

Nicole J. Olynk Widmar

**Professor |Associate Head and Graduate Program Chair
Department of Agricultural Economics |Purdue University**

Krannert Building | Room 656 | 403 W. State St. |West Lafayette, IN 47907-2056
Phone: 765-494-2567 | Email: nwidmar@purdue.edu | Website: www.agecon.purdue.edu

Date Started at Purdue: 01/04/10

Current Appointment: Research/Extension/Teaching (with Graduate Program Administration;
effective May 2018)

Academic Degrees

<u>Degree</u>	<u>Year</u>	<u>Major</u>	<u>Institution</u>
A.A.S.	2003	Animal Science	Alfred State College
B.S.	2005	Animal Science	Cornell University
M.S.	2008	Agricultural Economics	Michigan State University
Ph.D.	2009	Agricultural Economics	Michigan State University

Professional Experience

2018-present	Professor, Associate Department Head, and Graduate Program Chair, Department of Agricultural Economics, Purdue University, West Lafayette, Indiana.
2014-2018	Associate Professor, Department of Agricultural Economics, Purdue University, West Lafayette, Indiana.
2010-2014	Assistant Professor, Department of Agricultural Economics, Purdue University, West Lafayette, Indiana.
2005-2009	Research/Teaching Assistant, Department of Agricultural Economics, Michigan State University

Public and/or Government Service Activities, University and Departmental Committees

<u>College and University Committees</u>	<u>Year</u>
College of Agriculture, Agenda and Policy Committee Member	2021-present
Purdue University Graduate Council Member	2018-present
CHAIR Area Committee F	2018-present
Purdue University Senate Member	2018-2020
Committee Member Equity, Diversity, and Inclusion	2019-2020
Vice-Chair for the Committee of Equity, Diversity, and Inclusion	2018-2019
College of Agriculture, Graduate Advancement Committee Member	2018-2020
Center for Animal Welfare Science Steering Committee	2014-2020
Extension Human Subjects Committee	2016-2019

Departmental Committees

Chair of Graduate Committee	May 2018-present
Preliminary Exam Chair	May 2018-present
Graduate Admissions Chair	May 2018-present
Prospectus Exam Chair	May 2019-May 2021
MS-MBA Founders Cup Committee Chair	Summer 2018
Graduate & Admissions Committee	2010-2012,2015-2018
Dept Head Search Committee	2016-2017
Dept Awards Committee	2014-2017
Ph.D. Preliminary Exam Committee	2010–2014
Staffing Plan Committee	2010
Outstanding Dissertation Committee	2010

Awards and Honors

- Richard L. Kohls Outstanding Undergraduate Teacher, College of Agriculture, Purdue University. (Announced January 2020).
- Featured in 31 Purdue Women: Celebrating women faculty members in honor of National Women’s History Month, March 2018.
<http://www.purdue.edu/research/publications-data/31-purdue-women.php>
- Purdue University Cooperative Extension Specialist Association (PUCESA) Early Career Award, 2014.
- Purdue University Faculty Engagement Scholarship Award, 2014.
- Purdue University Bravo Award, 2014.
- Southern Agricultural Economics Association (SAEA) 2014 Emerging Scholars Award Recipient.
- Capstone Project Advisor to Andrew Herr, 2013 Founders Cup Winner (MS-MBA Program).
- Purdue University Cooperative Extension Specialists Association (PUCESA) Team Award – Dairy Team, 2012.
- American Dairy Science Association – Student Affiliate Division, Outstanding Advisor Award, 2009.
- First Place Winner at American Agricultural Economics Association Graduate Student Extension Competition, Portland Oregon, July 2007.
- Cornell North American Dairy Challenge Team Member: First Place Platinum - 4th Annual North American Intercollegiate Dairy Challenge (NAIDC) State College, PA, April 2005.

Membership in Academic, Professional, and Scholarly Societies

2012- Present International Food and Agribusiness Management Association
2010- Present Purdue University Cooperative Extension Specialists Association
2009- Present Southern Agricultural Economics Association
2005- Present American Agricultural Economics Association
2003- Present American Dairy Science Association

SECTION A. RESEARCH & DISCOVERY

Dr. Widmar’s current h-index is 22, i10-index is 60, and the total number of reported citations is 2,706 (according to Google Scholar as of January 20th, 2021).

Dr. Widmar’s ResearchGate (RG) score is 32.87 (as of January 20th, 2021) which is higher than 90% of members (according to ResearchGate percentile reporting).

The table below displays the impact factor and citation count for a selection of articles.

Article Title	Journal	Impact Factor ^a (5 year)	Citation Count ^b
“Expected Net Present Value of Pure and Mixed Sexed Semen Artificial Insemination Strategies in Dairy Heifers.” 2007.	<i>Journal of Dairy Science</i>	3.082 (3.208)	62
“Consumer willingness to pay for livestock credence attribute claim verification.” 2010.	<i>Journal of Agricultural and Resource Economics</i>	1.192 (1.733)	181
“Modeling heterogeneity in consumer preferences for select food safety attributes in China.” 2011.	<i>Food Policy</i>	3.788 (4.631)	393
“Impacts of Animal Well-Being and Welfare Media on Meat Demand.” 2011.	<i>Journal of Agricultural Economics</i>	2.506 (3.096)	112

^a The journal impact factor is the average frequency of published citations to articles published in a journal reported in the 2018 Journal Citation Reports Edition. (<http://admin-apps.webofknowledge.com/JCR/JCR?RQ=HOME>) searched on 1-27-2020.

^b The *citation count* indicates the number of published citations to the publication. The citation count number refers to Google Scholar (<http://scholar.google.com>) updated on 1-20-2021.

Published Work

A. Articles in Refereed Journals (127 in total)

1. Bir, Courtney, Christopher A. Wolf, and Nicole Olynk Widmar. Dog and Cat Owner Demand for Veterinary Service Payment Plans. *Journal of Agricultural and Resource Economics*. Forthcoming.
2. Ortez, Mario, Courtney Bir, Nicole Olynk Widmar, Jonathan Townsend. 2021. Dairy Product Purchasing in Households with and Without Children. *Journal of Dairy Science*. 2(1). DOI: 10.3168/jdsc.2020-19305
3. Bir, Courtney, and Nicole Olynk Widmar. 2020. Consistently Biased: Documented Consistency in Self-Reported Holiday Healthfulness Behaviors and Associated Social Desirability Bias. *Humanities & Social Sciences Communications-Nature*. 7:178. DOI: 10.1057/s41599-020-00665-x
4. Lai, John and Nicole Olynk Widmar. 2020. [Revisiting the Digital Divide in the COVID-19 Era](#). *Applied Economic Perspectives & Policy*. DOI: [10.1002/aep.13104](https://doi.org/10.1002/aep.13104)
5. Bir, Courtney, Michael Delgado, and Nicole Widmar. 2020. Presenting smaller ‘component designs’ in place of large discrete choice experiment. *Journal of Agriculture and Food Research*. 2: 100083. DOI: 10.1016/j.jafr.2020.100083

6. Widmar, Nicole, Courtney Bir, Evan Long, and Audrey Ruple. 2020. Using Social Media to Evaluate Threats from #Mosquitoes. *Pathogens and Global Health*. DOI: 10.1080/20477724.2020.1842641
7. Etumnu, C. and N.O. Widmar. "Grocery Shopping in the Digital Era." *Choices*. (Issue date June 17 2020)
8. Widmar, N.O. 2020. "'Big Data' Provides Insights to Public Perceptions of USDA." *Choices*. (Issue date April 15 2020)
9. Widmar, Nicole, Courtney Bir, Christopher Wolf, John Lai, and Yangxuan Liu. 2020. #Eggs: Social Media Derived Perceptions of Egg Laying Hen Housing. *Poultry Science*. 99(11): 5697-5706. DOI: 10.1016/j.psj.2020.07.011
10. Staples, A. J., Reeling, C. J., Widmar, N. J. O., & Lusk, J. L. 2020. Consumer willingness to pay for sustainability attributes in beer: A choice experiment using eco-labels. *Agribusiness*, 1– 22.
11. Mahoney, Julia A., Nicole J.O. Widmar and Courtney Bir. 2020. #GoingtotheFair: A social media listening analysis of agricultural fairs. *Translational Animal Science*. 4(3)txaa139. DOI:10.1093/tas/txaa139
12. Widmar, Nicole, Courtney Bir, Natalya Slipchenko, Christopher Wolf, Charlotte Hansen, Frederic Ouedraogo. 2020. Online Procurement of Pet Supplies and Willingness to Pay for Veterinary Telemedicine. *Preventative Veterinary Medicine*. 181(105073). DOI:10.1016/j.prevetmed.2020.105073
13. Etumnu, Chinonso, K. Foster, N.J.O. Widmar, J. Lusk, and D. L. Ortega. 2020. [Does the distribution of ratings affect online grocery sales? Evidence from Amazon](#). *Agribusiness*. 36(4):501-521.
14. Bir, Courtney, Michael S. Delgado, Nicole Olynk Widmar. 2020. U.S. Consumer Demand for Traditional and Greek Yogurt Attributes, Including Livestock Management Attributes. *Agricultural and Resource Economics Review*. 1-28. DOI:10.1017/age.2020.12
15. Widmar, Nicole, Courtney Bir, John Lai, and Christopher Wolf. 2020. Public Perceptions of Veterinarians from Social and Online Media Listening. *Veterinary Sciences*. 7(75). DOI: 10.3390/vetsci7020075
16. Widmar, Nicole, Courtney Bir, McKenna Clifford, Natalya Slipchenko. 2020. Social Media Sentiment as an Additional Performance Measure? Examples from Iconic Theme Park Destinations. *Journal of Retailing and Consumer Services*. 6: 102157. DOI: 10.1016/j.jretconser.2020.102157
17. Bir, Courtney, Nicole Widmar, Melissa K. Davis, Marisa A. Erasmus, Stacy M.S. Zuelly. 2020. Willingness to Pay for Whole Turkey Attributes During Thanksgiving Holiday Shopping in the United States. *Poultry Science*. 99(5): 2798-2810. DOI: 10.1016/j.psj.2019.12.047
18. Bir, Courtney, Mario Ortez, Nicole J. Olynk Widmar, Christopher A. Wolf, Charlotte Hansen, Frederic Ouedraogo. 2020. Familiarity and Use of Veterinary Services by US Resident Dog and Cat Owners. *Animals*. 10: 483. DOI: 10.3390/ani10030483
19. Ortez, Mario, Courtney Bir, Nicole Widmar, Christopher A. Wolf. 2020. Perceptions of Prominent Animal Welfare and Veterinary Care Organizations in the United States. *Animals*. 10: 472. DOI: 10.3390/ani10030472
20. Bir, Courtney, Nicole Olynk Widmar, Nathanael M. Thompson, Jonathan Townsend, Christopher A. Wolf. 2020. Willingness-to-Pay for Pasture Access, Antibiotic Use, and

- Dehorning Practices for Dairy Cattle in Cheddar Cheese. *Journal of Dairy Science*. 103(4): 3234-3249. DOI: 10.3168/jds.2019-17031
21. Bir, Courtney, McKenna Clifford, Nicole Olynk Widmar. 2020. The Intersection of Manmade Natural Edutainment and Perceptions of Natural Resource Uses. *Environmental Communication*. 14(2): 168-183. DOI: 10.1080/17524032.2019.1601634
 22. Lai, John, Nicole Olynk Widmar, Courtney Bir. 2020. Eliciting Consumer Willingness-to-Pay for Home Internet Service: Closing the digital divide in the state of Indiana. *Applied Economic Perspectives & Policy*. 42(2): 263-282. DOI: 10.1002/aepp.13000
 23. Tang, M., Thompson, N., Boyer, C., and N. Widmar. 2020. "Temporal Changes in Angus Bull Attribute Valuations in the Midwest," *Journal of Agricultural and Resource Economics*. 45(3):518.
 24. Johnson, A.M., T. Abdoulaye, B. Ayedun, J.R. Fulton, N.J.O. Widmar, A. Akande, R. Bandyopadhyay, V. Manyong. 2020. "Willingness to Pay of Nigerian Poultry Producers and Feed Millers for Aflatoxin-Safe Maize." *Agribusiness: An International Journal*. 36(2):299-317.
 25. Bir, C., M. Davis, N. Widmar, S. Zuelly, and M. Erasmus. 2019. "Perceptions of animal welfare with a special focus on turkeys." *Frontiers in Veterinary Science*. 21: <https://doi.org/10.3389/fvets.2019.00413>
 26. Wolf, Christopher, Daniel Ochs, Courtney Bir, John Lai, Nicole Widmar. 2019. "Hen Housing System Information Effects on U.S. Egg Demand." *Food Policy*. DOI:10.1016/j.foodpol.2019.101743. Issue 87.
 27. Bir, Courtney, John Lai, Nicole Olynk Widmar, Nathanael M. Thompson, Jodee Ellett, Caroline Crosslin. 2019. "There's no place like home": Inquiry into preferences for local foods." *Journal of Food Distribution Research*. 50(1): 29-45.
 28. Feldpausch, J., C. Bir, N.O. Widmar, S.M. Zuelly, and B.T. Richert. 2019. "Agricultural Student Perceptions of Career Success Factors: Ranking Attributes of Collegiate Experiences." *Journal of Agricultural Education*. 60(1), 234-267.
 29. Widmar, N.J.O., C.A. Wolf, C.J. Morgan, W.S. Downey, and C.C. Croney. 2019. "Who's Responsible Here? U.S. Resident Perceptions of Food Retailer Social Responsibility." *International Food and Agribusiness Management Review*. 22(3): 339-351.
 30. Ochs, Daniel, Christopher Wolf*, Nicole Olynk Widmar, Courtney Bir. 2019. "Is there a "cage-free" lunch in US egg production? Public views of laying hen housing attributes." *Journal of Agricultural and Resource Economics*. 44(2): 345-361.
 31. Lai, J., N.J.O. Widmar, and C.A. Wolf. 2019. "Dairy Farm Management Priorities and Implications." *International Food and Agribusiness Management Review*. 22:15-30.
 32. Bir, Courtney, N.J.O. Widmar, and C.C. Croney. 2019. "U.S. Resident's Perceptions of dog welfare needs and canine welfare information sources." *Journal of Applied Animal Welfare Science*. 22:42-68.
 33. Bir, Courtney, N.J.O. Widmar, Christopher Wolf, Michael S. Delgado. 2019. "Traditional Attributes Moo-ve Over For Some Consumer Segments: Relative Ranking of Fluid Milk Attributes." *Appetite*. 134:162-171.
 34. Thompson, N.M., C. Bir, N.O. Widmar. 2019. "Farmer perceptions of Risk in 2017." *Agribusiness: an International Journal*. 35:182-199.
 35. Gramig, B. and N.J.O. Widmar. 2018. "Farmer Preferences for Agricultural Soil Carbon Sequestration Schemes." *Applied Economic Perspectives and Policy*. 40(3):502-521.

