REBECCA WASSERMAN-OLIN

Rebecca.Wasserman-Olin@colostate.edu

EDUCATION

Colorado State University — Fort Collins, CO
PhD Student, Department of Agricultural and Resource Economics — *Expected June 2026*

Cornell University — Ithaca, NY
MS, Dyson School of Applied Economics and Management, SC Johnson School of Business — *August 2020*

Univerity of Wisconsin-Madison — Madison, WI
BS, Agricultural & Applied Economics, Nelson School for Environmental Studies (Double Major) — *May 2014*
Study Abroad: VENUSA *Merida, Venezuela* (Fall 2013)

PROFESSIONAL EXPERIENCE

Extension Internship, Colorado State University, *May 2025 - August 2025*
Economic Contribution of Agriculture in Larimer County Intern, *Fort Collins, CO*

City Food Policy Project, Department of Agricultural and Resource Economics, Colorado State University, *August 2023 - December 2024*
Graduate Research Assistant, *Fort Collins, CO*

Miguel Gómez Research Group, SC Johnson School of Business, Cornell University, *August 2020 - August 2022*
Research Associate, *Ithaca, NY*

Miguel Gómez Research Group, SC Johnson School of Business, Cornell University, *Sept 2018 – August 2020*
Graduate Research Assistant, *Ithaca, NY*

UW-Madison, Kaufman Lab with Alfonso Morales, *Mar 2013 – May 2014*
Undergraduate Research Assistant, *Madison, WI*

SERVICE FOR PROFESSIONAL ASSOCIATIONS

Graduate Service Section Chair, Agricultural and Applied Economics Association *2025-2026*

HONORS AND AWARDS

Graduate Student Extension Competition Finalist,
Agricultural and Applied Economics Association *2025, forthcoming competition for finalists*
AAEA Teaching Academy Travel Grant,
Agricultural and Applied Economics Association *2025*
Food Prices and Forecasting Workshop Travel Grant for AAEA Annual Conference,
Agricultural and Applied Economics Association *2024*
Travel Grant for AAEA Annual Conference, Agricultural and Applied Economics Association *2023*
First Place, Food Systems Institute Student Symposium, Colorado State University *2023*
Community University Engagement Award, UW-Madison *2014*
Wisconsin Idea Fellow, UW-Madison *2013-14*

Allen Internship Award, UW-Madison and Growing Power Inc. *2012*
Allen Internship Award, UW-Madison and Boys and Girls Club of Dane County *2011*

PEER REVIEWED PUBLICATIONS

1. **Rebecca Wasserman-Olin**, Miguel I. Gómez, Tomas Björkman.(2023) Meeting the Expectations of the Customer: Consumer Valuation of Broccoli Produced in the Eastern United States and the Impact of Local Marketing. *Sustainability*. 15(10).

MANUSCRIPTS UNDER REVIEW

1. **Rebecca Wasserman-Olin**, B.R. Jablonski. " Decomposing the Farm Share of the Municipal Food Dollar: Evidence from New York City ." Under Review.

WORKING PAPERS

3. Trey Malone, Craig Carpenter, Courtney Bir, Andrew Van Leuven, Wendong Zhang, **Rebecca Wasserman-Olin**. "What the Heck is an Extension Program?" In preparation for submission to Applied Economic Perspectives and Policy.
2. **Rebecca Wasserman-Olin**, Miguel I. Gómez, Todd Schmit, Thomas Bjorkman. " Improving wholesale local food procurement: a farmer choice experiment ." In preparations for submission to Renewable Agriculture and Food Systems.
1. Tianzi Liu,**Rebecca Wasserman-Olin**, Jie Li, Miguel I. Gómez. "Willingness to pay for berries and the influence of 'local' marketing." In preparation for submission to Agricultural and Resource Economics Review.

