

Jeffrey Hyde
Acting Associate Dean and Director of Penn State Extension
Professor of Agricultural Economics
Curriculum Vita

The Pennsylvania State University
323 Agricultural Administration Building
University Park, PA 16802

Academic Training

- Doctor of Philosophy – Agricultural Economics (2000): Purdue University
- Master of Science – Agricultural Economics (1996): Purdue University
- Bachelor of Science - Economics (1994): Frostburg State University
- Associate of Arts – Business Administration (1992): Allegany Community College

Administrative Responsibilities

Acting Associate Dean and Director of Penn State Extension: March 2018 - Present

- Provide full oversight of extension programs, operations, and external relations
- Regularly engage and communicate with faculty and staff members to gather input on program plans and implementation as well as barriers to success
- Engage externally with government officials, industry representatives, donors and potential donors, etc.
- Contribute extension perspective to deans group conversations addressing issues including college budget, program, and personnel matters.

Associate Director for Programs: January 2017 – March 2018

- Provide full oversight of extension programs
- Work closely with Director and Assistant Directors for Programs (ADPs) to establish strategies to identify and address priorities across all Program Teams
- Provide direct supervision and administrative oversight to 7 Assistant Directors for Programs

Assistant to the Director for Special Program Initiatives (50% FTE): July 2015 – December 2016

- Work closely with Director and Assistant Directors for Programs to establish strategies to identify and address priorities across all Program Teams
- Provide direct supervision and administrative oversight to 7 ADPs
- Support development and implementation of an organizational strategy to enhance digital delivery of educational and informational content.

Associate Head: Department of Agricultural Economics, Sociology, and Education (50% FTE): July 2015 – December 2016:

- Provide administrative oversight to department's five undergraduate and four graduate programs
- Advise head on strategic and tactical issues as needed
- Provide leadership for promotion and tenure in the department (July 2016-December 2016)

Assistant Director for Programs – Agricultural Entrepreneurship and Economic & Community Development: April 2012 – June 2015:

- Lead two separate extension teams (one focused on entrepreneurship, the other on economic & community development) in the development and implementation of educational programs.
- Oversee financial and personnel management for an average of 20 individuals, most of whom were housed in county offices around Pennsylvania.

State Program Leader – Agricultural Entrepreneurship: July 2008 – March 2012

- Provide statewide leadership in developing and implementing a set of educational programs and products for entrepreneurs and business owners in the ag and food sectors.

Formal Administrative and Leadership Professional Development Activities

- Food Systems Leadership Institute – September 2016-November 2018 – Multi-session course focused on individual leadership development in the context of the food system. Provided opportunities for mentorship, executive coaching, job shadowing, and ongoing web-based training. Funded by Penn State College of Agricultural Sciences.
- Public Issues Leadership Development – April 2009, April 2014, and April 2015 – Conference highlights current drivers of the federal financial model for the land grant system and how to effectively advocate for funding at the federal level. Funded by Penn State Extension.
- National Extension Leadership Development – Northcentral (NC-NELD) – January 2007-November 2007 – Multi-session course focused on individual leadership development. Funded by Penn State Extension.
- Shared Leadership Workshop – June 13-16, 2006 – Attended training with Dr. Greg Roth and Dave Hartman. Focused on how to work with others to establish and accomplish organizational goals. Funded by Penn State Extension.

Publications and Presented Papers

Peer Reviewed Journal Articles

Kelley, K., J. Bruwer, J., Zelinskie, D. Gardner, R. Govindasamy, **J. Hyde**, and B. Rickard (Accepted October 2018) "Travel Group Member Type Effects in Wine Tourism: An ECHAID Segmentation." *Tourism and Recreation Research*.

Miller, A., K.M. Kelley, D.M. Gardner, R. Govindasamy, **J. Hyde**, B. Rickard, and K. Storchmann (2018) "Assisting Mid-Atlantic wine industry stakeholders in developing consumer-centric marketing strategies: Internet survey results." [Article No. 1RIB5] *The Journal of Extension*.

Kelley, K.M., J. Zelinskie, M. Centinari, D. Gardner, R. Govindasamy, **J. Hyde**, B. Rickard, and K. Storchmann (2017) "Consumer preferences for sustainable wine attributes: A conjoint analysis." *Journal of Wine Economics* 12(4):416-425.

Snyder, E.M., H.D. Karsten, W.S. Curran, G.M. Malcolm, and **J.A. Hyde** (2016) "Green Manure Comparison between Winter Wheat and Corn: Weeds, Yields, and Economics." *Agronomy Journal* 108: 2015-2025.

