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## EDUCATION

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- 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

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- 08/2024-      *Assistant Professor*, Department of Agricultural and Consumer Economics, University of  
present      Illinois, Urbana-Champaign
- 07/2024-      *Associate Cooperative Extension Specialist*, Department of Agricultural and Resource  
08/2024      Economics, University of California, Davis.
- 01/2020-      *Assistant Cooperative Extension Specialist*, Department of Agricultural and Resource  
07/2024      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

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1. Fenton, M., **Goodrich, B.** and Penn, J. . "Measuring Beekeepers' Economic Value of Contract Enhancements in Almond Pollination Agreements" *Ecological Economics*, 2025, 227:108351.
2. **Goodrich, B.** and Davidson, K. "Enrollment in Pasture, Rangeland, and Forage Rainfall Index Insurance: Awareness Matters" *Journal of Agricultural and Resource Economics*. 2024.
3. Gordon, P., **Goodrich, B.** and Wilson, S. "Adoption of Navel Orangeworm management methods among California nut growers" *Journal of Integrated Pest Management*. 2023 (14)1.
4. Pinto, A., **Goodrich, B.**, Kelley, W. and Runge, M. "Price Determinants of Bred Heifers: Do Reputations Matter?" *Canadian Journal of Agricultural Economics*. 2023 (71)1: 5-23.
5. **Goodrich, B.**, Fenton, M., Bovay, J., Mountain, T. and Penn, J. "Battling Bots: Experiences and strategies to mitigate fraudulent responses in online surveys" *Applied Economic Perspectives and Policy*. 2023 (45)2: 762-784.
6. Davidson, K. and **Goodrich, B.** "Nudge to Insure: Can informational nudges change enrollment decisions in pasture, rangeland, and forage rainfall index insurance?" *Applied Economic Perspectives and Policy*. 2023 (45)1:534-554.

7. 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 (1)3:320-333.
8. 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.
9. **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.
10. **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.
11. **Goodrich, B.** "Contracting for Pollination Services: Overview and Emerging Issues," *Choices*, 2019, 34(4): 1–13.
12. **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.
13. **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

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1. **Goodrich, B.** and Davidson, K., Yu, J. and Goh, G. "When is Rainfall Important for Forage Growth? Exploring Variability in Microclimates and Implications for Pasture, Rangeland and Forage Insurance"
2. **Goodrich, B.** Fenton, M., Yu, J. "The Cost of Containment: An Economic Analysis of the California Citrus Industry's Response to Citrus Greening Disease"

## ACADEMIC PRESENTATIONS

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1. Fenton, M., **Goodrich, B.** and Penn, J. "Measuring Beekeepers' Economic Value of Contract Enhancements in Almond Pollination Agreements." *presented in the Rural and Resource Economics Division, USDA Economic Research Service*. Virtual.
2. **Goodrich, B.** and Davidson, K. "Enrollment in Pasture, Rangeland, and Forage Rainfall Index Insurance: Awareness Matters" *presented in the Department of Agricultural Economics, Kansas State University*. Manhattan, KS.
3. **Goodrich, B.**, Fenton, M. and Yu, J. "Citrus Greening Disease and Pesticide Usage in California" *presented in the 2023 Agricultural Economics Workshop, UC Davis*.
4. **Goodrich, B.** Panelist in the session: The Future of Agricultural Extension and Outlook within the Agricultural and Applied Economics Profession at the 2023 AAEA Annual Meeting, Washington, D.C.
5. Fenton, M., **Goodrich, B.** and Penn, J. "Measuring Beekeepers' Economic Value of Contract Enhancements in Almond Pollination Agreements." *presented in the 2023 Economics Seminar at University of Nevada, Reno*. Reno, NV.

6. **Goodrich, B.** "Saving Bees and Battling Bots" *presented in the 2023 Applied Economics Seminar at University of Delaware.* Newark, DE.
7. **Goodrich, B.** Davidson, K., Yu, J. and Goh, G. When is Rainfall Important for Forage Growth? Exploring Variability in Microclimates and Implications for Pasture, Rangeland and Forage Insurance *presented at the SCC-76 Economics and Management of Risks in Agriculture and Natural Resources 2023 Annual Meeting.* Kansas City, MO.
8. **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.
9. Fenton, M., **Goodrich, B.** and Penn, J. "Measuring Beekeepers' Economic Value of Cover Crops and Contract Enhancements in Almond Pollination Agreements." *presented at the SCC-76 Economics and Management of Risks in Agriculture and Natural Resources 2022 Annual Meeting.* Kansas City, MO.
10. 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.*
11. **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
12. **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
13. 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.*
14. **Goodrich, B.** and Davidson, K. Rainfall Index Insurance Education: Exploration and Challenges in the Northeast and Southeast *accepted for presentation at the 2020 Extension Risk Management Education National Conference.* Denver, CO.
15. **Goodrich, B.** Contractual arrangements in pollination services markets: The case of California almonds *presented at the 46th Apimondia International Apicultural Congress, Montréal, Québec*
16. 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*
17. 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
18. 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
19. 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
20. **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

21. **Goodrich, B.**, Yu, J. and Vandever, M., Risk Preferences and the Participation Patterns of Rainfall Index Insurance *presented at the 2018 Agricultural and Applied Economics Association Annual Meeting*. Washington, D.C.
22. **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
23. **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
24. **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
25. **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
26. **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
27. **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

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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

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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

