, R.K. 2019. "Is Just One Discipline Enough to Understand Food Choice Behavior?" Institute of Food Technologies Annual Meeting and Food Expo. New Orleans, LA. June 2-5.
18. Gallardo*, R.K. 2018. "How to Succeed at Research and Extension at an Industry-Driven and Off-Campus Center." Annual Meetings of the Agricultural and Applied Economics Association. Washington DC. August 6-7.
19. Gallardo*, R.K. 2018. "High Return/Risky versus Low Return/Non Risky Specialty Crops." Annual Meetings of the Agricultural and Applied Economics Association. Washington DC. August 6-7.
20. Gallardo*, R.K. 2018. "How to Survive Working in Transdisciplinary Projects." Annual Meetings of the Agricultural and Applied Economics Association. Washington DC. August 6-7.
21. Reighard, G., Z. Li*, R.K. Gallardo, V. McCracken, C. Yue and K. Gasic. 2018. "Improved peach fruit quality versus disease resistance: What's more important?" Southeast Regional Fruit and Vegetable Conference. Savannah, GA. January 11-14.
22. Li*, Z., R.K. Gallardo, V. McCracken, and C. Yue. 2017. "Which one is of greatest concern to specialty crop producers: disease resistance or fruit eating quality? The case of SE peach and FL strawberry growers." Annual Meetings of the Agricultural and Applied Economics Association. Chicago, IL. July 31-August 2.
23. Jung*, A., R.K. Gallardo, and D. Zilberman. 2017. "Adoption of mechanical harvester aids by the blueberry industry: Results from a dynamic optimization approach." Annual Meetings of the Agricultural and Applied Economics Association. Chicago, IL. July 31-August 2.
24. Hong*, Y., R.K. Gallardo, M. Gomez, S. Atallah, and X. Fan. 2017. "Modeling the economic impact of pest quarantine programs - The case of the apple maggot quarantine program in Washington State." Annual Meetings of the Agricultural and Applied Economics Association. Chicago, IL. July 31-August 2.
25. Ikiz*, D., R.K. Gallardo, and A. Dhingra. 2017. "Estimate consumers' preferences and willingness to pay for a specialty crop novelty: Pre-packed sliced pears." Annual Meetings of the Agricultural and Applied Economics Association. Chicago, IL. July 31-August 2.
26. Iezzoni*, A. C. Peace, N. Bassil, G. Fazio, R.K. Gallardo, K. Gasic, J. Luby, D. Main, E. Van de Weg, C. Weebadde, C. Yue. 2016. "Where are we now as we merge genomics into plant breeding and what are our limitations? Experiences from RosBREED." *Acta Horticulturae*, 1117: 1-5.

27. Gallardo*, R.K., M. Silva, and J. Flores. 2015. "Assessing Preferences for Apple Quality and the Role of Country of Origin Information: The Case of Peruvian Consumers." Annual Meetings of the Food Distribution Research Society." Philadelphia, PA. October 12.
28. Gallardo*, R.K. and M. Brady. 2014. "Labor Prospects for the Washington Tree Fruit Industry." Annual Meetings of the Washington State Horticultural Association. Kennewick, WA. December 1-3.
29. Gallardo*, R.K., M. Brady, and X. Jiang. 2014. "Agricultural Migrant Labor." Inspire Development Centers Annual Meeting. Kennewick, WA. March 11.
30. Jones*, V., N. Mills, J. Brunner, E. Beers, D. Horton, T. Unruh, J. Goldberger, P. Shearer, R.K. Gallardo, and S. Castagnoli. 2014. "Enhancing Biological Control in Western Orchards: An Overview." Pacific Branch of the Entomological Society of America. Tucson, AZ. April 6-9.
31. Galinato*, S., R.K. Gallardo, C. Miles. 2014. "Cost Estimation of Establishing a Cider Apple Orchard in Western Washington." 2014 Cider Conference. Chicago, IL. February 6.
32. Gallardo*, R.K. 2013. "Willingness-to-Pay for Apple Fruit Quality from Consumers, A Comprehensive Approach of Why Quality is Important." XIII Enfrute – Brazilian National Meetings on Temperate Fruit. Fraiburgo, Santa Catarina, Brazil. July 23-25.
33. Jones*, V., J.F. Brunner, E.H. Beers, R.K. Gallardo, N. Mills, P. Shearer, S. Castagnoli, D.R. Horton, T.R. Unruh, J. Goldberger, U. Chambers, A. Gadino, A. Bixby-Brosi, and K. Amarasekare. 2013. "Enhancing Biological Control in Western Orchards: A Summary of New Information and Directions for Future Research." Washington Tree Fruit Research Commission Crop Protection Meeting. Wenatchee, Washington. January 30.
34. Peace*, C., N. Bassil, M. Coe, G. Fazio, R.K. Gallardo, K. Gasic, J. Luby, D. Main, J. McFerson, C. Weebadde, E. Van de Weg, C. Yue, and A. Iezzoni. 2013. "Marker-Assisted Breeding in Apple, Peach, and Cherry Targets Valuable Functional Alleles." XXI International Plant and Animal Genome Conference. San Diego, CA. January 12-16.
35. Gadino*, A., J.F. Brunner, V.P. Jones, N. Mills, T.R. Unruh, E.H. Beers, P. Shearer, D.R. Horton, S. Castagnoli, R.K. Gallardo. 2013. "Enhancing Biological Control in Western Orchards: A Summary of New Information and Future Directions." 87th Annual Orchard Pest and Disease Management Conference. Portland, OR. January 9-11.
36. Gallardo*, R.K. 2012. "Applied Economics and Fruit Quality." Seminar Series organized by the Academic Office for Extension and Social Projection. National Agrarian University. La Molina, Lima, Peru. December 13.

37. Gallardo*, R.K., and J. Brunner. 2011. "Economics of Biological Control." Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 6.
38. Gallardo*, R.K. 2011. "Sensory Testing for Horticulture." Annual Meetings of the Food Distribution Research Society. Portland, OR. October 17.
39. Gallardo*, R.K. 2011. "Application of Choice Experiments to Elicit Economic Values for Targeted Pear Quality Traits." Annual Meetings of the Agricultural and Applied Economic Association. Pittsburg, PA. July 25.
40. Gallardo*, R.K. 2011. "A Market Driven Approach to Address Some of the Pacific Northwest Pear Industry Challenges." Seminars at School of Economic Sciences. Pullman, WA. June 16.
41. Gallardo*, R.K. and J. F. Brunner. 2010. "The Importance of Economics in the Adoption of Biological Control Programs: Use of Budgets and Case Studies." Symposium "Building the Framework to Enhance Biological Control in Orchard Systems: Progress and Problems in the Western U.S." at the 58th Annual Meeting of the Entomological Society of America. San Diego, CA. December 12–15.
42. McFerson*, J., N. Bassil, M. Bink, S. Brown, D. Byrne, J. Clark, C. Crisosto, T. Davis, K. Evans, G. Fazio, C. Finn, K. Gallardo, K. Gasic, T. Gradziel, J. Hancock, R. Jusaume, J. Luby, D. Main, V. McCracken, N. Oraguzie, C. Peace, G. Reighard, A. Stone, M. Taylor, D. Wang, C. Weebadde, E. Van de Weg, K. Xu, C. Yue, and A. Iezzoni. 2010. "Breeding Fruit Crops in the USA Using Socio-Economic and DNA Information." 28th International Horticultural Congress. Lisbon, Portugal. August 26.
43. Gallardo*, R.K., C. Yue, V. McCracken, N. Yang, J. Luby, M. Taylor, Q. Zheng, and R. Jussaume. 2010. "Socio-Economic Preliminary Results, Breeders Survey and Apple Variety Choices based on National Household Level Data." Annual Meeting of the American Society for Horticultural Science. Palm Springs, CA. August 3.
44. Gallardo*, R.K., M. Taylor, and J. Woolstenhulme.* 2010. "Orchard Platform Survey Summary Statistics." Sunrise Orchard Field Day, Washington State University. Rock Island, WA. July 29.
45. Gallardo*, R.K., E. Kupferman, and C. Sater. 2010. "Experience Attributes and Willingness-to-Pay: the Case of Anjou Pears." Annual Workshop of the Canadian Agricultural Economics Society. Vancouver, Canada. April 12.
46. Gallardo*, R.K., W. Brorsen, and J. L. Lusk. 2010. "Prediction Markets: A Case Study of Forecasting Cattle on Feed." School of Economics Sciences Seminar Series, Washington State University. Pullman, WA. March 5.

47. Gallardo*, R.K., E. Kupferman, C. Sater, and A. Colonna. 2010. "Are Consumers Willing to Pay?" 2010 WSU Fruit School and Pear Bureau Educational Seminar. Yakima, WA. February 17.
48. *Kupferman, E., R.K. Gallardo, and A. Colonna. 2009. "Conditioning Anjou Pears to Meet Consumer Quality Demands in a Commercial Context." Postharvest Pacifica Meetings. Napier, New Zealand. November 17.