Kelley, K., **J. Hyde**, and J. Bruwer (2015) "Usage Rate Segmentation: Enriching the U.S. Wine Market Profile." *International Journal of Wine Research* 7:49-61.

Kelley, K., **J. Hyde**, and J. Bruwer (2015) "U.S. Wine Consumer Preferences for Bottle Characteristics, Back Label Extrinsic Cues and Wine Composition: A Conjoint Analysis." *Asia Pacific Journal of Marketing and Logistics* 27(4):516-534.

Chamberlain, A., K. Kelley, and **J. Hyde** (2013) "Mid-Atlantic Consumer Purchasing Behavior and Knowledge of Locally Grown and Seasonal Produce." [Article No. 2RIB4] *The Journal of Extension*.

Chamberlain, A., K. Kelley, and **J. Hyde** (2013) "Comparing Consumer Preferences for Locally Grown and Certified Organic Produce in the Mid-Atlantic Region." *HortTechnology* 23(1):74-81.

Kelley, K., R. Govindasamy, and **J. Hyde** (2012) "Using On-line Bulletin Boards to Gather Preliminary Information." [Article No. 6TOT6] *The Journal of Extension*.

Cornelisse, S., **J. Hyde**, C. Raines, K. Kelley, D. Ollendyke, and J. Remcheck (2011) "Entrepreneurial extension conducted via social media." [Article No. 6TOT1] *The Journal of Extension*.

Holden, L.A., **J. Hyde**, B.J. Hilty, and E. Cowan (2011) "Challenges and Opportunities for New and Beginning Dairy Producers: A Pennsylvania Perspective." [Article No. 3RIB2]. *The Journal of Extension*.

Hyde, J., S.A. Cornelisse, and L.A. Holden. (2011) "Human resource management on dairy farms: Does investing in people matter?" *Economics Bulletin*. 31(1): 208-217.

Smith, RG, M.E. Barbercheck, D.A. Mortensen, **J. Hyde**, J and A.G. Hulting. (2011) "Effects of cover crop and tillage system on crop yields, weed abundance and net returns during the transition to organic feed grain production." *Agronomy Journal*. 103(1): 51-59.

- Kelley, K.M., **J. Hyde**, R. Crassweller, and J. Travis. (2010) "Assessing Consumer Preferences of Apple Scab-Resistant Cultivars: A Sensory Evaluation." *HortTechnology*. 20: 885-891. (Designed experiment with Kelley, helped to interpret results and write paper)
- Mischler, R., W. Curran, S. Duiker, and **J. Hyde**. (2010) "Use Of A Rolled Rye Cover Crop For Weed Suppression In No-Till Soybeans." *Weed Technology*. 24(3): 253-261. (Guided graduate student, Mischler, through economic analysis)
- Leuer, E.R., **J. Hyde**, and T. Richard. (2008) "Investing in Methane Digesters on Pennsylvania Dairy Farms: Implications of Scale Economies and Environmental Programs." *Agricultural and Resource Economics Review*. 37(2): 188-203.
- Hyde, J.**, R. Stup, and L. Holden. (2008) "The Effect of Human Resource Management Practices on Farm Profitability: An Initial Assessment." *Economics Bulletin*. 17(12): 1-10.
- Stup, R.E., L.A. Holden, and **J. Hyde**. (2007) "Profiles of Management Competencies Identified by Successful Dairy Managers." *The Professional Animal Scientist*. 23(6): 728-737.
- Hyde, J.** and B.A. Gloy. (2007) "Dynamic Strategic Responses among Advertisers: The Case of Meat Products." *Economics Bulletin*. 13(3): 1-14.
- Stokes, J.R., P.R. Tozer, and **J. Hyde**. (2007) "Identifying Efficient Dairy Producers Using Data Envelopment Analysis." *The Journal of Dairy Science*. 90: 2555-2562.
- Hyde, J.**, J.W. Dunn, A. Steward, and E.R. Hollabaugh. (2007) "Robots Don't Get Sick or Get Paid Overtime, But Are They A Profitable Option For Milking Cows?" *The Review of Agricultural Economics*. 29(2): 366-380.
- Price, J., **J. Hyde**, and D. Calvin. (2006) "Insect Resistance Management for Bt Corn: An Assessment of Community Refuge Schemes," *AgBioForum*. 9(3): 129-138.
- Zimmerman, E., L.A. Holden, J.E. Park, and **J. Hyde**. (2006) "Relationship of Dairy Producer Management Styles to Overall Return on Assets." [Article No. 6RIB6]. *The Journal of Extension*.
- Brasier, K., **J. Hyde**, R.E. Stup, and L.A. Holden. (2006) "Farm-Level Human Resource Management: An Opportunity for Extension." [Article No. 3RIB3]. *The Journal of Extension*.
- Stup, R.E., **J. Hyde**, and L.A. Holden. (2006) "Relationships Between Selected Human Resource Management Practices and Dairy Farm Performance." *Journal of Dairy Science*. 89: 1116-1120.

