

CURRICULUM VITAE

Marvin T. Batte

Fred N. VanBuren Professor of Farm Management
Department of Agricultural, Environmental, and Development Economics
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Birth date and place: December 28, 1952, Cynthiana, Kentucky

Marital status: Married, two children

University Education:

- 1975 Eastern Kentucky University. Department of Agriculture: Bachelor of Science, With High Distinction.
1978 University of Kentucky. Department of Agricultural Economics: Master of Science.
1981 University of Illinois. Department of Agricultural Economics: Doctor of Philosophy.

Professional Experience:

- 11-1-2006 - Present Director, Center for Innovation-Based Enterprise, OSU
1/1/1999 to 9/31/2008 Associate Chairman, Department of Agricultural, Environmental, and Development Economics, The Ohio State University.
7/1/1998 to 12/31/1998 Interim Chairperson, Department of Agricultural, Environmental, and Development Economics, The Ohio State University.
7/1/1995 to 6/30/1998 Associate Chairman, Department of Agricultural Economics
7/1/1995 to 6/30/1998 Director of Graduate Studies, Agricultural Economics
10/1995 to Present Fred N. VanBuren Professor of Farm Management.
7/1995 to Present Professor, Department of Agricultural, Environmental, and Development Economics
7/1993 to 6/1994 Visiting Professor, Department of Agricultural Economics, University of Kentucky.
7/1986 to 6/1995 Associate Professor, Department of Agricultural Economics, The Ohio State University.
12/1980 to 6/1986 Assistant Professor, Department of Agricultural Economics and Rural Sociology, The Ohio State University.
1/1978 to 11/1980 Research Assistant, Department of Agricultural Economics, University of Illinois.
1/1977 to 12/1977 Research Assistant, Department of Agricultural Economics, University of Kentucky.
1974 to 1976 Self employed in Batte Farms, a 750 acre beef and burley tobacco farming partnership near Cynthiana, Kentucky.

Revised January 1, 2010

Fields of Specialization:

Technology Assessment
 Information Use by Decision Makers
 Demand for Local, Organic and Value-added Foods
 Structural Change in the Farm Sector

Professional Appointments:

2002-present Editorial Council, *Journal of Computers and Electronics in Agriculture*.
 2002-2005 Ohio State University Senate Fiscal Committee.
 Chair, Central Services Subcommittee of Senate Fiscal Committee (2003-2005)
 2006 Panel member, Small Business Innovative Research proposal review, February, 2006.
 1999-2002 Ohio State University Senate (elected).
 Ohio State University Faculty Council (elected).
 University Senate Committee on Academic Misconduct.
 1999-2001 Member, National Association of Agricultural Economics Administrators
 Distance Learning Committee.
 1993-1994 Joint Extension Committee on Organization and Policy (ECOP)/Experiment
 Station Committee on Organization and Policy (ESCOP) legislative working
 group: Farm Management -- Integrating Economics and the Environment.
 1993-1996 Resident Instruction Committee, American Association of Agricultural
 Economics.
 1993-1996 Editorial Council, *Review of Agricultural Economics*.

Professional Honors:

2003 OSU College of Food, Agricultural and Environmental Sciences Outstanding Academic
 Advising Award.
 2001 Best Feature Article Award, *The Journal of Soil and Water Conservation*.
 1998 OSU College of Food, Agricultural and Environmental Sciences Outstanding Academic
 Advising Award.
 1988 Outstanding Alumnus Award, Department of Agriculture, Eastern Kentucky University.
 1985 Gamma Sigma Delta, Agricultural Scholastic Honorary.
 1978 Sigma Xi, Scholastic Honorary Society.
 1975 Graduation with High Distinction, Eastern Kentucky University.
 Phi Kappa Phi, Scholastic Honorary Society.
 Listed in Who's Who Among Students in American Universities and Colleges, 1975.
 1973 Recipient of Ray Y. Gildea Scholarship in Conservation

Publication Summary:

Totals 47 Journal articles
 5 Book chapters
 2 Bulletins or Monographs
 63 Papers presented at scientific meetings
 10 Posters presented at scientific meetings
 17 Proceedings papers
 29 Abstracts or Reviews
 74 Extension publications, occasional papers and other publications

Grants and Contracts Received:

