

## POSITION

Professor and holder of the Barry Pollard, MD / P&K Equipment, Inc. Professorship, Oklahoma State University, Department of Agricultural Economics  
Position is 40% teaching & advising and 60% research.

## EDUCATION

Ph.D., Economics, North Carolina State University (Committee Chair: Michele Marra), 2001  
M.S., Agricultural Economics, Kansas State University (Committee Chair: Ted C. Schroeder), 1997  
B.S., Agricultural Economics, Clemson University, 1996

**TWENTY-TWO AWARDS AND HONORS**—16 teaching & advising honors; 5 awards for exemplary journal articles; 1 Outreach award.

## BOOKS

UNDERGRADUATE TEXTBOOK: Norwood, F. B. and Jayson L. Lusk. 2007. *Agricultural Marketing and Price Analysis*. Prentice-Hall. Has been translated to Greek.

ACADEMIC BOOK: Norwood, F. B. and Jayson L. Lusk. 2011. *Compassion by the Pound: The Economics of Farm Animal Welfare*. Oxford University Press.

ACADEMIC BOOK: Norwood, F. Bailey, Michelle Calvo, Sarah Lancaster, and Pascal Oltenacu. 2014. *Agricultural Controversies: What Everyone Needs To Know*. Oxford University Press.

ACADEMIC BOOK: Norwood, F. Bailey, and Tamara L. Mix. 2019. *Meet the Food Radicals*. Oxford University Press.

NOVEL: Norwood, F. B. 2013. *Matrona's Four Children: A Tale of Harmony and Discord*. A historical and economic fiction. Independently published, so it's not a "real" publication.

## SIXTY-FIVE REFEREED JOURNAL PUBLICATIONS

- Most valuable methodological contributions concern the development of inferred valuation, calibrated auction-conjoint valuation method, and the out-of-sample log-likelihood model selection method.
- Two articles in the *Journal of Environmental Economics & Management*.
- Five articles in the *American Journal of Agricultural Economics*.
- Four articles on excellent teaching and advising.
- Thirteen articles regarding farm animal welfare.
- Forty-three articles concerning surveys, valuation, and consumer psychology.
- Second most cited *American Journal of Agricultural Economics* article in 2013

## MOST WIDELY-READ AND INTERESTING PUBLICATIONS

Lusk, Jayson L. and F. Bailey Norwood. 2009. "An Inferred Valuation Method." *Land Economics*. 85(3):500-514.

Malone, Trey and F. Bailey Norwood. 2019. "Gluten aversion is not limited to the political left." *Agriculture and Human Values*. doi:10.1007/s10460-019-09958-7.

## MOST INTERESTING TEACHING ACCOMPLISHMENT

Taught a MOOC (massive open online course) titled *Farm to Fork* to 79 enrolled students and approximately 800 students taking the course for free (non-credit).

## MOST WIDELY VIEWED VIDEO

TED\* talk titled: *A Class Worthy of Netflix*, about my *Farm to Fork* class.

(<https://www.youtube.com/watch?v=X6hXQlObRtw>)

**BOOK AND MEDIA REVIEW EDITOR**—*American Journal of Agricultural Economics*.

## Brief Bio

Raised in South Carolina, Bailey attended Clemson University for his B.S. and Kansas State University for his M.S., both in the field of agricultural economics. He then became "Dr. Norwood" by obtaining his PhD in Economics from North Carolina State University, and is now the Barry Pollard MD / P&K Professor of Agribusiness at Oklahoma State University. Though he has myriad research interests his specialty is consumer preference research. In addition to publishing over 60 peer reviewed journal articles he has written three books on controversial agricultural topics and one undergraduate textbook. As a teacher he is known as an innovator, as he currently teaches three courses that he designed from scratch and are not taught at other agricultural economics departments: Farm to Fork, Researching Consumer Food Preferences, and Quantitative Supply Chain Management in Agribusiness.

## EDUCATION

Ph.D., Economics, North Carolina State University (Committee Chair: Michele Marra), 2001  
M.S., Agricultural Economics, Kansas State University (Committee Chair: Ted C. Schroeder), 1997  
B.S., Agricultural Economics, Clemson University, 1996

## EXPERIENCE

Barry Pollard MD / P&K Equipment Professorship in Agribusiness (6/16 - present)  
Professor, Oklahoma State University, Department of Agricultural Economics (6/14-6/16).  
Position is 50% research and 50% teaching and advising.  
Associate Professor, Oklahoma State University, Department of Agricultural Economics (6/07-6/14).  
Assistant Professor, Oklahoma State University, Department of Agricultural Economics (12/02-06/07).  
Postdoctoral Research Assistant, North Carolina State University, Department of Agricultural and Resource Economics (5/01-12/02).

