

## Curriculum Vitae

### Brian J. Schilling

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Associate Professor  
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### 1. EDUCATION

- Ph.D.** Planning and Public Policy, 2009, Graduate School of New Brunswick, Rutgers University, New Brunswick, New Jersey. Dissertation: *Local Planning for Agriculture in New Jersey*. (Chair: Dr. Clinton Andrews)
- M.S.** Agricultural Economics, 1994, Graduate School of New Brunswick, Rutgers University, New Brunswick, New Jersey. Thesis: *Analysis of the Impacts of Section 404 on the New Jersey Cranberry Industry: An Examination of the Efficiency and Effectiveness of Wetlands Regulation*. (Chairs: Drs. Donn Derr and Peter Parks).
- B.S.** Natural Resource Management and Applied Ecology, 1992, Cook College, Rutgers University, New Brunswick, New Jersey.

#### 1.A Certificates and Licenses

1. *Preparedness and Response to Agricultural Terrorism (Management Level)*. National Center for Biomedical Research and Training, Academy of Counter-Terrorist Education. September 2005.
2. *Basic Course in Land Use Law and Planning*. New Jersey Department of Community Affairs. May 7, 2011.

### 2. EMPLOYMENT HISTORY

- July 2016-present:** **Associate Professor/Associate Extension Specialist**, Department of Agricultural, Food and Resource Economics, School of Environmental and Biological Sciences, Rutgers University.
- Jan. 2010 – June 2016:** **Assistant Professor/Assistant Extension Specialist**, Department of Agricultural, Food and Resource Economics, School of Environmental and Biological Sciences, Rutgers University.
- Jan. 2014-Dec. 2016:** **Associate Director**, Office of Research Analytics, New Jersey Agricultural Experiment Station, Rutgers University.
- May 2002- Dec. 2009:** **Associate Director**, Food Policy Institute, Cook College, Rutgers University.
- July 2004 – Dec. 2009:** **Adjunct Instructor (Agribusiness Management)**, Department of Agricultural, Food and Resource Economics, Cook College, Rutgers University.
- May 2000 - May 2002:** **Assistant Director of Research**, Food Policy Institute, Cook College, Rutgers University.
- Jan. 1999 - May 1999:** **Adjunct Instructor (Microeconomics, Directed Research)**, Department of Agricultural, Food and Resource Economics, Cook College, Rutgers University.
- Nov. 1997 - May 2000:** **Research Economist** (Research Analyst III), Department of Agricultural, Food and Resource Economics, Cook College, Rutgers University.
- Sept. 1995 - Oct. 1997:** **State Government Liaison Economist** (Research Analyst III), Department of Agricultural

Economics and Marketing, Cook College, Rutgers University/New Jersey Department of Agriculture.

**Sept. 1994 - Aug. 1995:** **State Government Liaison Economist** (Research Assistant), Department of Agricultural Economics and Marketing, Cook College, Rutgers University/New Jersey Department of Agriculture.

**Dec. 1993- Aug. 1994:** **Research Assistant**, FARMS Commission Initiative, Department of Agricultural Economics and Marketing, Cook College, Rutgers University.

### **3. RESEARCH INTERESTS**

Agricultural Viability and Policy in Urbanizing Areas.

Agritourism Enterprise Development.

Farmland Preservation/Farm Retention and Development.

Food Defense.

Economic Performance, Trends, and Public Policies in the Food Industry.

### **4. PROFESSIONAL HONORS AND AWARDS**

#### **4.A National Recognition**

1. 2015 National Winner, National Association of County Agricultural Agents [NACAA] Search for Excellence in Sustainable Agriculture Award [with Infante-Casella, Bamka, Rabin, Komar, Chase, Brzozowski, Wolinski, VanVranken, Hlubik]
2. 2015 National Finalist, NACAA Communications Award, Video Category ("Managing Risk on Your Agritourism Farm: General Farm Safety") [with Infante-Casella, Bamka, Komar, Hlubik]
3. 2014 American Society for Horticulture Sciences, Extension Division, National Award for Outstanding Website (<http://agritourism.rutgers.edu/training/>) [with Infante-Casella, Komar, Bamka, Marxen, Rabin]
4. 2014, 3<sup>rd</sup> Place Winner, NACAA Extension Education Poster ("From the Field to the Classroom: Extension Agents Providing Undergraduate Education") [with Komar, Rabin, Infante-Casella, Bamka, Hlubik]
5. 2014 National Finalist, NACAA Communications Award, Learning Module Category ("Extension Training for Agritourism Development") [Team leader, with Carleo, Sullivan, Wolinski, Chase, Marxen, Melendez, Infante-Casella, Brzozowski, Rozier-Rich, Komar, Bamka, Hlubik]
6. 2014 National Finalist, NACAA Communications Award, Publication Category ("Budgeting for a Corn Maze") [with Sullivan, Komar, Bamka, Infante-Casella]
7. 2012 National Finalist, NACAA Communications Award, Website ("Rutgers Agritourism Website" <http://njsustainingfarms.rutgers.edu/agritourism.html>) [with Infante-Casella, Rabin, Carleo, Marxen, Melendez, Komar, Bamka]
8. 2011 National Finalist, NACAA Communications Award, Fact Sheet ("Agritourism, is it Right for Me?") [with Komar, Carleo, Colucci, Rozier-Rich, Tomas]

#### **4.B Regional and State Recognition**

1. 2016 State (NJ) Winner, NACAA Communications Award ("CSA Marketing Conference Promotional Program) [with Infante-Casella, Bamka, Komar, Reynolds-Allie].
2. 2015 New Jersey State Winner, NACAA Search for Excellence in Young, Beginning and Small Farmers/Ranchers Award [with Infante-Casella, Bamka, Komar, Rabin, Melendez, VanVranken, Hlubik]
3. 2014 Epsilon Sigma Phi Northeast Region Early Career Service Award (Alpha Xi, New Jersey Chapter winner)
4. 2014 Northeast Regional Winner and National Runner Up (2nd place), National Association of Community Development Extension Professionals, Educational Package Team Award ("Extension Training for

Agritourism Development") [with Lisa Chase]

5. 2014 Northeast Winner, NACAA Communications Award, Website Category ("Extension Training for Agritourism Development") [with Infante-Casella, Bamka, Komar, Melendez, Hlubik]
6. 2013 Northeast Extension Directors' Award of Excellence (Ethnic Produce Production and Marketing Working Group) [with Govindasamy, Simon, et al.]
7. 2011 Northeast Regional Winner, NACAA Communications Award, Extension Education Poster ("Acceptance of Web-Based Extension Agritourism Program Delivery") [with Komar, Rich, Tomas, Carleo, Colluci]
8. 2007 Northeast Extension Directors' Award of Excellence ("New Jersey Equine Economic Impact Study") [with Malinowski, Gottlieb, Sullivan, Brown]

#### **4.C Rutgers University Recognition**

1. 2013 SEBS Celebration of Excellence, Team Excellence Award ("NJAES Agritourism Working Group") [with Infante-Casella, Komar, Rabin, Bamka, Carleo, Melendez, Marxen, Nietzsche, Hlubik, VanVranken]
2. 2012 Extension Specialist of the Year Award, Rutgers Cooperative Extension (selection made by Rutgers Cooperative Extension's Department of Agriculture and Resource Management Agents)
3. 2012 Merle V. Adams Award for Outstanding Achievement, Rutgers Cooperative Extension (awarded to a non-tenured Rutgers Cooperative Extension specialist)
4. 2012 Best of the Best Team Award ("Rutgers NJAES Agritourism Working Group") [with Infante-Casella, Komar, Rabin, Bamka, Carleo, Melendez, Marxen, Nietzsche, Hlubik, VanVranken]
5. 2004 Cook College/NJAES Team Award for Research Excellence ("Food Biotechnology Program") [with W. Hallman et al.]
6. 1998 Rutgers University Administrative Merit Award
7. 1997 Rutgers University Administrative Merit Award
8. 1997 Cook College/NJAES Team Award for Research Excellence ("Status and Condition of New Jersey's Food Industries") [with A. Adelaja et al.]

#### **4.D Industry Recognition**

1. 2014 New York Farmers' Award for Outstanding Achievement in Agriculture

### **5. TEACHING**

#### **5.A Graduate Instruction**

##### Graduate Program Membership

1. Graduate School of New Brunswick (Associate Member, 2010-present).
2. Food and Business Economics (Associate Member, 2010-present).

##### Graduate Student Supervision

1. Jonathan Jones, Dissertation Committee Member (Ph.D. in Urban Systems, NJIT/Rutgers). *Local food enterprises in post-industrial cities: governance, economic development, and reuse of underutilized land in Newark, New Jersey and Dayton, Ohio.*
2. Megan Lubeck, Thesis Committee Member (M.S. in Agricultural Economics and Marketing). Thesis: *Too small to farm, too big to mow.*
3. David Oberstein, Thesis Chair (M.S. in Agricultural Economics and Marketing, 2016). Thesis: *The effects of incorporating community supported agriculture as a part of a farm's marketing mix.*
4. Matthew Ackley, Thesis Committee Member (M.S. in Agricultural Economics and Marketing, 2015). Thesis: *Undetermined.*
5. Michael McCafferty, Thesis Committee Member (M.S. in Food and Resource Economics, 2012). Plan B

Paper: *Analysis of market power in the U.S. brewing industry.*

6. Joseph Robles, Thesis Committee Member (M.S. in Agricultural Economics and Marketing, 1998). Thesis: *Simulation analysis of nutraceuticals production and industry structure.*
7. Kevin Sullivan, Thesis Committee Member (M.S. in Agricultural Economics and Marketing, 1998). Thesis: *Agricultural policy issues at the urban fringe: an examination of the determinants of farm viability, chemical use and planning horizon.*

## 5.B Undergraduate Instruction

### Courses Taught

1. Direct Farm Marketing and Agritourism - 11:015:315 (Fall 2013, 2015): Enrollment: 17 students.
2. Introduction to Management - 11:373:241 (Fall sessions: 2006-present; Summer session: 2006). Enrollment: 40-65 students.
3. Agribusiness Management - 11:373:241 (Summer and Fall sessions: 2004-2005). Enrollment: 20-40 students.
4. Directed Study on Consumer Patronage of Alternative Food Delivery Systems (Fall 2000). Enrollment: 4 students.
5. Principles and Applications of Microeconomics - 11:373:121 (Spring 1999). Enrollment: 54 students.
6. Independent Study Program with MenuDirect Corporation (Topic: Medical Foods Reimbursement in the United States) - 11:373:492 (Spring 1999). Enrollment: 13 students.

### New Course Development

1. *Clearing Corporation Charitable Foundation Agribusiness Scholars program* (SEBS-level 18-credit honors program, approved May 2017).
2. *Agricultural Commodities and Markets* (11:035:300, approved in May 2017 for inclusion in Clearing Corporation Charitable Foundation Agribusiness Scholars program). Co-developed course with S. Komar.
3. *Critical Analysis of Issues in Agribusiness* (11:035:400, approved in May 2017 for inclusion in Clearing Corporation Charitable Foundation Agribusiness Scholars program). Co-developed course with S. Komar.
4. *Direct Farm Marketing and Agritourism* (11:020:315, approved in September 2011 for inclusion in Agriculture and Food Systems curriculum). Co-developed course with J. Rabin, S. Komar, W. Bamka & M. Casella.

### Undergraduate Student Supervision

1. Rob Dienst (Faculty sponsor, 3 cr. directed research on 'agriculture in the middle farms,' Spring 2015).
2. William Ackerman (Faculty sponsor w/ Dr. Bhuyan, Aresty Research Assistant program, Fall 2014, Spring 2015). *The economic impact of cooperatives in the Northeast United States.*
3. Ryan Modi (Faculty sponsor w/ Dr. Bhuyan, Aresty Research Assistant program, Fall 2014, Spring 2015). *The economic impact of cooperatives in the Northeast United States.*
4. Kelley Steitz (Faculty sponsor, internship at Food Spectrum, Spring 2014).
5. Quinn Christie (Faculty sponsor, executive internship at TerraCycle, Summer 2013).
6. Kadijah Daniels (Reviewer, GH Cook Honors Thesis, Spring 2013). Thesis: *Consumer perception and response to types of food scare events.*
7. Kareem Elsheryie (Faculty sponsor, business internship at Johnson and Johnson, Spring 2013).
8. Kevin Konopi (Faculty sponsor, finance internship at WBB Securities, Fall 2012).
9. Amber Kartalyan (placed in internship with State Agriculture Development Committee, February 2012).
10. Elisa Zavala (placed in internship with New Jersey Food Council, January 2012).
11. Derek Hardy (Co-op Supervisor, Fall 2009 and Spring 2010).
12. Jan-Michael McClintic (Co-op Supervisor, Summer 2008).
13. Justin Daloia (Co-op Supervisor, Fall 2005).

14. Kathryn Rossi (Co-op Supervisor, Summer 2003). Food Policy Institute Research Intern.
15. Kelly Bryson, (Advisor, NJAES Undergraduate Research Scholar, Fall 2001). *Acceptance of food biotechnology products in the U.S.*
16. Jeffrey Gabriele, (Co-advisor, Undergraduate independent study, Spring 1997). *Land retention decisions of New Jersey farmers.*

#### Invited Graduate and Undergraduate Course Lectures

1. "Emergency preparedness and business continuity in the food distribution sector." Presented in Bloustein School graduate *Seminar in Transportation Vulnerability, Risk and Security* (Professor Karen Lowrie). March 23, 2016.
2. "Farm retention and development policy in New Jersey." Presented in *Entrepreneurial Agriculture* Colloquium (Professor Albert Ayeni). February 5, 2015.
3. "Six decades of farm retention and development policy in New Jersey." Presented in *Entrepreneurial Agriculture* Colloquium (Professor Albert Ayeni). February 6, 2015.
4. "Yes Virginia, there are farms in New Jersey." Presented in a Byrne Seminar titled *Philosophy, Local Food, and New Jersey Agriculture* (Dr. Andy Egan). January 29, 2014.
5. "Emergency preparedness and business continuity in the food distribution sector." Presented in *Food Safety and Health Policy* (Dr. Yanhong Jin). December 4, 2012.
6. "Opportunities for building a local agriculture system." Presented in graduate *Community Development Studio* (Professor Kathe Newman, Bloustein School). October 8, 2012.
7. "A primer on New Jersey agriculture." Presented in *Agriculture and Landscape Colloquium* (undergraduate/graduate class, Holly Nelson). September 21, 2012.
8. "A primer on New Jersey agriculture." Presented in *Agriculture and Landscape Colloquium* (undergraduate/graduate class, Holly Nelson). October 7, 2011.
9. "Protecting the integrity of the domestic food supply." Presented in *Food Safety and Health Policy* (Dr. Yanhong Jin). November 30, 2010.
10. "Farmland preservation in New Jersey - accomplishments and challenges." Presented in Byrne Seminar organized by Dr. Robert Goodman. March 31, 2010.
11. "Does New Jersey agriculture really matter?" Presented in Colloquium on *Food Safety and Security* (Drs. Mary Nucci and William Hallman). February 19, 2008.
12. "A nexus between land use and agriculture: a New Jersey perspective." Presented in *Local Government and the Environment* (Dr. George Morren). September 28, 2006.
13. "The threat of terrorism in the U.S. food supply." Presented in *Food Science and Food Law* Colloquium (Dr. Beverly Tepper). April 20, 2006.
14. "New Jersey agriculture: past, present and future." Presented in *Agriculture in the Pinelands* Colloquium (Dr. Peter Oudemans). November 14, 2002.
15. "Sprawl and agriculture in New Jersey." Presented in *Local Government and the Environment* (Dr. George Morren). October 10, 2002.
16. "Labor issues facing the New Jersey food system." Presented in *Local Food Systems in a Globalizing Environment* Colloquium (Drs. Michael Hamm and Anni Bellows). March 23, 2001.
17. "Economic development opportunities for agriculture in the pinelands: a case study of the blueberry industry." Presented in *Agriculture in the Pinelands* Colloquium (Dr. Peter Oudemans). November 1, 2000.

#### **5.C Short Courses**

1. "The threat of terrorism in the food chain", part of the Office of Continuing Professional Education's *Public Health Bioterrorism and Emergency Preparedness Training Certificate Program* (Module 11:

Protecting Food and Water Supplies). 2004.

## 6. SCHOLARSHIP

### 6.A Doctoral Dissertation

1. **Schilling, B.** (2009). *Local planning for agriculture: a new charge to the planning profession*. Doctoral dissertation. Rutgers, The State University of New Jersey, New Brunswick, NJ. Advisor: Clinton Andrews.

### 6.B Articles in Refereed Journals (\* denotes post-doctoral associate or student co-author)

1. Sciarappa, W.J., J. Simon, R. Govindasamy, K. Kelley, F. Mangan, S. Zhang, S. Arumugam, P. Nitzsche, R. VanVranken, S. Komar, A. Ayeni, G. McAvoy, C. Park, W. Reichert, D. Byrnes, Q. Wu, & **B. Schilling**. (2016). Asian crops overview: consumer preference and cultivar growth on the east coast of the United States. *HortScience* 51(11):1344-1350.
2. Duke, J., **Schilling, B.**, Sullivan, K., Esseks, J.D., Gottlieb, P. & Lynch, L. (2016). Illiquid capital: Are conservation easement payments reinvested in farms?" *Applied Economic Perspectives & Policy* 38(3):449-473. doi:10.1093/aep/ppw016
3. Infante-Casella, M. & **Schilling, B.** (2016). Guidance for directors and leaders of agricultural organizations in New Jersey. *Journal of the NACAA* 9(1). Online at: <http://www.nacaa.com/journal/index.php?jid=619>
4. Attavanich, W.\*, **Schilling, B.**, & Sullivan, K. (2016). Measuring the effects of preservation on farm profits in a continuous treatment setting. *Applied Economics* 48(6):5850-5865. doi.org/10.1080/00036846.2016.1186795
5. **Schilling, B.**, Komar, S., Infante-Casella, M., Bamka, W., Rabin, J. & Kluchinski, D. (2016). From the field to the classroom: the experiences of extension faculty in undergraduate instruction. *North American Colleges of and Teachers of Agriculture Journal* 6(2):234-241.
6. **Schilling, B.**, Marxen, L., Everett, J., Miller, C., Kimmel, D. & Cook, J. (2015). Helping farmers access farmland - New Jersey's new land link website. *Journal of Extension* 15(6). Article 6TOT7. Online at: <http://www.joe.org/joe/2015december/tt7.php>.
7. Gottlieb, P., **Schilling, B.**, Esseks, J.D., Lynch, L. & Duke, J. (2015). Are preserved farms actively engaged in agriculture and conservation? *Land Use Policy* 45: 103-116.
8. **Schilling, B.**, Esseks, J.D., Duke, J., Gottlieb, P. & Lynch, L. (2015). The future of preserved farmland: ownership succession in three Mid-Atlantic states. *Journal of Agriculture, Food Systems and Community Development* 5(2): 129-153.
9. **Schilling, B.** & Sullivan, K. (2014). Characteristics of New Jersey agritourism farms. *Journal of Food Distribution Research* 45(2):181-173.
10. **Schilling, B.**, Attavanich, W.\*, Sullivan, K., and Marxen, L. (2014). Measuring the effect of farmland preservation on farm profitability. *Land Use Policy* 41:84-96.
11. **Schilling, B.**, Attavanich, W.\*, and Jin, Y. (2014). Does agritourism enhance farm profitability? *Journal of Agricultural and Resource Economics* 39(1):69-87.
12. **Schilling, B.**, Sullivan, K. & Duke, J. (2013). Do residual development options increase preserved farmland values? *Journal of Agricultural and Resource Economics* 38(3):327-343.
13. **Schilling, B.** & Marxen, L. (2013). Visit NJ Farms: an online resource to support statewide marketing of agritourism. *Journal of Extension* 51(6). Article 6TOT5. Online at: <http://www.joe.org/joe/2013december/tt5.php>
14. **Schilling, B.**, Komar, S., Bamka, W. & Sullivan, K. (2013). Conventional corn grain productions vs. corn maze production: implications for enterprise budgeting. *Journal of the National Association of County Agricultural Agents* 6(1). Online: <http://www.nacaa.com/journal/index.php?jid=209>.