Thirty-one grants and contracts totaling \$ 5,530,307

Extramural Research Grants

- Project: Identifying stakeholder needs for establishing vibrant urban specialty crops enterprises
 Grantor: USDA SCRI
 Amount: 49,966
 Investigators: Parwinder S Grewal, Marvin Thomas Batte, John Cardina, John Mark Erbaugh, Casey William Hoy, Matthew D Kleinhenz, and Peter P. Ling
 Term: 08/01/2009 - 07/31/2010
- Project: Understanding the Competitiveness of Online Farm Machinery and Equipment Markets
 Grantor: National Research Initiative Competitive Grants Program
 Amount: \$490,181
 Investigators: Brian Roe and Marvin T. Batte
 Term: 12/1/07 -11/30/10
- Project: Organic Food Marketing: Panacea or Problem?
 Grantor: National Research Initiative Competitive Grants Program
 Amount: \$384,305
 Investigators: Neal H. Hooker and Marvin T. Batte
 Term: 1/1/08 -12/31/10
- Project: Potential uses of Fiberfill™ Clusters Made of Polyethylene Terephthalate (PET) or a Cellulose Polymer in Horticulture: Growing media component, rooting substrate, and other alternative uses
 Grantor: OARDC Industry Matching Grant Program and 6062 Holdings, Inc.
 Amount: \$95,232
 Investigators: Claudio Pasian and Marvin T. Batte
 Term: 10/1/07 -9/30/09
- Project: OSUE Staffing Study
 Grantor: Ohio State University Extension
 Amount: \$47,512
 Investigators: Marvin T. Batte
 Term: 1/1/07 -6/30/07
- Project: Center for Innovation-Based Enterprise
 Grantor: OARDC AgBioscience Innovation Grants Program
 Amount: \$247,874
 Investigators: Marvin T. Batte, Wen Chern, Jill Clark, Greg Davis, Florian Diekmann, Stan Ernst, Lynn Forster, Tim Haab, Peggy Hall, Fred Hitzhusen, Neal Hooker, Elena Irwin, Eugene Jones, Dave Kraybill, Mario Miranda, Mark Partridge, Alan Randall, Matt Roberts, Brian Roe, Abdoul Sam, Ian Sheldon, Brent Sohngen, Doug Southgate, Thomas Sporleder, Cam Thraen, Barry Ward, Steve Wu, Carl Zulauf
 Term: 4/1/06 -3/31/08
- Project: Transition Strategies that Build Soil and Control Perennial Weeds
 Grantor: CSREES Organics Transitions Program
 Amount: \$545,102
 Investigators: J. Cardina, J. Felix, D. Doohan, D. Stinner, and M. Batte
 Term: 7/1/06 -6/30/10

- Project: An Extended-Season Berry Production and Marketing System to Enhance Viability of Small Appalachian Farms and Rural Communities
 Grantor: USDA, National Research Initiative Competitive Grants Program - Small Farms and Rural Communities
 Amount: \$450,000
 Investigators: M. Batte, S. Ernst, G. Davis, T. Worley, S. Wright
 Term: July 1,2005 - June 30,2008
- Project: Coordination, Cooperation and Market Orientation within Organic Supply Chains: The Case of Soybeans.
 Grantor: OARDC Seed grant
 Amount: \$50,000
 Investigators: Neal H. Hooker and Marvin T. Batte
 Term: April 2005 - December 2006
- Project: Assessing the Potential of Distance Education in Food and Agriculture Curricula: An Assessment of Student Performance and Delivery Costs
 Grantor: Higher Education Challenge Grants
 Amount: 99,975
 Investigators: Marvin T. Batte
 Term: August 1 2004 - July 31, 2006
- Project: Paths of transition: Strategies for peri-urban organic farmers
 Grantor: USDA, CSREES Organics Transitions Program
 Amount: \$398,447
 Investigators: M. Kleinhenz, B. McSpadden-Gardener, J. Cardina, S.A. Miller, M. Batte, P. Grewal, D. Stinner
 Term: July 1,2002 - June 30,2006
- Project: Revitalizing small and mid-sized farms: organic research, education and extension
 Grantor: USDA Initiative for Future Agriculture and Food Systems
 Amount: \$1,793,900
 Investigators: B.R. Stinner, S.A. Miller, D. Stinner, R. Moore, J. Cardina,C. Hoy, P. Grewal, M. Kleinhenz, D. Doohan, F. Michel, J. Kovach, M. Batte
 Term: October 1, 2000 - September 30, 2004
- Project: Course Development Grant for Distance Education - AEDE 401
 Grantor: Ohio State University Office of Continuing Education
 Amount: \$4,000
 Investigators: Marvin T. Batte
 Term: July 1, 2000 – June 30, 2001
- Project: Course Development Grant for Distance Education - AEDE 401
 Grantor: Ohio State University TELR Grant Competition with Matching from the College of Food, Agricultural, and Environmental Sciences
 Amount: TELR (\$16,313) FAES (\$16,724) Total (\$33,037)
 Investigators: Marvin T. Batte
 Term: July 1, 1999 – December 31, 2000