Poster Presentations N=30

1. Ghorbani, K., S. S. Atallah, S. Harper, and R. Karina Gallardo. 2024. Estimating the Value of Area Wide Disease Management: A Bioeconomic Model of Western X-Disease in Cherry Orchards. Poster presentation at the Annual Meetings of the Agricultural and Applied Economics Association. New Orleans, LA. July 28-30.
2. Yue, C. U. Parasuram, Q. Qiao, K. Gallardo, G. M. Steede, and M. Clark. 2024. Potential for disease-resistant raisins: Implications from eye-tracking and EEG technologies. Poster presentation at International Food and Agribusiness Management Association. World Conference, Almeria, Spain, June 17-20.
3. Garrido, D. and R.K. Gallardo. 2019. "Consumer Studies and Economic Analysis." Food Technology Annual Conference for USDA NIFA AFRI Grantees. Lexington, KY. July 20.
4. Grant, K., R.K. Gallardo, and J. McCluskey. 2018. "Consumer Perceptions of their own Food Waste. Evidence from WTP Estimates and Premeditated Waste."
 - a. Annual Meetings of the Agricultural and Applied Economics Association. Washington DC. August 6-7.
 - b. Food Technology Annual Conference for USDA NIFA AFRI Grantees. Natick, MA. August 14-15.
5. Hong, Y., R.K. Gallardo, M. Silva, J. Flores. 2015. "Interested in Growing Global Market Share? Know the Preferences of Your Potential Consumers Overseas: The Peru Case." Annual Meetings of the Washington State Tree Fruit Association. Yakima, WA. Dec 7-8.
6. Yue, C., R.K. Gallardo, X. Zheng, V. McCracken, J. Luby, J. McFerson. 2015. "What Attributes are Consumers Looking for in Sweet Cherries?" Annual Meetings of the Washington State Tree Fruit Association. Yakima, WA. Dec 7-8.
7. Yue, C., R.K. Gallardo, J. Luby, J. McFerson, V. McCracken, and A. Rihn. 2015. "What Traits are Important for Apple Producers? Evidence from clicker surveys." Annual Meetings of the Washington State Tree Fruit Association. Yakima, WA. Dec 7-8.
8. Mendoza, M., R.K. Gallardo, I. Hanrahan, and K. Killinger. "Evaporative Cooling: Sunburn Suppression Benefits and Influence on Microbial Survival."
 - c. Annual Meetings of the Washington State Tree Fruit Association. Yakima, WA. Dec 7-8, 2015.
 - d. WSU Academic Showcase. Pullman, WA. March 27, 2015.

9. Sapkota, P., R.K. Gallardo, J. McCluskey, B. Rickard. “Mechanisms of Patent Licensing for Varietal Innovation”
 - e. Annual Meetings of the Washington State Horticultural Association. Kennewick, WA. December 1-3, 2014.
 - f. Annual Meetings of the Agricultural and Applied Economics Association. San Francisco, CA. July 26-28, 2015.

10. Li, Y., R.K. Gallardo, V.McCracken, C. Yue, J. Luby, J. McFerson. “How does the Revelation of Previous Bid Affect New Bid?” WSU Academic Showcase. Pullman, WA. March 28, 2014.

11. Jiang, X., M. Brady, and R.K. Gallardo. “Farm Labor Demand Forecast in Washington Tree Fruit Industry.”
 - g. Annual Meetings of the Agricultural and Applied Economics Association. Minneapolis, MN. July 28-29, 2014.
 - h. Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 2-4, 2013.

12. Mendoza, M. and R.K. Gallardo. “The H-2A Program in Washington State.”
 - i. WSU Academic Showcase. Pullman, WA. March 28, 2014.
 - j. Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 2-4, 2013.

13. Galinato, S., R.K. Gallardo, and C.A. Miles. “Cost Estimation of Establishing a Cider Apple Orchard in Western Washington.”
 - k. Annual Conference of the American Society for Horticultural Science. Orlando, FL. July 28-29, 2014.
 - l. BioAg Symposium. Pullman, WA. October 28, 2014.
 - m. Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 2-4, 2013.

14. Ward, R., K. Curtis, R.K. Gallardo, S. Slocum, C. Ehmke, B. Feuz, C.W. Gray, R. Tronstad, and N. Dalsted. 2014. “Western Extension Marketing Committee: Western Farm and Ranch Transition Strategies.” Women in Agriculture Conference, Indianapolis, IN, April.

15. Juraqulova, Z., R.K. Gallardo, and K.Lewis. 2013. “Economic Analysis of An Apple Mechanical Harvester Aid – Evidence from Washington Apple Orchard.” Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 2-4.

16. Mandal, B., M. Brady, and R.K. Gallardo. 2013. “The Affordable Care Act – Employer Mandate: An Overview of Its Impact on Agricultural Employers.” Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 2-4.

17. Li, H., R.K. Gallardo, V. McCracken, C. Yue, J. Luby, and J. McFerson. "Market Intermediaries' Willingness-to-Pay for Rosaceous Fruit Attributes."
 - n. Annual Meetings of the Agricultural and Applied Economics Association. Washington DC. August 4-6, 2013.
 - o. WSU Academic Showcase. Pullman, WA. March 29, 2013.
 - p. Annual Meetings of the Washington State Horticultural Association. Yakima, WA. December 3–5, 2012.

18. Gallardo, R.K., K. M. Lewis, I. Hanharan, and C. Seavert. "Preliminary Validation of Harvest Assist Systems for Washington Apples."
 - q. Center for Precision and Automated Agricultural Systems Technology Expo at Sunrise Orchards, Washington State University. Rock Island, WA. October 2, 2012.
 - r. International Symposium on Mechanical Harvesting and Handling Systems of Fruits and Nuts. Lake Alfred, FL. April 1–4, 2012.

19. Iezzoni, A., C. Peace, N. Bassil, M. Coe, G. Fazio, R.K. Gallardo, K. Gasic, J. Luby, D. Main, J. McFerson, E. Van de Weg, C. Weebadde, and C. Yue. 2012. "Extending Marker-Assisted Breeding Capability to a Wider Range of Rosaceous Crops, Traits, and Germplasm." 6th Rosaceous Genomics Conference. Trento, Italy. September 30–October 4.

20. Gallardo, R.K., and Q. Wang. "Growers' Willingness to Pay for Pesticides' Environmental Features: Direct VS. Indirect Valuation."
 - s. Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 6, 2011.
 - t. WSU Sunrise Field Day. Rock Island, WA. August 16, 2011.

21. Yue, C., R.K. Gallardo, V. McCracken, J. Luby, J. McFerson, D. Nguyen, N. Yang, L. Liu, M. Taylor, and R. Jussaume. "Socio-economic Goals and Activities of RosBREED: Enabling Marker Assisted Breeding in Rosaceae."
 - u. WSU Sunrise Field Day. Rock Island, WA. August 16, 2011.
 - v. Annual Meetings of the Washington State Horticultural Association. Yakima, WA. December 6–7, 2010.

22. Woolstenhulme, J., M. Taylor, and R.K. Gallardo. 2010. "Use of Platforms in Washington Apple Orchards, 2010 Survey Results." Annual Meetings of the Washington State Horticultural Association. Yakima, WA. December 6–7.

23. Iezzoni, A., C. Peace, D. Main, N. Bassil, J. Luby, C. Yue, E. Van de Weg, C. Weebadde, G. Fazio, M. Bink, S. Brown, D. Byrne, J. Clark, C. Crisosto, T. Davis, K. Evans, , C. Finn, R.K. Gallardo, K. Gasic, T. Gradziel, J. Hancock, R. Jussaume, V. McCracken, N. Oraguzie, G. Reighard, A. Stone, M. Taylor, D. Wang, and K. Xu. 2010. "RosBREED: Enabling Marker-Assisted Breeding in Rosacea." 28th International Horticultural Congress. Lisbon, Portugal. August 22–27.

24. Gallardo, R.K., and J. Chang. 2010. "Discrete Choice Models, Which One Performs Better?" Annual Meetings of the Agricultural and Applied Economics Association. Denver, CO. July 26–27.
25. Gallardo, R.K., E. Kupferman, A. Colonna, and C. Sater. "Willingness-to-Pay for Anjou Pears with Different Conditioning Treatments."
 - w. 2010 WSU Academic Showcase. Pullman, WA. March 26, 2010.
 - x. The Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 7–8, 2009.
26. Jones V. P., S. Steffan, J. F. Brunner, E. H. Beers, J. Goldberger, R.K. Gallardo, U. Chambers, N. J. Mills, D. R. Horton, T. Unruh, P. W. Shearer, and S. Castagnoli. 2010. "Enhancing Biological Control to Stabilize Western Orchard IPM Systems." WSU Academic Showcase. Pullman, WA. March 26.
27. Steffan, S. A., V. Jones, J. F. Brunner, D. Horton, T. Unruh, E. Beers, C. Baker, T. Melton, R.K. Gallardo, N. Mills, and P. Shearer. 2009. "Refining Biological Control in Western Orchard Systems: a Multi-state, Multi-Year Project." Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 7–8.
28. Gallardo, R.K., E. Kupferman, and J. McCluskey. 2009. "Assessing Consumer Preferences for Anjou Pears." Annual Meetings of the Agricultural and Applied Economics Association. Milwaukee, WI. July 27-28.
29. Jones, V., J. F. Brunner, D. R. Horton, T. R. Unruh, E. H. Beers, R.K. Gallardo, J. Goldberger, N. Mills, P. Shearer, and S. Castagnoli. 2008. "Enhancing Biological Control to Stabilize Western Orchard IPM Systems." Annual Meetings of the Washington State Horticultural Association. Yakima, WA. December 8–9.
30. Gallardo, R.K. and R. Holcomb. 2008. "Mexican Miller Demand for Hard Red Winter Wheat Attributes." International Grain Quality and Technology Congress. Chicago, IL. July 15–17.