36. Bir, C., Nicole Olynk Widmar, Candace Croney. 2018. "Exploring Social Desirability Bias in Perceptions of Dog Adoption: All's Well that Ends Well? Or Does the Method of Adoption Matter?" *Animals*. 7,154.
37. Dominick, S.R., C. Bir, N.O. Widmar, L. Acharya, H.H. Wang, and M. Wilcox. 2018. "Exploring preferences beyond the (cereal) box: ready-to-eat breakfast cereal buying behaviors." *International Food and Agribusiness Management Review*. DOI: 10.22434/IFAMR2017.0113.
38. Bir, C., A.M. Cummins, N.O. Widmar, C.A. Wolf. 2018. "Willingness to Pay Estimates Informing Agribusiness Decision Making: A Cautionary Tale." *International Food and Agribusiness Management Review*. DOI: 10.22434/IFAMR2017.0115.
39. Rombach, M., N. Widmar, E. Byrd, and V. Bitsch, 2018 "Understanding preferences of German flower consumers: the desire for sustained beauty." *International Journal of Retail & Distribution Management*. 46(6):560-576/ Permanent link to this document: <https://doi.org/10.1108/IJRDM-10-2017-0229>.
40. Dominick, S.R., N.J.O. Widmar, L.E. D'Acunto, and L. Acharya. 2018. "Self-reported healthcare provider utilization across United States Midwestern households." *Preventative Medicine Reports*. 10, 37-42. <https://doi.org/10.1016/j.pmedr.2018.02.001>
41. Lai, J., N.J.O. Widmar, M. Gunderson, D.A. Widmar, and D.L. Ortega. 2018. "Prioritization of Farm Success Factors by Commercial Farm Managers." *International Food and Agribusiness Management Review*. 21(6):817-832. DOI: 10.22434/IFAMR2017.0035
42. Dominick, S.R., N.J.O. Widmar, A. Ruple, J.Z. Weir, and L. Acharya. 2018 "The Intersection of Food Insecure Populations in the Midwest U.S. and Rates of Chronic Health Conditions." *Agriculture and Food Security*.7:43 <https://doi.org/10.1186/s40066-018-0195-z>
43. Barrientos-Blanco, J., N.M. Thompson, N.J. Olynk Widmar, C.A. Wolf, L. Unruh Snyder. 2018 "Expected Value of Crossbred Dairy Cattle Artificial Insemination Breeding Strategies in Virgin Heifers and Lactating Cows." *Livestock Science*. 211:66-74. <https://doi.org/10.1016/j.livsci.2018.03.005>
44. Dominick, S.R., N.O. Widmar, L. Acharya, and C. Bir. 2018. "The Relative Importance of Household Budget Categories: A Best-Worst Analysis." *Advances in Applied Sociology*. 8:378-396, DOI: 10.4236/aasoci.2018.85023
45. Dominick, S.R., C. Fullerton, N.J.O. Widmar, and H. Wang. 2018. "Consumer Associations with the "all natural" food label." *Journal of Food Product Marketing*. 24(3): 249-262. DOI: 10.1080/10454446.2017.1285262
46. Ochs, D. C.A. Wolf, N.O. Widmar, C. Bir. 2018. "Consumer Perceptions of Egg-Laying Hen Housing Systems." *Poultry Science*. 0: 1-7. DOI:10.3382/ps/pey205.
47. Johnson, A., J.R. Fulton, T. Abdoulaye, B. Ayedun, N.J.O. Widmar, A. Akandre, R. Bandyopadhyay, and V. Manyong. 2018. "Aflatoxin awareness and Aflasafe adoption potential of Nigerian smallholder maize farmers." *World Mycotoxin Journal*. 11(3): 437-446. DOI: 10.3920/EMJ2018.2345
48. Croney, C., W. Muir, J. Ni, and N.O. Widmar, and G. Varner. 2018. "An Overview of Engineering Approaches to Improving Agricultural Animal Welfare" *Journal of Agricultural and Environmental Ethics*. 31(2):143-159. <https://doi.org/10.1007/s10806-018-9716-9>
49. Morgan, C.J., N.J.O. Widmar, M. Wilcox, and C.C. Croney. 2018. "Perceptions of Agriculture and Food Corporate Social Responsibility." *Journal of Food Products Marketing*. 4(2):146-162. DOI: 10.1080/10454446.2017.1266550

50. Rombach, M., N.J.O. Widmar, E.S. Byrd, and V. Bitsch. 2018. "Do we suppose all roses smell equally sweet? German consumers' willingness to pay for flower attributes in specialized retail settings." *Journal of Retailing and Consumer Services*. 40:91-99.
51. Byrd, E., N.J.O. Widmar, and B. Gramig. 2018. "Presentation matters: Number of attributes presented impacts estimated preferences." *Agribusiness: An International Journal*. 1-17. DOI: 10.1002/agr.21527
52. Bir, Courtney, Nathanael M. Thompson, Wallace E. Tyner, Jiaying Hu, and Nicole J.O. Widmar. 2018. "Cracking" Into the Debate About Laying Hen Housing." *Poultry Science*. 97(5):1595-1604. DOI: 10.3382/ps/pey017
53. Sundaram, M., N. Lichti, N.J.O. Widmar, and R. Swihart. 2018. "Insights from Discrete Choice Experiments: Eastern Gray Squirrels are Consistent Shoppers of Seed Traits." *Integrative Zoology*. 13(3): 208-296. DOI: 10.1111/1749-4877.12294
54. Lai, J. H.H. Wang, N.J.O. Widmar, and D.L. Ortega. 2018. "Factoring Chinese consumers' risk perceptions into their willingness to pay for pork safety, environmental stewardship, and animal welfare." *Food Control*. 85:423-431. DOI: 10.1016/j.foodcont.2017.09.032
55. Widmar, N.J.O., C.J. Morgan, and C.C. Croney. 2018. "Perceptions of Social Responsibility of Prominent Animal Welfare Groups." *Journal of Applied Animal Welfare Science*. 21(1): 27-39. <https://doi.org/10.1080/10888705.2017.1365000>
56. Byrd, E.S., N.J.O. Widmar, and M. Wilcox. 2018. "Are Consumers Willing to Pay for Local Chicken Breasts and Pork Chops?" *Journal of Food Product Marketing*. 24(2): 235-248. <http://dx.doi.org/10.1080/10454446.2016.1266556>
57. Bir, Courtney, Widmar, N. J. O., and Croney, C. C. 2017. "Stated Preferences for Dog Characteristics and Sources of Acquisition." *Animals*, 7(8): 59. DOI: 10.3390/ani7080059.
58. Byrd, E., J. Lee, and N.J.O. Widmar. 2017. "U.S. Resident Perceptions of Hunting and Hunters." *Animals*. 7:83. DOI: 10.3390/ani7110083
59. Byrd, E.S., N.J.O. Widmar, E.A. Yeager, and J. Lee. 2017. "Identifying Wildlife Species Believed to be Deserving of Protection from Hunting by U.S. Residents." *Human Dimensions of Wildlife*. 22(4): 374-381. <https://doi.org/10.1080/10871209.2017.1318323>
60. Widmar, N.J.O., S.R. Dominick, W.E. Tyner, and A. Ruple. 2017. "When is genetic modification socially acceptable? When used to advance human health through avenues other than food." PLOS ONE. PLoS ONE 12(6): e0178227. <https://doi.org/10.1371/journal.pone.0178227>
61. Byrd, E.S. and N.J.O. Widmar. 2017 "Outdoor Enthusiasts' Perspectives on Livestock Animal Treatment." *International Interdisciplinary Business-Economics Advancement Journal*. 2(2): 81-94.
62. Widmar, N.J.O., C.J. Morgan, C.A. Wolf, E.A. Yeager, S.R. Dominick, and C.C. Croney. 2017. "U.S. Resident Perceptions of Dairy Cattle Management Practices." *Agricultural Sciences*. 8(7): 645. DOI: 10.4236/as.2017.87049
63. Byrd, E.S., N.J.O. Widmar, and J. Ricker-Gilbert. 2017. "The Effects of Attribute Non-Attendance, Simple Validation Questions, and Their Interactions on Willingness to Pay Estimates for Meat Choice Experiments." *Cogent Food and Agriculture*. 3(1): 1331949. <https://doi.org/10.1080/23311932.2017.1331949>
64. Thompson, N., N.J.O. Widmar, M. Schutz, J. Cole, and C.A. Wolf. 2017. "Economic considerations of breeding for polled dairy cows versus dehorning in the United States." *Journal of Dairy Science*. 100: 4941-4952. <https://doi.org/10.3168/jds.2016-12099>

65. Widmar, N.J.O., S.R. Dominick, A. Ruple, and W.E. Tyner. 2017. "The Influence of Health Concern on Travel Plans with Focus on the Zika Virus in 2016." *Preventative Medicine Reports*. 6: 162-170. <https://doi.org/10.1016/j.pmedr.2017.02.023>
66. Byrd, E.S., N.J.O. Widmar, and J. Fulton. 2017. "Of Fur, Feather, and Fin: Human's Use and Concern for Non-Human." *Animals*. 7(22). doi:10.3390/ani7030022.
67. Yadav, S. N.J.O. Widmar, D.C. Lay, C.C. Croney, and H. Weng. 2017. "Evaluation of Movement Restriction Zone Sizes in Controlling Classical Swine Fever Outbreaks." *Frontiers in Veterinary Science*. 3: 124. <https://doi.org/10.3389/fvets.2016.00124>
68. Opgrand, J., N.J.O. Widmar, and W. Tyner. 2017. "Economic viability of lime-treated corn stover in finishing beef cattle diets." *The Professional Animal Scientist*. 33(1):73-84. <https://doi.org/10.15232/pas.2016-01512>
69. Weng, H.Y, S. Yadav, N.J.O. Widmar, C. Croney, M. Ash, M. Cooper. 2017. "Modelling the Time at Which Overcrowding and Feed Shortage Emerge Under Movement Restrictions During a Classical Swine Fever Outbreak." *Animal*. 11(3): 493-499. doi:10.1017/S1751731116001609
70. Morgan, C.J., S. R. Dominick, N.J.O. Widmar, E.A. Yeager, and C. C. Croney. 2016. "Perceptions of Corporate Social Responsibility of Prominent Fast Food Establishments by University Students." *Journal of Food Distribution Research*. 47(3):18-31.
71. Widmar, N.J.O., E.S. Byrd, S. Dominick, C.A. Wolf, and L. Acharya. 2016. "Social Desirability Bias in Reporting of Holiday Season Healthfulness." *Preventative Medicine Reports*. 4:270-276.
72. Bir, C., N.J.O. Widmar, and C. C. Croney. 2016. "The Whole Kitten-Caboodle: Perceived Differences in Veterinary and General Population Opinions Regarding Cat Behavior and Health." *Open Journal of Veterinary Medicine*. 6(12):177-192, DOI: 10.4236/ojvm.2016.612021.
73. Widmar, N.J.O., E.S. Byrd, C.A. Wolf, and L. Acharya. 2016. "Health consciousness and consumer preferences for holiday turkey attributes." *Journal of Food Distribution Research*. 47(2):83-97. <https://doi.org/10.1016/j.pmedr.2016.06.017>
74. Jones, M., C. Alexander, J. Ricker-Gilbert, N.J. Olynk Widmar, and J. Lowenberg-DeBoer. 2016. "Do Insect and Mold Damage Affect Maize Prices in Africa? Experimental Evidence from Malawi." *Modern Economy*. 7(11):1168-1185. DOI: 10.4236/me.2016.711115
75. Morgan, C., C.C. Croney, and N.J.O. Widmar. 2016. "Exploring Relationships between Ethical Consumption, Lifestyle Choices, and Social Responsibility." *Advances in Applied Sociology*. 6:199-216. <http://dx.doi.org/10.4236/aasoci.2016.65017>
76. Cummins, A., N.J.O. Widmar, C.C. Croney, and J.R. Fulton. 2016. "Exploring Agritourism Experience and Perceptions of Pork Production." *Agricultural Sciences*. 7:239-249. DOI: 10.4236/as.2016.74024
77. Morgan, C., N.O. Widmar, E.A. Yeager, W.S. Downey, C.C. Croney. 2016. "Perceptions of Social Responsibility of Prominent Fast Food Restaurants." *Modern Economy*. 7(6):704-714. DOI: 10.4236/me.2016.76074
78. Cummins, A., N.J.O. Widmar, C.C. Croney, and J.R. Fulton. 2016. "Understanding Consumer Pork Attribute Preferences." *Theoretical Economic Letters*. 6(02):166-177. DOI: 10.4236/tel.2016.62019
79. Yadav, S. N.J.O. Widmar, and H. Weng. 2016. "Modeling Classical Swine Fever Outbreak-Related Outcomes." *Frontiers in Veterinary Science*.3:7. <https://doi.org/10.3389/fvets.2016.00007>

80. Landau, R.E., A. Beck, L. Glickman, A. Litster, N.J.O. Widmar, and G.E. Moore. 2016. "Preparedness of Small Animal Veterinary Practices to Communicate with Limited English Proficient Spanish-Speaking Pet Owners." *Journal of the American Veterinary Medical Association*. 248:690-699. DOI: 10.2460/javma.248.6.690
81. Landau, R.E., A. Beck, L. Glickman, A. Litster, N.J.O. Widmar, and G.E. Moore. 2016. "Use of veterinary services by Latino dog and cat owners with various degrees of English – language proficiency." *Journal of the American Veterinary Medical Association*. 248:681-689. DOI: 10.2460/javma.248.6.681
82. Byrd, B.S., N.J.O. Widmar, and J.G. Lee. 2015. "Non-Amenable Meat Consumption, Sale, and Regulation: Bison, Beef and BAMBI, Oh My! All Meats are Not Created Equal." *Drake Journal of Agricultural Law*. 20(3):337-360.
83. Ortega, D.L., S.J.Hong, N.J.O. Widmar, H.H. Wang, and L. Wu. 2015. "Chinese Aquaculture farmers' value system and on-farm decision making." *International Journal of Agricultural Management*. 4(3):93-99. DOI: 10.5836/ijam/2015-03-93
84. Landau, R.E., A. Beck, L. Glickman, A. Litster, N.J.O. Widmar, and G.E. Moore. 2015. "Survey of US Veterinary Students on Communicating with Limited English Proficient Spanish-Speaking Pet Owners." *Journal of Veterinary Medical Education*. 42:324-331. DOI: 10.3138/jvme.0215-025R
85. Wolf, C.A. and N.J.O. Widmar. 2015. "Can Insurance Provide the US Dairy Farm Safety Net?" *Agricultural and Food Economics*. 3(1):14. <https://doi.org/10.1186/s40100-015-0031-8>
86. Lord, E.D., N.J.O. Widmar, W.M. Hilton, B.A. Gloy, and C.A. Wolf. 2015. "Evaluating the expected value of beef reproduction strategies in an era of volatile feed and cattle prices." *Livestock Science*. 174:113-125. DOI: 10.1016/j.livsci.2015.01.007
87. Ortega, D.L., H.H. Wang, and N.J.O. Widmar. 2014. "Effects of Media Headlines on Consumer Preferences for Food Safety, Quality, and Environmental Attributes." *Australian Journal of Agricultural and Resource Economics*. 59(3):433-445. DOI: 10.1111/1467-8489.12097
88. Olynk Widmar, N.J., E.D. Lord, and A. Litster. 2014. "Sensitivity Analysis to Aid Shelter Management Decisions: How does Altering Expenditure Affect Operational Viability?" *Journal of Applied Animal Welfare Science*. 18:209-21. <https://doi.org/10.1080/10888705.2015.1010725>
89. Wolf, C. A. and N. J. Olynk Widmar. 2014. "Adoption of Milk and Feed Forward Pricing Methods by Dairy Farmers." *Journal of Agricultural and Applied Economics*. 46(4):527-541.
90. Olynk Widmar, N.J. and D. L. Ortega. 2014. "Comparing Consumer Preferences for Livestock Production Process Attributes Across Products, Species, and Modeling Methods." *Journal of Agricultural and Applied Economics*. 46(3):375-391.
91. McKendree, M.G.S., C. Croney, and N.J. Olynk Widmar. 2014. "Current Factors Influencing Perceptions of Animals and Their Welfare." *Journal of Animal Science*. 92(5):1821-1831. <https://doi.org/10.2527/jas.2014-7586>
92. McKendree, M.G.S., C. Croney, and N.J. Olynk Widmar. 2014. "Effects of Demographic Factors and Information Sources on United States Consumer Perceptions of Animal Welfare." *Journal of Animal Science*. 92(7):3161-3173. <https://doi.org/10.2527/jas.2014-6874>

93. Ortega, D.L., H.H. Wang, and N.J. Olynk Widmar. 2014. "Welfare and Market Impacts of Food Safety Measures in China: Results from Urban Consumers' Valuation of Product Attributes." *Journal of Integrative Agriculture*. 13(6):1404-1411.
94. Lord, E.D., N. Olynk Widmar, and A. Litster. 2014. "Economic Impacts of Adoption and Fundraising Strategies in Animal Shelters." *Preventative Veterinary Medicine*. 113(4):423-429. DOI: 10.1016/j.prevetmed.2013.12.002
95. Gay, K.D., N.J.O. Widmar, T.D. Nennich, A.P. Schinckel, J.B. Cole, and M.M. Schutz. 2014. "Development of a Lifetime Merit-Based Selection Index for US Dairy Grazing Systems." *Journal of Dairy Science*. 97(7):4568-4578. <https://dx.doi.org/10.3168/jds.2013-7474>
96. Ortega, D.L., H. Holly Wang, and Nicole J. Olynk. 2014. "Aquaculture Imports from Asia: An Analysis of U.S. Consumer Demand for Select Food Quality Attributes." *Agricultural Economics*. 45(4):625-634.
97. Davis, A.L.E., L. Unruh Snyder, and N.J. Olynk Widmar. 2014. "Assessing Students' Perceptions of Internationalization of Course Content." *The Global Studies Journal*, 6(2):1-12.
98. Ortega, D.L., H.H. Wang, N.J. Olynk Widmar, and L. Wu. 2014. "Chinese Producer Behavior: Aquaculture Farmers in Southern China." *China Economics Review*. 28:17-24. <http://dx.doi.org/10.1016/j.chieco.2013.11.001>
99. Roucan Kane, M., B. Gramig, N. J. Olynk, D.L. Ortega and A. Gray. 2013. "U.S. Agribusiness Companies and Product Innovation: Insights from a Choice Experiment Conducted with Agribusiness Executives." *International Food and Agribusiness Management Review*. 16(4):123-140.
100. McKendree, M. G. S., N. Olynk Widmar, D. L. Ortega, and K. A. Foster. 2013. "Consumer Preferences for Verified Pork-Rearing Practices in the Production of Ham Products." *Journal of Agricultural and Resource Economics*. 38:397-417.
101. Gvillo, R. M., K. Quagraine, N. Olynk, and J. Dennis. 2013. "Are Midwestern Fish Retailers Willing to Pay More for Regionally Grown Fresh-on-Ice Fish?" *Agricultural Sciences*. 4:397-417.
102. Wang, H. H., Zhang, X., D. L. Ortega, and N. J. Olynk Widmar. 2013. "Information on Food Safety, Consumer Preference and Behavior: The Case of Seafood in the US." *Food Contro.*, 33(1):293-300. DOI: 10.1016/j.foodcont.2013.02.033
103. Unruh Snyder, L.J., N.J. Olynk Widmar, and J.A. Barrientos-Blanco. 2013. "Nutritional Quality and Cost of Pineapple and King Grass Forage Blends for the San Carlos Region of Costa Rica." *Journal of Crop Production*, eSci. J. Crop Prod. 02:01-07.
104. Schinckel, A. P., M. E. Einstein, T. S. Stewart, C. Schwab, N. J. Olynk. 2013. "Evaluation of Sources of Variation for the Weight of 5 Pork Primal and Subprimal Cut Weights." *Professional Animal Scientist*. 29(1):75-82. [https://doi.org/10.15232/S1080-7446\(15\)30198-4](https://doi.org/10.15232/S1080-7446(15)30198-4)
105. Olynk, N. J. and D. L. Ortega. 2013. "Consumer Preferences for Verified Dairy Cattle Management Practices in the Production of Yogurt and Ice Cream." *Food Control*. 30(1):298-305.
106. Unruh Snyder, L.J., N.J. Olynk Widmar, and J.A. Barrientos-Blanco. 2012. "Example Dairy Farm Budgets to Gauge Pastureland Performance in the San Carlos Region in Humid Tropics of Costa Rica." *Journal of Crop Production*. eSci J. Crop Prod. 01:01-11.

