

Cristina A. Connolly

University of Connecticut
Department of Agricultural and Resource Economics
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Professional Experience

Academic and Related Employment:

Assistant Professor, University of Connecticut, 2020-Present
Assistant Professor, California Polytechnic State University, 2015-2020
Graduate Research and Teaching Assistant, The Ohio State University, 2011-2015
Economic Consultant, Analysis Group, Aug. 2007-June 2009

Education

Doctor of Philosophy: Agricultural, Environmental and Development Economics

The Ohio State University (2015)

Dissertation: Three Essays on Local Food Consumption and Production

Master of Science: Agricultural, Environmental and Development Economics

The Ohio State University (2013)

Master of Arts: Economics

The Ohio State University (2011)

Bachelor of Arts: Economics (minor in Spanish), *magna cum laude*

Middlebury College (2007)

Research Activities

Research Fields

Local and regional food systems; Agricultural and land use economics; Spatial econometrics

Journal Publications (15)

*designates published with graduate student, ** designates published with undergraduate student

15. **Connolly, C.**, Graziano, M., Steinbach, S. (2024). David versus Goliath? The Impact of Corporate Expansion in the Alcohol Retail Industry on Incumbent Small-Scale Retailers. *Journal of Wine Economics*. Forthcoming.
14. **Connolly, C.** Service-Learning in Agricultural Economics: Harnessing Local Food to Introduce Students to Applied Research and Extension. (2024). *Applied Economics Teaching Resources*. Forthcoming.
13. **Connolly, C.**, Cusack, C.**, Morzillo, Anita T., Towe, C. (2024). Challenges Facing Agritourism: How Are Producers Coping. *Choices*. 39(3)
12. **Connolly, C.**, Stearns, S. (2024). Game-Based Learning in Extension Education: An Assessment of the Impact on Consumer Learning and Behavior. *Applied Economics Teaching Resources*. 6(2).

11. **Connolly, C.**, Klaiber, A. (2024). Location Choice and Food Tradeoffs: Does Local Matter. *Land Economics*. 100(3).
10. **Connolly, C.**, Graziano, M, McDonnell, A*, Steinbach, S. (2023). In Cervisia Veritas: The Impact of Repealing Sunday Blue Laws on Alcohol Sales and Retail Competition. *Journal of Wine Economics*. 18(4).
9. Wen, C* and **Connolly, C** (2022). Aiding Farm to School Implementation: An Assessment of Facilitation Mechanisms. *Agricultural and Resource Economics Review*. 51(2).
8. Rees, G, Pressler, Y, Bates, G, **Connolly, C**, Sommerland-Rogers, D, De Lay, A, Gill, S, Paphthakis, P, Kronewitter, R, and Lammert, A (2021). Student Perceptions of Rapid Transition To Emergency Remote Learning in a Hands-On Agricultural College. *Natural Sciences Education*. 50(2).
7. **Connolly, C** and S. Degraff** (2019). California Direct Marketer Perceptions of the Food Safety Modernization Act. *Choices*. Quarter 3.
6. **Connolly, C** and H.A. Klaiber (2019). Competition in Local Foods Markets. *Journal of Agricultural and Resource Economics*. 44(2): 328-344.
5. **Connolly, C**, M. Livy, Y. Qiu, and H.A. Klaiber (2019). Capitalization of Interconnected Active Transportation Infrastructure. *Landscape and Urban Planning*. 182:67-78.
4. **Connolly, C.**, and H. Allen Klaiber (2014). Does Organic Command a Premium When the Food is Already Local? *American Journal of Agricultural Economics*. 96(4):1102-1116.
3. Ivanova, J., Birnbaum, H., and **Cristina Connolly**. (2011). Physicians' Decisions to Prescribe Antidepressant Therapy in Older Patients with Depression in a US Managed Care Plan. *Drugs and Aging*. 28:51-62.
2. Simpson, R.J., Signorovitch, J., Birnbaum, H., Ivanova, J., **Connolly, C.**, Kidolezi, Y., and Andreas Kuznik. (2009). Cardiovascular and economic outcomes after initiation of lipid-lowering therapy with atorvastatin vs simvastatin in an employed population. *Mayo Clin Proc*. 12:1065-1072.
1. Carpenter, J., **Connolly, C.**, and Caitlin Myers. (2008). Altruistic behavior in a representative dictator game. *Experimental Economics*. 11:282-298.

