

Education

Ph.D. Agricultural Economics ✦ Purdue University, West Lafayette IN (2003)

M.S. Economics ✦ Utah State University, Logan UT (1994)

B.S. Economics ✦ Brigham Young University, Provo UT (1992)

University Positions

Interim Associate Dean / Director of Academic Programs – 2018 to Present

College of Agricultural, Consumer and Environmental Sciences
New Mexico State University, Las Cruces, NM

Department Head – 2015 to Present

Department of Agricultural Economics and Agricultural Business
New Mexico State University, Las Cruces, NM

Professor – 2014 to present

New Mexico State University, Las Cruces NM

Associate Professor – 2009 to 2014

New Mexico State University, Las Cruces NM

Assistant Professor – 2003 to 2009

New Mexico State University, Las Cruces NM

Teaching Specialist / Assistant Professor – 1998 to 2000

University of Minnesota / Southwest State University, Marshall MN

Awards and Honors

- ✦ New Mexico FFA Association Honorary State Degree (2014)
- ✦ NMSU Donald C. Roush Excellence in Teaching Award (2009)
- ✦ NMSU College of Agriculture and Home Economics Distinguished Teaching Award (2008)
- ✦ NMSU College of Agriculture and Home Economics Advisor of the Year (2008)
- ✦ NMSU College of Agriculture and Home Economics Advisor of the Year (2006)
- ✦ U.S.D.A. National Needs Fellowship, Purdue University (2000 – 2002)

Professional Memberships

- ✦ International Food and Agribusiness Management Association (IFAMA)
- ✦ Southern Agricultural Economics Association (SAEA)
- ✦ American Agricultural Economics Association (AAEA)
- ✦ Western Agricultural Economics Association (WAEA)

Research**Working Papers**

- (5) Lillywhite, J.M. "Factors that influence retirees to move to a particular region."
- (4) Lillywhite, J.M. "Economic impacts of retirees on the state of New Mexico."
- (3) Lillywhite, J.M. "Enhancing Pecan Nutrition: Do Consumers Care About the Source of the Enhancement."
- (2) Lillywhite, J.M. "Craft Brewers' Preferences for Locally Source Malt."
- (1) Lillywhite, J.M. "Factors Influencing Agricultural Fair Attendance."

Refereed Publications

- (23) Abuamoud, I., J. Lillywhite, J. Simonsen, and M.M. Al-Oun. "Factors Influencing Food Security in Less Popular Tourist Sites in Jordan's Northern Badia." *International Review of Social Sciences and Humanities*, 2016 11(2):20-36.
- (22) Lillywhite, J. and S. Simonsen. "Does Processing Level Affect Vegetable Region of Production Certification Preferences?" *Journal of Food Products Marketing*. Published online: 26 Apr 2016.
- (21) McDowall, S., Lillywhite, J., & Simonsen, J. "Renaissance ArtsFaire's economic & socio-cultural impacts on a local community," *Consortium Journal of Hospitality and Tourism*, 2014 19(2)74-95.

- (20) Simonsen, J.E., G. M. Fasenko, and J.M. Lillywhite. "The Value-Added Dog Food Market: Do Dog Owners Prefer Natural or Organic Dog Foods." *Journal of Agricultural Science* 2014 6(6) 86-97.
- (19) Lillywhite, J.M., J.E. Simonsen, and R.J. Heerema. "U.S. Consumer Purchases and Nutritional Knowledge of Pecans," *HortTechnology*, April 2014 24(2) 222-230.
- (18) Lillywhite, J.M., and J.E. Simonsen. "Consumer Preferences for Locally Produced Food Ingredient Sourcing in Restaurants." *Journal of Food Products Marketing*, 2014, 20(3) 308-324.
- (17) Lillywhite, J.M., J.E. Simonsen, and B.H. Wilson. "A Portrait of the U.S. Fair Sector," *Event Management*, 2014 17(3) 257-270.
- (16) Lillywhite, J.M., J.E. Simonsen, and M.E. Uchanski. "Spicy Pepper Consumption and Preferences in the U.S." *HortTechnology* December 2013 23(6) 868-876.
- (15) Lillywhite, J.M., J.E. Simonsen, and R.N. Acharya. "Designing a Better Fair: How Important are the Animals?" *Journal of Convention & Event Tourism*, 2013 14(3) 217-235.
- (14) Lillywhite, J.M., J.E. Simonsen, and J.M. Fowler. "Visitor Preferences for Campfires in U.S. National Forest Developed Campgrounds," *Western Journal of Applied Forestry*, 2013 28(2) 78-84.
- (13) Lillywhite, J.M., M. Al-Oun, and J.E. Simonsen. "Examining Organic Food Purchases and Preferences within Jordan," *Journal of International Food & Agribusiness Marketing*, 2013 25(2) 103-121.
- (12) Lillywhite, J.M., J.E. Simonsen, and V. Wilson. "Growing Chinese medicinal herbs in the United States: Understanding practitioner preferences," *Agriculture & Human Values* 2012 29(2) 151-159.
- (11) Lillywhite, J.M. and J. Simonsen. "Factors that Influence Purebreed Bull Breeders to Withdraw Bulls from Performance Bull Sales," *Journal of Agriculture and Applied Economics*, 2008 40(3) 865-877.
- (10) Lillywhite, J.M., P.V. Preckel, and J. Eales. "Maintaining Parameter Invariance in Seemingly Unrelated Regressions Estimation," *Applied Economic Letters*, 2008 15(5) 405-409.
- (9) Alimova, N., J.M. Lillywhite, B.H. Hurd, and E. Hadjigeorgalis. "High Desert Wine: A Discrete Choice Analysis of Consumer Preferences for New Mexican Wine," *Journal of Food Product Marketing*, 2008 14(1) 1-10.
- (8) Hawkes, J.M., J.M. Lillywhite, and J.D. Libbin. "A Sporting Alternative: Sport cattle may help cattle growers round up their profits," *Rangelands*, 2006 28(6) 15-17.
- (7) Mori, H., D.L. Clason, and J.M. Lillywhite. "Estimating Price and Income Elasticities in the Presence of Age-Cohort Effects," *Agribusiness: An International Journal*, 2006 22(2) 201-217.
- (6) Guo, S., E. Hadjigeorgalis, and J.M. Lillywhite. "Made in China: Is it over for the U.S. Textile Industry?" *Choices*, 2005 20(4) 299-303.
- (5) Lillywhite, J.M., J. Hawkes, J. Libbin, and R. Herbon. "Economic Return to Adoption of Mechanical Thinning: The Case of New Mexico Chile," *Journal of the ASFMRA*, 2005 68(1) 95-101.
- (4) Lillywhite, J.M., J. Hawkes, and J. Libbin. "Measuring Net Benefits Resulting from University-Industry Collaboration: An Example from the New Mexico Chile Task Force." *Western Economics Forum* 4 1 (2005):19-24.
- (3) Hadjigeorgalis, E. and J.M. Lillywhite. "The Impact of Institutional Constraints in the Limarí River Valley Water Market," *Water Resources Research*, 2004 40 1-11.
- (2) Lillywhite, J.M. and M. Duffy. "A New Perspective on an Old Issue: Multifamily Farms in America's Agriculture," *American Journal of Alternative Agriculture*, 2001 16(4) 184-190.
- (1) Lillywhite, J.M., A. Kaufman, G. Petter, F. Sato, J. Tate, S. Tirmizi, and J. Gieseke. "More than Just Another Dam Project: Insights into Applied Research through a Post Evaluation of the Lake Red Rock Study," *Social Insight* 1998 3.

