

Clinton L. Neill

| 618 Tower Rd | Ithaca, NY 14853 |
cln64@cornell.edu

Education

- Ph.D. Agricultural Economics, *Oklahoma State University*, 2017.
Dissertation Title: “Essays in Veterinary Economics.”
- M.S. Agricultural and Applied Economics, *Texas Tech University*, 2014.
Thesis Title: “Consumer Preference for Alternative Milk Packaging.”
- B.S. Agricultural and Applied Economics, *Texas Tech University*, 2012.

Academic Appointments

- Assistant Professor 2020 – Current
*Cornell University, Department of Population Medicine
Center for Veterinary Business and Entrepreneurship
Dyson School for Applied Economics and Management*
- Assistant Professor 2017 – 2020
Virginia Tech, Department of Agricultural and Applied Economics
- Graduate Research Assistant 2014 – 2017
Oklahoma State University, Department of Agricultural Economics
- Graduate Research Assistant 2012 – 2014
Texas Tech University, Department of Agricultural and Applied Economics

Areas of Research Interest

- Veterinary Economics
- Food Economics and Policy
- Labor Economics
- Time Series Analysis
- Experimental Design
- Industrial Organizations and Spatial Competition

Academic, Professional, and Scholarly Societies and Service

- Agricultural and Applied Economics Association, 2013 – Present
 - Chair – Graduate Student Section, 2016-2018
- Western Agricultural Economics Association, 2013 – Present
- Southern Agricultural Economics Association, 2013 – Present
- Food Distribution Research Society, 2016 – Present
 - Secretary/Treasurer, 2017-2021
- National Agri-Marketing Association (NAMA), 2017 – Present
 - Virginia Tech Student Club Faculty Advisor

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Peer Reviewed Publications (N=11; *denotes student author)

11. Carneiro*, R.C.V., S.E. Duncan, S.F. O'Keefe, Y. Yin, **C.L. Neill**, and B. Zhang. "Sensory and Consumer Studies in Plant Breeding Programs: A Review for Edamame Variety Development Guidance." *Frontiers in Sustainable Food Systems, Forthcoming*
10. Osburn, M.*, R.B. Holcomb, and **C.L. Neill**. (2020) "State Pride, Distance and Consumer Willingness to Pay for State Brands." *Journal of Agricultural and Applied Economics, Forthcoming*
9. **Neill, C.L.**, R.B. Holcomb, and J.L. Lusk. (2020). "Potential Beggar-thy-neighbor Effects of State Branding Programs." *Agribusiness: An International Journal*, 36(1):3-19 <https://onlinelibrary.wiley.com/doi/10.1002/agr.21625>
8. Mark, A.R.*, K.L. Morgan, **C.L. Neill**, and K. Niewolny. (2019). "Optimal Farm Household Labor Allocation of New and Beginning Vegetable Operations." *Journal of Agribusiness*, 37(2): 141-156
7. **Neill, C.L.** and R. B. Holcomb (2019). "Does a Food Safety Label Matter? Consumer Heterogeneity and Fresh Produce Risk Perceptions under the Food Safety Modernization Act." *Food Policy* 85:7-14.
6. **Neill, C.L.**, R.B. Holcomb, K. C. Raper, and B. Whitacre (2019). "Effects of Spatial Density on Veterinarian Income: Where are all of the Veterinarians?" *Applied Economics* 51(14): 1532-1540.
5. Holcomb, R.B., **C. L. Neill**, J. Lelekacs, M. Velandia, T.A. Woods, H.L. Goodwin, Jr., and R. L. Rainey (2018). "A Local Food System Glossary: A Rose by Any Other Name." *Choices*. 33(3).
4. **Neill, C.L.**, R.B. Holcomb, B.W. Brorsen (2018). "Current Market Conditions for Veterinary Services in the U.S." *Applied Economics* 50(60): 6501-6511.
3. **Neill, C.L.**, R.B. Holcomb, and B.W. Brorsen (2017). "Starting on the Right Foot: School Characteristics and Veterinarian Starting Salary." *Journal of Agricultural and Applied Economics* 49(1): 120-138.
2. **Neill, C.L.** and R.B. Williams (2016). "Consumer Preference for Alternative Milk Packaging: The Case of an Inferred Environmental Attribute." *Journal of Agricultural and Applied Economics* 48(3): 241-256.
1. **Neill, C.L.** and R.B. Williams (2015). "An Economic Valuation on the External Cost of Alternative Milk Packaging and Delivery Options." *Journal of Food Distribution Research* 46(3): 68-80.