## AWARDS AND HONORS

2018 Aggie-X Faculty Advisor of the Year  
2016 National Award for Excellence in Teaching by the USDA/APLU  
2016 Honorary Mortar Board Initiate  
2014-2015 Outreach Faculty Excellence Award  
2015 WAEA Outstanding Undergraduate Teaching Award, More than Ten Years Experience  
2015 Outstanding Faculty Member Award from The Four Governing Greek Councils  
2014 Aggie-X Faculty Advisor of the Year  
2013 James A. Whatley Award for Meritorious Research in Agricultural Sciences  
2012 Aggie-X Faculty Advisor of the Year  
2011 E. B. Knight Journal Article Award (NACTA Journal)  
2010 CASNR Exemplary Faculty Award  
2008 CASNR Exemplary Faculty Award  
2008 AAEE Distinguished Teaching Award, Less than Ten Years Experience  
2008 Aggie-X Faculty Advisor of the Year  
2008 Jack Everly Award (*NACTA Journal*)  
2007 Merrick Foundation Teaching Award  
2007 Western Agricultural Economics Association Outstanding Published Research Award  
2007 Alpha Zeta Outstanding Teacher Award  
2007 Order of Omega Outstanding Teacher Award  
2007 Aggie-X Teacher of the Year  
2005 Outstanding Journal Article, *Journal of Agricultural and Resource Economics*  
2005 USDA-NASULGC New Teacher Award  
2005 North American Colleges and Teachers of Agriculture (NACTA) Teaching Award of Merit  
2001 NCSU College of Agricultural and Life Sciences Outstanding Graduate Teaching Assistant  
1991 Eagle Scout

## BOOKS

- Norwood, F. Bailey and Jayson L. Lusk. 2007. *Agricultural Marketing and Price Analysis*. Prentice-Hall.  
An advanced undergraduate textbook. Has been translated into Greek.
- Norwood, F. Bailey and Jayson L. Lusk. 2011. *Compassion, by the Pound*. Oxford University Press.
- Norwood, F. Bailey, Michelle Calvo, Sarah Lancaster, and Oltenacu Pascal. 2014. *Agricultural Controversies: What Everyone Needs To Know*. Oxford University Press.
- Norwood, F. Bailey and Tamara L. Mix. 2019. *Meet the Food Radicals*. Oxford University Press.

## REFEREED JOURNAL PUBLICATIONS

65. Reed, Melissa, F. Bailey Norwood, W. Wyatt Hoback, and Angel Riggs. 2021. "A survey of willingness to consume insects and a measure of college student perceptions of insect consumption using Q methodology." <https://doi.org/10.1016/j.fufo.2021.100046>.
64. Norwood, F. Bailey. 2021. "Perceived impact of information signals on opinions about gluten-free diets." *PLoS ONE* 16(4): e0248570.
63. Norwood, F. Bailey and Derrell Peel. 2021. "Supply Chain Mapping to Prepare for Future Pandemics." *Applied Economic Perspectives and Policy*. 43(1): 412-429.
62. Du, Catherine and F. Bailey Norwood. 2020. "An Online Survey of Chinese Familiarity With and Attitudes Towards Pecans." *Journal of Agribusiness*. 38(1):45-61.
61. Ricci, Gianna and F. Bailey Norwood. 2020. "A Sensory Analysis of Raw Native, 'Kanza', and 'Pawnee' Pecans." *HortTechnology*. 39(6):725-732.
60. Ahn, Sunjin and F. Bailey Norwood. 2021. "Measuring Food Insecurity During the Covid-19 Pandemic of Spring 2020." *Applied Economic Perspectives and Policy*. 43(1): 162-168.
59. Alwahabi, Zuhrah, Aaron Ates, and F. Bailey Norwood. "How Food Pantries Help Mitigate Food Insecurity." *Choices Magazine*. Choices Infographic Series—Volume 1, 2020.
58. Drohan, Christopher M. and F. Bailey Norwood. 2020. "From Tunnel-Vision to Panoramic Fog—An Essay on How Philosophy Can Help us Better Understand Consumers' Pursuit of Ethical Food." *Applied Economic Perspectives and Policy*. 42(3): 421-433.
57. Feuz, Ryan, F. Bailey Norwood, and R. Ramanathan. 2020. "Do Consumers have an Appetite for Discolored Beef?" *Agribusiness: an International Journal*. 1-22.
56. Feuz, Ryan, F. Bailey Norwood, and R. Ramanathan. 2020. "The Spillover Effect of Marketing Discolored Beef on Consumer Preferences for Non-Discolored Beef." *Journal of Agricultural and Applied Economics*. 52:160-176.
55. Sunjin, Ahn, Travis A. Smith, and F. Bailey Norwood. 2020. "Can Internet Surveys Mimic Food Insecurity Rates Published By The US Government?" *Applied Economic Perspectives and Policy*. 42(2):187-204.
54. Malone, Trey and F. Bailey Norwood. 2020. "Gluten aversion is not limited to the political left." *Agriculture and Human Values*. 37:1-15.55.
53. Feuz, Ryan and F. Bailey Norwood. 2019. "Valuing College Graduate Attributes and Skills: Employer Willingness to Pay as Elicited through Design Evaluation." *Applied Economics Teaching Resources*. 1(2):14-30.
52. Andrew S. Paul, Jayson L. Lusk, F. Bailey Norwood, and Glynn T. Tonsor. 2019 "An Experiment on the Vote-Buy Gap with Application to Cage-Free Eggs." *Journal of Behavioral and Experimental Economics*. 79:102-109.

