

Curriculum Vita

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EDUCATION

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

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

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

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

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

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

EMPLOYMENT

7/01- Present Extension Specialist in Farm Management, Department of Extension Specialists, Rutgers University, New Brunswick, NJ.

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

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

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

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

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

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

PUBLICATIONS

Books:

- Brumfield, R.G. 2005. Market, To Market: A Workbook for Selecting Market Options and Strategies for Agricultural Products. <http://aesop.rutgers.edu/~farmmgmt/marketing/mktwb00.html>.
- Brumfield, R. G. 1996. Editor, Acta Horticulturae, Vol. 429, Proceedings of the XIIIth International Symposium on Horticultural Economics.

Chapters in books:

- Brumfield, R.G. 2009. Chapter 1, Floriculture—A Global Industry. In: Greenhouse Operation & Management. Pearson Education, Inc., Upper Saddle River, NJ, Authored by P.V. Nelson. (In Preparation)
- Brumfield, R.G. 2009. Chapter 17, Marketing . In: Greenhouse Operation & Management. Pearson Education, Inc., Upper Saddle River, NJ, Authored by P.V. Nelson. (In Preparation)
- Brumfield, R.G. 2009. Chapter 18, Business Management. In: Greenhouse Operation & Management. Pearson Education, Inc., Upper Saddle River, NJ, Authored by P.V. Nelson. (In Preparation)
- Brumfield, R.G. 1996. Production costs. pp. 74-81. In: Tips on growing and marketing garden mums. The Ohio Florists' Association. Edited by M. L. Gaston, S. A. Carver, C. A. Irwin, and P. S. Kojoian.
- Brumfield, R.G. 1995. Production costs. pp. 197-211. In: New Guinea impatiens. Ball Seed Co.
- Brumfield, R.G. 1994. Cost accounting. pp. 323-336. In: Bedding plants IV. Pennsylvania Flower Growers. Edited by E. J. Holcomb.
- Brumfield, R G. 1994. Production costs. pp. 73-85. In: Tips on growing and marketing hanging baskets. The Ohio Florists' Association. Edited by: M.L. Gaston, P.S. Kojoian, S.A. Carver, C.A. Buck, and R.A. Larson.
- Brumfield, R.G. 1992. Production costs. pp. 145-156. In: Geraniums IV. Pennsylvania Flower Growers.
- Brumfield, R.G. 1985. Cost accounting. pp. 390-396. In: Bedding plants III. Pennsylvania Flower Growers.
- Nelson, P.V. and R.G. Brumfield. 1982. Production costs. pp. 297-306. In: Geraniums III. Pennsylvania Flower Growers.

Journal articles (refereed):

- Orhan Özcatalbas, and R.G. Brumfield. 2009, Advisory Services for Organic Agriculture in the European Union and Turkey. Information Development. (Submitted)
- Orhan Özcatalbas, and R.G. Brumfield. 2009, The effects of allelopathy in agriculture and possibilities of improving of allelopathy extension. Information Development. (Submitted)
- Behe, B.K., J. H. Dennis, C.R. Hall, A.W. Hodges, R.G. Brumfield. 2008. Regional Marketing Practices in U.S. Nursery Production HortScience 43(7): 2070-2075.
- Brumfield, R.G. 2005. An On-line Workbook for Selecting Market Options and Strategies for Agricultural Products. World Scientific and Engineering Academy and Society (WSEAS) Transactions on Business and Economics. 2(1): 75-76.
- Brumfield, R.G. 2005. Which crops make money? World Scientific and Engineering Academy and Society (WSEAS) Transactions on Business and Economics. 1(2): 11-16.

- Sayin, C., R.G. Brumfield, M.N. Mencet, and B. Ozkan. 2005. The Organic Farming Movement in Turkey. *HortTechnology*. 15(4): 864-871.
- Brumfield, R. 2004. Greenhouse cost accounting computer program: extension and teaching tool. *Acta Horticulturae* 655:479-486. http://www.actahort.org/books/655/655_58.htm.
- Brumfield, R.G. 2004. Strengths and weaknesses of the greenhouse industry in New Jersey. *Acta Horticulturae* 633:121-126. http://www.actahort.org/books/633/633_14.htm
- Brumfield, R.G. and L.S. Martin, D. Polk, G. Hamilton. 2004. Cost of conventional versus lot input peach production in the Eastern United States. *Acta Horticulturae* 638:473-478. http://www.actahort.org/books/638/638_60.htm.
- O. Ozcatalbas, R.G. Brumfield, and B. Ozkan. 2004. The Agricultural Information System for Farmers in Turkey. *Information Development* 20 (2): 97 - 105.
- Ozkan, B., Brumfield, R.G., and O. Karaguzel. 2003. A profile of Turkish export cut flower growers. *HortTechnology*. 13(2): 165-171.
- Tavernier, E.M. and R.G. Brumfield. 2003. An Economic analysis of the greenhouse, nursery and sod sector in the U.S. *Amer. Soc. Hort. Sci.* 38(1):128-130.
- Mafoua, E.K. and R.G. Brumfield. 2001. Economies of scope of multi-product firms: A flexible fixed cost quadratic model analysis. *Agr. and Res. Econ. Rev.* 30(2):218.
- Brumfield, R.G. 2000. An examination of the economics of sustainable and conventional practices. *HortTechnology* 10(4):687-691.
- Brumfield, R. G. 2000. A review of organic horticulture and agriculture in the U. S. *Acta Horticulturae* 536:21-28.
- Brumfield, R.G and M.F. Brennan. 2000. An interactive web site for disseminating and gathering farm budget data. *HortTechnology* 10(4):830-833.
- Brumfield, R.G., A. Rimal, and S. Reiners. 2000. A comparative cost analysis of conventional, integrated crop management, and organic methods. *HortTechnology* 10(4):165-173.
- Brumfield, R.G. and P.F. McSweeney. 1998. A business profile of Australian nurseries. *HortTechnology*. 8(2):225-229.
- Brumfield, R.G. 1996. Sustainable horticulture: An overview. *HortTechnology* 6(4):352-354.
- Adelaja, A.O., R.G. Brumfield, and B.J. Schilling. 1996. Share analysis of drivers of growth in the ornamental industry: A case study of New Jersey. *Acta Horticulturae* 429:301-308. http://www.actahort.org/books/429/429_38.htm
- Brumfield R.G. 1996. Horticultural economics: Past, present, future. *Acta Horticulturae* 429:1-20. http://www.actahort.org/books/429/429_1.htm.
- A. Rimal, Brumfield, R.G., and P. Neary. 1996. A cost analysis of staked and unstaked tomatoes in New Jersey. *Acta Horticulturae* 429:219-226. http://www.actahort.org/books/429/429_27.htm.
- Govindasamy, R, R. J. Samulis, and R.G. Brumfield. 1996. Production and marketing of sweet corn in New Jersey: Past and the present. *Acta Horticulturae* 429:205-212. http://www.actahort.org/books/429/429_25.htm.
- Tavernier, E.M., D.W. Thatch, R.G. Brumfield. 1996. Price variability and cash receipts in peppers. *Acta Horticulturae* 429:213-218. http://www.actahort.org/books/429/429_26.htm.
- Brumfield, R.G. and F.E. Adelaja. 1995. Fresh market tomato characteristics preferred by supermarket produce

