

# Curriculum Vita

## ROBIN G. BRUMFIELD

### Business Address

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### EDUCATION

1982 Ph.D. in Horticultural Science with a minor in Economics and Business, North Carolina State University, Raleigh, NC.

Thesis: Overhead costs and costs of production of Easter lilies differentiated by size of firm and market channel. Directed by Dr. P.V. Nelson.

1980 M.S. in Horticultural Science, North Carolina State University Raleigh, NC.

Thesis: Test of economic, pricing, and technical efficiency of marketing flowering potted plants in terms of size of firm, market channel, and market period. Directed by Dr. P.V. Nelson.

1977 Kentucky High School Provisional Teaching Certificate, University of Kentucky, Lexington, KY.

1977 B.S. in Technical Agriculture with minors in Mathematics and Business Administration, Eastern Kentucky University, Richmond, KY.

### EMPLOYMENT

7/01- Present Professor and Extension Specialist in Farm Management, Department of Agriculture, Food and Resource Economics, Rutgers University, New Brunswick, NJ.

7/94- 6/01 Associate Professor and Extension Specialist in Farm Management, Department of Extension Specialists, Rutgers University, New Brunswick, NJ.

1/88- 6/94 Assistant Professor and Extension Specialist in Farm Management, Department of Extension Specialists, Rutgers University, New Brunswick, NJ.

1/83- 12/87 Assistant Professor, Department of Horticulture, The Pennsylvania State University, University Park, PA.

8/82- 12/82 Visiting Assistant Professor, Department of Mathematical Sciences, Eastern Kentucky University, Richmond, KY.

3/82- 8/82 Principal Research Analyst, Kentucky Department of Energy, Lexington, KY.

1/78- 12/81 Graduate Research Assistant in Floriculture, North Carolina State University, Raleigh, NC.

## PUBLICATIONS

### Books:

- Özkan, B., R.G. Brumfield, R. Vezne, S. Mair, R. Cuart, A. Gambin, D. Bilgin, A. Tasyurek, and L. Kenny. 2017. *Empowering Women Farmers with Agricultural Business Management Training*. Erasmus+ KA2 Strategic Partnership Project Workbook.
- Özkan, B., R.G. Brumfield, R. Vezne, A. Dalli, S. Mair, R. Cuart, A. Gambin, D. Bilgin, A. Tasyurek, and L. Kenny. 2017. *Empowering Women Farmers with Agricultural Business Management Training*. Erasmus+ KA2 Strategic Partnership Project Educational Programme.
- Brumfield, R.G. 2016. *Business Planning Workbook: Plan for Success*. Workbook developed for Empowering Women Farmers with Far, Business Management Training Workshop in Somerset, NJ. Rutgers Cooperative Extension.
- Brumfield, R.G. 2014. *Business Planning Workbook for Greenhouses*. Workbook developed for Annie's Project for New Jersey Greenhouse Growers. Rutgers Cooperative Extension.
- Brumfield, R.G. and J. Matthews. 2014. *Market, To Market: A Workbook for Selecting Market Options and Strategies for Agricultural Products*. Updated.
- Brumfield, R.G., C. Williams, L. Gladney, A. Lippet. 2013. *Equine Business Planning Workbook*. Rutgers Cooperative Extension.
- Brumfield, R.G. 2005. *Market, To Market: A Workbook for Selecting Market Options and Strategies for Agricultural Products*. <http://aesop.rutgers.edu/~farmmgmt/marketing/mktwb00.html>.
- Brumfield, R. G. 1996. Editor, *Acta Horticulturae*, Vol. 429, Proceedings of the XIIIth International Symposium on Horticultural Economics.

### Chapters in books:

- McSweeney, P.F., C.C. Williams, R. Nettle1, R.G. Brumfield, and J.P. Rayner. 2014. Chapter 30, Extension Approaches for Horticultural Innovation. In: *Horticulture: Plants for People and Places, Vol. 3*. Springer Dordrecht Heidelberg, New York-London. Edited by Geoffrey R. Dixon and David Aldous.
- Brumfield, R.G. 2011. Chapter 16, Marketing. In: *Greenhouse Operation & Management*. Prentice Hall, Upper Saddle River, NJ, Authored by P.V. Nelson.
- Brumfield, R.G. 2011. Chapter 17, Business Management. In: *Greenhouse Operation & Management*. Prentice Hall, Upper Saddle River, NJ, Authored by P.V. Nelson.
- Brumfield, R.G. 1996. Production costs. pp. 74-81. In: *Tips on growing and marketing garden mums*. The Ohio Florists' Association. Edited by M. L. Gaston, S. A. Carver, C. A. Irwin, and P. S. Kojoian.
- Brumfield, R.G. 1995. Production costs. pp. 197-211. In: *New Guinea impatiens*. Ball Seed Co.
- Brumfield, R.G. 1994. Cost accounting. pp. 323-336. In: *Bedding plants IV*. Pennsylvania Flower Growers. Edited by E. J. Holcomb.
- Brumfield, R G. 1994. Production costs. pp. 73-85. In: *Tips on growing and marketing hanging baskets*. The Ohio Florists' Association. Edited by: M.L. Gaston, P.S. Kojoian, S.A. Carver, C.A. Buck, and R.A. Larson.
- Brumfield, R.G. 1992. Production costs. pp. 145-156. In: *Geraniums IV*. Pennsylvania Flower Growers.

Brumfield, R.G. 1985. Cost accounting. pp. 390-396. In: *Bedding plants III*. Pennsylvania Flower Growers.

Nelson, P.V. and R.G. Brumfield. 1982. Production costs. pp. 297-306. In: *Geraniums III*. Pennsylvania Flower Growers.

**Journal articles (refereed):**

Brumfield, R. G. and B. Ozkan. 2016. Gender Analysis of Labor and Resources in Greenhouse Vegetable Production in the Antalya Province of Turkey. *HortScience* Vol. 51(12) December 2016.

Melendez, M. V., N. Polanin, J. Carleo, R. Brumfield, and B. O'Neill. 2016. Beyond the workshop: Continuing estate and transfer plan development by providing technological resources. *Journal of the National Association of County Agricultural Agents* 9(1). <http://www.nacaa.com/journal/index.php?jid=626>.

Brumfield, R.G., J. Carleo, S.J. Komar, J. Matthews, M. Melendez, R. Mickel, B. O'Neill, N. Polanin, and B. Özkan. 2016. Empowering women who manage horticultural businesses in New Jersey and Turkey. *Acta Horticulturae*. (ISHS) 1126:89-95.

Brumfield, R.G., Özkan, B. and Carleo, J. 2016. The positive impacts on Turkish women farmers of an all-female agriculture and business management training pilot program. *Acta Horticulturae*. (ISHS) 1132:81-88  
[http://www.actahort.org/books/1132/1132\\_11.htm](http://www.actahort.org/books/1132/1132_11.htm).

Carleo, J., R. G. Brumfield, S. J. Komar, A. Lippet-Faczak, J. Matthews, M. Melendez, R. Mickel, B. O'Neill, and N. Polanin. 2017. The use of social media and networking by Annie's Project participants. *HortTech*. (In writing)

Özkan, B., Ilbasım, E. and Brumfield, R.G. 2016. Management of the production and marketing of fresh fruit and vegetables: a case study of Antalya province in Turkey. *Acta Horticulturae* (ISHS) 1132:49-54  
[http://www.actahort.org/books/1132/1132\\_7.htm](http://www.actahort.org/books/1132/1132_7.htm).

Aktaş, A.R., F. Kaplan, B. Özkan, and R.G. Brumfield. 2015. The effect of exchange rate uncertainty on agricultural exports: A study of Turkey. *Business Management Dynamics* 4(8):1-8. <http://ssm.com/abstract=2588103>.

Brumfield, R.G., A. J. DeVincentis, X. Wang, R. T. Fernandez, S. Nambuthiri, R. L. Geneve, A. K. Koeser, G. Bi, T. Li, Y. Sun, G. Niu, D. Cochran, A. Fulcher, J.R. Stewart. 2015. Economics of Utilizing Alternative Containers in Ornamental Crop Production Systems. *HortTechnology* 25(1):17-25.  
<http://horttech.ashspublications.org/content/25/1/17.full.pdf?ijkey=ZILJ0CuiDlkCERu&keytype=ref>.

DeVincentis, A. J., R. G. Brumfield, P. Gottlieb, J. Johnson, 2015. Cost Analysis of Recycling Water in Greenhouses in Southern New Jersey. *HortScience* 50(8):1–6. 2015.

Melendez, M., R.G. Brumfield, J.S. Carleo, J. Heckman, A. Lippet-Faczak, J. Matthews, B. O'Neill and N. Polanin. 2015. Using technology to enhance Annie's Project women farmer training. *Acta Horticulturae* 1090:15-18.  
[http://www.actahort.org/books/1090/1090\\_2.htm](http://www.actahort.org/books/1090/1090_2.htm).

Aktaş, A.R., B. Özkan, R.G. Brumfield, and F. Kaplan. 2014. Exchange Rate Volatility: Effect on Turkish Tourism Incomes. *Management Studies*. 2(8):493-499. [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2559671](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2559671)

Koeser, A.K., S.T. Lovell, A.C. Petri, R.G. Brumfield, and J.R. Stewart. 2014. Biocontainer Use in a *Petunia hybrida* Greenhouse Production System- a Cradle-to-Gate Carbon Footprint Assessment of Secondary Impacts. *HortScience*. 49(3):265–271.

Aktaş, A.R., B. Özkan, R.G. Brumfield, and F. Kaplan. 2012. Analysis of the Effect of Exchange Rate Fluctuations on the Turkish Incomes: Garch Approach. 14th Annual International Conference of the Global Business and Technology Association. New York City, NY. July 10-14, 2012. *Global Business and Technology Association (GBATA) Refereed Conference Readings Book*.

- Carleo, J., R.G. Brumfield, S.J. Komar, A. Lippet-Faczak, J. Matthews, M. Melendez, R. Mickel, B. O'Neill, and N. Polanin. 2012. A Method of Teaching Farm Women to Write Business Plans in the United States. *Journal of the National Association of County Agricultural Agents* 5(2). The entire issue is available on the NACAA website at: <http://www.nacaa.com/journal/>.
- Özkan, B., R.G. Brumfield, J. Carleo, S.J. Komar, A. Lippet-Faczak, J. Matthews, M. Melendez, R. Mickel, M. Minard, B. O'Neill, and N. Polanin. 2012. Women Farmers' Empowerment: A case study of New Jersey and Turkey. 14th Annual International Conference of the Global Business and Technology Association. New York City, NY. July 10-14, 2012. *Global Business and Technology Association (GBATA) Refereed Conference Readings Book*.
- Brumfield, R.G. 2010. Strategies Producers in the Northeastern United States Are Using to Reduce Costs and Increase Profits in Tough Economic Times. *HortTechnology* 20(5):836-843.
- Hodges, A.W., C.R. Hall, B.K. Behe, J.H. Dennis, and R.G. Brumfield. 2010. Regional benchmarking survey, Part 4: Pricing, Advertising and Expansion Opportunities. *Nursery Management and Production*. January 22, 2010. <http://www.nmpromagazine.com/nmpro-0110-regional-11benchmarking-survey-pricing-advertising-expansion.aspx>.
- O'Neill, B., S.J. Komar, R.G. Brumfield, and R. Mickel. 2010. Later Life Farming: Retirement Plans and Concerns of Farm Families. *Journal of Extension*, 48(4), 7 pages <http://www.joe.org/joe/2010august/a6.php>.
- Özcatalbas, O. and R.G. Brumfield. 2010, Advisory Services for Organic Agriculture in the European Union and Turkey. *Journal of Food, Agriculture & Environment* 8(2):507-511.
- Özcatalbas, O. and R.G. Brumfield. 2010, Allelopathy as an agricultural innovation and improving allelopathy extension. *Journal of Food, Agriculture & Environment* 8(2):908-913.
- Behe, B.K., J. H. Dennis, C.R. Hall, A.W. Hodges, R.G. Brumfield. 2008. Regional Marketing Practices in U.S. Nursery Production. *HortScience* 43(7): 2070-2075.
- Brumfield, R.G. 2005. An On-line Workbook for Selecting Market Options and Strategies for Agricultural Products. *World Scientific and Engineering Academy and Society (WSEAS) Transactions on Business and Economics*. 2(1): 75-76.
- Brumfield, R.G. 2005. Which crops make money? *World Scientific and Engineering Academy and Society (WSEAS) Transactions on Business and Economics*. 1(2): 11-16.
- Sayin, C., R.G. Brumfield, M.N. Mencet, and B. Özkan. 2005. The Organic Farming Movement in Turkey. *HortTechnology*. 15(4): 864-871.
- Brumfield, R. 2004. Greenhouse cost accounting computer program: extension and teaching tool. *Acta Horticulturae* 655:479-486. [http://www.actahort.org/books/655/655\\_58.htm](http://www.actahort.org/books/655/655_58.htm).
- Brumfield, R.G. 2004. Strengths and weaknesses of the greenhouse industry in New Jersey. *Acta Horticulturae* 633:121-126. [http://www.actahort.org/books/633/633\\_14.htm](http://www.actahort.org/books/633/633_14.htm)
- Brumfield, R.G. and L.S. Martin, D. Polk, G. Hamilton. 2004. Cost of conventional versus lot input peach production in the Eastern United States. *Acta Horticulturae* 638:473-478. [http://www.actahort.org/books/638/638\\_60.htm](http://www.actahort.org/books/638/638_60.htm).
- Ozcatalbas, O., R.G. Brumfield, and B. Özkan. 2004. The Agricultural Information System for Farmers in Turkey. *Information Development* 20 (2): 97 - 105.
- Özkan, B., Brumfield, R.G., and O. Karaguzel. 2003. A profile of Turkish export cut flower growers. *HortTechnology*.