Dillehay, B.L., D.D. Calvin, G.W. Roth, **J.A. Hyde**, G. A. Kuldau, R. J. Kratochvil, J.M. Russo, and D.G. Voight. (2005) "Verification of a European Corn Borer (Lepidoptera: Crambidae) Loss Equation in the Major Corn Production Region of the Northeastern United States." *The Journal of Economic Entomology*. 98(1): 103-112.

Dillehay, B.L., G.W. Roth, D.D. Calvin, R. J. Kratochvil, G. A. Kuldau, and **J. Hyde**. (2004) "Performance of Bt-corn Hybrids, their Near Isolines and Leading Corn Hybrids in Pennsylvania and Maryland." *Agronomy Journal*. 96: 818-824.

Hyde, J., M. A. Martin, P. V. Preckel, L. L. Buschman, C. R. Edwards, P. E. Sloderbeck, and R. A. Higgins. (2003) "The Value of Bt Corn in Southwest Kansas: A Monte Carlo Simulation Approach." *Journal of Agricultural and Resource Economics*. 28(1): 15-33.

Hyde, J., J.R. Stokes, and P.D. Engel. (2003) "Optimal Investment in an Automatic Milking System: An Application of Real Options." *Agricultural Finance Review*. 63(1): 75-92.

Alston, J. M., **J. Hyde**, M.C. Marra, and P.D. Mitchell. (2003). "An Ex Ante Analysis of the Benefits from the Adoption of Corn Rootworm Resistant, Transgenic Corn Technology." *AgBioForum*. 5(3): 71-84.

Engel, P.D. and **J. Hyde**. (2003) "A Real Options Analysis of Automatic Milking Systems." *Agricultural and Resource Economics Review*. 32(2): 282-294.

Hyde, J. and K. Foster. (2003) "Estimating Dynamic Relationships Between Pork Advertising and Revenues." *Review of Agricultural Economics*. 25(2): 279-293.

Hyde, J. and P. Engel. (2002) "Investing in a Robotic Milking System: A Monte Carlo Simulation Analysis." *Journal of Dairy Science* 85: 2207-2214.

Gloy, B.A., **J. Hyde**, and E.L. LaDue. (2002) "Dairy Farm Management and Long-Term Farm Financial Performance." *Agricultural and Resource Economics Review*. 31(2): 233-247.

Hyde, J., M.A. Martin, P.V. Preckel, C.L. Dobbins, and C.R. Edwards. (2001) "An Economic Analysis of Non-Bt Corn Refuges." *Crop Protection* 20:167-171.

Martin, M.A. and **J. Hyde**. (2001) "Economic Considerations for the Adoption of Transgenic Crops: The Case of Bt Corn." *Journal of Nematology* 33(4): 173-177.

Hyde, J., M.A. Martin, P.V. Preckel, C.L. Dobbins, and C.R. Edwards. (2000) "The Economics of Within-Field Bt Corn Refuges." *AgBioForum* 3:315-320.

Hyde, J. and S.B. Lovejoy. (1999) "Academic Opportunities Outside the Land Grant System: Exploring a Niche Market for Agricultural Economics Ph.D. Students." *Review of Agricultural Economics* 21:140-147.

Hyde, J., M.A. Martin, P.V. Preckel, and C.R. Edwards. (1999) "The Economics of Bt Corn: Valuing Protection from the European Corn Borer." *Review of Agricultural Economics* 21:442-454.

Eales, J., **J. Hyde**, and L.F. Schrader. (1998) "A Note on Dealing with Poultry in Demand Analysis." *Journal of Agricultural and Resource Economics* 23:558-567.

Lovejoy, S.B. and **J. Hyde**. (1997) "Nonpoint-Source Pollution Defies U.S. Water Policy." *Forum for Applied Research and Public Policy* 12:98-101.

Conference Proceedings (Papers and Abstracts)

Kelley, K., **J. Hyde**, and J. Bruwer (2013) "Consumer alcohol behaviors and preferences based on wine consumption frequency." 20th Recent Advances in Retailing and Services Science Conference, pg. 50.

J.W. Dunn, H.L. Moore, and **J. Hyde** (2009) "Rural entrepreneurship, value-added agriculture, and rural policy. Food Sector Transition in the Central European Countries. Adam Czudec, Editor. Rzeszów-Miocin, Poland, P. 12-18.