- buyers. *Acta Horticulturae* 391:183-190. http://www.actahort.org/books/391/391_17.htm.
- Brumfield, R.G., F.E. Effiom, and S. Reiners. 1994. Economic analysis of three fresh tomato production systems. *Acta Horticulturae* 340:255-266. http://www.actahort.org/books/340/340_33.htm.
- Turner, D.H. and R.G. Brumfield. 1994. Export marketing of fresh fruits in New Zealand. *HortTechnology* 4(2):118-123.
- Brumfield, R.G., A.O. Adelaja, and K. Lininger. 1993. Consumer tastes, preferences, and behavior in purchasing fresh tomatoes. *J. Amer. Soc. Horticultural Science* 111(3):433-438.
- Brumfield, R.G. 1992. Greenhouse cost accounting: A computer program for making management decisions. *HortTechnology* 2(3):420-424.
- Adelaja, A.O. and R.G. Brumfield. 1991. Research note on equity and ethics in state promotion of agricultural products. *Journal of Agricultural Ethics* 4(1):82-88.
- Adelaja, A.O. and R.G. Brumfield and K. Lininger. 1990. Product differentiation and state promotion of farm produce: an analysis of the Jersey Fresh Tomato. *J. Food Dist. Res.*, Sept., pp. 73-85.
- Heard, L.R., P.N. Walker, J.M. Carson, and R.G. Brumfield. 1989. Comparison of five reject water heating systems for greenhouses at the Bruce Mansfield Power Plant: A case study. *Applied Engineering in Agriculture* 5(1):102-108.
- Walker, P.N., L.R. Heard, J.M. Carson, and R.G. Brumfield. 1987. Unit heaters for utilizing reject warm water in greenhouses: Control algorithms. *Trans. Amer. Soc. Agr. Eng.* 30(4):1116-1120.
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- Walker, P.N., L.R. Heard, J.M. Carson, and R.G. Brumfield. 1986. Surface heating greenhouses: A parametric analysis. *Applied Eng. Agr.* 3(1):67-74.
- Brumfield, R.G., A.J. Coutu, P.V. Nelson, D.H. Willits, R.S. Sowell, and R.G. Anderson. 1984. Determining marketing efficiency of floricultural production firms by market channel, market period, and size of firm. *J. Amer. Soc. Hort. Sci.* 109(4):578-83.
- Brumfield, R.G., P.V. Nelson, A.J. Coutu, D.H. Willits, and R.S. Sowell. 1981. Cost of producing Easter lilies in North Carolina. *J. Amer. Soc. Hort. Sci.* 106(5):561-64.

Journal articles (not refereed)

- Brumfield, R.G. 2009. Increase Your Profits Through Benchmark Analysis: Pulling Your Basic Financial Information Together. *Ohio Florists' Association Newsletter*. (Invited).
- Brumfield, R.G. 2009. Striking a Balance: Using financial ratios to survive tough economic times. *Greenhouse Product News* 9(2):28-31. (Invited).
- Brumfield, R.G. 2008. Know your costs. *Greenhouse Product News* 8(12):20-22. (Invited).
- Brumfield, R.G. 2008. Do what you do best. *Greenhouse Product News* 8(8):23-26. (Invited).
- Brumfield, R.G. 2007. Dealing with rising energy costs. *Greenhouse Product News* 17(3):24-31. (Invited).
- Brumfield R.G., and L.S. Martin. 2006. How to survive the Big Boxes: A Hand's-on Workshop on Cost Accounting and Marketing. *Indiana Nursery and Landscape Association News*, 66(6) 22-24. (Invited).

- Brumfield, R.G. and L.S. Martin. 2006. Marketing strategies for small growers. *Greenhouse Product News* 16(12):42-44. (Invited).
- Brumfield, R.G. 2004. Profitable points. *Grower Talks*, February 2004. <http://www.growertalks.com/archive/articles/817.asp>. (Invited).
- Brumfield, R.G. 2003. Growing on contract. *American Nurseryman*. 198(3):49-51.
- Brumfield, R.G. 2003. Should you consider contract growing? *GMPRO* 23(9):59-62.
- Brumfield, R.G. 2003. Is your greenhouse green? *Greenhouse Product News* 13(4):66-69. (Invited).
- Brumfield, R.G. 2002. Greenhouse cost accounting: a computer program for making management decisions. *CORF News*. 6(1):1, 5. (Invited)
- Brumfield, R.G. 2002. Contract growing: Is it for you? *CORF News*. 6(1):1, 3.
- Brumfield, R.G. and P.F. McSweeney. 1999. Growing down under. *Greenhouse Product News*. 9(6):42-49.
- Brumfield, R.G. and R.L. Harkess. 1999. Floriculture is an emerging industry in Nepal. *Floriculture International*. 9(4):24-27.
- Brumfield, R.G. 1998. How to decide what equipment to buy. *GMPRO* 18(9):42-47.
- Brumfield, R.G. 1998. Jockeying for position. *American Nurseryman*. 188(3):58-64.
- Brumfield, R.G. and P.F. McSweeney. 1998. Australian nurseries enjoy a "g'day." *Floriculture International*. 8(9):26-27.
- Brumfield, R.G., O. Karagüzel, and B. Ozkan. 1997. Cut flowers in the Antalya province. *Floriculture International*. 7(12):21-25.
- Adelaja, F.E. and R.G. Brumfield. 1996. Multi agency collaboration in the delivery of farm business training programs: The case of New Jersey. *Acta Horticulturae* 429:583-589.
- Brumfield R.G., and P.F. McSweeney. 1996. Assessing Nursery Success. *Australian Horticulture* 94(8):42-45.
- Brumfield, R.G. 1995. Economics of staked vs. unstaked tomatoes studied. *Pennsylvania Vegetable Growers News* 18(3):10,12.
- Brumfield, R.G. 1993. Respond right, and take home pricey profits. *Greenhouse Manager* 12(6):122-123.
- Brumfield, R.G. 1993. The price is right? Consider your competition, expenses when evaluating your merchandise. *Greenhouse Manager* 12(5):94-97.
- Brumfield, R.G. 1993. How to price your crop correctly. *Greenhouse Manager* 12(4):122-123.
- Brumfield, R.G. 1991. Finished vs. prefinished. *Greenhouse Manager* 9(12):44-47.
- Brumfield, R.G. 1989. Know the costs of bedding plant production. *American Vegetable Grower* 37(11):54-57.
- Brumfield, R.G. and P. Ford. 1987. Lights at the right price, part 2. *Greenhouse Grower* 5(12):20, 22-23.
- Brumfield, R.G. and P. Ford. 1987. Lights at the right price, part 1. *Greenhouse Grower* 5(11):75-76.
- Brumfield, R.G., J.M. McDowell, and E.J. Holcomb. 1986. Costs of producing mini-flora roses. *Pennsylvania Flower*

Growers Bulletin No. 372, Issue 8:4-5.

Brumfield, R.G. 1986. Mini pot rose production in Italy. Pennsylvania Flower Growers Bulletin No. 372, Issue 8:2-3.

Brumfield, R.G., L.E. Sim, and D.J. Wolnick. 1986. High tech, low tech, and no tech: What kinds of technology are Pennsylvania Growers using in their greenhouses? *Growers' Review Quarterly* 1(3):16-30.

Brumfield, R.G. 1985. What's the difference between soil pH and buffer pH? *PA Veg. Growers News* 8(3):15.

Brumfield, R.G. 1983. Labor: your major expense. *PA Nurserymen's Association, Inc. Mini Newsletter* 30(8):3.

- Brumfield, R.G., P.V. Nelson, A.J. Coutu, R.G. Anderson, D.H. Willits, and R.S. Sowell. 1982. Improve your marketing efficiency by analyzing cost differences. *Florists' Review* 171(4421):14-15, 37-39.
- Nelson, P.V., R.G. Brumfield, W.D. Eickhoff, and S.R. Sutter. 1982. Depreciation: an often misunderstood cost. *N.C. Flower Growers' Bul.* 26(1):1-6.
- Brumfield, R.G., L.D. Ballard, and P.V. Nelson. 1981. Polyethylene or glass greenhouses: A decision theory approach. *Florists' Review* 168(4353):54-56, 172-176.
- Brumfield, R.G., L.D. Ballard, and P.V. Nelson. 1981. Which type of greenhouse should you build: Glass or polyethylene? *N. C. Flower Growers Bul.* 25(3):1-8.

Trade Journal Column:

MarketLetter: (Weekly publication of the Florists Publishing Co.)

- Sunny forecast for cut flower producers. p.7. Dec. 12, 1988.
- Turks teach florists lesson in competition. p. 5. Nov. 14, 1988.
- All-in-the-family approach can falter. p. 5. Oct. 17, 1988.
- Branding could boost industry image. p. 5. Sept. 19, 1988.
- Using the drought as a market advantage. p. 7. Aug. 22, 1988.
- Marketing issues top Seeley conference. p. 6. July 25, 1988.
- Labor draws on profits, management pays. p. 6. June 27, 1988.
- Labor-saving equipment: Judging its value. p. 7. May 30, 1988.
- Good managers can make the most of labor costs. p. 6. May 2, 1988.
- Link costs to crops before you make decisions. p. 5. April 4, 1988.
- Simplifying the complex on your 1987 tax return. p. 5. Mar. 14, 1988.
- Running a greenhouse: Counting your costs. p. 3. Feb. 22, 1988.
- Learn from the past to plan your market strategy. p. 3. Feb. 8, 1988.