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1. **Goodrich, B.** Almond Pollination Season Outlook: How to Cut Pollination Expenses and Other Considerations. *West Coast Nut Magazine*. January 2024.
2. **Goodrich, B.** 2024 Almond Pollination: Economic Outlook and Other Considerations. *Bee Culture Magazine*. January 2024.
3. Somerville, S. and **Goodrich, B.** Economics of Navel Orangeworm Management in Almond and Pistachio Orchards, *ARE Update*, 2023, 27(2): 5-8, University of California Giannini Foundation of Agricultural Economics.
4. **Goodrich, B.** and Fenton, M. What's the Buzz on Bee-Friendly Cover Crops? *Pacific Nut Producer Magazine*. August 2023.
5. **Goodrich, B.** and Somerville, S. Economic Considerations for Navel Orangeworm Management in Almond Orchards. *West Coast Nut Magazine*. July 2023.
6. Fenton, M. and **Goodrich, B.** Economic Considerations of Growing Bee-Friendly Cover Crops in Almond Orchards: Grower and Beekeeper Perspectives, *ARE Update*, 2023, 26(3): 9-11, University of California Giannini Foundation of Agricultural Economics.
7. **Goodrich, B.** 2023 Almond Pollination Outlook: Economic Outlook and Other Considerations. *West Coast Nut Magazine*. January 2023.
8. **Goodrich, B.**, "What do successful fruit growers do in the New Year that other fruit growers do not?" *American Fruit Grower Magazine*. February 2022.
9. **Goodrich, B.**, Fenton, M., Penn, J. 2022 *Almond Pollination Market: Economic Outlook and Other Considerations*. *Bee Culture Magazine*. January 2022.
10. **Goodrich, B.** and Durant, J. Bee-toxic pesticide use in almond orchards during bloom. *Bee Culture Magazine*. December 2021.
11. **Goodrich, B.**, Fenton, M., Penn, J. 2022 *Almond Pollination Market: Economic Outlook and Other Considerations*. *West Coast Nut Magazine*. December 2021.
12. Graven, A., Yu, J., and **Goodrich, B.**, The Conservation Reserve Program is Competing with Pasture Insurance for Farmer Participation. *Ambrook Research Blog*. October 2021.
13. 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.
14. **Goodrich, B.** Should I Pay for Avocado Pollination Services? *Topics in Subtropics Newsletter*. Spring 2021.
15. **Goodrich, B.** and Durant, J. 2021 Almond Pollination Market: Economic Outlook and Other Considerations. *West Coast Nut Magazine*. November 2020.
16. **Goodrich, B.** and Durant, J. 2021 Almond Pollination Market: Economic Outlook and Other Considerations. *Bee Culture Magazine*. November 2020.

17. **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.
18. **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.
19. **Goodrich, B.** Economic Trends in Almond Production. *Progressive Crop Consultant Magazine*. March/ April 2020.
20. **Goodrich, B.** 2020 Almond Pollination Market: Economic Outlook and Other Considerations. *West Coast Nut Magazine*. January 2020
21. **Goodrich, B.** 2020 Almond Pollination Market: Economic Outlook and Other Considerations. *Bee Culture Magazine*. January 2020,
22. Pinto, A and **Goodrich, B.** Feeder cattle characteristics that can get you premiums (or discounts). *Alabama Cattleman Magazine*. September 2019
23. **Goodrich, B.** Risk Management 101 for Cattle Production. *Alabama Cattleman Magazine*. May 2019
24. **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
25. **Goodrich, B.** and Pinto, A. Back to Basics: Futures Contracts for Cattle Operations. *Alabama Cattleman Magazine*. March 2019
26. **Goodrich, B.** *Economic Outlook for the 2019 Almond Pollination Season*. *West Coast Nut Magazine*. February 2019
27. **Goodrich, B.** *Economic Outlook for the 2019 Almond Pollination Season*. *Bee Culture Magazine*. February 2019
28. **Goodrich, B.** *Livestock Risk Protection (LRP) for Feeder Cattle*. *Alabama Cattleman Magazine*. November 2018
29. **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
30. **Goodrich, B.** *Apiculture Pilot Insurance Program: What is it and how can I enroll?* *Bee Culture Magazine* September 2018
31. **Goodrich, B.** *A bee economist explains honey bees' vital role in growing tasty almonds*. *The Conversation*. August 17, 2018.
32. **Goodrich, B.** *Rainfall Index Insurance for Pasture, Rangeland, and Forage: What is it and how can I enroll?* *Alabama Cattleman Magazine*. July 2018
33. **Goodrich, B.** *Risk in Agriculture: Friend or foe?* *Alabama Farmer's Cooperative Magazine*. The Business of Farming. July 2018
34. **Goodrich, B.** *Back to Basics: Break-even Analysis for Cow-Calf Producers*. *Alabama Cattleman Magazine*. May 2018
35. **Goodrich, B.** *USDA Farm Financial Projections*. *Alabama Cattleman Magazine*. March 2018
36. **Goodrich, B.** *2018 Almond Pollination Market Outlook: Demand, Supply and Contracts*. *Bee Culture Magazine*. January 2018

37. **Goodrich, B.** Economic Outlook for the 2018 Almond Pollination Season. *West Coast Nut Magazine*. January 2018
38. **Goodrich, B.** Interpreting Cattle Market Reports. *Alabama Cattleman Magazine*. November 2017
39. **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