51. Norwood, F. Bailey and Renee Albers-Nelson. October 9, 2018. "Short Communication: Similar wheat varieties can impart different flavors." *Journal of Cereal Science*. doi: 10.1016/j.jcs.2018.10.002.
50. Gagelman, Lance and F. Bailey Norwood. 2018. "Investigating the Greenhouse Gas Emissions of Grass-Fed Beef Relative to Other Greenhouse Gas Abatement Strategies." *Rangeland Journal*. 40:513-525.
49. Norwood, F. Bailey, Glynn Tonsor, and Jayson L. Lusk. 2018. "I Will Give You My Vote but Not My Money: Preferences for Public versus Private Action in Addressing Social Issues." *Applied Economic Perspectives and Policy*. doi:10.1093/aep/ppy002.
48. Depue, Sandra Molly, Morgan Marie Neilson, Jayson L. Lusk, Gretchen Mafi, F. Bailey Norwood, Ranjith Ramanathan, and Deborah VanOverbeke. January 17, 2018. "Preference evaluation of ground beef by untrained subjects with three levels of finely textured beef." *PLoS ONE*. 13(1): e0190680. <https://doi.org/10.1371/journal.pone.0190680>.
47. Jacques, Eryn and F. Bailey Norwood. 2017. "Consumer Preference for Goat Meat in a Blind Sensory Analysis." *Sheep and Goat Journal*. 32:28-35.
46. Bell, Eryn, F. Bailey Norwood, and Jayson L. Lusk. 2017. "Are Consumers Willfully Ignorant About Animal Welfare?" *Animal Welfare*. 26:399-402.
45. Lusk, Jayson L. and F. Bailey Norwood. 2016. "Some vegetarians spend less money on food, others don't." *Ecological Economics*. 130:232-242.
44. Norwood, F. Bailey. November 13, 2015. "Understanding the Food Democracy Movement." *Choices*.
43. Marette, Stephen, Jayson L. Lusk, and F. Bailey Norwood. 2015. "Choosing for Others." *Applied Economics*. 48(22):2093-2111.
42. Lusk, Jayson L., Stephan Marette, and F. Bailey Norwood. October 27, 2013. "The Paternalist Meets His Match." *Applied Economic Perspectives and Policy*.
41. Smithson, Katie, Max Corbin, Jayson L. Lusk, and F. Bailey Norwood. 2014. "Predicting State-Wide Votes on Ballot Initiatives to Ban Battery Cages and Gestation Crates." *Journal of Agricultural and Applied Economics*. 46(1):107-124.
40. Norwood, F. Bailey. Forthcoming. "Farm Animal Welfare: Economics." *Encyclopedia of Animal Science*. Second edition.
39. Lusk, Jayson L. and F. Bailey Norwood. 2011. "Animal Welfare Economics." *Applied Economic Perspectives and Policy*. 33(4):463-483.
38. Thompson, P. B., M. Appleby, L. Busch, L. Kalof, M. Miele, F. B. Norwood, and E. Pajor. 2011. "Values and Public Acceptability Dimensions of Sustainable Egg Production." *Poultry Science*. 90:2097-2109.
37. Sumner, D. A., H. Gow, D. Hayes, W. Matthews, F. B. Norwood, J. T. Rosen-Molina, and W. Thurman. 2011. "Economic and Market Issues on the Sustainability of Egg Production in the United States." *Poultry Science*. 90:241-250.
36. Wilson, Mary, Carol Cook, and F. Bailey Norwood. 2010. "The Attributes and Attribute-Consequences of Great College Teachers." *The North American Colleges & Teachers of Agriculture Journal*. 54(4):55-65. **(Winner of the 2011 E. B. Knight Award)**
35. Lusk, Jayson L. and F. Bailey Norwood. 2010. "Speciesism, Altruism, and the Economics of Animal Welfare." *European Review of Agricultural Economics*. 39(2):189-212.

