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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

- 01/2020- *Assistant Cooperative Extension Specialist*, Department of Agricultural and Resource
present Economics, University of California, Davis.
- 08/2017- *Assistant Professor and Extension Specialist*, Department of Agricultural Economics and
12/2019 Rural Sociology, Auburn University.

ACADEMIC PUBLICATIONS

1. Yu, J., **Goodrich, B.** and Graven, A. "Competing farm programs: Does the introduction of a risk management program reduce the enrollment in the Conservation Reserve Program?" *Journal of the Agricultural and Applied Economics Association*. 2022.
2. Davidson, K. and **Goodrich, B.** "Nudge to Insure: Exploring Behavioral Economics in Pasture, Rangeland and Forage Rainfall Index Insurance" *Applied Economic Perspectives and Policy*. 2021.
3. Durant, J. and **Goodrich, B.** Chang, K. and Yoshimoto, E. "Growers Follow the Label: An Analysis of Bee-Toxic Pesticide Use in Almond Orchards during Bloom" *California Agriculture*, 2021.
4. **Goodrich, B.** and Goodhue, R.E. "Are All Colonies Created Equal? The Role of Honey Bee Colony Strength in Almond Pollination Contracts" *Ecological Economics*, 2020, 177:106744.
5. **Goodrich, B.**, Yu, J., and Vandever, M. "Participation Patterns of the Rainfall Index Insurance for Pasture, Rangeland and Forage Program" *The Geneva Papers on Risk and Insurance - Issues and Practice*, 2020, 45(1): 29–51.
6. **Goodrich, B.** "Contracting for Pollination Services: Overview and Emerging Issues," *Choices*, 2019, 34(4): 1–13.
7. **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" *American Journal of Agricultural Economics*, 2019, 101(5): 1353–1372.

8. **Goodrich, B.** “Do More Bees Imply Higher Fees? Honey Bee Colony Strength as a Determinant of Almond Pollination Fees,” *Food Policy*, 2019, 83: 150–160

WORKING PAPERS

1. **Goodrich, B.**, Fenton, M., Bovay, J., Mountain, T. and Penn, J. “Battling Bots: Experiences and strategies to mitigate fraudulent responses in online surveys” *Working paper*.
2. Pinto, A., **Goodrich, B.**, Kelley, W. and Runge, M. “Price Determinants of Bred Heifers: Do Reputations Matter?” *Working Paper*.
3. **Goodrich, B.** and Davidson, K. “Determinants of Enrollment in Pasture, Rangeland, and Forage Rainfall Index Insurance: Awareness Matters” *Working Paper*.
4. Fenton, M., **Goodrich, B.** and Penn, J. “Measuring Beekeepers’ Economic Value of Cover Crops and Contract Enhancements in Almond Pollination Agreements.” *Working Paper*.
5. Gordon, P., **Goodrich, B.** and Wilson, S. “Adoption of Navel Orangeworm management methods among California nut growers” *Working Paper*.
6. **Goodrich, B.** and Davidson, K. “When is Rainfall Important for Forage Growth? Exploring Variability in Microclimates and Implications for Pasture, Rangeland and Forage Insurance” *Working Paper*.
7. **Goodrich, B.**, Nes, K., Schaefer, K.A., and Yu, J. Exporting Scarcity? Sustainable Groundwater Regulation in an International Marketplace. *Working Paper*.

ACADEMIC PRESENTATIONS

1. **Goodrich, B.**, Fenton, M. and Penn, J. “Unwanted guests: Automated bot responses to an online survey of the U.S. beekeeping industry.” *presented as part of the Organized Symposium “Challenges with collecting survey responses from agricultural producers and landowners.” at the 2022 Agricultural and Applied Economics Association Annual Meeting. Anaheim, CA.*
2. Fenton, M., **Goodrich, B.** and Penn, J. “Measuring Beekeepers’ Economic Value of Cover Crops and Contract Enhancements in Almond Pollination Agreements.” *presented at the presented at the SCC-76 Economics and Management of Risks in Agriculture and Natural Resources 2022 Annual Meeting. Kansas City, MO.*
3. Fenton, M., **Goodrich, B.** and Penn, J. “Measuring Beekeepers’ Economic Value of Cover Crops and Contract Enhancements in Almond Pollination Agreements.” *presented virtually in the 2022 Online Agricultural and Resource Economics Seminar.*
4. **Goodrich, B.** and Davidson, K. When is Rainfall Important for Forage Growth? Exploring Variability in Microclimates and Implications for Pasture, Rangeland and Forage Insurance *presented at the 2021 Agricultural and Applied Economics Association Annual Meeting. Austin, TX*
5. **Goodrich, B.** and Davidson, K. Determinants of Enrollment in Pasture, Rangeland, and Forage Rainfall Index Insurance: Awareness Matters *presented at the 2021 Agricultural and Applied Economics Association Annual Meeting Post-Conference Mentoring Workshop. Austin, TX*
6. Fenton, M., **Goodrich, B.** and Penn, J. Measuring Beekeepers’ Economic Value of Cover Crops and Contract Enhancements in Almond Pollination Agreements *presented at the 2021 Agricultural and Applied Economics Association Annual Meeting. Austin, TX*