Extension Publications

- (11) Grassberger, R. and J.M. Lillywhite. "Potential Fiscal Impacts of a New Mexico Retiree Attraction Campaign." *New Mexico State University Extension Service*. Circular 691. 2018.
- (10) Lillywhite, J.M., R. Heerema, J.M. White, and J. Simonsen. "Marketing Structure Options for New Mexico Pecan Growers." *New Mexico State University Extension Circular Z-308*. Revised Feb 2011.
- (9) Hawkes, J.M., Lillywhite, J.M., and J. Simonsen. "Breed Influence on Feeder Calf Prices." *New Mexico State University Cooperative Extension Service*. Circular 634, (November 2008).
- (8) Ellington, J.J., Tracey Carrillo, J. McCauley, D. McWilliams, J. Lillywhite, J. Pierce, and J. Drake. "Precision Cotton Production." *New Mexico State University Extension Circular 629*. 2007.

- (7) Alimova, N. and J.M. Lillywhite. "New Mexico Vineyard Growers' Survey: Results and Implications." New Mexico State University Extension Circular 610. 2006.
- (6) Flores, N.C. and J.M. Lillywhite. "Food Business in New Mexico." New Mexico State University Extension publication Guide E-510. 2005.
- (5) Hadjigeorgalis, E., J.M. Lillywhite, and E. Herrera. "International Trade in Pecans." New Mexico State University Extension publication Z-503. 2005.
- (4) Lillywhite, J.M., E. Hadjigeorgalis, and E. Herrera. "Marketing Channels for Pecans." New Mexico State University Extension publication Z-307. 2003.
- (3) Duffy, M., J.M. Lillywhite, and N. Mastrogiannopoulos. "Iowa Land Value Survey." Iowa State University Extension publication FM-1825. 1998.
- (2) Duffy, M. and J.M. Lillywhite. "Iowa Land Value Survey." Iowa State University Extension publication FM-1825. 1997, 1996, 1995.
- (1) Edwards, W. and J.M. Lillywhite. "Fieldwork Days in Iowa." Iowa State University Extension Publication PM-695. 1996.

Agricultural Experiment Station Reports

- (8) O'Neill, M.K., J.M. Lillywhite, G.Hawkes, M. Trillanes, and K. Djaman. "Opportunities to Produce Anola in Northern New Mexico: Results of Field Variety Trials." *New Mexico State University Agricultural Experiment Station*. Research Report 793. August 2018.
- (7) Lillywhite, J.M., J.E. Simonsen, and R.K. Skaggs. "Chile Consumers and Their Preferences Toward Region of Production-Certified Chile Peppers." *New Mexico State University Agricultural Experiment Station*. Research Report 790. October 2015.
- (6) Lillywhite, J.M. "The Economic Significance of Food Cooperatives in New Mexico." *New Mexico State University Agricultural Experiment Station*. Research Report 789. October 2015.
- (5) Simonsen, J.E., and J.M. Lillywhite. "Challenges and Opportunities Associated with U.S. Agriculture Certifications." *New Mexico State University Agricultural Experiment Station* Research Report 984. July 2014.
- (4) Lillywhite, J.M., and J. Simonsen. "Developing and Managing a Certification Program as an Agricultural Marketing Tool." *New Mexico State University Agricultural Extension Service* Research Report No. 780. Published January 2013.
- (3) Lillywhite, J.M., T. Crawford, J. Libbin, and J. Peach. "New Mexico's Pecan Industry: Estimated Impacts on the State's Economy." *New Mexico State University Agricultural Experiment Station*. Bulletin 791.
- (2) Lillywhite, J.M., H. Sullivan, T. Crawford, and N. Ashcroft. "New Mexico Milk Production: Estimated Impacts on the State's Economy." *New Mexico State University Agricultural Experiment Station*. Bulletin BL790 (2007).
- (1) Puckett, C., J.M. Lillywhite, E. Hadjigeorgalis, and D. Delannoy. "New Mexico's Farmers' Markets." *New Mexico State University Agricultural Experiment Station Technical Report* TR 44 (2006).