EXTENSION, OUTREACH, AND INDUSTRY PUBLICATIONS

4. The Value of Plant Pathology Research to US Agriculture: The Case of Sweetpotato Seed Quality REDI (Regional Economic Development Institute) Report, Online Published Fact Sheet. 2025
3. The Economic Impact of Wheat Stem Sawfly on Colorado Wheat Making Better Decisions, 2023 Colorado Winter Wheat Variety Performance Trials, p. 47-48, Published Extension Report. 2023
2. The Economic Impact of Hop Stunt Viroid and Certified Clean Planting Materials Web-based fact sheet. 2021
1. Vision 2050: A New York State Vision for a Profitable, Regenerative, Equitable Healthy Food System Future by 2050. Authored "Case Study - Beef", Published Report. 2021

INVITED PRESENTATIONS

Driving Competition for Public Food Procurement Contracts Through Price Incentives: An Application to New York City *2024*
Miguel Gómez Research Group, Dyson School of Applied Economics and Management, SC Johnson School of Business, Cornell University
"What If" Your Way to Success *2018*
Moses Organic Farming Conference
Conservation Minded Agricultural Rotations: Protecting Water Quality and Your Bottom Line *2017*
St. Croix River Association Annual Meeting
Calculating the Financial Costs and Benefits of Conservation Cropping *2016*

Green Lands Blue Waters Annual Conference
Food Access in Madison, WI: Current Strategies
La Follett School of Public Affairs, University of Wisconsin - Madison *2014*

SELECT PRESENTATIONS

Functional Form Specification and Its Impact on Optimal Replacement Models *2025*
Organizer of Track Session for Agricultural and Applied Economists Association Annual Meeting
Public Food Procurement as a Policy Lever, Exploring School and Food Assistance Opportunities *2025*
Panelist for Organized Symposium titled, "Policy Innovations Spurred by Regional Economic Dynamics: A Look Toward the Future of Food, Climate, and Health", Agricultural and Applied Economists Association Annual Meeting
Exploring Careers in Academia, Extension, and Government *2025*
Moderator and Organizer for Track Session Panel, Agricultural and Applied Economists Association Annual Meeting
Driving Competition for Public Food Procurement Contracts Through Price Incentives: An Application to New York City *2025*
Agriculture and Food Systems Graduate Student Seminar,
Department of Agricultural and Resource Economics, Colorado State University
The Relationships Between Generation, Virus Loads, and Yield in US Sweetpotatoes: Final Results From a Multi-State Trial *2025*
National Sweetpotato Collaborators Meeting
A Taste for Change: Understanding Current New York City Food Procurement to Inform a Shift to Values-Based Public Procurement *2024*
Food Distribution Research Society Annual Conference
New York City's Grocery Budget: An In-Depth Look at Public Food Procurement and Who Benefits Throughout the Supply Chain *2024*
Agricultural and Applied Economists Association Annual Meeting
Taking a Cut Out of Wheat Profits: Estimating the Economic Losses from Wheat Stem Sawflies *2024*
Western Agricultural Economics Association Conference
The City Food Policy Project: The Initial Research Phase *2024*
Agriculture and Food Systems Graduate Student Seminar,
Department of Agricultural and Resource Economics, Colorado State University
Improving Wholesale Local Food Procurement: A Farmer Choice Experiment *2023*
Agricultural and Applied Economists Association Annual Meeting
Understanding the Influence of Seed Generation on Potyvirus Load and Yield in Sweetpotatoes Across U.S. Production Areas *2023*
National Sweetpotato Collaborators Meeting
Digging for Donations *2019*
Food Pantries for the Capitol District Food Summit
Ecological and societal impacts of transitioning to more sustainable agro-ecosystem management: The case of beef production systems *2017*
Ecological Society of America Annual Meeting (Presented by Marcia DeLonge)

EXTENSION, OUTREACH, AND INDUSTRY PRESENTATIONS

The Changing Economic Contributions of Agriculture and Food in Larimer County *forthcoming 2025*
CSU Extension Forum, Extension Internship Poster Session
The Changing Economic Contributions of Agriculture and Food in Larimer County *2025*

Larimer County Agricultural Advisory Board, May and July Meetings

Extension Internship Experience Presentation *2025*
Annual Colorado State University Extension Retiree Meeting

The Relationships Between Generation, Virus Loads, and Yield in US Sweetpotatoes: Final Results From a Multi-State Trial *2025*
National Clean Plant Network-Sweetpotato Group Annual Meeting

Economic Analysis Update *2024*
National Clean Plant Network-Sweetpotato Group Annual Meeting

Wheat Stem Sawfly Economic Impact Study Results Update *2024*
CSU Crops Testing Annual Wheat Field Days, 10 stops with 10-100 people per stop