34. Norwood, F. Bailey and Jayson L. Lusk. 2011. "A Calibrated Auction-Conjoint Valuation Method: Valuing Pork and Eggs Produced Under Differing Animal Welfare Conditions." *Journal of Environmental Economics and Management*. 62:80-94.
33. Briggeman, Brian and F. Bailey Norwood. 2011. "Employer Assessment of the College Graduate: What Advisors Need To Know." *Natural Resources and Life Sciences Education*. 40:19-28.
32. Lusk, Jayson L. and F. Bailey Norwood. 2011. "Non-Market Valuation by Prediction Markets." *Applied Economic Letters*. (ifirst)1466-4291.
31. Seibert, Lacey and F. Bailey Norwood. 2011. "Production Costs and Animal Welfare for Four Stylized Hog Production Systems." *Journal of Applied Animal Welfare Science*. 14(1):1-17.
30. Chang, J. B., Lusk, Jayson L. Lusk, and F. Bailey Norwood. 2010. "The Price of Happy Hens: A Hedonic Analysis of Retail Egg Prices." *Journal of Agricultural and Resource Economics*. 35(3):406-423.
29. Prickett, Rob, F. Bailey Norwood, and Jayson L. Lusk. 2010. "Consumer Preferences for Farm Animal Welfare: Results From a Telephone Survey of U.S. Households." *Animal Welfare*. 19:335-347.
28. Lusk, Jayson L. and F. Bailey Norwood. 2010. "Direct v. Indirect Questioning: An Application to the Well-Being of Farm Animals." *Social Indicators Research*. 96:551-565.
27. Norwood, F. Bailey and Jayson L. Lusk. 2009. "The Farm Animal Welfare Debate." *Choices*. 24(3).
26. Lusk, Jayson L. and F. Bailey Norwood. 2009. "Some Economic Benefits and Costs of Vegetarianism." *Agricultural and Resources Economics Review*. 38(2):109-124.
25. Boyer, Tracy, Brian Briggeman, and F. Bailey Norwood. 2009. "Demand for Multimedia in the Classroom." *Journal of Agricultural and Applied Economics*. 41(3):791-808.
24. Lusk, Jayson L. and F. Bailey Norwood. 2009. "Bridging the Gap between Laboratory Experiments and Naturally Occurring Markets." *Journal of Environmental Economics and Management*. 58(2):236-250.
23. Arunachalam, Bharath, F. Bailey Norwood, Jayson L. Lusk,, and Shida R. Henneberry. 2009. "An Empirical Investigation Into the Excessive-Choice Effect." *American Journal of Agricultural Economics*. 91(3):810-825.
22. Chang, Jae Bong, Jayson L. Lusk, and F. Bailey Norwood. 2009. "How Closely Do Hypothetical and Laboratory Experiments Predict Field Behavior?" *American Journal of Agricultural Economics*. 91(2):518-534.
21. Lusk, Jayson L. and F. Bailey Norwood. 2009. "An Inferred Valuation Method." *Land Economics*. 85(3):500-514.
20. Lusk, Jayson L. and F. Bailey Norwood. 2008. "Public Opinion and the Ethics and Governance of Farm Animal Welfare." *Journal of the American Veterinary Medical Association*. 233(7):1-6.
19. Gunderson, Michael, Jayson L. Lusk, and F. Bailey Norwood. 2009. "Getting Something from Nothing: An Investigation of Beef Demand Expansion and Substitution in the Presence of Quality Heterogeneity." *Review of Agricultural Economics*. 31(1):68-87.
18. Norwood, F. Bailey, Brian Briggeman, and Shida R. Henneberry (Senior Authorship Shared). September, 2007. "How Do Employers Assess Job Candidate Attributes?" *The North American Colleges & Teachers of Agriculture Journal*. **(Winner of Jack Everly Award)**
17. Lusk, Jayson. L., Ross J. Pruitt, and F. Bailey Norwood. 2006. "External Validity of a Framed Field Experiment." *Economics Letters*. 93: 285-290.



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16. Norwood, F. Bailey. 2006. "Less Choice is Better, Sometimes." *Journal of Agricultural and Food Industrial Organization*. 4(1):Article 3.
  15. Lusk, Jayson L., F. Bailey Norwood, and J. Ross Pruitt. 2006. "Consumer Demand for a Ban on Antibiotic Drug Use in Pork Production." *American Journal of Agricultural Economics*. 88(4):1015-1033. **(Winner of the 2006 WAEA Outstanding Published Research Award)**
  14. Chung, Chanjin, F. Bailey Norwood, and C. E. Ward. 2006. "Producer Support for Checkoff Programs: The Case of Beef." *Choices*. Second Quarter.
  13. Norwood, F. Bailey, Chris Winn, Chanjin Chung, and Clem E. Ward. 2006. "Designing a Voluntary Beef Checkoff." *Journal of Agricultural and Resource Economics*. 31(1):74-92..
  12. Norwood, F. Bailey, and Jayson L. Lusk. 2006. "Instrument-Induced Bias in Donation Mechanisms: Evidence from the Field." *Contributions to Economic Analysis and Policy*. Special Issue on Field Experiments. 5(2):Article 3.
  11. Norwood, F. Bailey, Ryan Luter, and Raymond Massey. 2005. "Asymmetric Willingness-to-Pay Distributions for Livestock Manure." *Journal of Agricultural and Resource Economics*. 39(3):431-448.
  10. Norwood, F. Bailey and Shida R. Henneberry. 2006. "Show Me the Money! The Value of College Graduate Attributes as Stated by Employers and Perceived by Students." *American Journal of Agricultural Economics*. 88(2):484-498.
  9. Lusk, Jayson L. and F. Bailey Norwood. 2005. "Modeling Beef Heterogeneity." *Journal of Agricultural and Applied Economics*. 37(3):603-618.
  8. Lusk, Jayson L. and F. Bailey Norwood. 2005. "Effect of Experimental Design on Choice-Based Conjoint Valuation Estimates." *American Journal of Agricultural Economics*. 87(3):771-785.
  7. Norwood, F. Bailey. 2005. "Can Calibration Reconcile Stated and Observed Preferences?" *Journal of Agricultural and Applied Economics*. 37(1):237-248.
  6. Norwood, F. Bailey and Jan Chvosta. 2005. "Phosphorus Based Applications of Livestock Manure and the Law of Unintended Consequences." *Journal of Agricultural and Applied Economics*. 37(1):79-90.
  5. Norwood, F. Bailey, Jayson L. Lusk, and Wade B. Brorsen. 2004. "Model Selection for Discrete Dependent Variables: Better Statistics for Better Steaks." *Journal of Agricultural and Resource Economics*. 29(3):404-419. **(Winner of 2004 JARE Outstanding Journal Article Award)**
  4. Norwood, F. Bailey, Matthew C. Roberts, and Jayson L. Lusk. 2004. "Ranking Crop Yield Models Using Out-of-Sample Likelihood Functions." *American Journal of Agricultural Economics*. 86(4):1032-1042.
  3. Murphy, Elizabeth, F. Bailey Norwood, and Michael Wohlgenant. 2004. "Do Economic Restrictions Improve Forecasts?" *Journal of Agricultural and Applied Economics*. 36(3):549-558.
  2. Norwood, F. Bailey and Michele C. Marra. 2003. "Pesticide Productivity: Of Bugs and Biases." *Journal of Agricultural and Resource Economics*. 28(3):596-610.
  1. Norwood, F. Bailey and Ted C. Schroeder. 2000. "Usefulness of Placement Weight Data in Forecasting Fed Cattle Marketings and Prices." *Journal of Agricultural and Applied Economics*. 32(1):63-72.