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### 2024

1. Niederholzer, F., Ott, J., Jarvis-Shean, K.S., Wheeler-Dykes, B., Pierce, C., Gyawaly, S., Agyeman, D., Murdock, J., Long, P., and **Goodrich, B.** 2024 Sample Costs to Establish and Orchard and Produce Almonds, Sacramento Valley Micro-Sprinkler Irrigation
2. Bolda, M., Tourte, L., Murdock, J., and **Goodrich, B.** 2024 Sample Costs to Establish, Produce, and Harvest Fresh Market Blackberries (Primocane Bearing), Central Coast Region (Santa Cruz, Monterey and San Benito Counties)
3. Bolda, M., Tourte, L., Murdock, J., and **Goodrich, B.** 2024 Sample Costs to Produce and Harvest Strawberries, Central Coast Region (Santa Cruz, Monterey and San Benito Counties)
4. Bolda, M., Tourte, L., Murdock, J., and **Goodrich, B.** 2024 Sample Costs to Produce and Harvest Organic Strawberries (Fresh Market), Central Coast Region (Santa Cruz, Monterey and San Benito Counties)

### 2023

1. Aegerter, B., Lazicki, P., Miyao, G., Stewart, D., Murdock, J., and **Goodrich, B.** 2023 Sample Costs to Produce Processing Tomatoes Sub-Surface Drip Irrigated in the Sacramento Valley and Northern Delta.
2. Tourte, L., Smith, R., Murdock, J. and **Goodrich, B.** 2023 Sample Costs to Produce and Harvest Broccoli-Crown Cut in the Central Coast Region.
3. Tourte, L., Smith, R., Murdock, J. and **Goodrich, B.** 2023 Sample Costs to Produce and Harvest Broccoli-Bunched 14s in the Central Coast Region.
4. Tourte, L., Smith, R., Murdock, J. and **Goodrich, B.** 2023 Sample Costs to Produce and Harvest Romaine Hearts Lettuce in the Central Coast Region.
5. Tourte, L., Smith, R., Murdock, J. and **Goodrich, B.** 2023 Sample Costs to Produce and Harvest Film Wrapped Iceberg Lettuce in the Central Coast Region.
6. Murdock, J. and **Goodrich, B.** 2023 Sample Costs to Produce Table Olives (Manzanillo Variety) in the Central Valley with Drip Irrigation.
7. Boulda, M., Tourte, L., Stewart, D., and **Goodrich, B.** 2023 Sample Costs to Produce and Harvest Apples for Processing in the Central Coast Region.
8. Boulda, M., Tourte, L., Stewart, D., and **Goodrich, B.** 2023 Sample Costs to Produce and Harvest Organic Apples for Processing in the Central Coast Region.

9. Murdock, J. and **Goodrich, B.** 2023 Sample Costs to Produce Table Olives (Manzanillo Variety) in the Central Valley Modern-Style Medium Density, Mechanical Harvest.
10. Boulda, M., Tourte, L., Murdock, J., and **Goodrich, B.** 2023 Sample Costs to Produce and Harvest Fresh Market Raspberries in the Central Coast Region.
11. Fichtner, E., Culumber, M., Murdock, J., and **Goodrich, B.** 2023 Sample Costs to Establish and Produce English Walnuts in the Southern San Joaquin Valley.
12. Fichtner, E., Murdock, J., and **Goodrich, B.** 2023 Sample Costs to Establish an Orchard and Produce Prunes (French Variety) in the Southern San Joaquin Valley.
13. Wilson, R., Long,P., Charlton, B.A., Davison, S. and **Goodrich, B.** 2023 Sample Costs to Produce Potatoes- Fresh Market in the Klamath Basin.
14. Wilson, R., Long,P., Charlton, B.A., Davison, S. and **Goodrich, B.** 2023 Sample Costs to Produce Potatoes-Chippers for Processing in the Klamath Basin.
15. Wilson, R., Long,P., Charlton, B.A., Davison, S. and **Goodrich, B.** 2023 Sample Costs to Produce Onions for Dehydrating in the Intermountain Region Tulelake and Klamath Basins.
16. Leingfelder-Miles, Light, S.E., Clark, N.E., Long, P. and **Goodrich, B.** 2023 Sample Costs to Produce Baby Lima Beans Sacramento Valley and San Joaquin Valley North.
17. Elkins, R., Leingfelder-Miles,Goncalves, C., Murdock, J., Long, P. and **Goodrich, B.** 2023 Sample Costs to Produce Pears (Green Bartlett) in the Sacramento River Delta-Sacramento County.

## 2022

1. Leinfelder-Miles, M., Linquist, B., Buttner, P., Murdock, J. and **Goodrich, B.** 2022 Sample Costs to Produce Rice in the Delta Region (San Joaquin and Sacramento Counties).
2. Niederholzer, F., Milliron, L., Fichtner, E., Murdock, J. and **Goodrich, B.** 2022 Sample Costs to Establish an Orchard and Produce Prunes (French Variety) in the Sacramento Valley.
3. Hasey, J., Jarvis-Shean, K., Milliron, L., Hanson, B., Pierce, C., Gyawaly, S., Murdock, J., and **Goodrich, B.** 2022 Sample Costs to Establish and Produce English Walnuts in the Sacramento Valley.
4. Light, S., Lloyd, M., Berris, H., Stewart, D., **Goodrich, B.** 2022 Estimated Costs for a Winter Cover Crop in an Annual Crop Rotation, Lower Sacramento Valley.
5. Finzel, J., Stewart, D. and **Goodrich, B.** 2022 Sample Costs for Sheep Production, 3,000 Head (Ewes) Operation, San Joaquin Valley South
6. 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), Quadri-lateral 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