Published conference proceedings:

- Brumfield, R.G. Brumfield, A.J. Both, and G. Wulster. 2009. How Are Greenhouse Growers Coping With Rising Energy Costs. *Southern Nursery Association Research Conference Proceedings*. Georgia World Congress Center, Atlanta, GA. February 12-13, 2009.
- Brumfield, R.G. 2009. Matching profitable production with labor needs. 2009 Atlantic Coast Agricultural Convention and Trade Show Educational Program. Atlantic City, NJ, January 12-15, 2009, Trump Taj Mahal.
- Brumfield, R.G. 2009. What's value got to do with it? – A guide to pricing. 2009 Atlantic Coast Agricultural Convention and Trade Show Educational Program. Atlantic City, NJ, January 12-15, 2009, Trump Taj Mahal.
- Behe, B.K., J.H. Dennis, C.R. Hall, A.W. Hodges, and R. G. Brumfield. 2008. Regional marketing practices in the U.S. nursery industry. 53:21-25. *Southern Nursery Association Research Conference Proceedings*. Georgia World Congress Center, Atlanta, GA. August 7-9, 2008
- Brumfield, R.G. 2008. A tool to help greenhouse managers take control of their greenhouse and outdoor costs. 53:32-37. *Southern Nursery Association Research Conference Proceedings*. Georgia World Congress Center, Atlanta, GA. August 7-9, 2008.
- Brumfield, R.G. 2007. Why worry about energy costs in greenhouses? *Proceedings National Agricultural Risk Management Education Conference*. Phoenix, Arizona. April 15-18, 2007.
<http://www.agrisk.umn.edu/conference/agenda.aspx?ConfID=4&Output=Sum#>.
- Brumfield, R.G. and L.S. Martin. 2007. What to do when a big box store moves to town. *New Jersey Vegetable*

- Growers' Meeting. Atlantic City, NJ, January 16-18, 2007, Trump Taj Mahal.
- Brumfield, R.G. 2007. Financial benchmarks. New Jersey Vegetable Growers' Meeting. Atlantic City, NJ, January 16-18, 2007, Trump Taj Mahal.
- Brumfield, R.G. 2006. Profitability of producing outdoor cut flowers. 51st Southern Nursery Association Research Conference Proceedings. August 9 – 10 at the Georgia World Congress Center, Atlanta, GA.
- Martin, L.S. and R.G. Brumfield. 2006. Marketing for a Greener Greenhouse. Southern Nursery Association Research Conference Proceedings. 49:452-463. August 9 – 10 at the Georgia World Congress Center, Atlanta, GA.
- Brumfield, R.G. 2006. Market to Market – A new tool for assessing marketing alternatives. New Jersey Vegetable Growers' Meeting. Atlantic City, NJ, January 10, 2006, Borgata Hotel Casino and Spa, January 10, 2006.
- Brumfield, R.G. 2006. Can you make money growing cut flowers?. New Jersey Vegetable Growers' Meeting. Atlantic City, NJ, January 10, 2006, Borgata Hotel Casino and Spa, January 10, 2006.
- Brumfield, R.G. 2005. Benchmarks for Small Greenhouses. 4th National Small Farms Conference. Greensboro, North Carolina, October 16-19, 2005.
- Brumfield, R.G. 2005. To Market; To Market: An On-line Workbook for Selecting Market Options and Strategies. National Risk Management Extension Conference. Kansas City, Missouri, April 6-9, 2005.
- Brumfield, R.G. 2005. An On-line Workbook for Selecting Market Options and Strategies for Agricultural Products. World Scientific and Engineering Academy and Society Conference on Mathematics and Computers in Business and Economics. Buenos Aires, Argentina, March 1-3, 2005.
- Brumfield, R.G. 2004. Which crops make money? World Scientific and Engineering Academy and Society Conference on Mathematics and Computers in Business and Economics. Venice Italy, November 15-17, 2004.
- Brumfield, R.G. 2004. Tool to help you decide if your greenhouse is in the green. Southern Nursery Association Research Conference Proceedings. 49:452-463. August 12 – 14 at the Georgia World Congress Center, Atlanta, GA. <http://www.sna.org/research/04proceedings/04proceedingshtmls/ResProcSec1002.html>.
- Brumfield, R.G. 2004. Greenhouse Cost Accounting Computer Program: Extension and Teaching Tool. Proceedings of papers on Horticultural Economics presented at the XVth International Symposium on Horticultural Economics, Berlin, Germany, Sept. 13-18, 2004.
- Brumfield, R.G.. 2003. Greenhouse cost management: a ½ day bottom line building workshop. Proceedings of the 2003 National Extension Risk Management Education Conference March 26-27, 2003, Dallas/FortWorth, TX.
- Brumfield, R. G. Economic and Marketing Issues from a Grower's Perspective. 2003 USDA Outlook Forum, February 20-21, 2003, Arlington, VA, <http://www.usda.gov/oce/waob/oc2003/program.htm#nursery> (invited).
- Polk, D., P. Shearer, A. Atanasov, G. Hamilton, R. Brumfield, D. Schmitt. 2002. Commercial use of reduced risk and mating disruption in New Jersey peach production 2002. Proceedings, Cumberland-Shenandoah Fruit Workers Conference 78th Annual Meeting, Dec. 5-6, 2002 Winchester, VA.
- Polk, D., P. Shearer, A. Atanasov, G. Hamilton, R. Brumfield, D. Schmitt. 2001. Commercial use of reduced risk and mating disruption in New Jersey peach production. Proceedings, Cumberland-Shenandoah Fruit Workers Conference 77th Annual Meeting, Nov 15-16, 2001 Winchester, VA. Pp.138-147.

- Brumfield, R.G. 2000. A review of organic horticulture and agriculture in the U.S. In: *Acta Horticulturae* 536:21-28. Proceedings of papers on Horticultural Economics presented at the XIVth International Symposium on Horticultural Economics, Guernsey, U.K., Sept. 12-15, 2000. http://www.actahort.org/books/536/536_1.htm.
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- Brumfield, R.G.,* M.F. Brennan, and J.A. Brennan. 1998. An interactive web site for disseminating and gathering real world farm budget data. In: Proceedings of the 7th International Conference on Computers in Agriculture sponsored by The Society for Engineering in Agricultural, Food and Biological Systems, ASAE Publication 13-98, pp.376-382. Orlando, FL, Oct. 26-30, 1998.
- Brennan, M.F., J. A. Pruss and R.G. Brumfield. 1998. A crop information management system to support and assess sustainable agricultural practices. Proceedings of the 7th International Conference on Computers in Agriculture sponsored by The Society for Engineering in Agricultural, Food and Biological Systems, ASAE Publication 13-98, pp.554-560. Orlando, FL, Oct. 26-30, 1998.
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- Brumfield, R.G.* 1995. Cultivating coalitions: Addressing real-life issues. In: Proceedings of coalitions for agriculture and the environment in urbanizing areas. New Brunswick, NJ, March 24-25, 1995. Edited by E.M. Tavernier, M.P. Hartley, A.O. Adelaja, and R.G. Brumfield.
- Peacock, K.M., R.M. Nayga, Jr., R.G. Brumfield, R. Bacon, and D.W. Thatch. 1995. Feasibility of establishing a New Jersey Fresh tomato packing house. In: *Journal of Food Distribution Research* 26(1):2-8. Proceedings of papers presented at the 35th Annual Food Distribution Research Society Conference, Seattle, Washington, Oct. 30-Nov. 2, 1994.
- Brumfield, R.G.*. 1994. Greenhouse systems costs. In: Greenhouse systems automation, culture, and environment. Proceedings from the Greenhouse Systems International Conference, New Brunswick, NJ, July 20-22, 1994 (Invited).
- Brumfield, R.G.* and F.E. Adelaja. 1994. Differences in consumers of fresh tomatoes at four retail venues. In: *Journal of Food Distribution Research* 25(1):93-102. Proceedings of papers presented at the 1993 Annual Conference of the Food Distribution Research Society, Fort Mitchell, KY, Oct. 19-20, 1993.
- Brumfield, R.G.* 1991. Production costs. In: Tips on growing zonal geraniums. Ohio Cooperative Extension Service Bulletin FP 765. pp. 60-64. Presented at the Zonal Geranium Tour/School, Cleveland, OH, Oct. 4-5, 1990.
- Brumfield, R.G.* and A.O. Adelaja. 1991. An analysis of consumers' purchasing patterns, perceptions, and expenditures on fresh tomatoes in New Jersey. In: *Acta Horticulturae* 295:113-120. Proceedings of papers on Horticultural Economics and Marketing presented at the 23rd International Horticultural Congress, Florence, Italy, Aug. 27-Sept. 1, 1990. http://www.actahort.org/books/295/295_14.htm.
- Brumfield, R.G.* and A.O. Adelaja. 1990. Brand promotion and international competitiveness in local markets: inferences from state promotional programs. pp. 161-173. In: Proceedings of Third Annual Symposium of The Institute for International Economic Competitiveness, Radford, VA, Mar. 23-24, 1990.
- Brumfield, R.G.* 1989. Cost of production. In: Tips on growing potted chrysanthemums. Ohio Cooperative Extension Service Bulletin FP-767. pp. 58-61. Presented at the Potted Chrysanthemum Tour/School, Columbus, OH, Nov. 15-17, 1989.