Presentations

- *Land Use Choice and Specialty Crops: The Impact of Local Food Retailers*. Agricultural and Applied Economics Association Annual Meeting, New Orleans, 2024.
- *Why do schools ditch farm to school? Barriers to adopting farm to school programming in participating SFAs*. Agricultural and Applied Economics Association Annual Meeting, New Orleans, 2024.
- *David versus Goliath: The Impact of Corporate Expansion in the Alcohol Retail Industry on Small-Scale Retailers*. American Association of Wine Economists Annual Meeting, Lausanne CH, 2024.
- *The Competitive Interplay Between Chain and Independent Liquor Stores: The Connecticut Case*. Wine Business Conference, Willimantic, 2024.
- *What Does the Local Supply Chain Look Like?* Panelist. USDA ERS Local and Organic Farming Systems Research Symposium, Kansas City, 2023.

- *Food Hubs and Farm to School: Policy and Impact Across the Food System*. Panelist. Council On Food, Agricultural and Resource Economics Webinar, 2023.
- *The Impact of Repealing Sunday Blue Laws on Alcohol Sales and Retail Competition*. Agricultural and Applied Economics Association Annual Meeting, Washington DC, 2023.
- *Farmer Crop Choice and Local Food Demand: Does Urbanization Lead to Diversification*. Agricultural and Applied Economics Association Annual Meeting, Washington DC, 2023.
- *The Impact of Repealing Sunday Blue Laws on Alcohol Sales and Retail Competition*. American Association of Wine Economists Annual Meeting, Cape Town SA, 2023.
- *Competitive Grant Making: Stakeholders, Interdisciplinarity, and Bureaucracies*. Moderator. Northeastern Agricultural and Resource Economics Association Annual Meeting, Mystic CT, 2022.
- *Game-Based Learning in Extension Education: An Assessment of the Impact on Consumer*. Northeastern Agricultural and Resource Economics Association Annual Meeting, Mystic CT, 2022.
- *Aiding Farm to School Implementation: An Assessment of Facilitation Mechanisms*. University of Maine Seminar Series, Orono ME, 2021.
- *Direct Marketing and Preferences for Insurance*. Western Agricultural Economics Association, Coeur d'Alene ID, 2019.
- *Spatial Analysis of Farmers' Market Locations*. Food Distribution Research Society, Washington D.C., Fall 2018.
- *Competition and Farmers' Markets in the United States: The Role of New Market Entrants*. Australasian Agricultural and Resource Economics Society, Adelaide SA, Winter 2018.
- *The Neighbor Effect: The Nature of Spatial Externalities in the Decision to Adopt Organic Production Systems*. CSU Fullerton Seminar Series, Fullerton CA, 2017.
- *Risk Preferences and Liability Decisions*. Applied Economics Association Annual Meeting, Boston MA, 2016.
- *The Impact of Pollution Burden on Micro-Level Residential Sorting*. Association of Environmental and Resource Economists Summer Conference, Breckenridge CO, 2016.
- *Local Foods and New Market Entrants*. Joint AAEA & WAEA Annual Meeting, San Francisco CA, 2015.
- *Location Choice and Health Tradeoffs*. North American Meetings of the Regional Science Association International, Washington D.C., 2014.
- *Identifying the Determinants of Direct Marketing Decisions by Small Farms*. Midwest Graduate Student Conference on Regional and Applied Economics, Columbus OH, 2013.
- *Are Consumers Willing to Pay for Organic When the Food is Already Local*. Applied Economics Association Annual Meeting, Seattle WA, 2012.

Grants and Fellowships

Awards Total: \$3,308,375

USDA-AMS, 2024, \$99,393, Co-PI

Project Name: “Increasing Market Access for CT Organic Producers and Handler”

USDA-NIFA, 2023, \$650,000, PI

Project Name: “Consumer Choices and Behavior of Visitors to Farmers’ Markets: New Insights from Human Mobility Data and Artificial Intelligence”

Hartford Food Systems, 2023, \$37,122, PI

Project Name: “Local Food Counts”

Hatch Capacity Grant, 2022, \$90,000, Co-PI

Project Name: “Entrepreneurial Networks, Resource Access, and Performance of New England Small- and Medium-Sized Farms”

CT Food Association, 2022, \$23,000, Co-PI

Project Name: Survey of Consumer Grocery and Wine Preferences

CT Department of Agriculture, 2022, \$25,000, PI

Project Name: “Study of Food Procurement Amongst K-12 and Early Childhood”