7. Davidson, K. and **Goodrich, B.** Nudge to Insure: Can Informational Nudges Increase Enrollment in Pasture, Rangeland and Forage Rainfall Index Insurance *presented virtually in the 2021 Center for Behavioral and Experimental Agri-Environmental Research Fellows Seminar Series, University of Delaware.*
8. Davidson, K. and **Goodrich, B.** Nudge to Insure: Can Informational Nudges Increase Enrollment in Pasture, Rangeland and Forage Rainfall Index Insurance *presented virtually in the 2021 Agricultural Economics Workshop, UC Davis.*
9. Davidson, K. and **Goodrich, B.** Nudge to Insure: Can Informational Nudges Increase Enrollment in Pasture, Rangeland and Forage Rainfall Index Insurance *presented virtually at the 2020 Agricultural and Applied Economics Association Annual Meeting.*
10. **Goodrich, B.** and Davidson, K. Rainfall Index Insurance Education: Exploration and Challenges in the Northeast and Southeast *accepted for presentation at the Extension Risk Management Education National Conference. Denver, CO.*
11. **Goodrich, B.** Contractual arrangements in pollination services markets: The case of California almonds *presented at the 46th Apimondia International Apicultural Congress, Montréal, Québec*
12. Durant, J. and **Goodrich, B.** An Analysis of Agrochemical Use in California Almonds During Bloom *presented at the 2019 American Chemical Society Meeting, San Diego, CA*
13. Durant, J. and **Goodrich, B.** An Analysis of Pesticide Use in Almonds During Bloom *presented at the 2019 Agricultural and Applied Economics Association Annual Meeting. Atlanta, GA*
14. Miao, R., **Goodrich, B.**, and Grogan, H. 'Bee' Productive: A Study of Honey Production in the United States *presented at the 2019 Agricultural and Applied Economics Association Annual Meeting. Atlanta, GA*
15. Davidson, K. and **Goodrich, B.** Nudge to Insure: Exploring Behavioral Economics in Pasture, Rangeland and Forage Rainfall Index Insurance and Whole Farm Revenue Protection Participation *presented at the SCC-76 Economics and Management of Risks in Agriculture and Natural Resources 2019 Annual Meeting. Kansas City, MO*
16. **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*
17. **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.*
18. **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*
19. **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*
20. **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*
21. **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*

22. **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
23. **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. **Goodrich, B.**, Kiesel, K., and Bruno, E. *Differential Impacts of the COVID-19 Pandemic on California's Produce and Nut Industries*. *Western Economics Forum*, 2021 19(1): 58-74.
2. **Goodrich, B.**, Cuffey, J. and Kpombrekou-A, K. Challenges and Barriers to Certified Organic Production in Alabama. November 2020. eOrganic.
3. **Goodrich, B.** Pasture, Rangeland and Forage Insurance. September 2019.
4. Morata, G., **Goodrich, B.**, and Ortiz, B. Investment Costs of Center Pivot Irrigation in Alabama: Three Potential Scenarios. April 2019. ANR-2541
5. 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)
6. **Goodrich, B.** and Maples, J. Forage Risk Management using Pasture, Rangeland, and Forage Insurance (Alabama). September 2018. ANR-2495
7. 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
8. 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

BOOK CHAPTERS

1. Delaplane, K.S., Tew, J.E., Berry, J., Collison, C., Harman, A., Flottum, K., **Goodrich, B.**, and Durant, J.: Almond Pollination, *ABC and XYZ of Bee Culture*, 42nd Edition, The A.I. Root Company, 2020, 558-561

OUTREACH PUBLICATIONS

1. **Goodrich, B.**, "What do successful fruit growers do in the New Year that other fruit growers do not?" *American Fruit Grower Magazine*. February 2022.
2. **Goodrich, B.**, Fenton, M. and Penn, J. Almond Pollination 2022: Economic Outlook and Other Considerations. *West Coast Nut*. December 2021.
3. Graven, A., Yu, J., and **Goodrich, B.**, The Conservation Reserve Program is Competing with Pasture Insurance for Farmer Participation. *Ambrook Blog*. October 2021.
4. **Goodrich, B.**, Fenton, M., Penn, J. 2022 *Almond Pollination Market: Economic Outlook and Other Considerations*. *Bee Culture Magazine*. January 2022.