#### BOOK CHAPTERS

Norwood, F. Bailey. 2019. "The Economics of Intensive Animal Agriculture." *Routledge Handbook of Animal Ethics*. Routledge.

- Norwood, F. Bailey. 2018. "Food Controversies: The Healthy Pulse of a Democracy?" *Food and Public Health*. Edited by Karpyn, A. Oxford University Press.
- Norwood, F. Bailey, Jayson L. Lusk, and Tracy Boyer. "Forecasting Hypothetical Bias: A Tale of Two Calibrations." *Environmental Economics, Experimental Methods. Routledge Explorations in Environmental Economics*. Routledge, United Kingdom. 2008.
- Henneberry, Shida R. and F. Bailey Norwood. 2008. "Careers in Agriculture." *Encyclopedia of Rural America*. Greyhouse Publishing. Millerton, NY.

#### OTHER ECONOMIC PUBLICATIONS (NON-PEER REVIEWED)

- Norwood, F. Bailey. 2011. "The Private Provision of Animal-Friendly Eggs & Pork." *American Journal of Agricultural Economics*. Principal Paper Section at the 2011 AEA Annual Meeting.
- Lusk, Jayson L. and F. Bailey Norwood. January 3, 2011. "The Locavore's Dilemma: Why Pineapples Shouldn't be Grown in North Dakota." *Library of Economics and Liberty*. [www.econlib.org](http://www.econlib.org).
- Norwood, F. Bailey and Jayson L. Lusk. 2010. "Social Desirability Bias in Real, Hypothetical, and Inferred Valuation Experiments." *American Journal of Agricultural Economics. Principal Paper Section at 2010 AAEA Annual Meeting*.
- Norwood, F. Bailey. 2011. Review of book—*Happiness: A Revolution in Economics*, by Bruno Frey.
- Norwood, F. Bailey. September 8, 2016. Review of book—*Dirt: A Love Story*, edited by Barbara Richardson.

#### INDEPENDENTLY PUBLISHED BOOKS

- Norwood, F. Bailey. 2012. *Essence: Poetry for Modern Stoics*. Available at Amazon.com.
- Norwood, F. Bailey. 2012. *Matrona's Four Children: A Tale of Harmony and Discord*. A historical and economic fiction. Available at Amazon.com.

#### TED<sup>x</sup> TALKS

- A Class Worthy of Netflix*. 2015. <https://www.youtube.com/watch?v=X6hXQIObRtw>

#### POPULAR PRESS PUBLICATIONS

- Norwood, F. Bailey. November 16, 2020. The 'Truth' About Gluten. *Consumer Corner*. Center for Food and Agricultural Business. Purdue University.
- Bir, Courtney and F. Bailey Norwood. October 2020. From Seed to Sip—A Small Batch Hop Experiment. *AGEC-1993*.
- Norwood, F. Bailey. February 12, 2018. "Beef, 'pink slime' score similarly on taste tests." *Feedstuffs*. Page 16.
- Norwood, F. Bailey, Brianna Domnick, Katie Smithson, and Jody Campiche. June 6, 2016. "Low-carb dieters love poultry." *Feedstuffs*. Page 17.
- Norwood, F. Bailey and Jayson L. Lusk. February/March 2013. "Animal Welfare and Food Safety." *Food Safety Magazine*. Cover Story.
- Corbin, Max, Jayson L. Lusk, and F. Bailey Norwood. May 18, 2012. "Nationwide stall ban likely?" *Feedstuffs Foodlink*.
- Norwood, F. Bailey, Brian Briggeman, and Shida Henneberry. "The Importance of the Job Interview." *Feedstuffs*. 79(54) (December 31, 2007):17—Senior authorship shared.
- Norwood, F. Bailey and Jayson L. Lusk. Twenty minute radio interview on farm animal welfare. *Agritalk*. November 27, 2007.