Professional Publications in Proceeding Issues

- (5) McDowall, S., Lillywhite, J.M., and J. Simonsen. "Assessing the Economic Impact of a Renaissance ArtsFaire on a Local Community." To be published in *Proceedings of the 2013 European Council on Hotel, Restaurant & Institutional Education Conference*. Forthcoming.
- (4) Lillywhite, J.M. and J. Simonsen. Abstract: "Buy-Back Practices in the Purebred Bull Industry." *Journal of Agriculture and Resource Economics* 33 3 (2008):492.
- (3) Lillywhite, J.M. and N. Alimova. "New Mexico's Vineyard Industry." Southwest Regional Vine and Wine Society 2005 Annual Meeting Proceedings. Albuquerque, NM. February 25, 2005.
- (2) Lillywhite, J.M. "The Feasibility of Meat Goats in Minnesota." Minnesota Dairy Goat Association 2000 Annual Meeting Proceedings. St. Paul, MN. December 2000.
- (1) Duffy, M. and J.M. Lillywhite. "Impact of Manure on Costs, Returns, and Energy Use on Corn Fields in Iowa." *Animal Production Systems and the Environment Proceedings*. Des Moines, IA. 1998.

Other Publications

- (21) Lillywhite, J.M. "The Northwest Washington Fair 2018 Fair Participant Survey." Report prepared for the Northwest Washington Fair. October 1, 2018.
- (20) Lillywhite, J.M. "The Northwest Washington Fair 2017 Fair Participant Survey." Report prepared for the Northwest Washington Fair. September 23, 2017.

- (19) Lillywhite, J.M. "The Feasibility of Building and Operating a Barley Malting Facility in Southern New Mexico." Report prepared for the New Mexico Department of Agriculture. August 25, 2017.
- (18) Lillywhite, J.M. "2017 Southwest Craft Brewers Survey." Report prepared for the New Mexico Department of Agriculture. July 24, 2017.
- (17) Lillywhite, J.M. "Farmer Livelihood and Farm Family Welfare." Fairs and Expos (Trade Journal of the International Association of Fairs and Expositions). 2016.
- (16) Lillywhite, J.M. and R. Acharya. "Farm Animal Welfare." Fairs and Expos (Trade Journal of the International Association of Fairs and Expositions). 2016.
- (15) Acharya, R. and J.M. Lillywhite. "Local Food." Fairs and Expos (Trade Journal of the International Association of Fairs and Expositions). 2016.
- (14) Lillywhite, J.M. and R. Acharya. "Fairs: An Opportunity to Educate the Public about Issues in Agriculture." Fairs and Expos (Trade Journal of the International Association of Fairs and Expositions). 2016.
- (13) Lillywhite, J.M. and J.E. Simonsen. "Research Examines Agricultural Fairs: Manager Perceptions." Fairs and Expos (Trade Journal of the International Association of Fairs and Expositions). 2011. Jan/Feb: 48-50.
- (12) Lillywhite, J.M. and J.E. Simonsen. "Research Examines Agricultural Fairs: Consumer Perceptions." Fairs and Expos (Trade Journal of the International Association of Fairs and Expositions). 2011. Mar/Apr: 12-13.
- (11) Hawkes, J.M., J.M. Lillywhite and B. VanWinkle. "Alfalfa Cost and Return Estimates." Alfalfa Market News. New Mexico Hay Association, (October 2010).
- (10) Lillywhite, J.M., and T. Crawford. "New Mexico Hay Prices." Alfalfa Market News. New Mexico Hay Association, (October 2009).
- (9) Lillywhite, J.M. and J.E. Simonsen. "Research and Promotion Program Prospects in the Chile Industry." *New Mexico Chile Association*, Report 31 (2008).
- (8) Lillywhite, J.M., and J.E. Simonsen. "Southwest Agribusiness Conference." New Mexico Chile Association. Report 29 (2008).
- (7) Lillywhite, J.M., A.G. Rodriguez, and C. Allison. "Regional Branding in a Global Marketplace." *New Mexico Chile Task Force* Report 21 (2005):1-12.
- (6) Lillywhite, J.M., J. Hawkes, J. Libbin, and R. Herbon. "Economic Return to Adoption of Mechanical Thinning: The Case of New Mexico Chile." *New Mexico Chile Task Force*, Report 14 2004:1-12.
- (5) Diemer, J., R. Phillips, and J.M. Lillywhite. "Developing New Marketing Strategies for the Southwestern Chile Industry." *New Mexico Chile Task Force*, Report 11 (January 2003):1-13.
- (4) Lillywhite, J.M. and T. Gillett. "Meat Goat." *Minnesota Grown Opportunities*. September 2002. Available on-line at <http://www.mda.state.mn.us/mgo/publication/meatgoat.pdf> (last accessed September 04, 2005).
- (3) Lillywhite, J.M. "2000 – 2001 AURI State of Meat Industry in Minnesota." *Agricultural Utilization Research Institute* Publication. 2001.
- (2) Lillywhite, J.M. "The Feasibility of Meat Goats in Minnesota." *Agricultural Utilization Research Institute* Publication. <http://www.auri.org/research/goatmeat/goat.htm>. 2000.
- (1) Duffy, M. and J.M. Lillywhite. "Looking at Multi-Family Farms." *Leopold Letter*. Leopold Center for Sustainable Agriculture, Fall 1998.

Presentations / Trainings

Professional Association Meetings

- (28) Wilson, M., J. Wilbanks, S. Mariscal, S. Ramsey, and J.M. Lillywhite. "Feasibility of Building and Operating a Malting Facility." 2018 International Food and Agribusiness Management Association Symposium. Buenos Aires, Argentina, June 23 – 27, 2016.
- (27) Mariscal, S. and J.M. Lillywhite. "Understanding Why Consumers Don't Participate in Direct to Consumer Markets." 2018 International Food and Agribusiness Management Association Symposium. Buenos Aires, Argentina, June 23 – 27, 2016.
- (26) Wilbanks, J., C. Robinson, R. Acharya, and J.M. Lillywhite. "Do Nutritional Health Claims on Front-of-Package Labeling Have an Impact on Consumers' Willingness to Purchase Pecans." 2016 International Food and Agribusiness Management Association Symposium. Aarhus, Denmark, June 2016.

