

BRITTNEY K. GOODRICH

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EDUCATION

- 2017 Ph.D. in Agricultural and Resource Economics
University of California, Davis
Dissertation: *The California Almond Pollination Market: Contracts and Honey Bee Colony Health*
Advisor: Rachael Goodhue
- 2014 M.A. in Agricultural and Resource Economics
University of California, Davis
- 2011 B.S. in Economics, *magna cum laude*
B.S. in Mathematics, *magna cum laude*
Iowa State University of Science and Technology

PROFESSIONAL EXPERIENCE

- 08/2017- Present *Assistant Professor and Extension Specialist*, Department of Agricultural Economics and Rural Sociology, Auburn University. (25% Research, 75% Extension).

RESEARCH EXPERIENCE

- 2014 - 2016 *Research Assistant*, Prof. Rachael Goodhue, Agricultural and Resource Economics, UC Davis
- 2015 *Research Assistant*, Cooperative Extension Specialist Karen Klonsky, Agricultural and Resource Economics, UC Davis
- 2014 *Visiting Researcher*, Prof. Dermot Hayes and Asst. Prof. Keri Jacobs, Economics, Iowa State University
- 2013 - 2014 *Research Assistant*, Prof. Jeffrey Williams, Agricultural and Resource Economics, UC Davis
- 2012 *Research Assistant*, Asst. Prof. Keri Jacobs, Dept. of Economics, Iowa State University

ACADEMIC PUBLICATIONS AND WORKING PAPERS

1. **Goodrich, B.** "Do More Bees Imply Higher Fees? Honey Bee Colony Strength as a Determinant of Almond Pollination Fees," *Food Policy*, In Press, Forthcoming.
2. **Goodrich, B.** and Goodhue, R.E. "Honey Bee Colony Strength in the California Almond Pollination Market," *ARE Update* 19(4) (2016): 5-8, University of California Giannini Foundation of Agricultural Economics.
3. **Goodrich, B.** and Goodhue, R.E. "Are All Colonies Created Equal? The Role of Honey Bee Colony Strength in Almond Pollination Contracts" *Under Review*.
4. **Goodrich, B.**, Yu, J., and Vandever, M. "Participation Patterns of the Rainfall Index Insurance for Pasture, Rangeland and Forage (PRF-RI) Program" *Under Review*.
5. **Goodrich, B.**, Williams, J.C., and Goodhue, R.E. "The Great Bee Migration: Supply Analysis of Honey Bee Colony Shipments into California for Almond Pollination Services" *Under Review*.
6. Durant, J. and **Goodrich, B.** "An Analysis of Pesticide Use in Almonds during Bloom" *Working Paper*.
7. **Goodrich, B.**, Kelley, W. and Runge, M. "Profitability in Marketing Bred Heifers in Alabama" *Working Paper*.

SELECTED AND INVITED PAPERS AT PROFESSIONAL MEETINGS

1. **Goodrich, B.**, Williams, J.C., and Goodhue, R.E., The Great Bee Migration: Supply Analysis of Honey Bee Colony Shipments into California for Almond Pollination Services *presented as an invited paper at the 2019 Allied Social Sciences Association Annual Meeting*. Atlanta, GA
2. **Goodrich, B.**, Yu, J. and Vandever, M., Risk Preferences and the Participation Pattern of Rainfall Index Insurance *presented at the 2018 Agricultural and Applied Economics Association Annual Meeting*. Washington, D.C.
3. **Goodrich, B.**, Kelley, W., and Runge, M. Profitability in Marketing Bred Heifers in Alabama *presented at the SCC-76 Economics and Management of Risks in Agriculture and Natural Resources 2018 Annual Meeting*. Kansas City, MO
4. **Goodrich, B.**, Williams, J. and Goodhue, R. The Great Bee Migration: Spatial and Temporal Variation in Honey Bee Colony Shipments into California for Almond Pollination *presented at the Southern Agricultural Economics Association 2018 Annual Meeting*. Jacksonville, FL
5. **Goodrich, B.** Are all colonies created equal? The role of honey bee colony strength in almond pollination contracts *presented at the 2017 Agricultural and Applied Economics Association Annual Meeting*. Chicago, IL
6. **Goodrich, B.** Are all colonies created equal? The role of honey bee colony strength in almond pollination contracts *presented at the SCC-76 Economics and Management of Risks in Agriculture and Natural Resources 2017 Annual Meeting*. Pensacola Beach, FL
7. **Goodrich, B.** The Roles of Risk and Honey Bee Colony Strength in Determining Almond Pollination Contract Provisions *presented at the 2016 Agricultural and Applied Economics Association Annual Meeting*. Boston, MA
8. **Goodrich, B.** Almond Pollination Services and Pesticide Risk to Managed Honey Bee Colonies *presented at the 2015 Giannini Foundation of Agricultural Economics Student Conference*. Riverside, CA