107. Olynk, N. J., C. A. Wolf, and G. T. Tonsor. 2012. "Producer Technology Option Value: The Case of rBST in Michigan." *Agricultural Economics*, 43(1):1-9.
<https://doi.org/10.1111/j.1574-0862.2012.00615.x>
108. Olynk, N. 2012. "Assessing Changing Consumer Preferences for Livestock Production Processes." *Animal Frontier*. 2(3):32-38. <https://doi.org/10.2527/af.2012-0046>
109. Ortega, D.L., H. Wang, N. Olynk, L. Wu, and J. Bai. 2011. "Chinese Consumers Demand for Food Safety Attributes: A Push for Government and Industrial Regulations." *American Journal of Agricultural Economics*. 94(2):489-495.
<https://doi.org/10.1093/ajae/aar074>
110. Wolf, C. A., G. T. Tonsor, and N. J. Olynk. 2011. "Understanding US Consumer Demand for Milk Production Attributes." *Journal of Agricultural and Resource Economics*. 36(2):326-342.
111. Hilton, W. M. and N. J. Olynk. 2011. "Profitability of Preconditioning: Lessons Learned from an Eleven-Year Study of an Indiana Beef Herd." *The Bovine Practitioner*. 45:40-50.
112. Ortega, D. L., H. Wang, L. Wu, and N. J. Olynk. 2011. "Modeling Heterogeneity in Consumer Preferences for Select Food Safety Attributes in China." *Food Policy*. 36(2):318-324. DOI: 10.1016/j.foodpol.2010.11.030
113. Tonsor, G. T. and N. J. Olynk. 2011. "Impacts of Animal Well-Being and Welfare Media on Meat Demand." *Journal of Agricultural Economics*. 62(1):59-72. DOI: 10.1111/j.1477-9552.2010.00266.x
114. Olynk, N. J. and C. A. Wolf. 2010. "Aligning Incentives for Contract Dairy Heifer Growth." *Journal of Agricultural and Resource Economics*. 35:489-502.
115. Schinckel, A., M. Einstein, T. Stewart, C. Schwab, and N. J. Olynk. 2010. "Use of a Stochastic Model to Evaluate the Growth Performance and Profitability of Pigs from Different Litter Sizes and Parity of Dams." *The Professional Animal Scientist*. 26(5):547-560. DOI: [https://doi.org/10.15232/S1080-7446\(15\)30644-6](https://doi.org/10.15232/S1080-7446(15)30644-6)
116. Olynk, N. J., G. T. Tonsor, and C. A. Wolf. 2010. "Consumer Willingness to Pay for Livestock Credence Attribute Claim Verification." *Journal of Agricultural and Resource Economics*. 35:261-280.
117. Olynk, N. J., G. T. Tonsor, and C. A. Wolf. 2010. "Verifying Credence Attributes in Livestock Production." *Journal of Agricultural and Applied Economics*. 42(3):439-452.
118. Winkler, J. A., Thornsbury, S., Artavia, M., Chmielewski, F-M., Kirschke, D., Lee, S., Liszewska, M., Loveridge, S., Tan, P-N., Zhong, S., Andresen, J., Black, J. R., Kurlus, R., Nizalov, D., Olynk, N., Ustrnul, Z., Zavalloni, C., Bisanz, J. M., Bujdoso, G., Fusina, L., Henniges, Y., Hilsendegen, P., Lar, K., Malarzewski, L., Moeller, T., Murmylo, R., Niedzweidz, T., Nizalova, O., Prawiranata, H., Rothwell, N., van Ravensway, J., von Witzke, H., and M. Woods. 2010. "Multi-Regional Climate Change Assessments for International Market Systems with Long-Term Investments: A Conceptual Framework." *Climatic Change*. 103(3):445-470.
119. Olynk, N. J., C. A. Wolf, and G. T. Tonsor. 2009. "Labeling of Credence Attributes in Livestock Production: Verifying Attributes which are More than "Meet the Eye"." *Journal of Food Law and Policy*. 5(2):181-200.
120. Tonsor, G. T., C. Wolf, and N. Olynk. 2009. "Consumer Voting and Demand Behavior Regarding Swine Gestation Crates." *Food Policy*. 34(6):492-498.

121. Tonsor, G. T., N. Olynk, and C. Wolf. 2009. "Consumer Preferences for Animal Welfare Attributes: The Case of Gestation Crates." *Journal of Agricultural and Applied Economics*. 41(3):713-730.
122. Olynk, N. J. and C. A. Wolf. 2009. "Stochastic Economic Analysis of Dairy Cattle Artificial Insemination Reproductive Management Programs." *Journal of Dairy Science*. 92(3):1290-1299. DOI:10.3168/jds.2008-1418
123. Cook-Mowery, C., N. J. Olynk, and C. A. Wolf. 2008. "Farm Level Contracting for Production Process Attributes: Analysis of rBST in Milk Production." *Journal of Food Law and Policy*. 4(2):177-208.
124. Olynk, N. J. and C. A. Wolf. 2008. "Economic Analysis of Reproductive Management Strategies on US Commercial Dairy Farms." *Journal of Dairy Science*. 91(10):4082-4091. DOI:10.3168/jds.2007-0858
125. Bitsch, V. and N. J. Olynk. 2008. "Risk-Increasing and Risk-Reducing Practices in Human Resource Management: Focus Group Discussions with Livestock Mangers." *Journal of Agricultural and Applied Economics*. 40(1), 185-201.
126. Olynk, N. J. and C. A. Wolf. 2007. "Expected Net Present Value of Pure and Mixed Sexed Semen Artificial Insemination Strategies in Dairy Heifers." *Journal of Dairy Science*. 90(5):2569–2576. DOI: 10.3168/jds.2006-460
 - i. N. Olynk and C. A. Wolf. 2012. "Letter to the Editor: Olynk and Wolf (2007) Stands Correct as Published as a Method to Estimate of the Net Present Value of Different Sexed Semen Artificial Insemination Strategies in Dairy Heifers." *Journal of Dairy Science*, 91:6186-6187. DOI: 10.3168/jds.2012-5520
127. Bitsch, V. and N. J. Olynk. 2007. "Skills Required of Managers in Livestock Production: Evidence from Focus Group Research." *Review of Agricultural Economics*. 29(4):749-764. DOI:10.1111/j.1467-9353.2007.00385.x

B. Invited Review

1. Widmar, N.J.O. 2016. Review of A Modest Proposal for the Extension of Nonmarket valuation methods. (Andrew G. Keeler). *American Journal of Agricultural Economics*. May 2016.

C. Selected Conference Papers

1. Tang, Minfeng, Nathanael Thompson, Christopher Boyer, Nicole Olynk Widmar, Jayson Lusk, Terry Stewart, Donna Lofgren, and Nick Minton. "Tracking the Changing Valuation of Beef Bull Attributes." Selected paper (Lightning Round) presented at the 2019 AAEA Annual Meeting, Atlanta Georgia, July 2019.
2. Etumnu, Chinonso*, Kenneth Foster, Nicole Olynk Widmar, Jayson Lusk, and David Ortega. "Drivers of Online Grocery Shopping." Selected paper presented at the 2019 AAEA Annual Meeting, Atlanta Georgia, July 2019.
3. Lai, John*, Nicole Widmar, Courtney Bir, Christopher A. Wolf. "Comparing Inferred Attribute Non-Attendance Between Best-Worst Scaling and Willingness to Pay Choice Experiments." Selected paper presented at the 51st Annual Southern Agricultural Economics Association Meeting, Atlanta, Georgia. February 2-5, 2019.

4. Lai, John*, Nicole J. Olynk Widmar, David L. Ortega, Michael A. Gunderson, and David A. Widmar. 2017. "Prioritization of Farm Success Factors by Commercial Farm Managers." Agricultural and Applied Economics Association Annual Meetings, Chicago, Illinois. August 1, 2017.
5. Wang, Holly H.*, John Lai, David L. Ortega, and Nicole J. Olynk Widmar. 2017. "Does Animal Welfare Matter to Chinese? A Consumer WTP Analysis for Pork." *Center of Food and Health Economic Research*, China Agriculture University, Beijing, China.
6. Bir, Courtney*, N.J.O. Widmar, Candace Croney. 2017. "Dog Acquisition in a non-traditional market- a focus on adoption." Oral Presentation at the 8th International Interdisciplinary Business-Economics Advancement Conference. Ft. Lauderdale Florida USA. November 18, 2017.
7. Dominick, S.R. and N.J.O. Widmar. 2016. "Investigating Household Budget Expenditures with a Spotlight on the Healthfulness of Food Expenditures." 6th Annual International Interdisciplinary Business-Economics Advancement Conference. Miami, Florida.
8. Croney, C., N. Widmar, B. Muir, and J. Hi. 2015. "Animal Welfare and Food Production in the 21st Century: Scientific and Social Responsibility Challenges." International Symposium on Animal Environment and Welfare proceedings paper. China.
9. Olynk Widmar, N. and B. Gramig. 2014. "An Introduction to Economic Frameworks for Consumer Decision Making Related to Water-Linked Health and Wellness." Sustainable Solution with Appropriate Technological Development and Innovation (SWADIN) Conference. India.
10. Carnegie, R. A., H.H. Wang, N.Olynk Widmar, and D. L. Ortega. 2014. "Consumer Preferences for Quality and Safety Attributes of Duck in Restaurant Entrees: Is China a Viable Market for the U.S. Duck Industry?" *Agricultural and Applied Economics Association Annual Meetings*, Minneapolis, MN, July 2014.
11. Schinckel, A. P., B. T. Richert1, K. Foster, Nicole Widmar, and P. V. Preckel. 2014. "Pork Production Systems Analyses Current Status – Future Potential." Proc. V Simis International Conference on Pork Production. Lavras, Brazil, April, 7-8th, 2014. 16pp.
12. Widmar, N.J.O., M.G.S. McKendree, and C. Croney. 2013. "Consumer Preferences for and Perceptions of Livestock Production Process Attributes: Animal Welfare and Food Safety Attributes." American Meat Science Association; 66th Annual Reciprocal Meats Conference. Invited Paper. Auburn, AL, June 2013.
13. Ortega, D.L., H. Holly Wang and Nicole Olynk. 2012. "Modeling Consumer Preferences for Sustainability, Food Safety, and Production Process Attributes of Imported Aquaculture Products from China." Track session paper, Agricultural and Applied Economics Association Annual Meetings, Seattle, WA, August 2012.
14. Ortega, D.L. H. Holly Wang and Nicole Olynk. 2012. "U.S. Consumer Demand for Food Safety and Eco-friendly Production Process Attributes in Imported Aquaculture Products." Selected Paper, The Chinese Economist Society Annual Conference, Kaifeng, China, June 2012.
15. Bartlett, K., D. R. Buckmaster, N. J. Olynk, and S. S. Donkin. 2012. "Economics and Logistics of Blending Condensed Distillers Solubles with Stover on Small to Mid-Size Cattle Farms." Meetings Presentation Paper Number 1337589. American Society of Agricultural and Biological Engineers Annual Meetings, Dallas, Texas, July 2012.

16. Ortega, D.L., H. Holly Wang and N. Olynk. 2011. "Food Safety Policies in China: Consumer Welfare and Aggregate Market Impacts." Selected Paper, China Agricultural Economics Review- International Food Policy Research Institute joint International Meeting, Chengdu, China, October 2011.
 17. Ortega, D.L., H. Holly Wang, N. Olynk, Laping Wu, and J. Bai. 2011. "Chinese Consumers Demand for Food Safety Attributes: A Push for Government and Industrial Regulations." Invited Paper, *Agricultural and Applied Economics Association* Annual Meetings, Pittsburgh, Pennsylvania, July 2011.
 18. Ortega, D.L., H. Holly Wang, and N. Olynk. 2011. "Welfare and Market Impacts of Food Safety Policies in China." Selected Paper, *The Chinese Economist Society* Annual Conference, Beijing, China, June 2011.
 19. Widmar, D. A., N. J. Olynk, B. T. Richert, A. P. Schinckel, K. A. Foster. 2011. "Integrated On-Farm Decision Making: Economic Implications of Increased Variation in Litter Size." *AgEcon Search: Research in Agricultural and Applied Economics*. Selected Paper presented at Southern Agricultural Economics Association Annual Meeting, Corpus Christi, Texas, February 2011.
 20. Ortega, D. L., H. H. Wang, L. Wu, J. Bai, and N. J. Olynk. 2011. "Got (Safe) Milk? Chinese Consumers' Valuation for Select Food Safety Attributes." *AgEcon Search: Research in Agricultural and Applied Economics*. Selected Paper presented at Southern Agricultural Economics Association Annual Meeting, Corpus Christi, Texas, February 2011.
 21. Ortega, D.L., H. Holly Wang, Laping Wu, Junfei Bai and Nicole Olynk. 2011. "Using Choice Experiment Methods to Study Chinese Consumers' Trust on Food Safety Attributes." Contributed Paper, *Allied Social Science Associations* Annual Meetings, Denver, CO, January 2011.
 22. Schinckel, A. P., M. E. Einstein, T. S. Stewart, C. Schwab, and N. J. Olynk. 2010. "Use of a Stochastic Model to Evaluate the Growth and Profitability of Pigs of Different Parities and Litters Sizes of Dams." *Proc. 9th World Congress on Genetics Applied to Livestock Prod.* Leipzig, Germany, August 2010.
 23. Ortega, D. L., H. Wang, L. Wu, and N. J. Olynk. 2010. "Modeling Heterogeneity in Consumer Preferences for Select Food Safety Attributes in China." *AgEcon Search: Research in Agricultural and Applied Economics*. Selected Paper presented at *Agricultural and Applied Economics Association* Annual Meetings, Denver, CO, July 2010.
 24. Ortega, D.L., H. Holly Wang, Laping Wu, Junfei Bai and Nicole Olynk. 2010. "Modeling Heterogeneity in Consumer Preferences for Select Food Safety Attributes in China." Organized Session Paper, *The Chinese Economist Society* Annual Conference on The Role of China in the Post-Crisis Era, Xiamen, China, June 2010.
 25. Ortega, D.L., H. Holly Wang, Laping Wu, and Nicole Olynk. 2010. "Who Can Chinese Consumers Trust for Safe Foods." Selected Paper, *China Academy of Agricultural Science and International Food Policy Research Institute* International Conference on Risk and Food Security, Beijing, China, June 2010.
 26. Olynk, N. J., G. T. Tonsor, and C. A. Wolf. 2010. "Verifying Credence Attributes in Livestock Production." Invited Paper Session at *Southern Agricultural Economics Association* Annual Meeting, Orlando, FL, February 2010.
- Prior to 2010, Dr. Widmar collaborated on and co-authored 4 selected conference papers which were presented at the *American Agricultural Economics Association* Annual Meetings in 2007, 2008 (2), and 2009.