- Brumfield, R.G.* 1989. Cost of production. pp. 17-25. In: Proceedings of 2nd National Conference on Specialty Flowers, Athens, GA, Mar. 13-14, 1989.
- Brumfield, R.G.* 1988. The economics of producing cut flowers outdoors. In: Commercial field production of cut and dried flowers. pp. 15-23. The Center for Alternative Crops and Products, University of Minnesota, and The American Society for Horticultural Science. Presented at the National Symposium on Commercial Field Production of Cut and Dried Flowers. St. Paul, MN, Dec. 6-8, 1988.
- Brumfield, R.G.* 1988. Cost of producing geraniums. In: Tips on growing zonal geraniums. Ohio Cooperative Extension Service Bulletin FP-765, pp. 48-51. Presented at the Zonal Geranium Tour/School, Warren, OH, Nov. 17-18, 1988.
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Brumfield, R.G. 2004. Market, To Market: A Workbook for Selecting Market Options and Strategies for Agricultural Products. <http://aesop.rutgers.edu/~farmmgmt/marketing/mktwb00.html>.

Brumfield, R.G. 2003. Economic and marketing issues from a grower's perspective. <http://www.usda.gov/oce/waob/oc2003/speeches/Brumfield.doc> (Invited).

Brumfield, R.G. with assistance from R. Johnson. 2002. Greenhouse cost accounting. Computer program and documentation for use with IBM compatible computers and Microsoft Excel. Rutgers Cooperative Extension. Copyright 2001, Rutgers University.

Brumfield, R.G. and E.K. Mafoua. 2002. Interactive Greenhouse Crop Budget with Five Crops. <http://aesop.rutgers.edu/~farmmgmt>.

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

Brumfield, R.G. 2002. Cost of production budget: New Guinea impatiens. <http://aesop.rutgers.edu/~farmmgmt>

Brumfield, R.G. 2002. Cost of production budget: Poinsettias 6-inch Pots. <http://aesop.rutgers.edu/~farmmgmt>

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TEACHING

Theses Directed:

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

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

Member of M.S. thesis committee for:

Kenyon, Tim. 2007. Impact of Jersey Fresh.

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

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

Member of Ph.D. thesis committee for:

Specca, David. 2005.

Undergraduate Courses:

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

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

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

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

Graduate Guest Lectures:

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

Undergraduate Guest Lectures:

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

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

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

- 1999** Faculty Sponsor for Cook honors student, Spring.
Rebecca Johnson
- 1998** Faculty Sponsor for Rutgers Cooperative Extension student intern, Summer.
Renita Zellner
- Faculty Sponsor for cooperative education student, Summer.
Gregory Bills
- Faculty sponsor for Cook honors student, Fall.
Katherine Androwski
- 1997** Faculty Sponsor for Rutgers Cooperative Extension student intern, Summer.
Angela Kinnel
- 1996** Reader for Cook honors student.
Claire Homitzky. Transformations of the Family Farm: Four case studies informing a discussion of the new agriculture.
- 1993** Faculty Sponsor for Rutgers Cooperative Extension student intern, Summer.
Phillip Petway
- Supervisor for Special Research Projects for four graduate students, Summer.
Arbindra Rimal
Florence Tangka
Kristin Peacock
Zafar Farooq
- 1990** Supervisor for three Discovery Program students, Summer.
Lisa McCoy
Inez Ruiz-Stewart
Shamar Foster
- 1989** Supervisor for six Discovery Program students, Summer.
Elethia Baldwin
Shazel Fitzpatrick
Tonya Hutson
Arie Kinch
Karen Lewis
Lipsa Shah.
- Faculty Sponsor for three cooperative education students, Summer.
Thomas A. Heyle, 6 credits, greenhouse manager/grower for Heyle Roses, Inc., IPM Research and Advertisement Project.

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

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

Supervisor for one Honors Student, Spring.

Shawn Lee, 3 credits, Computerized cut flower budgets.

1988 Supervisor for two Discovery Program students, Summer.

Morcine Scott

Shanda Patricia Robinson

Supervisor for one Honors Student, Fall.

Shawn Lee, 3 credits, Computerized vegetable budgets.

Extension/Industry Presentations since 1988:

Presentations

- 2009 Brumfield, R.G. 2009. Tips on Surviving an Economic Downturn. Joint NJ-PA Greenhouse Meeting, My Business Lean and Mean, Surviving Tough Economic Times, Burlington County Extension Office, NJ, February 18, 2009.
- Brumfield, R.G. 2009. Matching profitable production with labor needs. 2009 Atlantic Coast Agricultural Convention and Trade Show Educational Program. Atlantic City, NJ, January 14, 2009, Trump Taj Mahal.
- Brumfield, R.G. 2009. What's value got to do with it? – A guide to pricing. 2009 Atlantic Coast Agricultural Convention and Trade Show Educational Program. Atlantic City, NJ, January 14, 2009, Trump Taj Mahal.
- 2008 Economics of increased energy costs. New England Greenhouse Conference. Wooster, MA, November 6, 2008.
- Where should I spend my time? New England Greenhouse Conference. Wooster, MA, November 5, 2008.
- Revisiting financial statements. Purdue Hort Congress. Indianapolis, IN, Adam's Mark Hotel, January 29, 2008.
- Taking control of your costs. Putting the Green Back in the Greenhouse. Pennsylvania Capital Region Greenhouse Grower Meeting, Shady Maple, Lancaster County, PA, January 26, 2008.
- Dealing with energy costs. Putting the Green Back in the Greenhouse. Pennsylvania Capital Region Greenhouse Grower Meeting, Shady Maple, Lancaster County, PA, January 26, 2008.
- Competing with the Big Boxes. Oregon Association of Nurseries Greenhouse Chapter Grower Seminar "Growing For The Future" Wilsonville, Oregon, Holiday Inn, January 9, 2008.
- Greenhouse Cost Accounting Workshop. Oregon Association of Nurseries Greenhouse Chapter Grower Seminar "Growing For The Future" Wilsonville, Oregon, Holiday Inn, January 9, 2008.
- 2007 The economics of pest management. Grower Talks Greenhouse Experience. Cleveland, OH Renaissance Hotel, Cleveland, OH, September 10, 2007.
- Variable Costs of Producing Nursery Crops, Cream Ridge Nursery Research and Extension Meeting, Creas