15. **Schilling, B.** and Marxen, L. (2013). Developing a customized GIS-based spatial statistics tool: an application to emergency planning and response. *Journal of Extension* 51(5). Article 5TOT4. Online: <http://www.joe.org/joe/2013october/tt4.php>
16. **Schilling, B.**, Sullivan, K. & Komar, S. (2012). Examining the economic benefits of agritourism: the case of New Jersey. *Journal of Agriculture, Food Systems and Community Development* 3(1): 199-214.
17. Rozier-Rich, S., Komar, S., **Schilling, B.**, Tomas, S., Carleo, J., and Colucci, S. (2011). Meeting Extension programming needs with technology: a case study of agritourism webinars." *Journal of Extension* 49(6). Article 6FEA4. Online: <http://www.joe.org/joe/2011december/a4.php>.
18. Onyango, B., Nayga, Jr., R. & **Schilling, B.** (2004). Role of product benefits and potential risks in consumer acceptance of genetically modified foods. *AgBioforum* 7(4): 202-211.
19. Hossain, F., Onyango, B., Adelaja, A., **Schilling, B.** & Hallman, W. (2004). Consumer acceptance of food biotechnology: willingness to buy genetically modified food products. *Journal of International Food and Agribusiness Marketing* 15(1/2): 53-76.
20. Hossain, F., Onyango, B., Adelaja, A., **Schilling, B.** & Hallman, W. (2003). Public perceptions of biotechnology and acceptance of genetically modified food. *Journal of Food Distribution Research* 34(3): 36-50.
21. Hossain, F., Onyango, B., **Schilling, B.**, Hallman, W. & Adelaja, A. (2003). Product attributes, consumer benefits and public approval of genetically modified foods. *International Journal of Consumer Studies* 27(5): 353-365.
22. **Schilling, B.**, Hallman, W., Hossain, F. & Adelaja, A. (2003). Consumer perceptions of food biotechnology: evidence from a survey of U.S. consumers. *Journal of Food Distribution Research* 34(1): 30-35.
23. Hossain, F., Onyango, B., Adelaja, A., **Schilling, B.** & Hallman, W. (2003). Nutritional benefits and consumer willingness to buy genetically modified foods. *Journal of Food Distribution Research* 34(1): 24-29.
24. Onyango, B., Hossain, F., Hallman, W., **Schilling, B.** & Adelaja, A. (2003). Public perceptions of food biotechnology: uncovering factors driving consumer acceptance of genetically modified food. *Journal of Food Distribution Research* 34(1): 36-42.
25. Adelaja, A., Nayga, Jr., R., **Schilling, B.** & Tank, K. (2000). Understanding the challenges facing the food manufacturing industry. *Journal of Food Products Marketing* 6(2): 35-55.
26. Adelaja, A., Nayga, Jr., R., Tank, K. & **Schilling, B.** (1999). Challenges facing the food service industry. *Journal of Restaurant and Foodservice Marketing* 3(3/4): 123-138.
27. Adelaja, A. & **Schilling, B.** (1999). Nutraceuticals: Blurring the line between food and drugs in the 21<sup>st</sup> century. Millennium Issue of *Choices* (December): 35-39.
28. Adelaja, A., Nayga, Jr., R., **Schilling, B.** & Tank, K. (1999). A note on challenges facing food retail stores: the case of New Jersey. *International Journal of Retail and Distribution Management* 27(8): 302-310.
29. Adelaja, A., Nayga, Jr., R., Tank, K. & **Schilling, B.** (1997). Enhancing business opportunities in the food wholesale industry: a case study of New Jersey. *Journal of Food Distribution Research* 28(2): 45-54.
30. Adelaja, A., Nayga, Jr., R., Tank, K. & **Schilling, B.** (1997). The business climate of food firms: a comparative analysis of problems faced by food manufacturers, wholesalers, retailers and service institutions in New Jersey. *Journal of Food Distribution Research* 28(1): 45-53.
31. Adelaja, A., Nayga, Jr., R., Tank, K. & **Schilling, B.** (1997). Industry views on methods of improving the business climate for food stores: the case of New Jersey. *Agribusiness: An International Journal* 13(1): 107-117.
32. Tavernier, E., Adelaja, A., Hartley, M. & **Schilling, B.** (1996). Information technologies and the delivery of extension programs. *Journal of Food and Agricultural Information* 3(4): 75-85.

## 6.C Articles in Non-Refereed Journals

1. **Schilling, B.**, Turvey, C. & Hallman, W. (2004). Consumers and mad cows: Where's the beef? *US Food*

*Safety*, 1: 149-150.

- Hallman, W., Adelaja, A. & **Schilling, B.** (2003). Public perceptions of agricultural biotechnology in the United States. *Acta Horticulturae* 625: 445-455.
- Adelaja, A., Brumfield, R. & **Schilling, B.** (1996). Share analysis of drivers of growth in the ornamental industry: a case study of New Jersey. *Acta Horticulturae* 429: 301-307.

#### 6.D Chapters in Books

- Brennan, M., Hochman, G. & **Schilling, B.** (2014). Impact of political economy constraints on assessments of biomass energy potential: New Jersey as a case study. In Alberto Pinto and David Zilberman (eds.) *Modeling, Optimization and Bioeconomy* (pp. 111-124). Springer International Publishing.
- Adelaja, A. & **Schilling, B.** (1999). New approaches to farmland preservation. In O. Furuseth & M. Lapping (Eds.) *Contested Countryside: The Rural Urban Fringe in North America* (pp. 113-135). Hampshire, England: Ashgate Publishing Group.

#### 6.E Published Research Abstracts & Proceedings

- Infante-Casella, M., W. Bamka, S. Komar, **B. Schilling**, & K. Reynolds-Allie. (2016). SWOT Analysis Education for Direct Marketing and Agritourism. Proceedings of the 101st National Association of County Agricultural Agents Annual Meeting and Professional Improvement Conference: 57.
- Reynolds-Allie, K., M. Infante-Casella, W. Bamka, S. Komar, **B. Schilling**, & M. Melendez. (2016). Community Supported Agriculture. Proceedings of the 101st National Association of County Agricultural Agents Annual Meeting and Professional Improvement Conference: 56.
- Infante-Casella, M., W. Bamka, **B. Schilling**, & S. Komar. (2015). Hayride Safety Extension Education Resources for Agritourism. Proceedings of the 100th National Association of County Agricultural Agents Annual Meeting and Professional Improvement Conference: 51.
- Schilling, B.**, Rabin, J., Komar, S., Infante-Casella, Bamka, W. & Hlubik, W. (2014). From the field to the classroom: Extension agents providing undergraduate education. Proceedings of the 99th National Association of County Agricultural Agents Annual Meeting and Professional Improvement Conference: 170.
- Schilling, B.** (2014). Farm safety advice to protect agritourism farms from legal liability. Proceedings of the 59th New Jersey Agricultural Convention and Trade Show: 57-61.
- Marxen, L. & **Schilling, B.** (2014). An exciting new statewide website to promote farm markets, agritourism and CSA's. Proceedings of the 59th New Jersey Agricultural Convention and Trade Show: 107-109.
- Schilling, B.** (2014). Tips to manage liability and help avoid conflicts in agritourism operations. Proceedings of the 59th New Jersey Agricultural Convention and Trade Show: 110-114.
- Simon, J., Park, C., Ayeni, A., Payne, R., Nitzsche, P., Sciarappa, W., VanVranken, R., Komar, S., Dager, E., Wu, Q., **Schilling, B.**, Govindasamy, R. & Kelley, K. (2013). Producing and marketing ethnic herbs and greens. Proceedings of the 58th New Jersey Agricultural Convention and Trade Show: p. 140-141.
- Infante-Casella, M., Bamka, W., Carleo, J., Colucci, S., Furey, P., Goger, N. Komar, S. J., Marxen, L., Melendez, M., Rabin, J., Rozier-Rich, S. & **Schilling, B.** (2012). Results of the Rutgers agritourism conferences. Proceedings of the 97th National Association of County Agricultural Agents Annual Meeting and Professional Improvement Conference: 76.
- Kluchinski, D., Marxen, L. & **Schilling, B.** (2012). An assessment of farm regulation inquiries to county agricultural agents in New Jersey. Proceedings of the 97th National Association of County Agricultural Agents Annual Meeting and Professional Improvement Conference: 47.
- Komar, S. J., Carleo, J., Rich, S. R., **Schilling, B.**, Tomas, S., Colucci, S. (2011). Acceptance of web-based Extension agritourism program delivery. Proceedings of the 96th National Association of County



- Agricultural Agents Annual Meeting and Professional Improvement Conference: 65.
12. Komar, S., **Schilling, B.**, Carleo, J., Rich, S., Tomas, S., Colucci, S. (2011). The East Coast agritourism webinar series. Proceedings of the 96th National Association of County Agricultural Agents Annual Meeting and Professional Improvement Conference: 147.
  13. Carleo, J., Rozier-Rich, S., Tomas, S., Komar, S., **Schilling, B.** & Colucci, S. (2011). Successful use of webinars for Cooperative Extension programming. Proceedings of the 96th National Association of County Agricultural Agents Annual Meeting and Professional Improvement Conference: 214.
  14. **Schilling, B.** (2011). Policy and training needs to support agritourism development: lessons from New Jersey. Proceedings of the 2011 National Extension Tourism Conference: 19-20.
  15. Rich, S., Tomas, S., Komar, S., **Schilling, B.** & Carleo, J. (2011). Creative strategies for Extension programming: agritourism and webinars. Proceedings of the 2011 National Extension Tourism Conference: 23.
  16. Komar, S., Rich, S., **Schilling, B.**, Tomas, S. & Carleo, J. (2011). Social media: The new "word of mouth" advertising. Proceedings of the 2011 National Extension Tourism Conference: 24.
  17. **Schilling, B.**, J. Rabin, & L. Marxen. (2010). Characterizing New Jersey's farm landscape: case studies of urban fringe farm footprints. *Agricultural and Resource Economics Review* 39(3): 587.
  18. **Schilling, B.**, Sullivan, K., & Marxen, L. (2010). Evaluating revisions in eligibility criteria for farmland assessment in New Jersey. *Agricultural and Resource Economics Review* 39(3): 587.
  19. **Schilling, B.**, Sullivan, K., & Marxen, L. (2009). Understanding factors contributing to the appreciation of preserved farmland. *Agricultural and Resource Economics Review* 38(2): 281.
  20. Gottlieb, P., Sullivan, K., Malinowski, K., **Schilling, B.**, & Orban-Brown, D. (2009). Customizing the definition of an agricultural industry for policy analysis: the case of New Jersey equine. *Agricultural and Resource Economics Review* 38(2): 287.
  21. **Schilling, B.** and Marxen, L. (2007). The opportunity for agritourism development in New Jersey. *Agricultural and Resource Economics Review* 36(2): 349-350.
  22. Onyango, B., Turvey, C., Hallman, W., and **Schilling, B.** (2005). Agroterrorism and public perceptions of risk: implications for the U.S. food system. *Agricultural and Resource Economics Review* 34(2): 284.
  23. **Schilling, B.**, Marxen, L. & Onyango, B. (2004). Political economy of local land preservation taxes in New Jersey. *Agricultural and Resource Economics Review* 33(2): 301.
  24. Govindasamy, R., **Schilling, B.**, Sullivan, K. & Turvey, C. (2004). Returns to state agricultural promotion: a case study of the Jersey Fresh program. *Agricultural and Resource Economics Review* 33(2): 299.
  25. **Schilling, B.**, Hallman, W. & Turvey, C. (2004). Sanity prevailing in mad cow case. *Agricultural and Resource Economics Review* 33(2): 306.
  26. **Schilling, B.** (2003). Health foods of the future: Is the American consumer ready? *Agricultural and Resource Economics Review* 32(2): 297.
  27. Onyango, B., Hossain, F. & **Schilling, B.** (2003). The role of product benefits and perceived risks in consumer acceptance of genetically modified foods. *Agricultural and Resource Economics Review* 32(2): 297-298.
  28. **Schilling, B.**, Hallman, W. & Adelaja, A. (2002). Consumer knowledge of food biotechnology: a descriptive study of U.S. residents. *Agricultural and Resource Economics Review* 31(2): 262.
  29. Adelaja, A., Hossain, F., Onyango, B., Hallman, W. & **Schilling, B.** (2002). Consumer perception of biotechnology: uncovering factors driving consumer acceptance of genetically modified food. *Agricultural and Resource Economics Review* 31(2): 262.
  30. Hossain, F., Onyango, B. Adelaja, A., **Schilling, B.** & Hallman, W. (2002). Consumer acceptance of food biotechnology: willingness to buy genetically modified food products. *Agricultural and Resource Economics Review* 31(2): 260.
  31. Adelaja, A., Govindasamy, R., **Schilling, B.** & Hartley, M. (1998). The market for nutraceuticals: a case study of the mid-atlantic herbal market. *American Journal of Agricultural Economics* 80 (5): 1202.
  32. Adelaja, A. & **Schilling, B.** (1997). Impacts of farmland assessment eligibility changes on New Jersey land

use. *International Advances in Economic Research* 3(3): 330.

#### 6.F Book Reviews

1. **Schilling, B.** (2001). Review of *Growing Greener: Putting Conservation into Local Plans and Ordinances*. Arendt, R. *Journal of the American Planning Association* 67(1) (Winter): 114-115.

#### 6.G Journal Articles in Review (\* denotes post-doctoral associate or student co-author)

1. **Schilling, B.**, Sullivan, K., Esseks, J.D., Duke, J., Gottlieb, P. & Lynch, L. (1<sup>st</sup> review complete; resubmission of revised draft invited). Farmland owners' satisfaction with farmland preservation: Is there sellers' remorse? *Rural Sociology*. (Submitted May 29, 2015).

#### 6.H Articles Under Development (\* denotes Post-doctoral Associate or Student co-author)

1. Infante-Casella, M., Bamka, W., Komar, S. & **Schilling, B.** (in preparation). Challenges facing innovative agricultural marketing enterprises. Target: *Journal of Agriculture, Food Systems and Community Development*
2. Esseks, J.D. & **Schilling, B.** (in preparation). How do recipients use conservation easement payments? the case of the federal FRPP. Target: *Journal of Soil and Water Conservation*.
3. **Schilling, B.** & Daniels, T. (in preparation). Agricultural land preservation in the US: history, performance, and future needs. Target: *Journal of Agriculture, Food Systems and Community Development*
4. **Schilling, B.**, Marxen, L., & Rabin, J. Characterizing the New Jersey farm landscape. (in preparation - writing nearly complete). Target: *Landscape Ecology*.
5. **Schilling, B.** (in early stages of preparation). An Extension role in disaster preparedness planning: an example of the New Jersey food sector. Target: *Journal of Extension*.
6. **Schilling, B.** (in early stages of preparation). Five decades of farmland assessment in New Jersey: a retrospective and look ahead. Target: *Journal of the American Society of Farm Managers and Rural Appraisers*.

#### 6.I Presentations and Posters at Professional Conferences

##### International Meetings

1. **Schilling, B.**, Sullivan, K., Esseks, J.D., Duke, J., Gottlieb, P. & Lynch, L. (June 30, 2015). Are participating landowners satisfied with agricultural conservation easement programs? Selected paper to be presented at the Northeastern Agricultural and Resource Economics Association/Canadian Agricultural Economics Society Joint Annual Meeting. Newport, RI. [Schilling presented]
2. Sullivan, K., **Schilling, B.** & Brennan, M. (June 30, 2015). How are mid-sized farms performing at the urban fringe? a longitudinal comparison of New Jersey's mid-sized farms to large commercial farms. Selected paper to be presented at the Northeastern Agricultural and Resource Economics Association/Canadian Agricultural Economics Society Joint Annual Meeting. Newport, RI. [Sullivan presented]
3. Turvey, C., Hallman, W. & **Schilling, B.** (November 16-19, 2005). Consumer risk perceptions of agroterrorism. Selected paper presented at the American Society of Criminology. Toronto, Canada. [Turvey presented]
4. **Schilling, B.**, Marxen, & Onyango, B. (June 20-23, 2004). Political economy of local land preservation taxes in New Jersey. Selected paper presented at the Joint Canadian Agricultural Economics Society/

- Northeastern Agricultural and Resource Economics Association Meetings. Halifax, Canada. [Schilling presented]
5. Govindasamy, R., **Schilling, B.**, Sullivan, K. & Turvey, C. (June 20-23, 2004). Returns to state agricultural promotion: a case study of the Jersey Fresh program. Selected paper presented at the Joint Canadian Agricultural Economics Society/Northeastern Agricultural and Resource Economics Association Meetings. Halifax, Canada. [Schilling presented]
  6. **Schilling, B.**, Hallman, W. & Turvey, C. (June 20-23, 2004). Sanity prevailing in mad cow case. Selected paper presented at the Joint Canadian Agricultural Economics Society/Northeastern Agricultural and Resource Economics Association Meetings. Halifax, Canada. [Schilling presented]
  7. Turvey, C., Mafoua, E., **Schilling, B.** & Onyango, B. (July 27-30, 2003). Agroterrorism, hysteresis, and economics. Principal paper presented at 2003 joint meeting of the American Agricultural Economics Association Meeting and Canadian Agricultural Economics Society. Montreal, Canada. [Turvey presented]
  8. Adelaja, A. & **Schilling, B.** (October 8-13, 1996). Modeling the impacts of changes in farmland assessment eligibility on land use and development: an application to New Jersey. Selected paper presented at the Atlantic Economic Society Annual Conference. Washington, DC. [Schilling presented]
  9. Adelaja, A., Brumfield, R. & **Schilling, B.** (August 4-8, 1996). Share analysis of drivers of growth in the ornamental industry: a case study of New Jersey. Selected paper presented at the 13<sup>th</sup> International Symposium on Horticultural Economics. New Brunswick, New Jersey. [Schilling presented]