GRANTS AND CONTRACT SUPPORT

Period	Granting agency	Total contract amount	Assigned to Gallardo's program	Principal investigator	Project title	Role
TOTAL		\$66.8 M	\$3.02 M			
42.9/23-07/27	USDA-SCRI	\$3,650,000	\$84,912	C. Watkins	Benefits of and Barriers to Dynamic Atmosphere (DCA) Storage: Analyses Needed for	CoPI

Period	Granting agency	Total contract amount	Assigned to Gallardo's program	Principal investigator	Project title	Role
41.9/23-07/27	USDA-SCRI	\$3,500,000	\$146,168	R. Lu	Technology Uptake by the U.S. Apple Industry Development of an Automated and Integrated Mobile System (AIMS) for Apple Harvest and In-field Sorting	CoPI
40.10/22-10/25	WSDA Multi State Block Grant	\$942,000	\$40,063	L. DeVetter	Beat the Heat-Mitigating Heat Damage in Caneberry	CoPI
39.09/22-08/26	USDA-SCRI	\$10 M	\$209,000	M. Clark	Completing the Grapevine Powdery Mildew Resistance Pipeline: From Genes-on-the-Shelf to Sticks-on-the-Ground	CoPI
38.07/22-06/23	Cornell Univ.-USDA-APHIS NCPN	\$30,000	\$30,000	R.K. Gallardo	National Clean Plant Network Economics Washington State	PI
37.02/22-01/23	USDA-RMA	\$71,232	\$71,232	R.K. Gallardo	Sensitivity Analysis of Harvest Costs versus Crop Damage: Application to Sweet Cherries, Blueberries, and Pears in Washington State	PI
36.08/21-07/22	WTFRC	\$50,000	\$5,000	C. Ross	Pear Consumer Preference Testing	CoPI
35.01/22-12/26	USDA-OREI	\$1,499,887	\$121,611	A. Amiri	A Systems-Based Approach to Enhance Quality, Safety, and Shelf-Life of Organic Tree Fruit in the Pacific Northwest	CoPI
34.09/20-08/24	USDA-SCRI	\$5,235,601	\$184,580	A. Sial	Moving from Crisis Response to Long-Term Integrated Management of SWD: A Keystone Pest of Fruit Crops in the United States	CoPI
33.09/20-08/24	USDA-SCRI	\$5,152,696	\$276,224	G. Sundin	Comprehensive Fire Blight Management Systems for the United States	CoPI

Period	Granting agency	Total contract amount	Assigned to Gallardo's program	Principal investigator	Project title	Role
32.07/20-06/21	Christmas Tree Promotion Board	\$40,000	\$40,000	R.K. Gallardo	Economic Impacts of the Christmas Trees in Three Growing Regions of the United States	PI
31.09/20-08/23	USDA-NIFA-CPPM	\$199,805	\$43,502	A. Amiri	Epidemiology-Based Tactics to Abate Gray Mold of Apple and Pear in the Pacific Northwest	CoPI
30.09/20-08/23	USDA-TASC	\$564,850	\$196,788	A. Prakash	Using Irradiation to Reduce Post-Harvest Defects on California Apples and Pears Exported to Mexico: A Technical and Economic Study	CoPI
29. 09/19-08/23	USDA-SCRI	\$6.4 M.	\$287,385	M. Iorizzo	VacciniumCAP: Leveraging Genetic and Genomic Resources to Enable Development of Blueberry and Cranberry Cultivars with Improved Fruit Quality Attributes	CoPI
28.09/17-08/21	USDA-SCRI	\$6,550,976	\$135,849	B. Reisch	VitisGen2: Application of Next Generation Technologies to Accelerate Grapevine Cultivar Development	CoPI
27.10/16-09-17	USDA-SCRI	\$50,000	\$10,000	M. Iorizzo	Research and Extension Initiative for Cranberry and Blueberry: Current and Future Needs	CoPI
26.03/16-02/17	WATFRC	\$63,991	\$6,967	A. Amiri	Evaluation of Fungicide Application Methods for Improved Fruit Quality	CoPI
25.03/16-02/17	WATFRC	\$30,887	\$30,887	K. Gallardo	Economic Impact of Apple Maggot Infestation	PI
24.05/16-05/17	WSU-ERI	\$49,980	--	D. Brown	Sensor Based Precision Orchard Management	CoPI

Period	Granting agency	Total contract amount	Assigned to Gallardo's program	Principal investigator	Project title	Role
23.10/15-09/19	USDA-AFRI	\$3,999,417	\$278,791	J. Tang	Center of Excellence for Food Safety Technologies using Microwave Energy	CoPI
22.10/15-09/17	WSDA	\$204,466	\$41,497	A. Dhingra	Sliced Pears: A Novel Avenue for Pear Consumption in the U.S.	CoPI
21.10/15-03/18	WSDA	\$249,191	\$25,453	S. Musacchi	WA-38™ Training System and Orchard Management to Optimize Vigor Control and Quality	CoPI
20.9/14-8/15	USDA-SCRI	\$2,533,515--		A. Iezzoni	RosBREED: Combining Disease Resistance with Horticultural Quality in New Rosaceous Cultivars	CoPI
19.9/14-9/19	USDA-SCRI	\$2,375,545	\$144,526	C. Li	Scale Neutral Harvest Aid System and Sensor Technologies to Improve Harvest Efficiency and Handling of Fresh Market Highbush Blueberries	CoPI
18.1/14-2/15	Agralytica	\$20,186	--	S. Galinato	Production Cost Estimation for Red Delicious and Gala Apples	CoPI
17.1/14-12/15	WSU-ERI	\$75,914	--	B. Mandal	How will the Affordable Care Act Affect Health Coverage and Employment in the Agricultural Industry in the State of Washington?	CoPI
16.1/14-12/15	WSU-ERI	\$35,971	--	J. McCluskey	Commercialization of New Varieties	CoPI
15.3/14-2/17	WATFRC	\$191,242	\$9,521	E. Beers	Developing a Management Strategy for Little Cherry Disease	CoPI

Period	Granting agency	Total contract amount	Assigned to Gallardo's program	Principal investigator	Project title	Role
14.3/14-2/17	WATFRC	\$242,519	\$13,312	S. Musacchi	WA38: Evaluation of Rootstocks and Training Systems	CoPI
13.6/13-3/14	WATFRC	\$146,109	\$146,109	R.K. Gallardo	Forecasting the Demand and Supply for Tree Fruit Farm Labor	PI
12.5/13-5/14	WSU- CSNAR- Bio Ag	\$10,000	\$8,044	C. Miles	Production Cost Estimation of Establishing a Cider Apple Orchard in Washington State	Co-PI
11.2/13-9/13	USDA- Utah State University	\$297,000	\$7,500	R.K. Gallardo	Outreach Assistance to Women and Hispanic Farmers in Procuring and Operating Small Farms in the West	PI (sub-contractor)
10.8/12-8/13	WSU- NSF	\$7,500	-	A. Cassey	ADVANCE at WSU	Co-PI
9. 5/12-12/12	WSU- CSNAR	\$500	\$500	R.K. Gallardo	Professional Development	PI
8. 1/12-12/12	WATFRC	\$6,727	\$6,727	R.K. Gallardo	Cost Estimation of Producing Red Delicious Apples in WA	PI
7. 1/11-12/11	WATFRC	\$40,000	\$40,000	R.K. Gallardo	Cost Estimation and Analysis of Tree Fruit	PI
6. 10/10-9/13	WSDA	\$143,674	\$60,898	M. Ostrom	Increasing High Value Specialty and Sustainable Crop Sales through Farmers Markets: Assessing the Economic Potential of Electronic Benefits Transfer and Credit Card Capability	Co-PI
5. 8/9-8/11	USDA	\$252,000	\$28,265	T. Marsh	Competitiveness of Agricultural Products in Washington State	Co-PI

Period	Granting agency	Total contract amount	Assigned to Gallardo's program	Principal investigator	Project title	Role
4. 9/9-8/13	USDA-SCRI	\$7,200,000	\$98,547	A. Iezzoni	RosBREED: Enabling marker-assisted breeding in Rosaceae	Co-PI
3. 10/9-9/10	USDA-SCRI	\$3,142,400	\$62,169	D. Walsh	Agronomic, Biochemical, Social, and Economic Impacts of Biotic and Abiotic Stress on Pacific Northwest Flavor Crops	Co-PI
2. 1/9-12/10	WATFRC	\$47,443	\$47,443	M. Taylor	Economic Analysis of Technology Adoption by Washington Apple Growers	Co-PI
1. 1/9-12/13	USDA-SCRI	\$2,244,274	\$83,660	V. Jones	Enhancing Biological Control to Stabilize Western Orchard IPM Systems	Co-PI

Notes: PI: Principal Investigator, CoPI: Co-Principal Investigator, USDA: United States Department of Agriculture, SCRI: Specialty Crop Research Initiative, WATFRC: Washington Tree Fruit Research Commission, WSDA: Washington State Department of Agriculture, CSNAR: Center for Sustaining Agriculture and Natural Resources; NSF: National Science Foundation, ERI: Emerging Research Issues, NCPN: National Clean Plant Network, APHIS: Animal and Plant Health Inspection Service.

TEACHING EXPERIENCE

Graduate Courses Taught

- Econ 505S: Economics for Agricultural Decision Making (online course) (Fall 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025)

Guest Lectures

- Econ 351: Introduction to Food and Agricultural Markets (Fall 2009)
- Hort 421/521: Fruit Crops Management (Spring 2012, 2014, 2016, 2017, 2018, 2020, 2021, 2022)
- Viticulture 433: Critical Thinking in Vineyard and Winery Management (Spring 2017, 2019, 2020, 2021, 2022)

ADVISORY EXPERIENCE

Doctoral Committees Served On

1. Z. Wang. August 2009–August 2010. Member.
2. N. Skuza. July 2011. Member.
3. Y. Zhao. December 2011. Member.
4. D. Toro-González. May 2012. Member.
5. Q. Wang. May 2013. Member.
6. X. Jiang. July 2013. Member.
7. H. Li. July 2013. Member.
8. L. Carrillo. July 2013. Member.
9. Y. Li. July 2014. Member.
10. P. S. Bastola. May 2015. Member.
11. M. Waldrop. May 2017. Member.
12. Y. Hong. June. May 2018. Co-Chair.
13. D. Ikiz. January. May 2018. Chair.
14. K. Lee. August. July 2018. Co-Chair.
15. K. Grant. August. May 2019. Co-Chair.
16. A. Jung. August. May 2019. Co-Chair.
17. Z. Li. August. May 2019. Co-Chair.
18. M. Dey Amin. May 2020. Member.
19. M. Garrido-Garcia. May 2020. Co-Chair.
20. H. Lim. May 2021. Member.
21. A. Uddin. May 2022. Member.
22. X. Ma. December 2023. Chair.
23. Q. Zhang. May 2024. Co-Chair.
24. A. Murray. May 2024. Member.
25. A. Banguning. May 2025. Co-Chair.
26. N. Nahar. Member
27. S. Olumide. Member
28. A. Chowdhury. Member
29. S. Haque. Chair.