- Ridge, NJ, August 16, 2007.
- What to do when a big box store moves to town. New Jersey Vegetable Growers' Meeting. Atlantic City, NJ, Trump Taj Mahal, January 18, 2007.
- Financial benchmarks. New Jersey Vegetable Growers' Meeting. Atlantic City, NJ, Trump Taj Mahal, January 18, 2007.
- How to survive the big boxes: a hand's on workshop on cost accounting and marketing. Indiana Green Expo. Indianapolis, IN, Indiana Convention Center, January 11, 2007.
- Financial benchmarks. Indiana Green Expo. Indianapolis, IN, Indiana Convention Center, January 11, 2007.
- Which crops make money? Indiana Green Expo. Indianapolis, IN Indiana Convention Center. January 11, 2007,
- 2006 Marketing for a greener greenhouse green? Purdue University, September 18, 2006 (Invited).
- Is your greenhouse green? A Hand's-on Workshop on Cost Accounting and Marketing. Virginia Flower Growers Association's Greenhouse Update, Richmond, VA, March 2, 2006.
- Energy Economics 101: Getting to an Apples-to-Apples Comparison, On-Farm Alternate Energy Conference, Rutgers EcoComplex, Columbus, NJ, February 28, 2006.
- Calculating true energy costs. Surviving and Profiting from the Energy Crisis Pennsylvania Capital Region Greenhouse Grower Meeting, Shady Maple, Lancaster County, PA, January 26, 2006.
- The impact of energy costs and what to do about it. 2006 Southern New Jersey Greenhouse Conference, Rutgers Cooperative Research and Extension, Clayton, NJ, January 24, 2006.
- Can you make money growing cut flowers? New Jersey Vegetable Growers' Meeting. Atlantic City, NJ, Borgata Hotel Casino and Spa, January 10, 2006.
- Market to Market – A new tool for assessing marketing alternatives. New Jersey Vegetable Growers' Meeting. Atlantic City, NJ, January 10, 2006, Borgata Hotel Casino and Spa, January 10, 2006.
- 2005 How to price your crop. North Jersey Ornamental Horticulture Symposium and Bedding Plant Day, Randolph, NJ, February 18, 2005.
- Is your greenhouse green? The Gulf States Horticultural Expo. Mobil Convention Center, Mobile, AL, January 19-22, 2005.
- Financial aspects of the greenhouse business. Design of Greenhouse Systems. Short Course for Cook College Office of Continuing Education, New Brunswick, NJ, January 6-7, 2005.
- 2004 Which crops are making you money? New England Greenhouse Conference. Wooster, MA, October 18-20, 2004.
- Cost accounting software for the ornamental industry. New Jersey Risk Management Conference. Mercer County Community College Conference Center, West Windsor, NJ, September 1, 2004.
- Economics of organic and sustainable systems. Organic-Sustainable Agriculture Workshop, Cook College, August 4, 2004
- Pricing baskets and other planters. Spring Flower Crop Conference. Clayton, NJ, February 10, 2004.
- Getting the most out of your employees. Tree Fruit Session. Essential Information for Extension Educators

- and Producers, Indiana Horticultural Congress, Indianapolis, Indiana, January 27, 2004.
- Marketing greenhouse products. Is there a Greenhouse in Your Future? Essential Information for Extension Educators and Producers, Indiana Horticultural Congress, Indianapolis, Indiana, January 26, 2004.
- Growing for profit. Eastern Regional Landscape-Nursery Seminar, Delaware Valley College, Doylestown, PA, January 13, 2004.
- Financial aspects of the greenhouse business. Design of Greenhouse Systems. Short Course for Cook College Office of Continuing Education, New Brunswick, NJ, January 8-9, 2004.
- 2003 Determining your “true” cost to produce greenhouse drops. Michigan Greenhouse Growers Expo, Lansing, MI, November 5-6, 2003.
- Greenhouse Management: Cost Accounting and Crop Production, OCPE Short Course, New Brunswick, NJ, October 20, 2003.
- Is your greenhouse growing green(\$ or red (ink). Mid-Atlantic Conference for Growers, Malvern, PA, October 16, 2003.
- Challenges to small businesses. 2003 Indiana Flower Growers Conference, Purdue University, West Lafayette, IN, October 9, 2003.
- The economics of organics and sustainable systems: Does it pay for the producer? American Society for Horticultural Science 2003 Annual (Centennial) Conference, Providence, RI, October 5, 2003
- Cost accounting. Farm Management and Business Challenges for the Future. Erie, Pennsylvania, August 21.
- Cost accounting. Farm Management and Business Challenges for the Future. Morgantown, WV, August 19.
- Cost of production. 2003 Indiana Flower Growers Conference, Purdue University, West Lafayette, IN, October 9, 2003
- Cost accounting. Farm Management and Business Challenges for the Future. Lake Morey, VT, August, 14, 2003.
- Greenhouse Cost Management. OCPE Short Course, New Brunswick, NJ, March 11, 2003.
- Greenhouse Cost Management. OCPE Short Course, New Brunswick, NJ, February 25, 2003.
- Specialty Budgets. Enterprise Budget Summit II, Southern Extension Farm Management Committee (SEFMC) Dallas, TX, January 15, 2003.
- 2002 Walking through your business plan. The new farm entrepreneur: 8th annual new and beginning farmer workshop. Pennsylvania Farm Link, Grantville, Pa, February 16, 2002.
- Is it worth it to grow your own transplants. New Jersey Vegetable Growers’ Meeting. Atlantic City, NJ, January 17, 2002, Trump Taj Mahal.
- 2001 Increasing profits with special events. Rutgers Cooperative Extension Bedding Plant Conference, Bordentown, NJ, November 9, 2001.
- Financial management and the bottom line. Ohio Florists’ Association Short Course. Columbus, OH.
- Adjusted Gross Revenue Insurance Info Workshop. Rutgers Cooperative Extension Hunterdon County, NJ.

Adjusted Gross Revenue Insurance InfoWorkshop. Rutgers Cooperative Extension Gloucester County, NJ.

Adjusted Gross Revenue Insurance Info Workshop. New Jersey Vegetable Growers' Meeting. Atlantic City, NJ.

Business Planning Workbook and Training. Supporting and serving Northeast new farmers: a working conference for service providers, Albany, NY.

Brumfield, R.G. Business planning for horsemen. Horses 2001, Ithaca, NY.

- 2000 The future of conventional agriculture in New Jersey. The Princeton Agricultural Association. Hopewell, NJ.
- Risk management. New Jersey Vegetable Growers' Meeting. Atlantic City, NJ.
- 1999 Trends in the landscape industry. New Jersey Turfgrass Association Expo '99. Atlantic City, NJ.
- Is my business profitable? New Jersey Turfgrass Association Expo '99. Atlantic City, NJ.
- Using cost accounting—not just tax records—to increase your profits. Ohio Florists' Association Short Course. Columbus, OH.
- Risk management in-service—risk in ornamentals. Midwest Farm Management Committee Horticultural Risk Management Education In-Service Workshop. Fort Wayne, IN.
- Risk management in-service—risk in ornamentals. Northeast Farm Management Committee Horticultural Risk Management Education In-Service Workshop. Richmond, VA.
- Risk management in-service—risk in ornamentals. Northeast Farm Management Committee Horticultural Risk Management Education In-Service Workshop. Hagerstown, MD.
- Risk management in-service—risk in ornamentals. Northeast Farm Management Committee Horticultural Risk Management Education In-Service Workshop. Lancaster, PA.
- Risk management in-service—risk in ornamentals. Northeast Farm Management Committee Horticultural Risk Management Education In-Service Workshop. Springfield, MA.
- Risk management in-service—risk in ornamentals. Northeast Farm Management Committee Horticultural Risk Management Education In-Service Workshop. Batavia, NY.
- Opportunities for small farm/entrepreneurial venture business—thriving in a time of change. 1999 Regional Conference for Extension Educators. Liverpool, NY.
- Risk management in ornamentals. Tri-State Risk Management Conference. Pocono Manor, PA.
- To automate or not to automate. North Jersey Ornamental Horticultural Symposium. Clifton, NJ.
- Profitable opportunities in spring flowers. New Jersey Annual Vegetable Meeting. Atlantic City, NJ.
- Accessing farm budget data through an interactive website. New Jersey Annual Vegetable Meeting. Atlantic City, NJ.
- 1998 Should I purchase or lease new equipment or do it by hand? New Jersey Greenhouse Growers' Meeting and Trade Show, New Brunswick, NJ.
- Analyzing your marketing practices: Are you planning for the long term? 139th Annual Meeting of the State Horticultural Association of Pennsylvania, Hershey, PA.
- Business economics. New Jersey Nursery and Landscape Association Central Chapter Meeting, Bordentown, PA.
- Positioning your greenhouse business for the future. New Jersey Farm Management Program, Bridgewater, NJ.