13(2): 165-171.

Tavernier, E.M. and R.G. Brumfield. 2003. An Economic analysis of the greenhouse, nursery and sod sector in the U.S. *Amer. Soc. Hort. Sci.* 38(1):128-130.

Mafoua, E.K. and R.G. Brumfield. 2001. Economies of scope of multi-product firms: A flexible fixed cost quadratic model analysis. *Agr. and Res. Econ. Rev.* 30(2):218.

Brumfield, R.G. 2000. An examination of the economics of sustainable and conventional practices. *HortTechnology* 10(4):687-691.

Brumfield, R. G. 2000. A review of organic horticulture and agriculture in the U. S. *Acta Horticulturae* 536:21-28.

Brumfield, R.G and M.F. Brennan. 2000. An interactive web site for disseminating and gathering farm budget data. *HortTechnology* 10(4):830-833.

Brumfield, R.G., A. Rimal, and S. Reiners. 2000. A comparative cost analysis of conventional, integrated crop management, and organic methods. *HortTechnology* 10(4):165-173.

Brumfield, R.G., B. Özkan, and O. Karaguzel. 1998. Contract growing for the export oriented cut flower industry in Turkey. *HortScience* 3(3): 530.

Brumfield, R.G. and P.F. McSweeney. 1998. A business profile of Australian nurseries. *HortTechnology*. 8(2):225-229.

Brumfield, R.G. 1996. Sustainable horticulture: An overview. *HortTechnology* 6(4):352-354.

Adelaja, A.O., R.G. Brumfield, and B.J. Schilling. 1996. Share analysis of drivers of growth in the ornamental industry: A case study of New Jersey. *Acta Horticulturae* 429:301-308.  
[http://www.actahort.org/books/429/429\\_38.htm](http://www.actahort.org/books/429/429_38.htm) [http://www.actahort.org/books/1090/1090\\_2.htm](http://www.actahort.org/books/1090/1090_2.htm)

Brumfield R.G. 1996. Horticultural economics: Past, present, future. *Acta Horticulturae* 429:1-20.  
[http://www.actahort.org/books/429/429\\_1.htm](http://www.actahort.org/books/429/429_1.htm).

A. Rimal, Brumfield, R.G., and P. Neary. 1996. A cost analysis of staked and unstaked tomatoes in New Jersey. *Acta Horticulturae* 429:219-226. [http://www.actahort.org/books/429/429\\_27.htm](http://www.actahort.org/books/429/429_27.htm).

Govindasamy, R, R. J. Samulis, and R.G. Brumfield. 1996. Production and marketing of sweet corn in New Jersey: Past and the present. *Acta Horticulturae* 429:205-212. [http://www.actahort.org/books/429/429\\_25.htm](http://www.actahort.org/books/429/429_25.htm).

Tavernier, E.M., D.W. Thatch, R.G. Brumfield. 1996. Price variability and cash receipts in peppers. *Acta Horticulturae* 429:213-218. [http://www.actahort.org/books/429/429\\_26.htm](http://www.actahort.org/books/429/429_26.htm).

Brumfield, R.G. and F.E. Adelaja. 1995. Fresh market tomato characteristics preferred by supermarket produce buyers. *Acta Horticulturae* 391:183-190. [http://www.actahort.org/books/391/391\\_17.htm](http://www.actahort.org/books/391/391_17.htm).

Brumfield, R.G., F.E. Effiom, and S. Reiners. 1994. Economic analysis of three fresh tomato production systems. *Acta Horticulturae* 340:255-266. [http://www.actahort.org/books/340/340\\_33.htm](http://www.actahort.org/books/340/340_33.htm).

Turner, D.H. and R.G. Brumfield. 1994. Export marketing of fresh fruits in New Zealand. *HortTechnology* 4(2):118-123.

Brumfield, R.G., A.O. Adelaja, and K. Lininger. 1993. Consumer tastes, preferences, and behavior in purchasing fresh tomatoes. *J. Amer. Soc. Horticultural Science* 111(3):433-438.

Brumfield, R.G. 1992. Greenhouse cost accounting: A computer program for making management decisions. *HortTechnology* 2(3):420-424.

- Adelaja, A.O. and R.G. Brumfield. 1991. Research note on equity and ethics in state promotion of agricultural products. *Journal of Agricultural Ethics* 4(1):82-88.
- Adelaja, A.O. and R.G. Brumfield and K. Lininger. 1990. Product differentiation and state promotion of farm produce: an analysis of the Jersey Fresh Tomato. *J. Food Dist. Res.*, Sept., pp. 73-85.
- Heard, L.R., P.N. Walker, J.M. Carson, and R.G. Brumfield. 1989. Comparison of five reject water heating systems for greenhouses at the Bruce Mansfield Power Plant: A case study. *Applied Engineering in Agriculture* 5(1):102-108.
- Walker, P.N., L.R. Heard, J.M. Carson, and R.G. Brumfield. 1987. Unit heaters for utilizing reject warm water in greenhouses: Control algorithms. *Trans. Amer. Soc. Agr. Eng.* 30(4):1116-1120.
- Holcomb, E.J., R.G. Brumfield, L.D. Tukey, J.M. McDowell. 1986. The effects of growth regulators and photoperiod on the growth of roses. *Bul. Plant Growth Reg. Soc. Amer.* 15(4):12-14.
- Walker, P.N., L.R. Heard, J.M. Carson, and R.G. Brumfield. 1986. Surface heating greenhouses: A parametric analysis. *Applied Eng. Agr.* 3(1):67-74.
- Brumfield, R.G., A.J. Coutu, P.V. Nelson, D.H. Willits, R.S. Sowell, and R.G. Anderson. 1984. Determining marketing efficiency of floricultural production firms by market *channel*, market period, and size of firm. *J. Amer. Soc. Hort. Sci.* 109(4):578-83.
- Brumfield, R.G., P.V. Nelson, A.J. Coutu, D.H. Willits, and R.S. Sowell. 1981. Cost of producing Easter lilies in North Carolina. *J. Amer. Soc. Hort. Sci.* 106(5):561-64.

#### **Journal articles (not refereed)**

- DeVincentis, A., R.G. Brumfield, and P. Gottlieb. 2015. A clear vision: Years before state mandates, Overdevest Nursery started capturing and cleaning irrigation runoff. *Nursery Management* 31(1):36-40. <http://www.nurserymag.com/nm0115-irrigation-runoff-overdevest-nursery.aspx>.
- DeVincentis, A., R.G. Brumfield, and P. Gottlieb. 2014. A step ahead: Centerton Nursery's water recycling system provides 30 million gallons each year. *Nursery Management* 30(9):24-26, 44-45. <http://www.nurserymag.com/digital/201409/index.html>.
- DeVincentis, A., R.G. Brumfield, and P. Gottlieb. 2014. H<sub>2</sub>O in the ozone. *Greenhouse Management* 34(8):18-22. <http://www.greenhousemag.com/digital/201408/index.html>.
- DeVincentis, A., R.G. Brumfield, and P. Gottlieb. 2014. Keeping water clean with copper. *Greenhouse Management* 34(10):42-47. <http://www.greenhousemag.com/gm1014-kube-pak-water-disinfection.aspx>.
- DeVincentis, A., R.G. Brumfield, and P. Gottlieb. 2014. 10 tips for recycling irrigation water. *Greenhouse Management* 34(12):21-23. <http://www.greenhousemag.com/gm1014-kube-pak-water-disinfection.aspx>.
- Hodges, A.W., C.R. Hall, B.K. Behe, J.H. Dennis, and R.G. Brumfield. 2010. Regional benchmarking survey. Part 4: Pricing, Advertising and Expansion Opportunities. *Nursery Management and Production*. January 22, 2010. <http://www.nmpromagazine.com/nmpro-0110-regional-benchmarking-survey-pricing-advertising-expansion.aspx>.
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[http://www.nmpromagazine.com/nm\\_1009\\_benchmarking\\_survey.aspx](http://www.nmpromagazine.com/nm_1009_benchmarking_survey.aspx).
- Brumfield, R.G. 2009. Increase Your Profits Through Benchmark Analysis: Pulling Your Basic Financial Information Together. *Ohio Florists' Association Newsletter*. March/April 2009, No. 914: 24-28.  
[http://www.mydigitalpublication.com/publication/?i=13700&p=24&search\\_str=brumfield&search\\_str=brumfield](http://www.mydigitalpublication.com/publication/?i=13700&p=24&search_str=brumfield&search_str=brumfield).
- Brumfield, R.G. 2009. Striking a Balance: Using financial ratios to survive tough economic times. *Greenhouse Product News* 9(2):28-31. (Invited).
- Brumfield, R.G. 2008. Know your costs. *Greenhouse Product News* 8(12):20-22. (Invited).
- Brumfield, R.G. 2008. Do what you do best. *Greenhouse Product News* 8(8):23-26. (Invited).
- Brumfield, R.G. 2007. Dealing with rising energy costs. *Greenhouse Product News* 17(3):24-31. (Invited).
- Brumfield, R.G., and L.S. Martin. 2006. How to survive the Big Boxes: A Hand's-on Workshop on Cost Accounting and Marketing. *Indiana Nursery and Landscape Association News*, 66(6) 22-24. (Invited).
- Brumfield, R.G. and L.S. Martin. 2006. Marketing strategies for small growers. *Greenhouse Product News* 16(12) 42-44. (Invited).
- Brumfield, R.G. 2004. Profitable points. *Grower Talks*, February 2004.  
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- Brumfield, R.G. 2003. Is your greenhouse green? *Greenhouse Product News* 13(4):66-69. (Invited).
- Brumfield, R.G. 2002. Greenhouse cost accounting: a computer program for making management decisions. *CORF News*. 6(1):1, 5. (Invited)
- Brumfield, R.G. 2002. Contract growing: Is it for you? *CORF News*. 6(1):1, 3.
- Brumfield, R.G. and P.F. McSweeney. 1999. Growing down under. *Greenhouse Product News*. 9(6):42-49.
- Brumfield, R.G. and R.L. Harkess. 1999. Floriculture is an emerging industry in Nepal. *Floraculture International*. 9(4):24-27.
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- Brumfield, R.G. and P.F. McSweeney. 1998. Australian nurseries enjoy a "g'day." *Floraculture International*. 8(9):26-27.
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- Adelaja, F.E. and R.G. Brumfield. 1996. Multi agency collaboration in the delivery of farm business training programs: The case of New Jersey. *Acta Horticulturae* 429:583-589.
- Brumfield R.G., and P.F. McSweeney. 1996. Assessing Nursery Success. *Australian Horticulture* 94(8):42-45.
- Brumfield, R.G. 1995. Economics of staked vs. unstaked tomatoes studied. *Pennsylvania Vegetable Growers News* 18(3):10,12.
- Brumfield, R.G. 1993. Respond right, and take home pricey profits. *Greenhouse Manager* 12(6):122-123.
- Brumfield, R.G. 1993. The price is right? Consider your competition, expenses when evaluating your merchandise. *Greenhouse Manager* 12(5):94-97.
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- Brumfield, R.G. 1991. Finished vs. prefinished. *Greenhouse Manager* 9(12):44-47.
- Brumfield, R.G. 1989. Know the costs of bedding plant production. *American Vegetable Grower* 37(11):54-57.
- Brumfield, R.G. and P. Ford. 1987. Lights at the right price, part 2. *Greenhouse Grower* 5(12):20, 22-23.
- Brumfield, R.G. and P. Ford. 1987. Lights at the right price, part 1. *Greenhouse Grower* 5(11):75-76.
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#### **Research Reports**

Brumfield, R.G., 2013. Final Report Shade House Production and Marketing Project: Suzanne's Project, Guyana, S.A. July 28 to August 11, 2013. Prepared for FAVACA and Partners of the Americas Farmer to Farmer Program by Robin G. Brumfield, Ph.D., Cost Analysis Volunteer Consultant.

Brumfield, R.G., 2012. Final Report Shade House Production and Marketing Project, Guyana, S.A. May 15 to 30, 2012. Prepared for FAVACA and Partners of the Americas Farmer to Farmer Program by Robin G. Brumfield, Ph.D., Cost Analysis Volunteer Consultant.



Harkess, R.L. and R.G. Brumfield. 1998. Winrock Farmer-to-Farmer End of Assignment Report to the Floriculture Association of Nepal.

Brumfield, R.G., C.A. Dutto, and D. Mears. 1997. Middle East Regional Cooperation Program Final Project Evaluation, Maryut Agroindustrial Complex. Prepared for U.S. Agency for International Development, Bureau for Global Programs, Center for Economic Growth, Office of Agriculture and Food Security.

Brumfield, R.G., C.A. Dutto, and D. Mears. 1997. Middle East Regional Cooperation Program Final Project Evaluation, Moroccan Cooperative Agricultural Research Program. Prepared for U.S. Agency for International Development, Bureau for Global Programs, Center for Economic Growth, Office of Agriculture and Food Security.

Borich, P., R. Brumfield, J. Nicholaides, J. Ragland, and S. Avetissian. 1997. Agriculture Marketing Assistance Project 1997 Review and Recommendations. Presented to the U.S.D.A. Office of International Programs to summarize the review conducted May 23-June 6, 1997 in Yeravan, Armenia.