Doctoral Students Supervised on Grant-Funded Projects

1. Z. Wang. August 2009–August 2010.
2. A. Olanie. January 2011–May 2012.
3. D. Toro-González. July 2011–May 2012.
4. Q. Wang. September 2010–August 2012.
5. D. Kuchibhotla. August 2011–August 2012.
6. H. Li. August 2012–July 2013.
7. L. Carrillo. August 2012–July 2013.
8. D. White. August 2013–December 2013.
9. Y. Li. August 2013–August 2014.
10. P. Klingthong. August 2015–May 2017.
11. Y. Hong. June 2014–May 2018.
12. A. Jung. August 2015–May 2018.

13. D. Ikiz. January 2016- May 2018.
14. K. Grant. August 2016-May 2019 .
15. Z. Li. August 2016- May 2019
16. M. Liu. August 2018 -May 2019.
17. K. Odongo. August 2019-December 2019.
18. M. Garrido-Garcia. January 2017 -May 2020.
19. R. Basu. August 2019-May 2020.
20. M. Kondaridze. August 2020-December 2020.
21. A. Uddin. August 2017 -May 2020.
22. Q. Zhang. August 2016 -December 2019.
23. X. Ma. January 2021-Dec 2023.
24. A. Murray. August 2020-May 2024.
25. Q. Qiao. August 2023-July 2024.
26. T. Shubhangi. January 2025-December 2025.
27. N. Cabote. June 2023-May 2026.
28. N. Kyei-Boadu. August 2024-May 2026.

Postdoctoral Fellows Supervised on Grant-Funded Projects

1. N. Yang. April 2010–January 2011.
2. D. Nguyen. January–June 2011.
3. D. Toro-González. June–August 2012.
4. X. Jiang. September 2013-June 2014.

Associate in research Supervised on Grant-Funded Projects

1. S. Galinato. SES-IMPACT center. 2010–2022.

Master's Committees Served On

1. J. Ringwood. July 2012.
2. N. Cummings. July 2012.
3. B. A. Kannely. May 2013.
4. N. Yu. December 2013.
5. M. Cabral-Mendoza. December 2015 (Chair).
6. R. Taylor. May 2016.
7. H. Tennant. May 2017.
8. A. Wade. December 2016.
9. A. Falade. August 2017. (Chair).
10. B. Manzagol. May 2018.
11. A. Li. May 2018.
12. A. Westbrook. December 2019.
13. R. DeVaney. December 2022.
14. G. Wangigi. December 2025.

EXTENSION ACTIVITY

EXTENSION BULLETINS N=45

1. Gallardo, R.K., S. Galinato, and B. Sallato-Carmona. 2025. “2024 Cost and Return Estimates of Establishing, Producing, and Packing ‘Gala’ Apples in Washington”– Washington State University Extension Bulletin TB107E, April 2025.
2. Gallardo, R.K., S. Galinato, and B. Sallato-Carmona. 2025. “2024 Cost and Return Estimates of Establishing, Producing, and Packing ‘Granny Smith’ Apples in Washington”– Washington State University Extension Bulletin TB105E, April 2025.
3. Gallardo, R.K., S. Galinato, and B. Sallato-Carmona. 2025. “2024 Cost and Return Estimates of Establishing, Producing, and Packing ‘Honeycrisp’ Apples in Washington”– Washington State University Extension Bulletin TB106E, April 2025.
4. Gallardo, R.K., S. Galinato, and B. Sallato-Carmona. 2025. “2024 Cost and Return Estimates of Establishing, Producing, and Packing Cosmic Crisp® Apples in Washington”– Washington State University Extension Bulletin TB104E, April 2025.
5. Delbridge, T., S. Galinato, R.K. Gallardo, and S.B. Lucas. “Cost Estimates of Establishing and Producing Blackberries in the Willamette Valley, Oregon” Oregon State University AEB 0074. December 2024.
6. Gallardo, R.K., S. Galinato, and G. Hoheisel. “2022 Cost Estimates of Establishing and Producing Organic “Duke” Blueberries in Eastern Washington” – Washington State University Extension Bulletin TB28E, November 2023.
7. Gallardo, R.K., S. Galinato, and G. Hoheisel. “2022 Cost Estimates of Establishing and Producing Organic “Elliot” Blueberries in Eastern Washington” – Washington State University Extension Bulletin TB96E, November 2023.
8. Gallardo, R.K., S. Galinato, and C. Benedict. “2022 Cost Estimates of Producing and Packing Conventional “Duke” Blueberries in Western Washington” – Washington State University Extension Bulletin TB94E, October 2023.
9. Gallardo, R.K., S. Galinato, and C. Benedict. “2022 Cost Estimates of Producing and Packing Conventional “Draper” Blueberries in Western Washington” – Washington State University Extension Bulletin TB93E, September 2023.
10. Gallardo, R.K. and S. Galinato. “2022 Cost Estimates of Producing and Packing Organic Honeycrisp Apples in Washington” – Washington State University Extension Bulletin TB91E, May 2023.

11. Gallardo, R.K. and S. Galinato. “2022 Cost Estimates of Producing and Packing Organic Gala Apples in Washington” – Washington State University Extension Bulletin TB19E, May 2023.
12. Gallardo, R.K., S. Galinato, and L. Nottingham. “2022 Cost Estimates of Producing and Packing Fresh Market Anjou Pears in Wenatchee River Valley, Washington State” – Washington State University Extension Bulletin FS031E, December 2022.
13. Gallardo, R.K., S. Galinato, and L. Nottingham. “2022 Cost Estimates of Producing and Packing Fresh Market Bartlett Pears in South Washington” – Washington State University Extension Bulletin FS034E, December 2022.
14. Gallardo, R.K. and S. Galinato. “2021-2022 Cost Estimates of Establishing, Producing, and Packing Skeena Sweet Cherries in Washington State” – Washington State University Extension Bulletin TB85E, August 2022.
15. Gallardo, R.K. and S. Galinato. “2021-2022 Cost Estimates of Establishing, Producing, and Packing Chelan Sweet Cherries in Washington State” – Washington State University Extension Bulletin TB84E, August 2022.
16. Gallardo, R.K. and S. Galinato. “2021-2022 Cost Estimates of Establishing, Producing, and Packing Sweetheart Sweet Cherries in Washington State” – Washington State University Extension Bulletin TB83E, August 2022.
17. Gallardo, R.K. and S. Galinato. “2021-2022 Cost Estimates of Establishing, Producing, and Packing Coral Champagne Sweet Cherries in Washington State” – Washington State University Extension Bulletin TB82E, August 2022.
18. Gallardo, R.K. and S. Galinato. “2020 Cost Estimates of Producing Bartlett Pears for Canning in Washington State” – Washington State University Extension Bulletin TB80E, November 2021.
19. Gallardo, R.K. and S. Galinato. “2019 Cost Estimates of Establishing, Producing and Packing Gala Apples in Washington” – Washington State University Extension Bulletin TB18E, March 2021.
20. Gallardo, R.K. and S. Galinato. “2019 Cost Estimates of Establishing, Producing and Packing Granny Smith Apples in Washington” – Washington State University Extension Bulletin TB74E, November 2020.
21. Gallardo, R.K. and S. Galinato. “2019 Cost Estimates of Establishing, Producing and Packing Cripps Pink Apples in Washington” – Washington State University Extension Bulletin TB75E, November 2020.

22. Gallardo, R.K. and S. Galinato. "2019 Cost Estimates of Establishing, Producing and Packing Fuji Apples in Washington" – Washington State University Extension Bulletin TB73E, October 2020.
23. Gallardo, R.K. and S. Galinato. "2019 Cost Estimates of Establishing, Producing and Packing Honeycrisp Apples in Washington" – Washington State University Extension Bulletin TB70E, April 2020.
24. Galinato, S., R.K. Gallardo, and Y. Hong "2015 Cost Estimates of Establishing, Producing and Packing Highbush Blueberries in Western Washington"– Washington State University Extension Bulletin TB36E, November 2016.
25. Mandal, B., M. Brady, R. K. Gallardo. "Reactions to the Employer Mandate in Washington State's Labor-Intensive Agriculture Industry." – Washington State University Extension Bulletin TB33E, September 2016.
26. Mandal, B., M. Brady, R. K. Gallardo. "Trends in Health Insurance and Health Care Access in Rural Washington." – Washington State University Extension Bulletin TB30E, September 2016.
27. Galinato, S. and R.K. Gallardo. "2015 Cost Estimates of Establishing, Producing and Packing Sweetheart Sweet Cherries in Washington"– Washington State University Extension Bulletin TB34E, October 2016.
28. Galinato, S., R.K. Gallardo, and Y. Hong "2015 Cost Estimates of Establishing, Producing and Packing Organic Highbush Blueberries in Eastern Washington"– Washington State University Extension Bulletin TB28E, September 2016.
29. Galinato, S. and R.K. Gallardo. "2015 Cost Estimates of Establishing, Producing and Packing Fuji Apples in Washington"– Washington State University Extension Bulletin TB29E, September 2016.
30. Galinato, S. and R.K. Gallardo. "2015 Cost Estimates of Establishing, Producing and Packing Bing Sweet Cherries in Washington." Washington State University Extension Bulletin. TB22E, July 2016.
31. Galinato, S., R.K. Gallardo, Y. Hong. "2014 Cost Estimates of Establishing, Producing and Packing Gala Apples in Washington." Washington State University Extension Bulletin. TB18E, July 2016.
32. Galinato, S., R.K. Gallardo, Y. Hong. "2014 Cost Estimates of Establishing, Producing and Packing Organic Gala Apples in Washington." Washington State University Extension Bulletin. TB19E, June 2016.