D. Staff Papers & Case Studies

1. Bir, C., N.J.O. Widmar, M. Davis, M. Erasmus, and S. Zuelly. 2020 “Exploring demand for attributes of processed turkey products: turkey bacon and lunchmeat.” Center for Animal Welfare Science Executive White paper. RP.2020-01.
2. Lai, J., C. Bir, N.O. Widmar, and C.A. Wolf. 2020. “Public Awareness of the Roles and Welfare of Veterinarians.” Center for Animal Welfare Science Executive White paper. OneWelfare.2020-01.
3. Johnson, A.M., T. Abdoulaye, B. Ayedun, J.R. Fulton, N.J.O. Widmar, A. Akande, R. Bandyopadhyay , V. Manyong. 2017. “A Survey of Aflatoxin and Aflasafe Awareness and Management Among Nigerian Poultry Producers and Feed Millers.” Working Paper #17-4. Purdue University, Department of Agricultural Economics.
4. Johnson, A.M., T. Abdoulaye, B. Ayedun, J.R. Fulton, N.J.O. Widmar, A. Akande, R. Bandyopadhyay , V. Manyong. 2017. “A Survey of Aflatoxin and Aflasafe Awareness and Management Among Nigerian Maize Farmers.” Working Paper #17-3. Purdue University, Department of Agricultural Economics.
5. Bir, C., N.J.O. Widmar, C.A. Wolf, and N. Thompson. 2017. “A Survey of Farm Management and Reproductive Management Strategies on U.S. Commercial Dairy Farms.” Working Paper #17-1. Purdue University, Department of Agricultural Economics.
6. Dominick, S. R., N. Donovan, and N.J.O. Widmar. 2016. “From Store to Stovetop: Cooking and Consuming Habits of Midwestern Residents.” Working Paper #16-2. Purdue University, Department of Agricultural Economics.
7. Holland, J.K., N.O. Widmar, D. Widmar, D.L. Ortega, and M.A. Gunderson. 2016. “Prioritizing Management Focus Areas for Commercial Farms.” Working Paper #16-1. Purdue University, Department of Agricultural Economics.
8. Bir, C., C.C. Croney, and N.J.O. Widmar. 2016. “Public Perceptions of Dog Acquisition: Sources, Rationales and Expenditures.” Center for Animal Welfare Science Executive White paper. RP.2016-03.
9. Bir, C., C.C. Croney, and N.J.O. Widmar. 2016. “Public Perceptions of Dog Welfare, Sourcing and Breeding Regulation.” Center for Animal Welfare Science Executive White paper. RP.2016-02.
10. Bir, C., C.C. Croney, and N.J.O. Widmar. 2016. “U.S. Residents’ Perceptions of Dogs, Their Welfare and Related Information Sources.” Center for Animal Welfare Science Executive White paper. RP.2016-01.
11. Byrd, E. and N.J.O. Widmar. 2015. “Outdoor Enthusiasts’ Classification of Animal Species and Estimation of Animal Life Expectancy.” Purdue University. Center for Animal Welfare Science Executive White Paper. RP.2015-06.
12. Byrd, E., N.J.O. Widmar, and J.G. Lee. 2015. “U.S. Residents’ Awareness of Animal Diseases.” Purdue University. Center for Animal Welfare Science Executive White Paper. RP.2015-05.
13. Cummins, A., N.J.O. Widmar, C. Croney, and J. Fulton. 2015. “Perception of United States Residents: Animal Agriculture and Meat Products.” Purdue University. Center for Animal Welfare Science Executive White Paper. RP.2015-04.

14. Cummins, A., N.J.O. Widmar and C. Croney. 2015. "Perception of Animal Agriculture and Meat Products: Spotlights on Indiana, Illinois, Michigan, Ohio, and Wisconsin." Purdue University. Center for Animal Welfare Science Executive White Paper. RP.2015-03.
15. Byrd, E. and N.J.O. Widmar. 2015. "Outdoor Enthusiasts' Perceptions of Hunting and Animal Welfare." Purdue University. Center for Animal Welfare Science Executive White Paper. RP.2015-02.
16. Cummins, A., N.J.O. Widmar, C. Croney, and J. Fulton. 2015. "Perception of Indiana State Residents: Animal Agriculture and Meat Products in 2014." Purdue University. Center for Animal Welfare Science Executive White Paper. RP.2015-01.
17. McKendree, M. G. S., D. Widmar, and N. J. Olynk Widmar. 2014. "Quantifying Consumers' Perceptions of Lean Finely Textured Beef." Working Paper #14-3. Purdue University, Department of Agricultural Economics.
18. McKendree, M.G.S., D.L. Ortega, N.J. Olynk Widmar, and H.H. Wang. 2013. "Consumer Perceptions of Seafood Industries in the Wake of the Deepwater Horizon Oil Spill and Fukushima Daiichi Nuclear Disaster." Staff Paper, Michigan State University, Department of Agricultural, Food, and Resource Economics. 2013-03.
19. McKendree, M.G.S. and N. J. Olynk Widmar. 2013. "Consumer Perceptions of Livestock Products and Animal Welfare." Center for Food and Agricultural Business Research Paper. CAB RP 13.1. July 2013.
20. McKendree, M. G. S., N. J. Olynk, and D. L. Ortega. 2012. "Consumer Preferences and Perceptions of Food Safety, Production Practices and Food Product Labeling: A Spotlight on Dairy Product Purchasing Behavior in 2011." Center for Food and Agricultural Business Research Paper. CAB RP 12.1. February 2012.
21. Olynk, N. J. and L. Lad. 2011. "Strategy of Response to Social Issues: Tools and Tactics." Center for Food and Agricultural Business Case Study. CAB CS 11.2. June 2011.
22. Olynk, N. J. and C. A. Wolf. 2008. "A Survey of Reproductive Management Strategies on US Commercial Dairy Farms." Agricultural Economics Staff Paper, Michigan State University, Department of Agricultural, Food, and Resource Economics. 2008-02.

E. Dissertation

Olynk, N. J. "Agricultural Producer Responses to Changes in Consumer Demand for Production Process Attributes." Ph.D. Dissertation, Michigan State University, December 2009.

F. Books and Book Chapters (only chapter authors listed)

1. Lusk, J. and N.J.O. Widmar. Chapter 3: Economics and Markets for Animal Welfare. CAST Taskforce report on Animal Welfare. 2018
2. Widmar, N.J.O. Contributed Chapter 10. Entitled: The Intersection of Animals and Agriculture to How to Feed the World. Edited by J. Eise and K. Foster. 2018
3. Widmar, N.J.O. and P. Paarlberg. Chapter 11: Policies that Restrain the Use of Additives, Hormones, and Other Chemicals in Animal Production: Balancing Consumer Concerns with Scientific Opinion. Handbooks on International Food and Agricultural Policies. 2017.
4. Wolf, C.A. and N.J.O. Widmar. Chapter: Benchmarking and Dairy Farm Financial Performance. Large Dairy Herd Management; 3rd Edition. 2017

5. Vincent, B., N.J.O. Widmar, and J. Eise. 2016. Against the Odds: A Path Forward for Rural America.

Submitted Work (Under Review)

Withheld

Invited Seminars Presented at Conferences, Annual Meetings of Professional Associations, and Other Academic Audiences (* denotes presenter)

1. Tang, M., ... "A Hedonic Assessment of Beef Bull Attributes with Implicit Market Segmentation." Southern Agricultural Economics Association Annual Meeting. Louisville, KY. February 2020.
2. Lai, J.*, N. Widmar, C. Bir, and C. Wolf. "Comparing Inferred Attribute Non-Attendance Between Best-Worst Scaling and Willingness to Pay Choice Experiments." Southern Agricultural Economics Association Annual Meeting. Experiment and Behavioral Economics and Non-Market Valuation Session. Birmingham, AL, February 2019.
3. Byrd, E.S. *, N.J.O. Widmar, and J.G. Lee. "Willingness to Pay for Pork Chops and Chicken Breasts: Are Hunters Different?" Annual Joint Meeting of American Dairy Science Association/American Society of Animal Science. Orlando, FL, July 2015.
4. Cummins, A.*, N.J.O. Widmar, J. Fulton, and C.C. Croney. "Willingness to Pay for Pork Chops and Bacon: Impacts of Perceived Farm Sizes and Information Shocks." Annual Joint Meeting of American Dairy Science Association/American Society of Animal Science. Orlando, FL, July 2015.
5. Byrd, E.S.* and N.J.O. Widmar. "US Consumer Perceptions of Animal Use for Food, Recreation, and More: Are feelings about Bambi the Deer, Bessie the Cow, and Buster the Dog More Related than We Thought?" Annual Joint Meeting of American Dairy Science Association/American Society of Animal Science. Orlando, FL, July 2015.
6. Widmar, N. J. O.* "Understanding Distinctions in Voting versus Buying Behavior." Invited symposium presentation at Southern Agricultural Economics Association Annual Meeting. Dallas, TX. February 2014.
7. Holland, J.*, N.J. Olynk Widmar, D. Widmar, D.L. Ortega, and M. Gunderson. "Understanding Producer Strategies: Identifying Key Success Factors of Commercial Farms in 2013." Southern Agricultural Economics Association Annual Meeting. Dallas, TX. February 2014.
8. Widmar, N. J. O.* and D. L. Ortega. "Comparing Consumer Preferences for Livestock Production Process Attributes Across Products, Species, and Modeling Methods." Southern Agricultural Economics Association Annual Meeting. Dallas, TX. February 2014.
9. Widmar, N. J. O.*, M.G.S. McKendree, and C. Croney. "Valuing Alternative Agricultural Systems: What do Consumers Perceive about Different Labels and Where do They Get Their Information?" Annual Joint Meeting of American Dairy Science Association/American Society of Animal Science. Bioethics Symposium I, Indianapolis, IN, July 2013.
10. Lord, E.D.*, N.J.O. Widmar, B. Gloy, W.M. Hilton, and C.A. Wolf. "Expected Value of Beef Cattle Breeding Strategies: Sexed versus Non-Sexed Semen." Annual Joint Meeting of

American Dairy Science Association/American Society of Animal Science. Production, management, and the environment: Surveys and Models I, Indianapolis, IN, July 2013.

11. McKendree, M.G.S.*, N.J.O. Widmar and C. Croney. "Consumer Perceptions of Production Process Attributes for Pork and Lunchmeat Products." Annual Joint Meeting of American Dairy Science Association/American Society of Animal Science. Bioethics Symposium II, Indianapolis, IN, July 2013.
12. McKendree, M.G.S.*, C. Croney, and N.J.O. Widmar. "An Analysis of Perceived Obligations by Consumers across Animal Species: Livestock, Pet, or Neither?" Annual Joint Meeting of American Dairy Science Association/American Society of Animal Science. Bioethics Symposium II, Indianapolis, IN, July 2013.
13. Widmar, N.J.O.*, M.G.S. McKendree, and C. Croney. "Do You Hear What I Hear? Do You See What I See? Varying Perspectives on Livestock Animal Welfare." American Meat Science Association 66th Annual Reciprocal Meats Conference. Animal Welfare Session. Auburn, AL, June 2013.
14. Ortega, D. L.*, H. Holly Wang and N. Olynk, Laping Wu. "Sustainability and Producer Behavior: Aquaculture Farmers in Southern China." 134th European Association of Agricultural Economist Seminar on Sustainability Labels, Paris, France, March 2013.
15. Ortega, D.L.*, H. Holly Wang and N. Olynk. "Effects of Media Headlines on Consumer Preferences for Food Safety, Quality and Environmental Attributes." Australian Agricultural and Resource Economics Society Meeting, Sydney, Australia, February 2013.

Prior to 2013, Dr. Widmar had presented **10** invited seminars/presentations at Professional Association Meetings and in academic settings. In addition, she advised and collaborated on **6** additional presentations delivered by graduate students.

Selected Conference Posters

1. Bir, Courtney L.*, John Lai, Nicole Olynk Widmar, Nathanael M. Thompson, and Jodee Ellett. "If a picture is worth 1,000 words, what words would they be? A pictorial best-worst scaling experiment involving food production systems." No. 274054. Agricultural and Applied Economics Association. 2018.
2. Lai, John*, Nicole J. Olynk Widmar, and Christopher A. Wolf. "Dairy Farm Management Priorities and Implications." *Agricultural and Applied Economics Association* Poster Session, Chicago, Illinois. July 30-August 1, 2017.
3. Yadav, S*., Olynk Widmar, N., Lay Jr., D.C., Croney, C., & Weng, H.Y., 2016. "Quantification of animal-welfare outcomes and mitigation strategies in disease outbreak control." Center for Animal Welfare Sciences (CAWS) Purdue University, West Lafayette, IN, USA, May 18, 2016.
4. Byrd, E.S.*, N.J.O. Widmar, J.G. Lee, B.M. Gramig, J.R. Fulton, and M. D. Wilcox. "Hunters' Perspectives on Animal Welfare and Meat Demand: An Application of Maximum Difference and Choice Experiment Methods." Poster presented at the Joint Annual Meeting of the American Agricultural Economics Association and Western Agricultural Economics Association. San Francisco, CA, July 2015.
5. Cummins, A.*, N.J.O. Widmar, and C. Croney. "Consumers Know Food, but they don't Know Ag: How does that work?" Poster presented at the a) Center for Animal Welfare

- Science Spring Symposium. West Lafayette, IN, May 2015 and b) at the Annual Joint Meeting of American Dairy Science Association/American Society of Animal Science. Orlando, FL, July 2015.
6. Cummins, A. *, N.J.O. Widmar, and C. Croney. "Agritourism: Demographics and Views of Customers: An In-Depth Look at Fair Oaks Farms." Poster presented at the a) Center for Animal Welfare Science Spring Symposium. West Lafayette, IN, May 2015 and b) at the Annual Joint Meeting of American Dairy Science Association/American Society of Animal Science. Orlando, FL, July 2015.
 7. Byrd, E.S. *, N.J.O. Widmar, and M. D. Wilcox. "US Consumer Perceptions of and Willingness to Pay for "Local" Pork Chops and Chicken Breasts." Poster presented at the Annual Joint Meeting of American Dairy Science Association/American Society of Animal Science. Orlando, FL, July 2015.
 8. Byrd, E.S. *, N.J.O. Widmar and J.G. Lee. "US Consumer Awareness of Animal Diseases and Animal Health Requirements: Are We Meeting the Demands of the US Public?" Poster presented at the Annual Joint Meeting of American Dairy Science Association/American Society of Animal Science. Orlando, FL, July 2015.
 9. McCay, C.J. *, N.J.O. Widmar, and C. Croney. "U.S. Consumer Perceptions on Welfare in Dairy Cattle Production Practices: Preliminary Results." Poster presented at the Center for Animal Welfare Science Spring Symposium. West Lafayette, IN, May 2015.
 10. McCay, C.J. *, N.J.O. Widmar, and C. Croney. "Consumer Exposure to Animal Welfare Media: Preliminary Results." Poster presented at the Center for Animal Welfare Science Spring Symposium. West Lafayette, IN, May 2015.
 11. Byrd, E.S. *, N.J.O. Widmar, and J.G. Lee. "Public Perceptions of Animal Use in Hunting." Poster presented at the Center for Animal Welfare Science Spring Symposium. West Lafayette, IN, May 2015.
 12. Byrd, E.S. *, N.J.O. Widmar, and J.R. Fulton. "What if Buster Raced Bambi: Who Would Win?" Poster presented at the Center for Animal Welfare Science Spring Symposium. West Lafayette, IN, May 2015.
 13. Byrd, E.S. *, N.J.O. Widmar, and J.R. Fulton. "Economic Based Decision Support for Sustainable Horse Drawn Farming Enterprises." Poster presentation at the 3rd Annual Indiana Small Farm Conference. Danville, IN, March 2015.
 14. Byrd, E.S. *, Widmar, N.J.O., and M. D. Wilcox. "Are Consumers Willing to Pay for Local Production?" Poster presentation at the 3rd Annual Indiana Small Farm Conference. Danville, IN, March 2015.
 15. Widmar, N.J.O.*, M.M. Schutz, and J.B. Cole. "Breeding for polled dairy cows versus dehorning: Preliminary cost assessments and discussion." Poster presentation at Annual Joint Meeting of American Dairy Science Association/American Society of Animal Science. Production, management, and the environment: Surveys and Models, Indianapolis, IN, July 2013.
 16. Gvillo, R. M.* & N. Olynk. "Domestic Fish & Seafood Consumption Patterns Compared to Other Meats." Aquaculture America, Las Vegas, NV. March 2012.
 17. Gvillo, R. M.*, K. Quagraine, N. Olynk, and J. Dennis. "Supply of Fresh Fish on Ice and the Role of Demographic Factors." Aquaculture America Conference, New Orleans, LA. March 2011.

18. Darko, F. A.*, K. Quagraine, J. Dennis, O. Doering, and N. Olynk. “Consumer Preference for Farmed Tilapia in Ghana and Kenya: A Stated Preference Approach.” Aquaculture America Conference, New Orleans, LA. March 2011.
19. Widmar, D. A.*, K. A. Foster, D. Buckmaster, R. P. Lemenager, and N. J. Olynk. “The Economics of Using Distiller Grains in Small-Scale Beef Operations in Indiana.” Selected Poster for the 2011 Southern Agricultural Economics Association Annual Meeting, Corpus Christi, Texas, February 2011.

Prior to 2011, Dr. Widmar presented **3** posters at the American Agricultural Economics Association Annual Meeting in 2007, 2009, and 2010.

Involvement in Graduate Program

Graduate Administration Activities

- Graduate Program Chair May 2018 – Present.
- Department of Agricultural Economics, Graduate Student Organization Advisor May 2018 – April 2019.
- Developed and launched first ever Ag Econ Dept Math Camp for incoming PhD students. August 2018; August 2019.
- Graduate Orientation Chair, August 2018; August 2019; August 2020.

Graduate student training and involving graduate students in funded interdisciplinary work, including discovery, Extension/outreach, and in the classroom has been a significant focus of this integrated program. Dr. Widmar is currently funding **2** graduate students on interdisciplinary, and multi-mission, funded projects.