PEER-REVIEWED EXTENSION PUBLICATIONS

1. Maples, J., **Goodrich, B.**, Lemus, R. and Rushing, B. Forage Risk Management using Pasture, Rangeland, and Forage Insurance (Mississippi). November 2018. Publication 3288 (POD-11-18)
2. **Goodrich, B.** and Maples, J. Forage Risk Management using Pasture, Rangeland, and Forage Insurance (Alabama). September 2018. ANR-2495
3. Mullenix, K., Rodning, S., Kriese-Anderson, L., Elmore, M., **Goodrich, B.**, Dillard, L., Kelley, W., Runge, M., Tigue, A., Prasad, R., and Stanford, K. Alabama Beef Handbook. Revised August 2018. ANR-1323
4. Gwyn, T., Rodning, S. **Goodrich, B.**, Dyce, P., Elmore, M., Elmore, J., Edmondson, M., Newcomer, B.J., Mullenix, K., and Carson, R. Beef Cow Pregnancy Examination. Revised March 2018. ANR-1417

MEDIA PUBLICATIONS

1. **Goodrich, B.** Livestock Risk Protection (LRP) for Feeder Cattle. *Alabama Cattleman Magazine*. November 2018

2. **Goodrich, B.** *Rainfall Index Insurance for Pasture, Rangeland, and Forage: What is it and how can I enroll?* *Alabama Farmer's Cooperative Magazine*. The Business of Farming. September 2018
3. **Goodrich, B.** *Apiculture Pilot Insurance Program: What is it and how can I enroll?* *Bee Culture Magazine* September 2018
4. **Goodrich, B.** *A bee economist explains honey bees' vital role in growing tasty almonds.* *The Conversation*. August 17, 2018.
5. **Goodrich, B.** *Rainfall Index Insurance for Pasture, Rangeland, and Forage: What is it and how can I enroll?* *Alabama Cattleman Magazine*. July 2018
6. **Goodrich, B.** *Risk in Agriculture: Friend or foe?* *Alabama Farmer's Cooperative Magazine*. The Business of Farming. July 2018
7. **Goodrich, B.** *Back to Basics: Break-even Analysis for Cow-Calf Producers.* *Alabama Cattleman Magazine*. May 2018
8. **Goodrich, B.** *USDA Farm Financial Projections.* *Alabama Cattleman Magazine*. March 2018
9. **Goodrich, B.** *2018 Almond Pollination Market Outlook: Demand, Supply and Contracts.* *Bee Culture Magazine*. January 2018
10. **Goodrich, B.** *Economic Outlook for the 2018 Almond Pollination Season.* *West Coast Nut Magazine*. January 2018
11. **Goodrich, B.** *Interpreting Cattle Market Reports.* *Alabama Cattleman Magazine*. November 2017