Academic Working Papers (In Review; * denotes student author)

11. **Neill, C.L.** and K.L. Morgan. "Beyond Scale and Scope: Exploring Economic Drivers of U.S. Specialty Crop Production with an Application to Edamame." *Frontiers in Sustainable Food Systems*
10. Lord, N.*, B. Zhang, **C.L. Neill**. "Investigating Consumer Demand and Willingness-to Pay (WTP) for Fresh, Local, Organic, and "On-the-Stalk" Edamame." *Agricultural and Resource Economics Review*
9. Carneiro*, R.C.V., S.E. Duncan, S.F. O'Keefe, D. Yu*, H. Huang, Y. Yin, **C.L. Neill**, and B. Zhang. "Utilizing Consumer Perception of Edamame to Guide New Variety Development." *Frontiers in Sustainable Food Systems*

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8. Kessinger, J. *, G. Earnhart*, L. Hamilton*, K. Phetxumphou, **C.L. Neill**, A.C. Stewart, and J. Lahne. "Exploring Perceptions and Categorization of Virginia Hard Ciders Through the Application of Sorting Tasks." *Journal of the American Society of Brewing Chemists*
7. **Neill, C.L.**, A.T. Kakpo*, and R. Mack*. "The Role of Experience, Specialty Certification, and Ownership on the Gender Wage Gap for Veterinarians." *Journal of the American Veterinary Medical Association, R&R*
6. Moeltner, K., A. F. Ramsey, and **C.L. Neill**. "Bayesian Threshold Models for von Liebig Production Functions." *American Journal of Agricultural Economics, R&R*
5. **Neill, C.L.**, M. Beverly*, and K.L. Morgan. "A Bayesian Decomposition Approach to Gender Wage Gaps." *ILR Review*
4. **Neill, C.L.** and S.E. Chen. "Food Safety Events versus Media: Nonlinear Effects of Egg Recalls on U.S. Egg Prices." *Journal of Agricultural and Resource Economics*
3. **Neill, C.L.** and A.F. Ramsey. "Volatility Spillovers in Spatially Distinct Cash Markets."
2. Osburn, M. *, R.B. Holcomb, and **C.L. Neill**. "My State's Better: Development of a State Pride Scale for Use in Market Research." *Journal of Agribusiness*
1. **Neill, C.L.** and K.C. Raper. "Monopolistically Competitive Market Areas in Spatial Price Markets."

Extension Publications (N=11)

Peer Reviewed

5. Garber, B., **C. Neill**, and N. Lord. "Edamame: Costs, Revenues and Profitability." Virginia Tech, Virginia Cooperative Extension. 2019. AAEC-189P. *Peer Reviewed Publication*
4. Lord, N., **C. Neill**, and B. Zhang. "Production and Economic Considerations for Fresh Market Edamame in Southwest Virginia." Virginia Tech, Virginia Cooperative Extension. 2019. AAEC-188P. *Peer Reviewed Publication*
3. **Neill, C.**, R.B. Holcomb, and B. Garber. "Produce Safety, Perceived Risk, and Consumer Choice." Virginia Tech, Virginia Cooperative Extension. 2019. AAEC-187P. *Peer Reviewed Publication*
2. Holcomb, R. B. and **C. Neill**. "Is 'Made In Oklahoma' a Good Marketing Angle for My New Food Business?" Food & Agricultural Products Center, Oklahoma State University, 2016. *Peer-reviewed Publication*
1. **Neill, C.**, R.B. Holcomb, C. Willoughby, and M. Osburn. "Findings from the 'Made In Oklahoma' Coalition 2015 Consumer Perceptions Survey." Food & Agricultural Products Center, Oklahoma State University, 2015. *Peer-reviewed Publication*