NIFA Data Science for Food and Agricultural Systems, 2021, \$1,000,000, PI

Project Name: “DSFAS-CIN: Harnessing Mobility Big Data and Artificial Intelligence Through a Transdisciplinary Research Network in Food Production, Processing, and Consumption Systems”

USDA ERS Cooperative Agreement, 2021, \$48,000, Co-PI

Project Name: “The Impact of Specialty Local Food Retailers on Local Consumers and Direct Marketing Producers”

NIFA New Beginning for Tribal Students, 2021, \$250,000, PI

Project Name: “New Beginnings For Students Of The Tribes Of Southern New England: Enhancing The 1862 Land Grant Opportunity In The Dawnland Region”

NIFA Food and Agriculture Non-formal Education, 2021, \$750,000, Co-PI

Project Name: “Advancing 4-H Youth Careers in Food and Agriculture via Biotechnology and STEM”

Natural Resources Conservation Service, 2021, \$231,045, Co-PI

Project Name: “Regenerative Agriculture for Western New England”

Hatch Capacity Grant, 2020, \$59,918, PI

Project Name: “Role of Transaction Costs in Local Food Procurement and Sales”

UConn OVPR Scholarship Facilitation Fund, 2020, \$2,000, PI

Project Name: “Efficacy of Games to Provide Extension Knowledge”

CSU Program for Education and Research in Biotechnology, 2019, \$7,000, Co-PI

Project Name: “Sustainable Diet to Address the Food, Health and Environment Trilemma”

Hyers Chase Endowment Grant, 2019, \$5,000

Project Name: “How to Optimally Leverage the CA Grown Identity”

Cal Poly Summer Undergraduate Research Program, 2019, \$4,000

Project Name: “The Effective Components of Buy Local Programs”
Cal Poly Summer Undergraduate Research Program, 2018, \$4,000
Project Name: “Farmers Market Location and Competition”
Agricultural Research Institute, 2017, \$6,647
Project Name: “Optimizing Farmers’ Market Distribution”
Cal Poly Summer Undergraduate Research Program, 2017, \$4,000
Project Name: “Factors That Contribute to the Successful Establishment of a Farmers’
Market”
Cal Poly Summer Undergraduate Research Program, 2016, \$4,000
Project Name: “Risk Preferences and Liability Decisions”
SEEDS: The OARDC Graduate Research Enhancement, 2013, \$5,000
Project Name: “Identifying Determinants of Direct Marketing Decisions by Small Farms”
OSU Food Innovation Center Social Science Grant, 2012, \$3,000
Project Name: “Local Foods and Supporting Policies: An Investigation of CSA Farms”
Career Development Grant, Ohio State University Graduate Student Council, 2012, \$250
OSU Graduate Enrichment Fellowship, 2010-2014

Extension Activities

Presentations

- “CT Local Food Counts 2022”. Presented to CT Food Policy Council (2024).
- “CT Farm to ECE Survey”. Presented to CT Farm to ECE Taskforce (2024).
- “CT Farm to School Procurement Survey”. Presented to CT Farm to School Collaborative (2022).
- “Navigating the Grocery Store Aisle: Use Our Game In Your Extension Program”. Connect Extension Webinar (2021).
- “Assets and Gaps in CT Food System”. Presented to CT Food System Alliance (2020).
- “Buy Slocal.” Presented to the SLO County Food System Coalition. San Luis Obispo, CA. (2018).
- “Targeting Active Transportation Investments to Exploit Complementarities with Existing Infrastructure.” Presented to Mid-Ohio Regional Planning Commission. Columbus, Ohio. (2014)

Peer-Reviewed Extension Fieldbooks

2. Cezarotto, M., Chamberlin, B., Stearns, S., Cushman, J., **Connolly, C.**, Ricard, R. Collaborative Design in Extension: Using a Modified Game Jam to Explore Game-Based Learning. *eXtension eFieldbook*.
1. Stearns, S., **Connolly, C.**, Gray, S., Cushman, J., Puglisi, M., Tian, X., Bonelli, J., Ricard, R. (2021). Navigating the Grocery Store Aisle: Understanding Food Marketing Labels. *eXtension eFieldbook*.

