

WELCOMES

New Faculty and Staff

FACULTY



DR. TRENT BLARE

(TREC) in Homestead. He plans to work closely with local growers and processors in south Florida in developing market opportunities for their products and provide evidence of the economic value of south Florida's natural resources to policy makers and other stakeholders.

Trent grew up on a ranch in western South Dakota where he was active in 4-H and FFA and obtained a BS in agricultural economics at the University of Nebraska – Lincoln. Inspired by the courses he took in agricultural development, Trent applied for the Peace Corps where he supported indigenous communities enhance their cacao production and gain better access to these markets. He then pursued a MS and PhD in Food and Resource Economics from University of Florida where he continued his research in the cacao value chain in Ecuador. Before returning to UF, Trent spent six years in the CGIAR international agricultural research system where he was a markets and value chain specialist with the World Agroforestry (ICRAF) in Lima, Peru and the International Maize and Wheat Improvement Center (CIMMYT) in Texcoco, Mexico. During this time, Trent's research focused on developing sustainable and are socially inclusive markets in Brazil, Guatemala, Honduras, Mexico, Nicaragua, and Peru. While in the CGIAR, he worked with a wide variety of products from the Amazonian fruit camu camu to commodity crops including cacao, coffee, oil palm, and maize. Trent is building a similar extension and research program at the UF/IFAS Tropical Research and Education Center



DR. KIMBERLY MORGAN

of natural or man-made hazards on the private and public sectors of the state. Dr. Morgan earned a BS in 1993 in Animal Science, a M.S. in Food & Resource Economics in 1997, and a Ph.D. in Food & Resource Economics in 2007, all from the University of Florida. She worked with the University of Florida's Agricultural Market Research Center as an Economic Analyst from 2000-08. From July 2008-2013, Dr. Morgan was an Extension Agricultural Economist in the Agricultural Economics Department at Mississippi State University. In 2013, she joined the Agricultural and Applied Economics Department at Virginia Tech as an Assistant Professor and Extension Agricultural Economist. She was appointed to the endowed Kohl Centre Junior Faculty Fellow position from 2013-2020 by the Virginia Board of Visitors. She earned tenure and held the title of Associate Professor from June 2019 until her departure from Virginia Tech to begin her duties "back home" in Immokalee, Florida, with the UF's SW Florida Research and Extension Center.

Kimberly "Kim" L. Morgan joined the Food and Resource Economics Department at the University of Florida in August 2020 as an Associate Professor and Extension Agricultural Economist. She is the Director of the Farm Labor Supervisor Training program, leading a team of experts who provide educational programs to protect the health and safety of Florida farm workers, supervisors, and owners, as they work 24/7/365 to provide fresh, healthy food and food products locally, regionally, nationally, and globally. Her extension program goal is to pursue multi-disciplinary, science-based, objective research that serves to inform decisions made by consumers, producers, and policymakers who are connected by Florida's food and resources. Dr. Morgan's research program goals are centered on measurable real-world needs communicated by Florida's rural, natural resource, and agribusiness owners, managers and consumers. Specific research objectives include: understanding significant factors which influence specialty crop producers to adoption new technologies and/or pursue new marketing channels, determining the physical, behavioral and demographic characteristics of consumers motivated to seek out food and food products sold directly from the farm, and assessing the economic impacts

POST DOC ASSOCIATES



DR. DAVID MACDONALD

David Macdonald joined FRE in August as a Post Doc Associate working for Dr. Lisa House. Dr. Macdonald received his Ph.D. in political science from Florida State University and his B.A. from the University of Central Florida. He studied American politics, public opinion, political behavior, and survey research methods. Although not an economist by training, he has been able to use his political science training to help design surveys and analyze consumer behavior. While pursuing his Ph.D., David solo-authored six articles in peer-reviewed academic journals and designed and taught multiple introductory and upper-division courses in political science. Dr. Macdonald's research will be related to consumer acceptance and willingness to pay for pet care and veterinary services, as well as different food and agricultural products and attributes.

DR. XIAOHUI (SHERRY) QIAO



Xiaohui (Sherry) Qiao joins FRE this summer as a Postdoctoral Associate to work on the development of web-based geovisualization tools for UF/IFAS Extension and its stakeholders. The webGIS will serve as a tool for informed decision-making in relation to the 2023-2028 University of Florida Extension Roadmap, and will communicate the baseline socio-economic and demographic conditions within which UF/IFAS Cooperative Extension operates. Sherry earned a Ph.D. degree in Civil Engineering at Brigham Young University, where her research mainly focused on Hydroinformatics and webGIS development. She devoted her efforts to several research projects that emphasize on geospatial computing, web services/apps, and cyberinfrastructure development to support environmental research. Her primary research interest is to leverage interdisciplinary technologies (GIS, data science, informatics) to solve research questions in agriculture and environmental science.

STAFF

KELSEY MCDAID

Kelsey McDaid is the research coordinator for the Economic Impact Analysis program. She comes to the program with a bachelors in Neuroscience from the University of California, Santa Cruz and experience collaborating with stakeholders across departments to improve policies and practices particularly pertaining to the library system and related resources. While pursuing my degree Kelsey also gained experience in Geographic Information Systems, where she had the opportunity to tie together spatial and socioeconomic characteristics to better understand and model a potential regional public health issue. Kelsey is greatly interested in continuing to learn and pursue interdisciplinary research and understanding downstream economic impacts of decision-making and policy.