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1. **Goodrich, B.** Economics of Almond Pollination (Three part series), *part of the University of Montana Commercial Pollination Beekeeping Course*. September 9-October 18, 2024. Virtual
2. **Goodrich, B.** Costs and Returns of Organic Production. 2024 UCCE Organic Crops Day. April 26, 2024. Santa Rosa, CA
3. **Goodrich, B.** Low prices in nut crops: Paradigm shift required for research and extension work? 2024 Pomology Extension Continuing Conference. March 26, 2024. Davis, CA
4. **Goodrich, B.** Panelist, Perspectives on Walnut Economics Discussion, North Sacramento Valley Walnut Day. February 29, 2024. Red Bluff, CA
5. **Goodrich, B.** Panelist, Perspectives on Walnut Economics Discussion, Sutter-Yuba Walnut Day. February 28, 2024. Yuba City, CA
6. **Goodrich, B.** Economics of Tree Nut Production. 2024 North Valley Nut Conference. January 31, 2024. Chico, CA
7. **Goodrich, B.** and Gordon, P. 2024 Bee outlook with Brittney Goodrich. *Growing the Valley Podcast*. January 23, 2024. Virtual
8. **Goodrich, B.** Economics of Pistachio Production. 2024 Statewide Pistachio Day. January 17, 2024. Visalia, CA
9. **Goodrich, B.** and Chalstrom, T. Interview with UC Davis' Brittney Goodrich about the 2023 Almond Pollination Economic Outlook *My Ag Life Podcast*. Episode 204. January 12, 2024. Virtual
10. **Goodrich, B.** Updating Cost and Return Studies for California Prunes. 2023 California Prune Research Conference. December 13, 2023. Sacramento, CA
11. **Goodrich, B.** Cost and Return Studies for Salinas Valley Vegetable Crops. Vegetable Crops Program Team Meeting. December 12, 2023. Salinas, CA
12. **Goodrich, B.,** Long, P. and Murdock, J. Costs and Returns Studies for Almonds, The Almond Conference Poster Session, December 6, 2023. Sacramento CA
13. Goodrich, B. Discussion of Economic Benefits and Challenges of Using Sheep as a Management Tool in Orchards. Sheep Grazing in Almond Orchards Field Day. October 24, 2023. Denair, CA
14. **Goodrich, B.** *Interview with UC Davis' Brittney Goodrich on Economic Considerations for Navel Orange-worm Management. My Ag Life Podcast*. Episode 177. July 7, 2023. Virtual
15. **Goodrich, B.** Cost and Return Studies for Vegetable Crops: Development, Uses, and Updates. Vegetable Crops Program Team Meeting. April 26, 2023. Fresno, CA
16. **Goodrich, B.** Cost and Return Studies for Agronomic Crops: Development, Uses, and Updates. Agronomic Crops Program Team Meeting. April 24, 2023. Fresno, CA
17. **Goodrich, B.** Cost and Return Studies for California Commodities: Development, Uses, and Updates. Ag West Farm Credit. April 20, 2023. Davis, CA

18. **Goodrich, B.** and Somerville, S. Costs and Returns of NOW Control. 2023 Navel Orangeworm and IPM Summit. February 21, 2023. Modesto, CA
19. **Goodrich, B.** and Gordon, P. 2023 Bee outlook with Brittney Goodrich. *Growing the Valley Podcast*. February 3, 2023. Virtual
20. **Goodrich, B.** Economic Considerations for Walnut Production in California, 2023 Tri-County Walnut Day, February 2, 2023, Tulare, CA.
21. **Goodrich, B.** Maximizing Almond Profitability in a Lean Price Year. 2023 UCCE Southern Sacramento Valley Almond Meetings, January 18, 2023. Arbuckle and Woodland, CA
22. **Goodrich, B.** and Chalstrom, T. Interview with UC Davis' Brittney Goodrich about the 2023 Almond Pollination Economic Outlook *My Ag Life Podcast*. Episode 152. January 13, 2023. Virtual
23. **Goodrich, B.** Economic Considerations for Indoor Storage, 2022 Indoor Storage of Honey Bees Conference, December 15, 2022. Virtual
24. **Goodrich, B.** Updating Cost and Returns Studies for California Prunes, 2022 California Prune Research Conference, December 14, 2022. Sacramento, CA
25. **Goodrich, B.** Maximizing Profitability in Almond Production. The Almond Conference, December 8, 2022. Sacramento, CA
26. Somerville, S. and **Goodrich, B.** Costs and Returns of Navel Orangeworm Management, The Almond Conference Poster Session, December 7, 2022. Sacramento CA
27. **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
28. **Goodrich, B.** Proposal for Updating Cost and Return Studies for California Table Olives. California Ripe Olive Research Subcommittee Meeting. August 10, 2022. Virtual
29. 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
30. **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
31. **Goodrich, B.** Cost and Return Studies for California's Pomology Crops. Pomology Cross-Commodity Board Discussion. April 4, 2022. Virtual
32. **Goodrich, B.** Cost and Return Studies for California's Pomology Crops. Pomology Program Team Meeting (PECC). March 23, 2022. Davis, CA
33. **Goodrich, B.** Costs to Establish and Produce Winegrapes in Crush District 11. Lodi Grape Day. February 1, 2022. Lodi, CA
34. **Goodrich, B.** and Gordon, P. 2022 Bee Outlook with Brittney Goodrich *Growing the Valley Podcast*. December 9, 2021. Virtual
35. **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
36. **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.