Tavernier, E.M., M.P. Hartley, A.O. Adelaja, R.G. Brumfield, and B. Bravo-Ureta. 1995. Final Report of Coalitions for Agriculture and the Environment in Urbanizing Areas to the Northeast Regional Center for Rural Development.

#### **COMPUTER PROGRAMS AND World Wide Web PUBLICATIONS, and Electronic Media:**

Brumfield, R.G. 2015. Cost Accounting, Financial Statements, and Ratios. Horticultural Engineering You Tube Channel. <https://www.youtube.com/watch?v=JQfiNY2U9fk>.

Brumfield, R.G. 2015. How to price your products. Horticultural Engineering You Tube Channel. <https://www.youtube.com/watch?v=L3HxerRzRg>.

Brumfield, R.G. 2015. Production Plan. Horticultural Engineering You Tube Channel. <https://www.youtube.com/watch?v=RXz5iT0qSml>.

Brumfield, R.G. 2015. SWOT Analysis: Strengths, Weaknesses, Opportunities and Threats. Horticultural Engineering You Tube Channel. <https://www.youtube.com/watch?v=4sZNTwEPoCI>.

Brumfield, R.G. 2015. Writing a business plan. Horticultural Engineering You Tube Channel. [https://www.youtube.com/watch?v=kciVgK\\_NtTM](https://www.youtube.com/watch?v=kciVgK_NtTM).

Brumfield, R.G., S. Komar, and J. Carleo. 2015. Why have a business plan? Horticultural Engineering You Tube Channel. <https://www.youtube.com/watch?v=IBtirLAuJhs>.

Carleo, J., R.G. Brumfield, and S. Komar. 2015. Developing a Mission Statement. Horticultural Engineering You Tube Channel. <https://www.youtube.com/watch?v=0V7cQxIycEk>.

Kubota, C. and R.G. Brumfield. 2015. Vegetable Greenhouse Overview. Horticultural Engineering You Tube Channel. <https://www.youtube.com/watch?v=Gn8YKTj9018>.

DeVincentis, A., R.G. Brumfield, and P. Gottlieb. 2015. Recycling Waste Water videos. We developed a series of videos to help greenhouse and nursery owners with costs and systems for recycling their waste water: <http://farmmgmt.rutgers.edu/recycling-water/index.html>.

Brumfield, R.G., C. Williams, L. Gladney, A. Lippet. 2013. Equine Business Planning CD. Rutgers Cooperative Extension.

Brumfield, R.G. 2012. Rutgers Cost Accounting for Greenhouse and Outdoor Plants, Computer program for use with

- PC computers and Microsoft Excel. Rutgers Cooperative Extension. Version 3.05 Copyright 2012, Rutgers University. Includes Income Statements, Balance Sheets, Ratio Analysis, Cash Flow Statements, and Cost Accounting.
- Brumfield, R.G. 2011-ongoing: *Suzanne's Project Facebook Page*. The *Suzanne's Project* Course was developed to teach small holder women farmers management, production, and computer skills and emphasizes networking and communication amongst graduates. We developed a Facebook page to accomplish this: <https://www.facebook.com/suzannesproject/>. The team includes R. G. Brumfield, J. Carleo, and B. Özkan.
- Brumfield, R.G. and J. Carleo. 2011-ongoing. *Suzanne's Project Website*. The *Suzanne's Project* Course emphasizes networking and communication amongst graduates. Our website is: <http://anniesproject.rutgers.edu/suzannes-project.html>.
- Carleo, J., and R.G. Brumfield. 2011-ongoing: *Annie's Project Facebook Page*. The *Annie's Project* Course and grants emphasize networking and communication amongst graduates. We developed a Facebook page to accomplish this: <http://www.facebook.com/anniesproject> The team includes R. G. Brumfield, J. Carleo, J. Heckman, J. Matthews, M. Melendez, B. O'Neill, and N. Polanin.
- Brumfield, R.G. and J. Carleo. 2011-ongoing. *Annie's Project Website*. The *Annie's Project* Course and grant emphasize networking and communication amongst graduates. Our website is: <http://anniesproject.rutgers.edu/> and includes updated information on the course as well as all of the slide-sets and handouts of the course.
- Heckman, J, D. Yurcisin, A. Lippet-Faczak, J. Carleo, and R. Brumfield. 2012. *Annie's Project New Jersey 2012 Winter – Speakers, Handouts and Presentations Burlington, Cumberland and Somerset Counties*. [http://aesop.rutgers.edu/~farmmgmt/ap\\_winter2012\\_presentations1223.html](http://aesop.rutgers.edu/~farmmgmt/ap_winter2012_presentations1223.html).
- O'Neill, B., R.G. Brumfield, S. Komar, R.C. Mickel. 2010 and on-going. *Later Life Farming: Creating a Retirement Paycheck*. <http://laterlifefarming.rutgers.edu/>. An on-line course to help farmers prepare for retirement and farm transfer.
- Brumfield, R.G. 2009. Matching profitable production with labor needs. On the Rutgers Vegetable Working Group Website.
- Brumfield, R.G. 2008. Cost accounting for indoor and outdoor plants, Computer program and documentation for use with IBM compatible computers and Microsoft Excel. Rutgers Cooperative Extension. Version 3.04 Copyright 2008, Rutgers University.
- Brumfield, R.G. 2004. Market, To Market: A Workbook for Selecting Market Options and Strategies for Agricultural Products. <http://aesop.rutgers.edu/~farmmgmt/marketing/mktwb00.html>.
- Brumfield, R.G. 2003. Economic and marketing issues from a grower's perspective. <http://www.usda.gov/oce/waob/oc2003/speeches/Brumfield.doc> (Invited).
- Brumfield, R.G. with assistance from R. Johnson. 2002. Greenhouse cost accounting. Computer program and documentation for use with IBM compatible computers and Microsoft Excel. Rutgers Cooperative Extension. Copyright 2001, Rutgers University.
- Brumfield, R.G. and E.K. Mafoua. 2002. Interactive Greenhouse Crop Budget with Five Crops. <http://aesop.rutgers.edu/~farmmgmt>.
- Brumfield, R.G. 2002. Cost of production budget: bedding plants. <http://aesop.rutgers.edu/~farmmgmt>.
- Brumfield, R.G. 2002. Cost of production budget: New Guinea impatiens. <http://aesop.rutgers.edu/~farmmgmt>
- Brumfield, R.G. 2002. Cost of production budget: Poinsettias 6-inch Pots. <http://aesop.rutgers.edu/~farmmgmt>

Brumfield, R.G. 2002. Cost of production budget: Geraniums 4-inch Pots. <http://aesop.rutgers.edu/~farmmgmt>

Brumfield, R.G. 2002. Cost of production budget: Geraniums-Flats. <http://aesop.rutgers.edu/~farmmgmt>

M. Flahive-DiNardo and R.G. Brumfield. 2002. Pricing your crop. Power Point Slide Set.

Hall, Charles (Ed.) 2002. Enhancing profitability in greenhouse firms Barton, S., Behe, B, Brumfield, R., Hall, C., Harkess, R., Safley, C. van Blokland, P.J. Southern Cooperative Series Bulletin 40. <http://www.utextension.utk.edu/hbin/GreenhouseManagement.pdf>. (Invited).

Brumfield, R.G. and E.K. Mafoua. 2001. An adjusted gross revenue (AGR) insurance analysis for the Borst greenhouse, Anytown, Middlesex County, New Jersey  
<http://aesop.rutgers.edu/~farmmgmt/cropinscasestudies/greenhouse2.pdf>.

Brumfield, R.G. and E.K. Mafoua. 2001. An adjusted gross revenue (AGR) insurance analysis for the Smith greenhouse, Anytown, Middlesex County, New Jersey.  
<http://aesop.rutgers.edu/~farmmgmt/cropinscasestudies/greenhouse.pdf>.

Brumfield, R.G. and E.K. Mafoua. 2001. An adjusted gross revenue (AGR) insurance analysis for the Giacomo Vegetable Farm, Anytown, Cumberland County, New Jersey.  
<http://aesop.rutgers.edu/~farmmgmt/cropinscasestudies/veggy.pdf>.

Brumfield, R.G. and E.K. Mafoua. 2001. An adjusted gross revenue (AGR) insurance analysis for the John Doe Nursery, Anytown, Cumberland County, New Jersey.

<http://aesop.rutgers.edu/~farmmgmt/cropincasestudies/nursery.pdf>.

Brumfield, R.G. 2000. Risk management for the green industry. <http://www.agrisk.umn.edu/library1/a0000053.ppt>

Brumfield, R.G. with assistance from L. Houston and B. Stevenson. 1990. Greenhouse cost accounting. Computer program and documentation for use with IBM compatible computers and Lotus 1-2-3. Rutgers Cooperative Extension. Copyright 1989, Rutgers University.

Brumfield, R.G. with assistance from L. Houston and B. Stevenson. 1990. Selecting a greenhouse structure. Computer program and documentation for use with IBM compatible computers and Lotus 1-2-3. Rutgers Cooperative Extension. Copyright 1989, Rutgers University.

Brumfield, R.G. and B. Stevenson. 1987. Selecting a greenhouse structure. Computer program and documentation for use with Macintosh computer and Microsoft Excel software. Penn State Univ. Ext. Computer Services. Copyright 1987, The Pennsylvania State University.

Brumfield, R.G. and B. Stevenson. 1986. Greenhouse cost accounting. Computer program and documentation for use with Macintosh computer and Microsoft Excel software. Penn State Univ. Ext. Computer Services. Copyright 1987, The Pennsylvania State University.

**Budgets available from RCE Farm Management Website: <http://aesop.rutgers.edu/~farmmgmt>**

Commodity	Production practice		
	Conventional	ICM	Organic
<b>Field crop</b>			
Corn (grain)	x	X	X
Corn (silage)	X	X	X
Alfalfa hay (new seeding)	x	X	X
Alfalfa hay (established)	x	X	X
Soybean	x	X	X
White potato	x	X	

<b>Fruit</b>			
Fresh market apple (land preparation year)	x	X	
Fresh market apple (planting year)	x	X	
Fresh market apple (non bearing years 2 and 3)	x		
Fresh market apple (light fruit bearing, years 4-7)	x		
Fresh market apple (mature trees, years 8-20)	x	x	X
Fresh market peach (year of land preparation)	x	x	
Fresh market peach (planting year)	x	x	
Fresh market peach (mature trees, years 8 -20)		x	
Blueberry		x	
Blueberry (year of land preparation)	x		
Blueberry (planting year)	x		
Blueberry (non bearing, years 2-3 )	x		
Blueberry (light fruit bearing, years 4-5)	x		
Blueberry (mature bushes, years 6-20)	x		
Cranberry (20-40 acres, bog preparation and vine planting)	x		
Cranberry (20-40 acres, non-fruit bearing, year 2)	x		
Cranberry (20-40 acres, light fruit bearing, years 3-5)	x		
Cranberry (20-40 acres, mature fruit bearing years 6-20)	x		
Red raspberry		x	
Strawberry		x	
<b>Vegetables</b>			
Bean, snap	x	x	
Bell pepper	x	x	X
Cabbage	x	x	X
Cauliflower			X
Cucumber	x		X
Lettuce, head	x		
Lettuce, leaf	x		X
Onion, yellow			X
Pumpkin		x	X
Sweet corn			X
Sweet corn, early season	x	x	
Sweet corn, mid to late season	x	x	
Tomato, fresh market	x	x	X
Tomato, processing	x		X

<b>Livestock</b>			
Dairy beef steer		x	
Dairy cow (per cow plus replacement, 19,000 lbs. milk)	x		
Dairy goat (100 doe herd)		x	
Dairy goat (1,500 lbs. milk /doe, 100 doe herd)			X
Dairy goat (1,800 lbs. milk /doe, 100 doe herd)			X
Dairy goat (2,100 lbs. Milk /doe, 100 doe herd)			X
Egg layer (108,864 birds, cage system, 4-deck, 6 rows, 9 birds/cage)	x		
Spring lamb (per ewe, 100 ewe flock)			X
Spring lamb (per ewe)		x	

## TEACHING

### **Theses Directed:**

Lininger, K. 1989. Demand functions for products that are differentiated on the basis of quality: A case study of Jersey Fresh tomatoes. M.S. Thesis, Rutgers University.

Jenkins, C.R. 1987. Economic analyses of Pennsylvania greenhouse production: Bedding plant costs by firm size and production method: A linear programming model of a conventionally heated and reject-water-heated greenhouse. M.S. Thesis, The Pennsylvania State University.

### **Member of M.S. thesis committee for:**

Kenyon, Tim. 2007. Impact of Jersey Fresh.

Peacock, Kristin. 1995. The feasibility of a New Jersey Fresh tomato packing facility.

LoPresti, Eric R. 1993. Supply response determination: Some theoretical contributions and empirical evidence from New Jersey agriculture.

### **Member of Ph.D. thesis committee for:**

Specca, David. 2005.

### **Course Development:**

#### **Ultra-Niche Crops**

Developing a series of 10 crop budgets and factsheets for ultra-niche crops as part of an USDA Small Farm funded grant with extension specialists and agents in New Jersey to develop materials to help famers produce high value, competitive crops.

#### **Empowering Women Farmers with Agricultural Business Management Training (EMWOFA)**

Worked with a team from Turkey, Germany, Spain, and Malta to develop an educational program training manual and e-learning videos to train extension educators and others to teach women farmers business management, production, and computer skills and a hands-on workbook which leads women farmers through the process of developing a business plan for their farm.