#### National Meetings

1. Bamka, W., **B. Schilling, M.**, Infante-Casella, & S. Komar. (August 9, 2017). Assessing Farm Safety for Agritourism Operations. Selected presentation at the 2017 National Extension Tourism Conference. Princeton, NJ.
2. Infante-Casella, M., W. Bamka, S. Komar, & **B. Schilling.** (August 10, 2017). "Educating Farmers to Utilize SWOT Analysis for Direct Marketing and Agritourism Operations." Selected presentation and poster at the 2017 National Extension Tourism Conference. Princeton, NJ.
3. Komar, S., W. Bamka, M. Infante-Casella, & **B. Schilling.** (August 10, 2017). "Incorporating Value-Added Products into Traditional Community Supported Agriculture Farms." Selected presentation at the 2017 National Extension Tourism Conference. Princeton, NJ.
4. Infante-Casella, M., W. Bamka, S. Komar, & **B. Schilling.** (August 9-10, 2017). On-Farm Direct Marketing Strategies - Selecting an Agritourism Venture. Poster presented at the 2017 National Extension Tourism Conference. Princeton, NJ.
5. Infante-Casella, M., **B. Schilling,** W. Bamka, & S. Komar. (August 9-10, 2017). Policy Maker Actions That Can Support Agritourism Enterprises. Poster presented at the 2017 National Extension Tourism Conference. Princeton, NJ.
6. Infante-Casella, M., W. Bamka, S. Komar, **B. Schilling,** & K. Reynolds-Allie. (July 24-28, 2016). SWOT Analysis Education for Direct Marketing and Agritourism. Presented at 101st National Association of County Agricultural Agents Annual Meeting and Professional Improvement Conference. Little Rock, AR.
7. Reynolds-Allie, K., M. Infante-Casella, W. Bamka, S. Komar, **B. Schilling,** & M. Melendez. (July 24-28, 2016). Community Supported Agriculture. Presented at the 101st National Association of County Agricultural Agents Annual Meeting and Professional Improvement Conference. Little Rock, AR.
8. Komar, S., **Schilling, B.,** Bamka, W., & Infante-Casella, M. (October 27 - 29, 2015). Agritourism risk management educational tools for agricultural service providers, extension professionals and farmers. Poster accepted at the 2015 National Extension Tourism Conference: Coast to Coast Tourism Matters. Galveston, TX.
9. Infante-Casella, M., W. Bamka, **B. Schilling,** & S. Komar. (June 12-16, 2015). Hayride safety - Extension education resources for agritourism. Presented at the 100th National Association of County Agricultural

- Agents Annual Meeting and Professional Improvement Conference. Sioux Falls, SD.
10. **Schilling, B.** (July 29, 2014). Moving beyond land preservation: planning for viable agriculture at the fringe. Presentation and panel discussion at the 2014 Agricultural and Applied Economics Association Meetings Organized Symposium (Land Use Issues at the Urban Fringe: Is There a Fundamental Disconnect between Urban and Rural Analysts?). Minneapolis, MN.
  11. Infante-Casella, M., **Schilling, B.**, Bamka, W., Komar, S. & Hlubik, W. (July 28, 2014). Adapting Extension agritourism training for undergraduate education. Poster presented at the 2014 American Society for Horticulture Science Conference. Orlando, FL. [Casella presented]
  12. Komar, S., Infante-Casella, M., **Schilling, B.**, Bamka, W., Rabin, J. & Hlubik, W. (July 20-24, 2014). From the field to the classroom: extension agents providing undergraduate education. Poster presented at the National Association of County Agricultural Agents 99th Annual Meeting and Professional Improvement Conference/Galaxy IV. Mobile, AL.
  13. Sullivan, K. & **Schilling, B.** (June 18-22, 2014). How satisfied are preserved farmland owners? Poster presented at the Joint 2014 Annual Meetings and Conference of the Association for the Study of Food and Society and the Agriculture, Food and Human Values Society. Burlington, VT.
  14. Marxen, L. & **Schilling, B.** (June 18-22, 2014). Visit NJ Farms. Poster presented at the Joint 2014 Annual Meetings and Conference of the Association for the Study of Food and Society and the Agriculture, Food and Human Values Society. Burlington, VT.
  15. Infante-Casella, M., Bamka, W., Carleo, J., Hlubik, W., Komar, S., Marxen, L., Melendez, M., Nitzsche, P., Rabin, J., **Schilling, B.** & VanVranken, R. (September 16-20, 2013). Rutgers NJAES agritourism website. Poster presented at the National Association of County Agricultural Agents 98th Annual Meeting and Professional Improvement Conference/Galaxy IV. Pittsburgh, PA.
  16. Attavanich, W., **Schilling, B.**, Sullivan, K. & Marxen, L. (August 12-14, 2012). Do farmland preservation programs improve the profitability of farming? Poster presented at the 2012 Agricultural and Applied Economics Association Annual Meeting. Seattle, WA.
  17. **Schilling, B.**, Kluchinski, D., & Marxen, L. &. (July 15-19, 2012). An assessment of farm regulation inquiries to county agricultural agents in New Jersey. Poster presented at the 97th National Association of County Agricultural Agents Annual Meeting and Professional Improvement Conference. Charleston, SC.
  18. Infante-Casella, M., Bamka, W., Carleo, J., Colucci, S., Furey, P., Goger, N. Komar, S. J., Marxen, L., Melendez, M., Rabin, J., Rozier Rich, S. & **Schilling, B.** (July 15-19, 2012). Results of the Rutgers agritourism conferences. Poster presented at the National Association of County Agricultural Agents 97th Annual Meeting and Professional Improvement Conference. Charleston, SC. [Casella presented]
  19. Rich, S. R., Tomas, S., Colucci, S., **Schilling, B.**, Komar, S., & Carleo, J. (March 20-23, 2012). Creative strategies for Extension programming and education. Selected presentation at the 2012 Association of Natural Resource Extension Professionals 8<sup>th</sup> Biennial Conference. Hendersonville, NC. [Rich presented]
  20. Komar, S. J., Carleo, J., Rich, S. R., **Schilling, B.**, Tomas, S. & Colucci, S. (August 7-11, 2011). Acceptance of web-based Extension agritourism program delivery. Poster presented at the National Association of County Agricultural Agents 96th Annual Meeting and Professional Improvement Conference. Overland Park, Kansas. (Northeast regional winner, communications award).
  21. Komar, S., **Schilling, B.**, Carleo, J., Rich, S., Tomas, S. & Colucci, S. (August 7-11, 2011). The East Coast agritourism webinar series. Presented at the National Association of County Agricultural Agents 96th Annual Meeting and Professional Improvement Conference. Overland Park, KS. [Komar presented]
  22. Govindasamy, R., Kelley, K., Mangan, F., Simon, J., Zhang, S., Sciarappa, W., Van Vranken, R., Ayeni, A., Nitzsche, P., McAvoy, G., **Schilling, B.**, Komar, S. & Puduri, V. (August 7-11, 2011). Specialty greens and herbs: selections for the east coast. Poster presented at the 2011 National Association of County Agricultural Agents Annual Meeting and Professional Improvement Conference. Overland Park, KS.
  23. Carleo, J., Rozier-Rich, S., Tomas, S., Komar, S., Schilling, B. & Colucci, S. (August 7-11, 2011). Successful use of webinars for Cooperative Extension programming. Selected presentation at the National

- Association of County Agricultural Agents 96th Annual Meeting and Professional Improvement Conference, , Overland Park, Kansas. Overland Park, KS. [Carleo presented]
24. Schilling, B. (March 10, 2011). Policy and training needs to support agritourism development: lessons from New Jersey. Selected paper presented at the 2011 National Extension Tourism Conference. Charleston, S.C.
  25. Komar, S., Rozier-Rich, S. Schilling, B., and Tomas, S. (March 10, 2011). Social media: the new “word of mouth” advertising. Workshop panel organized at the 2011 National Extension Tourism Conference. Charleston, S.C.
  26. Rich, S., Tomas, S., Komar, S., **Schilling, B.**, Carleo, J., and Colucci, S. (March 10, 2011). Creative strategies for extension programming: agritourism and webinars. Selected paper presented at the 2011 National Extension Tourism Conference. Charleston, S.C. [Rich presented]
  27. Rich, S. R., Komar, S., Tomas, S., Schilling, B., Carleo, J., & Colucci, S. (March 8, 2011). Webinars as a tool for collaboration and education. Selected paper presented at the 2011 National Association of Community Development Extension Professional Conference. Charleston, SC. [Rich presented]
  28. Govindasamy, R., Kelly, K.M., Mangan, F., Simon, J.E., Zhang, S., Sciarappa, W., VanVranken, R., Ayeni, A., Nitzsche, P., McAvoy, G., **Schilling, B.**, Komar, S.J. and Puduri, V.S. (August 4, 2010). Locally grown ethnic greens and herbs: demand assessments and production opportunities for east coast farmers. Poster presentation at Specialty Crop Research Initiative of the National Institute of Food and Agriculture, USDA Project Directors meeting in conjunction with American Society for Horticultural Science. Palm Desert, California. [Govindasamy presented]
  29. **Schilling, B.** & Marxen, L. (November 14, 2006). Cultivating opportunities for agritourism industry development in New Jersey. Invited paper presented at the 2006 American Farmland Trust Conference, Farming on the Edge: The Next Generation. Newark, DE. [Schilling presented]
  30. Hallman, W., Condry, S., Martyniak, N., **Schilling, B.**, & Turvey, C. (December 5, 2005). Public perceptions of the risks of deliberate contamination of the food supply in the United States. Poster presented at the Society for Risk Analysis annual meeting. Orlando, FL. [Hallman presented]
  31. Hallman, W., Turvey, C., Condry, S., Martyniak, N. & **Schilling, B.** (October 25, 2004). Consumer risk perceptions of agro-terrorism with implications for food systems management. Invited paper presented at the Institute for Operations Research and Management Sciences Annual Meeting. Denver, CO. [Hallman presented]
  32. **Schilling, B.**, Hallman, W., Hossain, F. & Adelaja, A. (October 27-30, 2002). Consumer perceptions of food biotechnology evidence from a survey of U.S. consumers. Selected paper presented at the Food Distribution Research Society Conference. Miami, FL. [Hossain presented]
  33. Hossain, F., Onyango, B., Adelaja, A., **Schilling, B.** & Hallman, W. (October 27-30, 2002). Nutritional benefits and consumer willingness to buy genetically modified foods. Selected paper presented at the Food Distribution Research Society Conference. Miami, FL. [Hossain presented]
  34. Onyango, B., Hossain, F., Adelaja, A., **Schilling, B.** & Hallman, W. (October 27-30, 2002). Public perceptions of food biotechnology: uncovering factors driving consumer acceptance of genetically modified food. Selected paper presented at the Food Distribution Research Society Conference. Miami, FL. [Onyango presented]
  35. Adelaja, A., Govindasamy, R., **Schilling, B.** & Hartley, M. (August 2-5, 1998). The market for nutraceuticals: a case study of the Mid-Atlantic herbal market. Selected paper presented at the American Agricultural Economics Association Annual Meeting. Salt Lake City, Utah. [Adelaja presented]
  36. Adelaja, A., Nayga, R., Tank, K. & **Schilling, B.** (October 27-30, 1996). The business climate of food firms: a comparative analysis of problems faced by food manufacturers, wholesalers, retailers and service institutions in New Jersey. Selected paper presented at the Food Distribution Research Society Meeting. New Orleans, Louisiana. [Adelaja presented]

Regional and State Meetings

1. Infante-Casella, M., Komar, S., Bamka, W. & **Schilling, B.** (October 20, 2014). From the field to the classroom: Extension agents providing undergraduate education. Poster presented at the Rutgers Cooperative Extension Annual Conference. New Brunswick, NJ.
2. **Schilling, B.**, Attavanich, W. & Jin, Y. (June 22-25, 2013). Does agritourism enhance farm profitability? Selected paper presented at the Northeast Agricultural and Resource Economics Association Annual Meetings. Ithaca, NY. [Schilling presented]
3. Duke, J., **Schilling, B.**, Sullivan, K., Esseks, J.D., Gottlieb, P. & Lynch, L. (June 22-25, 2013). Do preserved farmland owners invest in agriculture or extract capital? Selected paper presented at the Northeast Agricultural and Resource Economics Association Annual Meetings. Ithaca, NY. [Schilling presented]
4. **Schilling, B.**, Bamka, W. & Komar, S. (January 3, 2013). Growing corn for an agritourism corn maze versus conventional corn grain production. Selected presentation at the Northeast Region American Society for Horticultural Science. New Brunswick, NJ. [Komar presented].
5. **Schilling, B.**, Duke, J., Lynch, L. & Sullivan, K. (June 10-12, 2012). What are the outcomes of farmland preservation in the Mid-Atlantic region? perspectives of program administrators. Selected paper presented at the Northeast Agricultural and Resource Economics Association Annual Meetings. Lowell, MA. [Schilling presented]
6. **Schilling, B.** and Sullivan, K. (June 10-12, 2012). Characteristics of farms engaging in agritourism. Selected paper presented at the Northeast Agricultural and Resource Economics Association Annual Meetings. Lowell, MA. [Schilling presented]
7. Attavanich, W., **Schilling, B.**, Marxen, L. & Sullivan, K. (June 10-12, 2012). Measuring the effect of farmland preservation program participation on the economic viability of farms. Selected paper presented at the Northeast Agricultural and Resource Economics Association Annual Meetings. Lowell, MA. [Schilling presented]
8. **Schilling, B.**, Rabin, J. and Marxen, L. (June 14-15, 2010). Characterizing New Jersey's farm landscape: case studies of urban fringe farm footprints. Selected paper presented at the meeting of the Northeastern Agricultural and Resource Economics Association Meetings. Atlantic City, NJ. [Schilling presented]
9. **Schilling, B.**, Sullivan, K. and Marxen, L. (June 14-15, 2010). Evaluating revisions in eligibility criteria for farmland assessment in New Jersey. Selected paper presented at the meeting of the Northeastern Agricultural and Resource Economics Association Meetings. Atlantic City, NJ. [Schilling presented]
10. Holtaway, D. **Schilling, B.** and Sullivan, K. (June 15-16, 2010). New opportunities for New Jersey community farmers markets. Poster presented at the meeting of the Northeastern Agricultural and Resource Economics Association Meetings, Economics of Local Food Markets Workshop. Atlantic City, NJ.
11. **Schilling, B.**, Sullivan, K., & Marxen, L. (June 7-9, 2009). Understanding factors contributing to the appreciation of preserved farmland. Selected paper presented at the meeting of the Northeastern Agricultural and Resource Economics Association Meetings. Burlington, VT. [Schilling presented]
12. Gottlieb, P., Sullivan, K., Malinowski, K., **Schilling, B.**, & Orban-Brown, D. (June 7-9, 2009). Customizing the definition of an agricultural industry for policy analysis: the case of New Jersey equine. Selected paper presented at the meeting of the Northeastern Agricultural and Resource Economics Association Meetings. Burlington, VT. [Gottlieb presented]
13. **Schilling, B.** & Marxen, L. (June 10-12, 2007). The opportunity for agritourism development in New Jersey. Selected paper presented at the Northeastern Agricultural and Resource Economics Association Meetings. Rehoboth Beach, DE. [Schilling presented]
14. Onyango, B., Turvey, C., Hallman, W., & **Schilling, B.** (June 12-14, 2003). Agroterrorism and public perceptions of risk: implications for the U.S. food system. Selected paper presented at the Northeastern Agricultural and Resource Economics Association Meetings. Annapolis, MD. [Onyango presented]
15. **Schilling, B.** (June 8-11, 2003). Health foods of the future: Is the American consumer ready?" Selected

- paper at the Northeastern Agricultural and Resource Economics Association Meetings, Portsmouth, NH.
16. Turvey, C., Onyango, B. & **Schilling, B.** (June 8-11, 2003). Impact of the 2002 Bioterrorism Act on the New Jersey food industry. Selected paper presented at the Northeastern Agricultural and Resource Economics Association Meetings. Portsmouth, NH. [Turvey and Schilling presented]
  17. **Schilling, B.**, Hallman, W., Adelaja, A. & Marxen, L. (June 9-12, 2002). Consumer knowledge of food biotechnology: a descriptive study of U.S. residents. Selected paper presented at the Northeastern Agricultural and Resource Economics Association Meetings. Harrisburg, PA. [Schilling presented]
  18. Hossain, F., Onyango, B., Adelaja, A., **Schilling, B.** & Hallman, W. (June 9-12, 2002). Uncovering factors influencing public perception of food biotechnology. Selected paper presented at the Northeastern Agricultural and Resource Economics Association Meetings. Harrisburg, PA. [Hossain presented]
  19. Hossain, F., Onyango, B., Adelaja, A., **Schilling, B.** & Hallman, W. (June 9-12, 2002). Consumer acceptance of food biotechnology: willingness to buy genetically modified food products. Selected paper presented at the Northeastern Agricultural and Resource Economics Association Meetings. Harrisburg, PA. [Hossain presented]

## 6.J Research Reports and Other Monographs

1. Esseks, J.D. & **Schilling, B.** (2013). *Impacts of the Farm and Ranch Lands Protection Program: an assessment based on interviews with participating landowners*. Lincoln, NE: Center for Great Plains Studies, University of Nebraska-Lincoln. (Revised in 2014)
2. Rabin, J., Jany, R., **Schilling, B.**, & Marxen, L. (2010). *Characterizing the modern New Jersey farm landscape: a 2009 Assessment*. Food Policy Institute Report No. RR-0909-019. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
3. **Schilling, B.**, L. Marxen, & K. Van Brunt. (2010). *New Jersey emergency operations plan incident annex: maintaining private sector capabilities for feeding impacted populations*. Prepared for the New Jersey Office of Homeland Security and Preparedness and New Jersey Office of Emergency Management. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
4. Turvey, C., Onyango, B. **Schilling, B.**, & Hallman, W. (2009). *Risk perceptions, consumer response and the first U.S. mad cow case*. Working Paper, Social Science Research Network (online).
5. Esseks, J.D. & Schilling, B. (2008). Burlington County, New Jersey: One of 15 Case Studies for the Research Project, Farm Viability in Urbanizing Counties. Lincoln, NE: Center for Great Plains Studies, University of Nebraska-Lincoln, 71 pp.
6. **Schilling, B.**, Sullivan, K., Marxen, L. & Brennan, B. (2008). *Evaluating changes in the eligibility provisions for farmland assessment in New Jersey*. Food Policy Institute Report No. RR1008-016. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
7. Brennan, M., Specca, D., **Schilling, B.**, Tulloch, D., Paul, S., Sullivan, K., Helsel, Z., Hayes, P., Melillo, J., Simkins, B., Phillipuk, C., Both, A.J., Fennell, D., Bonos, S., Westendorf, M. & Brekke, R. (2007). *Assessment of biomass energy potential in New Jersey*. New Jersey Agricultural Experiment Station Publication No. 2007-1. New Brunswick, NJ: Rutgers, the State University of New Jersey, New Jersey Agricultural Experiment Station.
8. **Schilling, B.**, Sullivan, K. & Marxen, L. (2007). *The economic impact of agritourism in New Jersey: a 2006 assessment*. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
9. Gottlieb, P., **Schilling, B.**, Sullivan, K., Malinowski, K., and Orban-Brown, D. (2007). *The New Jersey equine industry, 2007: economic impact*. New Brunswick, NJ: Rutgers, the State University of New Jersey, Equine Science Center.
10. **Schilling, B.**, Sullivan, K. & Brennan, M. (2006). *The impacts of recent state minimum wage increases on the New Jersey farm sector*. Food Policy Institute Report No. RR-0906-011. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
11. **Schilling, B.**, Marxen, L., Heinrich, H. & Brooks, F. (2006). *The opportunity for agritourism industry*

- development in New Jersey*. Food Policy Institute Report No. RR-0706-010. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
12. Bellows, A., **Schilling, B.**, Palmer-Keenan, D., Marxen, L. & Adler, A. (2005). *Improving food security for New Jersey families: identifying food source, need, and tools for connecting*. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
  13. Govindasamy, R., **Schilling, B.**, Sullivan, K., Turvey, C., Brown, L. & Puduri, V. (2004). *Returns to the Jersey Fresh promotional program: the impacts of promotional expenditures on farm cash receipts in New Jersey*. New Brunswick, NJ: Rutgers, the State University of New Jersey, Department of Agricultural, Food and Resource Economics and Food Policy Institute.
  14. Hallman, W., **Schilling, B.** & Turvey, C. (2004). *Public perceptions and responses to mad cow disease: a national survey of Americans*. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
  15. Rutgers University Impervious Cover Working Group (co-author). (2004). *Report on impervious cover to the State Agricultural Development Committee*. New Brunswick, NJ: Rutgers, the State University of New Jersey, New Jersey Agricultural Experiment Station.
  16. Mount, G., Romano, G., Heinrich, H., Anderson, K., Specca, L., Murphy, C., Hlubik, P., **Schilling, B.**, Brooks, M., Sheppard, D., Mitchell, A. & Boone, D. (2004). *Recommendations of the New Jersey farmland affordability and availability working group*. Trenton, NJ: State Agriculture Development Committee.
  17. Turvey, C., Onyango, B. & **Schilling, B.** (2003). *The impact of the 2002 Bioterrorism Act on the New Jersey food industry*. Food Policy Institute Report No. WP-0603-10. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
  18. Robert, C. & **Schilling, B.** (2003). *The voice of the New Jersey restaurant industry*. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
  19. **Schilling, B.** & Sullivan, K. (2003). *The economic impact of the New Jersey restaurant industry*. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
  20. **Schilling, B.**, O'Connor, J. & Hendrickson, V. (2002). *State-mandated food safety certification requirements for restaurants: a 2002 review of states*. Food Policy Institute Report No. RR-0902-004. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
  21. **Schilling, B.** (2002). *Proceedings from the Food Policy Institute food system security and bioterrorism workshop*. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
  22. Adelaja, A., Simon, J., **Schilling, B.** & Acquaye, D. (2002). *Investment opportunities in the natural plant product industry in West Africa*. New Brunswick, NJ: Rutgers, the State University of New Jersey, Agribusiness in Sustainable Natural African Plant Products Program.
  23. Hallman, W., Adelaja, A., **Schilling, B.** & Lang, J. (2002). *Public perceptions of genetically modified foods: Americans know not what they eat*. Food Policy Institute Report No. RR-0302-001. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
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New Jersey Agricultural Experiment Station Publication No. SR-02134-1-94. New Brunswick, NJ: Rutgers, the State University of New Jersey, New Jersey Agricultural Experiment Station.