Project: Economic and Environmental Evaluations of Site Specific Farming Technologies
 Grantor: Fund for Rural America Competition, CSREES, USDA
 Amount: \$220,000
 Investigators: Marvin T. Batte (P.I.), Gary D. Schnitkey, Andy D. Ward, Joseph Gliem, Jay W. Johnson, David S. Kraybill, Thomas Krill, Larry Lotz, John Lyon, Randall Reeder, Brent Sohngen, Nathan Watermeier.
 Term: 1998 - 2000

Project: Economic and Hydrologic Analysis of Integrated Wetland Reservoir and Subirrigated Agricultural Production Systems
 Grantor: North Central Regional Water Resources Research Institute
 Amount: \$ 40,880
 Investigators: Larry C. Brown (P.I.) and Marvin T. Batte
 Term: September 1, 1997 - August 31, 1999

Project: Tri-state Development of Multimedia Educational materials on Site Specific Farming
 Grantor: Higher Education Challenge Grant
 Amount: \$ 159,994
 Investigators: A. Ward (P.I.), M. Batte, D. Ekert, E. Desmond, J. Gliem, F. Miller, R. Reeder, P. Thomison, N. Watermeier
 Term: August 1, 1997 - July 31, 1999

Project: An Economic Evaluation of Variable Rate Application Technologies
 Grantor: OARDC Competitive Research Grant Program
 Amount: \$ 50,000
 Investigators: Marvin T. Batte (P.I.), Gary Schnitkey, and Joe Gliem
 Term: July 1, 1997 - June 30, 1999

Project: An Economic Evaluation of Variable Rate Application Technologies
 Grantor: Farmland, Incorporated (Gift)
 Amount: \$ 22,250
 Investigators: Marvin T. Batte (P.I.), Gary Schnitkey, and Joe Gliem
 Term: July 1, 1997 - June 30, 1999

Project: An Economic Evaluation of Variable Rate Application Technologies
 Grantor: IMC Agribusiness (Gift)
 Amount: \$ 10,000
 Investigators: Marvin T. Batte (P.I.), Gary Schnitkey, and Joe Gliem
 Term: July 1, 1997 - June 30, 1999

Project: Economic and Hydrologic Analysis of Integrated Wetland Reservoir and Subirrigated Agricultural Production Systems
 Grantor: OARDC, OSUE, and Seagrant
 Amount: \$72,000
 Investigators: Larry C. Brown (P.I.) and Marvin T. Batte
 Term: October 1, 1996 - September 31, 1999

Project: Computer Equipment For Classroom Teaching In Agribusiness And Applied Economics

Grantor: University Technology Services, Ohio State University

Amount: \$ 9,000

Investigators: Marvin T. Batte

Term: March 1, 1996 - December 30, 1996

Project: Development of computer-based teaching materials for Ag Econ 502, Production Decision Analysis.

Grantor: Pomerene Teaching Enhancement Award, OSU College of Food, Agricultural, and Environmental Sciences.

Amount: \$ 1,379

Authors: Marvin T. Batte

Term: July 1995 - June, 1996

Project: Economic Analysis of Sustainable Agriculture in the Midwest

Grantor: EPA, USDA and CSRS

Amount: \$ 128,018

Authors: Marvin T. Batte (P.I.) and Fred J. Hitzhusen

Term: June, 1992 - May, 1995

Project: Survey of Farm Information Systems

Grantor: NC-181

Amount: \$ 55,640

Authors: Marvin T. Batte (P.I.) and Gary D. Schnitkey

Term: April, 1991 - March, 1992

Project: Economic evaluation of alternative production systems employed in the Management Systems Evaluation Area projects.