5. **Goodrich, B.** and Durant, J. Bee-toxic pesticide use in almond orchards during bloom. *Bee Culture Magazine*. December 2021.
6. **Goodrich, B.,** Fenton, M., Penn, J. 2022 Almond Pollination Market: Economic Outlook and Other Considerations. *West Coast Nut Magazine*. December 2021.
7. Bruno, E., **Goodrich, B.,** and Sexton, R. *The Outlook for California's Almond Market. ARE Update, 2021, 24(6): 9-11,* University of California Giannini Foundation of Agricultural Economics.
8. **Goodrich, B.** Should I Pay for Avocado Pollination Services? *Topics in Subtropics Newsletter*. Spring 2021.
9. **Goodrich, B.** and Durant, J. 2021 Almond Pollination Market: Economic Outlook and Other Considerations. *West Coast Nut Magazine*. November 2020.
10. **Goodrich, B.** and Durant, J. 2021 Almond Pollination Market: Economic Outlook and Other Considerations. *Bee Culture Magazine*. November 2020.
11. **Goodrich, B.** and Durant, J. Going Nuts for More Bees: Factors Influencing California Almond Pollination Fees. *ARE Update, 2020, 24(1): 5-8,* University of California Giannini Foundation of Agricultural Economics.
12. **Goodrich, B.** California Tree Nut Industries Set Up Well to Handle COVID-19 Pandemic. *ARE Update, 2020, 23(5): 12-13,* University of California Giannini Foundation of Agricultural Economics.
13. **Goodrich, B.** Economic Trends in Almond Production. *Progressive Crop Consultant Magazine*. March/April 2020.
14. **Goodrich, B.** 2020 Almond Pollination Market: Economic Outlook and Other Considerations. *West Coast Nut Magazine*. January 2020
15. **Goodrich, B.** 2020 Almond Pollination Market: Economic Outlook and Other Considerations. *Bee Culture Magazine*. January 2020,
16. Pinto, A and **Goodrich, B.** Feeder cattle characteristics that can get you premiums (or discounts). *Alabama Cattleman Magazine*. September 2019
17. **Goodrich, B.** Risk Management 101 for Cattle Production. *Alabama Cattleman Magazine*. May 2019
18. **Goodrich, B.** Is organic production for me? Preliminary results from a survey of Alabama fruit, nut, and vegetable growers. *Alabama Farmer's Cooperative Magazine*. The Business of Farming. April 2019
19. **Goodrich, B.** and Pinto, A. Back to Basics: Futures Contracts for Cattle Operations. *Alabama Cattleman Magazine*. March 2019
20. **Goodrich, B.** *Economic Outlook for the 2019 Almond Pollination Season. West Coast Nut Magazine*. February 2019
21. **Goodrich, B.** Economic Outlook for the 2019 Almond Pollination Season. *Bee Culture Magazine*. February 2019
22. **Goodrich, B.** Livestock Risk Protection (LRP) for Feeder Cattle. *Alabama Cattleman Magazine*. November 2018
23. **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

24. **Goodrich, B.** Apiculture Pilot Insurance Program: What is it and how can I enroll? *Bee Culture Magazine* September 2018
25. **Goodrich, B.** A bee economist explains honey bees' vital role in growing tasty almonds. *The Conversation*. August 17, 2018.
26. **Goodrich, B.** Rainfall Index Insurance for Pasture, Rangeland, and Forage: What is it and how can I enroll? *Alabama Cattleman Magazine*. July 2018
27. **Goodrich, B.** Risk in Agriculture: Friend or foe? *Alabama Farmer's Cooperative Magazine*. The Business of Farming. July 2018
28. **Goodrich, B.** Back to Basics: Break-even Analysis for Cow-Calf Producers. *Alabama Cattleman Magazine*. May 2018
29. **Goodrich, B.** USDA Farm Financial Projections. *Alabama Cattleman Magazine*. March 2018
30. **Goodrich, B.** 2018 Almond Pollination Market Outlook: Demand, Supply and Contracts. *Bee Culture Magazine*. January 2018
31. **Goodrich, B.** Economic Outlook for the 2018 Almond Pollination Season. *West Coast Nut Magazine*. January 2018
32. **Goodrich, B.** Interpreting Cattle Market Reports. *Alabama Cattleman Magazine*. November 2017
33. **Goodrich, B.** and Goodhue, R.E. Honey Bee Colony Strength in the California Almond Pollination Market. *ARE Update* 2016, 19(4): 5-8, University of California Giannini Foundation of Agricultural Economics.

COST AND RETURN STUDIES

2022

1. Finzel, J., Stewart, D. and Goodrich, B. 2022. Sample Costs for Sheep Production, 3,000 Head (Ewes) Operation, San Joaquin Valley South
2. Bolda, M., Murdock, J., Goodrich, B. and Sumner, D. 2022. Sample Costs to Produce and Harvest Organic Strawberries, Central Coast Region (Santa Cruz, Monterey and San Benito Counties)

2021

1. Murdock, J., **Goodrich, B.** and Sumner, D. 2021 Sample Costs to Establish a Vineyard and Produce Winegrapes, Cabernet Sauvignon, San Joaquin and Sacramento Counties (Crush District 11), Quadrilateral Trellis
2. Murdock, J., **Goodrich, B.** and Sumner, D. 2021 Sample Costs to Establish a Vineyard and Produce Winegrapes, Cabernet Sauvignon, San Joaquin and Sacramento Counties (Crush District 11), High Cordon Mechanical Pruning-Single Wire Trellis
3. Bolda, M., Murdock, J., **Goodrich, B.** and Sumner, D. 2021 Sample Costs to Produce and Harvest Strawberries, Central Coast Region (Santa Cruz and Monterey Counties).