	M.S.		Ph.D.	
	Completed	In Progress	Completed	In Progress
Major Professor	11	1	1	2
Committee Member	23	3	6	3

Graduate Students

1. Major Professor/Committee Chair

M.S. Degree

1. Danielle Urick. M.S. **Graduated Fall 2010**. Thesis Title: A Stochastic Economic Analysis of Nitrogen Application Rates to Corn in Indiana: Decision Making in an Environment of Increased Volatility.
2. David Widmar M.S. **Graduated Summer 2011**. Thesis Title: Biological and Economic Implications of Changing Sow Litter Size: Informing On-Farm Management and Decision Making. *2nd Place Winner in AAEE Extension Competition (2011)*
3. Rosalind Leeck. M.S. **Graduated May 2012**. Non-Thesis Paper topic: Nitrogen Application in Corn.
4. Sheng Chen M.S. (Co-Chair) **Graduated Fall 2012**. Non-Thesis Paper: Factors affecting consumer behavior and preference towards fast-food delivery: A case in Beijing.
5. Melissa McKendree, M.S. **Graduated Summer 2013**. Thesis Title: Exploring Consumer Preferences for Animal Care and Rearing Practices Across Species and Products.

6. Emily Lord, M.S. **Graduated Summer 2013**. Thesis Title: Expected Value of Beef Reproduction Strategies: Sexed Semen AI, Conventional Semen AI, and Natural Breeding.
7. Ann Cummins, M.S. **Graduated Fall 2015**. Thesis Title: Analyzing the Perceptions of the General Public with Regard to Meat Production in the US: A Spotlight on Pork Production and the Impacts of the Fair Oaks Farms' (FOF) Pig Adventure.
8. Carissa J. McCay, M.S. **Graduated Spring 2016**. Thesis Topic: Linkages Between Expectations for Corporate Social Responsibility and Treatment of Livestock Animals.
9. Jorge Barrientos, M.S. (Co-Chair) **Graduated Spring 2017**. Thesis Topic: Expected Value of Crossbred Dairy Cattle Artificial Insemination Breeding Strategies in Virgin Heifers and Lactating Cows.
10. Andrew Johnson, M.S. (Co-Chair) **Graduated Spring 2017**. Thesis Topic: Economic Incentives for Aflatoxin Reduction Along the Nigerian Maize Value Chain.
11. Sarah Dominick, M.S. **Graduated Summer 2017**. Thesis Topic: Household Food Purchasing Behaviors in the Midwestern Region of the United States.
12. Natalie Rappaport, M.S. **Graduated Summer 2019**. Non-Thesis Topic: Understanding Spending on Pet Animals.
13. Mohammad Haseeb Daudzai, M.S. (Co-Chair with Joan Fulton) **Exp Graduation Spring 2020**. Thesis Topic: Economics of Street Food Vendors in Nigeria and Afghanistan.

Ph.D. Degree

1. Elizabeth Byrd Ph.D. **Graduated Fall 2016**. Dissertation Title: A Unique Perspective on Animal Welfare and Meat Demand in the Midst of Changing Regulations and Public Opinion on Hunting and Animal Use.
2. Courtney Bir, Ph.D. **Graduated Fall 2019**. Dissertation Topic: Data Quality for Self-Reported Data
3. Chinonso Etumnu Ph.D. **Exp. Graduation Summer 2020**. Dissertation Topic: The Rise of Online Grocery Shopping
4. Mario Ortez Ph.D. **Exp. Graduation Summer 2023**. Dissertation Topic: TBD

2. Committee Member

Master's Degree

1. Fernando Malapi (non-thesis M.S. Ag Econ, Grad: Spring 2011)
2. Rejeana Gvillo (M.S. Ag Econ, Grad: Spring 2011)
3. Francis Darko (M.S. Ag Econ, Grad: Summer 2011)
4. Anna Lee Allcorn (M.S. Ag Econ, Grad: Spring 2012)
5. Katey Bartlett (M.S. Ag Bio Systems, Grad: Spring 2012)
6. Chenyi He (M.S. Ag Econ, Grad: Spring 2012)
7. Rachel Carnegie, (M.S. Ag Econ, Grad: Summer 2014)
8. Yiyuan (Evan) Xie (non-thesis M.S. Ag Econ, Grad: Spring 2014)
9. Jeffrey Opgrand (M.S. Ag Econ, Grad: Spring 2015)
10. Ryan Musselman (M.S. Ag Econ, Grad: Spring 2015)
11. Aaron Staples (M.S. Ag Econ, Grad: Summer 2019)
12. Nick Lancaster (M.S. Ag Econ, Grad: Summer 2019)
13. Melissa Davis (M.S. An Sci, Grad: Summer 2019)
14. Tabitha Steckler (M.S. An Sci, Grad: Summer 2020)
15. Saud Ur Rehman (M.S. An Sci, Exp Grad: Summer 2022)

16. Abdul Hannan (M.S. An Sci, Exp Grad: Summer 2022)

MS/MBA Program

1. Miles J.C. Yao (MS/MBA Capstone Project Advisor, Grad: Summer 2011)
2. Katie A. Cook (MS/MBA Capstone Project Advisor, Grad: Summer 2012)
3. Andrew Herr (MS/MBA Capstone Project Advisor, Grad: Summer 2013)
4. Preston Ingram (MS/MBA Capstone Project Advisor, Grad: Summer 2013)
5. Ben Conner (MS/MBA Capstone Project Advisor, Grad: Summer 2014)
6. Mathew Berge (MS/MBA Capstone Project Advisor, Grad: Summer 2014)
7. Aline DeLucia (MS/MBA Capstone Project Advisor, Grad: Summer 2015)
8. JW Wood (MS/MBA Capstone Project Advisor, Grad: Summer 2015)
9. Liz Caselli-Michael (MS/MBA Capstone Project Advisor, Grad: Summer 2015)
10. Andrew Lemmon (MS/MBA Capstone Project Advisor, Grad: Summer 2016)
11. Michael Brockway (MS/MBA Capstone project Advisor, Grad: Summer 2017)
12. Emily Novinskis (MS/MBA Capstone Project Advisor, Grad: Summer 2018)
13. Brittni Harris (MS/MBA Capstone Project Advisor, Grad: Summer 2019)
14. Laura Bolinger (MS/MBA Capstone Project Advisor, Grad: Summer 2020)
15. Gil Tansman (MS/MBA Capstone Project Advisor, Exp Grad: Summer 2021)

Doctoral Degree

1. David Ortega (Agricultural Economics), Grad: Fall 2012
2. Ruth Landau (Veterinary Medicine, Epidemiology), Grad: Fall 2013
3. Shankar Yadav (Veterinary Medicine, Comparative Pathobiology), Grad: Spring 2016
4. John McMillan (Agronomy), Grad: Fall 2016
5. Mekala Sundaram (Forestry and Natural Resources), Grad: Summer 2016
6. John Lai (Agricultural Economics), Grad: Spring 2017
7. Julie Feldpausch (Animal Science), Grad: Fall 2019
8. Roberto Flores (Agricultural Economics), Grad: Spring 2020
9. Jinho Jung (Agricultural Economics), Grad: Spring 2020
10. Morgan Thayer (Animal Science), Exp. Grad: Summer 2021
11. Chloe Henson (Agricultural Economics), Exp. Grad: Summer 2022
11. Leah Thompson (Animal Science), Exp. Grad: Summer 2023

Research Grants and Outside Support

Total of \$553,363 in current funding and \$78,449 in past funding.

A. Current Grants

1. Agency/Title of Grant: Purdue University; Office of the Executive Vice President for Research and Partnerships (OEVPRP) Non-Laboratory Equipment Program
 2. Duration of Funding: 11-15-2019-5-31-2020
 3. Total Amount of Award: \$20,000
 4. Role: PI
 5. Amount to Widmar: \$20,000
-
1. Agency/Title of Grant: American Veterinary Medical Association/ Understanding Consumer Demand for Pet Animal's Medical Care
 2. Duration of Funding: 6-1-2019-5-31-2020

3. Total Amount of Award: \$24,070 to Purdue University; \$25,000 in kind contributions to project from AVMA

4. Role: PI

5. Amount to Widmar: \$24,070

1. Agency/Title of Grant: INTERNATIONAL DEVELOPMENT RESEARCH CTR/Development and Commercialization of Antibiotic Alternatives to Pakistan Poultry Production

2. Duration of Funding: 4-1-2019 – 12-31-2021

3. Total Amount of Award: \$767,607

4. Role: Co-PI with P. Ebner

5. Amount to Widmar: \$65,000

1. Agency/Title of Grant: Value-added beef from low quality beef optimized dry-aging to improve palatability attributes and profitability of cullcow beef; NIFA

2. Duration of Funding: 1-1-2017 – 12-31-2021

3. Total Amount of Award: \$399,804

4. Role: Co-PI

5. Amount to Widmar: \$39,980

B. Other Support and Past Support

1. Agency/Title of Grant: Investigating Perceptions of Local Foods; Purdue Extension

2. Duration of Funding: 3-1-2017 – 12-21-2018

3. Total Amount of Award: \$33,903.37

4. Role: Co-PI

5. Amount to Widmar: \$16,951

1. Agency/Title of Grant: Choice Experiments to Assess Willingness to Pay for Aflasafe in Nigeria (ChoiceAflasafe); IITA

2. Duration of Funding: 3-1-2016 – 1-31-2017

3. Total Amount of Award: \$79,839

4. Role: Co-PI

5. Amount to Widmar: \$39,919

1. Agency/Title of Grant: Consumer Perceptions and Experiences of Food Insecurity in Indiana and the Midwest /Purdue University AgSeed Funding

2. Duration of Funding: 06/1/2015-07/31/2016

3. Total Amount of Award: \$35,161

4. Role: Co-PI

5. Amount to Olynk: \$30,000

1. Agency/Title of Grant: Pet Industry Joint Advisory Council/Establishing Voluntary Care Standards for Commercial Dog Breeding in Indiana

2. Duration of Funding: 08/1/2014-08/31/2016

3. Total Amount of Award: \$349,999

4. Role: Co-PI

5. Amount to Olynk: \$108,650

1. Agency/Title of Grant: National Pork Board/ Animal Welfare Implications Resulting from Movement Restriction for Foreign Animal Disease Outbreak Management in the Pork Industry

Curriculum Vitae of Dr. Nicole Olynk Widmar; Updated 2-5-2021

2. Duration of Funding: 11/01/2013-11/31/2015
3. Total Amount of Award: \$143,243
4. Role: Co-PI
5. Amount to Olynk: \$24,935

1. Agency/Title of Grant: North Central Region Sustainable Agriculture Research and Education (NCR-SARE) Program Graduate Student Grant
2. Duration of Funding: 9/01/2014-08/31/2015
3. Total Amount of Award: \$9,538
4. Role: Co-PI/Faculty Advisor to Graduate Student Elizabeth Byrd
5. Amount to Olynk: \$9,538

1. Agency/Title of Grant: AFRI/ Thermal Perches As Cooling Devices For Reducing Heat Stress In Caged Laying Hens
2. Duration of Funding: 9/1/2013-8/31/2014
3. Total amount of Award: \$499,814
4. Role: Co-PI
5. Amount to Olynk: \$24,900

1. Agency/Title of Grant: Agricultural Research at Purdue Assistantships in Food and Agriculture
2. Duration of Funding: 9/1/2013-8/31/2015
3. Total amount of Award: \$37,000
4. Role: PI
5. Amount to Olynk: \$37,000

1. Agency/Title of Grant: USDA-AFRI; Sustainable Production and Distribution of Bioenergy for the Central USA
2. Duration of Funding: 4/01/11-3/31/16
3. Total Amount of Award: \$25,000,000
4. Role: Co-PI, with Moore & Assoc. at Iowa State University
5. Amount to Olynk: \$14,000

1. Agency/Title of Grant: Maddie's Shelter Medicine Program – Economics Component
2. Duration of Funding: 1/15/2012-12/15/2013
3. Total amount of Award: \$21,000
4. Role: Collaborator with Annette Litster
5. Amount to Olynk: \$21,000

1. Agency/Title of Grant: USDA National Institute of Food and Agriculture. 2011. An Integrated Economic Study of U.S. Food Safety Issues from Imported Food Products
2. Duration of Funding: 08/15/2011-08/14/2013
3. Total amount of Award: \$75,000
4. Role: Collaborator
5. Amount to Olynk: Negligible

1. Agency/Title of Grant: Irrigation Well For Use in High Tunnel Research
2. Duration of Funding: 3/01/2011-2/29/2012
3. Total Amount of Award: \$5000
4. Role: Co-PI, with Saha, S.
5. Amount to Olynk: negligible

1. Agency/Title of Grant: Male Flower Production and Health Of Diploid Cultivars Used For Seedless Watermelon Production

2. Duration of Funding: 2/01/2012-12/31/2012

3. Total Amount of Award: \$6,000

4. Role: Co-PI, with Saha, S. and Egel, D. S.

5. Amount to Olynk: negligible

1. Agency/Title of Grant: Purdue Internal Competitive Grant/Innovations in Internationalizing the Curriculum

2. Duration of Funding: 1/01/12-12/31/12

3. Total Amount of Award: \$10,000

4. Role: Co-PI, with Lori Snyder

5. Amount to Olynk: \$5,000

1. Agency/Title of Grant: Purdue Research Foundation; Consumer Preferences for Livestock Production Process Attributes: How should farm animals raised for food be managed to enable 'socially sustainable' systems?

2. Duration of Funding: 6/2011-5/2012

3. Total amount of Award: \$17,059

4. Role: Co-PI, with J. Fulton, H. Wang, and M. Boehlje

5. Amount to Olynk: \$17,059

1. Agency/Title of Grant: Mission Oriented Grant, Purdue University; Animal Welfare/Behavior Regulations: Alternatives and Consequences of Policy Options

2. Duration of Funding: 1/2010 – 08/2011

3. Total amount of Award: \$24,928

4. Role: Co-PI, with M. Boehlje, P. Paarlberg, M. Schutz, D. Lay, and T. Baker

5. Amount to Olynk: \$24,928

1. Agency/Title of Grant: Indiana Corn Marketing Council/Indiana Soybean Alliance; Feasibility Study: Alternative Agricultural Production Systems.

2. Duration of Funding: 11/2010-11/2011

3. Total amount of Award: \$9,962

4. Role: PI

5. Amount to Olynk: \$9,962

1. Agency/Title of Grant: Purdue University Undergraduate Research Project Funding; An Analysis of the Potential for Producer Profitability Given Changing Consumer Preferences for Pasture Dairying

2. Duration of Funding: 1/2011-6/2011

3. Total amount of Award: \$500

4. Role: undergraduate research advisor

5. Amount to Olynk: \$500

1. Agency/Title of Grant: North Central Region SARE & USDA; Economics Based Decision Support to Promote Sustainable Livestock Enterprises

2. Duration of Funding: 9/01/11-8/31/12

3. Total Amount of Award: \$10,000

4. Role: Co-PI, with Joan Fulton

5. Amount to Olynk: negligible

Evidence of National and International Recognition

- Guest Editor for Special Issue in *Animals*, issue titled Data-Driven Decision Making in Animal Industries (2020-2021)
- Managing Editor for *International Food and Agribusiness Management Review* since January 2017.
- Invited Grants Panel Review Member for NIFA AFRI grant review panel for Innovation for Rural Entrepreneurs and Communities. October 2016.
- Invited Grants Panel Review Member for Specialty Crop Research Initiative Grants Review Panel, USDA. August 2015, Washington DC.
- Reviewer, Selected Papers, American Agricultural Economics Association Meetings, 2010, 2011, 2012, 2013, 2015, 2016.
- Invited author and contributing member to Human Resource Domain of the Pork Information Gateway 2010 – 2014.
- Currently leading an international collaboration by hosting Meike Rombach (visiting scholar; PhD candidate) as part of Co-PI responsibilities collaborative project with Dr. Vera Bitsch (Chair of Economics of Horticulture and Landscaping) from Technical University of Munich, Freising, Germany to collaborate on a project focused on consumer demand for horticultural products in the European Union. (2015 - 2017).
- Most Downloaded Article in *Journal of Agricultural Economics* in 2011. 1,440 downloads. Tonsor, G. T. * and N. J. Olynk. 2011. "Impacts of Animal Well-Being and Welfare Media on Meat Demand." *Journal of Agricultural Economics*. 62:59-72. (Published Online 2010).

Serving as a referee for articles in various journals including, *American Journal of Agricultural Economics*, *Food Policy*, *Journal of Dairy Science*, *Livestock Science*, *Journal of Agricultural and Resource Economics*, *Agricultural Economics*, *International Food and Agribusiness Management Review*, *Journal of Agricultural and Applied Economics*, *Journal of Trade and Global Markets*, *Journal of Animal Welfare*, and *China Agricultural Economic Review*

Other Professional Development Activity

- Graduate of *Purdue Insights Leadership Program* through the Office of the Provost, Class of Academic Year 2017-2018.
- Attendee of Disney Data and Analytics Conference, Orlando, FL. August 2016, 2017, and 2018.
- Completed 2-day workshop entitled “Developing and Implementing an Outward Mindset” by the Arbinger Institute (Salt Lake City, Utah) April 2017.

SECTION B. ENGAGEMENT

***New in 2020* Nicole Olynk Widmar and Center for Food and Agricultural Business Joint Venture in Extension and Engagement: Consumer Corner**

Launched in June of 2020, Consumer Corner is a platform to disseminate weekly articles and letters that bring data-driven and research-derived insights to agribusiness and food industry audiences. “Come along with us here in Consumer Corner to think differently about how consumer research can help inform *your* decision making.”