Grantor: Ohio Buried Valley Aquifer Management Systems Evaluation Project

Amount: \$46,151

Authors: Marvin T. Batte

Term: October, 1991 - September, 1995

Project: Chemical use and farm profitability: Evidence from Ohio's farms

Grantor: Farm Income Enhancement

Amount: \$ 2,500

Authors: Marvin T. Batte

Term: November, 1990 - June, 1991

Project: Economic Analysis of Off-Site impacts of Sustainable Agriculture

Grantor: Research Challenge Investigators Fund

Amount: \$5,446

Authors: Marvin T. Batte

Term: July 1988 - April, 1989

Project: Evaluation, Selection and Development of Management Software for Use in the Farm Management Course Program
Grantor: Pomerene Teaching Enhancement Award
Amount: \$ 1,750
Authors: Marvin T. Batte
Term: February 1988 - January, 1989

Project: Survey of Farm Information Usage
Grantor: Commercial Center for the Development of Space
Amount: \$10,000
Authors: Marvin T. Batte
Term: January 1987 - December, 1988

Project: Survey of Farm Information Usage
Grantor: DuPont Summer Grant Program
Amount: \$ 1,000
Authors: Marvin T. Batte
Term: July 1986 - September, 1986

Bibliographic Citations

Chapters in Books

- Batte, Marvin T. and Roger Johnson. "Technology and Its Impact on American Agriculture". In Size, Structure and the Changing Face of American Agriculture, Westview Press (1993) pp 308-335.
- Batte, Marvin T. "Overview and Study Procedures". Chapter 1 in Adoption and Use of Farm Information Systems. North Central Regional Research Publication 339, OARDC Special Circular 149, November 1995.
- Batte, Marvin T., Gary D. Schnitkey, M. Edward Rister, and Gary Frank. "Farm Information Systems Design and Use". Chapter 2 in Adoption and Use of Farm Information Systems. North Central Regional Research Publication 339, OARDC Special Circular 149, November 1995.
- Batte, Marvin T. "Summary and Implications". Chapter 8 in Adoption and Use of Farm Information Systems. North Central Regional Research Publication 339, OARDC Special Circular 149, November 1995.
- Batte, M. T., G. Schnitkey, E. Rister, and G. Frank. "U.S. Farm Information Systems Design and Use: Evidence from the NC-191 Survey." Chapter 15 in Farm Level Information Systems: Conference Proceedings. Wageningen Agricultural University, The Netherlands, 1995.

Bulletins or Monographs

- Batte, Marvin T., Editor. Farm Information Systems: Perspectives and Research Issues. Proceedings of a program sponsored by the NC-191 Committee on Farm Information Systems, Columbus, Ohio, May 13-15, 1991.
- Batte, Marvin T., Editor. Adoption and Use of Farm Information Systems. North Central Regional Research Publication 339, OARDC Special Circular 149, November 1995.