37. **Goodrich, B.**, Flottum, K. and Ott, J. *The All Important Almond Season with Dr. Brittney Goodrich Beekeeping Today Podcast*. November 8, 2021. Virtual
38. **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
39. **Goodrich, B.** and Chester, J. Panelist discussion of The Biggest Little Farm, Carnegie Science, Science and Society on the Screen. July 22, 2021. Virtual
40. **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
41. **Goodrich, B.** and Melathopoulos, A. *How Pollinator Markets Work. PolliNation Podcast*. February 23, 2021. Virtual
42. **Goodrich, B.** Panelist for Managing Agriculture: FFA Alumni Speak on Careers in Agricultural Economics. *World Ag Expo*. February 9, 2021. Virtual
43. **Goodrich, B.** Almond Pollination Market: 2021 Updates and Emerging Issues. *Blue Diamond Growers Member Webinar*. February 4, 2021. Virtual
44. **Goodrich, B.** and Deimer, E. Honey & Money, Ask the Economist. *BeekTalk*. January 26, 2021. Virtual
45. **Goodrich, B.** Almond Pollination Market: 2021 Updates and Emerging Issues. *Bee Informed Partnership Tech Team Colloquium Webinar*. December 11, 2020. Virtual
46. **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
47. **Goodrich, B.** and Gordon, P. Understanding Bee Prices with Brittney Goodrich. *Growing the Valley Podcast*. November 24, 2020. Virtual
48. **Goodrich, B.** Pollination Services Markets in California. *California Polytechnic State University Latinos in Agriculture Club Meeting*. October 8, 2020. Virtual
49. **Goodrich, B.**, Flottum, K. and Ott, J. *Almond Contracts: An Economist's Analysis with Brittney Goodrich, PhD. Beekeeping Today Podcast*. October 5, 2020. Virtual
50. **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
51. **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
52. **Goodrich, B.** and Davidson, K. Livestock Risk Management Education. *2020 New York Farm Show*. February 27-29, 2020. Syracuse, NY
53. **Goodrich, B.** Economics of Almond Orchard Establishment and Planting. *2020 San Joaquin Valley Almond Day*. January 31, 2020. Modesto, CA
54. **Goodrich, B.** 2020 Macroeconomic Outlook. *2020 F.A.R.M. Outlook Meetings*. December 10, 2019. Montgomery, AL
55. **Goodrich, B.** Economics of Almond Orchard Establishment and Planting. *2019 Almond Short Course*. November 5, 2019. Visalia, CA

56. **Goodrich, B.** and Davidson, K. Livestock Risk Management Education. *2019 Sunbelt Ag Expo*. October 15-17, 2019. Valdosta, GA
57. **Goodrich, B.** Rainfall Index Insurance for Pasture, Rangeland and Forage. *Alabama Grazing Academy 2019*. September 20, 2019. Atmore, AL
58. **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
59. **Goodrich, B.** Forage and Livestock Insurance products. *Cattle Marketing 101 Workshop*. May 9, 2019. Greensboro, AL
60. **Goodrich, B.** Futures and Options: The Basics. *Cattle Marketing 101 Workshop*. May 9, 2019. Greensboro, AL
61. **Goodrich, B.** Rainfall Index Insurance for Pasture, Rangeland and Forage Production. *Alabama Grazing Academy 2019*. April 17, 2019. Clanton, AL
62. **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
63. **Goodrich, B.** and Burkett, K. Make more money with your honey. Alabama Cooperative Extension System Beekeeping Symposium. February 2, 2019. Clanton, AL
64. **Goodrich, B.** 2019 Macroeconomic Outlook. 2019 *F.A.R.M. Outlook Meetings*. December 4, 2018. Montgomery, AL
65. **Goodrich, B.** Agricultural Economists: What do we do? *Iowa Valley Agriculture Education, Iowa Valley High School*. November 20, 2018. Marengo, IA
66. **Goodrich, B.** Rainfall Index Insurance for Pasture, Rangeland and Forage Production. *Alabama Grazing Academy 2018*. November 7, 2018. Belle Mina, AL
67. **Goodrich, B.** Contracting for Pollination Services. *Alabama Cooperative Extension System 2018 Commercial Horticulture Webinar Series*. October 26, 2018
68. **Goodrich, B.** Rainfall Index Insurance for Pasture, Rangeland and Forage Production. *Central Alabama Beef and Forage Field Day*. October 19, 2018. Shorter, AL
69. **Goodrich, B.** Insurance Options for Agriculture. *Annie’s Project Barbour County*. October 8, 2018. Eufala, AL
70. **Goodrich, B.** Rainfall Index Insurance for Pasture, Rangeland and Forage Production. October 5, 2018. Montgomery, AL
71. **Goodrich, B.** Overview of Commercial Beekeeping. *Southern Extension Outlook Conference*. September 24, 2018. Atlanta, GA
72. **Goodrich, B.** Profitability in Alabama Beekeeping. *Alabama Beekeeper’s Association Annual Meeting*. September 22, 2018. Clanton, AL
73. **Goodrich, B.** Pollination Services. *Alabama Beekeeper’s Association Annual Meeting*. September 21, 2018. Clanton, AL
74. **Goodrich, B.** Pollinators in Agriculture. *Monroeville Kiwanis Meeting*. September 18, 2018. Monroeville, AL