33. Galinato, S., R.K. Gallardo, Y. Hong. "2014 Cost Estimates of Establishing, Producing and Packing Organic Red Delicious Apples in Washington." Washington State University Extension Bulletin. TB12E, June 2016.
34. Gallardo, R. K., and S. Galinato. "2014 Cost Estimates of Establishing, Producing, and Packing Red Delicious Apples in Washington." Washington State University Extension Bulletin. TB07E, May 2016.
35. Galinato, S., R.K. Gallardo, C. Miles. "2013 Cost Estimation of Establishing a Cider Apple Orchard in Western Washington." Washington State University Extension Factsheet. FS141E, September 2014.
36. Nakawuka, P., R. Peters, R.K. Gallardo. "Effect of Deficit Irrigation on the Cost of Producing Native Spearmint Oil in Washington State." Washington State University Extension Factsheet FS130E, April 2014.
37. Gallardo, R. K., and S. Galinato. "2012 Cost Estimates of Establishing, Producing, and Packing Red Delicious Apples in Washington." Washington State University Extension Factsheet FS099E, December 2012.
38. Gallardo, R. K., and S. Galinato. "2011 Cost of Producing Peppermint under Rill and Center Pivot Irrigation in Washington." Washington State University Extension Factsheet FS077E, August 2012.
39. Galinato, S., and R. K. Gallardo. "2011 Cost Estimates of Establishing, Producing, and Packing Honeycrisp Apples in Washington." Washington State University Extension Factsheet FS062E, February 2012.
40. Galinato, S., and R. K. Gallardo. "2010 Cost Estimates of Producing Pears in North Central Washington." Washington State University Extension Factsheet FS031E, July 2011.
41. Galinato, S., and R. K. Gallardo. "Cost Estimates of Producing Bartlett Pears in Yakima Valley, Washington." Washington State University Extension Factsheet FS034E, July 2011.
42. Gallardo, R. K. "2010 Cost of Producing Native and Scotch Spearmint under Rill and Center Pivot Irrigation in Washington." Washington State University Extension Factsheet FS026E, April 2011.
43. Galinato, S., R. K. Gallardo, and M. Taylor. "2009 Cost Estimates of Establishing and Producing Sweet Cherries in Washington." Washington State University Extension Factsheet FS022E, August 2010.

44. Gallardo, R. K., M. Taylor, and H. Hinman. “2009 Cost Estimates of Establishing and Producing Gala Apples in Washington.” Washington State University Extension Factsheet FS005E, January 2010.
45. Hanson, T., D. Hudson, R. K. Gallardo, and S. Sempier. “Opinions of Rural and Urban Consumers toward Freshwater Prawns: Results from 2003 and 2004 Surveys.” Mississippi Agricultural and Forestry Experiment Station Bulletin 1152, November 2005.

WORKSHOPS/SEMINARS ORGANIZED AND WEBSITE DEVELOPMENT

1. Tree Fruit Extension Economics – Website developer
 - 2025: 1,492 page views
 - 2024: 607 page views
 - 2023: 414 page views
 - 2022: 821 page views
 - 2021: 944 page views
 - 2020 (May–Dec): 1,322 page views
2. Crop Enterprise Budgets – Website contributor.
 - 2025: 3,507 page views
 - 2024: 3,447 page views
 - 2023: 1,826 page views
 - 2022: 4,115 page views
 - 2021: 3,815 page views
 - 2020: 4,439 page views
3. Washington State Tree Fruit Association Annual Meetings – Session organizer.
 - Consumer expectation session – December 6, 2016.
 - Spanish session - December 3, 2013.
 - Spanish session - December 4, 2012.
4. AgTools™ Academy Online Workshop for Tree Fruits, with Clark Seavert. February 29, 2012. Available online at <https://agtools.webex.com/agtools/ldr.php?AT=pb&SP=MC&rID=104636602&rKey=ee44d38d638536ec>
5. Ag in Uncertain Times en Español. Ayudando a los agricultores a enfrentar los retos. Webinar Series in Spanish with Ramiro Lobo, Duane Griffith, John Hewlett, Laura Tourte, Luisa Santamaria, John Nelson and John Newkirk. March 2010–March 2011. Available online at <http://www.farmmanagement.org/aginuncertaintimesespanol/>

Benchmarks for Specialty Crops Costs/Labor. N=34.

1. Gallardo*, R.K. 2026. “Benefits of Field Sorting for your Bottom Line. Dollars and Cent Benefits of Getting only Marketable Fruit in the Bin.”
 - 2026 North Central Washington Apple Day. N. Participants= in person 150, online 65.
2. Galinato*, S.P., R.K. Gallardo, and B. Sallato-Carmona. 2026. “Production Costs and Returns of WA Grown Sweet Cherries (Updates)”
 - 2026 Cherry Institute. January 7. N. Participants= 400.
3. Gallardo*, R.K., S.P. Galinato, and B. Sallato-Carmona. 2025. “2024 Production Costs and Returns of WA Grown Apples”
 - Apple Crop Protection Meetings of the Washington State Tree Fruit Commission. Wenatchee, WA. January 30. N. Participants=50.
 - U.S. Apple Association. Outlook 2025. Chicago, IL. August 15. N. Participants=40.
 - POM Club. Yakima, WA. August 20. N. Participants=30.
4. Gallardo, R.K. and S. Galinato. 2024. “Economics of Cherry Production, Exploring Harvest Costs versus Crop Damage Sensitivity in Washington Grown Sweet Cherries.” Presentation at the Annual Meetings of the Washington Tree Fruit Association. Yakima, WA. December 10, 2024. N. Participants =60.
5. Gallardo, R.K., D. Charlton, S. Devadoss, J. Luckstead, and S. Vougioukas. 2023-2024. “Economic Viability of Robotic Fruit Harvesters to Reduce Large Seasonal Labor Demands.”
 - Annual Meetings of the Washington Tree Fruit Association Flash News. Kennewick, WA. December 5, 2023. N. Participants =120.
 - POM Club. Yakima, WA. March 20, 2024. N. Participants=100.
 - Poster presentation at the CPAAS and Ag Weather Network Open House. July 12, 2024. Participants=50.
6. Gallardo, R.K., S.P. Galinato. 2023. “Production Costs Update for Organic Gala and Honeycrisp Apples.” Annual Meetings of the Washington Tree Fruit Association. Kennewick, WA. December 7. N. Participants =100.
7. Galinato, S.P., R.K. Gallardo. 2023. “Overview of the Updated Fresh-Market Pear Enterprise Budgets: Anjou and Bartlett.” Annual Meetings of the Washington Tree Fruit Association. Kennewick, WA. December 6. N. Participants =80.
8. Gallardo, R.K., S.P. Galinato. “Sweet Cherry Cost of Production Updates.”
 - 2023 Cherry Institute. January 13. N. Participants= 100.

- North Central Washington Stone Fruit Day. January 19, 2022. N. Participants =50.
9. Gallardo, R.K. “Basic Economics with Case Study”
 - a. Agricultural Leadership Program. Building Leadership in Washington’s Agriculture by the Washington State Tree Fruit Association, Washington State Department of Agriculture, and Washington State University. May 27, 2022. N. Participants=15.
 10. Gallardo*, R.K. “Agricultural Leadership Program-Building Relationship in Washington’s Agriculture Program Organized by the Washington State Tree Fruit Association and the Washington State Department of Agriculture. Yakima, WA. December 17, 2021. N. Participants =8.
 - Introduction to Economics and its Importance.
 - Introduction to Record Keeping and Budgeting.
 11. Gallardo, R.K. “Impact of COVID-19 on the Washington Apple Industry.”
 - Cornell New York State Tree Fruit Conference. Online. February 3, 2021. N. Participants =139.
 - Annual Meetings of the Agricultural and Applied Economics Association, Health Economics Section Webinar. July 19, 2021. N. Participants =50.
 12. Gallardo, R.K. “2019-Updates on Washington Apple Production Costs-Focusing on Cash Costs.”
 - Annual Meetings of the Washington Tree Fruit Association. Online. December 7, 2020. N. Participants =170.
 - Cornell New York State Tree Fruit Conference. Online. February 3, 2021. N. Participants =178.
 13. Gallardo, R.K. “2019-Updates on Washington Apple Production Costs.”
 - Washington Chapter of the American Society of Farms Managers and Rural Appraisers. September, 26, 2019. N. Participants =55.
 - Annual Meetings of the Washington Tree Fruit Association. Wenatchee, WA. December 9-11, 2019. N. Participants =150.
 - En Español- GS Long Grower Meeting, Yakima, WA. January 15, 2020. N. Participants =600.
 14. Nadreau, T., M. Gibson, M. Liu, R.K. Gallardo, R. Fortenberry. “China Tariff Effect on Washington Tree Fruit Industry.” Research Flash News. Annual Meetings of the Washington Tree Fruit Association. Yakima, WA. December 3-5, 2018. N. Participants =50.
 15. Gallardo, R.K. and M.D. Garrido-Garcia*. “Profitability Across Crops: Tree Fruit Compared to Alternatives.” Research Flash News. Annual Meetings of the Washington Tree Fruit Association. Kennewick, WA. December 4-6, 2017. N. Participants =60.

16. Gallardo*, R.K. and H. Garming. "Apple Production Costs Around the World: A Comparison." Annual Meetings of the Washington Tree Fruit Association. Kennewick, WA. December 4-6, 2017. N. Participants =30.
17. Gallardo*, R.K. "Cost Estimates of Establishing and Producing Sweet Cherries." Cherry Institute, Yakima, WA. January 20, 2017. N. Participants =50.
18. Gallardo*, R.K. "Economic Impact of the Apple Maggot." Eastern Washington Ag Expo TRAC, Pasco, WA. January 3, 2017. N. Participants =20.
19. Gallardo*, R.K. and M. Brady. "Enterprise Budgeting Purpose and Methods." Cultivating Success, Sustainable Small Farms Education Program- King County. Carnation, WA. November 7, 2016. N. Participants =20.
20. Gallardo*, R.K. and S. Galinato. "Economic Implications of Management Strategies for Little Cherry Virus."
 - Okanogan Horticultural Association Annual Meeting. Omak, WA. February, 4, 2016. N. Participants =60.
 - Safety and Pesticide Recertification Course-Ag Show. Pasco, WA. January 6, 2016. N. Participants =70.
21. Gallardo*, R.K. and S. Galinato. "Cost of Production Conventional and Organic Blueberries in Washington State." 2015 WSU Blueberry Workshop. Advances in Horticultural Management and the Future of Production. Ellensburg, WA. January 16, 2016.
22. Gallardo*, R.K. "What does it cost to produce fruit in Washington State? – 2014 studies." 2015 Safety and Pesticide Recertification Course. Pasco, January 7, 2015. N. Participants =50.
23. Gallardo*, R.K. "The "Honeycrisp" Apple – Factors that Can Potentially Impact Profitability." 2013 Washington State University Fruit School The Honeycrisp Experience: Production, Harvest, and Storage. Wenatchee, WA. December 5, 2013. N. Participants =50.
24. Gallardo*, R.K. "Budget Establishment Costs." Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 2-4, 2013. N. Participants =80.
25. Gallardo*, R.K. "Cost of Production of Apple, Cherry, and Pear." Annual Meetings of the Washington State Horticultural Association. Yakima, WA. December 4, 2012. N. Participants =80.
26. Gallardo*, R.K. "Economic Reality. Apples, Pears, Cherries. Are the Costs of Planting, Producing, Storing, Packing, and Shipping Being Adequately Covered by FOB Pricing?"

Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 6, 2011. N. Participants =70.

27. Gallardo*, R.K. “Production Costs for Sweetheart Cherries, Gala Apples and Anjou Pears and Platform Use Survey Results.” Fruit Growing Technological Tour organized by WeCu Inc. Wenatchee, WA. June 23, 2011. N. Participants =20.
28. Gallardo*, R.K. “Cost of Establishing a Fruit Orchard and National Fruit Market Trends.” Washington Chapter of the American Society of Farm Managers and Rural Appraisers. Leavenworth, WA. May 5, 2011. N. Participants =70.
29. Gallardo*, R.K. and Taylor, M. “WSU Tree Fruit Enterprise Budgets, A Powerful Tool to Track and Manage Your Expenses.” 54th International Fruit Tree Association Pre-Conference Workshop. Pasco, WA. February 26, 2011. N. Participants =80.
30. Gallardo*, R. K. “What Does it Cost to Grow Bartlett Pears. Recent Grower Based Study.” Annual Meeting of the Washington-Oregon Canning Pear Association. Yakima, WA. February 15, 2011. N. Participants =50.
31. Gallardo*, R.K. What Does it Cost to Grow Cherries, Gala Apples and Anjou Pears? Recent Grower Based Studies.” Domex Superfresh Growers. Yakima, WA. February 14, 2011. N. Participants =20.
32. Gallardo*, R.K. “What Does it Cost to Grow Cherries? A Recent Grower Based Study.” North Central Washington Stone Fruit Day. Wenatchee, WA. January 20, 2011. N. Participants =60.
33. Taylor, M.*, and R.K. Gallardo. “Insights into Production Costs in Washington Orchards.” Annual Meetings of the Washington State Horticultural Association. Yakima, WA. December 6–7, 2010. N. Participants =80.
34. Gallardo*, R.K. “Updated Costs of Production and Technology Implementation.” Annual Meetings of the Washington State Horticultural Association. Wenatchee, WA. December 7–8, 2009. N. Participants =100.

Improving Spanish-Speaking Stakeholders’ Management Skills. N=30.

1. Gallardo, R.K. 2024. “Economic Profitability of Apple Production-En Español.” Presentation at the Annual Meetings of the Washington Tree Fruit Association. Yakima, WA. December 10, 2024. N. Participants =60.
2. Gallardo, R.K. 2023. “How Much does it Cost to Prevent Sweet Cherries Western X-En Español.”
 - Wilbur Ellis Grower Conference. January 13. N. Participants=45.

3. Gallardo, R.K. “Basic Economics with Case Study- En Español”
 - Agricultural Leadership Program. May 27, 2022. N. Participants =17.

4. Gallardo*, R.K. “Agricultural Leadership Program-Building Relationship in Washington’s Agriculture-En Español.” Program Organized by the Washington State Tree Fruit Association and the Washington State Department of Agriculture. Yakima, WA. November 19, 2021. N. Participants =12.
 - Introduction to Economics and its Importance.
 - Introduction to Record Keeping and Budgeting.

5. Gallardo*, R.K. “La Consecuencia Economica sobre la Incidencia del Virus de la Cereza Pequeña.”
 - WSDA Farmworker Education Program, Quincy, WA. Noviembre 14, 2019. N. Participants =50.
 - WSDA Eastern WA Ag Expo, Pasco, WA. January 9, 2020. N. Participants =40.
 - GS Long Grower Metting, Yakima, WA. January 15, 2020. N. Participants =600.

6. Gallardo*, R.K. “Costs Associated with Codling Moth Control-En Español.”
 - Wilbur Ellis Grower Metting, Yakima, WA. January 29, 2019. N. Participants =100.

7. Gallardo*, R.K. “Costs Associated with Fire Blight-En Español.”
 - WSDA Pacific Northwest Aggie, Pasco, WA. November 7, 2018. N. Participants =80.
 - WSDA Farmworker Education Program, Sunnyside, WA. December 7, 2018. N. Participants =30.
 - GS Long Grower Metting, Yakima, WA. January 16, 2019. N. Participants =500.
 - Wilbur Ellis Grower Metting, Yakima, WA. January 29, 2019. N. Participants =100.

8. Gallardo*, R.K.”The Risks Implied When not Identifying Pests Correctly-En Español.”
 - WSDA Farmworker Education Program, Pasco, WA. November 8, 2017. N. Participants =80.
 - WSDA Farmworker Education Program, Quincy, WA. November 17, 2017. N. Participants =32.
 - Annual Meetings of the Washington Tree Fruit Association. Kennewick, WA. December 4-6, 2017. N. Participants =500.
 - WSDA Farmworker Education Program, Sunnyside, WA. December 12, 2017. N. Participants =30.
 - WSDA Farmworker Education Program, East Wenatchee, WA. December 15, 2017. N. Participants =30.

- Eastern Washington Ag Expo TRAC, Pasco, WA. January 9, 2018. N. Participants =12.
 - GS Long Grower Meeting, Yakima, WA. January 17, 2018. N. Participants =500.
 - Wilbur Ellis Grower Meeting. Yakima, WA. January 30, 2018. N. Participants =500.
9. Gallardo*, R.K. “Economic Model in Regards to Spotted Wing Drosophila (SWD)-En Español.”
- Eastern Washington Ag Expo TRAC, Pasco, WA. January 3, 2017. N. Participants =60.
 - Wilbur Ellis Grower Meeting. Yakima, WA. January 17, 2017. N. Participants =200.
10. Gallardo*, R.K., S. Galinato, D. Granatstein. “Economic Impact of Apple Maggot in Washington State-En Español.”
- WSDA Farmworker Education Program, Wenatchee, WA. December 16, 2016. N. Participants =40.
 - WSDA Farmworker Education Program, Granger, WA. December 9, 2016. N. Participants =25.
11. Gallardo*, R.K. “Economic profitability of producing Honeycrisp apples-En Español.”
- Annual Meetings of the Washington State Horticultural Association, Spanish Section. Wenatchee, WA. December 5-7, 2016. N. Participants =200.
12. Gallardo*, R.K. and S. Galinato. “Economic Implications of Management Strategies for Little Cherry Virus- En Español.”
- Wilbur Ellis Grower Meeting – Spanish Session. Yakima, January 19, 2016. N. Participants =300.
13. Gallardo*, R.K. “The Economics of Biological Control and the Control of Little Cherry Virus- En Español.” WSDA Farmworker Education Program, Sunnyside, WA. December 18, 2015. N. Participants =35.
14. Gallardo*, R.K. “How much does it cost to produce fruit in WA and the ABC of agricultural loans- En Español.”
- WSDA Farmworker Education Program, Wenatchee, WA. December 16, 2014. N. Participants =30.
 - WSDA Farmworker Education Program, Sunnyside, WA. December 19, 2014. N. Participants =30.
 - Safety and Pesticide Recertification Course, Pasco, WA. January 7, 2015. N. Participants =50.
15. Gallardo*, R.K. “The importance of your Work for the Financial Health of the Orchard- En Español.” Annual Meetings of the Washington State Horticultural Association, Spanish Section. Kennewick, WA. December 1-3, 2014. N. Participants =300.

16. Allen*, K. and R.K. Gallardo, “Developing Food Products: Laws and Regulations and Options- En Español.” Ag in Uncertain Times en Español Webinar Series. Wenatchee, WA. February 13, 2013.
17. Gallardo*, R.K. “Situation of the Credit in Agriculture and Production Costs- En Español.” Annual Meetings of the Washington State Horticultural Association. Yakima, WA. December 4, 2012. N. Participants =300.
18. Gallardo*, R.K. “Production Costs in Tree Fruit. What Have We learned? - En Español”
 - Kyle Mathison Orchards Employees. Wenatchee, WA. March 8, 2012. N=30.
 - WSU Douglas-Chelan County Extension Seminar on Pesticide Application, Spanish Section. Wenatchee, WA. February 7, 2012. N. Participants =50.
 - New York Fruit and Vegetable Expo. Syracuse, NY. January 26, 2012. N. Participants =20.
19. Gallardo*, R.K. “How to Develop a Business Plan - En Español” Yakima Hispanic Growers. Yakima, WA. May 19, 2011. N. Participants =20.
20. Gallardo*, R.K. “An Overview of the Webinar Series Ag In Uncertain Times En Español.” WSU Douglas-Chelan County Extension Seminar on Pesticide Application, Spanish Section. Wenatchee, WA. March 24, 2011. N. Participants =35.
21. Gallardo*, R.K. “Improving Efficiency in Labor.” Annual Meetings of the Washington State Horticultural Association, Spanish Section. Yakima, WA. December 6–7, 2010. N. Participants =300.
22. Martinez, F., and R.K. Gallardo*. “Transition from Farm Worker to Farm Owner.” Annual Meetings of the Washington State Horticultural Association, Spanish Section. Yakima, WA. December 6–7, 2010. N. Participants =300.
23. Gallardo*, R.K. “Why Record Keeping is Important.” Seminars Series in Finance Basics in Spanish organized by Northwest Farm Credit Services and Washington State University. Wenatchee, WA. June 2, 2010. N. Participants =20.
24. Tourte, L., and R.K. Gallardo*. “Use Enterprise Budgets to Evaluate Farm Operations.” Ag in Uncertain Times en Español Webinar Series. Wenatchee, WA. March 24, 2010.
25. Gallardo*, R.K. “Record Keeping and its Importance for Agricultural Operations.” WSU Douglas-Chelan County Extension Seminar on Pesticide Application, Spanish Section. Wenatchee, WA. March 16, 2010. N. Participants =35.
26. Gallardo*, R.K. “The Basics of Financial Record Keeping.” Ag in Uncertain Times en Español Webinar Series. Wenatchee, WA. March 10, 2010.
27. Gallardo*, R.K. “Overview of the Credit Situation for Agricultural Activities.” Ag in Uncertain Times en Español Webinar Series. Wenatchee, WA. March 10, 2010.