EXTENSION PRESENTATIONS

1. **Goodrich, B.** Insuring and Ensuring Healthy Colonies: Exploring Beekeeper Participation in Apiculture Index Insurance and the Value of Bee Friendly Cover Crops in Almond Orchards. *USDA and EPA Pollinator State of the Science Workshop*. September 16, 2022. Virtual
2. **Goodrich, B.** Proposal for Updating Cost and Return Studies for California Table Olives. California Ripe Olive Research Subcommittee Meeting. August 10, 2022. Virtual
3. Azrale, Z., Qualls, D., Miksha, R., Ponisio, L., and **Goodrich, B.** Almonds, Bees, and Drought. *The Climate Kitchen Podcast*. Season 1, Episode 8. July 27, 2022. Virtual
4. **Goodrich, B.** Cost and Return Studies for California Commodities: Development, Uses, and Updates. Office of Pesticide Consultation and Analysis 2022 Annual Conference. June 28, 2022. Virtual
5. **Goodrich, B.** Cost and Return Studies for California's Pomology Crops. Pomology Cross-Commodity Board Discussion Meeting. April 4, 2022. Virtual
6. **Goodrich, B.** Cost and Return Studies for California's Pomology Crops. Pomology Program Team Meeting (PECC). March 23, 2022. Davis CA
7. **Goodrich, B.** Costs to Establish and Produce Winegrapes in Crush District 11. Lodi Grape Day. February 1, 2022. Lodi, CA
8. **Goodrich, B.** and Gordon, P. 2022 Bee Outlook with Brittney Goodrich *Growing the Valley Podcast*. December 9, 2021. Virtual
9. **Goodrich, B.** and Chalstrom, T. Interview with UC Davis' Brittney Goodrich about the 2022 Almond Pollination Economic Outlook *My Ag Life Podcast*. Episode 94. December 3, 2021. Virtual
10. **Goodrich, B.** Economics of Almond Pollination Agreements: Results from the 2021 Beekeeper Survey. 2021 California State Beekeeper's Association Annual Meeting. November 18, 2021. Santa Barbara, CA.
11. **Goodrich, B.,** Flottum, K. and Ott, J. *The All Important Almond Season with Dr. Brittney Goodrich Beekeeping Today Podcast*. November 8, 2021. Virtual
12. **Goodrich, B.** When is rainfall important for forage growth? Implications for Pasture, Rangeland, and Forage Insurance. *C-FARE Webinar Series: Agricultural Risk Management and Climate Change Adaptation*. August 27, 2021. Virtual
13. **Goodrich, B.** and Chester, J. Panelist discussion of The Biggest Little Farm, Carnegie Science, Science and Society on the Screen. July 22, 2021. Virtual
14. **Goodrich, B.** Cost and Return Studies for California Commodities: Development and Uses. Office of Pesticide Consultation and Analysis 2021 Annual Conference. June 29, 2021. Virtual
15. **Goodrich, B.** and Melathopoulos, A. *How Pollinator Markets Work. PolliNation Podcast*. February 23, 2021. Virtual
16. **Goodrich, B.** Panelist for Managing Agriculture: FFA Alumni Speak on Careers in Agricultural Economics. *World Ag Expo*. February 9, 2021. Virtual
17. **Goodrich, B.** Almond Pollination Market: 2021 Updates and Emerging Issues. *Blue Diamond Growers Member Webinar*. February 4, 2021. Virtual
18. **Goodrich, B.** and Deimer, E. Honey & Money, Ask the Economist. *BeekTalk*. January 26, 2021. Virtual