- Norwood , F. Bailey. "Lessons Abound on Animal Welfare Issue." *Published in the following sources: FBNews, Farm and Ranch Guide, The Voice of Agriculture, North Dakota Farm Bureau Information Center, Maine Farm Bureau Press Release, Julie's Fresh Air, Shelby County News, Capital Press, and others.* November-December, 2007.
- Norwood , F. Bailey. "Three Important Lessons From Farm Animal Welfare Survey." *American Farm Bureau Newsletter and American Farm Bureau Radio Segment Release.* November, 2008.
- FarmWeek.* "Study Reveals Consumer Views on Animal Welfare." *Illinois Farm Bureau.* September 26, 2007.
- Norwood , F. Bailey, Jayson L. Lusk, and Robert W. Prickett. "Consumers Share Views on Farm Animal Welfare." *Feedstuffs.* 79(42) (October 8, 2007): 14-16.
- F. Bailey Norwood and Ashley Warrick. "Methods for Discovering a Candidate's Attributes." *AgCareers.com Newsletter.* June 13, 2007.
- Norwood , F. Bailey and S. R. Henneberry. January 30, 2006. "Employers Rank What They Seek for a New Hire." *Feedstuffs.* 78(5):16.
- Norwood , F. Bailey and Jan Chvosta. January 10, 2005. "Unintended Results from Phosphorus Rules Shown." *Feedstuffs.* 77(2):12.
- Norwood , F. Bailey, Ryan Luter and Raymond Massey. January 14, 2005. "Crop Producers Express Willingness to Pay for Manure." *Feedstuffs.* 77(4):25.
- Norwood , F. Bailey, Ryan Luter and Raymond Massey. May/June, 2005. "Generating Revenue from Manure." *Manure Manager* magazine.

#### TEACHING EXPERIENCE

- 2019-present: AGEC 4223—Quantitative Supply Chain Management in Agribusiness
- 2018: Taught a short course called Ag and Food Controversies at the Oscher Lifelong Learning Institute.
- 2016-present: AGEC 4243—Researching Consumer Food Preferences
- 2015-present: AGEC 3023—Farm to Fork: A Panoramic View of Agriculture
- 2003-2015: AGEC 4213—Advanced Quantitative Methods in Agricultural Economics
- 2009-present: AGEC 1113—Introduction to Agricultural Economics
- Summer of 2011: Two week course on valuation and discrete choice econometrics to faculty members from the Universidad Autonoma Chapingo, Mexico.
- 2003-2008: AGEC 3333—Agricultural Marketing and Price Analysis
- 2000-2002: Taught introductory micro and macroeconomic courses as graduate student at North Carolina State University

#### CREATIVE PROFESSIONAL SERVICE

- Creator and Editor of the *SS-AAEA Journal of Agricultural Economics*—an undergraduate journal for outstanding agricultural economics research, designed largely as an outlet for papers submitted to the *SS-AAEA Undergraduate Paper Competition*.
- Creator and Editor of *Feedstuffs Companion*—an online section of *Feedstuffs* reserved for undergraduate student authors. No longer in production.

#### INTERVIEWS AND POPULAR PRESS ARTICLES ABOUT RESEARCH

- Mangu-Ward, K. December 5, 2007. "You = 11,500 Sheep." Reason Online.



Humane Society of the United States. October 19, 2007. "Survey Says: Americans Care About Farm Animals." *Factory Farming Campaign. News.* [www.hsus.org](http://www.hsus.org).

Arnot, Charlie and Cliff Gauldin. October 8, 2007. "Survey Reflects Dim View of Gestation Crates." *Feedstuffs. Hog Industry Insider.* *Feedstuffs.* 79(42): 22-23.

Reeder, Janet F. January 21, 2007. "Agriculture Economists Study Consumer Buying Preferences." *Stillwater NewsPress. Finance.* E3.

*Pork News Source.* July 21, 2010. "Animal Welfare: Will Consumers Pay Extra?"

*Midday.* July 25, 2016. "The Economics of Farm Animal Welfare." National Public Radio. Guest on show.

#### PROFESSIONAL AND UNIVERSITY SERVICE

Associate Editor, *Journal of Agricultural and Applied Economics* (2018-present).

Book and Media Review Editor for the *American Journal of Agricultural Economics* (2016-present).

Associate editor of the *Agronomy Journal* (2015).

OSU General Education Task Force (2011-2012).

Advisor for the Student Section of the American Agricultural Economics Organization, 2004-2007 & 2010.

Member of departmental curriculum committee, 2009-present.

Member of departmental scholarship and banquet committee, 2009-present.

Served on the AAEA Teaching Award Committee (member: 2009, chair: 2010).

Director, Western Association of Agricultural Economics (2005-2006).

Aggie-X Advisor (2005-2006).

Academic Bowl Team Co-Coach (2005-2008).

Editor, SS-AAEA *Journal of Agricultural Economics.* 2007-2008, 2010

#### INVITED SPEAKING ENGAGEMENTS

Invited Speaker—Webinar on food insecurity among college students hosted by Arizona State University and the University of Illinois. November 13, 2020.

Invited Speaker—Webinar for the NOPREN Food Security Working Group, September 21, 2020.

Keynote speech and seminar presentation given to the *Farm to Table* conference for the Oklahoma Academy of Nutrition and Dietetics. September 13, 2019.

Keynote speech—2018 Farmer/Rancher Appreciation Dinner, Pottawatomie County, OK.

Short talk given to POE chapter in Stillwater, OK in October, 2018.

Invited speaker—Gave a presentation titled *Consumer perspectives on sustainable beef production* to the Great Plains Grazing Conference in Shawnee on June 29, 2018.