Peer-Reviewed Journal Articles

- Sonka, Steven T., and Marvin T. Batte. "Utilization of a Computer-Based Farming Game with Beginning Students in the College of Agriculture". *The National Association of Colleges and Teachers of Agriculture Journal* 25(1981): 6-8.
- Dixon, Bruce L., Marvin T. Batte, and Steven T. Sonka.. "A Random Coefficient Model of Average Total Cost for Multi-product Firms." *Journal of Business and Economic Statistics* Vol. 2, No. 4 (1984): 360-366.
- Batte, Marvin T., and Steven T. Sonka. "Before- and After-tax Size Economies: An Example for Cash Grain Production in Illinois". *American Journal of Agricultural Economics* 66(1985): 600-608.
- Batte, Marvin T. "An Evaluation of the 1981 and 1982 Federal Income Tax Laws: Implications for Farm Size Structure". *North Central Journal of Agricultural Economics* Vol 7, No 2 (1985):9-19.
- Batte, Marvin T., John R. Fiske, and Reed D. Taylor. "A Computer Literacy Course for Agriculture: A Report of Student Attitudes, Evaluations and Performance." *North Central Journal of Agricultural Economics* Vol 7, No 2 (1985):119-128.
- Fiske, John R., Marvin T. Batte, and Reed D. Taylor. "Course Proposal: Providing Computer Literacy". *Journal of the National Association of Colleges and Teachers of Agriculture.* Vol 29, No 4 (December, 1985):4-7.
- Batte, Marvin T., John R. Fiske, and Reed D. Taylor. "Assessing the Concept of Computer Literacy: A Case Evaluation in the College of Agriculture". *Association for Educational Data Systems Journal* Vol 19, No 4(1986):255-269.
- Fiske, John R., Marvin T. Batte, and Warren F. Lee. "Nonfarm Equity in Agriculture: Past, Present and Future". *American Journal of Agricultural Economics* 68 (1986): 1319-1323.
- White, Wm. Alexander B., Marvin T. Batte, and D. Lynn Forster. "Optimal Forage Harvest and Storage Technologies for Eastern Beef Cow-Calf Herds". *Journal of the American Society of Farm Managers and Rural Appraisers.* Vol 52, No 2(1988): 82-88.
- Batte, Marvin T., Terry L. Farr, and Warren F. Lee. "An Evaluation of Selected Credit Programs on Farm Financial Survival". *North Central Journal of Agricultural Economics.* Vol. 11 No. 1 (1989):131-144.
- White, Wm. Alexander B., Marvin T. Batte, and D. Lynn Forster. "Selection of Forage Technologies for Beef Cow-Calf Enterprises". *Journal of Production Agriculture.* Vol 2, No 3 (Jul-Sept, 1989):228-234.
- Jones, Eugene, Marvin T. Batte, and Gary D. Schnitkey. "The Impact of Economic and Socioeconomic Factors on the Demand for Information: A Case Study of Ohio Commercial Farmers". *Agribusiness: An International Journal.* Vol 5, No.6 (Nov., 1989):557-571.

- Batte, Marvin T., Eugene Jones, and Gary D. Schnitkey. "Farm Information Use: An Analysis of Production and Weather Information for Midwestern Cash Grain Farmers". *Journal of Production Agriculture*. Vol 3, No 1 (Jan-Mar, 1990):76-82.
- Batte, Marvin T., Gary D. Schnitkey, and Eugene Jones. "Sources, Uses and Adequacy of Marketing Information for Commercial Midwestern Cash Grain Farmers". *North Central Journal of Agricultural Economics*. Vol. 12 No. 2 (1990):187-196.
- Batte, Marvin T., Eugene Jones, and Gary D. Schnitkey. "Computer Use by Ohio Commercial Farmers". *American Journal of Agricultural Economics*. Vol. 72 (4) 1990:935-945.
- Jones, Eugene, Marvin T. Batte, and Gary D. Schnitkey "Marketing Information as a Constraint to Locally Grown Produce: Evidence from Ohio". *Journal of Food Distribution Research*. Vol 21 (1990):99-108.
- Jones, Eugene, Marvin T. Batte, and Gary D. Schnitkey "A Socioeconomic Analysis of Marketing Information Usage Among Ohio Fruit Producers". *Southern Journal of Agricultural Economics*. Vol 22, No 2 (1990):99-108.
- Schnitkey, Gary D., Marvin T. Batte, and Eugene Jones. "Farm Accounting Systems and Information Usage." *Review of Agricultural Economics*. Vol 13 (1991):109-117.
- Schnitkey, Gary D., Marvin T. Batte, Eugene Jones, and Jean Botomogno. "Information Preferences of Ohio Commercial Farmers: Implications for Extension". *American Journal of Agricultural Economics*. Vol. 74 (1992):486-496.
- Carter, Bryson R. and Marvin T. Batte. "Identifying Needs and Audiences in Farm Management Outreach Education". *Review of Agricultural Economics*. Vol. 15 No. 3(1993):403-415.
- Batte, Marvin T., D. Lynn Forster, and Fred J. Hitzhusen. "Organic Agriculture in Ohio: An Economic Perspective". *Journal of Production Agriculture*. Vol 6, No. 4. (1993):536-542.
- Carter, Bryson R. and Marvin T. Batte. "Selecting Delivery Methods for Outreach Education Programs". *Journal of Agricultural and Applied Economics*. Vol. 26, No. 3 (1994):473-484.
- Lehman, Timothy S., Fred J. Hitzhusen, and Marvin T. Batte. "The Political Economy of Dredging to Offset Sediment Impacts on Water Quality in Ohio's State Park Lakes". *Journal of Soil and Water Conservation*, Vol 50, No 6 (Nov/Dec 1995): 659-662.
- Batte, Marvin T., Kevin J. Bacon, and Jeffrey W. Hopkins. "Measures of Economic and Environmental Performance for Alternative Agricultural Production Systems ". *Journal of Production Agriculture*, 1998, Vol. 11: 428-438.
- Richards, Steven T., Marvin T. Batte, Larry C. Brown, Bernie J. Czartoski, Norman R. Fausey, and HW Belcher. "Farm Level Economic Analysis of a Wetland-Reservoir Subirrigation System in Northwestern Ohio." *Journal of Production Agriculture*, 1999, Vol. 12, No. 4: 588-596.