Non-Peer Reviewed

6. **Neill, C.** "Labels, Logos, and Brands – What's the Difference." Virginia Tech, Virginia Cooperative Extension. 2019. AAEC-207NP. *Non-Peer reviewed Publication*
5. **Neill, C.**, and M. Shadler. "Grocery Store Layouts: Where is it Located and Why?" Virginia Tech, Virginia Cooperative Extension. 2019. AAEC-190NP. *Non-Peer reviewed Publication*
4. **Neill, C.** "Components of a Food Business Plan." Virginia Tech, Virginia Cooperative Extension. 2019. AAEC-182NP. *Non-Peer reviewed Publication*
3. Schlenker, J., K. West, **C. Neill**, J. Baros, J. Eifert, K. Morgan. "One Bite at a Time:

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Virginia and North Carolina Food as a Business Program.” Virginia Tech, Virginia Cooperative Extension. 2019. AAEC-172NP. *Non-Peer reviewed Publication*

2. **Neill, C.** “Demystifying Food Labels: Labels for Specific Meat Products.” Virginia Tech, Virginia Cooperative Extension. 2019. AAEC-171NP. *Non-Peer reviewed Publication*
1. **Neill, C.** “Demystifying Food Labels: General Labels for All Meat Products.” Virginia Tech, Virginia Cooperative Extension. 2019. AAEC-167NP. *Non-Peer reviewed Publication*

Extension Presentations (N=12; Total Attendance: 273)

12. **Neill, C.** “The Nuts and Bolts of Values-Based Marketing.” Virginia Cooperative Extension. Session Moderator at Virginia Farm-to-Table Conference. December 2019. (Attendance=16)
11. Morgan, K. and **Neill, C.** “Food as a Business Webinar Series: Direct Marketing Resources” Virginia Cooperative Extension. Webinar, August 2019. *Presentation* (Attendance=20)
10. **Neill, C.** “Food as a Business Webinar Series: Branding Your Product” Virginia Cooperative Extension. Webinar, August 2019. *Presentation* (Attendance=21)
9. Haskins, C. and **Neill, C.** “Food as a Business Webinar Series: Community and Economic Resources in Virginia” Virginia Cooperative Extension. Webinar, August 2019. *Presentation* (Attendance=32)
8. **Neill, C.** and E. Bowen. “Food as a Business Full-Day Workshop.” Virginia Tech, Virginia Cooperative Extension. Prince Edward County, VA. August 2019. *Lead Presenter* (Attendance=18)
7. Mountain, T. and **Neill, C.** “Food as a Business Webinar Series: Liability and Liability Insurance” Virginia Cooperative Extension. Webinar, August 2019. *Presentation* (Attendance=26)
6. **Neill, C.**, C. Haskins, and J.Eifert. “Food as a Business Full-Day Workshop.” Virginia Tech, Virginia Cooperative Extension. Montgomery County, VA. May 2019. *Lead Presenter* (Attendance=15)
5. **Neill, C.** “Business Planning Resource Panel.” LEAP Vendor Training, March 2019. *Panel Participant* (Attendance=40)
4. **Neill, C.** “Marketing 201: Using Marketing as a Financial Management Tool.” LEAP Vendor Training, March 2019. *Presentation* (Attendance=40)
3. **Neill, C.** “Planning for the Future: What Food as a Business can offer.” Virginia Cooperative Extension. Prices Fork Community Kitchen Educational Programming Planning Meeting, October 2018. *Presentation* (Attendance=10)
2. **Neill, C.** “Food Business 101: Learning the Basics” Virginia Cooperative Extension. SNAP-Ed Agent Webinar, February 2018. *Presentation* (Attendance=15)
1. **Neill, C.** and B. Garber. “Direct Meat Marketing Workshop: ‘Name that Claim’ – Label Claims Demystified” Virginia Cooperative Extension. Campbell County, Virginia, October 2017. *Presentation* (Attendance=20)

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Selected Other Publications

Neill, C.L. and R.B. Holcomb. 2016. "AVMA Report on Veterinary Markets" Cooperating Analysts

Paper and Poster Presentations (N=31)

Selected Presentation. (Presented by Williams, R.B.) "Per capita income and farmers' markets: Searching for an environmental Kuznets curve for environmental attributes." Western Agricultural Economics Association Annual Meeting, Monterey, CA, June 2013.