28. Gallardo*, R.K. “Food Safety, a New Perspective.” Annual Meetings of the Washington State Horticultural Association, Spanish Section. Wenatchee. December 7–8, 2009. N. Participants =400.
29. Gallardo*, R.K. “Organic Fruits: A Review of Demand and Production Trends.” Tilth Producers of Washington Meeting, Spanish Section. Yakima, WA. November 14, 2009. N. Participants =35.
30. Gallardo*, R.K., and K. Lewis. “Competitive Orchard Systems.”
 - Annual Meeting of the Washington State Horticultural Association, Spanish Section. Yakima, WA. December 8–9, 2009. N. Participants =300.
 - WSU Douglas-Chelan County Extension Seminar on Pesticide Application, Spanish Section. Wenatchee, WA. March 17, 2009. N. Participants =100.
 - Washington State Department of Agriculture Workshop on Pesticide Application, Spanish Section. Wenatchee, WA. March 4, 2009. N. Participants =35.

Understanding Stakeholders’ Preferences and Values for Fruit Quality and Technology.
N=16.

1. Gallardo, R.K. 2024. “Consumers’ Acceptance of Gene-Edited Products.” Presentation at the Workshop “Enabling Regulatory Environment for Genome Editing in Agriculture in South Korea: Opportunities & Possibilities” Organized by the Agriculture and Food Systems Institute, USDA. December 11. N. Participants=50.
2. Gallardo. R.K. 2024. “Research in Agriculture and Social Sciences, Gender Perspectives.” Presentation at the Workshop "Sustainable Food Systems in Developing Countries: A Space for Reflection with an International Lens. Day 3: Reducing Gender Gaps in the Agri-Food Sector. Organized by Universidad Autonoma de Occidente, Cali, Colombia. November 19.
3. Gallardo, R.K. 2023. “Consumers’ Acceptance of Gene-Edited Table Grapes.” Presentation at the Virtual Workshop “Harnessing Genome Editing Technologies for Viticulture.” Organized by the Agriculture and Food Systems Institute, USDA. May 29. N. Participants=70.
4. Ross, C., A. Colonna, R.K. Gallardo, M.L. Montero. “Pear Consumer Preference Testing.”
 - Presentation at the Pear Day-North Central Washington Tree Fruit Days. January 19, 2023. N. participants=120 online, 99 in-person.
 - Pear Bureau Northwest Webinar. August 10, 2022. N. Participants =60.
5. Gallardo*, R.K. 2023. Extension economics presentation. Presentation to Korean scholars. Puyallup Research and Extension Center. April 4.

6. Gallardo*, R.K. 2022. “How does the Consumer Perceive New Food Production and Processing Technologies? Perspectives from Studies done in the United States and Mexico. En Español. Master Conference Innovation in the Food Industry.” Lima Department Council. Chapter of Food and Agrifood Engineering Industry. Association of Engineers of Peru. Online, October 12.
7. Gallardo*, R.K., C. Yue, J. Luby, V. McCracken, J. McFerson. “A Comparison of Supply Chain Agents’ Willingness to Pay for Fruit Quality Attributes.”
 - Tilth Alliance Conference, Spokane, WA, November 9, 2018. N. Participants =35.
 - New York Produce Show, New York City, NY, December 12, 2018. N. Participants =15.
8. Gallardo*, R.K. “How Close are Industry and Consumers’ Expectations for Fruit Quality.”
 - Annual Meetings of the Washington State Horticultural Association, Wenatchee, WA. December 5-7, 2016. N. Participants =40.
9. Gallardo*, R.K. “Consumer Demand Analysis and Extension Economics.” Cochran Fellowship Program-Value Addition of Horticultural Crops for Agricultural Productivity and Food Security. Washington State University, International Programs, Wenatchee, WA. September 25, 2013. N. Participants =10.
10. Gallardo*, R.K. and H. Li. “Investigating Breeding Priorities Using Socioeconomic Methods.” Presentation at the Plant, Breeding, and Genomics Extension.” Webinar Series. Wenatchee, WA. April 23, 2013. Online. Available at: <http://www.extension.org/pages/67549/investigating-breeding-priorities-using-socioeconomic-methods>.
11. Brown, S., and Gallardo*, R. K. “Tell Us What You Want! Quantifying Your Priorities for New Apple Cultivars.” New York Fruit and Vegetable Expo. Syracuse, NY. January 25, 2012. N. Participants =60.
12. Gallardo*, R.K. “Marketing.” Small Farms Cultivating Success Program, WSU Clark County. Brush Prairie, WA. March 22, 2011. N. Participants =20.
13. Gallardo*, R.K. “Direct Marketing Alternatives for Fruits and Vegetables, Trends and Issues.” Ag in Uncertain Times en Español Webinar Series. Wenatchee, WA. March 7, 2011.
14. Gallardo*, R.K. “Issues in Wheat Marketing.” Presentation at the Wheat Production Growers WSU Chelan-Douglas County Extension. Waterville, WA. March 2, 2011. N. Participants =40.
15. Gallardo*, R.K. “Marketing.” Small Farms Cultivating Success Program, WSU Skagit County. Mount Vernon, WA. February 3, 2011. N. Participants =30.

16. Lehrer, N., and R.K. Gallardo*. “Public Demand for Sustainability in Tree Fruit Production.” Washington State University Fruit School on Pest Management. Wenatchee, WA. December 8–9, 2008. N. Participants =35.

MEDIA CITATIONS AND INTERVIEWS

1. Rillo, M. 2025. “Fruit Growers Fearful of Mass Deportation Plans.” KXYL News. Published Jan 22. https://www.kxly.com/video/fruit-growers-fearful-of-mass-deportation-plans/video_d614279f-2da7-52a7-9e8a-55955eaec032.html
2. Diaz, R. 2025. “Can Washington’s Farms Survive? Labor Shortages and Deportation Fears Threaten Agriculture.” Jan 10. <https://www.columbian.com/news/2025/jan/19/can-washingtons-farms-survive-labor-shortages-and-deportation-fears-threaten-agriculture/>
3. Prengaman, K. 2025. “Breaking Down “Break Even” for Apple Growers.” Good Fruit Grower. Published Jan 9. <https://www.goodfruit.com/breaking-down-break-even-for-apple-growers/>
4. Brannan, H. 2025. ‘Perfect storm’ of factors hits Washington apple farmers, driving bankruptcies, consolidation. The Columbian. Published Jan. 2. <https://www.columbian.com/news/2025/jan/02/perfect-storm-of-factors-hits-washington-apple-farmers-driving-bankruptcies-consolidation/>
5. Yam. G. 2024. “How Honeycrisp Apples went from Marvel to Mediocre.” Serious Eats. Published Nov. 30. <https://www.serious-eats.com/how-honeycrisp-apples-went-from-marvel-to-mediocre-8753117>
6. Jinich, A. 2024. “Why the US Government is Buying More Apples than Ever Before.” NPR. Published Nov. 4. <https://www.npr.org/2024/11/04/1211597740/america-apple-abundance-problem>
7. Courtney, R. 2024 “Know your Costs to Grow. Washington State University Produces How-To Video for Ag. Enterprise Budgets.” Good Fruit Grower. Published July 23. <https://www.goodfruit.com/know-your-costs-to-grow/>
8. Escamilla, D. 2024. “After India’s Tariffs Eased, Washington State Apple Exports Improved.” Published April 1. <https://issuenumbrone.journalism.cuny.edu/2024/04/03/after-indias-tariffs-eased-washington-state-apple-exports-improved/>
9. Bennett, N. 2023. “Crunch time for ripe Honeycrisp apples? Sort of” Cascadia News. Published October 18. <https://www.cascadiadaily.com/news/2023/oct/18/crunch-time-for-ripe-honeycrisp-apples-sort-of/>

10. Maxwell, M. 2023. "Taste trumps gene editing in table grape consumer tests" Eurofruit. Published January 10. <https://www.fruitnet.com/eurofruit/taste-trumps-gene-editing-in-table-grape-consumer-tests/>
11. Brahaut, L. 2021. "Clean label" foods, fewer ingredients gain favour. The National Post. Published June 18, 2021. <https://nationalpost.com/life/food/people-will-pay-more-for-clean-label-convenience-foods-and-ready-to-eat-meals-study-finds>
12. Mulvaney, L. 2018. The course of the Honeycrisp apple. Bloomberg News. Published November 11, 2018. <https://www.bloomberg.com/news/articles/2018-11-08/the-course-of-the-honeycrisp-apple>
13. Prengaman, K. 2018. Apple maggot quarantine saves \$500 million a year. Good Fruit Grower. Published March 9, 2018. <https://www.goodfruit.com/apple-maggot-quarantine-saves-500-million-a-year/>
14. Ferolito, P. 2017. Interview on labor issues.
 - a. Yakima Herald Republic. Nov 14. http://www.yakimaherald.com/news/local/long-dependent-on-immigrant-workers-yakima-valley-growers-laboring-with/article_4e5a36ea-cce4-11e7-9a7c-77ad3b8502f0.html
 - b. The Seattle Times. Nov 22. <https://www.seattletimes.com/business/agriculture/long-dependent-on-immigrant-workers-yakima-valley-growers-laboring-with-new-reality/>
15. Prengaman, K. 2017. "Sweethearts Offer Better Returns than Bings in Washington. WSU Economists find a Sweeter Investment in Sweethearts than Bings when Comparing Production Costs." Published May 30, 2017. <http://www.goodfruit.com/cost-analysis-finds-sweethearts-offer-better-return-than-bings-in-washington/>
16. Johnson, J. and R. Courtney. 2017. "Where do You Match Consumer Expectations? Economists Quantify Importance of Fruit Qualities based on Differing Perspectives of Producers, Packers, and Consumers. Published January 18, 2017. <http://www.goodfruit.com/where-do-you-match-consumer-expectations/>
17. ScienceDaily. "Preserving the Best Quality of 'Honeycrisp' Apples." Published October 20, 2015. <http://www.sciencedaily.com/releases/2015/10/151020145218.htm>
18. Weybright, S. "Plastic a Valuable Option for Farmers' Markets." WSU News. Published May 19, 2015. <https://news.wsu.edu/2015/05/19/plastic-a-valuable-option-for-farmers-markets/>
19. Mullinax, T.J. 2013. "Los Costos y las Ganancias de Manzanas: 2013 WA Hort Show." <http://www.youtube.com/watch?v=MlXnqFoHGKY>.