Choreographed and co-directed by Nicole Olynk Widmar

Edited and co-directed by Torrie Sheridan

Technical support provided by Andrew Banta



Consumer Corner Articles/Letters (Co)Authored by Nicole Olynk Widmar

Date	Authors	Title	Number	
2-1-2021	Jinho Jung, Courtney Bir, Nicole Olynk Widmar, John Lai, W. Scott Downey, and Aissa Good	#Agribusiness: Documenting Potential for Online Media Analytics in Top Seed Industry Agribusinesses	<i>ConsumerCorner.2021.Article.02</i>	https://agribusiness.purdue.edu/consumer_corner/agribusiness-documenting-potential-for-online-media-analytics/
1-25-2021	Jinho Jung, Courtney Bir, Nicole Olynk Widmar, John Lai, W. Scott Downey, and Aissa Good	Online Media Analytics in Agribusinesses (or Lack Thereof)	<i>ConsumerCorner.2021.Letter04</i>	https://agribusiness.purdue.edu/consumer_corner/online-media-analytics-in-agribusinesses/
1-4-2021	Nicole Olynk Widmar and Courtney Bir	2020 Holiday Season Adaptations	<i>ConsumerCorner.2021.Article.01</i>	https://agribusiness.purdue.edu/consumer_corner/2020-holiday-season-adaptations/
12-28-2020	Nicole Olynk Widmar	Trying to Help When, Where and How We're Able	<i>ConsumerCorner.2020.Letter.33</i>	https://agribusiness.purdue.edu/consumer_corner/trying-to-help/
12-21-2020	Nicole Olynk Widmar and Courtney Bir	Online Media Surveillance for the Public (Greater) Good?	<i>ConsumerCorner.2020.Letter.3</i>	https://agribusiness.purdue.edu/consumer_corner/online-media-surveillance-for-the-public-greater-good/
12-14-2020	Nicole Olynk Widmar	Progress is Required; Consensus is Not	<i>ConsumerCorner.2020.Letter.31</i>	https://agribusiness.purdue.edu/consumer_corner/progress-is-required-consensus-is-not/

Curriculum Vitae of Dr. Nicole Olynk Widmar; Updated 2-5-2021

11-30-2020	Nicole Olynk Widmar and Courtney Bir	Friendsgiving: The Holiday That (Historically) Kept on Giving – 2020 Investigation	<i>ConsumerCorner. 2020.Letter.29</i>	https://agribusiness.purdue.edu/consumer_corner/friendsgiving-2020-investigation/
11-2-2020	Nicole Olynk Widmar and Courtney Bir	#Halloween: Online Media Sentiment in 2020 Versus 2019	<i>Consumer.Corner.Letter.25</i>	https://agribusiness.purdue.edu/consumer_corner/halloween-online-media-sentiment-in-2020-versus-2019/
10-27-2020	Nicole Olynk Widmar and John Lai	Internet “Have Nots” (Including Many Children) are Suffering Digital Divide Consequences in the COVID-19 Era	<i>ConsumerCorner. 2020.Article.05</i>	https://agribusiness.purdue.edu/consumer_corner/internet-have-nots-are-suffering-digital-divide-consequences-in-the-covid-19-era/
10-26-2020	Nicole Olynk Widmar and Courtney Bir	Social Media’s Positive Perception of Animal Agriculture at Agricultural Fairs	<i>ConsumerCorner. 2020.Letter.24</i>	https://agribusiness.purdue.edu/consumer_corner/social-medias-positive-perception-of-animal-agriculture-at-agricultural-fairs/
10-19-2020	Nicole Olynk Widmar	Squirrels are Both Rational and Consistent; Humans are Human	<i>ConsumerCorner. 2020.Letter.23</i>	https://agribusiness.purdue.edu/consumer_corner/squirrels-are-both-rational-and-consistent/
10-12-2020	Nicole Olynk Widmar	Revisiting the Production Paradox	<i>ConsumerCorner. 2020.Letter.21</i>	https://agribusiness.purdue.edu/consumer_corner/revisiting-the-production-paradox/
9-21-2020	Nicole Olynk Widmar and Courtney Bir	That’s Probably Not a Zebra	<i>ConsumerCorner. 2020.Letter.19</i>	https://agribusiness.purdue.edu/consumer_corner/thats-probably-not-a-zebra/
9-8-2020	Nicole Olynk Widmar and Torrie Sheridan	Consumer Spending is Today’s Statistic; Consumer Behavior is Far Longer Lasting	<i>ConsumerCorner. 2020.Article.03</i>	https://agribusiness.purdue.edu/consumer_corner/consumer-spending-is-todays-statistic/
9-7-2020	Nicole Olynk Widmar	One Economist’s Overly Personal Ponderings on 2020 Office Attire and Related Market Questions	<i>ConsumerCorner. 2020.Letter.17</i>	https://agribusiness.purdue.edu/consumer_corner/personal-ponderings-on-2020-office-attire/

Curriculum Vitae of Dr. Nicole Olynk Widmar; Updated 2-5-2021

8-31-2020	Nicole Olynk Widmar	Business Decision Making and Pulling the Plug	<i>ConsumerCorner. 2020.Letter.16</i>	https://agribusiness.purdue.edu/consumer_corner/business-decision-making-and-pulling-the-plug/
8-10-2020	Nicole Olynk Widmar and Courtney Bir	We're Talking About Toilet Paper & Meat Again (And We've Brought Some Consumer Data!)	<i>ConsumerCorner. 2020.Letter.13</i>	https://agribusiness.purdue.edu/consumer_corner/talking-about-toilet-paper-and-meat-again/
8-3-2020	Nicole Olynk Widmar and Courtney Bir	A Tale of Two Petes...Purdue Pete and Pistol Pete (OSU) Territories: COVID-19 Impacts and Mask Usage Beliefs	<i>ConsumerCorner. 2020.Article.02</i>	https://agribusiness.purdue.edu/consumer_corner/a-tale-of-two-petes/
7-27-2020	Nicole Olynk Widmar and Courtney Bir	Human Behavior, Beliefs and Practices in the COVID-19 Era	<i>ConsumerCorner. 2020.Letter.12</i>	https://agribusiness.purdue.edu/consumer_corner/human-behavior-beliefs-and-practices-in-the-covid-19-era/
7-20-2020	Nicole Olynk Widmar	No Offense, But ...	<i>ConsumerCorner. 2020.Letter.11</i>	https://agribusiness.purdue.edu/consumer_corner/no-offense-but/
7-13-2020	Nicole Olynk Widmar	Stop Being Ridiculous	<i>ConsumerCorner. 2020.Letter.10</i>	https://agribusiness.purdue.edu/consumer_corner/stop-being-ridiculous/
7-6-2020	Nicole Olynk Widmar and Courtney Bir	Social Media Analytics & Performance Tracking	<i>ConsumerCorner. 2020.Article.01</i>	https://agribusiness.purdue.edu/consumer_corner/social-media-analytics-and-performance-tracking/
6-29-2020	Nicole Olynk Widmar	Why Revered Rodents Wear Gloves	<i>ConsumerCorner. 2020.Letter.09</i>	https://agribusiness.purdue.edu/consumer_corner/why-revered-rodents-wear-gloves/
6-22-2020	Nicole Olynk Widmar	YOU Are Such a Hypocrite!	<i>ConsumerCorner. 2020.Letter.08</i>	https://agribusiness.purdue.edu/consumer_corner/you-are-such-a-hypocrite/
6-15-2020	Nicole Olynk Widmar	Straight Talk About Consumer Behavior Under Duress	<i>ConsumerCorner. 2020.Letter.07</i>	https://agribusiness.purdue.edu/consumer_corner/straight-talk-about-consumer-behavior-under-duress/
6-2-2020	Nicole Olynk Widmar	Why is a Raven Like a Writing Desk?	<i>ConsumerCorner. 2020.Letter.02</i>	https://agribusiness.purdue.edu/consumer_corner/why-is-a-raven-like-a-writing-desk/
6-1-2020	Nicole Olynk Widmar	Consumer Corner	<i>ConsumerCorner. 2020.Letter.01</i>	https://agribusiness.purdue.edu/consumer_corner/consumer-corner/

Presentations in Continuing Education Conferences, Schools, Workshops, or Meetings***On-Farm Decision Support***

PROGRAM	LOCATION	DATE(S)	AUDIENCE	PRESENTATION (AND INSTRUCTOR RATING/SCORE)
Multi-State Milk Quality Conference	Online/Virtual	11/12/2020	146	Dairy Market Trends
Indiana Milk Quality Conference	Fort Wayne, IN	4/11/2018	150	New Research on Consumer Trends in Dairy Purchasing Sneak Peak at Dairy Perceptions, Data, & Insights
	Lafayette, IN	4/4/2017	100	Consumer Perceptions of Sustainability
Southern Indiana Pork Producers Meeting	Jasper, IN	2/16/2018	55	A Unique Take on Modern Ag Trends
CCA Advisory Council Presentation	W. Lafayette, IN	1/23/2017	35	Big Data; Really?
Women in Agriculture; Regional Meeting	Lafayette, IN	3/8/2016	35	Back to the Basics of Farm Financial Management
American Dairy Science Association – Student Affiliate Division	Fort Wayne, IN	2/6/2016	250	Dairy Markets and YOU!
Select Sires – Key Account Management	W. Lafayette, IN	5/4/2016	45	Cattle Marketplace Overview
	Indianapolis, IN	4/22/2015	42	Big Picture Cattle Marketplace (4.56)
	W. Lafayette, IN	9/17/2014	40	Big Picture Ag Marketplace (4.91)
	W. Lafayette, IN	4/29/2014	50	The Dairy Industry – Where are we now and where are headed? (4.64)
Farming Together Workshop (now, a Family Business Workshop)	W. Lafayette, IN	3/3/2016	12	Assessing your Resources
	W. Lafayette, IN	3/4/2016	12	Mixing Family and Business: You want to talk about WHAT?
Top Farmer Crop Workshop	W. Lafayette, IN	1/28/2011	30	Assessing your Resources
	W. Lafayette, IN	7-8-2016	150	Implications of Changing Consumer Demand for Today's Agricultural Producers
	W. Lafayette, IN	7/21/2010	85	Risk Attitudes and Decision Making
Dairy Margin Protection Program Education Series	Jasper, IN	11/18/2015	75	Dairy Margin Protection Program Overview
	W. Lafayette, IN	11/19/2015	45	Dairy Margin Protection Program Overview
Washington County Livestock Production Annual Meeting	Salem, IN	3/9/2015	112	Consumer Perceptions of Animal Agriculture in 2015
Rush County Indiana Livestock Producer Annual Meeting	Rushville, IN	3/5/2015	80	Livestock Markets in 2015: Factors to Watch (or Watch Out For!)
Select Sires – Managing the Sales Team	W. Lafayette, IN	5/14/2014	50	Industry Level Outlook for Today's Cattle Markets (4.64)
	W. Lafayette, IN	9/17/2013	50	Cattle Industries into 2014: Industry-level outlook (4.55)

Curriculum Vitae of Dr. Nicole Olynk Widmar; Updated 2-5-2021

Farm Credit Services Financial Decision Making (CCA)	W. Lafayette, IN	3/10/2014	65	A Focus on the Balance Sheet (4.46)
	W. Lafayette, IN	3/5/2013	65	A Focus on the Balance Sheet (4.53)
	W. Lafayette, IN	3/7/2011	50	A Focus on the Balance Sheet (4.81)
Financial Health of Farming and Land (CCA)	W. Lafayette, IN	3/27/2013	102	What now? Five things to watch (Joint with Mike Boehlje) (4.66)
	W. Lafayette, IN	3/27/2013	102	Setting the Stage (Joint with Mike Boehlje) (4.70)
Indiana Regional Dairy Meetings	Rushville, IN	1/27/2015	50	Understanding and Figuring your Cost of Production (Jointly presented with graduate student Elizabeth Byrd)
	Warrentown, IN	3/1/2011	30	Determining Economically Optimal
	Columbus, IN	3/2/2011	32	Reproductive Management Programs (in
	Rockville, IN	3/3/2011	19	Volatile Dairy Markets)
	Goshen, IN	3/4/2010	50	Optimal Reproductive Management
	Decatur, IN	3/5/2010	50	Programs
Kentuckiana Dairy Exchange Program	Russellville, KY	8/3/2010	95	Determining Economically Optimal Reproductive Management Programs

Consumer and Producer Preferences for Production Process Attributes

PROGRAM	LOCATION	DATE(S)	AUDIENCE	PRESENTATION (AND INSTRUCTOR RATING/SCORE)
Big Data, Safe Food	Online/Virtual	10-13-2020	94	Using online Media Data to Understand Perceptions and Awareness of Food- Related Illness Risk
Dawn or Doom	W. Lafayette, IN	11/6/2018	150	We're all listening: The multitude of astonishing (petrifying) uses of your social media data
Dean's Advisory Council Meeting	W. Lafayette, IN	11/3/2018	30	Using Social Media Data in Food and Ag Research
Mini Land Grant Meeting	W. Lafayette, IN	7/22/2017	100	Refocusing on the value proposition of (big?) data
Center for Animal Welfare Science Symposium	W. Lafayette, IN	5/17/2017	80	Public Perceptions of Animal Welfare (A potpourri approach)
		5/18/2017	100	Marketplace Considerations for Animal Welfare Attributes
Dean's Advisory Council Meeting	W. Lafayette, IN	3/29/2017	30	Perceptions of Genetic Modification
Maryland Cattleman Association	Hagerstown, MD	3/3/2017	125	Consumer Perceptions of Animal Agriculture: Working to Build Constructive Dialogue
Indiana Pork Board Annual Meeting	Fair Oaks, IN	6/24/2016	15	Consumer Perceptions of Pork Production
Canine Welfare Science Forum	W. Lafayette, IN	5/19/2016	150	Public Perceptions of Dog Welfare
Purdue Collegiate Farm Bureau	W. Lafayette, IN	12/3/2015	50	Working to Build Constructive Dialogue About Food and Agriculture
Master Cattleman Program	Flora, IN	12/1/2015	35	Consumer Perceptions of Livestock Agriculture in 2016: Working Towards <u>Constructive Dialogue</u>
Indiana State Convention – Farm Bureau	Indianapolis, IN	11/16/2015	150	What Consumers Say Versus What They Want

Curriculum Vitae of Dr. Nicole Olynk Widmar; Updated 2-5-2021

USDA Milk Market Administrators Meeting	Indianapolis, IN	8/19/2015	125	A Unique Look at Consumer Demand for Dairy Products in 2015
Indiana Milk Quality Conference	Fort Wayne, IN	4/8/2015	65	Consumer Demand for Dairy Products
	Fort Wayne, IN	4/12/2011	100	Consumer Preferences for Milk Production Attributes: The Dairy Industry Looking Outward
Midwest Women in Agriculture Conference	Merrillville, IN	2/18/2015	74	Public Opinion, Social Pressures, and Purchasing Patterns: Consumer Demand for Livestock Product Attributes
	Louisville, KY	2/20/2014	65	Social Pressures for Today's Livestock Industries
Center for Commercial Agriculture Advisory Council Meeting 2015	W. Lafayette, IN	1/30/2015	30	Consumer Perceptions of Animal Agriculture in 2015: Working to Build Constructive Dialogue (Jointly presented with graduate students Elizabeth Byrd and Ann Cummins)
AgChat Conference	Fair Oaks, IN	1/18/2015	40	Analyzing Perceptions of Pork Production and Livestock Operations
Foremost Farms Collaboration Meeting	W. Lafayette, IN	5/7/2014	25	Consumer Willingness to Pay for Dairy Attributes
Indiana Dairy Excel Program	Goshen, IN	2/13/2014	20	Consumer Perceptions of Dairy Products
American Meat Science Association – Reciprocal Meats Conference	Auburn, AL	6/18/2013	200	Consumer Preferences and Willingness to Pay for Livestock Animal Welfare Attributes
Southern IN Regional Pork Meetings	Jasper, IN	3/20/2013	75	Exploring Changing Consumer Preferences for Pork Production Purchasing Behaviors and Preferences (Joint presentation with Melissa McKendree)
	Jasper, IN	3/11/2011	50	* Co-developed materials; Presentation by David Widmar
What it Means to be a Livestock Producer in 2013	Warsaw, IN	2/6/2013	50	Social Pressures for Today's Livestock Industries: Purchasing Patterns and Preferences for Livestock Products
College of Agriculture Fish Fry	Indianapolis, IN	2/2/2013	125	Economic Factors and Markets for Animal Welfare Attributes
Purdue University Collaborative Visit with McDonald's Corporation	W. Lafayette, IN	4/9/2012	20	Consumers and Animal Welfare
Westfield Insurance Agribusiness Exchange	Westfield Center, OH	7/30/2012	45	Social Pressures for Today's Livestock Industries:
		7/20/2010	25	Agriculture Looking Outward Economic Impacts of Changing Social Pressures and Consumer Preferences for US Livestock Industries
United Soybean Board Research Meeting	W. Lafayette, IN	2/8/2012	24	Consumer Demand Assessments: Demands, Preferences, and Market Behavior
Agricultural Retailers Association Management Academy (CAB)	W. Lafayette, IN	2/1/2012	50	Positioning Your Business to Respond to Today's Social Pressures