Selected Presentation. "An economic valuation on the external cost of alternative milk packaging and delivery options." Western Agricultural Economics Association Annual Meeting, Monterey, CA, June 2013.

Selected Presentation. "A look at farmer's markets and the relation of physical attributes to the consumer purchases." Sothern Agricultural Economics Association Annual Meeting, Dallas TX, February 2014.

Selected Presentation. "Consumer Preferences for Alternative Milk Packaging." Sothern Agricultural Economics Association Annual Meeting, Atlanta, GA, February 2015.

Invited Presentation. "Market for Veterinarians." American Veterinary Medicine Association's Annual Economic Summit, Chicago, IL, October 2015.

Selected Presentation. "Supply and Cross-sector Effects in the Veterinary Medicine Industry." Sothern Agricultural Economics Association Annual Meeting, San Antonio, TX, February 2016.

Selected Poster Presentation. "Is the Grass Really Greener across the State Line? A Regional Analysis of State Branding Programs." Agricultural and Applied Economics Association Annual Meeting, Boston, MA, July 31- Aug.2, 2016.

Research Report Presentation. "Across State Lines: A Regional Consumer Value Comparison of State Branding Programs." Food Distribution Research Society Annual Meeting, New Orleans, LA. Sept. 30 – Oct. 4th, 2016.

Selected Presentation. "Is the Veterinary Industry Chasing its Tail? An Equilibrium Analysis of Veterinarian Service Hours." Sothern Agricultural Economics Association Annual Meeting, Mobile, AL, February 2017.

Research Report Presentation. (Presented by M. Osburn) "Impacts of State Proximity and Pride on State Brand Values." Food Distribution Research Society Annual Meeting, Honolulu, HI. Oct. 20th – Oct. 24th, 2017.

Research Report Presentation. "Consumer Perceptions of Food Risk from Small Producers." Food Distribution Research Society Annual Meeting, Honolulu, HI. Oct. 20th – Oct. 24th, 2017.

Research Report Presentation. "Spatially Oriented Consumer Preferences for State Labeled Milk." Food Distribution Research Society Annual Meeting, Honolulu, HI. Oct. 20th – Oct. 24th, 2017.

Selected Presentation. "Hedonic Hierarchical Clustering of Cash Prices for Corn and Soybeans." Sothern Agricultural Economics Association Annual Meeting, Jacksonville, FL, February 2018.

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Invited Seminar. “Does a Food Safety Label Matter?: Consumer Heterogeneity and Fresh Produce Risk Perceptions Under the Food Safety Modernization Act.” Texas Tech University, March 2018.

Selected Presentation. “Spatiotemporal Distributions of Hired Farm Labor and Unemployment.” Sothern Extension Agricultural Economics Annual Meeting, Myrtle Beach, SC, June 2018.

Selected Presentation. “FSMA Compliance vs. FSMA Exemption: Does a Label Impact Consumers’ Perceptions of Produce Food Safety Risks?” Western Agricultural Economics Association Annual Meeting, Anchorage, AK, June 2018.

Selected Presentation. (Presented by Ramsey, F.) “Linkages between Basis Volatilities in Spatially Distinct Markets.” Agricultural and Applied Economics Association Annual Meeting, Washington D.C., August 2018.

Invited Presentation. “Integrating Legal and Marketing Risks: Does a Label Impact Consumers’ Perceptions of Produce Safety Risk.” Agricultural and Applied Economics Association Annual Meeting, Washington D.C., August 2018.