**Later Life Farming**

Worked with a team lead by Barbara O'Neill to create an on-line course, and a team lead by Meredith Melendez to develop a face-to-face course to help farms plan for retirement and farm transfer.

**2010 and on-going** - Later Life Farming: Creating a Retirement Paycheck On-Line Course  
<http://laterlifefarming.rutgers.edu/>

**February 9, 2015** – Farm Estate Planning-Where Will Your Farm Go? Bridgewater

**February 10, 2015** – Farm Estate Planning-Where Will Your Farm Go? Bordentown

**February 11, 2015** – Farm Estate Planning-Where Will Your Farm Go? Bridgeton

**Annie's Project New Jersey**

**2011 - On-going:** Co-Leader of Annie's Project New Jersey. <http://anniesproject.rutgers.edu/>. Worked with a team of agents and specialists to hold focus groups to tailor a mid-western risk management educational program to New Jersey conditions. We obtained USDA RME funding. For the first year, I contacted all of the speakers and set up 6 sessions by risk management topics. In other years, we secured funding from USDA RMA and NJDA Specialty Crops programs to hire a program manager to handle these functions

**February 22 - March 3, 2011** – Annie's Project Concurrent South and North Jersey Courses - Cape May Court House and Hackettstown.

**November 7-December 19, 2011** – Annie's Project Central Jersey Session – Somerset County

**January 23 - March 19, 2012** – Annie's Project Concurrent Sessions for Burlington, Cumberland and Somerset Counties

**February 20, 2013** – New Jersey Farm Women Conference - Cumberland County College - Vineland

**February 21, 2013** – New Jersey Farm Women Conference - Conference Center in Mercer - West Windsor

**February 22, 2013** – New Jersey Farm Women Conference - The University Center, Drew University - Madison

**August 16, 2013** – Webinar Identifying & Reaching Your Target Market - Jenny Carleo, Robin Brumfield, Rick VanVranken

**August 15, 2013** – Webinar Do's & Don'ts of Writing Your Agricultural Business Plan – Jenny Carleo and Robin Brumfield

**January 14 - 25, 2014** – New Jersey Greenhouse Annie's Project Cooperative Extension of Burlington County – Westampton, New Jersey and Webinars

**March 22, 2014** - Annie's Project New Jersey Production Strategies for Increased Profits Seminar – Bordentown, New Jersey

**Equine Business Planning Workshop:**

Worked with a team to create a business planning workbook and 7 week workshops in two locations.

**February 5 - March 19, 2013** - Somerset County Extension Office – Bridgewater and Gloucester County Extension Office, Clayton

**Suzanne's Project in Turkey:**

**2011 - August** - Suzanne's Project was inaugurated in Akdeniz Turkey. Curriculum and worksheets developed for multi-day 28 hour courses.

**2011 - October 24-November 18** - First Suzanne's Project Pilot Program in Kumluca, Turkey with 40 Turkish women farmers

**2012 - February 16-March 6** - Second Suzanne's Project Pilot Program in Elmali, Turkey with 20 Turkish women farmers

**2012 - September 24-October 5** - Third Suzanne's Project, Duzce University, Turkey

**2013 - January 21-29** - Fourth Suzanne's Project, Korkuteli, Turkey with 20 Turkish women farmers and five Rutgers Study Abroad students

**2013 - May 20-31** - Empowering Women Farmers in Turkey. Boztepe, Turkey with 13 Turkish women farmers and five Rutgers Study Abroad students

**Suzanne's Project and Shadehouse Project in Guyana:**

**May 2012 – May** - Developed a course on business management for hydroponic shaded house vegetable production and trained forty-six hydroponic shadehouse vegetable operators in Guyana. They were beneficiaries of the Hydroponic Shadehouse Vegetable Production and Marketing Project (ATN/ME-11699-GY). This project was financed by the Multilateral Investment Fund of the Inter-American Development Bank.

**2013 - July to August** - Developed a two week course for female shadehouse producers through the Farmer to Farmer program linked to the IDB/JPO-funded Sustainable Livelihoods and Community Economic Growth through Hydroponic and Organic Vegetable Production and Marketing Project (ATN/JO-13502-GY).

**2013-2015: Developed video modules, exams and vocabulary resources for controlled environmental horticulture classes as part of a USDA teaching challenge grant.**

**Videos:**

1. Why Have a Business Plan
2. Writing a Business Plan
3. Developing a Mission Statement
4. SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats)
5. Production Risk
6. How to Price Products
7. Cost Accounting, Financial Statements
8. Dos and don'ts of writing a business plan
9. What to plant and how much
10. Why have a business plan
11. Fundamentals of financial analysis
12. Developing an income statement
13. Demonstration of cash flow statement and cash balance sheet
14. Basic financial ratio
15. Sample case study for a CEPP operation

Vocabulary resources:

1. Fundamentals of financial analysis
2. Developing an income statement
3. Demonstration of cash flow statement and cash balance sheet
4. Basic financial ratio
5. Sample case study for a CEPP operation

Exams:

1. Fundamentals of financial analysis
2. Developing an income statement
3. Demonstration of cash flow statement and cash balance sheet
4. Basic financial ratio
5. Sample case study for a CEPP operation

**Undergraduate Courses:**

**Summer 2013, International Service Learning Course: Empowering Turkish Women Farmers, 3 Credit, 5 students.**

**Fall, 1996, 11-015:277, Topics in Sustainable Agriculture, 1 Credit, 11 students.**



**Fall, 1994, 11-015:277, Topics in Sustainable Agriculture**, 1 Credit, 8 students.

**Spring, 1993, 11-015:277, Topics in Sustainable Agriculture**, 1 Credit, 12 students. Presented one guest lecture on using a computer-decision aid to make sustainable environmental and financial decisions.

**Spring, 1993, 11-015:230, Fundamentals of Agroecology**, 3 Credits, 8 students. Presented one guest lecture on using a computer-decision aid to make sustainable environmental and financial decisions.

**Graduate Guest Lectures:**

**Fall, 1988, 11-030-503, Research Methods**, 3 credits, 8 students. Lectured on current research projects.

**Undergraduate Guest Lectures:**

**Spring, 2017, Nursery Crop Production Class 11:776:439**, 12 students. Lectured on nursery management and marketing.

**Spring, 2017, Greenhouse Systems Class 11:776:321**, 3 credits, 4 students. Lectured on greenhouse management and marketing.

**Spring, 2016, Nursery Crop Production Class 11:776:439**, 12 students. Lectured on nursery management and marketing.

**Spring, 2016, Greenhouse Systems Class 11:776:321**, 3 credits, 12 students. Lectured on greenhouse management and marketing.

**Spring, 2015, Greenhouse Systems Class 11:776:321**, 3 credits, 18 students. Lectured on greenhouse management and marketing.

**Fall, 2012, Organic Crop Production 221**, 3 credits, 21 students. Lectured on budgeting for organic vegetable crops

**Spring, 2007, Greenhouse Management**, 3 credits, 15 students. Lectured on marketing and cost accounting.

**Spring, 2005, Greenhouse Management**, 3 credits, 10 students. Lectured on value pricing and cost accounting.

**Undergraduate and graduate independent studies, honors, research internships, cooperative education, and high school interns whose special projects were supervised since 1988:**

- 2017** Faculty Advisor for independent studies, Spring.  
Jennifer Weinert
- 2016-17** Faculty Advisor for Aresty Scholar, Fall and Spring.  
Charlotte Singer
- 2016** Faculty Advisor for G. H. Cook Scholar, Fall.  
Lamyaa Bouzida
- 2013-14** Faculty Advisor for G. H. Cook Scholar, Fall and Spring.  
Alyssa DeVincentis
- 1999** Faculty Sponsor for Cook honors student, Spring.  
Rebecca Johnson
- 1998** Faculty Sponsor for Rutgers Cooperative Extension student intern, Summer.  
Renita Zellner
- Faculty Sponsor for cooperative education student, Summer.  
Gregory Bills
- Faculty sponsor for Cook honors student, Fall.  
Katherine Androwski
- 1997** Faculty Sponsor for Rutgers Cooperative Extension student intern, Summer.  
Angela Kinnel
- 1996** Reader for Cook honors student.  
Claire Homitzky. Transformations of the Family Farm: Four case studies informing a discussion of the new agriculture.
- 1993** Faculty Sponsor for Rutgers Cooperative Extension student intern, Summer.  
Phillip Petway
- Supervisor for Special Research Projects for four graduate students, Summer.  
Arbindra Rimal  
Florence Tangka  
Kristin Peacock  
Zafar Farooq
- 1990** Supervisor for three Discovery Program students, Summer.  
Lisa McCoy  
Inez Ruiz-Stewart  
Shamar Foster
- 1989** Supervisor for six Discovery Program students, Summer.  
Elethia Baldwin

Shazel Fitzpatrick  
Tonya Hutson  
Arie Kinch  
Karen Lewis  
Lipsa Shah.

**Faculty Sponsor for three cooperative education students, Summer.**

Thomas A. Heyle, 6 credits, *Greenhouse Manager*/grower for Heyle Roses, Inc., IPM Research and Advertisement Project.

Bill Lane, 3 credits, crew supervisor for landscape contractor, Gajarsky Contraction, Inc.

Sharon Woo, 6 credits, Market Research Intern, Wakefern Food Corp.

**Supervisor for one Honors Student, Spring.**

Shawn Lee, 3 credits, Computerized cut flower budgets.

**1988 Supervisor for two Discovery Program students, Summer.**

Morcine Scott

Shanda Patricia Robinson

**Supervisor for one Honors Student, Fall.**

Shawn Lee, 3 credits, Computerized vegetable budgets.

**Extension/Industry Presentations since 1988:**

**Presentations**

2016 Recycling waste water survey & videos and; A review of the national survey of nursery marketing as related to New Jersey, Topics in Nursery Production: Reviewing the Past ...As we look toward the Future, Cumberland County, February 25, 2016.

- Swot Analysis
- Financial Documents

Empowering Women Farmers with Agricultural Business Management Training One-Day Workshop, Bridgewater, New Jersey, May 12, 2016.

Basics for Developing a Greenhouse Business Plan, Greenhouse Production Shortcourse, Rutgers EcoComplex, March 8, 2016

Empowering Women Farmers and Sustaining the Environment, Specialist Meeting, New Brunswick, NJ, May 17, 2016.

- Estimating Production Costs
- Investments: An Informed Decision

Financial Decisions for Greenhouses Businesses, Connecticut Agricultural Experiment Station, New Haven CT, August 30, 2016.

2015 Technology in Agriculture: what kind of advances are being made, latest trends... etc. U.S. Cellular Content Marketing Conference. NYC, May 13, 2015.

Marketing and sales, Greenhouse Production Shortcourse, Rutgers EcoComplex, March 3, 2015.

Farm Estate Planning-Where Will Your Farm Go? Extension Workshop

- February 9, 2015 – Identifying Future Financial Needs- Business. Bridgewater
- February 10, 2015 – Identifying Future Financial Needs- Business. Bordentown
- February 11, 2015 – Identifying Future Financial Needs- Business. Bridgeton

To Market, To Market: Selecting Market Options and Strategies. 2015 Henderson County Vegetable Growers Meeting. Blue Ridge Community College, Hendersonville, NC, February 6, 2015.

To Market, To Market: Selecting Market Options and Strategies. 2015 Winter Apple School Agenda, Blue Ridge Community College, Hendersonville, NC, February 4, 2015.

2014 Financial Planning. Rutgers Vet Program in Newark, NJ, Oct 21, 2014.

Annie's Project Marketing Conference. Intro to To Market: To Market Workbook, Where Am I Now? Guided workbook session. Bridgewater, NJ, Oct 15, 2014.

Penn State Farm Management and Marketing In-Service Training Agenda, State College, PA, August 25, 2014.

- Horticultural Consumer Preferences
- Developing a Marketing Mix
- Pricing Decisions

Online Greenhouse Systems & Production Training, AmericanHort Annual Conference "Cultivate'14", Columbus, OH, July 13, 2014.

What to Plant and How Much. Annie's Project Webinar, Cape May Courthouse. June 20, 2014.

Getting More Bang for Your Dollars and Cents - Growing Plants Lean, Mean, and Green. NJ Nursery and Landscape Association Conference, Bordentown, June, 18, 2014.

Mevlana Exchange Program, Akdeniz University, Antalya, Turkey, May 9 - 21, 2014.

- Cost Accounting, Financial Statements, and Ratios, May 15, 2014.
- Strategies Producers in the Northeastern USA are using to Reduce Costs and Increase Profits in Tough Economic Times, May 13, 2014.

Marketing and Economics. Hydroponic Fruit and Vegetable Production; Practical Advice for Novice Growers, EcoComplex, Bordentown, March 7, 2014.

Why have a business plan? Intro to AgPlan website. Annie's Project New Jersey for Greenhouse Growers, Jan. 14, 2014 – Mar. 4, 2014, January 14, 2014.

Annie's Project New Jersey for Greenhouse Growers, Jan. 14, 2014 – Mar. 4, 2014.

- Production, Pricing, Cost Accounting, March 4, 2014.
- SWOT Analysis, January 14, 2014.
- Marketing Work Session, January 14, 2014.

2013 Why Every Produce Business Needs a Business Plan And How To Make One That Will Help Your Business Grow. New York Produce. NYC, December 11, 2013.

Brumfield, R.G., and J. Carleo. The Do's and Don'ts of Writing a Farm Business Plan. Annie's Project Business Planning Webinar. Cape May Courthouse, NJ. Aug. 15, 2013.

VanVranken, R., R.G. Brumfield, and J. Carleo. Identifying and Reaching Your Target Market. Annie's Project Business Planning Webinar. Cape May Courthouse, NJ. Aug. 16, 2013.