75. Kelton, J. and **Goodrich, B.** Rainfall Index Insurance for Pasture, Rangeland and Forage Production. *Hay Management Meeting*. September 11, 2018. New Brockton, AL
76. **Goodrich, B.** and Ortiz, B. Economics of Variable Rate Irrigation. *NRCS Conservation Innovation Grant Update*. August 31, 2018. Town Creek, AL
77. **Goodrich, B.** Rainfall Index Insurance for Pasture, Rangeland and Forage. *Alabama Cooperative Extension System 2018 Animal Science and Forages Webinar Series*. July 11, 2018
78. **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
79. **Goodrich, B.** Economics of Warm-Season Forages. *Alabama Cooperative Extension System Forage Month Webinar Series*. June 26, 2018
80. **Goodrich, B.** Pollinators in Agriculture. *Alabama Agribusiness Council Annual Meeting*. June 26, 2018. Orange Beach, AL
81. Durant, J. and **Goodrich, B.** Agrochemical Use During Almond Bloom. *California Department of Pesticide Regulation Meeting*. June 14, 2018. Sacramento, CA
82. **Goodrich, B.** Rainfall Index Insurance for Forage Production. *Hay Production Workshop*. April 26, 2018. New Brockton, AL
83. 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
84. **Goodrich, B.** Pollinators in Agriculture. *Baldwin County Women in Agriculture Luncheon*. March 8, 2018. Robertsdale, AL
85. Durant, J. and **Goodrich, B.** Agrochemical Use During Almond Bloom. *Delta Bee Club Meeting*. Modesto, California. March 7, 2018
86. **Goodrich, B.** Agricultural Economists: What do we do? *Auburn University Agribusiness Club Meeting*. February, 22 2018. Auburn, AL
87. **Goodrich, B.** and Burkett, K. Profitability in Alabama Beekeeping. *Alabama Cooperative Extension System Beekeeping Symposium*. February 3, 2018. Clanton, AL
88. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. February 1, 2018. Fairhope, AL
89. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. January 31, 2018. Clanton, AL
90. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. January 25, 2018. Shorter, AL
91. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. January 24, 2018. Headland, AL
92. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. January 11, 2018. Belle Mina, AL
93. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. January 10, 2018. Florence, AL

94. **Goodrich, B.** 2018 Macroeconomic Outlook. 2018 *F.A.R.M. Outlook Meetings*. December 7, 2017. Marion Junction, AL
95. 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
96. Kelley, W., **Goodrich, B.** and Runge, M. 2017 Herdbuilder Profitability. *Replacement Heifer Marketability Workshop*. November 15, 2017. Marion Junction, AL
97. **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
98. **Goodrich, B.** Alabama 2017 Crops Update. *Southern Outlook Conference*. September 25, 2018. Atlanta, GA
99. **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
100. **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
101. **Goodrich, B.** 2015 Almond Pollination Contract Survey Results *The 2016 Almond Conference “Healthy Hives: A Grower’s Role”* Session. December 2016. Sacramento, CA
102. **Goodrich, B.** 2015 Almond Pollination Contracting *The 2015 Almond Conference*. Poster Session. December 2015. Sacramento, CA

## MEDIA INTERVIEWS AND FEATURES

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1. Radio interview on the economics of almond cover crops, *Ag Information Network*, September 9, 2024.
2. Economist shares where cutting costs in almond and walnut hurt and help the most, *West Coast Nut*, April 11, 2024.
3. Operating Costs Increase While Prices Decrease for Pistachios *AgNet West Radio Network*, April 2, 2024.
4. Almond Prices, Bee Populations Expected to Rebound in 2024 *West Coast Nut*, February 23, 2024.
5. U.S. pistachio industry faces mixed news, *Western Farm Press*, February 20, 2024.
6. Study probes raspberry production costs, *Western Farm Press*, January 8, 2024.
7. New Studies Estimate Apples for Processing Production and Harvest Costs, *Growing Produce*, December 4, 2023.
8. NOW Pressure Economics and the Importance of Winter Sanitation, *West Coast Nut*, December 1, 2023.
9. UC examines apple production costs, *Western Farm Press*, November 20, 2023.
10. UC probes produce production costs, *Western Farm Press*, August 16, 2023.

11. California Lettuce and Broccoli Growers Get Help to See Production Costs Add Up, *Growing Produce*, August 10, 2023.
12. Study: Costs surge for growing processing tomatoes, *Ag Alert*, California Farm Bureau, August 2, 2023.
13. New cost study for processing tomatoes, *Western Farm Press*, August 1, 2023.
14. AgNet News Hour, AgNet West Radio Network, March 10, 2023.
15. Frugality Isn't the Answer When Managing Crop Inputs in Tough Times, *West Coast Nut*, February 1, 2023.
16. Calculating cost and return for tree nuts, *Western Farm Press*, January 19, 2023.
17. Adding up the Cost of Growing Organic Strawberries, *Growing Produce*, October 6, 2022.
18. A New UC Study Helps Growers Estimate Cover Crop Costs and Potential Benefits, *Wine Industry Advisor*, October 6, 2022.
19. Organic strawberries: \$15 a tray to break even, *Western Farm Press*, August 29, 2022.
20. UC Study Breaks Down Costs of Growing Organic Strawberries, *California Ag Today*, August 24, 2022.
21. Interview on honey bee hive thefts aired nationally on *CBS Saturday Morning*, February 26, 2022.
22. Beekeepers using tracking devices to protect precious hives. *ABC News*, February 22, 2022.
23. Beehive heists are on the rise, prompting beekeepers to use GPS in their own sting operations. *CBC*, February 22, 2022.
24. Beekeepers Using Tracking Devices to Protect Precious Hives, *CBS News Los Angeles*. February 22, 2022
25. Self-pollinating almond trees blossom in Kern *Bakersfield Californian*, February 5, 2022.
26. Hive thefts rise ahead of almond bloom, *Bakersfield Californian*, February 2, 2022. Referred to Bee Culture Magazine article.
27. What Fruit Growers can do to Start Off with Success in 2022, *Growing Produce*, January 4, 2022.
28. In-Hive Sensors Could Help Ailing Bee Colonies, *Scientific American*. August 31, 2021.
29. Stung by climate change: Drought-weakened bee colonies shrink U.S. honey crop, threaten almonds., *Reuters*. August 19, 2021.
30. A Conversation with Dr. Brittney Goodrich , *Nectar Blog*. August 11, 2021.
31. Reference for Why Are America's Honey Bees Dying? *AJ+ (Al Jazeera)*. June 10, 2021.
32. Determining Whether You Should Pay for Avocado Pollination Services., *From the Grove Magazine*. Summer 2021.
33. Nut industry "incredibly resilient" amid trade turmoil, *Western Farm Press*. February 17, 2021.
34. Pollination season awaits almond growers, *Western Farm Press*. February 3, 2021.
35. Certis USA Ask the Expert, *Western Farm Press*. February 3, 2021.
36. Extreme Pollination, *Beside Magazine*, September 2020.