- Batte, Marvin T. "Factors Influencing the Profitability of Precision Farming Systems." *Journal of Soil and Water Conservation*, 2000, Vol. 55 No. 1:12-18.
- Batte, Marvin T. and Michael W. Arnholt. "Farmer Evaluation of Precision Farming Technologies." *Journal of the American Society of Farm Managers and Rural Appraisers*, 65(1) 2002: 78-89.
- Batte, Marvin T., D. Lynn Forster, and Donald W. Larson. "Distance Education in Agricultural Economics: An Assessment of Student Acceptance and Performance". *Review of Agricultural Economics* 25, No 2 (2003):524-539.
- Batte, Marvin T. and Michael W Arnholt. "Precision Farming Adoption and Use in Ohio: Case Studies of Six Leading-Edge Adopters." *Computers and Electronics in Agriculture* 38 (2003): 125-139.
- Batte, Marvin T. "Precision Farming and Land Leasing Practices." *Journal of the American Society of Farm Managers and Rural Appraisers*, 66(1) 2003: 55-63.
- Surjandari, Isti and Marvin T. Batte. "Adoption of Variable Rate Technology." *Makara Teknologi* Vol 7, No. 3 (December 2003): 119-124.
- Surjandari, Isti , Marvin T. Batte, and Mario J. Miranda. "An Economic Analysis of Variable Rate Technology." *Makara Teknologi* Vol 7, No. 3 (December 2003): 125-131.
- Batte, Marvin T. "Computer Adoption and Use by Ohio Farmers." *Journal of the American Society of Farm Managers and Rural Appraisers*, 67(1) 2004:108-111.
- Batte, Marvin T. "Changing Computer Use in Agriculture: Evidence from Ohio". *Computers and Electronics in Agriculture* Vol 47 (2005): 1-13.
- Ernst, Stan, Marvin T. Batte, Kim Darby and Tom Worley. 2006. What Matters in Consumer Berry Preferences: Price? Source? Quality? *Journal of Food Distribution Research*. 37(1):p.68-71.
- Batte, Marvin T. "Shopping at the Farm Office: What is the Future of Farm e-Commerce?" *Journal of the American Society of Farm Managers and Rural Appraisers*, 69(1) 2006:100-105.
- Batte, Marvin T. and Mohammad Reza Ehsani. "The Economics of Precision Guidance with Auto-Boom Control for Agricultural Sprayers". *Computers and Electronics in Agriculture*, Vol 53(1) 2006:28-44.
- Batte, Marvin T. and Stan Ernst. "Net Gains from 'Net Purchases?': Farmers' Preferences for Online and Local Input Purchases ". *Agricultural and Resource Economics Review* 36(1) 2007: 84-94..
- Batte, Marvin T., Neal H. Hooker, Timothy C. Haab, and Jeremy Beaverson. 2007. "Putting Their Money Where Their Mouths Are: Consumer Willingness to Pay for Multi-Ingredient, Processed Organic Food Products." *Food Policy*, 32 (2):145-159.