Reports

4. Connolly, C., Lopez, R., Bojinova, E., Krebbers, S., Cusack, C. (2023). An Assessment of the Challenges Facing Connecticut Farmers in 2023. *Zwick Center Outreach Report*.
3. Connolly, C., McDonnell, A., Dosseh, C., Gentile, J. (2023). Farm to School in Connecticut. *Zwick Center Outreach Report*.
2. Carstensen, F., Connolly, C., Graziano, M., Gunther, P., Grumstrup, E., McDonnell, A., Rollins, K. (2022). Wine Sales in Connecticut Grocery Stores: Consumer Preferences, Economic Impacts, and Review of Outcomes from Other Regions. *Zwick Center Outreach Report*.
1. Colonies Kelley, H., Chen, M., Connolly, C. (2022) Farm to Institution: Highlighting Local Food Procurement at the University of Connecticut. *Zwick Center Outreach Report*.

Media

2024. "If You Let People Buy Beer at Grocery Stores, the Liquor Stores Still Survive". Reason. <https://reason.com/2024/01/26/study-if-you-let-people-buy-beer-at-grocery-stores-the-liquor-stores-still-survive/>

2023. "UConn Study Finds Squeeze from Labor Shortage Tightens on Connecticut Farmers". *UConn Today*. <https://today.uconn.edu/2023/08/uconn-study-finds-squeeze-from-labor-shortage-tightens-on-connecticut-farmers/>

2023. "Wine Sales in Grocery Stores Still Up for Debate". *NBC Connecticut*. <https://www.nbcconnecticut.com/news/local/wine-sales-in-grocery-stores-still-up-for-debate/2967584/>

2023. "Wine in CT supermarkets? 1,000-foot buffer from package stores adds a twist". *CT Insider*. <https://www.ctinsider.com/connecticut/article/grocery-stores-package-stores-battle-ct-wine-17758550.php>

2023. "Supermarkets launching all-out push for wine sales in CT". *New Canaan Advertiser*. <https://www.ncadvertiser.com/politics/article/supermarket-wine-sales-beer-17691431.php>

2023. "UConn Research Informs Policy Debate Over Wine Sales in Grocery Stores". *UConn Today*. <https://today.uconn.edu/2023/02/uconn-research-informs-policy-debate-over-wine-sales-in-grocery-stores/>

2022. "Eat Local: Raising Awareness of Local Food Sourcing in UConn Dining Halls". *UConn Today*. <https://today.uconn.edu/2022/04/eat-local-raising-awareness-of-local-food-sourcing-in-uconn-dining-halls/>

2022. "NIFA Grant Teaches Youth About Biotechnology, Develops Career Readiness". *UConn Today*. <https://today.uconn.edu/2022/01/nifa-grant-teaches-youth-about-biotechnology-develops-career-readiness/>

2021. "Project Accelerator Leads to New Grant and Ongoing Partnership". *Connect Extension*. <https://connect.extension.org/blog/project-accelerator-leads-to-new-grant-and-ongoing-partnership>

2021. “New CAHNR Program Provides Scholarships, Support for Native Students”. *UConn Today*. <https://today.uconn.edu/2021/10/new-cahnr-program-provides-scholarships-support-for-native-students/>

Service Activities

Service to the Profession

Refereeing: Agribusiness; Agricultural and Resource Economics Review; American Journal of Agricultural Economics; Applied Economics; Applied Economics Teaching Resources; Community Development Journal; Economic Research Service; Journal of Agricultural and Resource Economics; Journal of Extension; McGraw Hill

Grant Review:

- 2023-UConn Extension Solid Ground Microgrant
- 2020-USDA NIFA Capacity Building Grants for Non-Land Grant Colleges of Ag
- 2018-California Department of Food and Agriculture Specialty Crop Block Grant
- 2014-SEEDS: The OARDC Research Enhancement Competitive Grants Program
- 2012-SEEDS: The OARDC Research Enhancement Competitive Grants Program

Conference Review:

- 2024, AAEA, Abstract Review, Food Safety, Nutrition and Policy topic area
- 2023, AAEA, Teaching Awards
- 2022, AAEA, Teaching Awards
- 2022, AAEA, Abstract Review, Food Safety, Nutrition and Policy topic area
- 2021, AAEA, Best Publication for Emerging Scholars, Health Economics section

Student Activities:

- AAEA-USDA Data Visualization Challenge, Mentor (2023, 2024)
- FFA Marketing Plan Competition, Judge (2023)