INVITED EXTENSION PRESENTATIONS

1. **Goodrich, B.** *2019 Macroeconomic Outlook.* 2019 *F.A.R.M. Outlook Meetings*. December 4, 2018. Montgomery, AL
2. **Goodrich, B.** *Agricultural Economists: What do we do?* *Iowa Valley Agriculture Education, Iowa Valley High School*. November 20, 2018. Marengo, IA
3. **Goodrich, B.** *Rainfall Index Insurance for Pasture, Rangeland and Forage Production.* *Alabama Grazing Academy 2018*. November 7, 2018. Belle Mina, AL
4. **Goodrich, B.** *Contracting for Pollination Services.* *Alabama Cooperative Extension System 2018 Commercial Horticulture Webinar Series*. October 26, 2018
5. **Goodrich, B.** *Rainfall Index Insurance for Pasture, Rangeland and Forage Production.* *Central Alabama Beef and Forage Field Day*. October 19, 2018. Shorter, AL
6. **Goodrich, B.** *Insurance Options for Agriculture.* *Annie's Project Barbour County*. October 8, 2018. Eufala, AL
7. **Goodrich, B.** *Rainfall Index Insurance for Pasture, Rangeland and Forage Production.* October 5, 2018. Montgomery, AL
8. **Goodrich, B.** *Overview of Commercial Beekeeping.* *Southern Extension Outlook Conference*. September 24, 2018. Atlanta, GA
9. **Goodrich, B.** *Profitability in Alabama Beekeeping.* *Alabama Beekeeper's Association Annual Meeting*. September 22, 2018. Clanton, AL

10. **Goodrich, B.** Pollination Services. *Alabama Beekeeper's Association Annual Meeting*. September 21, 2018. Clanton, AL
11. **Goodrich, B.** Pollinators in Agriculture. *Monroeville Kiwanis Meeting*. September 18, 2018. Monroeville, AL
12. Kelton, J. and **Goodrich, B.** Rainfall Index Insurance for Pasture, Rangeland and Forage Production. *Hay Management Meeting*. September 11, 2018. New Brockton, AL
13. **Goodrich, B.** and Ortiz, B. Economics of Variable Rate Irrigation. *NRCS Conservation Innovation Grant Update*. August 31, 2018. Town Creek, AL
14. **Goodrich, B.** Rainfall Index Insurance for Pasture, Rangeland and Forage. *Alabama Cooperative Extension System 2018 Animal Science and Forages Webinar Series*. July 11, 2018
15. **Goodrich, B.** The Interdependence of U.S. Honey Bee Colony Health and the California Almond Pollination Market. *C-FARE Webinar Series: Pollinator Economics in the United States - Demands, Costs, and Logistics*. June 26, 2018
16. **Goodrich, B.** Economics of Warm-Season Forages. *Alabama Cooperative Extension System Forage Month Webinar Series*. June 26, 2018
17. **Goodrich, B.** Pollinators in Agriculture. *Alabama Agribusiness Council Annual Meeting*. June 26, 2018. Orange Beach, AL
18. Durant, J. and **Goodrich, B.** Agrochemical Use During Almond Bloom. *California Department of Pesticide Regulation Meeting*. June 14, 2018. Sacramento, CA
19. **Goodrich, B.** Rainfall Index Insurance for Forage Production. *Hay Production Workshop*. April 26, 2018. New Brockton, AL
20. Kelley, W., **Goodrich, B.**, Tucker, K., and Runge, M. Facilitating Alternative Heifer Marketing Strategies in Alabama. *2018 Extension Risk Management Education National Conference*. April 12, 2018. Milwaukee, WI
21. **Goodrich, B.** Pollinators in Agriculture. *Baldwin County Women in Agriculture Luncheon*. March 8, 2018. Robertsdale, AL
22. Durant, J. and **Goodrich, B.** Agrochemical Use During Almond Bloom. *Delta Bee Club Meeting*. Modesto, California. March 7, 2018
23. **Goodrich, B.** Agricultural Economists: What do we do? *Auburn University Agribusiness Club Meeting*. February, 22 2018. Auburn, AL
24. **Goodrich, B.** and Burkett, K. Profitability in Alabama Beekeeping. *Alabama Cooperative Extension System Beekeeping Symposium*. February 3, 2018. Clanton, AL
25. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. February 1, 2018. Fairhope, AL
26. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. January 31, 2018. Clanton, AL
27. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. January 25, 2018. Shorter, AL
28. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. January 24, 2018. Headland, AL

29. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. January 11, 2018. Belle Mina, AL
30. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. January 10, 2018. Florence, AL
31. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. December 7, 2017. Marion Junction, AL
32. Runge, M., **Goodrich, B.**, Page, R., Kelley, W., Kelton, J., Burkett, K. ACES Farm and Agribusiness team “Who They Are and What They Are Doing” *2017 Alabama Catfish Update Meeting*. December 6, 2017. Demopolis, AL
33. Kelley, W., **Goodrich, B.** and Runge, M. 2017 Herdbuilder Profitability. *Replacement Heifer Marketability Workshop*. November 15, 2017. Marion Junction, AL
34. **Goodrich, B.** Food Deserts in Alabama, How can Alabama agriculture help? *2017 Annual Training Conference Alabama Association of Regional Councils*. October 25, 2017. Point Clear, AL
35. **Goodrich, B.** Alabama 2017 Crops Update. *Southern Outlook Conference*. September 25, 2018. Atlanta, GA
36. **Goodrich, B.** Almond Pollination Services Supply Analysis: Origin and Timing of Honey Bee Colony Shipments into California. UC Davis Honey and Pollination Center *2017 Bee Symposium: Keeping Bees Healthy*. Poster Session. Davis, CA
37. **Goodrich, B.** Honey Bee Colony Health: Economic Implications for Beekeepers in Almond Pollination UC Davis Honey and Pollination Center *2016 Bee Symposium: Keeping Bees Healthy*. Poster Session. Davis, CA
38. **Goodrich, B.** 2015 Almond Pollination Contract Survey Results *The 2016 Almond Conference “Healthy Hives: A Grower’s Role”* Session. December 2016. Sacramento, CA
39. **Goodrich, B.** 2015 Almond Pollination Contracting *The 2015 Almond Conference*. Poster Session. December 2015. Sacramento, CA

REPORTS

1. Goodhue, R., **Goodrich, B.**, and Tregagle, D. Implications of the California Clean Environment Initiative (2017) for California Crop Agriculture: An Aggregate Assessment. Prepared for Office of Pesticide Consultation and Analysis, California Department of Food and Agriculture. February 2018
2. Hanson, T., **Goodrich, B.**, Runge, M., and Fields, D. Evaluation of the Harvest Select Live Fish Size Category Sampling Procedures. Prepared for Harvest Select Catfish. October 2017
3. **Goodrich, B.** and Goodhue, R. 2015 Almond Pollination Contract Survey Results. Prepared for Almond Board of California. March 2016

HONORS AND AWARDS

2016 - 2017	Provost's Dissertation Year Fellowship in the Arts, Humanities and Social Sciences, UC Davis
2016	Henry A. Jastro Research Award in the College of Agricultural and Environmental Sciences, UC Davis
2016	3rd Place Graduate Student Poster Award at UC Davis Honey and Pollination Center's <i>Bee Symposium: Keeping Bees Healthy</i>
2016	Giannini Foundation of Agricultural Economics Doctoral Fellowship, UC Davis
2011	<i>Phi Beta Kappa</i> , Iowa State University
2007 - 2011	Hixson Opportunity Award Recipient, Iowa State University

SERVICE AND PROFESSIONAL ACTIVITIES

2018-Present	2019 SCC-76 Economics and Management of Risks in Agriculture and Natural Resources Conference Program Chair
2018-Present	Board of Directors Alabama Council of Cooperatives, <i>Ex Officio</i> Member
2018-Present	Agricultural Economics and Rural Sociology Department Secretary
2018	2019 Alabama Cattleman's Association Checkoff Program Advisory Council
2018	Hiring Committee for ALFA Eminent Scholar Position, Auburn University
2018	Hiring Committee for Department Chair of Agricultural Economics and Rural Sociology, Auburn University
2017	2018 Alabama Cattleman's Association Checkoff Program Advisory Council
2014 - 2016	Department of Agricultural and Resource Economics Seminar Organizer, UC Davis
2015	Giannini Foundation of Agricultural Economics Student Conference Co-organizer
2014 - 2015	Department of Agricultural and Resource Economics Graduate Student Association Treasurer, UC Davis
2013 - 2015	Department of Agricultural and Resource Economics Graduate Student Association Managing Director of Social Activities, UC Davis

Peer Review

2018	American Journal of Agricultural Economics, Ecological Economics, European Review of Agricultural Economics, Agribusiness an International Journal
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GRANTS AND CONTRACTS