Curriculum Vitae of Dr. Nicole Olynk Widmar; Updated 2-5-2021

Purdue College of Agriculture Dean's Advisory Council	W. Lafayette, IN	11/4/2012	40	Animal Agriculture Looking Outward: Social Pressures for Today's Livestock Industries
Center for Food and Agricultural Business: MS-MBA 2011 Reunion	W. Lafayette, IN	10/21/2012	40	Consumer Perception and The Future of Food: Social Issues Management in Food
Midwest Food and Agribusiness Seminar	W. Lafayette, IN	9/29/2011	45	The Strategy of Response to Social Issues: Shaping and Influencing Policy
Indiana Farm Bureau 2011 Young Farmer Leadership Conference	Indianapolis, IN	1/29/2011	75	Niche Marketing: How Much Will Consumers Pay?
Purdue/Indiana Farm Bureau Dinner Series	IN	5/11/2010	20	Antibiotic Use in Livestock – Consumer Willingness to Pay for Livestock Credence Attribute Claim Verification
Indiana Pork Board Meeting	W. Lafayette, IN	6/15/2010	20	Economic Impacts of Changing Animal Welfare Practices for US Livestock

Other

<i>PROGRAM</i>	LOCATION	DATE(S)	AUDIENCE	PRESENTATION (AND INSTRUCTOR RATING/SCORE)
Tuesday Tailgate Talks (by the Center for Food and Agricultural Business)	Virtual/Online	7-28-2020	45+	Keep it Simple, Silly (with W. Scott Downey)
American Veterinary Medicine Association Economics Summit	Chicago, IL	10/23/2019	150	Consumer Demand for Emerging Veterinary Industry Offerings
Purdue Veterinary Medicine Fall Conference	Virtual/Online	9-23-2020	40+	Dairy and Beef Market Factors to Watch: 2020 Edition
	Virtual/Online	9-24-2020	40+	Swine and Pork Market Outlook: 2020 Edition
	W. Lafayette, IN	9/18/2019	60	In-Depth Dive into Dairy and Beef Markets
	W. Lafayette, IN	9/19/2019	40	Swine and Pork Market Outlook
	W. Lafayette, IN	9/20/2018	60	Swine Market Outlook in 2018
	W. Lafayette, IN	9/19/2018	60	Beef and Dairy Outlooks 2018
	W. Lafayette, IN	9/21/2017	60	Swine Markets Economics Outlook
	W. Lafayette, IN	9/20/2017	60	Bovine Industry Economic Outlook
	W. Lafayette, IN	9/28/2016	90	Beef and Dairy Cattle Economic Outlook into 2017
	W. Lafayette, IN	9/29/2016	90	Swine Market Update 2017
	W. Lafayette, IN	9/9/2015	75	Economic Situation and Outlook for Pork Markets in 2016
	W. Lafayette, IN	9/10/2015	90	Dairy and Beef Cattle Economic Outlook in 2016
	W. Lafayette, IN	9/11/2014	100	Economic Situation and Outlook for Pork Markets in 2015
	W. Lafayette, IN	9/10/2014	90	Dairy and Beef Cattle Economic Outlook in 2015
	W. Lafayette, IN	9/12/2013	90	What's on the Horizon for Livestock Markets in 2014?
	W. Lafayette, IN	9/20/2012	55	Driving Forces in US Swine and Dairy Markets in 2012: Key Factors to Watch Going Forward

Curriculum Vitae of Dr. Nicole Olynk Widmar; Updated 2-5-2021

	W. Lafayette, IN	9/22/2011	50	Driving Forces in US Swine Production
Purdue Data Summit	W. Lafayette, IN	11/7/2018	50	Using Social Media Listening to Explore Perceptions of Big Ten Land Grant Universities
Associate Professor Workshop; Office of the Provost	W. Lafayette, IN	9/11/2018	25	How Does the role of <u>Associate Professor</u> differ from that of <u>Assistant Professor</u> ? < Joint with Yoon Yeon >
Ignite and Inspire: Women in Ag Symposium	W. Lafayette, IN	9/29/2017	25	Big Data ... Really?
Cultivating Resilience	W. Lafayette, IN	8/24/2018	14	Avoiding Traps in Decision Making
Structuring Decisions in Turbulent Times (now, Strategic Decision Making)				
	W. Lafayette, IN	6/14/2018		Traps in Decision Making
	W. Lafayette, IN	6/12/2018		Introduction to Decision Making
	W. Lafayette, IN	6/15/2017	22	Traps in Decision Making (4.71)
	W. Lafayette, IN	6/13/2017	22	Introduction to Decision Making (4.71)
	W. Lafayette, IN	6/28/2016	20	Introduction to Decision Making
	W. Lafayette, IN	6/30/2016	20	Traps in Decision Making
	W. Lafayette, IN	6/23/2015	19	Introduction to Decision Making (4.47)
	W. Lafayette, IN	6/25/2015	19	Traps in Decision Making (4.71)
	W. Lafayette, IN	9/16/2014	19	Introduction to Decision Making (4.82)
	W. Lafayette, IN	9/18/2014	19	Traps in Decision Making (4.73)
	W. Lafayette, IN	9/10/2013	25	Introduction to Decision Making (4.35)
	W. Lafayette, IN	9/12/2013	25	Traps in Decision Making (4.50)
	W. Lafayette, IN	9/11/2012	25	Introduction to Decision Making (4.44)
	W. Lafayette, IN	9/11/2012	25	Aligning Resources and Avoiding Traps in Decision Making (4.40)
	W. Lafayette, IN	10/19/2012	20	Dairy Outlook, 2012-2013
	W. Lafayette, IN	8/19/2011	20	Dairy Outlook: August 2011
	W. Lafayette, IN	8/20/2010	~25	Dairy Outlook: August 2010
Multidimensional Technological Innovations for Water-Linked Health and Wellness	Kharagpur, India (Delivered via Skype)	3/4/2013	26	Water-Linked Health and Wellness: An Economic Framework for Consumer Decision Making
American Bankers Association Outlook	Indianapolis, IN	11/8/2012	~45	Outlook Tuesday! (Commodities) Dairy Outlook
East Tippecanoe Middle School Invited 7 th Grade Presentation	East Tippecanoe, IN	10/3/2012	30	How is your milk produced?
Farm Management Tour	Thorntown, IN	6/23/2010	~85	Interview/Tour Coordination at Dull's Tree Farm
Purdue Animal Science Department Extension Educator Training	Indianapolis, IN	10/26/2010	~60	On-Farm Sales, Contracts, Inspections, and Traceback

Publications Related to Continuing Education Programs

Peer-Reviewed Extension Publications

1. Navarre, C., A. Daniels, M. Johnston, C. Mathis, T. Perrett, D. Posey, A. Ramirez, A. Stough-Hunter, C. Telgen, D. Welch, and N. O. Widmar. "Impact of Recruitment and Retention of Food Animal Veterinarians on the U.S. Food Supply." Number 67 CAST Issue Paper. April 2020. Available at https://www.cast-science.org/wp-content/uploads/2020/03/CAST_IP67_Vet-Students.pdf

2. Widmar, N. The Dairy Marketplace: Reflections on 2020 and factors to watch in 2021. Purdue Ag Econ Report. December 2020 PAER 2020-23. <https://ag.purdue.edu/commercialag/home/paer-article/the-dairy-marketplace-reflections-on-2020-and-factors-to-watch-in-2021/>
3. Staples, A. C. Reeling, N. Widmar, and J. Lusk. Marketing Sustainable Beer. Purdue Ag Econ Report. PAER 2020-16. <https://ag.purdue.edu/commercialag/home/paer-article/marketing-sustainable-beer/>
4. Staples, A.J., C. Reeling, N. Olynk-Widmar, J.L. Lusk. "Marketing Sustainable Beer." *Purdue AgEcon Policy Briefs* (PAEPB-2020_15). Department of Agricultural Economics, Purdue University, September 24, 2020. Available at: https://ag.purdue.edu/agecon/Pages/PAEPB-2020_15.aspx
5. Widmar, N. "More milk, consolidation continues, but still an improved 2020 price outlook." Purdue Agricultural Economics report, December 2019. <https://ag.purdue.edu/agecon/Pages/Purdue-Agricultural-Economics-Report.aspx>
6. Bir, C. and N.J.O. Widmar. "It's all lower: Cow number, Total Milk Production, Forecasted Domestic Use and Milk Prices Too" Purdue Agricultural Economics Report, December 2018. <https://ag.purdue.edu/agecon/Pages/Purdue-Agricultural-Economics-Report.aspx>
7. Widmar, N.J.O. and Courtney Bir. "Dairy: "Butter" hold on: tight margins continue!" Purdue Agricultural Economics Report, December 2016.
 - a. Reprinted in Agrinews. January 22, 2018. http://www.agrinews-pubs.com/opinion/outlook-dairymen-butter-hold-on-as-tight-margins-continue/article_8e9b2184-09e5-5932-a734-1b53244de91e.html
8. Bir, Courtney, Nicole Olynk Widmar, Elizabeth Schlesinger-Devlin, Ambarish Lulay. 2017. "Personal Gardens: Who is growing their own in the U.S.?" https://mdc.itap.purdue.edu/item.asp?Item_Number=EC-814-W
9. Bir, C., Widmar, N. J. O., & Croney, C. C. "Enterprise Budgeting and Partial Budgeting for Dog Breeders." <https://www.extension.purdue.edu/extmedia/EC/EC-812-W.pdf>
10. Opgrand, J., N.J.O. Widmar, and W.E. Tyner. "Economic and Environmental Implications of Feeding Lime-Treated Corn Stover to Finishing Beef Cattle." Purdue Extension – Agricultural Economics. Forthcoming.
11. Schutz, M. and N.J.O. Widmar. "Milk Prices Expected to Increase with Stable Feed Costs." Purdue Agricultural Economics Report, December 2016.
12. Dominick, S.R., C.J. Morgan, and N.J.O. Widmar. "The Importance of Social Responsibility in Purchase Decisions: A Purdue Student Perspective." Purdue Agricultural Economics Report, April 2016.
13. Eise, J. and N.J.O. Widmar. "Communicating with our Consumers: What do Pork Consumers Want? Are Agritourists More Supportive of Agriculture?" Purdue Agricultural Economics Report, April 2016.
14. Byrd, E.S., N.J.O. Widmar, and J. Fulton. "Enterprise Budgeting and Considering Horse-Drawn Power in Farming." Purdue Extension – Agricultural Economics.
15. Byrd, E.S., N.J.O. Widmar, and J. Fulton. "Is Horse Drawn Farming for Me?" Purdue Extension – Agricultural Economics. EC-806-W.
 - a. Horse-Drawn Farming Readiness Assessment Tool (HDFRA Tool) was developed with support from the Sustainable Agriculture Research and Education and will be available online.

16. Munns, A.L., J. Fulton, and N.J.O. Widmar. "Small Scale Livestock Enterprises: Turkey Enterprise Budget." Purdue Extension – Agricultural Economics. EC-805-W. Production Economics. January 2016.
17. Munns, A.L., J. Fulton, and N.J.O. Widmar. "Small Scale Livestock Enterprises: Sheep Enterprise Budget." Purdue Extension – Agricultural Economics. EC-804-W. Production Economics. January 2016.
18. Munns, A.L., J. Fulton, and N.J.O. Widmar. "Small Scale Livestock Enterprises: Goat Enterprise Budget." Purdue Extension – Agricultural Economics. EC-803-W. Production Economics. January 2016.
19. Munns, A.L., J. Fulton, and N.J.O. Widmar. "Small Scale Livestock Enterprises: Dairy Steer Enterprise Budget." Purdue Extension – Agricultural Economics. EC-802-W. Production Economics. January 2016.
20. Munns, A.L., J. Fulton, and N.J.O. Widmar. "Small Scale Livestock Enterprises: Cow Calf Enterprise Budget." Purdue Extension – Agricultural Economics. EC-801-W. Production Economics. January 2016.
21. Widmar, N.J.O. and M. Schutz. "Applying the brakes to dairy production growth." Purdue Agricultural Economics Report, December 2015.
22. Munns, A.L., J. Fulton, and N.J.O. Widmar. "Small Scale Livestock Enterprises: Tools for Choosing the Right Enterprise for You." Purdue Extension – Agricultural Economics. EC-800-W. Production Economics. December 2015.
 - b. PCDS and PCDS2 budgeting tools were developed with support from the Sustainable Agriculture Research and Education program. They are available online at <https://ag.purdue.edu/Agecon/Pages/Livestock-Enterprises.aspx>
23. Byrd, E. and N.J.O. Widmar. "Consumer Perceptions of Animal Agriculture: Farmers, Food Safety, and Meat Products." Purdue Agricultural Economics Report, June 2015.
24. Cummins, A., N.J.O. Widmar, J. Fulton, and C. Croney. "Views on Animal Agriculture in Rural Versus Urban Indiana Counties." Purdue Extension Publication; Rural Indiana Issues Series. EC-799-W. Available at <https://extension.purdue.edu/extmedia/EC/EC-799-W.pdf>. June 2015.
25. Widmar, N.J.O. and M. Schutz. "Dairy Enthusiasm Edging Lower." Purdue Agricultural Economics Report December 2014.
26. Widmar, N.J.O. and E. Byrd. "Understanding Sexual Harassment – and Harassment More Broadly – for the On-Farm Workplace." Peer Reviewed Extension Publication on Pork Information Gateway. Available through US Pork Center of Excellence. March 2014.
27. Widmar, N.J.O. and E. Byrd. "Workplace Equity & Anti-Discrimination Policies and Procedures for Your Farm Business." Peer Reviewed Extension Publication on Pork Information Gateway. Available through US Pork Center of Excellence. March 2014.
28. Wilcox, M., N.J. Olynk Widmar, A. Yadavalli, D.A. Widmar, and K.A. Foster. "An Overview of Indiana Animal Agriculture; Perspectives on the Beef, Dairy, Hog, and Poultry Industries."
29. Swan, M. and N. J. Olynk Widmar. "Exploring Governance Structures for your Farm Organization." Peer Reviewed Extension Publication on Pork Information Gateway. Available through US Pork Center of Excellence. Forthcoming.
30. Olynk Widmar, N.J. and M. Schutz. "Dairy Situation Improving after Price/Cost Squeeze." Purdue Agricultural Economics Report, December 2012.

31. Miller, W. A., Dobbins, C., Boehlje, M., Barnard, F. L., and N. Olynk. "Measuring and Analyzing Farm Financial Performance." 2012.
<http://www.extension.purdue.edu/extmedia/EC/EC-712-W.pdf>
32. Olynk, N. J., and D. A. Widmar. "Time is a Scarce Resource! Practice Effective Time Management." Peer Reviewed Extension Publication on Pork Information Gateway. Available through US Pork Center of Excellence. August 1, 2012.
33. Olynk, N. J., and D. A. Widmar. "Prioritizing Time Spent on Human Resource Management." Peer Reviewed Extension Publication on Pork Information Gateway. Available through US Pork Center of Excellence. July 2, 2012.
34. Olynk, N. J., and D. A. Widmar. "Identifying and Addressing Barriers to Communication." Peer Reviewed Extension Publication on Pork Information Gateway. Available through US Pork Center of Excellence. April 20, 2012.
35. Hilton, W. M. and N. Olynk. "Managing Your Beef Herd: Highlighting Key Determinants of Success in Preconditioning." Purdue Extension Publication. ID-446. Available at <http://www.extension.purdue.edu/extmedia/ID/ID-446-W.pdf> . December 2011.
36. Widmar, D., N. Olynk, B. Richert, A. Schinckel, and K. Foster. "Litter Size Does Not Guarantee Profitability." National Hog Farmer. 2011 Swine Research Review – Reproduction. Available at <http://nationalhogfarmer.com/health/2011-swine-research-review-reproduction>. December 22, 2011.
37. Olynk, N. J. and D. A. Widmar. "Aligning Incentives for Employees." Peer Reviewed Extension Publication on Pork Information Gateway. Available through US Pork Center of Excellence. December 21, 2011.
38. Olynk, N. J. and D. A. Widmar. "Human Resources Inventory Assessment." Peer Reviewed Extension Publication on Pork Information Gateway. Available through US Pork Center of Excellence. December 21, 2011.
39. Olynk, N. J. and D. A. Widmar. "Managing Farm and Family." Peer Reviewed Extension Publication on Pork Information Gateway. Available through US Pork Center of Excellence. December 21, 2011.
40. Olynk, N. J. and D. A. Widmar. "Cultural Sensitivity: Building Supportive Working Environments for Employees from Diverse Cultural Backgrounds." Peer Reviewed Extension Publication on Pork Information Gateway. Available through US Pork Center of Excellence. December 21, 2011.
41. Fulton, J. R., Olynk, N. J., Helmers, C. G., & Hoelscher, L. "Elevator Pitches: Showcasing Your Business." Purdue Extension Publication. EC-762-W. Available at <http://www.extension.purdue.edu/extmedia/EC/EC-762-W.pdf> . November 2011.
42. Olynk, N. J. and M. Schutz. "2012 Indiana Agriculture Outlook; Butter Softens the Squeeze of Dairy Farms Margin." Purdue Agricultural Economics Report, Special Issue, page 6, October 2011.
43. Gvillo, Rejeana M, N. Olynk, & K. Quagraine. "Retail Supply and the Purchase of Midwestern Fresh Fish on Ice." Purdue Agricultural Economics Report, April 2011.
44. Widmar, D. A., K. Foster, D. Buckmaster, R. Lemenager, and N. Olynk. "The Economics of Using Distiller Grains in Small-Scale Beef Operations in Indiana." Purdue Agricultural Economics Report, pages 3-7, December 2010.
45. Olynk, N. J. and M. Schutz. "2011 Indiana Agriculture Outlook; Better Dairy Prices Butter Up Farmers." Purdue Agricultural Economics Report, Special Issue, page 8, October 2010.