20. Warner, G. 2012 “Red’s Not Dead.” Good Fruit Grower.
<http://www.goodfruit.com/Good-Fruit-Grower/December-2012/Reds-not-dead/>
21. Warner, G. 2012. “Cost of Growing Reds.” Good Fruit Grower.
<http://www.goodfruit.com/Good-Fruit-Grower/December-2012/Cost-of-growing-Reds/>
22. Raskin, H. 2012. “Honeycrisp Growers Dependent on Current Demand.” Seattle Weekly Blogs.
http://www.seattleweekly.com/voracious/2012/03/honeycrisp_growers_dependent_o.php
23. Hansen, M. 2012. “Honeycrisp Profitability.” Good Fruit Grower. 2012.
<http://www.goodfruit.com/Good-Fruit-Grower/January-15th-2012/Honeycrisp-profitability/>
24. Warner, G. 2011. “Counting the Benefits of Biocontrol.” Good Fruit Grower.
<http://www.goodfruit.com/Good-Fruit-Grower/May-1st-2011/Counting-the-benefits-of-shybiocontrol/>
25. Warner, G. 2010. “How Do Platforms Impact Workers?” Good Fruit Grower.
<http://www.goodfruit.com/Good-Fruit-Grower/December-2010/How-do-platforms-impact-workers/>
26. Wheat, D. 2010. “Analysis Misses on Packing.” Capital Press.
<http://www.capitalpress.com/orewash/djw-cherrycost-091010>
27. Wheat, D. 2010. “Economist Studies Buying Habits.” Capital Press.:
<http://www.capitalpress.com/newest/djw-Gallardo-innovator-040210>
28. Warner, G. 2010. “Issue Budgeting Costs.” Good Fruit Grower.
<http://www.goodfruit.com/Good-Fruit-Grower/March-1st-2010/Budgeting-costs/>

SERVICE ACTIVITY

SERVICE TO PROFESSIONAL GROUPS

- International, National and Regional
 - Agricultural and Applied Economics Association (AAEA) Nominating Committee Member (2023-Present).
 - Regional Research Project S-1088 Specialty Crops and Food Systems: Exploring Markets, Supply Chains, and Policy Dimensions: University representative (2020-Present).
 - National Clean Plant Network-Economics: Member (2020-2024).
 - Tenure and Promotion Packages External Reviewer (2019, 2021, 2022, 2023).
 - Emergency Citrus Disease Research and Extension: Peer reviewer panel member (2021, 2023).

- Western Agricultural Economics Association Council: Member (2021-2023).
 - Food Distribution Research Society: Past President (2020-2021), President (2019-2020), President-Elect (2018-2019).
 - Western Agricultural Economics Association: Director (2016 -2019).
 - Regional Research Project S-1067 Assessing the Consumer Behavior, Market Coordination and Performance of the Consumer-Oriented Fruit and Vegetable Sector: Chair-Elect (2016, 2017), Chair (2018-2019)
 - Latinamerican Section (LAS) of the Agricultural and Applied Economics Association: Chair-Elect (2016), Chair (2017), Past Chair (2018)
 - Specialty Crops Economics Section (SCE) of the Agricultural and Applied Economics Association: Chair-elect (2017), Chair (2018), Past Chair (2019)
 - Agricultural and Applied Economics Association Annual Meetings: Topic leader (2017, 2018).
 - Agribenchmark Network., Thunen Institute of Farm Economics, Germany: Member (2015-2020).
- Reviewer for Journal of Agricultural and Applied Economics, Journal of the Agricultural and Applied Economics Association, Agricultural and Resource Economics Review, Food Policy, American Journal of Agricultural Economics, Agricultural and Applied Economics Perspectives, Journal of Agricultural and Resource Economics, American Journal of Potato Research, Agriculture Finance Review, Journal of Agribusiness, Agribusiness An International Journal, Ecological Economics, HortScience, HortTechnology, International Food and Agribusiness Management Review, Journal of Agricultural Science, Journal of Food Distribution Research, Land Economics, Western Economic Forum, USDA Economic Research Service, Choices, and the Journal of Economic Entomology.
 - Editorial Service
 - Technical Editor, PlosOne, September 2022-September 2023.
 - Co-Editor, Journal of Food Distribution Research Society, October 2015 – December 2018.

SERVICE TO UNIVERSITY, COLLEGE, AND ACADEMIC UNIT

- University/College
 - College of Agriculture and Natural Resources (CAHNRS) Search Committee Member Tree Fruit Research and Extension Leader, 2025.
 - Leader Hatch Project 004 Developing Food Processing, Safety, Quality, and Supply Solutions for Production of High Quality and Safe Food (CAHNRS). 2022, 2023, 2024, 2025.
 - College of Agriculture and Natural Resources (CAHNRS) Search Committee Member Horticulture Head Department, 2021, 2022.
 - College of Agriculture and Natural Resources (CAHNRS) Faculty and Staff Awards Selection Committee Member, 2019, 2021.
 - College of Agriculture and Natural Resources (CAHNRS) Tenure and Promotion Advisory Committee Member, 2018, 2019, 2020.

- College of Agriculture and Natural Resources (CAHNRS) Grants Task Force, 2018.
- Leadership Training, Leading from the Inside Out, Heritage University. Toppenish, WA. August 8, 2013.
- Recruitment at Migrant Education Career Fair, Wenatchee Valley College. Wenatchee, WA. March 26, 2013.
- Recruitment at Migrant STEM (Science, Technology, Engineering, and Math) Fair, Yakima Valley Technical Skills Center. Yakima, WA. April 27, 2013.
- Recruitment at Washington Agribusiness Week, Central Washington University. Ellensburg, WA. July 26, 2012.
- Recruitment at College and Career Fair, Wenatchee High School. Wenatchee, WA. November 6, 2012.
- Extension district director search committee, member, 2010.
- WSU extension publications reviewer, 2009–present.
- BioAg Grant Program of the WSU Center for Sustaining Agriculture and Natural Resources, reviewer, 2010.
- Academic Unit
 - SES graduate studies committee 2021, 2022, 2023, 2024, 2025.
 - SES communications and publicity committee (SES Newsletter), chair, 2015, 2016, 2017, 2018, 2019. 2020, 2021, 2022, 2023, 2024, 2025.
 - SES search committee 2020.
 - SES mentor committee 2020.
 - SES Agribusiness option online program adhoc committee, chair, 2017.
 - SES reviewer for term papers for ECON490S, 2013, 2014, 2015, 2016, 2017.
 - SES faculty search committee, member, 2010, 2011, 2016.
 - SES website committee, chair, 2014-2015.
 - SES master of science in applied economics adhoc committee, member, 2014.
 - SES website committee, member, 2013.
 - SES seminar committee, member, 2009-2013.
 - SES policies and procedures committee, member, 2009–2010.
 - Puyallup REC – Chicona Funds Committee 2022, 2023, 2024, 2025.
 - Puyallup REC – Awards Committee Chair 2021, 2022.
 - Puyallup REC – Search Committee 2020.
 - Puyallup REC – Faculty Advisory Committee 2017-2020.
 - Puyallup REC – Strategic Plan Grant proposal pre-award process review, member, 2017-2018.
 - Puyallup REC – Awards Committee member 2015-2020.
 - Puyallup REC – Strategic Plan Collegiality and Collaboration 2015, 2016.
 - Puyallup REC – Strategic Plan Initiative Food, Water, and Energy, 2014.
 - Puyallup REC – Strategic Plan Initiative Faculty/staff survey, 2014.

HONORS AND AWARDS

- 2025 AAEA-Specialty Crop Economics Section-Outstanding Published Paper which Significantly Contributed to Transdisciplinary Work or Specialty Crop Industries for Canales, E., R. K. Gallardo, M. Iorizzo, P. Muñoz, L. Ferrao, C. Luby, N. Bassil, M. Pottorff, P. Perkins, P. Sandefur, A. Colonna, and C. Sims. 2024. Willingness to Pay for Blueberries: Sensory Attributes, Fruit Quality Traits, and Consumers' Characteristics. *HortScience* 59(8): 1207-1218. <https://doi.org/10.21273/HORTSCI17947-24>.
- 2024 Mentor U. of Illinois PhD student Khashi Ghorbani. Recipient of the First Place in the Graduate Student Extension Competition of the Applied and Agricultural Economics Association.
- 2023 Diversity Equity and Inclusion Award, WSU CAHNRS.
- 2022 Frank Panyko Award for Distinguished Service, Food Distribution Research Society
- 2021 Past President's Award Food Distribution Research Society.
- 2018 Patrick Byrne Emerging Leadership Award, Food Distribution Research Society.
- 2018 Early Career Excellence Award, WSU CAHNRS.
- 2012 Committee member for the doctoral dissertation by Daniel Toro-González; recipient of the Food Distribution Research Society's National Appelbaum Award for Best Dissertation in Food Distribution and Marketing.
- 2011 The Sylvia Lane Mentorship Fund. AAEA Trust Committee and AAEA Executive Board.