Service to the University

University of Connecticut

- Sigma Alpha, UConn Chapter, Advisor (2022-Present)
- Food Distribution Research Society Marketing Challenge, Coach (2022-Present; National Champions 2023)
- ARE Seminar Committee (2021-2024)
- CT Farm to School Collaborative, Member (2020-Present)
- ARE Student Scholarship Committee, Member (2020-Present)
- ARE Ph.D. Exam Committee, Member (2020-2022)
- SVIC “Fostering Sustainable Landscapes Across Urban-Rural Interfaces”
 - Subcommittee “Advance small acreage, intensive agriculture to increase food production near consumers”, Member (2021-Present)
- SVIC “Ensuring a Vibrant and Sustainable Agricultural Industry and Food Supply”
 - Subcommittee “Local Food Production & Consumption”, Member (2020-Present)

California Polytechnic State University, San Luis Obispo

- Cal Poly Private Label Manufacturers Association Student Program, Advisor (2019)
- Cal Poly CAFES Committee on Diversity and Inclusion, Member (2018-2020)
- Cal Poly Farmers' Market Committee, Member (2018-2020)
- Cal Poly Global Program in Australia, Faculty Leader (Winter, 2018)
- Food Distribution Research Society Marketing Challenge, Coach (2017-2020; National Champions 2018 and 2019)
- Sigma Alpha, Cal Poly Chapter, Advisor (2016-2020)
- CA FFA Business Management Competition, Faculty Advisor (2016-2020)
- Cal Poly Writing Proficiency Exam, Faculty Grader (2015-2020)

Student Advising

- Graduate students advised: 3
- Undergraduate students advised: 24
- Undergraduates directly mentored through experiential learning activities: 46

Teaching Related Activities:

Courses Taught

University of Connecticut

- Managerial Economics, 2024
- Market Planning & Survey Research in Food Industry, 2022-2023
- Business Management, 2021-2024
- Principles of Agricultural and Resource Economics, 2021

California Polytechnic State University-San Luis Obispo

- Agricultural Policy, 2020
- Agricultural Economics, 2019-2020
- Agribusiness Marketing Planning, 2018-2019
- Advanced Sales Techniques, 2018
- Agribusiness Data Analysis, 2017-2020
- Introduction to Sales, 2016-2017
- International Marketing and Global Trade, 2015-2019

The Ohio State University

- *Instructor*, Environmental & Natural Resource Economics, 2014
- *Teaching Assistant*, Cost-Benefit Analysis, 2014
- *Teaching Assistant*, Econometric Applications & Operations Research, 2014
- *Teaching Assistant*, Environmental & Natural Resource Economics, 2013-2014
- *Teaching Assistant*, Data Analysis for Agribusiness Economics, 2012-2013

Activities to Improve Teaching Effectiveness

2023-2024

University of Connecticut, CORE Team

- Attended a 5-day Mobile Summer Institute (MoSI) on STEM education reform
University of Connecticut, Center for Excellence in Teaching and Learning

- “Enhancing Student Engagement with the Readings,” Sept 13

2022-2023

University of Connecticut, Center for Career Development

- “What Does Talking About Career in the Classroom Have to do with Equity,” Oct 6

2021-2022

University of Connecticut, Center for Excellence in Teaching and Learning

- “Principles of Effective Course Design”, Nov 12
- “Service Learning Pedagogy”, Oct 26, Nov 3 and Nov 11

2020-2021

University of Connecticut, Center for Excellence in Teaching and Learning

- “The Environment Corps: An Engaged Scholarship Model”, April 9
- “Keeping it Simple-Organizing Course Materials in Blackboard”, November 19
- “Blackboard Collaborate vs Webex for Teaching and Learning”, August 18
- “Developing and Facilitating Engaging Online Discussions”, August 17

2019-2020

California Polytechnic State University, Center for Teaching and Learning

- “Yes, You Canva”, August 13, 2019

2017-2018

California Polytechnic State University, Center for Teaching and Learning

- “Implementing Open Educational Resources (OER), May 1 and 29
- “Introduction to Online Teaching and Learning”, Summer 2017

2016-2017

California Polytechnic State University, Center for Teaching and Learning

- “Personal Response Systems”, May 2, 9 and 13
- “Getting a Good Launch for New Faculty”, AY 2016-2017 Learning Community

2015-2016

California Polytechnic State University, Center for Teaching and Learning

- “Using Critical Thinking Strategies as a Basis for Course Design”
- “Promising Practices for Bottleneck Courses”
- “Active and Engaged Learning in Mathematics”

Languages Spoken: English, Spanish