Hyde, J. (2008) "The Economics of Value-Added Processing." Proceedings, 2008 Mid-Atlantic Fruit and Vegetable Convention & North American Berry Conference. p. 52-53. Hershey, PA January 29-31, 2008.

Roth, S. and **J. Hyde** (2008) "e-Management for Your Business." Proceedings, 2008 Mid-Atlantic Fruit and Vegetable Convention & North American Berry Conference. p. 62-64. Hershey, PA January 29-31, 2008.

Murphy, E., **J. Hyde**, and J. Dunn (2007) "How to Succeed at a Farmer's Market." Ekonomiczne I Społeczne Efekty Finansowego Wspierania Sektora Żywnościowego I Obszarów Wiejskich. Ropczyce. pp. 7-12.

Hyde, J., P. Engel, and B. Lang (2002) "Investing in Robotic Milkers on North American Dairy Farms: Now, Later, or Never?" The First North American Conference on Robotic Milking. Wageningen Pers, The Netherlands.

Dillehay, B.L., G.W. Roth, D.D. Calvin, G.A. Kuldau, **J.A. Hyde**, and R. Kratochvil (2002) "Performance of Bt corn hybrids, their near isolines, and leading corn hybrids in Pennsylvania and Maryland." Abstracts of Technical Papers, N.E. Branch ASA, July 11-14, Morgantown, WV.

Dillehay, B.L., G.W. Roth, D.D. Calvin, G.A. Kuldau, **J.A. Hyde**, and R. Kratochvil (2002) "Performance of Bt corn hybrids, their near isolines, and leading corn hybrids in Pennsylvania and Maryland." Agronomy Abstracts 2002 Annual Meeting.

Dillehay, B.L., G.W. Roth, D.D. Calvin, G.A. Kuldau, **J.A. Hyde**, and R. Kratochvil (2002) "Performance of Bt corn hybrids, their near isolines, and leading corn hybrids in Pennsylvania and Maryland." Proceedings Northeast Corn Improvement Conference p. 24-28, Virginia Beach, Feb 11-13, 2002.

Hyde, J., M.A. Martin, P.V. Preckel, C.L. Dobbins, and C.R. Edwards (1999) "The Economics of Refuge Design for Bt Corn." *American Journal of Agricultural Economics* 81:1291.

Hyde, J. and K. Foster (1999) "Exploring the Dynamic Relationship between Advertising and Revenues within the Pork Industry." *American Journal of Agricultural Economics* 81:1316.

Hyde, J., M.A. Martin, P.V. Preckel, and C.R. Edwards (1998) "Analyzing the Economics of Bt Corn." *American Journal of Agricultural Economics* 80:1179.

Papers & Posters Presented at Technical and Professional Meetings

Kelley, K. M., J. Zelinskie, M. Centinari, D.M. Gardner, R. Govindasamy, **J. Hyde**, B. Rickard, and K. Storchmann (2017) "Consumer preferences for sustainable wine attributes: A conjoint analysis." Annual Meeting, American Association of Wine Economists, Padua, Italy.

Zelinskie, J., K. Kelley, D. Gardner, R. Govindasamy, **J. Hyde**, B. Rickard, and K. Storchmann (2017) "An assessment of winery tasting room marketing strategies based on Mid-Atlantic (New Jersey, New York, and Pennsylvania) consumer surveys." Annual Meeting, American Society of Enology and Viticulture/Eastern Section, Charlottesville, VA

Kelley, K., A. Miller, D. Gardner, R. Govindasamy, **J. Hyde**, B. Rickard, K. Storchmann (2016) "Characteristics of wine consumers in the Mid-Atlantic states: A statistical analysis." American Association of Wine Economists, Annual Meeting, Bordeaux, France.

Kelley, K., **J. Hyde**, and J. Bruwer (2013) "Consumer alcohol behaviors and preferences based on wine consumption frequency." 20th Recent Advances in Retailing and Services Science Conference, Philadelphia, PA.

Kelley, K. and **J. Hyde** (2012) "Consumer preferences for wine bottle back label attributes: A conjoint analysis." Food Distribution Research Society, Annual Meeting, San Juan, PR.

Hyde, J. and K.M. Kelley (2011) "Social Media Marketing for Value-Added Products." 2011 National Value-Added Agriculture Conference. Pittsburgh, PA.

Chamberlain, A., K.M. Kelley, and **J. Hyde** (2011) “Urban Consumers Perspective on Market Opportunities for Mid-Atlantic Specialty Food Products.” 2011 National Value-Added Agriculture Conference. Pittsburgh, PA.

Kelley, K.M. and **J. Hyde** (2010) “Processed Apple Products.” 2010 American Society for Horticultural Science meeting. Palm Desert, CA.