- (26) Lillywhite, J.M., R. Acharya, C. Robinson, and J. Wilbanks. "Enhancing Pecan Nutrition: Do Consumers Care About the Source of the Enhancement." 2016 International Food and Agribusiness Management Association Symposium. Aarhus, Denmark, June 2016.
- (25) Gallacher, S. and J.M. Lillywhite. "Fairs: An Opportunity to Educate the Public about Issues in Agriculture." 2016 International Food and Agribusiness Management Association Symposium. Aarhus, Denmark, June 2016.
- (24) Schurr, B. and J.M. Lillywhite. "Impacts of Agricultural Fair Attendance on Public Perception of Animal Welfare in Production Agriculture." 2015 International Food and Agribusiness Management Association Symposium. Minneapolis, June 2015.
- (23) Lillywhite, J.M., and J.E. Simonsen. "Do Consumers Want Pecans with Improved Antioxidant Properties?" 2014 International Food and Agribusiness Management Association Symposium. Cape Town, South Africa. June 16, 2014.
- (22) Lillywhite, J.M., I. Abuamoud, M. Al-Oun, and J.E. Simonsen. "Impact of the Influx of Syrian Refugees on Jordan's Northern Badia Food Security." 2014 International Food and Agribusiness Management Association Symposium. Cape Town, South Africa. June 16, 2014.
- (21) Lillywhite, J.M. and J.E. Simonsen. "Does Nutrition Education Influence Consumer Preferences for Antioxidant Biofortified Pecans?" 2014 International Food and Agribusiness Management Association Symposium. Cape Town, South Africa. June 16, 2014.
- (20) Maier, B., W. Gorman, and J.M. Lillywhite. "New Mexico's Wine Industry: Understanding Winery Differences." 2014 International Food and Agribusiness Management Association Symposium. Cape Town, South Africa. June 16, 2014.
- (19) McDowall, S., J.M. Lillywhite, and J.E. Simonsen. 2013. "Assessing the Economic Impact of a Renaissance ArtsFaire on a Local Community." 2013 European Council on Hotel, Restaurant & Institutional Education Conference. Freiburg, Germany: October 16 – 19, 2013.
- (18) Lillywhite, J.M., and J.E. Simonsen. 2013. "Developing a Certification Program for an Agricultural Commodity: Evaluating the Potential for Program Success with a Discrete Choice Experiment." Presentation at the 2013 International Food and Agribusiness Management's 23rd Annual World Food Forum & Symposium. Atlanta, GA: June 17, 2013.
- (17) Mayen, P.D., and J.M. Lillywhite, J.M. 2013. "Evaluation of Consumer Preferences for "High in Antioxidants" Labeled Tree Nuts." Presentation at the 2013 International Food and Agribusiness Management's 23rd Annual World Food Forum & Symposium. Atlanta, GA: June 17, 2013.
- (16) Lillywhite, J.M., and J.E. Simonsen. 2012. "Visitor Preferences Toward Campfires in National Forest Developed Campgrounds." Presentation at the 2012 International Food and Agribusiness Management's 22nd Annual World Food Forum & Symposium. Shanghai, China: June 15, 2012.
- (15) Lillywhite, J.M., R.N. Acharya, and J.E. Simonsen. 2011. "Recognizing Constraints and Perceptions Influencing Agricultural Fair Attendance in the United States." Presentation at the 2011 International Food and Agribusiness Management Association's 21st Annual World Food Forum & Symposium. Frankfurt, Germany: June 21st, 2011.
- (14) McLain, S., C. Mayen, J. Lillywhite, R. Acharya, and W. Gorman. 2011. "Consumer preferences for social cause differentiation in cooking oils." Presentation at the 2011 International Food and Agribusiness Management Association's 21st Annual World Food Forum & Symposium. Frankfurt, Germany: June 21st, 2011.
- (13) Cockerham, S., W. Gorman, C. Mayen, and J. Lillywhite. 2011. "Feasibility assessment of investing in a pecan oil and flour production facility using new extraction technology." Presentation at the 2011 International Food and Agribusiness Management Association's 21st Annual World Food Forum & Symposium. Frankfurt, Germany: June 20th, 2011.
- (12) Lillywhite, J.M., M. Al-Oun, and J.E. Simonsen. 2011. "Growth Potential in the Organic Foods Market of a Developing Country." Growth Potential in the Organic Foods Market of a Developing Country." Presentation at the 2011 International Food and Agribusiness Management Association's 21st Annual World Food Forum & Symposium. Frankfurt, Germany: June 21st, 2011.
- (11) Lillywhite, J.M., Acharya, R.N., and Liu, S. 2010. "Factors Determining Dairy Product Consumption in Urban China." 2010 International Food and Agribusiness Management Association 20th Annual World Food Forum & Symposium, "Navigating the Global Food System in a New Era." Boston, MA; June 19th, 2010.
- (10) Acharya, R.N., Lillywhite, J.M., and Libbin, J. 2010. "Can Technology and Product Innovation Revitalize the U.S. Chile Industry?" 2010 International Food and Agribusiness Management Association 20th Annual World Food Forum & Symposium, "Navigating the Global Food System in a New Era." Boston, MA; June 19th, 2010.