19. **Goodrich, B.** Almond Pollination Market: 2021 Updates and Emerging Issues. *Bee Informed Partnership Tech Team Colloquium Webinar*. December 11, 2020. Virtual
20. **Goodrich, B.** and Chalstrom, T. 2021 Almond Pollination Outlook: Economic Outlook and Other Considerations: Series of Natural Disasters May Impact Pollination Supplies for Coming Season. *My Ag Life Podcast*. November 25, 2020. Virtual
21. **Goodrich, B.** and Gordon, P. Understanding Bee Prices with Brittney Goodrich. *Growing the Valley Podcast*. November 24, 2020. Virtual
22. **Goodrich, B.** Pollination Services Markets in California. *California Polytechnic State University Latinos in Agriculture Club Meeting*. October 8, 2020. Virtual
23. **Goodrich, B.,** Flottum, K. and Ott, J. *Almond Contracts: An Economist's Analysis with Brittney Goodrich, PhD. Beekeeping Today Podcast*. October 5, 2020. Virtual
24. **Goodrich, B.,** Malone, T. and Schaefer, K.A. Honey Bee Pollination Services and Agriculture, featuring Dr. Brittney Goodrich *Closing Bell-A conversation with Michigan State University agricultural economists*. August 28, 2020. Virtual
25. **Goodrich, B.** California Tree Nut Industries Set Up Well to Handle COVID-19 Pandemic. *UC Davis College of Agricultural and Environmental Sciences Conversations Webinar Series*. August 27, 2020. Virtual
26. **Goodrich, B.** and Davidson, K. Livestock Risk Management Education. *2020 New York Farm Show*. February 27-29, 2020. Syracuse, NY
27. **Goodrich, B.** Economics of Almond Orchard Establishment and Planting. *2020 San Joaquin Valley Almond Day*. January 31, 2020. Modesto, CA
28. **Goodrich, B.** 2020 Macroeconomic Outlook. *2020 F.A.R.M. Outlook Meetings*. December 10, 2019. Montgomery, AL
29. **Goodrich, B.** Economics of Almond Orchard Establishment and Planting. *2019 Almond Short Course*. November 5, 2019. Visalia, CA
30. **Goodrich, B.** and Davidson, K. Livestock Risk Management Education. *2019 Sunbelt Ag Expo*. October 15-17, 2019. Valdosta, GA
31. **Goodrich, B.** Rainfall Index Insurance for Pasture, Rangeland and Forage. *Alabama Grazing Academy 2019*. September 20, 2019. Atmore, AL
32. **Goodrich, B.** The First Year Transition–Insight on Extension. *Graduate Student Section Track Session at the 2019 Agricultural and Applied Economics Association Annual Meeting*. July 22, 2019. Atlanta, GA
33. **Goodrich, B.** Forage and Livestock Insurance products. *Cattle Marketing 101 Workshop*. May 9, 2019. Greensboro, AL
34. **Goodrich, B.** Futures and Options: The Basics. *Cattle Marketing 101 Workshop*. May 9, 2019. Greensboro, AL
35. **Goodrich, B.** Rainfall Index Insurance for Pasture, Rangeland and Forage Production. *Alabama Grazing Academy 2019*. April 17, 2019. Clanton, AL
36. **Goodrich, B.** and Burkett, K. Make more money with your honey. Alabama Farmer's Federation 2019 Commodity Organizational Meeting. Bee and Honey Producers Division. February 5, 2019. Montgomery, AL

37. **Goodrich, B.** and Burkett, K. Make more money with your honey. Alabama Cooperative Extension System Beekeeping Symposium. February 2, 2019. Clanton, AL
38. **Goodrich, B.** 2019 Macroeconomic Outlook. 2019 *F.A.R.M. Outlook Meetings*. December 4, 2018. Montgomery, AL
39. **Goodrich, B.** Agricultural Economists: What do we do? *Iowa Valley Agriculture Education, Iowa Valley High School*. November 20, 2018. Marengo, IA
40. **Goodrich, B.** Rainfall Index Insurance for Pasture, Rangeland and Forage Production. *Alabama Grazing Academy 2018*. November 7, 2018. Belle Mina, AL
41. **Goodrich, B.** Contracting for Pollination Services. *Alabama Cooperative Extension System 2018 Commercial Horticulture Webinar Series*. October 26, 2018
42. **Goodrich, B.** Rainfall Index Insurance for Pasture, Rangeland and Forage Production. *Central Alabama Beef and Forage Field Day*. October 19, 2018. Shorter, AL
43. **Goodrich, B.** Insurance Options for Agriculture. *Annie's Project Barbour County*. October 8, 2018. Eufala, AL
44. **Goodrich, B.** Rainfall Index Insurance for Pasture, Rangeland and Forage Production. October 5, 2018. Montgomery, AL
45. **Goodrich, B.** Overview of Commercial Beekeeping. *Southern Extension Outlook Conference*. September 24, 2018. Atlanta, GA
46. **Goodrich, B.** Profitability in Alabama Beekeeping. *Alabama Beekeeper's Association Annual Meeting*. September 22, 2018. Clanton, AL
47. **Goodrich, B.** Pollination Services. *Alabama Beekeeper's Association Annual Meeting*. September 21, 2018. Clanton, AL
48. **Goodrich, B.** Pollinators in Agriculture. *Monroeville Kiwanis Meeting*. September 18, 2018. Monroeville, AL
49. Kelton, J. and **Goodrich, B.** Rainfall Index Insurance for Pasture, Rangeland and Forage Production. *Hay Management Meeting*. September 11, 2018. New Brockton, AL
50. **Goodrich, B.** and Ortiz, B. Economics of Variable Rate Irrigation. *NRCS Conservation Innovation Grant Update*. August 31, 2018. Town Creek, AL
51. **Goodrich, B.** Rainfall Index Insurance for Pasture, Rangeland and Forage. *Alabama Cooperative Extension System 2018 Animal Science and Forages Webinar Series*. July 11, 2018
52. **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
53. **Goodrich, B.** Economics of Warm-Season Forages. *Alabama Cooperative Extension System Forage Month Webinar Series*. June 26, 2018
54. **Goodrich, B.** Pollinators in Agriculture. *Alabama Agribusiness Council Annual Meeting*. June 26, 2018. Orange Beach, AL
55. Durant, J. and **Goodrich, B.** Agrochemical Use During Almond Bloom. *California Department of Pesticide Regulation Meeting*. June 14, 2018. Sacramento, CA