- All in the family: Business issues for farm families. New Jersey Farm Management Program, New Brunswick, NJ.
- Developing a business plan for your farm. New Jersey Farm Management Program, New Brunswick, NJ.
- Managing your floricultural business in a global economy, 4-Day Training sessions sponsored by the Winrock Farmer-to-Farmer Program for the Floriculture Association of Nepal, Kathmandu, Nepal.
- 1997 Protected cultivation industry in the USA, University of Antalya, Antalya, Turkey.
- The dollars and cents of growing bedding plants. South Jersey Flower Growers Meeting Glassboro, NJ.
- Using Quicken and QuickBooks. New Jersey Agricultural Convention. Atlantic City, NJ.
- Economic analysis of stake grown tomatoes. Pennsylvania Association for Sustainable Agriculture Sixth Annual Farming for the Future Conference. State College, PA.
- Greenhouse survival skills. New Jersey Farm Management Program. Bridgewater, NJ
- Greenhouse survival skills. New Jersey Farm Management Program. Glassboro, NJ.
- Long-range strategic planning. New Jersey Farm Management Program. New Brunswick, NJ.
- Preparing a balance sheet and income statement. New Jersey Farm Management Program. New Brunswick, NJ.
- Nursery business management survival skills for the next decade. New Jersey Farm Management Program. New Brunswick, NJ.
- 1996 Preparing a statement of cash flows. Rutgers Cooperative Extension School for Entering a Profitable Small Scale Farm Business. Pittstown, NJ.
- Selecting and implementing a farm record keeping system. Rutgers Cooperative Extension School for Entering a Profitable Small Scale Farm Business. Pittstown, NJ.
- Business survival skills: projecting and managing finances:
- Developing short-term and long-term goals.
 - Understanding and using financial statements.
 - Tools for analyzing your own business.
- New England Greenhouse Conference, Sturbridge, MA.
- Survival skills for landscape contractors. South Jersey Landscape Conference. Glassboro, NJ
- 1995 Business survival skills for the next decade. Nursery Industry Association of Tasmania. Launceston, Australia.
- Tools for analyzing your own business. Queensland Nursery Industry. Nathan, Australia.
- Business performance. Queensland Nursery Industry. Nathan, Australia.

Business survival skills for the next decade. Burnley College, Melbourne, Australia.

Working in the Land Grant Model. Burnley College, Melbourne, Australia.

Business Survival Skills for the Next Decade. The Nursery Association of Northern New South Wales.

Cost analysis of stake-grown tomatoes. 1995 Pennsylvania Vegetable Conference and Trade Show, Hershey, PA.

Who is running your business—you or your accountant. Small Business Survival Skills for Landscape Contractors, Cook College, New Brunswick, NJ.

Staking for fresh market tomato production. 1995 Gloucester-Cumberland Vegetable Meeting, Glassboro, NJ

So why are you really in business? New Jersey Northeast Organic Farmers , Association Annual Winter Conference New Brunswick, NJ.

Facilitate improving communication and coordination in developing environmental regulations. Northeast Regional Conference and workshop: Coalitions for Agriculture and the Environment in Urbanizing Areas, New Brunswick, NJ.

Strategic planning—why are you in business? Southeast Greenhouse Conference and Trade Show, Greenville, SC.

1994 Production cost analysis for stake grown tomatoes. New Jersey Annual Vegetable Meeting, Atlantic City, NJ (with Phil Neary.)

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

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

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

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

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

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

- 1993 Correctly pricing your crop. Third Annual Convention, New Jersey State Florists' Association, Inc., Parsippany, N.J.
- What wholesale buyers want in a Jersey tomato. North Jersey Staked Tomato Workshop, Pittstown, NJ.
- Understanding financial statements. Burlington County Sweet Corn Meeting, Mount Holly, NJ.
- What wholesale buyers want in a Jersey tomato. 1993 Staked Tomato Workshop for Southern NJ, Clayton, NJ.
- Successfully marketing your crop, Introduction to cost management, New labor regulations and cost considerations. Greenhouse Crop Production Short Course, New Brunswick, NJ.
- Coordinated, organized, and obtained funding for Business Management in Agriculture Workshop, Mays Landing, NJ. February 2, 4, 10, 11, 16, 1993.
- Computers for the greenhouse. Mid-winter Greenhouse Conference, Waterbury, CT.
- Computer and management workshop. New Jersey Annual Vegetable Meeting, Atlantic City, NJ.
- 1992 Do you understand the stuff the accountant tells you? Does the accountant understand the stuff you tell him/her? Looking at financial statements: Two case studies. 1992 Short Course, Massachusetts Nurserymen's Association, Inc., and University of Massachusetts Cooperative Extension System, Worcester, MA.
- Rudiments of marketing and cost accounting. 1992 Greenhouse Technology School, Leesport, PA.
- Economics of field production of cut flowers. Profit by growing prefinished plants. 1992 Tennessee Flower Growers Short Course and Trade Show, Gatlinberg, TN.
- Can you afford to grow it? Should you buy prefinished? 4th Annual Pennsylvania Floral Short Course and Expo, Lancaster, PA.
- The nursery industry in New Jersey, Nursery/Greenhouse Seminar, Jamesburg, NJ.
- Marketing your crop, Introduction to cost management, New labor regulations and cost considerations, Greenhouse Crop Production Short Course, New Brunswick, NJ.
- Using computers to find the money makers in the greenhouse, 10th Annual Mid-Atlantic Direct Marketing Conference and Trade Show, Wilmington, DE.
- Coordinated, organized, and obtained funding for Business Management in Agriculture Workshop, Clayton, NJ. February 3, 5, 10, 12, 17, 1992.
- Estimating production costs of bedding plants, North Jersey Bedding Plant Day, Clifton, NJ.
- What consumers in roadside markets and supermarkets want in a tomato, Pennsylvania Vegetable Growers Association, Hershey, PA.

- Making business decisions that affect profitability and productivity, New Jersey Annual Vegetable Meeting, Atlantic City, NJ.
- 1991 Yes, Christmas tree growing is a business—Small business requirements for growers, Eighth Annual Christmas Tree Growers Short Course, New Brunswick, NJ.
- Discussion of PLANETOR Methods to Enhance Use of SMART in Your State, Northeast Regional Workshop, SMART In-service Training, North Brunswick, NJ.
- Options with prefinished bedding plants, Commercial flower growers' conference, Glassboro, NJ.
- Consumer attitudes toward branded tomatoes at roadside and supermarkets, 6th National Direct Marketing Conference, Parsippany-Troy Hills, NJ.
- What consumers in roadside markets and supermarkets want in a tomato! New Jersey Annual Vegetable Meeting, Atlantic City, NJ.
- Economics of prefinished plants, Cook College Greenhouse Design and Management Short Course, New Brunswick, NJ.
- Using computers to manage costs and make decisions, Delaware Horticulture Industry Expo, Dover, DE.
- 1990 The profitability of using prefinished crops, New England Greenhouse Conference, Sturbridge, MA.
- Market potential for Jersey Fresh Premium tomatoes, New Jersey Annual Vegetable Meeting, Atlantic City, NJ.
- Economics of greenhouse operation, Cook College Greenhouse Design and Management Short Course, New Brunswick, NJ.
- Consumers' thoughts on New Jersey tomatoes, Salem County Vegetable Meeting, Woodstown, NJ.
- Farm record keeping, Burlington County Sweet Corn Meeting, Mount Holly, NJ.
- Profitability, Sod Seminar, 1990, Forsgate Country Club, Jamesburg, NJ.
- Cost of production, Ohio State Florists' Association Zonal Geranium School, Cleveland, OH.
- 1989 Greenhouse industry update, macro perspective, Princeton, NJ.
- The economics of producing cut flowers outdoors, 1989 New Jersey Plant & Flower Growers Conference, New Brunswick, NJ.
- Cost of production, Potted Chrysanthemum Tour/School, Columbus, OH.
- Potential collaboration by agricultural economists, Sustainable Agriculture Proposal Development Meeting, Rutgers University, New Brunswick, NJ.
- New Jersey premium tomato project, New Jersey Annual Vegetable Meeting, Atlantic City, NJ.

Bedding plant production: knowing your costs, New Jersey Annual Vegetable Meeting, Atlantic City, NJ.

Using computer spreadsheets for farm business decision making, New Jersey Annual Vegetable Meeting, Atlantic City, NJ.

Your first sales: developing your marketing strategies, Cook College Greenhouse Design and Management Short Course, New Brunswick, NJ.

Record keeping, International vegetable production and marketing workshop, Rutgers University, New Brunswick, NJ.

1988 Cost of production, Specialty Cut Flower National Conference, University of Georgia, Athens, GA.

Cost of production, Ohio State Florists' Association Zonal Geranium School Warren, OH.

The economics of supplemental lighting in the greenhouse, New York Florist Club meeting, New York, NY.

Making "bucks" in growing bedding plants—costs and profits, Bedding Plant and Perennials Day, Clifton, NJ.

Cost accounting principles for greenhouse growers, Regional Bedding Plants Conference, Vineland, NJ.