- (9) Lillywhite, J.M., J. Simonsen, and R. Acharya. "The Importance of Labeling: Consumer Preferences toward Certification Labels in the Chile Industry." International Agribusiness Management Association (IAMA) 19th Annual Forum and Symposium. Budapest, Hungary, June 20-23, 2009.
- (8) Lillywhite, J.M., J. Simonsen, R. Acharya, and K. Laney. "Local Food Preferences of Restaurant Consumers." International Agribusiness Management Association (IAMA) 19th Annual Forum and Symposium. Budapest, Hungary, June 20-23, 2009.
- (7) Lillywhite, J.M. and J. Simonsen. "Buy-Back Practices in the Purebred Bull Industry." Selected paper presentation to the Western Agricultural and Resource Economics Association 2008 Annual Meetings. Big Sky, Montana, June 2008.
- (6) Lillywhite, J.M., V. Wilson, and C. Cox. "Consumer Preference for Region of Origin: Evidence with Origin Embedded Goods." International Agribusiness Management Association (IAMA) 17th Annual Forum and Symposium. Parma, Italy. June 23-16, 2007.
- (5) Lillywhite, J.M. and J. Simonsen. "The Las Cruces Farmers' and Crafts Market: Facing a 'Chicken or the Egg' Situation." International Agribusiness Management Association (IAMA) 17th Annual Forum and Symposium. Parma, Italy. June 23-16, 2007.
- (4) Ellington, J.J., T. Carrillo, J. Pierce, J. Lillywhite, and J. Drake. "Nitrogen/Inset Model for Precision Cotton Production." Entomological Society of America Annual Meeting. December 11, 2007.
- (3) Alimova, N., J.M. Lillywhite, and B.H. Hurd. "Wine Festival Consumers' Wine Preferences: A Discrete Choice Analysis." International Agribusiness Management Association (IAMA) 16th Annual Forum and Symposium. Buenos Aires, Argentina. June 10-13, 2006.
- (2) Lillywhite, J.M., P.V. Preckel, and J. Eales. "Maintaining Parameter Invariance in Censored Micro-Level Data." Selected paper presentation American Agricultural Economics Association (AAEA) annual meeting, Providence, RI. July 24-27, 2005.
- (1) Chee, K.H. and J.M. Lillywhite. 1998. "Community and Economic Development: A Case Study of Two Midwestern Communities." Presentation at the 1998 Midwest Sociological Society meetings. Kansas City, MO. April 2-5, 1998.

Industry Association Presentations

- (18) Lillywhite, J.M. "Cost of Establishing a Pecan Orchard and Growing Pecans." 2018 Pecan Growers Short Course. Las Cruces, NM. October 15, 2018.
- (17) Lillywhite, J.M. "Marketing and Marketing Channels for Pecans." 2018 Pecan Growers Short Course. Las Cruces, NM. October 15, 2018.
- (16) Lillywhite, J.M. "Pecan Costs of Production." 2016 Pecan Growers Short Course. Las Cruces, NM. October 17, 2016.
- (15) Lillywhite, J.M. "Survey of Pecan Consumers: Their Nutritional Knowledge & Pecan Purchase Preferences." Western Pecan Growers Association 2014 Educational Program. March 3, 2014. Las Cruces, NM.
- (14) Lillywhite, J.M. "Pecan Marketing." 2012 Pecan Growers Short Course. Las Cruces, NM. September 25, 2012.
- (13) Hawkes, J. and J. M. Lillywhite "Pecan Budgets." 2012 Pecan Growers Short Course. Las Cruces, NM. September 25, 2012.
- (12) Lillywhite, J.M. "Exploring Value-Added Marketing Opportunities for the New Mexico Chile Industry." 2012 New Mexico Chile Conference. Las Cruces, NM. February 7, 2012.
- (11) Lillywhite, J.M. and J.E. Simonsen. "Follow Up to Comprehensive Fair Survey by New Mexico State University." 2010 International Association of Fairs & Expositions Annual Convention, "Aim Higher." Las Vegas, NV: December 1st, 2010.
- (10) Lillywhite, J.M. "Pecan Marketing." Western Pecan Production Short Course. Las Cruces, NM September 8-10, 2010.
- (9) Lillywhite, J.M. "Economic Modeling of a Start-up Winery." New Mexico Vine and Wine Society Conference. Albuquerque, NM. February 29 – March 1, 2008.
- (8) Lillywhite, J.M. "Economic Impact of New Mexico Race Horse Ownership, Breeding, and Training." New Mexico Horse Breeders Annual Meeting. Sunland Park, NM January 31, 2008.
- (7) Libbin, J.D. and J.M. Lillywhite. "Economic Input/Output Modeling for New Mexico Pecans." Presented at the 41st Annual Western Pecan Conference. Las Cruces, NM. March 4 – 5, 2007.

- (6) Ellington, J., T. Carrillo, D. McWilliams, J.M. Lillywhite, S. Bundy, and J. Pierce. "Precision Crop Production Using GPS and Infrared Sensor Technology. Presented at the 2007 New Mexico Cotton Growers Annual Conference. Ruidoso, NM January 24, 2007
- (5) Lillywhite, J.M. "Marketing and Economics: Chile Related Research in the Department of Agricultural Economics and Agricultural Business." 2006 New Mexico Chile Conference. Las Cruces, NM. February 7, 2006.
- (4) Lillywhite, J.M. and N. Alimova. "New Mexico Vineyard Growers Survey: Results & Implications." Southwest Regional Vine and Wine Conference. Albuquerque, NM. February 25, 2005.
- (3) Lillywhite, J.M. "New Mexico Chile Marketing Summit." Panelist presentation in the marketing breakout session of the 2004 New Mexico Chile Conference. Las Cruces, NM. February 3, 2004.
- (2) Lillywhite, J.M. and C. Puckett. "New Mexico's Farmers' Markets." Presented at the 2004 New Mexico Farmers' Marketing Association Annual Meeting. Santa Fe, NM. January 24, 2004.
- (1) Lillywhite, J.M. "The Feasibility of Meat Goats in Minnesota." Presented at the 2001 annual meetings of the Minnesota Dairy Goat Association. St. Paul, MN. January 2001.