Brumfield, R.G., and J. Carleo. Aquaculture Business Planning. In-person in Cape May Courthouse, NJ and Webinar. May 07, 2013

Equine Business Planning Workshop: 7 week workshops simulcast in two locations: Somerset County Extension Office, Bridgewater and Gloucester County Extension Office, Clayton, February 5 - March 19, 2013.

- February 5 – Introduction, Explain Homework
- February 12 – Review Homework, Strategic Planning, SWOT Analysis, Explain Homework
- February 19 – Review Homework, Production and Operations Plan, Explain Homework
- February 26 – Review Homework, Marketing Plan, Explain Homework

- March 5 – Review Homework, Management and Personnel Plan, Explain Homework
- March 12 – Review Homework, Financial Plan, Explain Homework
- March 19 – Review Homework

New Jersey Farm Women Conference. SWOT Analysis, Market to Market Workbook, Work Session Assistance

- February 20, 2013: Cumberland County College
- February 21, 2013: Mercer Community College
- February 22, 2014: Drew University (Morris County)

2012 Brumfield, R.G., B. Özkan, J. Carleo. Lessons in Empowering Women Farmers. Growtech Eurasia Agricultural Fair, Antalya, Turkey, December 5, 2012.

Helsel, Z.R., J. Álvarez and R.G. Brumfield. Economic Feasibility of Biofuels Crops in Florida and New Jersey. Sungrant Conference, New Orleans, LA, October 2-5, 2012.

Brumfield, R.G., Business Planning for Equestrians, Responsible Horse Ownership in Tough Economic Times Conference, New Brunswick, February 4, 2012.

2011 Getting More Bang for Your Dollars and Cents - Growing Plants Lean, Mean, and Green. Chesapeake Green Conference. February, 10, 2011.

Purdue Extension “Growing for Market: Determining Your Bottom Line” conference using Adobe Connect via the internet, February 9, 2011.

- Costs in direct marketing
- Utilizing data-driven decisions for pricing & profitability
- Making it Pay: What products should efforts focus on?

Taking control of your costs: Putting the Green Back in Your Greenhouse, Long Island Ag Forum for Cornell Cooperative Extension Association of Suffolk County, January 13-14, 2011.

2009 Brumfield, R.G. Tips on Surviving an Economic Downturn. Joint NJ-PA Greenhouse Meeting, My Business Lean and Mean, Surviving Tough Economic Times, Burlington County Extension Office, NJ, February 18, 2009.

Brumfield, R.G. Matching profitable production with labor needs. 2009 Atlantic Coast Agricultural Convention and Trade Show Educational Program. Atlantic City, NJ, January 14, 2009, Trump Taj Mahal.

Brumfield, R.G. What’s value got to do with it? – A guide to pricing. 2009 Atlantic Coast Agricultural Convention and Trade Show Educational Program. Atlantic City, NJ, January 14, 2009, Trump Taj Mahal.

2008 Economics of increased energy costs. New England Greenhouse Conference. Wooster, MA, November 6, 2008.

Where should I spend my time? New England Greenhouse Conference. Wooster, MA, November 5, 2008.

Revisiting financial statements. Purdue Hort Congress. Indianapolis, IN, Adam’s Mark Hotel, January 29, 2008.

Taking control of your costs. Putting the Green Back in the Greenhouse. Pennsylvania Capital Region *Greenhouse Grower* Meeting, Shady Maple, Lancaster County, PA, January 26, 2008.

Dealing with energy costs. Putting the Green Back in the Greenhouse. Pennsylvania Capital Region *Greenhouse Grower* Meeting, Shady Maple, Lancaster County, PA, January 26, 2008.

- Competing with the Big Boxes. Oregon Association of Nurseries Greenhouse Chapter Grower Seminar "Growing For The Future" Wilsonville, Oregon, Holiday Inn, January 9, 2008.
- Greenhouse Cost Accounting Workshop. Oregon Association of Nurseries Greenhouse Chapter Grower Seminar "Growing For The Future" Wilsonville, Oregon, Holiday Inn, January 9, 2008.
- 2007 The economics of pest management. *Grower Talks* Greenhouse Experience. Cleveland, OH Renaissance Hotel, Cleveland, OH, September 10, 2007.
- Variable Costs of Producing Nursery Crops, Cream Ridge Nursery Research and Extension Meeting, Cream Ridge, NJ, August 16, 2007.
- What to do when a big box store moves to town. New Jersey Vegetable Growers' Meeting. Atlantic City, NJ, Trump Taj Mahal, January 18, 2007.
- Financial benchmarks. New Jersey Vegetable Growers' Meeting. Atlantic City, NJ, Trump Taj Mahal, January 18, 2007.
- How to survive the big boxes: a hand's on workshop on cost accounting and marketing. Indiana Green Expo. Indianapolis, IN, Indiana Convention Center, January 11, 2007.
- Financial benchmarks. Indiana Green Expo. Indianapolis, IN, Indiana Convention Center, January 11, 2007.
- Which crops make money? Indiana Green Expo. Indianapolis, IN Indiana Convention Center. January 11, 2007,
- 2006 Marketing for a greener greenhouse green? Purdue University, September 18, 2006 (Invited).
- Is your greenhouse green? A Hand's-on Workshop on Cost Accounting and Marketing. Virginia Flower Growers Association's Greenhouse Update, Richmond, VA, March 2, 2006.
- Energy Economics 101: Getting to an Apples-to-Apples Comparison, On-Farm Alternate Energy Conference, Rutgers EcoComplex, Columbus, NJ, February 28, 2006.
- Calculating true energy costs. Surviving and Profiting from the Energy Crisis Pennsylvania Capital Region *Greenhouse Grower* Meeting, Shady Maple, Lancaster County, PA, January 26, 2006.
- The impact of energy costs and what to do about it. 2006 Southern New Jersey Greenhouse Conference, Rutgers Cooperative Research and Extension, Clayton, NJ, January 24, 2006.
- Can you make money growing cut flowers? New Jersey Vegetable Growers' Meeting. Atlantic City, NJ, Borgata Hotel Casino and Spa, January 10, 2006.
- Market to Market – A new tool for assessing marketing alternatives. New Jersey Vegetable Growers' Meeting. Atlantic City, NJ, January 10, 2006, Borgata Hotel Casino and Spa, January 10, 2006.
- 2005 How to price your crop. North Jersey Ornamental Horticulture Symposium and Bedding Plant Day, Randolph, NJ, February 18, 2005.
- Is your greenhouse green? The Gulf States Horticultural Expo. Mobil Convention Center, Mobile, AL, January 19-22, 2005.
- Financial aspects of the greenhouse business. Design of Greenhouse Systems. Short Course for Cook College Office of Continuing Education, New Brunswick, NJ, January 6-7, 2005.
- 2004 Which crops are making you money? New England Greenhouse Conference. Wooster, MA, October 18-20,

- 2004.
- Cost accounting software for the ornamental industry. New Jersey Risk Management Conference. Mercer County Community College Conference Center, West Windsor, NJ, September 1, 2004.
- Economics of organic and sustainable systems. Organic-Sustainable Agriculture Workshop, Cook College, August 4, 2004
- Pricing baskets and other planters. Spring Flower Crop Conference. Clayton, NJ, February 10, 2004.
- Getting the most out of your employees. Tree Fruit Session. Essential Information for Extension Educators and Producers, Indiana Horticultural Congress, Indianapolis, Indiana, January 27, 2004.
- Marketing greenhouse products. Is there a Greenhouse in Your Future? Essential Information for Extension Educators and Producers, Indiana Horticultural Congress, Indianapolis, Indiana, January 26, 2004.
- Growing for profit. Eastern Regional Landscape-Nursery Seminar, Delaware Valley College, Doylestown, PA, January 13, 2004.
- Financial aspects of the greenhouse business. Design of Greenhouse Systems. Short Course for Cook College Office of Continuing Education, New Brunswick, NJ, January 8-9, 2004.
- 2003
- Determining your "true" cost to produce greenhouse drops. Michigan *Greenhouse Growers* Expo, Lansing, MI, November 5-6, 2003.
- Greenhouse Management: Cost Accounting and Crop Production, OCPE Short Course, New Brunswick, NJ, October 20, 2003.
- Is your greenhouse growing green(\$ or red (ink). Mid-Atlantic Conference for Growers, Malvern, PA, October 16, 2003.
- Challenges to small businesses. 2003 Indiana Flower Growers Conference, Purdue University, West Lafayette, IN, October 9, 2003.
- The economics of organics and sustainable systems: Does it pay for the producer? American Society for Horticultural Science 2003 Annual (Centennial) Conference, Providence, RI, October 5, 2003
- Cost accounting. Farm Management and Business Challenges for the Future. Erie, Pennsylvania, August 21.
- Cost accounting. Farm Management and Business Challenges for the Future. Morgantown, WV, August 19.
- Cost of production. 2003 Indiana Flower Growers Conference, Purdue University, West Lafayette, IN, October 9, 2003
- Cost accounting. Farm Management and Business Challenges for the Future. Lake Morey, VT, August, 14, 2003.
- Greenhouse Cost Management. OCPE Short Course, New Brunswick, NJ, March 11, 2003.
- Greenhouse Cost Management. OCPE Short Course, New Brunswick, NJ, February 25, 2003.
- Specialty Budgets. Enterprise Budget Summit II, Southern Extension Farm Management Committee (SEFMC) Dallas, TX, January 15, 2003.
- 2002
- Walking through your business plan. The new farm entrepreneur: 8<sup>th</sup> annual new and beginning farmer



- workshop. Pennsylvania Farm Link, Grantville, Pa, February 16, 2002.
- Is it worth it to grow your own transplants. New Jersey Vegetable Growers' Meeting. Atlantic City, NJ, January 17, 2002, Trump Taj Mahal.
- 2001 Increasing profits with special events. Rutgers Cooperative Extension Bedding Plant Conference, Bordentown, NJ, November 9, 2001.
- Financial management and the bottom line. Ohio Florists' Association Short Course. Columbus, OH.
- Adjusted Gross Revenue Insurance Info Workshop. Rutgers Cooperative Extension Hunterdon County, NJ.
- Adjusted Gross Revenue Insurance Info Workshop. Rutgers Cooperative Extension Gloucester County, NJ.
- Adjusted Gross Revenue Insurance Info Workshop. New Jersey Vegetable Growers' Meeting. Atlantic City, NJ.
- Business Planning Workbook and Training. Supporting and serving Northeast new farmers: a working conference for service providers, Albany, NY.
- Brumfield, R.G. Business planning for horsemen. Horses 2001, Ithaca, NY.
- 2000 The future of conventional agriculture in New Jersey. The Princeton Agricultural Association. Hopewell, NJ.
- Risk management. New Jersey Vegetable Growers' Meeting. Atlantic City, NJ.
- 1999 Trends in the landscape industry. New Jersey Turfgrass Association Expo '99. Atlantic City, NJ.
- Is my business profitable? New Jersey Turfgrass Association Expo '99. Atlantic City, NJ.
- Using cost accounting—not just tax records—to increase your profits. Ohio Florists' Association Short Course. Columbus, OH.
- Risk management in-service—risk in ornamentals. Midwest Farm Management Committee Horticultural Risk Management Education In-Service Workshop. Fort Wayne, IN.
- Risk management in-service—risk in ornamentals. Northeast Farm Management Committee Horticultural Risk Management Education In-Service Workshop. Richmond, VA.
- Risk management in-service—risk in ornamentals. Northeast Farm Management Committee Horticultural Risk Management Education In-Service Workshop. Hagerstown, MD.
- Risk management in-service—risk in ornamentals. Northeast Farm Management Committee Horticultural Risk Management Education In-Service Workshop. Lancaster, PA.
- Risk management in-service—risk in ornamentals. Northeast Farm Management Committee Horticultural Risk Management Education In-Service Workshop. Springfield, MA.
- Risk management in-service—risk in ornamentals. Northeast Farm Management Committee Horticultural Risk Management Education In-Service Workshop. Batavia, NY.
- Opportunities for small farm/entrepreneurial venture business—thriving in a time of change. 1999 Regional Conference for Extension Educators. Liverpool, NY.

- Risk management in ornamentals. Tri-State Risk Management Conference. Pocono Manor, PA.
- To automate or not to automate. North Jersey Ornamental Horticultural Symposium. Clifton, NJ.
- Profitable opportunities in spring flowers. New Jersey Annual Vegetable Meeting. Atlantic City, NJ.
- Accessing farm budget data through an interactive website. New Jersey Annual Vegetable Meeting. Atlantic City, NJ.
- 1998 Should I purchase or lease new equipment or do it by hand? New Jersey *Greenhouse Growers'* Meeting and Trade Show, New Brunswick, NJ.
- Analyzing your marketing practices: Are you planning for the long term? 139<sup>th</sup> Annual Meeting of the State Horticultural Association of Pennsylvania, Hershey, PA.
- Business economics. New Jersey Nursery and Landscape Association Central Chapter Meeting, Bordentown, PA.
- Positioning your greenhouse business for the future. New Jersey Farm Management Program, Bridgewater, NJ.
- All in the family: Business issues for farm families. New Jersey Farm Management Program, New Brunswick, NJ.
- Developing a business plan for your farm. New Jersey Farm Management Program, New Brunswick, NJ.
- Managing your floricultural business in a global economy, 4-Day Training sessions sponsored by the Winrock Farmer-to-Farmer Program for the Floriculture Association of Nepal, Kathmandu, Nepal.
- 1997 Protected cultivation industry in the USA, University of Antalya, Antalya, Turkey.
- The dollars and cents of growing bedding plants. South Jersey Flower Growers Meeting Glassboro, NJ.
- Using Quicken and QuickBooks. New Jersey Agricultural Convention. Atlantic City, NJ.
- Economic analysis of stake grown tomatoes. Pennsylvania Association for Sustainable Agriculture Sixth Annual Farming for the Future Conference. State College, PA.
- Greenhouse survival skills. New Jersey Farm Management Program. Bridgewater, NJ
- Greenhouse survival skills. New Jersey Farm Management Program. Glassboro, NJ.
- Long-range strategic planning. New Jersey Farm Management Program. New Brunswick, NJ.
- Preparing a balance sheet and income statement. New Jersey Farm Management Program. New Brunswick, NJ.
- Nursery business management survival skills for the next decade. New Jersey Farm Management Program. New Brunswick, NJ.