Funded

1. Goodrich, B. (PI) and Davidson, K. (Co-PI). Nudge to Insure: Exploring Behavioral Economics in Risk Management Education. Southern Extension Risk Management Education. 2019-2020. \$5,000
2. Miao, R. (PI) and Goodrich, B. (Co-PI) 'Bee' Productive and 'Bee' Safe: A Study of Apiculture Productivity and Apiculture Pilot Insurance Program. AAES AgRSEED Program. 2019-2020. \$50,000
3. Ashwood, L. (PI), Goodrich, B. (Co-PI) and others. The Right-To-Farm for Small and Medium-Sized Farmers: A National Legal Analysis. USDA-NIFA-Agriculture Economics and Rural Communities: Small and Medium-Sized Farms. 2018-2022. \$499,564
4. Nadolnyak, D. (PI), Goodrich, B. (Co-PI) and others. Assessment of Profitability of Irrigation in Crop Production and Acreage Expansion in Alabama. AAES Production Agriculture Research Funding Program. 2018-2019. \$50,000

5. Hartarska, V. (PI), Goodrich, B. (Collaborator), and others. An Economic Analysis of Productivity and Efficiency of Alabama Cattle Industry: Best Management Practices and Growth Opportunities. Alabama Cattleman's Association. 2018-2019. \$10,000
6. Brantley, E. (PI), Goodrich, B. (Co-PI), and others. PL 83-566 Watershed Plans. NRCS Cooperative Agreement. 2018-2022. \$1,499,966.60
7. Ortiz, B. (PI), Goodrich, B. (Co-PI), and others. Increasing adoption of climate- and water-smart irrigation practices among Tennessee Valley farmers in Alabama and Tennessee. NRCS. 2017-2020. \$946,684
8. Maples, J. (PI), Goodrich, B. (co-PI), and others. Risk Management Strategies for Forage Producers in the Southeast. Southern Extension Risk Management Education. 2018-2019. \$19,801.77
9. Mullenix, K. (PI), Goodrich, B. (co-PI), and others. Development of beef cattle quick reference tools in Alabama. Southern Extension Risk Management Education. 2018-2019. \$46,963.43
10. Fadimiro, Henry (PI), Goodrich, Brittney (Co-PI) and others. Development and Implementation of Ecologically Sound, System-Based Tactics for Managing Insect-Vectored Viral diseases in Cucurbit Production in the Southeast. USDA-NIFA-SARER. 2018-2020. \$270,000
11. Kpoplekou, K. (PI), Goodrich, B. (Co-PI) and others. Strengthening Organic Farming Infrastructure through Consumer Education, Market Development and Integrated Extension and Research Programs in the Southeastern Region. USDA-NIFA-OREI. 2018-2020. \$150,000

Under Review

1. Davidson, K. (PI) and Goodrich, B. (Co-PI). Nudge to Insure: Exploring Behavioral Economics in Risk Management Education. Northeastern Extension Risk Management Education. Submitted November 2018. \$3,500. Pending
2. Batchelor, W. (PI), Goodrich, B., (Co-PI) and others. Increasing Sustainability Of Cotton And Peanut Production In The Humid Southeast. USDA-AFRI-SAS. Submitted October 2018. \$10,000,000. Pending.

TEACHING EXPERIENCE

1. *Lecturer*, ANSC 7010 Stocker Production, Topic: Risk Management in Stocker Production. September 13, 2018
2. *Teaching Assistant*, University of California, Davis: Applied Econometrics (2013), International Commodity Markets (2012)
3. *Teaching Assistant*, Iowa State University: Principles of Microeconomics (2010-2012), Principles of Macroeconomics (2010-2012)

GRADUATE STUDENT ADVISING

Current Graduate Students

1. Allan Fabrico Pinto Padilla, MS, Agricultural Economics, Major advisor
2. Kumuditha Hikkaduwa Epa Liyanage, PhD, Applied Economics, Co-advisor
3. George Richburg, MS, Agricultural Economics, Major advisor
4. Guilherme Morata, MS, Crop Soils and Environmental Sciences, Committee member

Completed Graduate Students

1. Ping Wang, PhD 2018, Applied Economics, Committee member