37. Big almond crop grows in state's orchards, *Ag Alert*, California Farm Bureau, June 17, 2020.
38. Almonds getting more expensive to grow, analysis shows, *Western Farm Press*. June 3, 2020.
39. Study Shows Sharp Jump in Input Costs for Almonds, *West Coast Nut*, April 2020.

## REPORTS

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1. 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.
2. **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.
3. 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
4. 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
5. **Goodrich, B.** and Goodhue, R. 2015 Almond Pollination Contract Survey Results. Prepared for Almond Board of California. March 2016

## HONORS AND AWARDS

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2024	Honourable Mention for Outstanding Canadian Journal of Agricultural Economics/ Revue canadienne d'agroeconomie Article Award
2023	Barbara D. Webster Scholar Award Leadership Training Program
2022-2023	ARE Update Most Downloaded Article: Bruno, E. M., Goodrich, B.K. and Sexton, R.J. 2021. "The Outlook for California's Almond Market." ARE Update 24(6): 9-11. University of California Giannini Foundation of Agricultural Economics.
2021	Outstanding Published Paper which Significantly Contributed to the Specialty Crop Economics Discipline, AAEA Specialty Crop Economics Section
2020-2021	ARE Update Most Downloaded Article: Goodrich, B.K. and Durant, J.L. 2020. "Going Nuts for More Bees: Factors Influencing California Almond Pollination Fees." ARE Update 24(1): 5-8 University of California Giannini Foundation of Agricultural Economics.
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

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2024-2026	Member, Graduate Admissions and Recruiting Committee, Department of Agricultural and Consumer Economics, University of Illinois Urbana-Champaign
2024-2027	Associate Editor, <i>American Journal of Agricultural Economics</i>
2023	Judge, 2023 AAEA Graduate Student Extension Competition
2023-2024	AAEA Applied Risk Analysis Section Past-Chair
2022-2024	Member, Specialist Advisory Committee, UC Davis and UC ANR
2022	Panelist, Organic Transition Pilot Roundtable, CDFA
2022	Member, Search Committee for Assistant Cooperative Extension Specialist, Department of Agricultural and Resources Economics, UC Davis
2022	Member, WAEA Extension Program Award Committee
2022-2024	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
2021-2024	Member, Diversity, Equity and Inclusion Committee, Department of Agricultural and Resource Economics, UC Davis
2021-2022	AAEA Applied Risk Analysis Section Chair-elect
2021-2024	AAEA Extension Section Western Region Board Member
2021-2023	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

2024	Abstract reviewer AAEA annual meeting, American Journal of Agricultural Economics, Applied Economic Perspectives and Policy, Agricultural Finance Review, AIS Transactions on Human-Computer Interaction
2023	Abstract reviewer AAEA annual meeting, Journal of the Agricultural & Applied Economics Association, Journal of the Environmental and Resource Economics, AIS Transactions on Human-Computer Interaction, Agricultural Finance Review
2022	Journal of the Agricultural & Applied Economics Association, Journal of Extension, Abstract reviewer AAEA 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 AAEA 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

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1. Goodrich, B. (PI) Updating Cost and Returns Studies for Corn. California Department of Food and Agriculture. 2023-2024. \$45,500
2. Pires, A. (PI), Goodrich, B. (Co-PI) and others. Influence of Orchard Grazing on Soil Health and Pest Control While Mitigating Food Safety Risks. USDA-NIFA-OREI 2023-2027. \$73,875 (Total: \$1,999,869)
3. Johnson, R. (PI), Goodrich, B. (Co-PI) and others. Developing and deploying novel tools to support varroa mite IPM in specialty crop pollinating honey bee colonies. USDA-NIFA-SCRI 2023-2027. \$222,820 (Total: \$3,942,159)
4. Williams, J. (PI), Goodrich, B. (Co-PI) and Green, J. An Analysis of the Impact of Colony Strength, Hive Density and Bee Flight Hours on Almond Yields. Giannini Foundation of Agricultural Economics Mini Grant 2023-2024. \$35,000
5. Goodrich, B. (PI) and Somerville, S. Does Mating Disruption Change Insecticide Use? Evidence from Navel Orangeworm Management in California Tree Nut Orchards. Giannini Foundation of Agricultural Economics Mini Grant 2023-2024. \$35,000
6. Gaudin, A. (PI), Goodrich, B. (Co-PI) and others. Multi-scale evaluation of stacked regenerative and climate smart practices in almond systems. Almond Board of California. 2023-2026. \$19,635 (Total: \$550,065)
7. 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. 2023-2024. \$5,296 (Total: \$56,561)
8. Davidson, K. (PI) and Goodrich, B. (Co-PI). Increasing Awareness and Knowledge of Pasture, Rangeland and Forage Insurance as a Risk Management Tool for Livestock and Forage Producers in the Northeast. Northeastern Extension Risk Management Education. 2023. \$0 (Total: \$74,912)