Chamberlain, A., K. Kelley, and **J. Hyde** (2010) “Consumer Purchasing Behavior and Attitudes toward Locally-grown and Certified Organic Food Products in the Mid-Atlantic Region” 2010 American Society for Horticultural Science meeting. Palm Desert, CA.

Chamberlain, A., K. Kelley, and **J. Hyde** (2010) “Consumer purchasing behavior, knowledge of, and attitudes towards locally-grown produce in the Mid-Atlantic region.” 2010 Northeastern Agricultural and Resource Economics Association Workshop. Atlantic City, NJ.

Chamberlain, A., K. Kelley, and **J. Hyde** (2009) “Consumer purchasing behavior and preferences for locally-grown, certified-organic produce and value-added products in the mid-Atlantic region.” 2009 American Society for Horticultural Science meeting. St. Louis, MO.

Kelley, K.M., **J. Hyde**, J. Travis, and R. Crassweller (2009) “Use of a sensory evaluation to assess consumer acceptance and preferences of lesser-known cultivars of apple scab resistant fresh apples.” 2009 American Society for Horticultural Science meeting. St. Louis, MO.

Holden, L., **J. Hyde**, B. Hilty, E. Cowan, and J. Frey (2009) “Pennsylvania New and Beginning Dairy Producer Transition Initiative.” 17th International Farm Management Association Congress. Bloomington, IL.

Hyde, J., S. Roth, and L. Holden (2009) “Human Resource Management on Dairy Farms: Does Investing in People Matter?” Northeastern Agricultural and Resource Economics Association meeting. Burlington, VT.

Kelley, K., **J. Hyde**, and A. Chamberlain (2009) “Consumer preferences for Locally-grown and Certified Organic Produce and Value-Added Products.” 2009 Farm-to-Table Conference. Pittsburgh, PA.

Leuer, E. and **J. Hyde** (2008) “Anaerobic Digester Investment: An Application of Real Options with Multiple Jump Processes” American Agricultural Economics Association Meeting. Orlando, FL.

Leuer, E., **J. Hyde**, and T. Richard (2007) “Investing in Methane Digesters on Pennsylvania Dairy Farms: An Initial Assessment.” Crossover 2007: Bioenergy From Field to Wheels. University Park, PA.

Murphy, E., **J. Hyde**, and J. Dunn (2007) “How to Succeed at a Farmer’s Market.” Ekonomiczne I Społeczne Efekty Finansowego Wspierania Sektora Żywnościowego I Obszarów Wiejskich. Ropczyce, Poland

Murphy, E., **J. Hyde**, and J. Dunn (2007) “How to Succeed at a Farmer’s Market.” International Extension Conference. Vinnitsa, Ukraine.

Barbercheck, M., D. Mortensen, A. Hulting, R. Jabbour, H. Karsten, E. Sanchez, S. Duiker, **J. Hyde**, N.E. Kiernan (2007). Balancing Pest Management and Soil Quality in a Transitional System. Entomological Society of America 55th Annual Meeting. San Diego, CA.

Leuer, E.L., **J. Hyde**, and T. Richard (2007). “Investing in Methane Digesters on Pennsylvania Dairy Farms: Implications of Scale Economies and Environmental Programs.” Northeastern Agricultural and Resource Economics Association meeting. Rehoboth Beach, DE.

Price, J., **J. Hyde**, and D.D. Calvin (2005) “An Economic Analysis for Community Refuge Requirements for Insect Resistant Bt Corn.” Northeastern Agricultural and Resource Economics Association meeting. Annapolis, MD.

Hilty, B.J., L.A. Holden, and **J. Hyde** (2004) “Financial Drivers of Profitability in Dairy Businesses.” American Dairy Science Association meeting. St. Louis, Missouri.

Stup, R., L. Holden, and **J. Hyde** (2004) “Assessing the Occupational Profiles of Senior- and Middle-level Dairy Managers.” American Dairy Science Association meeting. St. Louis, Missouri.

Engel, P.D. and **J. Hyde** (2003) “A Real Options Approach to Investment Analysis of Automatic Milking Systems.” American Agricultural Economics Association meeting. Montreal, Canada.

Hyde, J., L. Holden, B.J. Hilty, S. Roth, R. Stup (2003) “A Profile of Profitable Dairy Farm Managers.” American Agricultural Economics Association meeting. Montreal, Canada.

Alston, J.M., **J. Hyde**, and M. Marra (2003) “An Ex Ante Analysis of the Benefits from the Adoption of a Corn Rootworm Resistant Varietal Technology.” Australian Agricultural and Resource Economics Association meeting. Fremantle, Western Australia.