#### 6.K Cooperative Extension Fact Sheets and Bulletins

1. **Schilling, B.**, Komar, S., Bamka, W. & Infante-Casella, M. (2017). *Managing liability on agritourism farms*. Rutgers Cooperative Extension Fact Sheet FS1265.
2. Infante-Casella, M., **Schilling, B.**, & Dahringer, D. (*in review*). *Sanitary facilities for on-farm direct marketing and agritourism*. Rutgers Cooperative Extension.
3. **Schilling, B.** & Sullivan, K. (2016). *The economic impact of New Jersey's food system in 2012*. Rutgers Cooperative Extension Bulletin E355.
4. Kimmel, D., **Schilling, B.**, & Everett, J. (2016). *New Jersey's Right to Farm Act– what it is and how it works*. Rutgers Cooperative Extension Fact Sheet FS1253.
5. Kimmel, D., **Schilling, B.**, & Everett, J. (2016). *New Jersey's agricultural mediation program*. Rutgers Cooperative Extension Fact Sheet FS1254.
6. Casella-Infante, M. & **Schilling, B.** (2015). *Guidance for directors and leaders of agricultural organizations in New Jersey*. Rutgers Cooperative Extension Fact Sheet FS1250.
7. **Schilling, B.**, Sullivan, K., Komar, S. & Bamka, W. (2013). *Budgeting for a corn maze*. Rutgers Cooperative Extension publication E343.
8. Komar, S., Brumfield, R. & **Schilling, B.** (2012). *Developing a mission statement for your agricultural business*. Rutgers Cooperative Extension Fact Sheet FS1172.
9. Colucci, S., Rozier-Rich, S., Tomas, S., Carleo, J., Komar, S. & **Schilling, B.** (2012). *Using social media to market agritourism*. North Carolina Cooperative Extension Fact Sheet AG-751-W.
10. **Schilling, B.**, Komar, S., Carleo, J., Rozier-Rich, S., Tomas, S., & Colucci, S. (2011). *Marketing 101 for your agritourism business*. Rutgers Cooperative Extension Bulletin E337.
11. **Schilling, B.** Sullivan, K, Komar, S., & Marxen, L. (2011). *The economic contributions of agritourism in New Jersey*. Rutgers Cooperative Extension Fact Sheet E333.
12. **Schilling, B.** & Sullivan, K. (2011). *The economic impact of New Jersey's food system: a 2010 update*. Rutgers Cooperative Extension Bulletin E332.
13. Komar, S., Schilling, B., Carleo, J., Colucci, S., Rozier-Rich, S., & Tomas, S. (2010). *Is an agritourism venture right for your farm?* Rutgers Cooperative Extension Fact Sheet FS1131.
14. Rozier-Rich, S., Tomas, S., Colucci, S., Komar, S., **Schilling, B.**, & Carleo, J. (2010). *Agritourism: opportunities for farm diversification*. North Carolina Cooperative Extension Fact Sheet AG-734-01.
15. Gottlieb, P., Sullivan, K., Brown, D., **Schilling, B.**, & Malinowski, K. (2009). *New Jersey equine industry, 2007*. Rutgers Cooperative Extension Fact Sheet FS1086.

#### 6.L Food Policy Institute Research Briefs

1. Sullivan, K. & **Schilling, B.** (2010). *The New Jersey blueberry and cranberry industries: 2008 economic impact*. Food Policy Institute Research Brief. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
2. **Schilling, B.** & Sullivan, K. (2006). *The economic importance of New Jersey's food system in 2002*. Food Policy Institute Research Brief No. FS06-06. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
3. **Schilling, B.** & Sullivan, K. (2006). *The economic importance of New Jersey's food and beverage distribution industry in 2002*. Food Policy Institute Research Brief No. FS05-05. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
4. **Schilling, B.** & Marxen, L. (2004). *Food waste generation in New Jersey's food manufacturing sector*. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.

5. **Schilling, B.** & Sullivan, K. (2004). *The economic importance of New Jersey's food distribution industry*. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
6. **Schilling, B.** & Sullivan, K. (2004). *An economic assessment of the New Jersey poultry industry*. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
7. **Schilling, B.** (2002). *The economic contributions of the food industry in the Greater Mid-Atlantic region*. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
8. **Schilling, B.** (2001). *What are Americans thinking? a primer on consumer perceptions of food biotechnology*. Food Policy Institute Publication No. FS01-1. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
9. **Schilling, B.** (2001). *Help wanted! workforce issues in the food system*. Food Policy Institute Publication No. FS01-2. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
10. **Schilling, B.** (2001). *An Introduction to the U.S. nutraceuticals industry*. Food Policy Institute Publication No. FS01-3. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
11. **Schilling, B.** (2001). *Natural plant products in West Africa: opportunities for industry development and trade*. Food Policy Institute Publication No. FS01-4. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.
12. **Schilling, B.** (2001). *Food Policy Institute brief on the New Jersey food industry: importance, challenges and opportunities for enhancing industry performance*. New Brunswick, NJ: Rutgers, the State University of New Jersey, Food Policy Institute.

#### **6.M Consultant Reports**

1. Heinrich, H. & **Schilling, B.** (2004). *Agriculture in Burlington County's Route 206 farm belt: a review of farm industry economics*. Submitted to the Burlington County (New Jersey) Department of Economic Development and Regional Planning by the Heinrich-Schilling Joint Venture, Madison, NJ.
2. Heinrich, H. & **Schilling, B.** (2004). *Agriculture in Burlington County's Route 206 farm belt: current industry status and trends*. Submitted to the Burlington County (New Jersey) Department of Economic Development and Regional Planning by the Heinrich-Schilling Joint Venture, Madison, NJ.
3. Heinrich, H. & **Schilling, B.** (2004). *Agriculture in Burlington County's Route 206 farm belt: strategies for farm viability*. Submitted to the Burlington County (New Jersey) Department of Economic Development and Regional Planning by the Heinrich-Schilling Joint Venture, Madison, NJ.

#### **6.N Miscellaneous Publications**

1. "Mad cow has confidence stirred, but not shaken: any drop in beef consumption likely to be short lived." Rutgers University press release, February 2, 2004.
2. "Clam processing through high hydrostatic pressure technology: a qualitative assessment of potential market interest in New Jersey." Report submitted to Gef Flimlin, Rutgers Cooperative Extension. (October 2002).
3. "Refrigerated Foods Association member satisfaction and needs assessment survey: a summary of findings." Report Submitted to the Board of Directors, Refrigerated Foods Association. (March 2002).
4. "Spanning the ocean: promoting botanicals trade between West Africa and the U.S." Department of Agricultural, Food and Resource Economics Newsletter, Rutgers University. (January 2002). (with A. Adelaja).
5. "Some selected farm facts: they're pretty amazing." *Connexions: Cook College Magazine*, Winter 1997 issue, (p. 13) (with A. Adelaja).

### **7. RESEARCH FUNDING**

Summary: I have been the principal investigator or co-principal investigator on 32 research grants and contracts totaling \$2,427,837. I have served as a senior investigator on an additional 10 research grants and contracts totaling \$6,290,296. In 2017, I secured (with S. Komar, co-PI) a \$1,000,000 endowment from the Clearing Corporation Charitable Foundation to create the Clearing Corporation Charitable Foundation Agribusiness Scholars program at SEBS. I have also been awarded \$5,000 in unrestricted donations to support my research.

#### **7.A Grants, External (Competitive)**

Principal or Co-Principal Investigator (Total: \$951,477)

1. **(2014: \$124,658)**, Northeast Sustainable Agriculture Research and Education, State Professional Development Program Grant. "On-Farm Direct Marketing SWOT Analysis for Risk Management and Safety."  
Role: Co-Principal Investigator. [M. Infante-Casella, Principal Investigator].  
Grant Period: October 2014-September 2017.  
Percent of Effort: 20%
2. **(2011: \$112,616)**: Northeast Sustainable Agriculture Research and Education Professional Development Program, "Development of Extension Programming to Support the Advancement of Agritourism in the Northeast."  
Role: Principal Investigator.  
Grant Period: August 15, 2011 to June 30, 2013.
3. **(2010: \$499,949)**, USDA-CSREES Agriculture and Food Research Initiative. "Enhancing Access to Preserved Farmland for Small and Medium-Sized Farmers."  
Role: Principal Investigator.  
Grant Period: January 1, 2010 to June 30, 2013.
4. **(2004: \$61,000)**, USDA Federal-State Marketing Improvement Program. "Identification and Evaluation of Viable Market Opportunities for Organically Grown Aquatic Products."  
Role: Co-principal Investigator with R. Govindasamy, L. O'Dierno, et al.  
Grant Period: Grant records not available.  
Percent of Effort: <10%
5. **(2003: \$79,070)**, USDA Federal-State Marketing Improvement Program. "Demographics and the Marketing of Ethnic Produce in the Mid-Atlantic States."  
Role: Co-principal Investigator with R. Govindasamy, L. Brown].  
Grant Period: September 1, 2003 to August 31, 2005  
Percent of Effort: 10%
6. **(2000: \$58,768)**, United States Agency for International Development, "Analysis of Markets for Botanicals and Natural Products: Trade Opportunities for the U.S. and Western Africa."  
Role: Co-principal Investigator with A. Adelaja and J. Simon.  
Grant Period: November 1, 2000 to July 31, 2001  
Percent of Effort: 30%
7. **(2001: \$10,074)**, New Jersey Solid Waste Policy Group (earmarked from \$34,200 grant from United States

Environmental Protection Agency), "A Project to Encourage Increased Recycling of Food Residuals in New Jersey."

Role: Co-principal Investigator with P. Hayes. [Note: D. Derr et al. were principal investigators for main grant].

Grant Period: Grant records not available.

Percent of Effort: 60%

Investigator (Total: \$6,207,586)

1. **(2009: \$1,503,166)**, USDA Specialty Crop Research Initiative. "Locally Grown Ethnic Greens & Herbs: Demand Assessment and Production Opportunities."  
Role: Investigator. [R. Govindasamy, Principal Investigator].  
Grant Period: October 1, 2009 to September 30, 2013  
Percent of Effort: 10%. *Note: Approximately 2% of budget (\$30,000) was allocated for my salary, plus an additional 9% of my time was cost-shared).*
2. **(2005: \$2,000,000)**, USDA, National Integrated Food Safety Initiative. "Food Biosecurity: Modeling the Health, Economic, Social, and Psychological Consequences of Intentional and Unintentional Food Contamination."  
Role: Investigator. [W. Hallman, Principal Investigator].  
Grant Period: September 1, 2005 to August 31, 2008  
Percent of Effort: 10%. *Note: Approximately 2% of budget (\$45,600) was allocated for my salary).*
3. **(2001: \$2,500,000)**, CSREES, United States Department of Agriculture, "Consumer Acceptance of Food Biotechnology in the United States."  
Role: Investigator. [W. Hallman, Principal Investigator].  
Grant Period: September 15, 2001 to September 14, 2005  
Percent of Effort: 15%. *Note: Approximately 3% of budget (~ \$78,000) was allocated for my salary.*
4. **(1998: \$94,445)**, Rural-Business Cooperative Service, United States Department of Agriculture, "A Cooperative Approach to the Development, Production and Marketing of a Value-Added Blueberry Product."  
Role: Investigator. [A. Adelaja, Principal Investigator].  
Grant Period: Grant records not available.  
Percent of Effort: 35%
5. **(1997: \$55,000)**, Federal State Marketing Improvement Program, United States Department of Agriculture. "Enhancing the Market for Nutraceuticals in the Mid-Atlantic Region: Request for Year 2 Funding".  
Role: Investigator. [A. Adelaja, Principal Investigator].  
Grant Period: Grant records not available.  
Percent of Effort: 35%
6. **(1996: \$49,975)**, Federal State Marketing Improvement Program, United States Department of Agriculture. "Enhancing the Market for Nutraceuticals in the Mid-Atlantic Region".  
Role: Investigator. [A. Adelaja, Principal Investigator].  
Grant Period: Grant records not available.  
Percent of Effort: 40%

7. **(1996: \$5,000)**, Kellogg Foundation Mid-Atlantic Consortium Food Systems Professions Education Initiative. "A Regional Approach to University, Government and Industry Collaboration in Policy Development and Education to Support the Mid-Atlantic Food System into the 21<sup>st</sup> Century."  
Role: Investigator. [A. Adelaja, Principal Investigator].  
Grant Period: Grant records not available.  
Percent of Effort: 30%

**7.B Grants, Internal - (NJAES, Competitive)**

Principal or Co-Principal Investigator (Total: \$5,550)

1. **(2001: \$1,350)**, New Jersey Agricultural Experiment Station's Undergraduate Research Scholars Program, "Evaluating Consumer Attitudes Toward Food Biotechnology in the United States."  
Role: Principal Investigator.  
Contract Period: July 1, 2001 to June 30, 2002
2. **(2000: \$4,200)**, The New Jersey Agricultural Experiment Station, Program Enhancement Grants Initiative, "Addressing Labor Problems in the Food Industry."  
Role: Co-principal Investigator with G. Kraft.  
Contract Period: July 1, 2000 to June 30, 2001  
Percent of Effort: 70%

Investigator (Total: \$50,000)

1. **(2001: \$50,000)**, The New Jersey Agricultural Experiment Station Research Equipment Grant Program, "Nutraceuticals Beverage Pilot Plant."  
Role: Investigator. [J. Coburn, Principal Investigator].  
Contract Period:  
Percent of Effort: 35%

**7.C Special Initiative Funding (Internal, Non-Competitive)**

Principal or Co-Principal Investigator (Total: \$328,000)

1. **(2006: \$10,000)**, New Jersey Agricultural Experiment Station. Special initiative funding to support implementation of national survey on anticipated public responses to avian influenza.  
Role: Co-principal Investigator with W. Hallman.  
Contract Period: March 1, 2006 to June 30, 2006  
Percent of Effort: 40%
2. **(2005: \$243,000)**, Rutgers Equine Science Center (and industry sources). "The Economic Impact of New Jersey's Equine Industry."  
Role: Co-principal Investigator with P. Gottlieb.  
Contract Period:  
Percent of Effort: 35%
3. **(2004: \$20,000)**, New Jersey Agricultural Experiment Station. "Funding to Support the Formation of the NJAES Agricultural Policy Research Group."  
Role: Principal Investigator.  
Contract Period: July 1, 2004 to June 30, 2005

4. **(2002: \$25,000)**, New Jersey Agricultural Experiment Station, "Economic Impact of the New Jersey Foodservice Industry."  
Role: Principal Investigator.  
Contract Period: July 2, 2002 to June 30, 2003
5. **(2001: \$30,000)**, New Jersey Agricultural Experiment Station, "Consumer Opinion Survey on Food Biotechnology in the U.S."  
Role: Co-Principal Investigator with W. Hallman.  
Contract Period: March 1, 2001 to September 30, 2001  
Percent of Effort: 50%

#### **7.D Contracts - State Government**

##### Principal or Co-Principal Investigator (Total: \$866,950)

1. **(2017: \$5,000)**, State Agriculture Development Committee. "SADC Stewardship Program Deer Fence Installation Training Program."  
Role: Co-Principal Investigator with J. Grande.  
Contract Period: July 1, 2017 to August 31, 2017.  
Percent of Effort: 10%
2. **(2015: \$9,684)**, New Jersey Department of Agriculture. "Web Mapping Application - Emergency Management for Animal Facilities."  
Role: Co-Principal Investigator with L. Marxen.  
Contract Period: April 15, 2015 to June 30, 2015.  
Percent of Effort: 20%
3. **(2008: \$200,000)**, New Jersey Office of Homeland Security and Preparedness. "Development of a Sector Command Center for Emergency Food Distribution In New Jersey."  
Role: Principal Investigator.  
Contract Period: April 15, 2008 to August 15, 2009
4. **(2008: \$49,848)**, New Jersey Department of Agriculture. "Examining the Impacts of Revisions in Farmland Assessment Eligibility Criteria."  
Role: Principal Investigator.  
Contract Period: March 3, 2008 to September 3, 2008
5. **(2006: \$74,918)**, New Jersey Board of Public Utilities (earmarked for Biomass Assessment from \$210,000 grant to NJAES, Margaret Brennan, Principal Investigator). "Waste Stream/Biomass Inventory Assessment, Bioenergy Technology Assessment, and Waste Stream/Biomass State Mapping for The New Jersey State Energy Master Plan and Recommendations for a Proposed State Bioenergy Plan."  
Role: Co-principal Investigator with P. Hayes.  
Contract Period:  
Percent of Effort: 70%
6. **(2005: \$58,000)**, New Jersey Department of Agriculture. "Agritourism Industry Development in New Jersey."  
Role: Principal Investigator.  
Contract Period: April 14, 2005 to April 13, 2006

7. **(2005: \$205,000)**, MOA with the New Jersey Department of Health and Senior Services. "Emergency Preparedness and Response Training for Food Retail Store Management."  
Role: Co-principal Investigator with C. Turvey.  
Contract Period: April 1, 2005 to June 30, 2006  
Percent of Effort: 90%
8. **(2004: \$19,500)**, Cook College Office of Continuing Professional Education (funds from a grant from the New Jersey Department of Health and Senior Services). "Biosecurity Preparedness Training Module."  
Role: Principal Investigator.  
Contract Period: July 1, 2004 to June 30, 2005
9. **(2002: \$250,000)**, New Jersey Department of Health and Senior Services. "Improving Food Security for New Jersey's Families: Identifying Food Source, Need and Tools for Connecting."  
Role: Co-principal Investigator with A. Bellows. NOTE: Contract was initially awarded to Dr. Michael Hamm. Grant was re-assigned after Dr. Hamm's departure from Rutgers University.  
Contract Period: August 1, 2002 to June 30, 2005  
Percent of Effort: 30%