- 1996 Preparing a statement of cash flows. Rutgers Cooperative Extension School for Entering a Profitable Small Scale Farm Business. Pittstown, NJ.
- Selecting and implementing a farm record keeping system. Rutgers Cooperative Extension School for Entering a Profitable Small Scale Farm Business. Pittstown, NJ.
- Business survival skills: projecting and managing finances:
- Developing short-term and long-term goals.
  - Understanding and using financial statements.
  - Tools for analyzing your own business.
- New England Greenhouse Conference, Sturbridge, MA.
- Survival skills for landscape contractors. South Jersey Landscape Conference. Glassboro, NJ
- 1995 Business survival skills for the next decade. Nursery Industry Association of Tasmania. Launceston, Australia.
- Tools for analyzing your own business. Queensland Nursery Industry. Nathan, Australia.
- Business performance. Queensland Nursery Industry. Nathan, Australia.
- Business survival skills for the next decade. Burnley College, Melbourne, Australia.
- Working in the Land Grant Model. Burnley College, Melbourne, Australia.
- Business Survival Skills for the Next Decade. The Nursery Association of Northern New South Wales.
- Cost analysis of stake-grown tomatoes. 1995 Pennsylvania Vegetable Conference and Trade Show, Hershey, PA.
- Who is running your business—you or your accountant. Small Business Survival Skills for Landscape Contractors, Cook College, New Brunswick, NJ.
- Staking for fresh market tomato production. 1995 Gloucester-Cumberland Vegetable Meeting, Glassboro, NJ
- So why are you really in business? New Jersey Northeast Organic Farmers , Association Annual Winter Conference New Brunswick, NJ.
- Facilitate improving communication and coordination in developing environmental regulations. Northeast Regional Conference and workshop: Coalitions for Agriculture and the Environment in Urbanizing Areas, New Brunswick, NJ.
- Strategic planning—why are you in business? Southeast Greenhouse Conference and Trade Show, Greenville, SC.
- 1994 Production cost analysis for stake grown tomatoes. New Jersey Annual Vegetable Meeting, Atlantic City, NJ (with Phil Neary.)

Better understanding your financial statements. Small Business Survival Skills for Landscape Contractors, Cook College, New Brunswick, NJ.

Greenhouse systems costs. Greenhouse Systems Automation, Culture, and Environment International Conference, New Brunswick, NJ.

Cost accounting. 1994 New England Greenhouse Conference, Sturbridge, MA.

Strategic Planning. Greenhouse Session, Rutgers Cooperative Extension Business Management Seminar for New Jersey Farmers, New Brunswick, NJ.

Pricing strategies. 1994 Greenhouse Session, Rutgers Cooperative Extension Business Management Seminar for New Jersey Farmers, New Brunswick, NJ.

Who is running your business—you or your accountant? Growing a Healthier Bottom Line Through Improved Business Practices, Rutgers Cooperative Extension Business Management Seminar for the Nursery and Turf Industry, Millville, NJ.

1993 Correctly pricing your crop. Third Annual Convention, New Jersey State Florists' Association, Inc., Parsippany, N.J.

What wholesale buyers want in a Jersey tomato. North Jersey Staked Tomato Workshop, Pittstown, NJ.

Understanding financial statements. Burlington County Sweet Corn Meeting, Mount Holly, NJ.

What wholesale buyers want in a Jersey tomato. 1993 Staked Tomato Workshop for Southern NJ, Clayton, NJ.

Successfully marketing your crop, Introduction to cost management, New labor regulations and cost considerations. Greenhouse Crop Production Short Course, New Brunswick, NJ.

Coordinated, organized, and obtained funding for Business Management in Agriculture Workshop, Mays Landing, NJ. February 2, 4, 10, 11, 16, 1993.

Computers for the greenhouse. Mid-winter Greenhouse Conference, Waterbury, CT.

Computer and management workshop. New Jersey Annual Vegetable Meeting, Atlantic City, NJ.

1992 Do you understand the stuff the accountant tells you? Does the accountant understand the stuff you tell him/her? Looking at financial statements: Two case studies. 1992 Short Course, Massachusetts Nurserymen's Association, Inc., and University of Massachusetts Cooperative Extension System, Worcester, MA.

Rudiments of marketing and cost accounting. 1992 Greenhouse Technology School, Leesport, PA.

Economics of field production of cut flowers. Profit by growing prefinished plants. 1992 Tennessee Flower Growers Short Course and Trade Show, Gatlinberg, TN.

Can you afford to grow it? Should you buy prefinished? 4th Annual Pennsylvania Floral Short Course and Expo, Lancaster, PA.

The nursery industry in New Jersey, Nursery/Greenhouse Seminar, Jamesburg, NJ.

Marketing your crop, Introduction to cost management, New labor regulations and cost considerations, Greenhouse Crop Production Short Course, New Brunswick, NJ.

Using computers to find the money makers in the greenhouse, 10th Annual Mid-Atlantic Direct Marketing Conference and Trade Show, Wilmington, DE.

Coordinated, organized, and obtained funding for Business Management in Agriculture Workshop, Clayton, NJ. February 3, 5, 10, 12, 17, 1992.

Estimating production costs of bedding plants, North Jersey Bedding Plant Day, Clifton, NJ.

What consumers in roadside markets and supermarkets want in a tomato, Pennsylvania Vegetable Growers Association, Hershey, PA.

Making business decisions that affect profitability and productivity, New Jersey Annual Vegetable Meeting, Atlantic City, NJ.

1991 Yes, Christmas tree growing is a business—Small business requirements for growers, Eighth Annual Christmas Tree Growers Short Course, New Brunswick, NJ.

Discussion of PLANETOR Methods to Enhance Use of SMART in Your State, Northeast Regional Workshop, SMART In-service Training, North Brunswick, NJ.

Options with prefinished bedding plants, Commercial flower growers' conference, Glassboro, NJ.

Consumer attitudes toward branded tomatoes at roadside and supermarkets, 6th National Direct Marketing Conference, Parsippany-Troy Hills, NJ.

What consumers in roadside markets and supermarkets want in a tomato! New Jersey Annual Vegetable Meeting, Atlantic City, NJ.

Economics of prefinished plants, Cook College Greenhouse Design and Management Short Course, New Brunswick, NJ.

Using computers to manage costs and make decisions, Delaware Horticulture Industry Expo, Dover, DE.

1990 The profitability of using prefinished crops, New England Greenhouse Conference, Sturbridge, MA.

Market potential for Jersey Fresh Premium tomatoes, New Jersey Annual Vegetable Meeting, Atlantic City, NJ.

Economics of greenhouse operation, Cook College Greenhouse Design and Management Short Course, New Brunswick, NJ.

Consumers' thoughts on New Jersey tomatoes, Salem County Vegetable Meeting, Woodstown, NJ.

Farm record keeping, Burlington County Sweet Corn Meeting, Mount Holly, NJ.

- Profitability, Sod Seminar, 1990, Forsgate Country Club, Jamesburg, NJ.
- Cost of production, Ohio State Florists' Association Zonal Geranium School, Cleveland, OH.
- 1989 Greenhouse industry update, macro perspective, Princeton, NJ.
- The economics of producing cut flowers outdoors, 1989 New Jersey Plant & Flower Growers Conference, New Brunswick, NJ.
- Cost of production, Potted Chrysanthemum Tour/School, Columbus, OH.
- Potential collaboration by agricultural economists, Sustainable Agriculture Proposal Development Meeting, Rutgers University, New Brunswick, NJ.
- New Jersey premium tomato project, New Jersey Annual Vegetable Meeting, Atlantic City, NJ.
- Bedding plant production: knowing your costs, New Jersey Annual Vegetable Meeting, Atlantic City, NJ.
- Using computer spreadsheets for farm business decision making, New Jersey Annual Vegetable Meeting, Atlantic City, NJ.
- Your first sales: developing your marketing strategies, Cook College Greenhouse Design and Management Short Course, New Brunswick, NJ.
- Record keeping, International vegetable production and marketing workshop, Rutgers University, New Brunswick, NJ.
- 1988 Cost of production, Specialty Cut Flower National Conference, University of Georgia, Athens, GA.
- Cost of production, Ohio State Florists' Association Zonal Geranium School Warren, OH.
- The economics of supplemental lighting in the greenhouse, New York Florist Club meeting, New York, NY.
- Making "bucks" in growing bedding plants—costs and profits, Bedding Plant and Perennials Day, Clifton, NJ.
- Cost accounting principles for *Greenhouse Growers*, Regional Bedding Plants Conference, Vineland, NJ.
- Record keeping, International vegetable production and marketing workshop, Rutgers University, New Brunswick, NJ.
- Cash flow analysis/cost of production, International vegetable production and marketing workshop, Rutgers University, New Brunswick, NJ.
- Evaluating a marketing plan on a cash-flow basis, Atlantic County Farm Management and Computer Seminar, Mays Landing, NJ.

Evaluating the market plan using cash flow analysis, Marketing for Success Direct Marketing Conference, Columbus, NJ.

Cost accounting for greenhouse plants, Herbs for Farm Markets Meeting, Cape May, NJ.

## GRANTS

2016 Recycling irrigation water at New Jersey nurseries: Creation of a comprehensive decision-making system Conservation Innovation Grant, New Jersey. USDA Natural Resources Conservation Service/ (\$75,000). (Co-PI with Paul Gottlieb, Raul Cabrera and Peter Renzulli). 9/30/2016-9/30/2019.

Asynchronous Distance Education for Empowering Women in Agriculture, The John and Anne Gerwig Director's Fund for Rutgers Cooperative Extension. (\$950). (Polanin, N (PI), Melendez, M., Carleo, J., Brumfield, R., O'Neill, B., Heckman, J. (co-PIs)). May 12 – June 30, 2016. \$950

2015 Empowering Woman Farmers with Agricultural Business Management Training, EU Erasmus+, (163,323 euros) (Co-PI with B. Özkan, S. Mair, R. Cuart, A. Tabone, A. Bakartepe, and E. Aydin) 9/1/2015-9/1/2017.

Ultra-Niche Crops for the Progressive, New Farmer NIFA Beginning Farmer and Rancher Development Program (\$555,694) (Co-PI with J. Carleo, D. Kluchinski, P. Nitzsche, N. Polanin, K. Reynolds-Allie, R. VanVranken, C. A. Wyendandt, M. Melendez, and J. Heckman) 10/01/2015- 9/30/2018

New Agriculture for a New Generation: Recharging Greek Youth to Revitalize the Agriculture and Food Sector of the Greek Economy. Stavros Niarchos Foundation (\$2,680,521) (Co-PI with G. Papadoulis, Papadakis, A. Koutsouris, D. Savvas, S. Yanniotis, G. Zervas, C. Kasimis, K. Tsiboukas, P. Papadopoulos, E. Vergos, A. Giamoustaris, K. Rotsios, N. Chatziliias, R.M. Goodman, L.Katz, K.M. Karamichael, L.Lawson, Papaspyrou-Rao, M.G. Robson.

2014 Later Life Farming, Estate Planning Conferences. The Northeast Center for Risk Management (\$23,949). (Co-PI with M. Melendez, N. Polanin, B. O'Neill and J. Carleo).

2013 Annie's Project II: New Jersey Women Farmers Conference. USDA Risk Management Agency (\$93,037) (Co-PI with J. Carleo, J. Matthews, M. Melendez, B. O'Neill, and N. Polanin).

Annie's Project New Jersey: Cultivating Capacity and Empowering Women Farmers on Risk Management. USDA Risk Management Agency Risk Management Education Program (\$97,715) (Co-PI with J. Carleo, J. Matthews, M. Melendez, B. O'Neill, and N. Polanin) 2013-2014.

2012 Rutgers NJAES State Equine Initiative -- Collaborator to develop "Improving the Sustainability of the Horse Industry through Equine-Related Business Planning" (\$5,000) (Co-PI with Carey Williams and Laura Gladney) 2012-2014

USDA Northeast Sustainable Agriculture Research and Extension (SARE) -- Collaborator to develop "Improving the Sustainability of the Horse Industry through Equine-Related Business Planning" (\$14,816) (Co-PI with Carey Williams and Laura Gladney) 2012-2014

Annie's Project New Jersey: Estate Planning. Northeast Sustainable Agriculture Research and Education (NE-SARE) Research and Education Grant. (\$42,695) (Co-PI).

Annie's Project for New Jersey Greenhouse Growers. USDA Specialty Crop Block Grant. (\$39,563) (Co-PI with J. Matthews, M. Melendez, B. O'Neill, J. Carleo, and N. Polanin) 2012-2014.

Reporting Impact with New Media Project. Farm Credit Northeast Ag. Enhancement. (\$2,500) (Co-PI).