Outreach Presentations / Trainings

- (14) Lillywhite, J.M. "Measuring Household Food Security." Multi-day ACDI/VOCA-funded training presentations to Jordan National Center for Research and Development. Amman, Jordan. September 4th – 20th, 2012.
- (13) Lillywhite, J.M., W. Gorman, and I. Abuamoud. "Agribusiness Management." Training presentation to Iraqi Professors (Iraq Ministry of Higher Education). Las Cruces, NM. July 25th, 2011.
- (12) Lillywhite, J.M. "Postharvest Agribusiness Marketing." Training presentation to Iraqi Agricultural Extension Agents (Iraq Ministry of Agriculture) and University students (Iraq Ministry of Higher Education). Erbil, Iraq. June 26th-27th, 2011.
- (11) Lillywhite, J.M., W. Gorman, and I. Abuamoud. "Agribusiness Management in Iraq." Training presentation to Iraqi Agricultural Extension Agents (Iraq Ministry of Agriculture) and University students (Iraq Ministry of Higher Education). Erbil, Iraq. January 8 – 13, 2011.
- (10) Lillywhite, J.M. "Business Management." New Mexico State University Artisan Cheese Making Workshop. Las Cruces, NM January 17 – 19, 2008.
- (9) Carrillo, T. J. Ellington, J.M. Lillywhite, and D. McWilliams. "Precision Variable Rate Fertilizer Applications. New Mexico State University Chile Field Day. Leyendecker Plant Science Center, Las Cruces, New Mexico. August 10, 2006.
- (8) Lillywhite, J.M. "Understanding Personalities to Strengthen Teams and Team Performance." New Mexico Association of Counties, Counter Assessor Training. Albuquerque, NM. March 30, 2006.
- (7) Lillywhite, J.M. "Building Stronger Teams." New Mexico Association of Counties, County Assessor Training. Ruidoso, NM. October 7, 2005.
- (6) Lillywhite, J.M. "Value-Added Agriculture in New Mexico." New Mexico Legislative Meeting. Las Cruces, NM. September 29, 2005.
- (5) Lillywhite, J.M. "Value-Added Agriculture in New Mexico." New Mexico Financing Authority Meeting. Ruidoso, NM August 22, 2005.
- (4) Lillywhite, J.M., R. Phillips, and D. Kim. "Information Technology Affiliates Project Management Training." New Mexico Association of Counties 2005 Annual Conference. Hobbs, NM. June 8, 2005
- (3) Lillywhite, J.M. "Marketing Trends in Sustainable Agriculture." Presented at the Workshop in Sustainable Agriculture (Sponsored by New Mexico State University Cooperative Extension Service and Western Region SARE). Sunland Park, NM. December 2, 2004.
- (2) Lillywhite, J.M. "Farmers' Markets and Marketing." Presented at the 2003 Growers and Vendors Workshop (sponsored by the Las Cruces Farmers' and Crafts' Market and Dona Ana County Cooperative Extension Service). Las Cruces, NM. January 24, 2003.
- (1) Lillywhite, J.M. "To Cooperate or Not To Cooperate." Presentation given at the "Developing Farmer Power: Developing Farmer Cooperatives" conference. Southwest State University, Marshall, MN. December 1999.

Other Presentations

- (12) Lillywhite, J.M. "Research in the Department of Agricultural Economics and Agricultural Business: Supporting Economic and Community Development." Presentation made faculty and other stakeholders of the Department of Zootechnics and Ecology at the Universidad Autonoma de Chihuahua. Chihuahua, Mexico. December 11, 2017.

- (11) Lillywhite, J.M. "Agriculture's Contribution to New Mexico's Economy." Presentation made at the Academy for Learning in Retirement." Las Cruces, NM. September 28, 2017.
- (10) Lillywhite, J.M. "New Mexico Agriculture." Presentation made to New Mexico Legislative Committee. Ruidoso, New Mexico. July 28, 2016.
- (9) Lillywhite, J.M. "New Mexico State FFA Sales Contest, Making Improvements." Presentation made to FFA instructors and advisors, New Mexico Leadership Conference. February 13, 2011.
- (8) Lillywhite, J.M. "New Mexico State FFA Sales Contest." Presentation made to FFA instructors and advisors, New Mexico Leadership Conference, 2010.
- (7) Lillywhite, J.M. "Marketing Systems for Small Farms." Presentation made to Iraqi Agricultural Extension Specialists (Ministry of Agriculture in Iraq). Las Cruces, NM November 16, 2007.
- (6) Lillywhite, J.M. and T. Crawford. "Presenting Forecasts: Graphical Comparison Techniques." Presentation made to the Market and Trade Economics Division (MTED), USDA Economic Research Service. Washington, D.C. August 8, 2006.
- (5) Lillywhite, J.M. "Prospects for Food Processor Training." Presentation made to Dean Jerry G. Schickedanz and New Mexico State University's College of Agriculture and Home Economics Food Technology Center Executive Committee. Las Cruces, NM. May 11, 2005.
- (4) Lillywhite, J.M. "Economic Returns to Mechanic Thinner." Presentation at pre-bid conference for NMSU mechanical thinner (presented to potential manufacturers of NMSU chile thinner). Las Cruces, NM. August 27, 2004.
- (3) Lillywhite, J.M. "2000 – 2001 State of the Meat Industry in Minnesota." Presented to the board of directors of the Minnesota Association of Meat Processors. Rochester, MN. January 2001.
- (2) Lillywhite, J.M. "2000 – 2001 State of the Meat Industry in Minnesota." Presented to agriculture marketing section of the Minnesota Department of Agriculture. St. Paul, MN. Summer 2000.
- (1) Lillywhite, J.M. "The Feasibility of Raising Meat Goats in Minnesota." Presented to Marketing Section of the Minnesota Department of Agriculture. St. Paul, MN. Summer 2000.