Invited Speaker—Science Café at Oklahoma State University. Gave presentation with Tamara Mix called *Understanding the Scientific and Political Realms of Genetically Modified Organisms (GMOs)*. January 23, 2018.

Invited Speaker – Gave a presentation on consumer preferences for pecans for DASNR's 2017 Pecan Management Course.

Invited Speaker - Seminar titled *Uses and Challenges of Statistics in Economics*, given to the Department of Statistics at Oklahoma State University on October 29, 2010.

Invited Speaker - ADSA-PSA-AMPA-CSAS-ASAS Joint Annual Meeting. July 11-15, 2010. Denver, Colorado.

Invited Seminar Speaker - Animal Legal Defense Fund Conference. April 9-11, 2010. Harvard University.

Invited Workshop Speaker - Institute for Teaching and Learning Excellence, Oklahoma State University. Department of Agricultural Economics at the University of Nebraska. December, 2008.

Invited speaker at the 2007 Alabama Farm Bureau Federation. Speak titled, "The Farm Animal Welfare Debate."

Seminar speaker for the Department of Animal Science at Oklahoma State University. March, 2007.

National Institute for Animal Agriculture Annual Conference. 2008. Speak titled, "Talking to Consumers about Farm Animal Welfare."

#### CONFERENCE PROCEEDINGS AND POSTER PUBLICATIONS

*(Note: due to a health problem that prevents me from traveling I no longer attend conferences)*

Neilson, M. M., D. VanOverebecke, S. Depue, J. Lusk, B. Norwood, R. Ramanathan, S. Howard, G. Mafi. 2016. "Consumer preference of ground beef patties with varying percentages of finely textured beef." *Meat Science*. Abstracts from the American Meat Association's 68<sup>th</sup> Reciprocal Meat Conference, Lincoln NE. Page 111.

F. Bailey Norwood. Paper and slides on consumer demand for farm animal welfare improvements. ADSA-PSA-AMPA-CSAS-ASAS Joint Annual Meeting. July 11-15, 2010. Denver, Colorado.

Lusk, Jayson and F. Bailey Norwood. "The Dual Nature of Choice: When Consumers Prefer Less to More." Presented at the Southern Association of Agricultural Economists Annual Meeting in Mobile, AL. 2007.

Lusk, Jayson and F. Bailey Norwood. "Social Desirability Bias in Willingness-to-Pay for Products with Normative Attributes." Presented at the American Agricultural Economics Association Meeting in Long Beach, CA. 2006.

Norwood, Bailey and Shida Rastegari Henneberry. "Employers' Preferences for Recent College Graduates." Symposium. Western Association of Agricultural Economists Annual Meetings. June, 2005. San Francisco, California. Presenter, Organizer, and Moderator.

Norwood, Bailey. "Less Choice is Better, Sometimes." Presented at the American Agricultural Economics Association Meeting in Providence, RI. 2004.

Winn, Chris, Chanjin Chung, Bailey Norwood and Clem Ward. "Surveying the Feasibility of a Voluntary Beef Checkoff." Presented at the American Agricultural Economics Association Meeting in Denver, Colorado. 2004.

Luter, Ryan, Bailey Norwood and Raymond Massey. "Substitutability of Livestock Manure for Chemical Fertilizer." Presented at the American Agricultural Economics Association Meeting in Denver, Colorado. 2004.

Chvosta, Jan, Kelly Zering and F. Bailey Norwood. "Blame it on the Weather: Cost and Design of Manure Management under Extreme Weather Conditions on North Carolina Swine Farms." Presented at the 2004 Southern Agricultural Economics Association Meeting in Tulsa, Oklahoma. 2004.

Norwood, Bailey, Jayson Lusk, and Wade Brorsen. "Model Selection for Limited Dependent Variables: Better Statistics For Better Steaks." Proceedings of the NCR-134 Conference of Applied Commodity Price Analysis, Forecasting, and Market Risk Management, 2004.

- Norwood , Bailey and Jan Chvosta. "Comparing Alternative Swine Waste Management Technologies: Economic Considerations and Examples From North Carolina." Presented at the Second International Swine Housing Conference. 2003. Durham, North Carolina.
- Norwood , Bailey and Jan Chvosta. "Are Phosphorus-Based Applications of Livestock Manure Environmentally Friendly?" Presented at the Second International Swine Housing Conference. 2003. Durham, North Carolina.
- Murphy, Beth, Bailey Norwood, and Michael Wohlgenant. "Do Economic Restrictions Improve Forecasts?" Presented at the 2003 Southern Agricultural Economics Association Meeting in Mobile, Alabama. 2003.
- Norwood , Bailey, Matthew Roberts, and Jayson Lusk. "How Are Crop Yields Distributed?" Presented at the American Agricultural Economics Association Meeting in Long Beach, California. 2002.
- Norwood , Bailey, Matthew Roberts, and Jayson Lusk. "A Comparison of Crop Yield Distribution Selection Criteria." Presented at the Southern Agricultural Economics Association Meeting in Orlando, Florida. 2002.
- Norwood , Bailey and Michele Marra. "Should Estimates of Pesticide Marginal Products be Negative?" Presented at the Southern Agricultural Economics Association Meeting in Orlando, Florida. 2002.
- Norwood , Bailey, Peyton Ferrier, and Jayson Lusk. "Model Selection Using Likelihood Functions and Out-of-Sample Performance." Proceedings of the NCR-134 Conference of Applied Commodity Price Analysis, Forecasting, and Market Risk Management , 2001.
- Norwood , Bailey, Jayson Lusk, and Peyton Ferrier. "Hypothesis Testing Using Numerous Approximating Functional Forms." Proceedings of the NCR-134 Conference of Applied Commodity Price Analysis, forecasting, and Market Risk Management , 2001.
- Fackler, Paul and Bailey Norwood. "Forecasting Crop Yields With Condition Indices." Proceedings of the NCR-134 Conference of Applied Commodity Price Analysis, Forecasting, and Market Risk Management, 1999.
- Norwood , Bailey and Ted C. Schroeder. "A Preview of the Usefulness of Placement Weight Data." Proceedings of the NCR-134 Conference of Applied Commodity Price Analysis, Forecasting, and Market Risk Management, 1998.