Calvin, D. D., G. Roth, D. Voight, B. Kratochvil, G. Kulda, J. Losey, and **J. Hyde** (2003) “Evaluate the Impact of Transgenic Crops on Integrated Pest Management.” Report on Objective #1 of NC-205 Regional Research Committee. Kansas City, MO.

Hyde, J. and B. Gloy (2002) “An Evaluation of Meat Advertisers’ Reactions to Competitors’ Advertising and Revenues.” Northeastern Agricultural and Resource Economics Association meeting. Camp Hill, PA.

Hyde, J. and P. Engel (2002) “Estimating the Value of Robotic Milkers on U.S. Dairy Farms Using Monte Carlo Simulation.” Northeastern Agricultural and Resource Economics Association meeting. Camp Hill, PA.

Gloy, B., **J. Hyde**, and E. LaDue (2001) “Dairy Farm Management and Long-Term Farm Performance: Evidence from Panel Data.” American Agricultural Economics Association meeting. Chicago, IL.

Hyde, J., M. A. Martin, P. V. Preckel, C. L. Dobbins, and C. R. Edwards (2000) “Estimating the Value of Bt Corn: A Multi-State Comparison.” American Agricultural Economics Association meeting. Tampa, FL.

Martin, M. A. and **J. Hyde** (2000) “Economic Considerations for the Adoption of Transgenic Crops: The Case of Bt Corn.” Presented at the Society of Nematologists’ Annual Meeting. Quebec City, Canada.

Martin, M. A. and **J. Hyde** (1999) “The Economics of Bt Corn: Adoption and Optimal Refuge Considerations for the Corn Belt.” Presented at the American Seed Trade Association's Corn and Sorghum Seed Research Conference. Chicago, IL.

Edwards, C.R., **J. Hyde**, M. A. Martin, P. V. Preckel, and C. L. Dobbins (1999) “Building an Economic Refuge: Profitably Extending the Life of Bt Corn.” Presented at the XX International Working Group on Ostrinia (IWGO) Conference. Adana, Turkey.

Hyde, J. and K. Foster (1999) “Exploring the Dynamic Relationship between Advertising and Revenues within the Pork Industry.” American Agricultural Economics Association meeting. Nashville, TN.

Hyde, J., M.A. Martin, P.V. Preckel, C.L. Dobbins, and C.R. Edwards (1999) “The Economics of Refuge Design for Bt Corn.” American Agricultural Economics Association meeting. Nashville, TN.

Hyde, J., M.A. Martin, P.V. Preckel, and C.R. Edwards (1998) “Analyzing the Economics of Bt Corn.” American Agricultural Economics Association meeting. Salt Lake City, UT.

Staff Papers

Alston, J.M., **J. Hyde**, and M.C. Marra (2002) “An Ex Ante Analysis of the Benefits from the Adoption of Monsanto’s Corn Rootworm Resistant Varietal Technology -

YieldGard Rootworm.” NSF Center for Integrated Pest Management. Technical Bulletin 103. North Carolina State University.

Hyde, J., P. Engel, and B. Lang (2002) “Investing in Robotic Milkers on North American Dairy Farms: Now, Later, or Never?” Staff Paper Number 347, Department of Agricultural Economics and Rural Sociology, The Pennsylvania State University.

Gentile, A. and **J. Hyde** (2002) “The Economic Growth and Tax Relief Reconciliation Act of 2001 and The Job Creation and Worker Assistance Act of 2002.” Staff Paper Number 354, Department of Agricultural Economics and Rural Sociology, The Pennsylvania State University.

Hyde, J., M.A. Martin, P.V. Preckel, C.L. Dobbins, and C.R. Edwards (2000) “Estimating the Value of Bt Corn: A Survey.” Staff Paper 01-00, Department of Agricultural Economics, Purdue University.

Morse, B.A. and **J. Hyde** (2000) “Estimation of Cartel Overcharges: The Case of Archer Daniels Midland and the Market for Lysine.” Staff Paper 08-00, Department of Agricultural Economics, Purdue University

Hyde, J. and S.B. Lovejoy (1997) “Job Opportunities for Agricultural Economists at Non-Land Grant Colleges.” Staff Paper 97-14, Department of Agricultural Economics, Purdue University.

Hyde, J. and S.B. Lovejoy (1995) “Recycling: The High Cost of Being Environmentally Correct.” Staff Paper 95-13, Department of Agricultural Economics, Purdue University.

Extension Bulletins, Circulars, and Fact Sheets

Cornelisse, S., K. Dickinson, **J. Hyde.**, L. Kime, W. McGee, and D. Ollendyke (2011) “Your Future in Focus.” Cooperative Extension, Penn State University, July 2011.