Poster Presentations

- (22) McDowall, S., Lillywhite, J.M., and Simonsen, J.E. 2013. "An Analysis of Attendees' Satisfaction and Economic Impact on the Local Economy." Poster presentation at the 2013 International Council on Hotel, Restaurant, and Institutional Education Annual Conference. St. Louis, MO: July 24-27, 2013.
- (21) Fasenko, G.M., Lillywhite, J.M., & Simonsen, J.E. 2013. "Exploring the Demographic and Bond Characteristics of U.S. Dogs and Their Owners." Poster presentation at the 2013 International Association of Human-Animal Interaction Organizations Triennial Conference. Chicago, IL: July 20-22, 2013.
- (20) Lillywhite, J.M., Simonsen, J.E., & Fasenko, G.M. 2012. "Factors Influencing the Decision of U.S. Consumers to Purchase Specialty Dog Food." Poster presentation at the 2012 International Food and Agribusiness Management Association's 22nd Annual World Food Forum & Symposium. Shanghai, China: June 11-14, 2012.
- (19) Fowler, L., Lillywhite, J.M., & Simonsen, J. 2011. "Economic feasibility of biodiesel production using Camelina in New Mexico." Poster presentation at the 2011 International Food and Agribusiness Management Association's 21st Annual World Food Forum & Symposium. Frankfurt, Germany: June 20th-21st, 2011.
- (18) Lillywhite, J.M., Fowler, J., & Simonsen, J.E. 2011. "Perceptions Toward Western U.S. Outdoor Recreation Sites: An Example Using State & National Parks, Forests, & Wilderness Areas." Poster presentation at the 2011 International Food and Agribusiness Management Association's 21st Annual World Food Forum & Symposium. Frankfurt, Germany: June 20th-21st, 2011.
- (17) Scott, R., Acharya, R.N., Bleiweiss, M.P., and Lillywhite, J.M. "Measuring Competitive Pecan Production Through Satellite Imagery." 2010 International Food and Agribusiness Management Association 20th Annual World Food Forum & Symposium, "Navigating the Global Food System in a New Era." Boston, MA; June 19th – 22nd, 2010.
- (16) Wilson, B., McLain, S.M., and Lillywhite, J.M. "Agriculture Fairs in North America: Managers' Perspectives." 2010 International Food and Agribusiness Management Association 20th Annual World Food Forum & Symposium, "Navigating the Global Food System in a New Era." Boston, MA; June 19th – 22nd, 2010.
- (15) Phillips, R., J.M. Lillywhite, and M. O'Neill. "How Chile Peppers Fired Up Our Project Management Skills." 2nd World Congress of Agroforestry. Nairobi, Kenya August 23-28, 2009.

- (14) Ghunaim, A. and J.M. Lillywhite. "Introducing New High Value Crops in Jordan: The Case of Sweet Onions." Accepted poster presentation to International Food and Agribusiness Management Association (IFAMA) Monterey, California, USA June 14 – 15, 2008.
- (13) Lillywhite, J.M. and J. Simonsen. "Valuing Breeding Bull Attributes in a Semiarid Environment: A Hedonic Pricing Model." NMSU Seventh Annual Undergraduate Research Council Research and Creative Activities Fair." Las Cruces, NM. October 5, 2007.
- (12) Cox, C., V. Wilson, and J.M. Lillywhite. "Global Implications for Agricultural Producers and Processors in the American Southwest and Chihuahua Mexico." International Agribusiness Management Association (IAMA) 17th Annual Forum and Symposium. Parma, Italy. June 23-16, 2007.
- (11) Simonsen, J.E., J.M. Lillywhite, & R. Phillips. "Research and Promotion Program Prospects in the Chile Industry: An Example from Avocados." Presented at the 2007 New Mexico Chile Conference. Las Cruces, NM February 5–6. 2007.
- (10) Wilson, V. and J.M. Lillywhite. "Practitioner Preferences for Chinese Medicinal Herbs." 2007 New Mexico Agricultural Small Farm Conference and Trade Show. Moriarty, NM November 2-4, 2007.
- (9) Simonsen, J.E., J.M. Lillywhite, & R. Phillips. "Regional Branding in a Global Marketplace." Presented at the 2007 New Mexico Chile Conference. Las Cruces, NM February 5–6. 2007.
- (8) Cox, C., V. Wilson, and J.M. Lillywhite. "Geographical Branding: The Case of Premium New Mexico Sweet Onions." International Agribusiness Management Association (IAMA) 16th Annual Forum and Symposium. Buenos Aires, Argentina. June 10-13, 2006.
- (7) Hurd, B.H. and J.M. Lillywhite. "Cropman: A Crop Production Simulation Tool to Enhance Agricultural Sustainability. 2006 New Mexico Chile Conference. Las Cruces, NM. February 7, 2006.
- (6) Alimova, N.B. and J.M. Lillywhite. "Identifying Marketing Strategies for Wine Industry in New Mexico." 4th National Small Farm Conference - Enhancing Opportunities for Small Farmers and Ranchers. Greensboro, NC. October 16-19, 2005.
- (5) Alimova, N.B. and J.M. Lillywhite. "New Mexico's Vineyards and Wineries: Identifying Marketing Needs and Developing Strategies." 15th Annual World Food and Agribusiness Symposium. International Agribusiness Management Association Annual Conference. Chicago IL. June 25–28, 2005.
- (4) Guo, S., E. Hadjigeorgalis, and J.M. Lillywhite. "The Impact of Quota Elimination on the Textile Industry: A Study of the Potential for Expansion in the Chinese Textile Industry." 15th Annual World Food and Agribusiness Symposium. International Agribusiness Management Association Annual Conference. Chicago, IL. June 25–28, 2005.
- (3) Lillywhite, J.M. and K. Cox. "Status of New Mexico's Food Processing Industry." University Research Council's New Mexico AMP 2004 Student Research Conference. 2004.
- (2) Lillywhite, J.M. and C. Puckett. "New Mexico's Farmers' Markets." University Research Council's New Mexico AMP 2004 Student Research Conference. 2004.
- (1) Lillywhite, J.M., J. Hawkes, J. Libbin, and R. Herbon. "Economic Return to Adoption of Mechanical Thinning in the New Mexico Chile Industry." University Research Council's New Mexico AMP 2004 Student Research Conference. 2004.