#### GRANTS AND CONTRACTS

- Evaluation of a Beef Traceable Sustainability Program. \$20,000. Funding provided by Noble Research Institute.
- Consumer Preferences for Farm Animal Welfare. Principal Investigator. \$200,000.
- Value of College Graduate Attributes. Principal Investigator. \$4,000. Implementing State Specific Phosphorus Indices. Principal Investigator. \$47,021.
- Antibiotic Drug Use in Livestock Production: Effects of a Ban on Producers, Consumers, and Trade. Principal Investigator. \$57,887.

#### MASTER'S THESIS COMMITTEE CHAIR (8 STUDENTS)

- Ryan Luter. 2005.
- Chris Wynn. 2005.
- Rob Prickett. 2009.
- Lacey Siebert. 2009.

Mary Wilson. 2010.  
Max Corbin. 2011.  
Lance Gagelman. 2015.  
Molly DePue. 2015.  
Kelyn Jacques. 2018.  
Zuhrah Alwahabi. 2019.

#### PhD COMMITTEE CHAIR (2 STUDENTS)

Ryan Feuz. 2019.  
Sunjin Ahn. 2019.

#### UNDERGRADUATE PAPERS CONDUCTED UNDER MY SUPERVISION

Hepner, Hammons. January 16, 2017. "Getting more goat meat on dinner plate." *Feedstuffs*. 89(1):9.  
Mason, Ashley. May 3, 2010. "Beef Safety Should Be Kept In Perspective." *Feedstuffs*. 82(22):8.  
Ringdahl, Rachel. 2008. Changing Minds About Farm Animal Welfare. *Feedstuffs Companion*.  
Brookman, Katy. 2008. Price Premiums for Branded Beef at Grocery Stores? *Feedstuffs Companion*. 2(1)—*Paper bestowed Katy with the Feedstuffs Scholar Award*.  
Cook, Carol. 2008. Do Market Advisory Services Benefit Farmers? *Feedstuffs Companion*. 2(1).  
Griffin, Shea. 2008. "Employer Demand for College Graduates with High Grades ." *SS-AAEA Journal of Agricultural Economics*. 2(4).  
Johnson, Myriah. 2008. "The Profitability of Preconditioning Calves in Oklahoma Over Ten Years." *SS-AAEA Journal of Agricultural Economics*. 2(5).  
Wilson, Mary. 2007. "Humane Label on Meat Not as Important as "Natural" Label, Consumers Say." *Feedstuffs Companion*. 1(1)—*Paper bestowed Mary with the Feedstuffs Scholar Award*  
Wilson, Mary. February 18, 2008. "Natural, Humane Labels Studied." *Feedstuffs*.  
Taylor, Charlie. 2007. "High Corn Prices Affect Winter Grazing." *Feedstuffs Companion*. 1(1).  
Branch, Christopher and Clayton Smith. 2007. "Who Should Certify Traceability of U.S. Beef?" *Feedstuffs Companion*. 1(1).  
Cheek, Lindsey and Patrick Stein. 2007. "What Motivates Consumers to Purchase Organic Beef?" *Feedstuffs Companion*. 1(1).  
Gallaway, Randis and Daniel Johnson. 2007. "The Importance and Unimportance of Grades." *Feedstuffs Companion*. 1(1).  
Gallaway, Randis and Daniel Johnson. March 31, 2008. "How Important are Those College Grades?" *Feedstuffs*.  
Curry, Andrea. December 12, 2007. "How Important Are Grades in College?" *AgCareers.com Newsletter*.  
Prickett, Robert. 2007. "Does Attractiveness Increase Sales Productivity?" *SS-AAEA Journal of Agricultural Economics*. 1(1).  
Cheek, Lindsey . 2007. "The Effect of Social Desirability Bias on Willingness-To-Pay for Organic Beef." *SS-AAEA Journal of Agricultural Economics*. 1(6).

#### OTHER EDUCATION

Completed the 2016 Pecan Management Course offered at Oklahoma State University.

Passed (verified) the Supply Chain Analytics course offered through MIT on Coursera.  
Passed (verified) the Supply Chain Fundamentals course offered through MIT on Coursera.  
Passed the Supply Chain Management Fundamentals course offered through Meridian Technology Center, Stillwater, OK.