Research Report Presentation. (Presented by M. Beverly, graduate student) “Why ‘Half Your Plate’ May Not Be enough? Measuring Perceptions of Nutritional Content of U.S.–Grown Produce.” Food Distribution Research Society Annual Meeting, Washington, D.C. Sept. 15th – Sept. 18th, 2018.

Invited Presentation. “Special Topic: The Gender Wage Gap.” American Veterinary Medicine Association’s Annual Economic Summit, Chicago, IL, October 2018. (200 Attendees)

Selected Presentation (presented by M. Beverly, graduate student). “Why “Half Your Plate” May Not Be Enough.” Sothern Agricultural Economics Association Annual Meeting, Birmingham, AL, February 2019.

Selected Presentation. “Effects of Media Duration on U.S. Egg Consumption and Egg Recalls.” Sothern Agricultural Economics Association Annual Meeting, Birmingham, AL, Feb. 2019.

Invited Seminar. “The Nexus of Food Science and Economics.” Food Science and Technology Departmental Seminar, Virginia Tech. March 4th, 2019. (40 Attendees)

Selected Presentation. (Co-Presented with K.L. Morgan). “Using Diversified Assessments for a Variety of Delivery Mechanisms.” Sothern Extension Agricultural Economics Annual Meeting, Nashville, TN, June 2019.

Selected Poster Presentation. (Presented by Lord, N., graduate student) Lord, N., C. Neill, and B. Zhang, "Understanding Consumer Familiarity and Willingness-to-pay for Vegetable Soybean (Edamame) Marketed as Fresh, Local, USDA Certified Organic, or On-the-Stalk." American Society for Horticultural Science Annual Meeting, Las Vegas, NV, July 2019.

Invited Presentation. “Women and the Inefficient Equilibrium for Veterinarians.” Royal Canin

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Women's Veterinary Leadership Forum, Washington D.C., October 26, 2019. (60 Attendees)

Invited Panelist. Royal Canin Women's Veterinary Leadership Forum, Washington D.C., October 27, 2019. (60 Attendees)

Invited Presentation – Emerging Scholar Presentation. “Sensory and Network Effects on Stated Preference for Vegetables Using a Basket-Based Choice Experiment.” Sothern Agricultural Economics Association Annual Meeting, Louisville, KY, February 2020.

Selected Presentation. “Effect of Wage Growth on Rural/Urban Labor Demand.” Sothern Agricultural Economics Association Annual Meeting, Louisville, KY, February 2020.

Selected Presentation. “Consumer Reactions to Risk Messaging about Arsenic in U.S. Rice.” Sothern Agricultural Economics Association Annual Meeting, Louisville, KY, February 2020.

Invited Seminar. “Sensory and Network Effects on Stated Preference for Vegetables Using a Basket-Based Choice Experiment.” Food Science and Technology Departmental Seminar, Virginia Tech. February 21st, 2020. (40 Attendees)

Popular Press Mentions and Appearances

AVMA News. February 2019. “Mind the Pay Gaps.”

<https://www.avma.org/News/JAVMANews/Pages/181215d.aspx>

AAVMC Diversity and Inclusion on Air Podcast. March 2019. “The Wage Gap.”

<https://soundcloud.com/diversitymatters-at-aavmc/47-the-gender-wage-gap>

Beyond the Stethoscope Podcast. April 2019. <http://beyondthestethoscope.libsyn.com/>

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Courses Taught

Virginia Tech

AAEC 2434- Foundations of Agribusiness (Lecture): Fall 2017, Spring 2018, Fall 2018, Fall 2019

AAEC 3004- Production and Consumption Economics (Lecture): Spring 2018, Fall 2018, Fall 2019

AAEC 4514- Advanced Agribusiness Marketing (Lecture): Fall 2019

AAEC 4974- Independent Study (Internship with Campbell County VCE): Summer 2018

AAEC 2974- Independent Study (Internship with Spaulding Equipment): Summer 2018

AAEC 4974- Independent Study (Teaching Assistantship): Spring 2018

AAEC 3984- Special Studies: Topics in Applied Economics (Book Club): Spring 2019

Oklahoma State University

AGEC 3213 – Quantitative Methods (Lecture and 2 Lab sections)

- Average Instructor Rating 4.92 out of 5.