Record keeping, International vegetable production and marketing workshop, Rutgers University, New Brunswick, NJ.

Cash flow analysis/cost of production, International vegetable production and marketing workshop, Rutgers University, New Brunswick, NJ.

Evaluating a marketing plan on a cash-flow basis, Atlantic County Farm Management and Computer Seminar, Mays Landing, NJ.

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

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

GRANTS

- 2009 Partial Sub-Irrigation Ebb and Flow Watering, USDA Horticulture Specialty Crops Research Initiative (\$200,000) (Co-PI) (Proposal in Preparation)
- Investigations of sustainable production practices, economic contributions, consumer behavior, and labor management in the U.S. environmental horticulture industry. USDA Horticulture Specialty Crops Research Initiative (\$3,699,730) (Co-PI) (Re-submission)
- Risk Management Education for County Extension Agents in the Northeast: Helping Producers Create a Retirement Paycheck, Risk Management Education Competitive Grants Program (\$50,000) (Co-Investigator) (Pre-Proposal Submitted).
- Financial and Marketing Education for Greenhouse Growers, Risk Management Education Competitive Grants Program (\$10,000) (Pre-Proposal Submitted).
- A Model for Economic Sustainability - Using Perennial Grasses as a Renewable Fuel Source for Greenhouse Heating and Energy Production (\$75,000) (Co-Investigator) (Pre-Proposal Submitted).
- 2004-2006 Extension Education on Financial Management in the Green Industry in the Northeast. USDA RMA (\$21,500).
- 2003-2007 Extension Education on Profitability, Costs and Returns in the Floriculture and Nursery Industry USDA Cooperative State Research, Education, and Extension Service Agriculture Risk Management Education Competitive Grants Program (\$90,000).
- 2003 Benchmark Budgets and Interactive Budget to Develop Costs and Returns in the New Jersey Vegetable Industry. The Charles E. and Lena Maier 2003 Research Award Administered by The Vegetable Growers' Association of NJ, Inc. (\$2,600).
- 2003 State Wide Profitability Survey of Greenhouse Facilities and Multi State Education and Information Exchange for Greenhouse-Oriented Extension Agents. Department of Extension Specialists Innovative Grant (\$10,000) (Co-Investigator).
- 2001-2005 Reduced-risk Pest Management Programs for Eastern Tree Fruits. USDA:FQPA Risk Avoidance & Mitigation for Major Food Crops (RAMP).(\$1,894,543) (Co-Investigator).
- 2001-2003 Growing New Farmers. USDA IFAFS (\$1,756,628) (Co-Investigator).
- 2001-2002 Reducing insecticide use and their associated risks in peach production. USDA Pest Management Alternatives Program (\$164,447) (Co-Investigator).
- 2001-2002 Risk Management Education. USDA. (\$7,500)
- 1999-2002 Mid-Atlantic Kellogg Consortium. Northeast Beginning Farmer Development Initiative Proposal to the Mid Atlantic Consortium. (\$151,600) (Co-investigator with G. Conneman, M. Schlegel, M. Bowlan, C. Martin, K. Ruhf, C. Post, M. Thomas, S. Dudas).
- 1999-2000 New Jersey Agricultural Experiment Station, Development of Business Plan Workbook (\$4,960).

- Sept. 99-
Aug. 00 Risk Management Education Program USDA, Management Educational Material for Ornamental Farmers (\$27,000).
- Mar. 99-
Feb. 00 New Jersey Agricultural Experiment Station. Nutraceuticals, an Agricultural Alternative: Costs & Methods of Production (\$11,000). (Co-investigator with M. F. Brennan, W.L. Kline, J. Rabin, E. Lambert, J.R. Schortz.)
- 1998 Mid-Atlantic Kellogg Consortium. Northeast Beginning Farmer Development Initiative Proposal to the Mid Atlantic Consortium (\$5,000). (Co-investigator with G. Conneman, M. Schlegel, M. Bowlan, C. Martin, K. Ruhf, C. Post, M. Thomas, S. Dudas.)
- Mar. 98-
Feb. 99 New Jersey Agricultural Experiment Station. Nutraceuticals, an Agricultural Alternative: Costs & Methods of Production (\$20,334). (Co-investigator with M. F. Brennan, W.L. Kline, J. Rabin, E. Lambert, J.R. Schortz.)
- Jul. 97-
Jun. 98 New Jersey Department of Agriculture. New Jersey Farm Management Program (\$99,000.)
- Apr. 97-
June 99 Rutgers Cooperative Extension 2000 Investing in People for the Future Grant Award Long-range Strategic, Pre-retirement and Investment Planning for Farm Families and the Small Business Community (including Self-employed) (\$8,800). (Co-investigator with D. Matejic.)
- Oct. 96-
Sept.98 Federal-State Marketing. Improvement Program U. S. Dept. of Agriculture. Enhancing the Market for Nutraceuticals in the Mid-Atlantic region (\$49,975). (Co-Investigator with A.O. Adelaja, R. Govindasamy, R. Nayga, B. Listokin, B. Schilling, M. Hartley, P. Lachance, and J. Robels.)
- Jul. 96 Rutgers Farm Business Management Educative Materials for Farm Business Community (\$5,000).
- May. 96 Excellence in Outreach Team Award (\$1,000). R.G. Brumfield, A.O. Adelaja, F.E. Adelaja, J. Braun, P. Nitzsche, D.W. Thatch.
- Apr. 96-
June. 97 New Jersey Department of Agriculture (\$128,508). 1996-97 Rutgers Farm Business Management Management and Marketing Training and Information Project. (Co-investigator with A. O. Adelaja, and D.W. Thatch.)
- Aug. 95-
Aug. 96 Farm Foundation (\$5,000). Key-note speakers and scholarships for XIIIth International Symposium on Horticultural Economics.
- Apr. 95-
Mar. 96 New Jersey Department of Agriculture (\$198,000). 1995-96 Rutgers Farm Business Management Management and Marketing Training and Information Project. (Co-investigator with A.O. Adelaja, and D.W. Thatch.)
- Mar. 95-
Apr. 96 U.S.D.A. (\$10,000). Federal Crop Insurance Training Grant. (Co-investigator with F.E. Adelaja.)
- Jul. 94-
June 95 Rutgers Cooperative Extension Innovative Grant (\$2,500). Reducing Risks of Tomato Farmers in New Jersey. (Co-investigator with P. Neary.)
- Apr. 94-
Mar. 95 New Jersey Department of Agriculture (\$217,500). The Rutgers Farm Business Management and Marketing Training and Information Project. (Co-investigator with A.O. Adelaja, M.S. Fabian, M.P. Hartley, E.M. Tavernier and D.W. Thatch.)
- Apr. 94-
June. 97 In-kind support from cooperating agencies (\$33,000). 1994-97. Rutgers Farm Business Management and Marketing Training and Information Project.

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

- Jan. 92-
Dec. 92 National Integrated Farm Resource Management System for Sustainable Agriculture (\$2,500).
Field Testing the Planetor Farm Decision Support System. (Principal investigator.)
- July 91-
June 91 New Jersey Agricultural Experiment Station—Low Input Sustainable Agriculture Grant (\$29,000).
Systems in the Northeast. (Principal Investigator.)
- Jan. 91-
June 91 Low Input Sustainable Agriculture (\$24,000). Develop Crop Rotational Budgets for Cropping
National LISA Project (\$3,500). Implementation of Planetor Software System by Farmers.
(Principal investigator.)
- July 90-
June 91 New Jersey Agricultural Experiment Station—Low Input Sustainable Agriculture Grant (\$4,660).
Develop Crop Rotation Budgets for Cropping Systems in New Jersey and Train County Agents to
Use Resulting Software to Make Environmental and Financial Decisions. (Principal investigator.)
- Apr. 90-
Oct. 90 Special Project Proposal to Assist Farmers with Farm Financial Management (\$5,400).
Procedures and Guidelines for Performing Management Audits on Farms. (Co-investigator with
M.R. Sciabarrasi, W.H. Zweigbaum, and D.E. Morris.)
- Jan. 90-
Dec. 90 Low Input Sustainable Agriculture Farm Decision Support Systems (\$1,000). National LISA
Project. (Principal investigator.)
- July 89-
June 93 Regional Research Project 02262 (\$13,000). Competition and Change in the Fruit and Vegetable
Production and Marketing System. (Principal investigator, co-investigator with R. Lopez July 89-
August 90.)
- July 89-
June 93 Regional Research Project 02222 (\$8,000). Technical and Economic Efficiencies of Producing
and Marketing Landscape Plants. (Principal investigator.)
- July 89-
June 93 Hatch Project 02131 (\$16,000). Economic Analysis of Vegetable Production in New Jersey and
the Northeast. (Co-investigator with P.S. Dhillon.)
- July 89-
June 90 New Jersey Department of Agriculture “Jersey Fresh” Matching Funds (\$1,350). Economic
Analysis of Tomato Greenhouse Industry. (Co-investigator with P.S. Dhillon.)
- July 89-
June 90 Rutgers Cooperative Extension Junior Faculty Grant (\$2,000). Evaluating and Comparing Cost
Accounting, Budget Generators and Related Farm Management Software Packages. (Principal
investigator.)
- Jan. 89-
Dec. 89 The Charles E. and Lena Maier Research Fund (\$1,350). Economic Analysis of Tomato
Greenhouse Industry. (Co-investigator with P.S. Dhillon.)
- July 88-
June 89 Rutgers Cooperative Extension Junior Faculty Grant (\$2,000). Developing and Analyzing a
System for Marketing Premium Quality New Jersey Tomatoes and Developing Software for
Financial Decision Making. (Principal investigator.)
- July 88-
June 89 New Jersey Agricultural Experiment Station Project 02260 (\$10,000). Premium Tomato Project.
(Principal investigator.)