56. **Goodrich, B.** Rainfall Index Insurance for Forage Production. *Hay Production Workshop*. April 26, 2018. New Brockton, AL
57. 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
58. **Goodrich, B.** Pollinators in Agriculture. *Baldwin County Women in Agriculture Luncheon*. March 8, 2018. Robertsdale, AL
59. Durant, J. and **Goodrich, B.** Agrochemical Use During Almond Bloom. *Delta Bee Club Meeting*. Modesto, California. March 7, 2018
60. **Goodrich, B.** Agricultural Economists: What do we do? *Auburn University Agribusiness Club Meeting*. February, 22 2018. Auburn, AL
61. **Goodrich, B.** and Burkett, K. Profitability in Alabama Beekeeping. *Alabama Cooperative Extension System Beekeeping Symposium*. February 3, 2018. Clanton, AL
62. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. February 1, 2018. Fairhope, AL
63. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. January 31, 2018. Clanton, AL
64. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. January 25, 2018. Shorter, AL
65. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. January 24, 2018. Headland, AL
66. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. January 11, 2018. Belle Mina, AL
67. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. January 10, 2018. Florence, AL
68. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. December 7, 2017. Marion Junction, AL
69. 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
70. Kelley, W., **Goodrich, B.** and Runge, M. 2017 Herdbuilder Profitability. *Replacement Heifer Marketability Workshop*. November 15, 2017. Marion Junction, AL
71. **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
72. **Goodrich, B.** Alabama 2017 Crops Update. *Southern Outlook Conference*. September 25, 2018. Atlanta, GA
73. **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

74. **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
75. **Goodrich, B.** 2015 Almond Pollination Contract Survey Results *The 2016 Almond Conference "Healthy Hives: A Grower's Role"* Session. December 2016. Sacramento, CA
76. **Goodrich, B.** 2015 Almond Pollination Contracting *The 2015 Almond Conference*. Poster Session. December 2015. Sacramento, CA

MEDIA INTERVIEWS AND FEATURES

1. Organic strawberries: \$15 a tray to break even, *Western Farm Press*, August 29, 2022.
2. UC Study Breaks Down Costs of Growing Organic Strawberries, *California Ag Today*, August 24, 2022.
3. Interview aired nationally on CBS Saturday Morning, February 26, 2022.
4. Beekeepers using tracking devices to protect precious hives. *ABC News*, February 22, 2022.
5. Beehive heists are on the rise, prompting beekeepers to use GPS in their own sting operations. *CBC*, February 22, 2022.
6. Beekeepers Using Tracking Devices to Protect Precious Hives, *CBS News Los Angeles*. February 22, 2022
7. Self-pollinating almond trees blossom in Kern *Bakersfield.com*, February 5, 2022.
8. Hive thefts rise ahead of almond bloom, *Bakersfield.com*, February 2, 2022. Referred to *Bee Culture Magazine* article.
9. What Fruit Growers can do to Start Off with Success in 2022, *Growing Produce*, January 4, 2022.
10. In-Hive Sensors Could Help Ailing Bee Colonies, *Scientific American*. August 31, 2021.
11. Stung by climate change: Drought-weakened bee colonies shrink U.S. honey crop, threaten almonds., *Reuters*. August 19, 2021.
12. A Conversation with Dr. Brittney Goodrich , *Nectar Blog*. August 11, 2021.
13. Reference for Why Are America's Honey Bees Dying? *AJ+ (Al Jazeera)*. June 10, 2021.
14. Determining Whether You Should Pay for Avocado Pollination Services., *From the Grove Magazine*. Summer 2021.
15. Nut industry "incredibly resilient" amid trade turmoil, *Western Farm Press*. February 17, 2021.
16. Pollination season awaits almond growers, *Western Farm Press*. February 3, 2021.
17. Certis USA Ask the Expert, *Western Farm Press*. February 3, 2021.
18. Extreme Pollination, *Beside Magazine*, September 2020.
19. Big almond crop grows in state's orchards, *Ag Alert*, California Farm Bureau, June 17, 2020.
20. Almonds getting more expensive to grow, analysis shows, *Western Farm Press*. June 3, 2020.