Assessing the Economic Impacts of Wheat Stem Sawfly Populations on the Colorado Wheat Industry *2024*
Colorado Wheat Association Annual Meeting

Wheat Stem Sawfly Economic Impact Study Description and Survey Participant Call *2023*
CSU Crops Testing Annual Wheat Field Days, 10 stops with 10-100 people per stop

Impact of Poty Virus on Sweetpotato Yields - Results from Trail Year 1 *2022*
National Clean Plant Network-Sweetpotato Group Annual Meeting

Measuring the Economic Impact of Certified Clean Seed in Sweetpotatoes: An Introduction to a Collaborative Effort *2022*
National Sweetpotato Growers Meeting

How much is a Deep Red Strawberry Worth? Consumer Preference for Attributes of Strawberries and the Benefit of Local *2021*
New York Produce Show

Satisfaction in U-Pick Operations for Higher Sales- Insights from 2019 Survey *2020*
Eastern New York Fruit and Vegetable Conference

TEACHING EXPERIENCE

Teaching Assistant

Year	*Term*	*Inst.*	*Course*	*Credits*	*Enrollment*
2025	Fall	CSU	AREC 380A: Dynamics of Ag and Food Markets and Policy, Co-Taught by former USDA Secretary of Agriculture Tom Vilsack and Dr.Dawn Thilmany	1	40 in-person, 60 virtual
2021	Summer	CICER	Marketing Simulation	NA	$\sim$100 virtual
2019	Summer	CICER	Marketing Simulation	NA	$\sim$70

Course Instructor

Year	*Term*	*Inst.*	*Course*	*Credits*	*Enrollment*
2025	Spring	CSU	AREC 230: Agricultural Data Management and Analysis	3	38
2013	Fall	UW	INTER-HE 699: Slow Food UW South Madison Volunteerism Course (required for independent study completion)	1	8

Institution Codes: UW = University of Wisconsin-Madison; CSU = Colorado State University; CICER = Cornell Institute for China Economic Research Summer College Program

STUDENT ADVISING

- 2020, Zhe Fu, Ad Hoc Committee Member, Master's Thesis

PROFESSIONAL AFFILIATIONS

Colorado State University Regional Economic Development Institute *2025-Present*
Food Distribution Research Society *2024-Present*
Western Agricultural Economics Association *2023-Present*
Agricultural and Applied Economics Association *2023-Present*
CSU Food Systems Institute Graduate Student Fellow *2022-Present*
National Sweetpotatoes Collaborator Group *2022-Present*

AD HOC REVIEWER FOR ACADEMIC JOURNALS

Agricultural Finance Review; American Journal of Agricultural Economics; Applied Economics Perspectives and Policy

COLLABORATIONS

100,000 Strong in the Americas *Sept. 2019*
Participated in an intellectual exchange with La Universidad Tecnológica de Bolívar in Cartagena, Colombia to learn and share knowledge on improving local food system access for rural/disenfranchised farmers as a cross-cultural exchange.

MEDIA

- **Interview** PerishableNews.Com How Do Consumers Value Produce? Local vs Long-Distance? Cornell's Rebecca Wasserman-Olin Studies Strawberries to Provide Insights January 2022
- **Radio Interview** Brownfield Ag News Cropping Systems Calculator April 2017

OTHER EXPERIENCE

Research Consultant, Green Lands Blue Waters *May 2018 – July 2018*
Minneapolis, MN

Economic Researcher and Community Organizer, Land Stewardship Project *Sept 2015 – May 2018*
Minneapolis, MN

South Madison Director, Intern, Slow Food UW *Jan 2012 - Aug 2014*
Madison, WI

FARM AND FOOD MARKETING EXPERIENCE

Plowbreak Farm, Farm Employee (Harvest Focus) (Ithaca, NY) *2019-21*
Sogn Valley Farm, Pack Shed and Farmer's Market Manager (Cannon Falls, MN) *2017-18*
Michael Fields Agricultural Institute, Apprentice (East Troy, WI) *2016*
Growing Power Inc, Youth Farm Leader (Madison, WI) *2013-14*
Troy Farm at Community Groundworks, Intern (Madison, WI) *2013*
Youth Farm and Market Project, Intern (Minneapolis, MN) *2011*