#### 7.E Contracts - Other Sponsors

##### Principal or Co-Principal Investigator (Total: \$271,202)

1. **(2016: \$17,554)**, NJ Farm Direct Marketing Association (pass through of USDA Specialty Crop Block Grant). "Development of mobile VisitNJFarms site."  
Role: Co-Principal Investigator (with Marxen).  
Contract Period: January 2017- to September 2017.  
Percent of Effort: 10%
2. **(2016: \$164,900)**, NJ Turfgrass industry funding. "Evaluating the Economic Impact of the New Jersey Turfgrass Industry."  
Role: Co-Principal Investigator (with Sullivan and Brennan-Tonetta).  
Contract Period: January 2017- to December 2018.  
Percent of Effort: 10%
3. **(2013: \$39,428)**, Northeast Organic Farming Association of New Jersey. "Farm Link Web Application."  
Role: Co-Principal Investigator.  
Contract Period: August 18, 2014 to November 26, 2014.  
Percent of Effort: 10%
4. **(2006: \$28,000)**, New Jersey Farm Bureau. "Estimating the Impact of the 2005 Increase in State Minimum Wage on New Jersey Agriculture."  
Role: Principal Investigator.  
Contract Period: March 1, 2006 to June 30, 2006  
Percent of Effort: 60%
5. **(2004: \$13,320)**, Food Bank For New York City, Food for Survival. "Mapping the Demands of the Hungry: Gaps in Availability of Emergency Food in New York City."  
Role: Co-principal Investigator with C. Turvey.  
Contract Period: February 1, 2004 to June 30, 2004  
Percent of Effort: 50%



6. **(1999: \$8,000)**, MenuDirect Corporation, “Medical Foods Reimbursement in the United States.”  
Role: Co-principal Investigator with A. Adelaja.  
Contract Period: September 1, 2001 to December 30, 2001  
Percent of Effort: 50%

Investigator (Total: \$32,710)

1. **(2002: \$3,250)**, Food Industry Research and Extension Center, “High Hydrostatic Pressure in Clam Purging and Processing.”  
Role: Investigator. [G. Flimlin, Principal Investigator].  
Contract Period:  
Percent of Effort: 40%
2. **(1998: \$29,460)**, New Jersey Pinelands Commission, “A Cooperative Approach to the Development, Production and Marketing of a Value-Added Blueberry Product.”  
Role: Investigator. [A. Adelaja, Principal Investigator].  
Contract Period:  
Percent of Effort: 40%

**7.F Gifts/Endowments** (Total: \$1,005,000)

1. **(February 2017: \$1,000,000)**, Clearing Corporation Charitable Foundation. Endowment to create the Clearing Corporation Charitable Foundation Agribusiness Scholars program at SEBS (co-PI with S. Komar).
2. **(October 2003: \$1,000)**, American Herbal Products Association.
3. **(April 2002: \$3,000)**, Refrigerated Foods Association.
4. **(October 2002: \$1,000)**, New Jersey Restaurant Association.

**7.G Pending External Funding/Grants Under Review**

None.

**8. NON-ACADEMIC SPEAKING ENGAGEMENTS**

**8.A Invited Presentations**

1. **Schilling, B.** (March 8, 2017). Protecting our wisest pursuit: the history and future of farmland preservation in New Jersey. Keynote speaker at the annual meeting of Princeton Historical Society. Princeton, NJ.
2. **Schilling, B.** (November 13, 2016). Things sure have changed...haven't they? the challenges and opportunities facing agriculture in New Jersey Invited presentation to the NJ Young Farmer and Rancher Program. Princeton, NJ.
3. **Schilling, B.,** Infante-Casella, M., Bamka, W., Komar, S., Chase, L., & Marxen, L. (September 22, 2016). “Extension Training for Agritourism Development and Risk Management.” Selected presentation at the 7<sup>th</sup> National Small Farm Conference. Virginia Beach, VA.
4. Marxen, L., **Schilling, B.,** Everett, J., & Kimmel, D. (September 22, 2016.). NJ Land Link – A New Tool for Farmland Access. Poster presented at the 7<sup>th</sup> National Small Farm Conference. Virginia Beach, VA.
5. **Schilling, B.** (April 3, 2016). Things sure have changed...agriculture in New Jersey. Invited presentation to NJ State Grange. Hopewell, NJ.
6. **Schilling, B.** (November 3, 2015). RCE agritourism training resources. Invited briefing to senior

- administrative and executive staff of New Jersey Farm Bureau. Trenton, NJ.
7. **Schilling, B.** and Everett, J. (October 29, 2015). SADC's farm viability initiatives: a policy and programming update to Rutgers county agricultural agents. Invited presentations to the Rutgers Cooperative Extension agricultural and resource management agents' departmental meeting. Southampton, NJ.
  8. **Schilling, B.** (October 16, 2015). Protecting our wisest pursuit: farmland preservation in New Jersey. Invited keynote dinner speaker at the 2015 Annual New Jersey State Grange meeting. Logan, NJ.
  9. **Schilling, B.**, Gottlieb, P., & Sullivan, K. (June 25, 2015). Evaluating farmland preservation in New Jersey: overview of recent NJAES research. Invited presentation to the State Agriculture Development Committee. Trenton, NJ.
  10. **Schilling, B.** (March 24, 2015). The importance and adaptations of agriculture. Invited presentation to the Burlington County Regional Chamber of Commerce. Mount Laurel, NJ.
  11. **Schilling, B.** (February 4, 2015). How agricultural policy and consumer demand impact new crop development. Invited presentation at the 2015 New Jersey Agricultural Convention and Trade Show. Atlantic City, NJ.
  12. **Schilling, B.** (February 3, 2015). Three decades of farmland preservation: a look ahead. Invited presentation at the 2015 New Jersey Agricultural Convention and Trade Show. Atlantic City, NJ.
  13. **Schilling, B.** (January 29, 2015). Right to farm, deed of easement interpretation, and other regulations that impact direct marketing. Invited presentation at the Mid-Atlantic Fruit and Vegetable Convention. Hershey, PA.
  14. **Schilling, B.** (November 17, 2014). New Jersey's agriculture industry: economic development and state retention efforts. Invited presentation to a delegation of Chinese planners, policy makers and agriculturalists organized by Sunels International, Inc. New Brunswick, NJ.
  15. **Schilling, B.** (November 10, 2014). New Jersey's agriculture industry: economic development and state retention efforts. Invited presentation to a delegation of Chinese planners, policy makers and agriculturalists organized by Sunels International, Inc. New Brunswick, NJ.
  16. **Schilling, B.** and Esseks, J. D. (October 21, 2014). Preserved farmland and ownership succession: observations from three Mid-Atlantic states. Invited presentation at American Farmland Trust's National Conference on Farmland, Food and Livable Communities. Lexington, KY.
  17. Esseks, J.D. and **Schilling, B.** and Esseks, J. D. (October 21, 2014). The FRPP: how has the protected land been used, and who will likely own it in the future? Invited presentation at American Farmland Trust's National Conference on Farmland, Food and Livable Communities. Lexington, KY.
  18. Lynch, L., **Schilling, B.**, Sullivan, K., Esseks, J.D., Duke, J. & Gottlieb, P. (May 13, 2014). Perspectives of program administrators: outcomes of farmland preservation. Invited presentation at "Saving America's Farms and Farmland: Celebrating 40 Years of Farmland Preservation." Hershey Park, PA. [Lynch presented].
  19. **Schilling, B.**, Esseks, J.D., Sullivan, K., Duke, J., Lynch, L., Gottlieb, P. (May 13, 2014). Satisfaction with owning farmland protected by conservation easements: findings from two recent surveys of landowners. Invited presentation at "Saving America's Farms and Farmland: Celebrating 40 Years of Farmland Preservation." Hershey, PA. [Schilling & Esseks presented].
  20. Gottlieb, P., **Schilling, B.**, Sullivan, K., Esseks, J.D., Lynch, L., & Duke, J. (May 12, 2014). Agricultural investments on preserved farms. Invited presentation at "Saving America's Farms and Farmland: Celebrating 40 Years of Farmland Preservation." Hershey Park, PA. [Gottlieb presented]
  21. Duke, J., **Schilling, B.**, Sullivan, K., Esseks, J.D., Gottlieb, P. & Lynch, L. (May 12, 2014). Economic benefits of farmland preservation: survey results on how owners used easement payments. Invited presentation at "Saving America's Farms and Farmland: Celebrating 40 Years of Farmland Preservation." Hershey, PA. [Duke presented].
  22. **Schilling, B.**, Duke, J. & Sullivan, K. (May 12, 2014). (Preserved) farmland affordability in New Jersey. Invited presentation at "Saving America's Farms and Farmland: Celebrating 40 Years of Farmland Preservation." Hershey, PA. [Schilling presented].

23. Esseks, J.D., **Schilling, B.**, Lynch, L., Gottlieb, P. & Duke, J. (May 12, 2014). The future of preserved farmland: ownership succession in three Mid-Atlantic states. Invited presentation at "Saving America's Farms and Farmland: Celebrating 40 Years of Farmland Preservation." Hershey, PA. [Esseks presented].
24. **Schilling, B.** (April 8, 2014). Protecting our wisest pursuit - farmland preservation in New Jersey. Keynote speaker at the New York Farmers' 398<sup>th</sup> Dinner. New York City, NY.
25. **Schilling, B.** (May 4, 2013). Farmland assessment and agricultural law in New Jersey. Invited presentation at the John Hart Farms' *Big to Do* event. Hopewell, NJ.
26. **Schilling, B.** (March 20, 2013). The role of a strong direct marketing association in New Jersey. Invited presentation to the New Jersey Farm Direct Marketing Association. North Brunswick, NJ.
27. **Schilling, B.** (February 21, 2013). Enhancing access to preserved farmland for small and medium-sized farms. Invited presentation at the 2013 NIFA Project Directors' Meeting, Prosperity for Small and Medium-Sized Farms and Rural Communities Programs. Washington, DC.
28. Infante-Casella, M., Beaver, T. & **Schilling, B.** (January 28, 2013). Guidance for directors of county boards of agriculture in New Jersey. Gloucester County Board of Agriculture. Clayton, NJ. [Casella presented].
29. **Schilling, B.** (October 19, 2012). Agritourism and New Jersey agriculture. Keynote speaker at the Burlington County 4-H Banquet. Burlington, NJ.
30. **Schilling, B.** (July 24, 2012). Agritourism industry issues and the RCE agritourism working group. Twilight meeting presentation to the New Jersey Farm Direct Marketing Association. East Brunswick, NJ.
31. Mason, B., Doherty, L. & **Schilling, B.** (March 5, 2012). Operation Food Distribution: maintaining private sector capabilities for feeding impacted populations. Briefing to the Urban Area Security Initiative and All Hazards Consortium Joint Meeting. Newark, NJ. [Schilling and Mason presented]
32. **Schilling, B.** (December 1, 2011). Testimony to the New Jersey Senate Energy and Environment Committee (regarding revisions to the farmland assessment statute, S-744). Trenton, NJ.
33. Brennan, M, **Schilling, B.**, Rabin, J., VanVranken, R., Marxen, L. & Sullivan, K. (November 14, 2011). The importance of ag-in-the-middle farms to the future viability of all New Jersey agriculture. Invited presentation at the 93<sup>rd</sup> New Jersey Farm Bureau Convention. Princeton, NJ. [Rabin presented].
34. Brennan, M, **Schilling, B.**, Rabin, J., VanVranken, R., Marxen, L. & Sullivan, K. (October 17, 2011). The importance of agriculture in the middle farms to the future viability of New Jersey agriculture. Presentation at the Agricultural Leadership Retreat. Bordentown, NJ. [Brennan presented].
35. Marxen, L. and **B. Schilling**. (November 8, 2011). Enhancing access to preserved farmland for small and medium-sized farmers. Presentation at the USDA-NIFA Project Directors Meeting. Miami, FL.
36. **Schilling, B.** (September 15, 2011). Farmland assessment: the facts and fiction. Invited presentation to the Gloucester County Farmers-Kiwanis Dinner Meeting. Clayton, NJ.
37. **Schilling, B.**, Kluchinski, D. and L. Marxen. (September 14, 2011). Farm regulations: client inquiries and resource needs. Presentation at Rutgers Cooperative Extension Agriculture and Resource Management Agents Meeting. Westampton, NJ.
38. **Schilling, B.** & L. Marxen. (March 8, 2011). Maintaining private sector capabilities for feeding impacted populations. Invited presentation to the New Jersey Food and Agriculture Sector Working Group. Hamilton, NJ.
39. **Schilling, B.** (January 19, 2011). Implications of changes in the farmland assessment statute (Senate bill S744). Invited presentation to New Jersey Secretary of Agriculture and State Board of Agriculture. Trenton, NJ.
40. **Schilling, B.** & Samulis, R. (January 11, 2011). Farm accidents: understanding the real costs. Invited presentation at the 2011 Atlantic Coast Agricultural Convention and Trade Show. Atlantic City, NJ.
41. **Schilling, B.** (December 7, 2010). Status update: operation food distribution. Invited presentation to the New Jersey Food Council Board of Directors. Monroe, NJ.
42. **Schilling, B.** (November 15, 2010). Agritourism in New Jersey: status and outlook. Invited feature presentation at the 92<sup>nd</sup> New Jersey Farm Bureau Convention. Princeton, NJ.
43. **Schilling, B.** (October 26, 2010). Operation food distribution: maintaining private sector capabilities for

- feeding impacted populations. Invited presentation to the New Jersey Food Council/New Jersey Retail Merchants Association 2010 Loss Prevention Conference. Woodbridge, NJ.
44. **Schilling, B.** (September 23, 2010). Status update: operation food distribution. Invited presentation to the New Jersey Domestic Security Preparedness Task Force, Infrastructure Advisory Committees. Edison, NJ.
  45. **Schilling, B.** (February 9, 2010). Emergency preparedness: protecting the integrity of the food supply. Invited presentation to New Jersey Agricultural Leadership Development Program, Class 8. New Brunswick, NJ.
  46. **Schilling, B.** (January 21, 2010). Operation Food Distribution: a public-private partnership in emergency planning. Invited presentation at the New Jersey Food Processors Association 2010 Annual Meeting. Buena, NJ.
  47. **Schilling, B.** (January 13, 2010). The economic impact of agritourism in New Jersey. Invited presentation at the 2010 Atlantic Coast Agricultural Convention and Trade Show. Atlantic City, NJ.
  48. **Schilling, B.** (January 8, 2010). Maintaining private sector capabilities for feeding impacted populations: a partnership between the New Jersey Food Council and Rutgers Food Policy Institute. Invited presentation to the New Jersey Food Council Food Safety and Quality Committee. Jamesburg, NJ.
  49. **Schilling, B.** (January 5, 2010). New Jersey's food system: why should it feature in current discussions of economic growth? Invited presentation at the USDA Roundtable on Job Creation and Economic Growth. Bordentown, NJ.
  50. **Schilling, B.** (December 10, 2009). Operation Food Distribution: maintaining private sector capabilities for feeding impacted populations. Invited presentation at the Statewide Planning Summit organized by New Jersey Office of Homeland Security and Preparedness, New Jersey State Police, and New Jersey Office of Emergency Management. Sayreville, NJ.
  51. **Schilling, B.** (November 1, 2008). Farmland assessment: Will the rules be changing for forest stewards? Invited presentation at the 21st New Jersey Woodland Owners Conference. New Brunswick, NJ.
  52. **Schilling, B.** (October 24, 2008). Actively devoted...an overview of farmland assessment in New Jersey. Keynote speaker at the Salem County Farm-City Breakfast. Elmer, NJ.
  53. **Schilling, B.** (October 7, 2008). The challenge of your generation: guiding New Jersey's future land use. Invited presentation at the Moorestown Friends School (9<sup>th</sup>-12<sup>th</sup> grade assembly). Moorestown, NJ.
  54. **Schilling, B.** (September 4, 2008). An overview of farmland assessment in New Jersey. Invited public information seminar organized by the Cape May County Office of Rutgers Cooperative Extension. Cape May Court House, NJ.
  55. **Schilling, B.,** Sullivan, K., Marxen, L. & Brennan, M. (August 27, 2008). Evaluating changes in the eligibility provisions for Farmland Assessment in New Jersey. Invited presentation to the New Jersey State Board of Agriculture. New Brunswick, NJ.
  56. **Schilling, B.** (August 25, 2008). Evaluating changes in the eligibility provisions for farmland assessment in New Jersey. Invited Policy Briefing to Senator Jennifer Beck. Red Bank, NJ.
  57. **Schilling, B.** (August, 21, 2008). Our most valued citizens. Keynote dinner speaker at the Princeton Agricultural Association. Hopewell, NJ.
  58. **Schilling, B.** (February 6, 2008). The economic impact of agritourism in New Jersey and opportunities for further industry development. Invited Presentation to the Delegates of the New Jersey State Agricultural Convention. Cherry Hill, NJ.
  59. **Schilling, B.** (January 26, 2008). Does New Jersey agriculture really matter? moving public discourse about New Jersey agriculture from rhetoric to fact. Invited Presentation at the New Jersey Chapter of the Northeast Organic Farming Association's 18<sup>th</sup> Annual Winter Conference. New Brunswick, NJ.
  60. **Schilling, B.** (November 7, 2007). Moving from rhetoric to fact: elevating public discourse about New Jersey agriculture. Invited Presentation to the New Jersey Agricultural Leadership Development Class VII. Princeton, NJ.
  61. **Schilling, B.** (September 17, 2007). The economic impact of agritourism in New Jersey. Featured speaker

- with Secretary of Agriculture Charles Kuperus and Secretary of State Nina Mitchell Wells at press event at Johnson's Corner Farm. Medford, New Jersey.
62. **Schilling, B.** (April 18, 2007). Food sector emergency preparedness: protecting the integrity of the U.S. food supply. Invited Presentation at the NJ-DE-MD-VA Joint New Jersey-Delaware-Maryland Agricultural Leadership Development Seminar. Newark, DE.
  63. **Schilling, B.** (February 27, 2007). Visit NJ Farms! Invited presentation, New Jersey Farmers Direct Marketing Association annual meeting. Florence, NJ.
  64. **Schilling, B.,** (February 12, 2007). Needs for entrepreneurial training in New Jersey agriculture. Invited presentation at Farmers' Institute, New Jersey State Agricultural Convention. Atlantic City, NJ.
  65. Brennan, B., Specca, D. & **Schilling, B.** (February 12, 2007). Assessment of bioenergy potential in New Jersey. Invited presentation at Farmers' Institute, New Jersey State Agricultural Convention. Atlantic City, NJ.
  66. **Schilling, B.,** Sullivan, K. & Brennan, M. (September 12, 2006). The impacts of recent state minimum wage increases on the New Jersey farm sector. Invited presentation to New Jersey Secretary of Agriculture and Office of the Governor. Trenton, NJ.
  67. **Schilling, B.,** Sullivan, K. & Brennan, M. (September 18, 2006). The impacts of recent state minimum wage increases on the New Jersey farm sector. Invited presentation to New Jersey Farm Bureau leadership. New Brunswick, NJ.
  68. **Schilling, B.** (July 12, 2006). Local planning for agriculture: where to get started? Invited presentation before the Lumberton Township Land Development Board and Agriculture Board. Lumberton, NJ.
  69. **Schilling, B.** (March 3, 2006). Local planning for agriculture: where to get started? Invited presentation at the 1<sup>st</sup> Annual Farmland Preservation Conference at Cook College. New Brunswick, NJ.
  70. **Schilling, B.** (February 6, 2006). Supporting the development of agritourism in New Jersey. Invited presentation at the 91<sup>st</sup> New Jersey Agricultural Convention. Atlantic City, NJ.
  71. **Schilling, B.** (February 6, 2006). The economics of farm direct marketing in New Jersey. Invited presentation at the 91<sup>st</sup> New Jersey Agricultural Convention. Atlantic City, NJ.
  72. **Schilling, B.** (January 11, 2006). Food Policy Institute update. Invited presentation at the 2006 New Jersey Food Processors Association Meeting. Buena, NJ.
  73. **Schilling, B.** (December 14, 2005). Economic overview of New Jersey farming. Invited presentation to the New Jersey Agricultural Leadership Development Class. New Brunswick, NJ.
  74. **Schilling, B.** (November 16, 2005). Current policy issues in New Jersey agriculture. Comments to USDA Under-Secretary Tom Dorr during USDA Farm Bill Listening Session Tour. New Brunswick, NJ.
  75. Doherty, L., Ambrosio, M. & **Schilling, B.** (August 19, 2005). Training For emergency preparedness: a program for retail food establishment management teams. Invited presentation to New Jersey Domestic Security Task Force Planning Committee. Trenton, NJ.
  76. **Schilling, B.** (July 18, 2005). Zeroing in on potential ethnic market opportunities for New Jersey farmers. Invited presentation at North American Agricultural Marketing Officials 2005 Conference. Atlantic City, NJ.
  77. **Schilling, B.** (June 1, 2005). The threat of terrorism in the U.S. food system. Invited presentation at Leadership New Jersey and the New Jersey Agricultural Leadership Development Program Seminar on Bioterrorism. East Windsor, NJ.
  78. **Schilling, B.** & Brennan, M. (April 6, 2005). Farmland preservation in the pinelands: background and trends. Invited presentation at a New Jersey Farm Bureau Pinelands Informational Meeting. Hammonton, NJ.
  79. Furey, P., **Schilling, B.**, Bruch, R. & Heinrich, H. (January 24, 2005). Farmland assessment in New Jersey: a Retrospective and future policy considerations. Invited presentation at the 2005 New Jersey State Agricultural Convention, Atlantic City, NJ.
  80. **Schilling, B.** (January 19, 2005). The American food production and distribution system: lessons from New Jersey. Invited presentation to Chinese Delegates from the Chinese-American Business Institute. New Brunswick, NJ.