- Sept. 85- Ben Franklin Partnership Food & Plant Protection Thrust (\$165,074). Feasibility of a Reject
Aug. 86 Water Heated Greenhouse at the Bruce Mansfield Power Plant. (Co-investigator with P.N. Walker.)
- July 85- Pennsylvania Department of Agriculture (\$113,086). Economic Analysis of the Pennsylvania
June 88 Greenhouse Industry (Co-investigator with D.J. Wolnick.)
- July 85- The Conard-Pyle Company (\$1,000). Improving Breaking of Mini-Flora Roses. (Co-investigator
June 86 with E.J. Holcomb.)
- July 84- PA Flower Growers (\$6,000). Economic Analysis of Production & Marketing in the
June 86 Pennsylvania Greenhouse Flower Industry. (Co-investigator with D.J. Wolnick.)
- July 84- PA Florists Association (\$5,000). Increasing Flower and Plant Consumption: Identifying
June 86 Facilitators and Barriers to Use. (Co-investigator with D.J. Wolnick.)

AWARDS AND HONORS

- Rutgers 20 Year Service Award, 2008.
- The article The Agricultural Information System for Farmers in Turkey by O. Ozcatalbas, R.G. Brumfield, and B. Ozkan. 2004. Information Development 20 (2): 97 – 105 was one of the top 10 most popular full text articles downloaded from the Sage Publications website between August 2004 and February 2005.
- Northeast Regional Finalist for the National Association of County Agricultural Agents Communicator Award in the Slide Presentation category, 2002.
- American Society for Horticultural Science, Outstanding Cross-commodity Publication, 2000
- Epsilon Sigma Phi
- State Service Award, 1998
- Northeast International Service Award, 1999
- Faculty Academic Service Increment, Rutgers University, 1989, 1990, 1992, 1995, 1997, 1998, 1999, 2002
- American Society for Horticultural Science, Extension Division Commercial Horticulture Working Group's Distinguished Achievement Award, 1998
- Cross Commodity Publication Award, 2001
- New Jersey FFA State Degree, 1998
- Excellence in Outreach Team Award, 1996, 1998, 2001
- Equal Opportunity Employment Award, Rutgers Cooperative Extension, 1992, 1996
- USDA Service Award, 1993
- Award of Diversity, Rutgers Cooperative Extension, 1993
- Merle Adams Award, Rutgers Cooperative Extension, 1992
- Outstanding Young Women in America, 1983
- Epsilon Sigma Phi—National honorary extension fraternity, member since 1991
- Gamma Sigma Delta—Agriculture honorary fraternity
- Phi Kappa Phi—National honorary fraternity
- Kappa Mu Epsilon—Mathematics honorary fraternity

PROFESSIONAL SOCIETIES

- Phi Alpha Xi - Floriculture and ornamental horticulture honorary fraternity, member since 1980
- Epsilon Sigma Phi – National extension honorary fraternity

- Treasurer, 1998-2000

American Agricultural Economics Association, member since 1988

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

Northeastern Agricultural and Resource Economics Association, member since 1988

- Local Arrangements Committee, 1996, 2007-present
- Reviewed 4 papers for the Northeastern Agricultural and Resource Economic Association meetings, 1993
- Selected Papers and Symposia Committee, 1992-93

Extension Specialists' Association, member 1988-1993.

- Auditor 1988-93

International Society for Horticultural Science, member since 1986

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

American Society for Horticultural Science, member since 1981

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

Reviewer for International Journal of Vegetable Science, 2008

Reviewer for Crop Protection Magazine, 2008

Reviewer for International Journal of Vegetable Science, 2008.

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

SERVICE/LEADERSHIP ACTIVITIES

Professional:

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

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

CSREES National Small Farm Program, 2000-present

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

Southern Region Nursery Production and Marketing Research Committee, S 1021 (formerly S290), Rutgers representative, 1989-present

Northeast Regional Small Farm Representative, 2007– present.

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

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

American Association of University Women, 1989-present

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

Northeast Region Controlled Environment and Facilities Engineering for Greenhouses, NE1017 (formerly NE-164), Rutgers representative, 1988-present

Cooperator, Northeast Region SARE grant, 1995-96

Member, Northeast Regional SARE Technical Committee, 1993-96

Member, National Resource Management Strategy LISA budgeting group headed by Dr. John Ikerd, University of Missouri, 1990-92

Northeast Public Policy Committee, Rutgers representative, 1988-90

University:

Rutgers University Graduate Faculty, member since 1988

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

College:

Member, RCE Revenue Enhancement Task Force, 2007
 Member, Reading Committee, Madeline Flayhive-Denardo's Promotion Packet, 2007
 Member, Mentoring Committee, Madeline Flayhive-Denardo, 2000-2007
 Ad hoc member, Department of Agriculture, Food, and Resource Economics for the review of Ramu Govindasamy's packet for promotion to Professor, 2007.
 Ad hoc member, Department of Family & Consumer Sciences for the review of Sharon Blase's packet for promotion to County Agent I, 2004 and 2006.
 Chair, Reading Committee, Paul Gottlieb's Promotion Packet, 2005
 Member, Cook College Marketing Committee, 2005
 Member, Cook College Appointments and Promotions Committee, 2001-02
 Member, Cook College Rules and Procedures Committee, 1998-02
 Member, Search Committee, Biotechnology and Bio-diversity Economist, 1998
 Rutgers Cooperative Extension Equal Employment Counselor, 1996-98
 Member, Affirmative Action Committee, 1996-98
 Member, Cook College SARE Technical Committee, 1996-97
 Chair, Rutgers Cooperative Extension Conference Committee, 1995
 Member, Cook College Planning Committee, 1994
 Member, Cook College Nominating Committee, 1994-1996
 Member, Graduate Program and Research Committee, Department of Agricultural Economics and Marketing, 1992-93
 Chair, Search Committee, Extension Environmental/Agricultural Economics Policy Specialist, 1991-1992
 Chair, Extension Committee, Department of Agricultural Economics and Marketing, 1994-95, 1999-present
 Chair, Farm Management/Finance Working Group, 1990-present
 Member, Floriculture Working Group, 1990-present
 Member, Marketing Working Group, 1990-present
 Member, Vegetable Working Group, 1990-present
 Center for Controlled Environment Agriculture Advisory Committee, 1990-present
 AAUP Representative, 1990-95
 Chair, Search Committee, Specialist in Marketing, 1990
 Member, Search Committee, Research Economist, 1990
 Rutgers University Sustainable Agriculture Steering Committee, 1989-present
 Secretary, Commencement and Annual Extension Conference Committee, 1989, 1994
 Affirmative Action Representative, Agricultural Economics & Marketing Extension Specialist, 1989-90
 Penalty mail officer, Agricultural Economics & Marketing Extension Specialists, 1989-present
 Member, Extension Committee, Department of Agricultural Economics and Marketing, 1988-present

Society at large:

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

Served as advisor on Northeast SARE project “The Organic Tomato Production/Marketing Manual”