Miller, A.N. and **J. Hyde** (2009) “Using Press Releases Effectively.” *Value-Added Marketing*.

Roth, S., **J. Hyde**, A. Gloy, and M. Kelly (2008) “Get More from Your Milk: Increasing Profits through Value-added Products.” Cooperative Extension, Penn State University, August 2008.

Miller, A.N., **J. Hyde**, and S. Morisco (2008) “Marketing to Ethnic Segments: Halal Products.” *Value-Added Marketing*.

Hyde, J. (2008) “Direct Mailing as a Promotional Strategy.” *Value-Added Marketing*.

Hyde, J. (2008) “What is Value-Added Agriculture?” *Value-Added Marketing*.

K. Kelley and **J. Hyde** (2008) "Layout and Design for Retail Agricultural Businesses." *Value-Added Marketing*.

K. Kelley and **J. Hyde** (2008) "Merchandise Presentation for Retail Agricultural Businesses." *Value-Added Marketing*.

Murphy, E. and **J. Hyde** (2007) "Standing Out at a Farmers' Market." *Value Added Marketing*.

Hyde, J. and S. Morisco (2006). "Marketing to Ethnic Segments: Kosher Products." *Value Added Marketing*.

Hyde, J. and S. Meyer (2006). "Mail Order & Internet." *Value-Added Marketing*.

Hyde, J. and S. Meyer (2005). "Farm-Based Bed & Breakfast." *Value-Added Marketing*.

Roth, S. and **J. Hyde** (2003) "Custom Agricultural Business: A Guide to Get You Started." Cooperative Extension, Penn State University. 32 pp.

Roth, S. and **J. Hyde** (2003) "Making Custom Work Profitable." Cooperative Extension, Penn State University. 8 pp.

Hyde, J. and S. Roth (2002) "Agri-Business Planning: Providing Direction for Agricultural Firms." Cooperative Extension, Penn State University. 12 pp.

Roth, S. and **J. Hyde** (2002) "2000 Dairy Farm Business Analysis." Cooperative Extension, Penn State University. 22 pp.

Roth, S. and **J. Hyde** (2002) "Partial Budgeting for Agricultural Businesses." Cooperative Extension, Penn State University. 7 pp.

Shields, M. and **J. Hyde** (2002) "The Role of Dairy Production in the Pennsylvania Economy." Cooperative Extension, Penn State University. 4 pp.

Hyde, J. and J. W. Dunn (2002) "Efficiency and Profitability of Pennsylvania Dairy Farms:1995-1999." Cooperative Extension, Penn State University. 11 pp.

Greaser, G., K. Bailey, and **J. Hyde** (2001) "1999 Dairy Farm Business Analysis." Cooperative Extension, Penn State University. 20 pp.

Hyde, J., M. A. Martin, P. V. Preckel, and C. R. Edwards (2001) "The Economics of Bt Corn: Adoption Implications." Extension Bulletin ID-219, Cooperative Extension Service, Purdue University. 11 pp.

Obermeyer, J., L. Bledsoe, C. R. Edwards, and **J. Hyde** (1998) "European Corn Borer: Potential for 1999 Problems and How Bt Corn Fits In." Extension Bulletin FF-16, Cooperative Extension Service, Purdue University. 2 pp.

National Press Publications

Hyde, J. and P. Engel. (2005) "Research Suggests Robots May Be Profitable." *Hoard's Dairyman*. 150(17): 661.

Hyde, J., L. Holden, and A. Bair. (2003). "Survey Revealed Consultants Were Well Received." *Hoard's Dairyman*. 148(6): 242-243.

Roth, S. and **J. Hyde**. (2003) "Does Efficiency Equal Profitability." *Hoard's Dairyman*. 148(6): 498. (Also translated for *Hoard's Dairyman en Español*, October 2003)

Roth, S. and **J. Hyde**. (2003) "Specializing Could Free Up Money and Boost Profits." *Hoard's Dairyman*. 148(7): 555.

Mitchell, P., J. Alston, **J. Hyde**, and M. Marra. (2003). "Benefits from Transgenic Maize Resistant to Corn Rootworm." *ISB News Report*. October 2003.

Grant Activity

Since assuming my position at Penn State, I have been a principal investigator or co-principal investigator on 32 grants totaling over \$8.3 million.

Teaching

This section outlines my teaching experience in two areas; Extension and resident education.

Extension Education

My Extension programs focused on developing farmers' capabilities to lead and manage a viable farm business. I addressed topics such as business planning, marketing, and human resource management. I used several different methods to disseminate my program. I trained county-based Extension educators, trained business managers directly, and utilized e-learning methods. I was an early adopter of Social Media (e.g. Facebook and Twitter) to connect directly with farmers, business managers, and extension educators. This was an effective means of reaching audiences not available by traditional methods.