21. Study Shows Sharp Jump in Input Costs for Almonds, *West Coast Nut*, April 2020.

REPORTS

1. **Goodrich, B.** Quarterly Progress Report September 21, 2021-March 21, 2022 for project "Economic Impacts of Citrus Greening: Citrus Cost of Production in California." USDA ERS Cooperative Agreement.
2. **Goodrich, B.** Final Update December 30, 2021 for project "Measuring Beekeepers' Economic Value of Cover Crops and Contract Enhancements in Almond Pollination Agreements" Project Apis m. and National Honey Board Funding.
3. **Goodrich, B.** Quarterly Funding Update April 1-October 1, 2021 for project "Measuring Beekeepers' Economic Value of Cover Crops and Contract Enhancements in Almond Pollination Agreements" Project Apis m. and National Honey Board Funding.
4. **Goodrich, B.** Quarterly Funding Update January 1-April 1, 2021 for project "Measuring Beekeepers' Economic Value of Cover Crops and Contract Enhancements in Almond Pollination Agreements" Project Apis m. and National Honey Board Funding.
5. Brantley, C., Handyside, C., Srivastava, P., Kuntz, R., Doty, K., Estes, M., **Goodrich, B.**, Christy, J., and Cruise, J. Watershed Plan for the Middle Tennessee River Valley Watershed. Prepared for the Natural Resource Conservation Service for pursuance of Public Law 83-566 cost-share funds. June 2019.
6. **Goodrich, B.** and Liyanage, K. Update on Objective 1: Market Research on Organic Foods. Prepared for the Advisory Board of the Southeast Organic Partnership at Tuskegee University (Southeast Organic Partnership established by USDA/NIFA OREI Grant #2016-51300-25725). February 2019.
7. Goodhue, R., **Goodrich, B.**, and Tregeagle, 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
8. 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
9. **Goodrich, B.** and Goodhue, R. 2015 Almond Pollination Contract Survey Results. Prepared for Almond Board of California. March 2016

HONORS AND AWARDS

2021	Outstanding Published Paper which Significantly Contributed to the Specialty Crop Economics Discipline, AAEA Specialty Crop Economics Section
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

2022	Member, Search Committee for Assistant Cooperative Extension Specialist, Department of Agricultural and Resources Economics, UC Davis
2022	Member, WAEA Extension Program Award Committee
2022-Present	Member, CDFA Office of the Pesticide Consultation and Analysis Advisory Committee
2022-2023	AAEA Applied Risk Analysis Section Chair
2022	Member, AAEA Specialty Crop Economics Section Awards Committee
2022	Host Alabama Cooperative Extension System's Farm and Agribusiness Management Team for Tour of California Agriculture
2021-Present	Member, Diversity, Equity and Inclusion Committee, Department of Agricultural and Resource Economics, UC Davis
2021-2022	AAEA Applied Risk Analysis Section Chair-elect
2021-Present	AAEA Extension Section Western Region Board Member
2021-Present	2022-2023 SCC-76 Economics and Management of Risks in Agriculture and Natural Resources Conference Accommodations Chair
2021-2022	Organizer, Agricultural Economics Seminar, Department of Agricultural and Resource Economics, UC Davis
2021	AAEA Distinguished Extension Outreach Award Committee
2020-Present	Scientific Advisor, Nectar Precision Beekeeping Technology
2020	FFA Agricultural Sales Contest Judge, UC Davis Ag Field Day
2018-2021	2019-2021 SCC-76 Economics and Management of Risks in Agriculture and Natural Resources Conference Program Chair
2018-2019	Board of Directors Alabama Council of Cooperatives, <i>Ex Officio</i> Member
2018-2019	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

2022	Journal of the Agricultural & Applied Economics Association, Journal of Extension, Abstract reviewer AAEE annual meeting, Abstract reviewer WAEA Extension section, Renewable Food Systems Journal, American Journal of Agricultural Economics
2021	Agribusiness an International Journal, American Journal of Agricultural Economics, Journal of the Agricultural & Applied Economics Association
2020	Ecological Economics, Agribusiness an International Journal
2019	Abstract reviewer AAEE annual meeting, USDA Economic Research Service, Scientific Reports-Nature, Choices Magazine, Ecological Economics
2018	American Journal of Agricultural Economics, Ecological Economics, European Review of Agricultural Economics, Agribusiness an International Journal