2011 Annie's Project New Jersey- A Farm Business Management Course for Women. USDA Risk Management Agency. (\$98,197).

Annie's Project for New Jersey. Northeast Center for Risk Management. (\$29,562) (Co-PI) (Submitted-Not Funded).

Pioneer Farm Credit in Support of Annie's Project New Jersey 2011, in Support of Annie's Project New Jersey 2011. (\$500) (Co-PI)

New Jersey Farm Bureau in Support of Annie's Project New Jersey 2011. (\$500) (Co-PI)

2010 Controlled environment plant production technology/engineering course module development. USDA-Higher Education Challenge Grant Program Sept 2010 - Aug 2015. (\$450,000) (Co-PI) 1.2 person-months per year (10% time effort) (Submitted).

Impact and social acceptance of selected sustainable practices in ornamental crop production systems, USDA--CSREES Specialty Crops Research Initiative Sept 2010 - Aug 2015 (\$1,557,133) (Co-PI)

Partial Sub-Irrigation Ebb and Flow Watering, USDA-CSREES Specialty Crops Research Initiative, Sept 2010 - Aug 2013 (\$2,084,589) (Co-PI). 2.4 person-months per year. (20% time effort) (Submitted, Not Funded).

Financial Benchmarks for Pennsylvania and New Jersey, Risk Management Education Competitive Grants Program (\$35,000) (Co-PI) (Submitted, Not Funded).

Annie's Project New Jersey- A Farm Business Management Course for Women, Risk Management Education Partnership Program (\$25,759) (Co-PI)

Annie's Project for New Jersey, Risk Management Education Competitive Grants Program Sept 2010 - Aug 2011 (\$39,000) (Co-PI) 0.6 person-months per year (5% time effort).

A Model for Economic Sustainability - Using Perennial Grasses as a Renewable Fuel Source for Greenhouse Heating and Energy Production Northeast Sungrant July 2010 - June 2012 (\$119,062) (PI) 2.0 person-months per year (20% time effort) (Submitted, Not Funded).

2009 Partial Sub-Irrigation Ebb and Flow Watering, USDA Horticulture Specialty Crops Research Initiative (\$200,000) (Co-PI) (Submitted, Not Funded).

Impact and social acceptance of selected sustainable practices in ornamental crop production systems, USDA Horticulture Specialty Crops Research Initiative (\$1,100,000) (Co-PI) (Submitted, Not Funded).

A Model for Economic Sustainability - Using Perennial Grasses as a Renewable Fuel Source for Greenhouse Heating and Energy Production Northeast Sungrant (\$75,000) (Co-Investigator) (Submitted, Not Funded).



- 2008 Investigations of sustainable production practices, economic contributions, consumer behavior, and labor management in the U.S. environmental horticulture industry. USDA Horticulture Specialty Crops Research Initiative (\$3,699,730) (Co-PI) (Submitted, Not Funded).
- Risk Management Education for County Extension Agents in the Northeast: Helping Producers Create a Retirement Paycheck, Risk Management Education Competitive Grants Program (\$50,000) (Co-Investigator) (Submitted, Not Funded).
- Financial and Marketing Education for *Greenhouse Growers*, Risk Management Education Competitive Grants Program (\$10,000) (Submitted, Not Funded).
- A Model for Economic Sustainability - Using Perennial Grasses as a Renewable Fuel Source for Greenhouse Heating and Energy Production Northeast Sungrant (\$75,000) (Co-Investigator) (Submitted, Not Funded).
- 2004-2006 Extension Education on Financial Management in the Green Industry in the Northeast. USDA RMA (\$21,500).
- 2003-2007 Extension Education on Profitability, Costs and Returns in the Floriculture and Nursery Industry USDA Cooperative State Research, Education, and Extension Service Agriculture Risk Management Education Competitive Grants Program (\$90,000).
- 2003 Benchmark Budgets and Interactive Budget to Develop Costs and Returns in the New Jersey Vegetable Industry. The Charles E. and Lena Maier 2003 Research Award Administered by The Vegetable Growers' Association of NJ, Inc. (\$2,600).
- 2003 State Wide Profitability Survey of Greenhouse Facilities and Multi State Education and Information Exchange for Greenhouse-Oriented Extension Agents. Department of Extension Specialists Innovative Grant (\$10,000) (Co-Investigator).
- 2001-2005 Reduced-risk Pest Management Programs for Eastern Tree Fruits. USDA:FQPA Risk Avoidance & Mitigation for Major Food Crops (RAMP).(\$1,894,543) (Co-Investigator).
- 2001-2003 Growing New Farmers. USDA IFAFS (\$1,756,628) (Co-Investigator).
- 2001-2002 Reducing insecticide use and their associated risks in peach production. USDA Pest Management Alternatives Program (\$164,447) (Co-Investigator).
- 2001-2002 Risk Management Education. USDA. (\$7,500).
- 1999-2002 Mid-Atlantic Kellogg Consortium. Northeast Beginning Farmer Development Initiative Proposal to the Mid Atlantic Consortium. (\$151,600) (Co-investigator with G. Conneman, M. Schlegel, M. Bowlan, C. Martin, K. Ruhf, C. Post, M. Thomas, S. Dudas).
- 1999-2000 New Jersey Agricultural Experiment Station, Development of Business Plan Workbook (\$4,960).
- Sept. 99-  
Aug. 00 Risk Management Education Program USDA, Management Educational Material for Ornamental Farmers (\$27,000).
- Mar. 99- New Jersey Agricultural Experiment Station. Nutraceuticals, an Agricultural Alternative: Costs &

- Feb. 00 Methods of Production (\$11,000). (Co-investigator with M. F. Brennan, W.L. Kline, J. Rabin, E. Lambert, J.R. Schortz.)
- 1998 Mid-Atlantic Kellogg Consortium. Northeast Beginning Farmer Development Initiative Proposal to the Mid Atlantic Consortium (\$5,000). (Co-investigator with G. Conneman, M. Schlegel, M. Bowlan, C. Martin, K. Ruhf, C. Post, M. Thomas, S. Dudas.)
- Mar. 98- Feb. 99 New Jersey Agricultural Experiment Station. Nutraceuticals, an Agricultural Alternative: Costs & Methods of Production (\$20,334). (Co-investigator with M. F. Brennan, W.L. Kline, J. Rabin, E. Lambert, J.R. Schortz.)
- Jul. 97- Jun. 98 New Jersey Department of Agriculture. New Jersey Farm Management Program (\$99,000.)
- Apr. 97- June 99 Rutgers Cooperative Extension 2000 Investing in People for the Future Grant Award Long-range Strategic, Pre-retirement and Investment Planning for Farm Families and the Small Business Community (including Self-employed) (\$8,800). (Co-investigator with D. Matejic.)
- Oct. 96- Sept.98 Federal-State Marketing. Improvement Program U. S. Dept. of Agriculture. Enhancing the Market for Nutraceuticals in the Mid-Atlantic region (\$49,975). (Co-Investigator with A.O. Adelaja, R. Govindasamy, R. Nayga, B. Listokin, B. Schilling, M. Hartley, P. Lachance, and J. Robels.)
- Jul. 96 Rutgers Farm Business Management Educative Materials for Farm Business Community (\$5,000).
- May. 96 Excellence in Outreach Team Award (\$1,000). R.G. Brumfield, A.O. Adelaja, F.E. Adelaja, J. Braun, P. Nitzsche, D.W. Thatch.
- Apr. 96- June. 97 New Jersey Department of Agriculture (\$128,508). 1996-97 Rutgers Farm Business Management Management and Marketing Training and Information Project. (Co-investigator with A. O. Adelaja, and D.W. Thatch.)
- Aug. 95- Aug. 96 Farm Foundation (\$5,000). Key-note speakers and scholarships for XIIIth International Symposium on Horticultural Economics.
- Apr. 95- Mar. 96 New Jersey Department of Agriculture (\$198,000). 1995-96 Rutgers Farm Business Management Management and Marketing Training and Information Project. (Co-investigator with A.O. Adelaja, and D.W. Thatch.)
- Mar. 95- Apr. 96 U.S.D.A. (\$10,000). Federal Crop Insurance Training Grant. (Co-investigator with F.E. Adelaja.)
- Jul. 94- June 95 Rutgers Cooperative Extension Innovative Grant (\$2,500). Reducing Risks of Tomato Farmers in New Jersey. (Co-investigator with P. Neary.)
- Apr. 94- Mar. 95 New Jersey Department of Agriculture (\$217,500). The Rutgers Farm Business Management and Marketing Training and Information Project. (Co-investigator with A.O. Adelaja, M.S. Fabian, M.P. Hartley, E.M. Tavernier and D.W. Thatch.)
- Apr. 94- June. 97 In-kind support from cooperating agencies (\$33,000). 1994-97. Rutgers Farm Business Management and Marketing Training and Information Project.
- Jan. 94- Dec. 94 New Jersey Department of Agriculture (\$3,000). Promotion of New Jersey Grown Tomatoes. (Co-investigator with R.M. Nayga and F.E. Adelaja.)

- Jan. 94-  
Dec. 94 New Jersey Agricultural Experiment Station (\$6,000). Using Demonstrations and a Whole-Farm, Farm Management Expert System to Help Farmers Adopt Sustainable Farming Practices. (Cooperators, S. Reiners and D.J. Prostek.)
- Dec. 93-  
Nov. 94 Northeast Center for Rural Development (\$24,500). Coalitions for Agriculture and the Environment in Urbanizing Areas. (Co-investigator with M.P. Hartley, A.O. Adelaja, and E.M. Tavernier.)
- Sept.93-  
Mar.96 Northeast Region Sustainable Agriculture Research and Education Program (\$60,846). Development of Crop Rotational Budgets for three cropping systems in the Northeast. (Project leader. Cooperators are J. Morgan, R.L. Christensen, J.K. Harper, D. Johnson, M. R. Sciabarrasi, H. D. Tilmon, and F.W.H. Wackernagel.)
- June 93-  
July 94 New Jersey Department of Agriculture “Jersey Fresh” Matching Funds (\$2,000). Market Development and Promotion of New Jersey Grown tomatoes. (Principal investigator.)
- June 93-  
Dec. 93 New Jersey Agricultural Experiment Station (\$7,259). Market Promotions and Development and Joint Marketing Ventures Components of Markets, Marketing Efficiency Policy Group of the FARMS Commission Planning Process Phase 2. (Principal investigator.)
- Feb. 93 Farmers Home Administration (\$479.36). Farm Credit of North, Central and Rancocas, NJ (\$250.) Small Business Development Center (\$500 in kind photocopying workbook) Business Management in Agriculture Workshop. (Principal investigator.)
- Oct. 92-  
June 93 New Jersey Integrated Crop Management (ICM) Initiative Grant (\$10,000). Using Demonstrations and a Whole-farm, Farm Management Expert System to Help Farmers Adopt Sustainable Farming Practices. (Co-investigator with S. Reiners and D.J. Prostek.)
- July 92-  
June 93 New Jersey Agricultural Experiment Station—Low Input Sustainable Agriculture Grant (\$30,000). Budget Development for 3 Vegetable Production Systems in the Northeast. (Co-investigator with S. Reiners and D.J. Prostek.)
- June 92 Budget Development for 3 Vegetable Production Systems in the Northeast. (Co-investigator with S. Reiners and D.J. Prostek.)
- May 92-  
Apr. 95 New Jersey Department Environmental Protection & Energy (\$271,999.38). Pesticide Reduction and Pollution Prevention Through a Supported Integrated Crop Management Program for New Jersey. (Co-investigator with G.J. Hamilton, Z.R. Helsel, J.H. Lashomb, J.A. Murphy, and D.C. Smith-Fiola)
- Whole-Farm, Computer-Based Farm Management Expert System To Help Farms Adopt Economically and Environmentally Sustainable Farming Practices (\$12,000). (R.G. Brumfield, Principal investigator.)
- Feb. 92 Farm Credit of North Central Jersey (\$250 cash and \$150 in kind overlay binders). Farmers Home Administration (\$584.90 in kind index dividers and photocopies of workbook.) Business Management in Agriculture Workshop. (Principal investigator)
- Jan. 92-  
Dec. 92 The Charles E. & Lena Maier Research Fund (\$3,400). Cost and Return Analysis of Staked Tomato Production. (Co-investigator with P.P. Neary and P. Nietzsche.)
- Jan. 92-  
Dec. 92 National Integrated Farm Resource Management System for Sustainable Agriculture (\$2,500). Field Testing the Planetor Farm Decision Support System. (Principal investigator.)