46. Black, J.R., J. Nugent, N. Rothwell, S. Thornsby, and N. Olynk. "Michigan Production Costs for Tart Cherries by Production Region." Michigan State University Agricultural Economics Report, Report #639. September 2010. Available at: <http://ageconsearch.umn.edu/bitstream/98205/2/AECReport639.pdf>
47. Tonsor, G. T. and N. J. Olynk. "U.S. Meat Demand: The Influence of Animal Welfare Media Coverage." Kansas State University, Ag Manager, MF-2951, September 2010. Available at: <http://www.agmanager.info/livestock/marketing/AnimalWelfare/MF2951.pdf>
48. Olynk, N. J. and M. Schutz. "Dairy Outlook: Better Dairy Prices Butter Up Farmers." September 2010.
49. Olynk, N. J. "Dull's Tree Farm," in 2010 Indiana Farm Management Profiles, Purdue University, CES-369, June 2010, pp. 9-12.

Trade Press Articles

1. Widmar, Nicole. 2020. Stop Being Ridiculous. SeedWorld. November 4, 2020. <https://seedworld.com/stop-being-ridiculous/>
2. Widmar, Nicole. 2020. No Offense, But ... SeedWorld. September 22, 2020.. <https://seedworld.com/no-offense-but/>
3. Widmar, Nicole. 2020. Insights from Purdue: Business Decision Making and Pulling the Plug. AgriMarketing. Volume 58. Number 7. Whole Number 617. Page 36. <https://www.agrimarketingdigital.com/agrimarketing/september-2020/flipbook>
4. Widmar, Nicole. 2020. Why is a Raven Like a Writing Desk?. July 1, 2020. <https://seedworld.com/why-is-a-raven-like-a-writing-desk/>
5. Adolph, Tamilee Nennich, Nicole Olynk Widmar, and Courtney Bir. 2019. How dairies source feed nutrition services. Hoard's Dairyman. March 25, 2019.
6. Bir, Courtney, Nathan Thompson, Nicole Olynk Widmar. "Know Your Consumers' Risks." SeedWorld.com. October 2017.
7. Croney, C.C. and N.J.O. Widmar. "Ethical consumers buy based on values." Feedstuffs Food Link. October 2016. http://fdsmagissues.feedstuffs.com/fds/PastIssues/FDS8811/fds16_8811.pdf
8. Widmar, N.J.O. "It's a Small Interconnected World After All." The Dairy Mail. December 2015. 118-121.
9. Widmar, N.J.O. and D. Widmar. "Actions Speak Louder Than Words: Managing your Professional Image Beyond the Farm Gate." The Dairy Mail. July 2015. 104-109.
10. Widmar, N.J.O., A. Cummins, and C.C. Croney. "Perception is Reality." The Dairy Mail. April 2015. Pages 142-147.
11. Widmar, N.J.O. and W.M. Hilton. "Beef Breeding Decisions in 2015: Analyzing AI and Sexed Semen." Indiana Beef Cattle Association, Quarterly Magazine. April 2015.
12. Widmar, N.J.O. and D. L. Ortega. "Consumer Behavior Explained." The Dairy Mail. June 2014. Pages 43-47.
13. Widmar, N.O. "A Whole New World." The Dairy Mail. April 2014. Pages 19-23.
14. Widmar, N. J. O. and M. McKendree. "How do Consumer Perceptions Impact Your Market?" National Hog Farmer. April 15, 2014 Issue. Available at: <http://nationalhogfarmer.com/business/how-do-consumer-perceptions-impact-your-market>
15. Widmar, N.J.O. and K. Childres. "Making Better Decisions" AgriMarketing. Volume 51, Number 5, Page 36. June 2013.

16. McKendree, M.G.S, N. Olynk Widmar, and C. Croney. "Consumer Survey Outlines Pork Perception Issues." National Hog Farmer. Available at <http://nationalhogfarmer.com/animal-well-being/consumer-survey-outlines-pork-perception-issues>. December 15, 2012.
* Cited in National Swine Registry Blog Posting: Step Up, Speak Out, available at: <http://nationalswine.blogspot.com/>
17. Widmar, D. A., A. Gray, and N. Olynk. "Avoiding Decision Traps." AgriMarketing. Volume 50, Number 6, Page 18. July/August 2012.
18. Widmar, D. and N. Olynk. "Communication Barriers: Identify Them, Overcome Them!" AgriMarketing. Volume 50, Number 5, Page 33. June 2012.
19. Olynk, N. J., M. G. S. McKendree, and K. Kapetanovic. "Understanding Your Customer." AgriMarketing. Volume 50, Number 2, Page 23. March 2012.
20. Olynk, N. J. "Prioritizing HR Management Time." AgriMarketing. Volume 50, Number 1, Page 44. January/February 2012.
21. Widmar, D. A., N. J. Olynk, and A. Schinckel. "Biological and Economic Consequences of Management Decisions in Uncertain Times." GeneLink. Volume 7. p. 20. 2012.
22. Hilton, W. M. and N. Olynk. "Key Factors of Success in Preconditioning Highlighted." BEEF Magazine. Available at <http://beefmagazine.com/cowcalfweekly/1209-key-factors-success-preconditioning>. Dec. 9, 2011.
23. Gray, A. and N. Olynk. "Insights from Purdue: Making Decisions That Provide Strategic Flexibility." AgriMarketing. Volume 49, Number 5, Page 21. June 2011.
24. Olynk, N. J., G. T. Tonsor, and C. A. Wolf. "Looking Good: Social Desirability Bias in Market Research." AgriMarketing. Volume 49, Number 1, Page 40. January/February 2011.
25. Fulton, J., J. Foltz, N. Olynk, and G. Helmers. "Elevator Pitches for Elevators." Feed & Grain. January 2011.
26. Olynk, N.J. and C.A. Wolf. "When using sexed semen ... Use it on first-service heifers." Hoards Dairyman. pg 780. Nov. 2006.

Other Extension Publications and Output

1. Widmar, Nicole. In CAB's "What We're Reading" Book Review of "The ride of a lifetime: Lessons learned from 15 years as CEO of the Walt Disney Company, by Bob Iger." May 11 2020 <https://agribusiness.purdue.edu/the-ride-of-a-lifetime/>
2. Widmar, Nicole Olynk, and Courtney Bir. "The Turkey is the Star of the Show, but How Much Do you Really Know. November, 2018. DOI: 10.13140/RG.2.2.32915.12328
3. Bir, C. and N.J.O. Widmar. "Social Media: Thanksgiving vs Friendsgiving." November 2018. Accessible at https://ag.purdue.edu/agecon/Documents/FriendsgivingInfographic2017withWriteUp_11-13-18_520.pdf
4. Widmar, Nicole Olynk, and Courtney Bir. "Holiday Evolution by Social Media; Will you be my Galentine?" February, 2018. https://www.researchgate.net/publication/323202856_Holiday_evolution_by_social_media_will_you_be_my_Galentine
3. Bir, Courtney, Nathan Thompson, Nicole Olynk Widmar. "Producer Perceptions of Agricultural Risk in 2017". Center for Food and Agricultural Business Blog. 2017. <http://agribusiness.purdue.edu/blog/producer-perceptions-of-agricultural-risk-in-2017>

4. Widmar, Nicole Olynk and Courtney Bir. "Making a List and Checking it Twice: The Importance of Inventorying Farm Assets." Purdue Initiative for Family Firms. December 2017.
5. Widmar, N.J.O., Byrd, E.S., and L. Archarya. "Healthy Holidays?" Agricultural Economics Insights. December 2014.
6. Widmar, N.J.O., and E.S. Byrd. "Thanksgiving 2014: A Time for Family, Friends, and the Great American Shopping Debate of 2014." Agricultural Economics Insights. November 2014.
7. Olynk Widmar, N.J. and E.D. Lord. "Shelter Cost and Revenue Evaluation Tool – Downloadable Excel Based Worksheet." 2014. Available at: http://www.maddiesfund.org/Maddies_Institute/Webcasts/The_Dollars_and_Sense_of_Sheltering.html
8. Olynk, N. J. "Identifying Consumer Preferences for Meat and Milk." Guest Author Piece for Grains of Knowledge; News and Insight from Westfield's Farm and Agribusiness Insurance Team. September 2010. Available at: <http://www.agribusiness.westfieldinsurance.com/>
9. Olynk, N. J., J. C. Hadrich, and B. Erickson. "Spring: A Time for Growing Crops and Cultivating Goodwill." Top Farmer Crop Workshop Newsletter. April 2010.

Recurring Podcasts

Dr. Widmar has completed several Purdue Dairy Digest Podcast Episodes related to ongoing applied research and Extension activities relevant to the dairy industry. Dr. Widmar has also collaborated with several of her graduate students to produce podcasts related to their work. Dr. Widmar has collaborated on **24** total podcasts to date; 1 in 2010, 2 in 2011, 15 in 2012, 3 in 2013, and 3 in 2015. Available at: <http://www.ansc.purdue.edu/DD/>

Significant Interviews

1. Widmar, N.J.O. for "Research hits home for professor caught in the digital divide." By Nance Alexander. November 2, 2020. Available at <https://ag.purdue.edu/stories/research-hits-home-for-professor-caught-in-the-digital-divide/>
2. Widmar, N.J.O. for "Majority says masks curb disease, but wearing habits vary" Hoosiers more likely to believe masks harm the wearer. By Jordan Smith, The Exponent. Aug 5, 2020. Available at https://www.purdueexponent.org/campus/article_e09ec22e-d7ee-11ea-9ffa-1f1d69b1dd4b.html
3. Widmar, N.J.O. interview with WLFI on "Purdue Study Aims to Defeat Self-Biases" segment; aired 11 pm on Dec 17, 2020. Available at <https://www.wlfi.com/content/news/Purdue-Study-Aims-to-Defeat-Self-Biases-573422911.html>
4. Widmar, N.J.O. interview with RFD Radio on Perceptions of Genetically Modified Mosquitoes. Aired April 22nd, 2016. (Following up on press release and initial document <https://extension.purdue.edu/Pages/article.aspx?intItemID=14074>)
5. Widmar, N.J.O. cited extensively in CSR and Ethics, Indiana Colleges Study Impact for BizVoice Magazine. <http://www.bizvoicemagazine.com/media/archives/16septoct/CorporateSocialResponsibility.pdf>
6. Cummins, A., N.J.O. Widmar, J.R. Fulton, and C. Croney publication *Views on Animal Agriculture in Rural Versus Urban Indiana Counties* (2015) cited extensively in national

press and Invited Presentation by Dr. Candace Croney to IN Rural Caucus Group, Indianapolis, IN on August 10th, 2015.

7. Widmar, N.J.O. interview with Ray Steele, Reporter/Host of Weekend Indiana 93.1 WIBC about “Healthy Holidays” December 23, 2014. Cited extensively, including in Farm Futures Online: Christmas 2014: Economics of the Holiday Meal and Feedstuffs Online: Thanksgiving trends in 2014, available at: <http://feedstuffs.com/story-thanksgiving-trends-2014-45-120755>

Widmar, N.J.O. interview with Ray Steele, Reporter/Host of Weekend Indiana 93.1 WIBC about “Thanksgiving 2014: A time for family, friends, and the great American shopping debate of 2014.” November 26, 2014.

Prior to 2014 Dr. Widmar’s work has been featured in over **10** significant interviews and articles in various publications, such as Feedstuffs, American Society of Animal Science: Taking Stock, AgriMarketing, Seed World Magazine, Veterinary Advantage Magazine and Purdue Agriculture Magazine.

SECTION C. LEARNING

Courses Taught at Purdue University

AGEC 310 is the basic undergraduate course in Farm Management which focuses on the farm business from the standpoint of maximizing after-tax returns.

Semester	Course	Credit Hours	Class Size	Course Summary	Instructor Summary
Spring 2021	AGEC 310-001 (Online Only Section)	3			
Spring 2021	AGEC 310-001 (Online Asynchronous)	3			
Spring 2021	AGEC 310-001 (Online Synchronous)	3			
Spring 2020	AGEC692-001; joint with Jayson Lusk	1	13		
Spring 2020	AGEC310-001 (moved online mid-March)	3	121	4.7	4.8
Spring 2019	AGEC692-001; joint with Jayson Lusk	1	10	5.0	5.0
Spring 2019	AGEC310-001	3	127	4.4	4.4
Spring 2018	AGEC310-001	3	127	4.5	4.4
Spring 2017	AGEC310-001	3	127	4.7	4.8
Spring 2016	AGEC 310-001	3	123	4.6	4.7
Spring 2015	AGEC310-001	3	119	4.8	4.8
Spring 2014	AGEC 310-001	3	114	4.3	4.4
Spring 2013	AGEC 310-001	3	88	4.6	4.6
Fall 2012	AGEC 690-009	3	3	5.0	5.0
Spring 2012	AGEC 310-001	3	32	4.8	4.9
Spring 2012	AGEC 690-009	1	12	4.8	4.8
Fall 2011	AGEC 690-009	1	15	4.4	4.8
Spring 2011	AGEC 690-009	1	13	4.9	4.9
Fall 2010	AGEC 690-008	1	12	4.6	4.9

**AGEC 690-008 was a new seminar course offered by Dr. Widmar for the first time in Fall 2010.

Excerpts: Peer Review of AGECE 310 (April 2013; By: Craig Dobbins & Michael Boehlje)

“Our review concluded this course is well organized, contains the subjects appropriate for an introductory farm business management course, and Dr. Widmar has developed a rapport with the students that creates a positive learning environment. In particular, the following items are notable:

- The course syllabus does a good job of communicating the learning objectives of the course and the schedule of the material to be covered during the semester.
- The students are introduced to decision making under risk at a depth typically not found in an introductory farm management class. Our students frequently comment that math and statistics classes taken early in the program are never used again. Dr. Widmar’s approach to decision making under risk utilizes concepts that students are expected to learn in STAT 301.

- The course does a good job of preparing students for additional courses in business management and finance (AGEC 311, 411, 424) that are taken later in their program. Dr. Widmar is to be congratulated on a well-organized and effective course.”

Dr. Widmar was the subject of December 2016 **Profiles in Teaching**, accessible at: <https://ag.purdue.edu/oap/Pages/Profiles-in-Teaching.aspx?tid=19>

Purdue University Summer Institute. Hoosier Agribusiness Science Academy Summer Institute. 2013, 2014, 2015, 2016, 2017. Two week summer intensive program in which Dr. Widmar high school hosted students for a two-day (three half-day sessions), interactive, program on Food Security and Economics.

Significant Guest Lectures

MS-MBA Joint Cohort Lecture at Fall Residency; Big Data ... Really? October 2017.
Veterinary Medicine; Dairy Production Block rotation under Dr. J. Townsend. January 2014.
April 2014. February 2017. February 2018. Scheduled January 2019.
ANSC 495 Dairy Farm Evaluation. March 2010, March 2012. February 2015. February 2017
AGEC 498 Dealing with Controversial Issues in Agriculture. March 2014.
AGEC 298 Sophomore Seminar in Agricultural Economics. November 2013. November 2014.
ANSC 444 Dairy Management. February 2011, February 2012, September 2012. Nov 2014.
AGEC 498 Academic Bowl Seminar. February 2013.
AGRY 498 Senior Seminar. November 2012.
ANSC 444 Dairy Management. April 2011, November, 2012. April 2012.
ANSC 404 Animal Welfare. October 2012.

Online Module Development for National Project

Dr. Widmar, as part of her work with the CenUSA Bioenergy group (and associated AFRI funded project), has developed two modules for online delivery.

- Module 5: Integrating Bioenergy Production into Current Systems
- Module 6: Balancing Energy Demand with Food, Feed, and Fiber Needs

Advising, Counseling, and Recruiting Students (Prior to Grad Admin Duties)

- Mentor for undergraduate research scholar Caroline Crosslin, 2017.
Research in brief is published in JPUR: Crosslin, C. (2018). United States food shopping preferences. Journal of Purdue Undergraduate Research, 8, 65.
<https://doi.org/10.5703/1288284316744>.
- Co-Advisor for the Purdue Dairy Club (beginning Fall 2010 to current).
- Purdue University's Horizons Faculty Mentor Program (Fall 2010 - current).
- Faculty coach in Leadership Development Certificate Program (Fall 2010 - 2014).
- Advisor/Mentor to David Widmar (M.S.) in AAEA Extension Section Graduate Extension Competition, 2nd place at 2011 AAEA Annual Meetings, Pittsburgh, PA.
- Advised Undergraduate Honors Research Project. Bailey Perry completed her honors project on animal welfare attributes of dairy cattle production systems (Spring 2011).
- Indiana Corn/Soy Innovation Competition Team Advisor (Fall 2010–Spring 2011).
- Advisor to Michigan State Dairy Club (2007 – 2009).