GRANTS AND CONTRACTS

Funded

1. Goodrich, B. (PI). Tree Fruit Crop Production Budgets. Cooperative Agreement with USDA Risk Management Agency. 2022-2023. \$223,055
2. Goodrich, B. (PI). Update Cost and Returns Study for California Table Olives. California Ripe Olive Committee. 2022-2023. \$20,174
3. Goodrich, B. (PI). Sacramento Valley Walnut Cost and Returns Study. California Walnut Commission. 2022-2023. \$10,000
4. Goodrich, B. (PI). Cost and Returns Study to Establish a Prune Orchard and Produce Prunes. California Dried Plum Board. 2022-2023. \$20,174
5. Brown, P. (PI), Goodrich, B. (Co-PI) and others. Adapting Pistachio Production to a Changing Climate. USDA-NIFA-SCRI 2022-2026. \$3,759,650
6. Belasco, E. (PI), Goodrich, B. (Co-PI) and others. Assisting Farmers and Ranchers with Assessing and Mitigating Insurable Weather and Climate Risks in the Southwest and Northern Plains. USDA-NIFA-Climate Hub. 2022-2023. \$357,104
7. Goodrich, B. (PI). Economic Analysis of Costs and Returns of Navel Orangeworm Management in Almonds. Almond Board of California. 2022. \$14,972
8. Goodrich, B. (PI). Economic Impact of Citrus Greening: Citrus Cost of Production in California. Cooperative Agreement with USDA Economic Research Service. 2021-2023. \$69,164
9. Moretti, M. (PI), Goodrich, B. (Co-PI) and others. Performance and Economics of Electric Weed Control in Organic Perennial Crops: A Multiregional approach. USDA-NIFA-OREI 2021-2024. \$645,357.
10. Wilson, S. (PI), Goodrich, B. (Co-PI) and others. Spatiotemporal Optimization Models to Evaluate the Potential Value of Sterile Insect Technique for Control of Navel Orangeworm. Almond Board of California. 2021-2022. \$5,297
11. Wilson, S. (PI), Goodrich, B. (Co-PI) and others. Spatiotemporal Optimization Models to Evaluate the Potential Value of Sterile Insect Technique for Control of Navel Orangeworm. California Pistachio Board. 2021-2022. \$5,296
12. Goodrich, B. (PI) and Penn, J. (Co-PI). Measuring Beekeepers' Economic Value of Cover Crops and Contract Enhancements in Almond Pollination Agreements. Project Apis M. on behalf of the National Honey Board 2021. \$17,601.

13. Gaudin, A. (PI), Goodrich B. (Co-PI) and others. Enhancing ecosystem services from cover crops in orchard systems. USDA-NIFA-AFRI. 2021-2025.
14. Goodrich, B. (PI). Do Beekeepers Value Cover Crop Use in Almond Production? Giannini Foundation of Agricultural Economics Mini Grant 2020-2021. \$30,000.
15. Davidson, K. (PI) and Goodrich, B. (Co-PI). Nudge to Insure: Exploring Behavioral Economics in Risk Management Education. Northeastern Extension Risk Management Education. 2019-2020. \$3,500.
16. Goodrich, B. (PI) and Davidson, K. (Co-PI). Nudge to Insure: Exploring Behavioral Economics in Risk Management Education. Southern Extension Risk Management Education. 2019. \$5,000
17. 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
18. 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
19. Brantley, E. (PI), Goodrich, B. (Co-PI), and others. PL 83-566 Watershed Plans. NRCS Cooperative Agreement. 2018-2022. \$1,499,967
20. 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
21. 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. \$19,802
22. 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
23. Kpomeleku, 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. Brodt, S. (PI), Goodrich, B. (Co-PI) and others. Partnership for Expansion of Elderberry Production in Santa Barbara County. USDA NRCS. 2022-2027. \$44,011
2. Goodrich, B. (PI). Cost and Returns Studies for California Vegetable Crops. Cooperative Agreement with USDA NRCS 2022-2023. \$118,239
3. Wilson, S. (PI), Goodrich, B. (Co-PI) and others. Characterizing Movement and Management Barriers to Improve Area-Wide Control of Navel Orangeworm in Tree Nut Orchards. USDA-NIFA 2023-2027. \$277,896
4. Goodrich, B. (PI). Cost and Return Studies for California Almonds, Almond Board of California. 2023. \$59,961

TEACHING EXPERIENCE

1. *Co-advisor*, ARE 258 Wonderful Case Study Project, Spring Quarter 2022.
2. *Lecturer*, ARE 293 Analysis of California Agriculture, Topic: Pollination Services Markets in California. March 9, 2022.

3. *Lecturer*, ARE 293 Analysis of California Agriculture, Topic: Pollination Services Markets in California. April 28, 2021.
4. *Lecturer*, ARE 293 Analysis of California Agriculture, Topic: Pollination Services Markets in California. February 19, 2020.
5. *Lecturer*, Auburn University RSOC 7410 Extension Programs and Methods, Topic: The Role of the Subject-Matter Specialist in the Agriculture and Natural Resources Program Area. February 26, 2019.
6. *Lecturer*, Auburn University ANSC 7010 Stocker Production, Topic: Risk Management in Stocker Production. September 13, 2018
7. *Teaching Assistant*, University of California, Davis: Applied Econometrics (2013), International Commodity Markets (2012)
8. *Teaching Assistant*, Iowa State University: Principles of Microeconomics (2010-2012), Principles of Macroeconomics (2010-2012)

GRADUATE STUDENT ADVISING

Completed Graduate Students

1. Allan Fabrico Pinto Padilla, MS 2020, Auburn University, Agricultural Business and Economics, Major advisor
2. Hayes Grogan, MS 2020, Auburn University Agricultural Business and Economics, Committee member
3. Ping Wang, PhD 2018, Auburn University Applied Economics, Committee member