82. **Schilling, B.** & Marxen, L. (November 12, 2004). Trends in New Jersey agriculture: who are the farmers of tomorrow? Invited presentation to the New Jersey Agricultural Leadership Development Program (Review Committee). New Brunswick, NJ.
83. **Schilling, B.** (October 14, 2004). What are the facts about agriculture? a critical look at farm economics in southern New Jersey. Featured Speaker at a workshop on Farmers and Farms in South Jersey: Planning for Agriculture in Your Community. Pennsville, NJ.
84. **Schilling, B.** (April 28, 2004). Does New Jersey agriculture really matter? a critical review of agricultural economics. Invited presentation to the New Jersey Agricultural Leadership Development Program. North Brunswick, NJ.
85. **Schilling, B.** (April 28, 2004). Overview of the Food Policy Institute. Invited presentation to the Cook College/NJAES Board of Managers. Creamridge, NJ.
86. **Schilling, B.** (February 11, 2004). Blueberry Health, Inc.: progress update. Invited presentation to the Cook College/NJAES Board of Managers. New Brunswick, NJ.
87. **Schilling, B.** (February 3, 2004). Returns to the Jersey Fresh program. Invited presentation at the 89<sup>th</sup> New Jersey Agricultural Convention. Long Branch, NJ.
88. **Schilling, B.** (January 14, 2004). Implementing the 2002 Bioterrorism Act regulations. Invited presentation and panelist at the New Jersey Food Processors 2004 Annual Meeting. Buena, NJ.
89. **Schilling, B.** (November 13-14, 2003). Invited participant, *What the Public Values About Farm and Ranch Land, Baltimore*, MD, (a national workshop organized by the Farm Foundation and USDA's ERS, NRCS, and CSREES).
90. **Schilling, B.** (October 30, 2003). Terrorism in the food chain: how real is the threat and what can we do? Keynote speaker at the 2003 Wawa QA Vendors Summit. Media, PA.
91. **Schilling, B.** (October 27, 2003). The threat of terrorism to the food supply. Invited presentation at the Institute of Food Technologists' Eastern Food Science Conference XIII (20/20 Foresight: Moving Food Science into the Future). Philadelphia, PA.
92. **Schilling, B.** (October 24, 2003). Turning blue fields green: the promise of blueberry nutraceuticals. Keynote speaker at the Burlington County 4-H Banquet. Burlington, NJ.
93. **Schilling, B.** (October 20, 2003). The impact of energy costs on the New Jersey food industry. Testimony offered at the Clean Energy Council public hearing. New Brunswick, NJ.
94. **Schilling, B.** (October 11, 2003). Feeding New Jerseyans, fueling the economy: the importance of New Jersey's food industries. Keynote dinner speaker, New Jersey Museum of Agriculture's 2003 Annual Dinner. New Brunswick, NJ.
95. **Schilling, B.** (January 27, 2003). Ethnic markets for New Jersey farm products. Invited presentation at the New Jersey State Agricultural Convention. Atlantic City, NJ.
96. **Schilling, B.** (January 15, 2003). Health foods of the future: Is the American consumer ready? Invited presentation at the New Jersey Food Processors Association Annual Meeting. Buena Vista, NJ.
97. **Schilling, B.** (September 20, 2002). The dollars and sense of healthy eating. Invited presentation at Feeding Your Family for Health and Wellness: New Jersey Leading the Way (Cook College/NJAES event). New Brunswick, NJ.
98. Hallman, W., Adelaja, A. & **Schilling, B.** (August 16, 2002). U.S. consumer perceptions of agricultural biotechnology: results of a new national survey. Invited paper presented at the XXVI International Horticultural Congress. Toronto, Canada. [Hallman presented]
99. **Schilling, B.** (June 26, 2002). Terrorism's threat to the food system: research needs in the Mid-Atlantic region. Invited presentation at the Food Policy Institute Workshop on Food System Security and Bioterrorism. New Brunswick, NJ.
100. Hallman, W., Adelaja, A., & **Schilling, B.** (June 3, 2002). Public perceptions of agricultural biotechnology. Invited paper presented at the Florida Horticultural Society Conference. Marco Island, FL. [Hallman presented]
101. Adelaja, A., Simon, J., **Schilling, B.** & Acquaye, D. (February 4, 2002). Economic growth and trade in West

- Africa: opportunities in natural plant products. Invited presentation at the Agribusiness in Sustainable Natural African Plant Products Workshop. Accra, Ghana. [Acquaye presented]
102. Hallman, W., Adelaja, A. & **Schilling, B.** (January 16, 2002). Outlook on consumer acceptance of bioengineered foods. Invited presentation at the New Jersey Vegetable Growers Association Meeting. Atlantic City, NJ. [Hallman presented]
  103. Hallman, W., Adelaja, A. & **Schilling, B.** (November 30, 2001). Consumer attitudes about biotechnology. Invited presentation at the Annual Meeting of the Alpha Xi Chapter of Epsilon Sigma Phi (National Organization of Extension Professionals). Burlington County, NJ. [Hallman presented]
  104. **Schilling, B.** (September 7, 2001). Promoting trade between the U.S. and West Africa: opportunities in natural plant products. Invited presentation at The Center for African Studies Open House. New Brunswick, NJ.
  105. Hallman, W., Adelaja, A., **Schilling, B.** & Longo, R. (August 10, 2001). Public perceptions of agricultural biotechnology in the United States in 2001. Invited presentation to the 2<sup>nd</sup> University of San Paulo/Rutgers University Biotechnology Conference. New Brunswick, NJ. [Hallman presented]
  106. Hallman, W., Adelaja, A. & **Schilling, B.** (July 11, 2001). Public perceptions of agricultural biotechnology in the U.S.: preliminary results from a national survey. Invited presentation to the annual meeting of the IFAFS grant: Innovation and Dynamic Efficiency in Agricultural Biotechnology. New Brunswick, NJ. [Hallman presented]
  107. **Schilling, B.** (June 27, 2001). Unlocking the door to the food industry: overcoming workforce issues. Invited presentation at the Food Industry Research and Extension Office's Seminar Product to Profit: Insights on the Prepared Food Industry. Bridgeton, NJ.
  108. **Schilling, B.** (June 15, 2001). Developing trade linkages between the U.S. and West Africa: opportunities in natural products. Invited presentation at the Food Manufacturing Technology Facility's SAHEL Study Tour (in association with the Saharan Regional Program). Piscataway, NJ.
  109. **Schilling, B.** (April 30, 2001). Tackling workforce challenge in the New Jersey food system. Invited presentation at the New Jersey Restaurant Association's Restaurant Operators Conference. Atlantic City, NJ.
  110. **Schilling, B.** (April 5, 2001). The U.S. nutraceuticals industry: an overview. Invited presentation at The Food Policy Institute Roundtable - Opportunities and Barriers Influencing the Integration of Allopathic and Alternative Healthcare Practices. New Brunswick, NJ.
  111. **Schilling, B.** (March 16, 2001). The American nutraceuticals industry: lessons learned from the Mid-Atlantic region. Invited presentation at the Training Program on Natural Products for the USDA's Cochran Fellowship Program (Hosted by the New Use Agriculture Center). New Brunswick, NJ.
  112. **Schilling, B.** (February 8, 2001). Addressing workforce problems in the New Jersey food system. Invited presentation at the Food Policy Institute and Rutgers Cooperative Extension Roundtable -Workforce Issues in the Food Industry. New Brunswick, NJ.
  113. **Schilling, B.** (September 29, 2000). Development and marketing of value-added blueberry products. Invited presentation at the New Jersey Department of Agriculture Agricultural Education Professional Development Conference. Kingston, NJ.
  114. **Schilling, B.** (September 13, 1999). Economic development opportunities through nutraceuticals. Invited presentation at the Food Policy Institute Workshop -Enhancing the Economic Development of the Mid-Atlantic Nutraceuticals Industry. New Brunswick, NJ.
  115. **Schilling, B.** (July 1999). Land use and sustainability policy in New Jersey. Invited presentation to the visiting Deputy Director for the Rubber Cultivation Research Institute, the Chinese Academy of Tropical Agricultural Sciences. New Brunswick, NJ.
  116. **Schilling, B.** (November 25, 1997). Testimony to the Pinelands CMP policy and implementation committee on the long-term economic monitoring plan: First annual report. Pemberton, NJ.
  117. **Schilling, B.**, Adelaja, A. & Horzempa, G. (January 22, 1996). AERDI, FARMS Commission and agricultural policy research. Invited presentation to the Agricultural Leadership Group, Atlantic City, NJ.

118. **Schilling, B.** & Adelaja, A. (July 1994). Estimation of employment in New Jersey agriculture. Invited presentation to the Governor's Economic Master Plan Commission: Task Force on Agriculture, Agribusiness and Fisheries. Trenton, NJ.
119. **Schilling, B.** & Adelaja, A. (July 1994). Employment in the New Jersey agriculture and food complex. Invited presentation to the Governor's Economic Master Plan Commission: Task Force on Agriculture, Agribusiness and Fisheries. Trenton, NJ.

#### **8.B Panels / Moderated Sessions**

1. **Schilling, B.** (May 13, 2014). Moderator. Moving the achievement forward: setting the policy agenda. Capstone plenary session at Saving America's Farms and Farmland conference. Hershey Park, PA.
2. **Schilling, B.** (September 18, 2013). Panelist/Responder for Agriculture and Food Security Session at Sustainable Jersey's Sustainability Summit. Hillsborough, NJ.
3. **Schilling, B.** (February 8, 2013). Panelist at the Food and Agriculture Sector, Super Storm Sandy After-Action Report Conference. (New Jersey Office of Homeland Security and Preparedness). Hamilton, NJ.
4. **Schilling, B.** (September 6-7, 2012). Panelist at regional Farmland Preservation Roundtable (Deborah Bowers, organizer). Lambertville, NJ.
5. **Schilling, B.**, and M. Ambrosio. (March 22, 2011). Operation food distribution: maintaining private sector capabilities for feeding impacted populations. Invited presentation and panelist at the All Hazards Consortium's 2011 Regional Urban Areas Security Initiatives and Planning Workshop. Newark, NJ.
6. **Schilling, B.** (May 6, 2010). Economic impact of climate change on New Jersey. Subject matter expert (agriculture sector) and panelist at a New Jersey Department of Environmental Protection funded workshop organized by Rutgers University and City University of New York-Hunter. New Brunswick, NJ.
7. **Schilling, B.** (July 22, 2008). Food inflation: causes and consumer impacts. Panelist, Stop & Shop Affordable Food Summit moderated by Senator Tom Kean, Jr. Madison, NJ.
8. **Schilling, B.** (December 3, 2004). Are current agricultural initiatives meeting our goals? Panelist at the New Jersey Conservation Foundation/Northeast Organic Farming Association of New Jersey Conference - Growing the Future: Charting a course for Farmland Preservation and Agriculture in New Jersey. New Brunswick, NJ.
9. **Schilling, B.** (November 5, 2004). Shaping New Jersey's agricultural future. Invited Speaker and Panelist at the 2004 Annual Planning Conference (session on Agricultural Policy: Managing the Urban-Rural Fringe). New Brunswick, NJ.
10. **Schilling, B.** (June 3, 2004). Does terrorism pose a threat to the food system? Invited speaker and panelist at the University of Medicine and Dentistry's Center for Biodefense Conference on Chem/Bio Preparedness – A New Jersey Perspective (Session on Food and Agriculture System Preparedness). Parsippany, NJ.
11. **Schilling, B.** (September 12-13, 2003). Respondent/panelist, Introduction to Food Safety and Terrorism Module (Dr. John Lord, presenter). National Symposium on Food Security and Terrorism, Saint Joseph's University. Philadelphia, PA.
12. **Schilling, B.** (June 7, 2002). Session chair/moderator, Economic Impacts of Biological and Chemical Terrorism, Environmental and Occupational Health Sciences Institute Conference on Preparing for Biological and Chemical Terrorism: A New Jersey Perspective. Piscataway, NJ.

#### **8.C University Seminars**

1. Attavanich, W., **Schilling, B.**, Sullivan, K. & Marxen, L. (October 17, 2012). The effect of farmland preservation on farm profitability: does the extent of farm participation matter? Presented at the Rutgers University Department of Agricultural, Food and Resource Economics Seminar Series. New Brunswick, NJ.
2. **Schilling, B.** (October 7, 2010). Protecting the integrity of the domestic food supply. Presented to the



Princeton University Graduate Workshop on Urban Food Systems. Princeton, NJ.

3. **Schilling, B.** (September 21, 2010). Research to support agricultural development and policy. Presented to the Department of Agricultural and Resource Management Agents. New Brunswick, NJ.
4. **Schilling, B.** (October 7, 2009). Supporting farm viability through agricultural policy research. Presented at the Rutgers University Department of Agricultural, Food and Resource Economics Seminar Series. New Brunswick, NJ.
5. Hallman, W. & **Schilling, B.** (February 24, 2006). From agritourism to zoonotic diseases: current programs at the Food Policy Institute. Presented at the Rutgers University Department of Agricultural, Food and Resource Economics Seminar Series. New Brunswick, NJ.
6. **Schilling, B.**, Hallman, W. & Turvey, C. (February 27, 2004). Sanity prevailing in the mad cow case: findings from a national public opinion poll. Presented at the Rutgers University Department of Agricultural, Food and Resource Economics and Food Policy Institute Joint Seminar. New Brunswick, NJ.
7. **Schilling, B.** (June 10, 2003). The threat of terrorism to the food supply: identifying and handling potential threats. Invited presentation at the Saint Joseph's University Curriculum Development Symposium. Philadelphia, PA.
8. **Schilling, B.** (November 30, 2002). Economic growth and trade in West Africa: opportunities in natural plant products. Presented at the Rutgers University Department of Agricultural, Food and Resource Economics Seminar Series. New Brunswick, NJ.
9. **Schilling, B.** (October 9, 1998). The Mid-Atlantic market for nutraceuticals. Presented at the Rutgers University Department of Agricultural, Food and Resource Economics Seminar Series. New Brunswick, NJ.
10. Adelaja, A., **Schilling, B.** & Menzo, J. (November 8, 1996). Altering the farmland assessment eligibility requirements. Presented at the Rutgers University Department of Agricultural Economics and Marketing Seminar Series. New Brunswick, NJ.
11. **Schilling, B.** & Adelaja, A. (October 25, 1996). Implications of agricultural land conversion for municipal revenues and expenditures in New Jersey. Presented at the Rutgers University Department of Agricultural Economics and Marketing Seminar Series. New Brunswick, NJ.
12. Adelaja, A. & **Schilling, B.** (April 1996). Agricultural Policy in an urban environment: What is the role of the agricultural economist? Presented at the Rutgers University Department of Agricultural Economics and Marketing Seminar Series. New Brunswick, NJ.

## 9. EXTENSION PROGRAMMING

### 9.A Curriculum Development

1. (2012-2015) "Extension Training for Agritourism Development." Train-the-trainer resources for Extension educators and agricultural professionals in the Northeast region. Educational delivery strategies include: in-service workshops and farm visits, Extension fact sheets, video segments, farm evaluation checklists, etc. The core curriculum comprises five PowerPoint-based training modules:
  - a. Introduction to Agritourism
  - b. Marketing Agritourism While Providing Quality Customer Service
  - c. Financial Management: Budgeting & Pricing for Agritourism
  - d. Managing Safety Risks on Agritourism Farms
  - e. Agritourism Liability
2. (2012; 2005-2006) "Training for Emergency Preparedness: A Program for Retail Food Establishment Management Teams." Designed a 4-hour in-class instructional program to promote emergency preparedness within the food retail sector (with E. Rossi, L. Doherty et. al.). Roughly 700 retail managers trained in 2005-2006. Approximately 40 hard-copy training manuals reprinted and distributed to New Jersey Food Council in 2012.

3. (2004) "The Threat of Terrorism in the Food Chain." Part of the Office of Continuing Professional Education's Public Health Bioterrorism and Emergency Preparedness Training Certificate Program (Module 11: Protecting Food and Water Supplies).