9. Sumner, D. (PI) and Goodrich, B. (Co-PI) Economic Analysis of Farm Bill Mandated Pollinator Research Questions. Cooperative Agreement with USDA Economic Research Service. 2023-2024. \$160,000
10. Goodrich, B. (PI). San Joaquin Valley Walnut Cost and Returns Study. California Walnut Commission. 2023-2024. \$10,000
11. Goodrich, B. (PI). Cost and Return Studies for California Almonds, Almond Board of California. 2023. \$59,961
12. Goodrich, B. (PI). Cost and Returns Studies for California Vegetable Crops. Cooperative Agreement with USDA NRCS 2022-2023. \$118,239
13. Goodrich, B. (PI). Tree Fruit Crop Production Budgets. Cooperative Agreement with USDA Risk Management Agency. 2022-2023. \$223,055
14. Goodrich, B. (PI). Update Cost and Returns Studies for California Table Olives. California Ripe Olive Committee. 2022-2023. \$20,174
15. Goodrich, B. (PI). Sacramento Valley Walnut Cost and Returns Study. California Walnut Commission. 2022-2023. \$10,000
16. Goodrich, B. (PI). Cost and Returns Study to Establish a Prune Orchard and Produce Prunes. California Dried Plum Board. 2022-2023. \$10,000
17. Brown, P. (PI), Goodrich, B. (Co-PI) and others. Adapting Pistachio Production to a Changing Climate. USDA-NIFA-SCRI 2022-2026. \$33,352 (Total: \$3,759,650)
18. 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 (Total: \$1,500,000)
19. Goodrich, B. (PI). Economic Analysis of Costs and Returns of Navel Orangeworm Management in Almonds. Almond Board of California. 2022. \$14,972
20. 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
21. 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. \$66,422 (Total: \$2,044,595)
22. 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 (Total: \$45,300)
23. 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 (Total: \$45,062)
24. 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
25. Gaudin, A. (PI), Goodrich, B. (Co-PI) and others. Enhancing ecosystem services from cover crops in orchard systems. USDA-NIFA-AFRI. 2021-2025. \$24,273 (Total: \$500,000)

26. Goodrich, B. (PI). Do Beekeepers Value Cover Crop Use in Almond Production? Giannini Foundation of Agricultural Economics Mini Grant 2020-2021. \$30,000
27. 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
28. 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
29. 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
30. 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
31. Brantley, E. (PI), Goodrich, B. (Co-PI), and others. PL 83-566 Watershed Plans. NRCS Cooperative Agreement. 2018-2022. (Total: \$1,499,967)
32. 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. (Total:\$946,684)
33. 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
34. 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. (Total: \$46,963)
35. Kpompelkou, 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

## TEACHING EXPERIENCE

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1. *Guest Lecturer*, ARE 293 Analysis of California Agriculture, Topic: Pollination Services Markets in California. February 8, 2024. Davis, CA.
2. *Guest Lecturer*, Introduction to Agribusiness, Arizona State University. Topic: What is an Assistant Professor of Cooperative Extension? April 24, 2023. Virtual.
3. *Guest Lecturer*, Agriculture Economics Class, Argonaut High School. Topic: What is an Assistant Professor of Cooperative Extension? January 25, 2023. Jackson, CA.
4. *Guest Lecturer*, AED 98/198, Discussion with CAES Aggie Ambassadors: The Role of a Cooperative Extension Specialist. October 18, 2022. Davis, CA.
5. *Co-advisor*, ARE 258 Wonderful Case Study Project, Spring Quarter 2022. Davis, CA.
6. *Guest Lecturer*, ARE 293 Analysis of California Agriculture, Topic: Pollination Services Markets in California. March 9, 2022. Davis, CA.
7. *Guest Lecturer*, ARE 293 Analysis of California Agriculture, Topic: Pollination Services Markets in California. April 28, 2021. Davis, CA.

8. *Guest Lecturer*, ARE 293 Analysis of California Agriculture, Topic: Pollination Services Markets in California. February 19, 2020. Davis, CA.
9. *Guest 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. Auburn, AL.
10. *Guest Lecturer*, Auburn University ANSC 7010 Stocker Production, Topic: Risk Management in Stocker Production. September 13, 2018, Auburn, AL.
11. *Teaching Assistant*, University of California, Davis: Applied Econometrics (2013), International Commodity Markets (2012). Davis, CA.
12. *Teaching Assistant*, Iowa State University: Principles of Microeconomics (2010-2012), Principles of Macroeconomics (2010-2012). Ames, IA.

## **GRADUATE STUDENT ADVISING**

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### *Current Graduate Students*

1. Ria DeBiase, MA, University of California, Davis, Agricultural and Resource Economics, Committee member
2. Scott Somerville, PhD, University of California, Davis, Agricultural and Resource Economics, Committee member

### *Completed Graduate Students*

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