Teaching Performance

Teaching

Description of Courses Taught

Courses taught at New Mexico State University

Course Number	Course Title / Description
AG E 101	<i>Intro to Agribusiness Management</i> – Orientation to the Department of Agricultural and Agricultural Business. Students will discover the types of careers available to graduates.
AG E 236	<i>Agribusiness Management Principles</i> – Description and application of management and financial principles, market planning, and organization theory in small business situations.
AG E 305 / MKTG 305	<i>Marketing and Pricing Agricultural Products</i> – Description of agricultural processes and functions; food production and consumption patterns; agricultural product

	prices; nature of competition in agricultural product markets; commodity markets. (Required course for undergraduate students)
AG E 311 / FIN 311	<i>Financial Futures Markets</i> – Emphasis on financial instruments, currencies, and stock index futures. Principles of hedging, arbitrage, speculation, technical and fundamental price analysis and trading strategies.
AG E 425	<i>Agribusiness Financial Management</i> – Description and application of techniques and principles of financial management to problem situations faced by agricultural businesses, including financial statement development and analysis, capital budgeting, sources and costs of capital.
AG E 451/ MKTG 451	<i>Agribusiness Market Planning</i> – Applications course where self-managed teams develop and present marketing plans for agribusiness firms. Emphasis on integrating the marketing mix, particularly promotional elements.
AEEC / FIN 511	<i>Advanced Futures and Options Markets</i> – Advanced hedging and speculating strategies using futures and options contracts. Coverage includes interest rates, stock indexes, metals, currencies, livestock, and grains. Concepts of price analysis (technical and fundamental) and basis analysis; technical paper is required.
AEEC 551	<i>Advanced Agribusiness Marketing</i> – Applications course in which self-managed teams apply marketing theory in the development and presentation of marketing plans for food and agribusiness firms. Course includes analysis of marketing problems with emphasis on strategic marketing issues changing trade policies, and global competitiveness. (Required course for M.S. and M.B.A. students)

Grants, Contracts and Gifts (\$18.3 million total; \$1.1 million PI)

- New Mexico Economic Development Department. "Fiscal Impacts of Retiree Attraction Program." \$150,000. 2018.
- USDA – Foreign Agricultural Service. "2017 Faculty Exchange Field Study Program." \$49,473. Lillywhite award: 24,737. Co-PD. 2017.
- Medina grant
- USDA – National Institute of Food and Agriculture. "Coordinated Development of Genetic Tools for Pecan." Total award: \$4,404,284. Co-PD. Lillywhite portion of award: \$32,279. 2016-2021.
- USDA – Foreign Agricultural Service. "2016 Faculty Exchange Field Study Program." \$48,748. Lillywhite award: \$27,374. Co-PD. 2016.
- New Mexico Horsemen's Association. (Gift). \$7,500. 2012.
- NMDA. "Certification Program for New Mexico Grown Chile: Evaluation & Development." Co-PD. \$54,981. 2011-2013.
- USDA – National Institute of Food and Agriculture. "Systems Approach at Improving the Long-term Competitiveness of U.S. Pecans Based on Their Nutritional and Health-promoting Components." Total award: \$1,219,636. Lillywhite portion of NMSU Subaward: \$153,155. Co-PD. 2011-2014.
- New Mexico Chile Association. "Investigating the Effects of NMSU Chile Research on New Mexico Employment." \$28,000. PD. 2011.
- USDA – Foreign Agricultural Service / National Institute of Food and Agriculture. "Iraq Agricultural Extension Revitalization." \$61,600 (amendment). 2011.
- New Mexico Chile Association. "New Mexico Chile Economic Update." \$8,000. PD. 2011.
- Las Cruces Convention and Visitors' Bureau. "An Analysis of Attendees' Satisfaction and Economic Impact: The Las Cruces Convention Center." \$6,926. Co-PD. 2010 – 2011.
- USDA – Foreign Agricultural Service / National Institute of Food and Agriculture. "Iraq Agricultural Extension Revitalization." Total Award Funding: \$11.8 million. NMSU Subaward: \$449,988. Co-PD. 2008–2010.
- USDA – Cooperative Research and Extension Service Rio Grande Basin Initiative. "Oilseed Production using Camelina under Varying Water Availability." Co-PIs: M. Encinias (team leader), D. Graham, M. Marsalis, S. Angadi, M. O'Neil. \$143,660 2008–2010.
- USDA – National Resource Conservation Service. "A Nitrogen/Insect Model for Precision Crop Management." Co-PIs: J. Ellington, T. Carrillo, D. McWilliams. \$75,000. 2007–2009.

Cotton Incorporated. "Nitrogen/Insect Model for Precision Cotton Production." Co-PIs: J. Ellington, D. McWilliams, J. Pierce, T. Carrillo. \$30,000. 2009.

New Mexico Chile Association. "Chile Certification." \$35,000. 2009.

New Mexico Rural Development Response Council. "Markets for Hatch Co-Packing Facility." Co-PIs: T. Crawford and J. Libbin. \$23,000. 2009.

Branch Ranch. (Gift). With M. Thomas and J. Thomas. \$25,000. 2009.

New Mexico Horsemen's Association. (Gift). \$7,500. 2008.

New Mexico Chile Association. "Southwestern Chile Industry: Economic Analysis." \$25,000. 2007.

New Mexico Undergraduate Research Initiative Grant. "Examining the Market Potential for Premium Quality Chile Rellenos." Co-PIs S. McLain and K. Pound (Undergraduate students). \$2,500. 2005.

USDA – Economic Research Service. "Estimating and Forecasting National Sheep Market Indicators." Co-PI: T. Crawford. \$25,000. 2005.

USDC – Economic Development Agency. "Chile Industry Research and Development Strategy." Co-PIs: R. Phillips, E. Silva, N. Flores, J. Libbin, and C. Erickson. Subaward: \$47,284. Total Grant Amount: \$200,000. 2005.

New Mexico State University Water Projects (Rio Grande Initiative). "Efficient Use of Water in Agricultural Commodities." \$59,000. Funded September 2003. Co-PIs: M. English, E. Gomez, S. Guldán, F. Holguin, D. Jimenez, D. McWilliams, C. Smith, P. Torres, R. Torres, and R. Walsler.

NMDA. "Strategic Planning for Chile Market Expansion." Co-PI: R. Phillips. \$1,900. 2003.