#### **9.B Extension Conferences and Workshops Organized**

1. (August 7-10, 2017). 2017 National Extension Tourism Conference, "Tourism in the 21st Century: Connecting Communities, Places and People." State host conference planning team (S. Komar, chair), Princeton, NJ. [61 attendees]
2. (July 26, 2017). SADC Farmland Stewardship Deer Fencing Program: Training on Proper Installation and Maintenance. Co-organized [with J. Everett and J. Grande] a 4.5 hour training program for farmers participating in a SADC cost-share program. Pittstown, NJ. [55 attendees]
3. August 9, 2017. Co-organized and presented [with S. Komar, M. Infante-Casella, W. Bamka, L. Chase, L. Marxen] 60-minute workshop titled "Farm Safety and Liability Management: Guidance for Your Agritourism Clientele" at the 2017 National Tourism Extension Conference. Princeton, NJ. [28 attendees]
4. (March 10, 2016). Co-organized [with Reynolds-Allie, Infante-Casella, Komar] a 5-hour training program titled *Community Supported Agriculture (CSA) Marketing Conference*. Clayton, NJ. (11 attendees).
5. (March 3, 2016). Co-organized [with Reynolds-Allie, Infante-Casella, Komar] a 5-hour training program titled *Community Supported Agriculture (CSA) Marketing Conference*. Belvidere, NJ. (21 attendees).
6. (April 7-8, 2015). Planned and presented a 90-minute workshop titled "Best Safety Practices and Liability Management for Agritourism Farms" at the *Welcoming Customers to Your Farm* conference. Rutland, VT. (17 attendees).
7. (February 3, 2015). Organized "State Policy Issues" session at the 2015 New Jersey State Agricultural Convention and Trade Show. Topics: farmland preservation, right to farm, farmland assessment, agricultural mediation. Atlantic City, NJ. (25 attendees).
8. (January 24, 2015). Planned and delivered a 90-minute workshop titled "Agritourism Safety and Liability Management: Overview and Introduction to RCE Resources" at NOFA-NJ's 25th Anniversary Winter Conference. Lincroft, NJ. (21 attendees).
9. (May 12-13, 2014). Planned and organized (with D. Bowers) *Saving America's Farms and Farmland: Celebrating 40 Years of Farmland Preservation*, a 2-day national farmland preservation conference in Hershey, PA. A national forum for disseminating research and advancing policy dialogue, the conference comprised 20 topical workshops, 2 plenary sessions designed to achieve consensus on issues impacting farmland preservation efforts, and 1 continuing professional education session. Keynote addresses were delivered by Dr. Tom Daniels (University of Pennsylvania) and U.S. Senator Robert P. Casey. 120 attendees. See conference website: <http://www.cpe.rutgers.edu/courses/current/ap0301ha.html>
10. (January 24, 2012). Co-organized [with Infante-Casella, Bamka, Komar] *New Jersey Agritourism Conference* (1-day, topics: assessing agritourism's potential, social media, marketing nutrition, farm safety, regulatory compliance, insurance, business planning, etc.). Pittstown, NJ (60 attendees).
11. (January 25, 2012). Co-organized [with Infante-Casella, Bamka, Komar] *New Jersey Agritourism Conference* (1-day, topics: assessing agritourism's potential, social media, marketing nutrition, farm safety, regulatory compliance, insurance, business planning, etc.). Westampton, NJ (72 attendees).
12. (January 26, 2012). Co-organized [with Infante-Casella, Bamka, Komar] *New Jersey Agritourism Conference*. (1-day, topics: assessing agritourism's potential, social media, marketing nutrition, farm safety, regulatory compliance, insurance, business planning, etc.). Clayton, NJ (79 attendees).
13. (October 27, 2003). Organizer and Moderator, *Global Concerns in Food Safety and Bioterrorism* (Sessions 1 and 2), at the Institute of Food Technologists' Eastern Food Science Conference XIII (20/20 Foresight: Moving Food Science into the Future). Philadelphia, PA.

#### **9.C Audio-Visual, Media and Computer Materials**

1. (2017) Rutgers Sustainable Agriculture Research and Education website. A resource website developed to promote SARE and related sustainable agriculture programming in New Jersey (<http://sare.rutgers.edu/>). [Co-developed with M. Casella (lead), S. Komar, B. Bamka, D. Kluchinski, L. Marxen].
2. (2015) NJ Land Link website. NJ Land Link (<http://njlandlink.org/>) is an interactive web portal designed to improve access to farmland and farming opportunities in New Jersey. [Co-developer with Lucas Marxen, State Agriculture Development Committee staff, and NOFA-NJ staff].
3. (2014) Agritourism Safety and Liability Management Webinars (A two-part, nationally advertised educational webinar series for, technical service providers, educators and farmers. Both sessions co-developed and moderated by William Bamka, Lisa Chase, Michelle Infante-Casella, Stephen Komar, Lucas Marxen, Brian Schilling. Training sessions delivered as part of regional NESARE training grant (Schilling, PI). 66 participants. Recordings available at: <http://agritourism.rutgers.edu/training/>)  
March 19, 2014: Promoting Safety on Agritourism Farms (Moderator; Bill Bamka presented).  
March 26, 2014: Managing Agritourism Liability (Presenter)
4. (2014) Video, "Preserved Farmland Affordability in New Jersey" (24 minutes, 46 seconds). Recorded presentation from *Saving America's Farms and Farmland* Conference. (<http://www.cpe.rutgers.edu/courses/current/ap0301ha.html>)
5. (2014) Saving America's Farms and Farmland: Celebrating 40 Years of Farmland Preservation website. Website with archive of conference presentation materials.
6. (2014) VisitNJFarms website. Conceptualized and led development of interactive statewide website of New Jersey agritourism activities ([www.VisitNJFarms.org](http://www.VisitNJFarms.org)) as part of NJDA economic development strategy (with L. Marxen). Website allows real-time marketing information to be uploaded by farmers (n=181 registered) and consumers research user-defined agritourism activities and develop travel itineraries. Original website launched in October 2006. The site underwent significant renovations in 2014 and was re-launched in February 2014. (118,000 visits between April 2014-2015).
7. (2013) Extension Training for Agritourism Development website. Conceptualized and led development of NJAES website providing agritourism training resources (PowerPoint training modules, safety videos, fact sheets, farm assessment checklists, etc.). <http://agritourism.rutgers.edu/training/>
8. (2013) Website/Online Corn Maze Budget Calculator. Conceptualized and led development of online corn maze budget calculator. ([http://agritourism.rutgers.edu/corn\\_maze/corn\\_maze\\_tool.html](http://agritourism.rutgers.edu/corn_maze/corn_maze_tool.html)). Lead programmers: Lucas Marxen and Dan Farnsworth.
9. (2013-2015) Avoiding agritourism risk videos. Series of videos designed to evaluate and mitigate potential on-farm hazards to farm visitors. Videos are part of a professional education grant from Northeast Sustainable Agriculture Research and Education grant on agritourism (risk management focus). Developed in collaboration with B. Bamka, S. Komar, M. Casella, W. Hlubik, and D. Smela.
  - a. (2015) "Managing Liability on Agritourism Farms" (6 min. 21 sec.)
  - b. (2015) "Insurance for Your Agritourism Farm" (7 min., 30 sec.)
  - c. (2013) "Managing Risk on Your Agritourism Farm: A Farmer's Perspective" (7 min., 55 sec.)
  - d. (2013) "Managing Risk on Your Agritourism Farm: Hayride Safety" (6 min., 49 sec.)
  - e. (2013) "Managing Risk on Your Agritourism Farm: General Farm Safety" (6 min., 39 sec.)
10. (2012) Blog on NJAES Sustaining Agriculture at the Urban Fringe website, "Leasing Farmland in New Jersey" (Jack Rabin and Brian Schilling). May 2012.  
<http://sustainingfarminguf.blogspot.com/2012/05/leasing-farm-land-in-new-jersey.html>
11. (2012) Annie's Project: Video, "Marketing 101." (29 minutes, 58 seconds). Filmed on February 13, 2012 (Somerset County RCE Office, Bridgewater, NJ).  
<http://vimeopro.com/cpemedial/anniesproject2012/page/3>
12. (2011) NJAES Agritourism website. Co-developed New Jersey Agricultural Experiment Station website, "Sustaining Farming at the Urban Fringe - Agritourism." Developed with J. Rabin, M. Casella, S. Komar, J. Carleo, M. Melendez, L. Marxen, and B. Bamka. Available at:

- <http://njsustainingfarms.rutgers.edu/agritourism>. (1,243 visits as of August 8, 2012).
13. (2011) GIS resources on food sector critical infrastructure. Incident Annex, New Jersey State Emergency Operations Plan, "Operation Food Distribution: Maintaining Private Sector Capabilities for Feeding Impacted Populations." Prepared for New Jersey Office of Homeland Security and Preparedness. Developed GIS resources to geocode major food retail and distribution infrastructure in New Jersey. CDs provided to New Jersey Department of Transportation, Office of Emergency Management, Office of Homeland Security, New Jersey Food Council, and staff at the Regional Operations Intelligence Center.
  14. (2010) GIS-based population query tool. GIS-based analytical tool was developed to allow Office of Homeland Security, Office of Emergency Management and staff at the Regional Operations Intelligence Center to geographically define the epicenter of a localized disruption in the state's critical food distribution infrastructure and evaluate the number of residents facing reduced retail food access.
  15. (2010) Agritourism webinars. Recorded 1-hour webinars East Coast Agritourism Webinar Series (a partnership between Rutgers Cooperative Extension and North Carolina State Cooperative Extension.) Webinars available online at: <http://www.ncsu.edu/tourismextension/programs/webinars.php>. Recorded between March 2 and April 6, 2010.
    - "Introduction to Agritourism" (2 webinars on March 2, 2010). Instructor: Samantha Rozier Rich (Schilling was moderator)
    - "Is Agritourism Right for You?" (2 webinars on March 9, 2010). Instructor: Stephen Komar (Schilling was moderator)
    - "Marketing Basics: Positioning Your Agritourism Operation for Success" (2 webinars on March 16, 2010). Instructor: Brian Schilling
    - "Creating the Customer Experience" (2 webinars on March 30, 2010). Instructor: Stacy Tomas (Schilling was moderator)
    - "Social Media 101" (2 webinars on April 6, 2010). Instructor: Samantha Rozier Rich (Schilling was moderator)
  16. (2007) The Threat of Terrorism in the Food Chain. Video module in Office of Continuing Professional Education E-Course, *Introduction to Food Security: Planning and Response*, December 2007.

#### 9.D Extension Training Presentations

1. **Schilling, B.** (February 7, 2017). Cautionary tales for your agritourism or direct marketing business. New Jersey State Agricultural Convention and Trade Show. Atlantic City, NJ. (34 attendees).
2. **Schilling, B.** & J. Everett. (February 7, 2017). New Jersey Agricultural Policy Update: Farm Retention and Development. New Jersey State Agricultural Convention and Trade Show. Atlantic City, NJ. (28 attendees).
3. **Schilling, B.** (February 1, 2017). Cautionary tales for your agritourism or direct marketing business. Mid-Atlantic Fruit and Vegetable Convention. Hershey, PA. (~145 attendees).
4. **Schilling, B.** (April 30, 2016). Agritourism and alpaca farms: safety and other considerations. New Jersey Alpaca Community educational meeting. Hackettstown, NJ (17 attendees).
5. **Schilling, B.** (March 10, 2016). Right-to farm, farmland assessment, and other important programs. Community Supported Agriculture (CSA) Marketing Conference. Clayton, NJ. (11 attendees).
6. **Schilling, B.** (March 3, 2016). Right-to farm, farmland assessment, and other important programs. Community Supported Agriculture (CSA) Marketing Conference. Belvidere, NJ. (21 attendees).
7. **Schilling, B.** (February 3, 2016). Practical advice for managing liability on agritourism farms. 2016 Mid-Atlantic Fruit and Vegetable Convention. Hershey, PA. (approx. 120 attendees).
8. **Schilling, B.** (January 30, 2016). Christmas tree farms as agritourism destinations: safety issues and other considerations. New Jersey Christmas Tree Growers' Association 66<sup>th</sup> Annual Winter Meeting. Bordentown, NJ. (approx. 65 attendees).
9. Marxen, L. and **Schilling, B.** (February 5, 2014). An exciting new statewide website to promote farm

- markets, agritourism and CSAs. 59<sup>th</sup> New Jersey Agricultural Convention and Trade Show. Atlantic City, NJ. (approx. 25 attendees).
10. **Schilling, B.** (February 5, 2014). Tips to manage liability and help avoid conflicts in agritourism operations. 59<sup>th</sup> New Jersey Agricultural Convention and Trade Show. Atlantic City, NJ. (35 attendees).
  11. **Schilling, B.** (February 4, 2014). Farm safety advice to protect agritourism farms from legal liability. 59<sup>th</sup> New Jersey Agricultural Convention and Trade Show. Atlantic City, NJ. (41 attendees).
  12. **Schilling, B.** (November 12, 2013). VisitNJFarms - opportunities for centralized agritourism marketing in New Jersey. New Jersey Farm Direct Marketing Association Meeting. North Brunswick, NJ. (14 attendees).
  13. **Schilling, B.** (June 19, 2013). New Jersey's agricultural statutes: past and future. New Jersey Agricultural Leadership Development Program, Class 9. Trenton, NJ. (26 attendees)
  14. **Schilling, B.** (February 26, 2013). Marketing basics for your equine business. Equine Business Training Course. Freehold, NJ. 15 attendees (and 17 in remote audience in Bridgewater, NJ).
  15. **Schilling, B.** (February 13, 2013). A primer on the economics of New Jersey agriculture. New Jersey Agricultural Leadership Development Program, Class 9. Mount Holly, NJ. (26 attendees)
  16. **Schilling, B.** (February 13, 2012). Marketing basics for your farm business. Annie's Project. Bridgewater, NJ. 19 attendees (and 2 remote audiences of approximately 40).
  17. **Schilling, B.** (February 6, 2013). Agritourism programming in RCE: Marketing resources to assist your operation. Invited presentation to the New Jersey Farm Direct Marketing Association at the 2013 State Agricultural Convention. Atlantic City, NJ. (22 attendees).
  18. **Schilling, B.** (January 26, 2012). Agritourism in NJ, where are we now and what is the potential? 2012 New Jersey Agritourism Conference. Clayton, NJ. (79 attendees).
  19. **Schilling, B.** (January 25, 2012). Agritourism in NJ, where are we now and what is the potential? 2012 New Jersey Agritourism Conference. Westampton, NJ. (72 attendees).
  20. **Schilling, B.** (January 24, 2012). Agritourism in NJ, where are we now and what is the potential? 2012 New Jersey Agritourism Conference. Pittstown, NJ. (60 attendees).
  21. **Schilling, B.** (November 21, 2011). Marketing basics for your farm business. Annie's Project. Bridgewater, NJ. (25 attendees).
  22. Carleo, J., Rozier-Rich, S., Colucci, S., **Schilling, B.** & Komar, S. (November 21, 2011). Taking advantage of social media. Annie's Project. (25 attendees).
  23. **Schilling, B.** (March 1, 2011). Marketing basics for your farm business. Annie's Project. Hackettstown, NJ. (25 attendees).
  24. **Schilling, B.** (February 17, 2011). Marketing basics for your farm business. Annie's Project. Cape May, NJ. (14 attendees).
  25. **Schilling, B.** (May 25, 2004). The threat of terrorism in the food chain. Presented as part of the Office of Continuing Professional Education's *Public Health Bioterrorism and Emergency Preparedness Training Certificate Program* (Module 11: Protecting Food and Water Supplies. Clayton, NJ).
  26. **Schilling, B.** (April 29, 2004). The threat of terrorism in the food chain. Presented as part of the Office of Continuing Professional Education's *Public Health Bioterrorism and Emergency Preparedness Training Certificate Program* (Module 11: Protecting Food and Water Supplies. Sayreville, NJ).
  27. **Schilling, B.** (March 30, 2004). The threat of terrorism in the food chain. Presented as part of the Office of Continuing Professional Education's *Public Health Bioterrorism and Emergency Preparedness Training Certificate Program* (Module 11: Protecting Food and Water Supplies. Parsippany, NJ).

#### 9.E Extension Decision Making Tools (Farm evaluation checklists)

1. Schilling, B., Komar, S., Bamka, W., Infante-Casella, M., & Marxen, L. (2013). "Agritourism animal safety checklist."
2. Schilling, B., Komar, S., Bamka, W., Infante-Casella, M., & Marxen, L. (2013). "Agritourism emergency

response & liability assessment checklist."

3. Infante-Casella, M., Schilling, B., Komar, S., Bamka, W., & Marxen, L. (2013). "Agritourism employee assessment checklist."
4. Schilling, B., Komar, S., Bamka, W., Infante-Casella, M., & Marxen, L. (2013). "Agritourism general farm safety assessment checklist."
5. Schilling, B., Komar, S., Bamka, W., Infante-Casella, M., & Marxen, L. (2013). "Agritourism marketing assessment checklist."
6. Schilling, B., Komar, S., Bamka, W., Infante-Casella, M., & Marxen, L. (2013). "Agritourism parking & traffic assessment checklist."

#### **9.F Other Extension Programming**

1. (2014-present) Agritourism farm SWOT assessments (NESARE-funded project). Core member of Rutgers Cooperative Extension team charged with performing SWOT (strengths, weaknesses, opportunities, and threats) assessments of New Jersey agritourism farms. On-site evaluations are performed and written summaries, with recommendations, are provided to participating farms. The team also trains other Extension and agricultural service providers to perform SWOT assessments.