University Committees, Activities, and Awards

Awards

2020 SAEA Emerging Scholar

2019 FDRS Patrick J. Byrne Emerging Leader Award

2016 Oklahoma State CASNR Three Minute Thesis, 3rd Place

Virginia Tech

Faculty Sponsor for Student Activities: 2018 USDA Ag Outlook Conference; 2017-2018 Undergraduate Curriculum Committee; 2018-2020 Departmental Communications Committee; Land Analyst AP Faculty Search Committee, NAMA advisor 2017-2020; 2019-2020 Departmental Graduate Program Committee; College of Agricultural and Life Sciences Committee on Extension and Research Program Policy 2019-2021

Oklahoma State University

CASNR Graduate Student Advising and Mentoring Award Committee Member; 2015/16 Agricultural Economics Graduate Student Association President

Professional and University Service

Journal Reviewer:

Journal of Agricultural and Resource Economics; Journal of Food Distribution Research Society; Journal of Agricultural and Applied Economics; Choices; HortTech; Agronomy Journal; Agricultural Economics; IFAMR; Beverages; Journal of American Veterinary Medical Association; Journal of Agriculture and Food Research; Animals; Environmental and Resource Economics; Preventative Veterinary Medicine; Food Policy; Agriculture and Resource Economics Review

Selected Paper Reviewer for Agricultural and Applied Economics Annual Meetings

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Grant Activity (Total Amount Awarded: \$4,663,565; 8 awards)

USDA-NIFA AFRI: \$491,794 (ACCEPTED)

Role: PD

Title: “Communicating cider quality: A sensory-marketing model for small- and medium-sized apple growers and cider producers in the Northeast and Mid-Atlantic.”

Dates: August 15, 2020 – August 14, 2024

USDA-AMS FSMIP: \$223,599 (ACCEPTED)

Role: Co-PI

Title: “Market Opportunities and Segmentation for U.S. Rice in China and Ethnic Chinese Communities.”

Dates: September 30, 2019 – September 29, 2022

Specialty Crop Block Grant: \$60,000 (ACCEPTED)

Role: Co-PI

Title: “Cider Production from Virginia-Grown Apples: Sensory and Chemical Drivers of Consumer Preference”

Dates: October 1, 2019 – September 30, 2021

Virginia Wine Board: \$50,406 (ACCEPTED)

Role: Co-PI

Title: “Effect of Cultivar and Fermentation Strategy on Virginia Cider Flavor and Consumer Valuation”

Dates: June 1, 2019 – May 31, 2020

Specialty Crop Research Initiative (USDA- SCRI): \$3,746,266 (ACCEPTED)

Role: Co-PI (~\$222,000 share of funds)

Title: “Developing edamame varieties for mechanized production and improved consumer acceptance to increase sustainability of the vegetable industry”

Dates: September 1, 2018 – July 31, 2022

Southern Risk Management Education Center (SRMEC): \$50,000 (ACCEPTED)

Role: PI

Title: “Food as a Business Initiative of the Virginia Beginning Farmer and Rancher Coalition Program”

Dates: April 1, 2018 – September 30, 2019

American Veterinary Medicine Association (AVMA): \$50,000 (ACCEPTED)

Role: PI

Title: “Investing in Women: Dissecting the Veterinarian Gender Wage Gap”

Dates: April 1, 2018 – September 31, 2018

Mentoring Program for New Faculty Members: \$1,500 (ACCEPTED)

Role: PI

Dates: January 1, 2018 – December 31, 2019

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Graduate Students

Advisees

Mariah Beverly, Ph.D., Co-Chair, 2018-2022

Josh Beverly, Ph.D., Co-Chair, 2018-2022

Normand Adams, M.S., Co-Chair, 2017-2020

Other Student Committees

Nick Lord, CSES, M.S., Committee Member, 2017- 2020

J’Nai Phillips, FST, M.S., Committee Member, 2018 – 2019

Leah Hamilton, FST, B.S. to Ph.D., Committee Member, 2018-2022