Resident Education

Although I had no formal teaching component to my appointment, I maintained a presence in the teaching program by providing independent study opportunities and

advising the undergraduate National Agri-Marketing Association (NAMA) club at Penn State. My NAMA responsibilities included leadership for the development of a marketing plan for national competition. The independent studies I have offered include one on assessing marketing options for a tomato producer and one on development of business plans for students.

I have served on 18 graduate committees. Of these, I have chaired five committees. Details are provided in a table below.

Student	Degree Program	Year Completed
Sarah Roth	M.S. - Agricultural Economics	2001
Timi Scaletta	M.S. - Agricultural Economics	2001
Phoebe Engel*	M.S. - Agricultural Economics	2002
Bryan Dillehay	M.S. - Agronomy	2003
Annette Steward*	Master of Agriculture	2005
Jennifer Price*	M.S. - Agricultural Economics	2005
Amanda Kohler*	Master of Agriculture	2005
Bryan Dillehay	Ph.D. - Agronomy	2007
Grigorios Emvalomatis	M.S. - Agricultural Economics	2007
Bryan House	M.S. - Dairy Science	2008
Ruth Mick	M.S. - Agronomy	2008
Elizabeth Leuer*	M.S. - Agricultural Economics	2008
Alwin Jimenez	Ph.D. – Agricultural Economics	2011
Amy Chamberlain*	M.S. – Horticulture	2011
Abigail Miller	M.S. - Horticulture	2015
Rigo Mesa	M.P.S. – CEDEV [#]	2015
Carla Snyder	M.P.S. – CEDEV	2016
Haleigh Summers	M.S. - Agronomy	Current

* Indicates role as chair or co-chair of student committee

[#] Community and Economic Development Master of Professional Studies program

Consulting

- PMAS-Arid Agriculture University Rawalpindi, 2015. Served as external reviewer for three PhD students' dissertations.
- Colorado State University, 2011. Reviewed materials associated with a business planning curriculum that is being developed by Colorado State University personnel in conjunction with several other colleagues in western states.
- Fair Food, 2009. Developed an analytical model for use in their applied research program.
- Geer & Herman, P.C. and Weston-Hurd, LLP, 2007. Expert witness in legal case.
- Timothy Ruth, 2006. Provided peer review of report related to the economic impact of condemning a farm operation for the purpose of taking it by eminent domain to establish an agricultural heritage park.

- The Rodale Institute, 2005-07. Provide general advisory input related to an online organic budget generator model they are developing under contract with the USDA's Risk Management Agency.
- Brinser, Wagner, and Zimmerman, 2003. Estimated damages incurred by Juniata County dairy farmer resulting from an automobile accident in which he was involved.
- Monsanto, 2001. Estimated farm level benefits of adopting Bt corn for rootworm control.
- John Connor, 2000. Confidential data analysis.

Honors and Awards

- Member of Phi Sigma Theta, Junior College Honor Society (1991)
- Member of Gamma Sigma Delta, Agriculture Honor Society (2000)
- Best Journal Article Reviewer Award, Soil and Water Conservation Society (2000)
- Roy C. Buck Award (2003) in recognition of best refereed article published in a scholarly journal in the previous two years by an untenured faculty member in the college whose research involves the social or human sciences.
- Northeast Regional Education Technology Team Award (2007) - Northeast Region of the National Association of Community Development Extension Professionals in recognition of team's effort to use video teleconference technology to teach Tilling the Soil of Opportunity (with Mark Douglass, Don Fretts, Lynn Kime, Jon Laughner, Andrew Martin, Winifred McGee, and Sarah Roth)
- National Education Technology Team Award (2007) - Northeast Region of the National Association of Community Development Extension Professionals in recognition of team's effort to use video teleconference technology to teach Tilling the Soil of Opportunity (with Mark Douglass, Don Fretts, Lynn Kime, Jon Laughner, Andrew Martin, Winifred McGee, and Sarah Roth).
- National Institute of Food and Agriculture Partnership Award for Multistate Efforts (2010) – In recognition of the National Food MarketMaker Project Team.
- Weed Science Society of America (2011) – Outstanding Paper in *Weed Technology* Journal. (With Ruth Mischler, William Curran, and Sjoerd Duiker)

Major Service Activities

Service to the Profession

- Board of Directors (member) Northeast Agricultural and Resource Economics Association: 2008-2011.
- Conference Planning Committee (member) National Value-Added Agriculture Conference: 2010-2011.

Service to the Public

- Board of Directors (member) Penns Valley Area School District: 2013-Present.

- Centre County 4-H Program Development Committee (member): 2018-Present