#### **10. POPULAR AND TRADE MEDIA**

1. Interview for article written by Jenn Hall. Growing the next generation of Jersey farmers." May 2017. Edible Jersey. (Topic: new farmers).
2. Interview for article written by Tamara Scully. "Getting it Right! Agritourism lessons from concept to fruition." September 2016. Farming magazine. (Topic: Agritourism liability management).
3. Interview for article written by Michael Diamond and Devin Loring. "NJ economy: Shooting ourselves in the foot?" September 6, 2016. Asbury Park Press. (Topic: Market assessment in NJ).
4. Interview for article written by Barbara Goldberg. "Reinventing New Jersey as 'Garden State' with ethnic crops, tourism.) October 18, 2015. Reuters. (Topic: Agritourism, farm economic development).
5. Interview by Associated Press. "Agritourism growth sparks concerns over safety, liability." August 16, 2015. New York Times. (Topic: Agritourism safety).
6. Interview for article written by Tammy LaGorce. "A farmer reclaims Liberian roots in New Jersey." June 26, 2015. New York Times. (Topic: ethnic crop production in New Jersey).
7. Interview for article written by Tammy LaGorce. "Bumper crop." Spring 2015 issue of Rutgers Magazine. (Topic: ethnic crop production in New Jersey).
8. Workshop covered in article written by Richard Skelly. "Rutgers representative speaks on farm agritourism safety and liability management." New Directions/AmericanFarm.com. March 2015. (Topic: agritourism safety). February 15, 2015. AmericanFarm.com. (Topic: agritourism safety).
9. Research covered in article written by Jane Primerano. "Agritourism safety lesson stressed at conference."
10. Research covered in article written by Sean Clougherty. "Farmland preservation an evolving state in NJ." February 15, 2015. AmericanFarm.com. (Topic: farmland preservation).
11. Research covered in article written by Philip Gruber. "States Eye Ways to Keep Preserved Farms Affordable." Lancaster Farming. May 17, 2014. (Topic: farmland preservation/land affordability).
12. Conference coverage in article written by Deborah Bowers. Farmland Preservation Report. "National conference at Hershey attracts 125." May 18, 2014. (Topic: national farmland preservation conference).
13. Interview for article written by Bill Persson. "N.J. field day spotlights corn maze production issues." New Directions (Supplement to New Jersey Farmer). October 2013. (Topic: Agritourism and corn maze production).
14. Interview for article written by Cindy Rovins. "What's in season from the Garden State: Orange is the new Black Friday." SEBS Office of Communications Newsroom. [Topic: Agritourism; RCE agritourism working

- group].
15. Interview for article written by Anthony Birritteri. "Food for thought." *New Jersey Business Magazine*. August 2012. (Topic: Economic importance of New Jersey food system).
  16. Interview for article written by Bonnie Schultz. "For some N.J. farmers, 'Right to Farm Act' doesn't go far enough." *NewsWorks New Jersey*. July 12, 2012. (Topic: right to farm protections for farmers).
  17. Interviews for article written by Ben Horowitz. "'Fake farmers' bill would raise requirements for tax exemptions." *Star Ledger and NJ.Com*. July 8, 2012. (Topic: farmland assessment, Senator Beck bill revising eligibility standards).
  18. Interview for article written by Jill Capuzzo. "Weeding out fake farmers." *New York Times*. June 10, 2012. (Topic: farmland assessment, Senator Beck bill revising eligibility standards).
  19. Interview for article written by Tony Bartlett. "The natural side of New Jersey." *Meeting Focus*, June 2012. (Topic: agritourism and equine industries in New Jersey).
  20. Interview with Lorraine Ash on subjects of agritourism, women farmers, and farm adaption to urbanization. Articles ran in various Gannett news outlets, including:
    - a. "N.J. farming helped by specialties, tourists." *MyCentralJersey.com*. December 29, 2011.
    - b. "New Jersey farmers embrace agritourism." *The DailyJournal.com*. December 29, 2011.
    - c. "Agritourism might be the future of NJ farming." *Asbury Park Press*. December 30, 2011.
    - d. "Boutique farms take root on dwindling Garden State land." *Courier Post*. December 30, 2011.
  21. Interview for article written by Joelle Farrell. "Runyan's donkeys, Bon Jovi's bees: Farm subsidies draw scrutiny." *Philadelphia Inquirer*. December 06, 2011. (Topic: farmland assessment).
    - a. Reprinted as "N.J. taking another look at tax break for farmers." *BigBuilder Online*. December 6, 2011.
    - b. Reprinted as "N.J. taking another look at tax break for farmers." *NYDailyNews.com*. December 6, 2011.
  22. Interview with *Rutgers Today* on subject of agritourism and the Rutgers-themed corn maze at Von Thun's farms. October 10, 2011.
  23. Interview for article written by Miles Jackson. "Schilling claims Farmland Assessment Law satisfactory." *AmericanFarm.com*. September 2011.
  24. Interview for article written by Peg Quann, "Agri-tourism grows profits for suburban farmers." *Burlington County Times*. (Topic - agritourism and general farming issues and policy). August 15, 2011.
  25. Interview for article written by Jonathan Goldberg, "Growing pains." Published in *South Jersey Magazine*. June 2011 issue. (Topic: Agriculture industry trends in southern New Jersey).
  26. Interviewed by Deborah Bowers, editor of *Farmland Preservation Report*, on the issue of farmland affordability. March 17, 2011.
  27. Press release, New Jersey Food Processors' Association, "New study released by Rutgers documents economic impact of New Jersey's \$105 billion food industry", February 21, 2011. (Topic: economic impact assessment of food industries).
  28. Interviewed for article written by Kevin Kaufman, "Statewide agritourism industry is taking root." Published in *New Jersey Farmer*, November 2010. (Topic: agritourism).
  29. Interviewed for article written by Bonnie Blader, "Open Spaces; Open Minds." Published in *Edible Jersey*, Summer 2010. (Topic: farmland assessment and agricultural land use trends/policies).
  30. Interviewed for article written by Wayne Guglielmo, "Keeping them on the Farm." Published in *New Jersey Monthly*, October 11, 2010. (Topic: farmland preservation).
  31. Interviewed for article written by Dan Goldberg, "Chester Farm finds 'Agri-tourism' is a Growing Business." Published by the *Star Ledger*, September 1, 2010. (Topic: agritourism).
  32. Panelist at press event, "Stop & Shop Affordable Food Summit." Panel moderated by Senator Tom Kean, Jr. Madison, NJ. Interviewed by *NJ News 12*, 101.5 radio, and various newspapers. July 22, 2008.
  33. Interviewed for *Star Ledger* article, "State Authorizes a Study to Tally Agritourism Profits." January 13, 2005.

34. Interviewed on New Jersey 101.5 (radio) on the threats of terrorism to the domestic food supply, July 7, 2004.
35. "Is the Food Industry Ready for the Bioterrorism Act of 2002?" October/November 2003 issue of *Food Safety Magazine*. Quotes and cites FPI research.
36. "Food Security in Organic – Are We Ready", January-March 2004 (Vol. 1, No. 2) issue of *Organic Processing*. Quoted and cites FPI research.
37. *Connexions* (Cook College Quarterly Newsletter) – "What Do You Do When New Jersey Farmers Get the Blues?" Winter 2001.
38. Home News Tribune article – "Jersey Blues", August 22, 2001.
39. Rutgers Focus Newspaper – "New Jersey Farmers Get the Blues", October 13, 2000.
40. New Jersey Star Ledger article – "Berry Growers Hope Tea is Good News for Blues", September 24, 2000.
41. Asbury Park Press article – "Blueberry Iced Tea Might be Hot Item", July 15, 2000.
42. Ocean County Observer article – "Blueberry Iced Tea Created by Rutgers", July 9, 2000.
43. Associated Press article – "Rutgers Finds New Uses for Blueberries", July 9, 2000.
44. Burlington County Times article – "Rutgers Tries its Hand in Developing Blueberry Products", July 9, 2000.

## **11. SERVICE**

### **11.A Governing Boards**

1. Member, New Jersey Learning through Gardening Advisory Committee (May 2010-present).
  - a. Chair, May 2010 to November 2011
2. Board of Directors, New Jersey Museum of Agriculture (May 2008-2014).
  - a. Assistant Treasurer (2010-2014).
3. Board of Advisors, New Jersey Agricultural Leadership Development Program (May 2008-July 2010).
4. Board of Trustees, New Jersey Agricultural Society (2004-2012).
  - a. Past President (July 2010-September 2012)
  - b. President (May 2008-July 2010).
  - c. Vice President (2006-2008).
  - d. Chair, Development Committee (2006-2008).
5. Member, Interim Board of Directors- Blueberry Health, Inc. (2000).

### **11.B Cook College/SEBS**

1. SEBS Reading Committee, University's Committee on Academic Program Review report (2017).
2. Interviewer, SEBS General Honors Program (2013).
3. Chair, Transition Team for the New Jersey Museum of Agriculture (team charged with the transfer of the physical facility to Rutgers and disposition of collections) (2011-2012).
4. Executive Dean's Representative, Farmland Evaluation Advisory Committee (2011, 2014, 2015, 2016).
5. Member, Rutgers Cooperative Extension Agritourism Working Group (2011-present).
6. Executive Dean's Representative, State Agricultural Convention Resolutions Committee (2008; 2011; 2014-2016).
7. Chair, NJAES Budget Review Committee (2006).
8. Member, Search Committee for Associate Dean of Academic Personnel (2005).
9. Team Leader, NJAES Agricultural Policy Research Group (2004-2008).
10. Member, NJAES Community Nutrition Working Group (2004).
11. Member, NJAES/Cook College Impervious Cover Working Group (2004).
12. Member, Food, Cook College/NJAES Food, Nutrition and Health Council (2002).



13. Member, Steering Committee for the Cook College Food, Nutrition and Health Summit (2002).
14. Member, Food Systems Education Initiative Steering Committee for MAC Food Security Workshop (2002).
15. Intern Advisor, Fort Valley State University 1890 Extension Program, Rutgers Cooperative Extension Summer Internship Program (1999).
16. Program Coordinator, Rutgers Advisory Committee to Parmalat-Welsh Farms, Inc. (1995-1998).
17. Member, Food Industry Advisory Team, Cook College, Rutgers University (1995).
18. Faculty Reader, National Honor and Service Fraternity of Alpha Zeta (1992-present).

#### **11.C Department of Agricultural, Food and Resource Economics/Rutgers Cooperative Extension**

1. Chair, DAFRE Faculty Compensation Program Committee (2017).
2. Member, RCE Director's Administrative Council (2016-present).
3. Member, RCE Specialists Steering Committee (2016-present).
4. Member, Mentoring Committee for Warren County Agriculture and Resource Management Agent (2015-2016).
5. Member, Search Committee, Warren County Agriculture and Resource Management Agent (2014).
6. Member, Undergraduate Studies Committee (October 2012 - present)
7. Member, Search Committee for DAFRE Instructor (2011).
8. Faculty Advisor, Pike Rutgers Outreach Program student organization (2010-2011).
9. Member, DAFRE Extension Committee (2010-present).
10. Member, Search Committee, Food Industry Management and Operations faculty position, Department of Agricultural, Food and Resource Economics (2004).
11. Member, Dept. of Agricultural, Food and Resource Economics Special Events and Communications Committee (1996-1999).
12. Advisor, Agricultural Economics Club, Cook College (1996-1999).
13. Member, Dept. of Agricultural Economics and Marketing Social Committee (1995-1996).

#### **11.D Professional Service to Government and Industry**

##### National Service

1. Member, USDA-National Agricultural Statistics Service Panel on Reporting Demographics on Farm Operators for 2017 Census of Agriculture (May 2017)
2. Member, USDA-National Agricultural Statistics Service, Advisory Committee on Agricultural Statistics (Secretary Vilsack appointment) (2015 - present)
  1. Vice-Chairman, November 2016 - present.
3. Member, USDA-National Agricultural Statistics Service, Expert Panel on Assessment and Reporting of Contributions of Women and New/Beginning Farmers to US Agriculture (2015-2016).

##### State/Regional Service

1. Member, SADC Special Occasion Events working group (2017-present).
2. Member, New Jersey State Board of Agriculture's Soil Disturbance Committee (2015-present).
3. Member, State Agriculture Development Committee Subcommittee on Wineries on Preserved Farms (2014-present).
4. Mentor, New Jersey Agricultural Leadership Program - Class 9 (2013-2015).
5. Member, NJ State Board of Agriculture's Ad Hoc Farmland Assessment Committee (2011).
6. Member, Food and Agriculture Sector Working Group (NJ Office of Homeland Security & Preparedness) (2010-present).

7. Member, New Jersey Food Marketing Task Force (2010-2012).
8. Member, New Jersey Transfer of Development Rights Taskforce (2010).
9. Member and Secretary, Princeton Agricultural Association (September 2008-present).
10. Voting Delegate, New Jersey Agricultural Convention (2008-2010).
11. Designee of SEBS Executive Dean, State Agriculture Development Committee (April 2007-present).
12. Member, New Jersey Produce Safety Taskforce [NJDA, NJDHSS joint effort] (2007-present).
13. Member, New Jersey Food Council Avian Influenza Working Group (2006-2007).
  - a. AI Table Top Design Team (2006).
14. Judge, 77<sup>th</sup> State FFA Convention, Extemporaneous Speaking Contest (2006).
15. Participant (food command center), TOPOFF 3 (simulated terrorism response exercise) (2005).
16. Member, NJ Highlands Technical Advisory Committee on Land Use (2005).
17. Member, Strategic Planning Committee for NJ Museum of Agriculture (2005-06).
18. Member and Cook College Representative, New Jersey Agritourism Council (2004-2010).
19. Member, New Jersey Food Council Obesity Working Group (2004).
20. Member, New Jersey Farm Bureau Highlands Working Group (2004).
21. Member, New Jersey Food Council Food Safety and Quality Committee (2004-present).
22. Member, New Jersey Farm Bureau's Farmland Assessment Working Group (2004).
23. Participant, New Jersey Food Council Table Top Terrorism Exercise - Simulated response to act of terrorism in the food system (2004).
24. Member, State Agricultural Development Committee Farmland Affordability and Availability Working Group (2004).
25. Member, New Jersey Municipal Land Use Center's Agricultural Viability Working Group (2004).
26. Member, New Jersey Health Care Quality Institute Task Force on Childhood Obesity (2004).
27. Member, New Jersey Peach Marketing Task Force, New Jersey Department of Agriculture (2004).
28. Organizer, 2 sessions on *Global Concerns in Food Safety and Bioterrorism* at the Institute of Food Technologists' Eastern Food Science Conference XIII: 20/20 Foresight: Moving Food Science into the Future (2003).
29. Member, NJDA's New Jersey Museum of Agriculture Working Group (2003-2004).
30. Participant, FEMA plume/ingestion simulation - agricultural impact analysis (2003).
31. New Jersey Department of Agriculture's Agricultural Economic Development Team (2002-2008).
32. Judge, 72<sup>nd</sup> State FFA Convention, Extemporaneous Speaking Contest (2001).
33. Marketing Advisor and Board Secretary, Blueberry Health, Inc., (2000-present).
34. Member, Advisory Committee for the Pinelands Long-Term Economic Monitoring Program (1996-2002).
35. Member, New Jersey Department of Agriculture's Agricultural Low Interest Loan Program Task Force (1996).
36. Staff Economist, Governor's Economic Master Plan Commission: Task Force on Agriculture, Agribusiness and Fisheries (1994).

#### **11.E Service to Profession**

1. Reviewer, NERA white paper on food systems research priorities (2017).
2. Member, National Extension Tourism 2017 conference planning team (2016-present).
3. Member, Northeast Agricultural and Resource Economics Association Selected Papers Committee (2-year appointment, 2015-2016).
4. Member, National Extension Tourism Marketing Committee (2015 national conference in Galveston, TX.).
5. Reviewer: *Journal of Agriculture, Food Systems and Community Development*; *Environmental Management*; *Journal of Food Distribution Research*; *Environment, Development and Sustainability*; *Agricultural and Resource Economic Review*; *Economic Modeling*; *Risk Management*; *Biological*

*Conservation.*

6. Member, Editorial Review Committee, *Journal of Agriculture, Food and Community Development* (2014-present).
7. Session moderator, Northeast Agricultural and Resource Economics Association annual meetings (2013, 2015)
8. Reviewer, Agricultural and Applied Economic Association (selected paper abstracts for 2012, 2013 annual meetings)
9. Research advisory team member, "Strengthening Rural-Urban Linkages to Support Rural Economic Development: the Case of Re-Localized Food Systems," a USDA-NIFA funded project based at Cornell University and Colorado State University.

**11.F Professional Association Memberships**

1. Agricultural and Applied Economics Association
2. Northeastern Agricultural and Resource Economics Association
3. National Association of County Agricultural Agents
4. Epsilon Sigma Phi
5. Alpha Zeta National Honor and Service Fraternity

**11.G Service to Community**

1. Member, Cranbury Township Planning Board (February 2012 - present).
2. Coach, Cranbury Soccer Club, boys U-10 and U-11 teams (2012, 2013). (F-licensed NJ youth soccer coach).
3. Coach, 5th grade Cranbury Elementary School Odyssey of the Mind team (2012).
4. Coach, CPLL Summer All-Stars baseball team (2011, 2012).
5. Coach/Manager, Cranbury-Plainsboro Little League (2008-2015).
6. Chair, Cranbury Township Subcommittee on Sign Ordinance Revisions (2011-2012).
7. Member, Cranbury Education Foundation (May 2011-present).
8. Member, Cranbury Township Zoning Board of Adjustment (January 2011-February 2012).
9. Member, Cranbury Township Easement Subcommittee (2010).

**12. CONSULTING EXPERIENCE**

1. Principal, Heinrich-Schilling Joint Venture. (2003-2004). Consultant to Burlington County (New Jersey) Office of Economic Development and Regional Planning. (Conducted study for the County Freeholders and planning staff to examine challenges and opportunities facing agriculture in the Burlington County Farm Belt, identify strategies to promote farm viability, and guide the incorporation of agriculture into smart growth planning efforts.)
2. Sub-contractor, Heinrich-Brooks-Adelaja Joint Venture. (2001-2002). Consultant to Somerset County (New Jersey) Board of Agriculture. (Analyst for study team examining the status of Somerset County agriculture and identifying strategies for enhancing agricultural viability.)

**13. Summary of Teaching Evaluations (1999 to 2016)**

								Teaching Effectiveness (Max = 5)		Course Quality (Max = 5)		
S/ Yr	Course Title	Number	Cr	MOI	Aud	Resp	Enrl	Evaluation Responses	Instructor	Dept Mean	Instructor	Dept Mean
Fall 2016	Introduction to Management	11:373:241	3	Lec	UM/ UNM	Total	41	13*	<b>4.69</b>	4.05	<b>4.54</b>	4.00
Fall 2015	Farm Direct Marketing and Agritourism	11:015:315	3	Lec & Field	UM	Shared	17	12	<b>4.83</b>	4.93	<b>4.67</b>	4.86
Fall 2015	Introduction to Management	11:373:241	3	Lec	UM/ UNM	Total	39	23*	<b>4.78</b>	4.09	<b>4.74</b>	4.04
Fall 2014	Introduction to Management	11:373:241	3	Lec	UM/ UNM	Total	48	42	<b>4.92</b>	4.26	<b>4.84</b>	4.20
Fall 2013	Introduction to Management	11:373:241	3	Lec	UM/ UNM	Total	36	22*	<b>4.86</b>	4.16	<b>4.73</b>	4.08
Fall 2013	Farm Direct Marketing and Agritourism	11:015:315	3	Lec & Field	UM	Shared	17	10*	<b>4.90</b>	4.20	<b>4.70</b>	4.04
Fall 2012	Introduction to Management	11:373:241	3	Lec	UM/ UNM	Total	55	50	<b>4.88</b>	4.47	<b>4.74</b>	4.31
Fall 2011	Introduction to Management	11:373:241	3	Lec	UM/ UNM	Total	65	57	<b>4.75</b>	4.38	<b>4.61</b>	4.23
Fall 2010	Introduction to Management	11:373:241	3	Lec	UM/ UNM	Total	40	34	<b>4.70</b>	4.43	<b>4.58</b>	4.35
Fall 2010	Introduction to Management	11:373:241	3	Lec	UM/ UNM	Total	40	31	<b>4.77</b>	4.43	<b>4.62</b>	4.35
Fall 2009	Introduction to Management	11:373:241	3	Lec	UM/ UNM	Total	37	34	<b>4.79</b>	4.51	<b>4.63</b>	4.41
Fall 2008	Introduction to Management	11:373:241	3	Lec	UM/ UNM	Total	42	40	<b>4.82</b>	4.46	<b>4.72</b>	4.37
Fall 2007	Introduction to Management	11:373:241	3	Lec	UM/ UNM	Total	43	42	<b>4.81</b>	4.32	<b>4.68</b>	4.21
Fall 2006	Introduction to Management	11:373:241	3	Lec	UM/ UNM	Total	40	34	<b>4.62</b>	4.49	<b>4.58</b>	4.31
Sum. 2006	Agribusiness Management	11:373:241	3	Lec	UM/ UNM	Total	13	11	<b>4.55</b>	4.55	<b>4.50</b>	4.50
Fall 2005	Agribusiness Management	11:373:241	3	Lec	UM/ UNM	Total	39	36	<b>4.54</b>	4.40	<b>4.19</b>	4.22
Sum. 2005	Agribusiness Management	11:373:241	3	Lec	UM/ UNM	Total	22	16	<b>4.53</b>	4.44	<b>4.29</b>	4.43
Fall 2004	Agribusiness Management	11:373:241	3	Lec	UM/ UNM	Total	42	38	<b>4.68</b>	4.43	<b>4.41</b>	4.24
Sum. 2004	Agribusiness Management	11:373:241	3	Lec	UM/ UNM	Total	18	16	<b>4.44</b>	4.30	<b>4.38</b>	4.09

Sprg. 1999	Principles and Applications of Microeconomics	11:373:121	3	Lec.	UM/ UNM	Total	58	46	<b>4.40</b>	4.03	<b>4.24</b>	3.96
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Key: MOI = Mode of instruction (lecture, field, recitation, laboratory, etc.). Aud = Main audience (undergraduate majors [UM], undergraduate non-majors [UNM]). Resp = Responsibilities (total or shared).

\* University's transition from paper to online evaluation surveys resulted in lower response rates.