- July 91- New Jersey Agricultural Experiment Station—Low Input Sustainable Agriculture Grant (\$29,000).  
June 91 Systems in the Northeast. (Principal Investigator.)
- Jan. 91- Low Input Sustainable Agriculture (\$24,000). Develop Crop Rotational Budgets for Cropping  
Jan. 91- National LISA Project (\$3,500). Implementation of Planetor Software System by Farmers.  
June 91 (Principal investigator.)
- July 90- New Jersey Agricultural Experiment Station—Low Input Sustainable Agriculture Grant (\$4,660).  
June 91 Develop Crop Rotation Budgets for Cropping Systems in New Jersey and Train County Agents to Use Resulting Software to Make Environmental and Financial Decisions. (Principal investigator.)
- Apr. 90- Special Project Proposal to Assist Farmers with Farm Financial Management (\$5,400).  
Oct. 90 Procedures and Guidelines for Performing Management Audits on Farms. (Co-investigator with M.R. Sciabarrasi, W.H. Zweigbaum, and D.E. Morris.)
- Jan. 90- Low Input Sustainable Agriculture Farm Decision Support Systems (\$1,000). National LISA  
Dec. 90 Project. (Principal investigator.)
- July 89- Regional Research Project 02262 (\$13,000). Competition and Change in the Fruit and Vegetable  
June 93 Production and Marketing System. (Principal investigator, co-investigator with R. Lopez July 89-  
August 90.)
- July 89- Regional Research Project 02222 (\$8,000). Technical and Economic Efficiencies of Producing  
June 93 and Marketing Landscape Plants. (Principal investigator.)
- July 89- Hatch Project 02131 (\$16,000). Economic Analysis of Vegetable Production in New Jersey and  
June 93 the Northeast. (Co-investigator with P.S. Dhillon.)
- July 89- New Jersey Department of Agriculture “Jersey Fresh” Matching Funds (\$1,350). Economic  
June 90 Analysis of Tomato Greenhouse Industry. (Co-investigator with P.S. Dhillon.)
- July 89- Rutgers Cooperative Extension Junior Faculty Grant (\$2,000). Evaluating and Comparing Cost  
June 90 Accounting, Budget Generators and Related Farm Management Software Packages. (Principal investigator.)
- Jan. 89- The Charles E. and Lena Maier Research Fund (\$1,350). Economic Analysis of Tomato  
Dec. 89 Greenhouse Industry. (Co-investigator with P.S. Dhillon.)
- July 88- Rutgers Cooperative Extension Junior Faculty Grant (\$2,000). Developing and Analyzing a  
June 89 System for Marketing Premium Quality New Jersey Tomatoes and Developing Software for Financial Decision Making. (Principal investigator.)
- July 88- New Jersey Agricultural Experiment Station Project 02260 (\$10,000). Premium Tomato Project.  
June 89 (Principal investigator.)
- Sept.85- Ben Franklin Partnership Food & Plant Protection Thrust (\$165,074). Feasibility of a Reject

- Aug. 86 Water Heated Greenhouse at the Bruce Mansfield Power Plant. (Co-investigator with P.N. Walker.)
- July 85- Pennsylvania Department of Agriculture (\$113,086). Economic Analysis of the Pennsylvania  
June 88 Greenhouse Industry (Co-investigator with D.J. Wolnick.)
- July 85- The Conard-Pyle Company (\$1,000). Improving Breaking of Mini-Flora Roses. (Co-investigator  
June 86 with E.J. Holcomb.)
- July 84- PA Flower Growers (\$6,000). Economic Analysis of Production & Marketing in the  
June 86 Pennsylvania Greenhouse Flower Industry. (Co-investigator with D.J. Wolnick.)
- July 84- PA Florists Association (\$5,000). Increasing Flower and Plant Consumption: Identifying  
June 86 Facilitators and Barriers to Use. (Co-investigator with D.J. Wolnick.)

### AWARDS AND HONORS

2015 Alex Laurie Award presented by AmericanHort  
 Best of the Best Rutgers Cooperative Extension Team Award for Annie's Project New Jersey, 2014  
 School of Environmental and Biological Sciences and New Jersey Agricultural Experiment Station Team  
 Award of Excellence for "Women Farmers Project: Business Management Training for Farm Women", 2012  
 Northeast Regional Finalist for the National Association of County Agricultural Agents  
 National Finalist Award in the Search for Excellence Farm and Ranch Financial Management Category for  
 "Annie's Project New Jersey", 2013  
 Communicator Award in the Slide Presentation category, 2002.  
 Epsilon Sigma Phi—National honorary extension fraternity  
 Member since 1991  
 State Treasurer since 2016  
 Northeast Distinguished Team Award, Preparing for Later Life Farming: Helping Farmers Plan and  
 Develop Estate and Farm Transition Plans  
 State Distinguished Team Award for "Annie's Project New Jersey", 2013  
 State International Service Award, 1998, 2013, 2017  
 Northeast International Service Award, 1999, 2014  
 Faculty Academic Service Increment, Rutgers University, 1989, 1990, 1992, 1995, 1997, 1998, 1999, 2002,  
 2008, 2012  
 American Society for Horticultural Science,  
 ASHS Fellow, 2012  
 Extension Division Commercial Horticulture Working Group's Distinguished Achievement Award, 1998  
 Cross Commodity Publication Award, 2001  
 New Jersey FFA State Degree, 1998  
 Excellence in Outreach Team Award, 1996, 1998, 2001  
 Equal Opportunity Employment Award, Rutgers Cooperative Extension, 1992, 1996  
 USDA Service Award, 1993  
 Award of Diversity, Rutgers Cooperative Extension, 1993  
 Merle Adams Award, Rutgers Cooperative Extension, 1992  
 Outstanding Young Women in America, 1983  
 Rutgers 20 Year Service Award. 2008.  
 The article The Agricultural Information System for Farmers in Turkey by O. Ozcatlbas, R.G. Brumfield, and  
 B. Özkan. 2004. Information Development 20 (2): 97 – 105 was one of the top 10 most popular full text  
 articles downloaded from the Sage Publications website between August 2004 and February 2005.

Gamma Sigma Delta—Agriculture honorary fraternity  
 Phi Kappa Phi—National honorary fraternity  
 Kappa Mu Epsilon—Mathematics honorary fraternity

## **PROFESSIONAL SOCIETIES**

Phi Alpha Xi - Floriculture and ornamental horticulture honorary fraternity, member since 1980

Epsilon Sigma Phi – National extension honorary fraternity

- Treasurer – Rutgers Chapter, 1998-2000, 2016.
- 2016 ESP National Convention Planning Committee

American Agricultural Economics Association, member since 1988

- Member, Extension Committee, 1997-1999
- AAEA Topic Leader, AAEA Annual Meetings, 1998
- Member, Extension Awards Committee, 2001-2003

Northeastern Agricultural and Resource Economics Association, member since 1988

- Local Arrangements Committee, Chair - 1996, Member - 2009-present
- Member Local Arrangements Committee, 2009
- Reviewed 4 papers for the Northeastern Agricultural and Resource Economic Association meetings, 1993
- Selected Papers and Symposia Committee, 1992-93

Extension Specialists' Association, member 1988-1993.

- Auditor 1988-93

National Small Farm Conference

- Program Committee, 7th National Small Farm Conference September 20-23, 2016 hosted by Virginia State University at Virginia Beach

International Society for Horticultural Science, member since 1986

- Vice Chair, Management and Economics Commission, 1998- 2006
- Convenor and Invited chair, XIIIth International Symposium on Horticultural Economics, 1996
- Editor, Volume 429 *Acta Horticulturae*, 1996

American Society for Horticultural Science, member since 1981

- Associate Editor, Marketing and Economics, *HortScience*, 1997-present
- Cross-Commodity Publications Award Selection Committee 2003-05.
- Editorial Board, *HortTechnology*, 1997-2000
- Chair of the Economics and Marketing Working Group, 1985-86, 87-88, 92-93, 96-98
- Member of the Floricultural Working Group
- Chair and organizer, Sustainable Horticulture Colloquium, 1993

Reviewer for International Journal of Vegetable Science, 2008

Reviewer for Crop Protection Magazine, 2008

Reviewer for International Journal of Vegetable Science, 2008.

Reviewer for New Zealand Journal of Crop and Horticultural Science, 2007 and 2008.

Reviewer and advisor for *HortTechnology*, 1998-2008.

## SERVICE/LEADERSHIP ACTIVITIES

### Professional:

USDA National Institute of Food and Agriculture (NIFA) Agriculture & Food Research Initiative's (AFRI) peer-review panels. Winter 2015 and Summer 2015

USDA National Institute of Food and Agriculture (NIFA) Small Business Innovation Research Program – Phase I Fiscal Year 2015 peer-review panel

National Institute of Food and Agriculture (NIFA) CAPs, Planning, and Regional Partnership Specialty Crop Research Initiative (SCRI) peer-review panel, 2012

Reviewed the textbook Financial Management for Agribusiness by Obst, Wesley J., Rob Graham, and Graham Christie, Collingwood, Australia: Landlinks Press, 2008, 2009.

Business Feasibility Study for the Establishment of Ornamental Aquatic Plant Aquaculture in the Northeastern United States by Gef Flimlin, Rutgers Cooperative Extension, Toms River NJ and Robert Pomeroy, University of Connecticut-Avery Point/Connecticut Sea Grant Coordinator, 2008.

CSREES National Small Farm Program, 2000-present

Program Committee for the 7th National Small Farm Conference, hosted by Virginia State University at Virginia Beach, September 20-22, 2016.

Member, Editorial Board, Small Farms Conference Proceedings, 2009

Reviewed the Proceedings for the 5<sup>th</sup> Small Farms Conference. 2009-2010.

State FINPACK leader, 1989-present (FINPACK is a computer program designed for financial analyses and planning of farms by county agents and lending agencies trained in its use.)

Southern Region Nursery Production and Marketing Research Committee, S 1065 (formerly S290), Rutgers representative, 1989-present

Northeast Regional Small Farm Representative, 2007– present.

Southern Region Competition and Change in the Fruit and Vegetable Production and Marketing System, S222, Rutgers representative, 1989-90, 1993-2000

Food Distribution Research Society, 1993-present, member membership committee, 1993-95

American Association of University Women, 1989-present

Northeast Farm Management Committee, Rutgers representative, 1988-present, chair 1991-92

Northeast Region Controlled Environment and Facilities Engineering for Greenhouses, NE1335 (formerly NE-1017), Rutgers representative, 1988-present  
 Northeast Region Environmental Impacts of Equine Operations, NE 1441. 2015-present  
 Cooperator, Northeast Region SARE grant, 1995-96  
 Member, Northeast Regional SARE Technical Committee, 1993-96  
 Member, National Resource Management Strategy LISA budgeting group headed by Dr. John Ikerd, University of Missouri, 1990-92  
 Northeast Public Policy Committee, Rutgers representative, 1988-90

### **University:**

Rutgers University Graduate Faculty, member since 1988

- Full member, 1992-present
- Associate member, 1988-1992

### **College:**

Ad Hoc Committee Members: Ad Hoc to Review for Karen Ensle Promotion Packet, 2016.  
 Ad Hoc Committee Members: Ad Hoc to Review for Luanne Hughes' Promotion Packet, 2015.  
 Member, Energy Economist Search Committee, Department of Agriculture, Food, and Resource Economics, 2009-2010  
 Member, RCE Revenue Enhancement Task Force, 2007  
 Member, Reading Committee, Madeline Flayhive-Denardo's Promotion Packet, 2007  
 Member, Mentoring Committee, Madeline Flayhive-Denardo, 2000-2007  
 Ad hoc member, Department of Agriculture, Food, and Resource Economics for the review of Ramu Govindasamy's packet for promotion to Professor, 2007.  
 Ad hoc member, Department of Family & Consumer Sciences for the review of Sharon Blase's packet for promotion to County Agent I, 2004 and 2006.  
 Chair, Reading Committee, Paul Gottlieb's Promotion Packet, 2005  
 Member, Cook College Marketing Committee, 2005  
 Member, Cook College Appointments and Promotions Committee, 2001-02  
 Member, Cook College Rules and Procedures Committee, 1998-02  
 Member, Search Committee, Biotechnology and Bio-diversity Economist, 1998  
 Rutgers Cooperative Extension Equal Employment Counselor, 1996-98  
 Member, Affirmative Action Committee, 1996-98  
 Member, Cook College SARE Technical Committee, 1996-97  
 Chair, Rutgers Cooperative Extension Conference Committee, 1995  
 Member, Cook College Planning Committee, 1994  
 Member, Cook College Nominating Committee, 1994-1996  
 Member, Graduate Program and Research Committee, Department of Agricultural Economics and Marketing, 1992-93  
 Chair, Search Committee, Extension Environmental/Agricultural Economics Policy Specialist, 1991-1992  
 Chair, Extension Committee, Department of Agricultural Economics and Marketing, 1994-95, 1999-present  
 Chair, Farm Management/Finance Working Group, 1990-present  
 Member, Floriculture Working Group, 1990-present  
 Member, Marketing Working Group, 1990-present  
 Member, Vegetable Working Group, 1990-present  
 Center for Controlled Environment Agriculture Advisory Committee, 1990-present  
 AAUP Representative, 1990-95  
 Chair, Search Committee, Specialist in Marketing, 1990



Member, Search Committee, Research Economist, 1990  
Rutgers University Sustainable Agriculture Steering Committee, 1989-present  
Secretary, Commencement and Annual Extension Conference Committee, 1989, 1994  
Affirmative Action Representative, Agricultural Economics & Marketing Extension Specialist, 1989-90  
Penalty mail officer, Agricultural Economics & Marketing Extension Specialists, 1989-present  
Chair, Extension Committee, Department of Agricultural Economics and Marketing, 1988-present

**Society at large:**

Judged the New Jersey FFA Star Interviews Contest, 1993-2006  
Developed strategic plan for marketing portion of FARMS Commission plan, 1993  
Conducted Future Farmers of America (FFA) Farm Business Management Contest, 1992-2006  
Served as expert witness in two different cases involving New Jersey green pepper growers using suppliers for receiving diseased plants, 1989-91  
Served as an expert witness in a zoning hearing before the Hunterdon County Planning board, 1989  
Hosted Annual Farm Credit Service & Farmers Home Administration Luncheon, New Jersey Farmers Week, 1988-2007  
Judged Pennsylvania Master Farmer Contest, 1988 and 1992  
Served as advisor on Northeast SARE project "The Organic Tomato Production/Marketing Manual," 2002