- Ernst, Stan; Marvin T. Batte and Julie T. McNaull. 2007. "Pie Potential: Examining Berry Market Expansion Through Baked Goods." *Research Update. Journal of Food Distribution Research*. v.38 no.1; March 2007.
- Isgin, Tamer, Abdalbaki Bilgic, D. Lynn Forster, and Marvin T. Batte. 2008. "Using Count Data Models to Determine the Factors Affecting Farmers' Quantity Decisions of Precision Farming Technology Adoption." *Computers and Electronics in Agriculture* 62(2): 231-242.
- Darby, Kim, Marvin T. Batte, Stan Ernst and Brian Roe. 2008. "Decomposing Local: A Conjoint Analysis of Locally Produced Foods." *American Journal of Agricultural Economics*, Vol 9, No. 2, 2008: 476-486.
- Diekmann, Florian, Brian E. Roe and Marvin T. Batte. 2008. "Tractors on eBay: Differences between Internet and In-Person Auctions." *American Journal of Agricultural Economics*, Vol 9, No. 2, 2008: 306-320
- Diekmann, Florian and Marvin T. Batte. 2008. "Information search of farmers: Findings from a survey in Ohio, USA." *Agricultural Information Worldwide*, 1 (2): 65-67.
- Loibl, Căzilia, Soo Hyun Cho, Florian Diekmann and Marvin T. Batte. 2009. "Consumer Self-Confidence in Searching for Information". *Journal of Consumer Affairs*, 43 (1): 26-55.
- Diekmann, Florian, Căzilia Loibl, and Marvin T. Batte. 2009. "The economics of agricultural information: Factors affecting commercial farmers' information strategies in Ohio." *Review of Agricultural Economics*. Vol. 31, no. 4. (2009): 853-872.
<http://dx.doi.org/10.1111/j.1467-9353.2009.01470.x>.
- Diekmann, Florian and Marvin T. Batte. 2009. "Examining the information search strategies of Ohio farmers." *Journal of Extension*, [On-line] Article 1FEA4, 47(6). December 2009. Available at: <http://www.joe.org/joe/2009december/a8.php>
- Loibl, Căzilia, Florian Diekmann and Marvin T. Batte "How to Target Extension Resources? Segmenting the Public According to Interests and Information Search Strategies". Forthcoming in *Journal of Extension*.
- Jones, Lauren, Florian Diekmann and Marvin T. Batte. "Staying in Touch through Extension: An Analysis of Farmers' Use of Alternative Extension Information Products." Forthcoming in the *Journal of Agricultural and Applied Economics*.
- Loibl, Căzilia, Florian Diekmann and Marvin T. Batte. "Does the General Public Know the Extension Service? A Survey of Ohio Consumers." Forthcoming in *Journal of Extension*.
- Hu, Wuyang, Marvin Batte, Timothy Woods and Stan Ernst. "What is Local and for What Foods Does it Matter?" In first round review with the *Journal of Agricultural and Food Industrial Organization*.
- Batte, Marvin T., Wuyang Hu, Tim Woods, and Stan Ernst. "Assessing the Contribution of Local Production, Organic Certification, Nutritional Claims, and Product Branding on Consumer Food Choices: A Conjoint Experiment". In first round review with the *European Review of*

Agricultural Economics.

Hu, Wuyang, Marvin Batte, Timothy Woods and Stan Ernst. "Has the Time Arrived for Online Consumer Surveys: A Comparison of an Online Survey to a Traditional Mailed Survey." In first round review with the *American Journal of Agricultural Economics*.

Diekmann, Florian, and Marvin T. Batte. "Information needs of agricultural private-sector consultants in Ohio." In first round review with *Journal of Extension*.

Reviews or Abstracts

Batte, Marvin T., and Steven T. Sonka. Abstract of "Estimates of Before-and After-Tax Scale Economies for a Sample of Illinois Cash Grain Farms." *American Journal of Agricultural Economics* 63(1981):1045.

Batte, Marvin T., and Cameron S. Thraen. Abstract of "Negatively Taxed Farm Expansion Investments in Illinois: A Review of the Evidence." *American Journal of Agricultural Economics* 65(1983):1179.

Dixon, Bruce L., Marvin T. Batte, and Steven T. Sonka. Abstract of "Estimation of Average Total Product Costs for Multiproduct Farms Using a Random Coefficients Model". *American Journal of Agricultural Economics* 65(1983):1187.

Batte, Marvin T. Abstract of "The Economic Recovery Tax Act: Are There Implications for Farm Size Structure?" *American Journal of Agricultural Economics* 66(1984):914.

Fiske, John R., and Marvin T. Batte. Abstract of "Teaching Computer Literacy to Students in Colleges of Agriculture". *American Journal of Agricultural Economics* 66(1984):894.

Batte, Marvin T. Review of Farm Management by Michael E. Boehlje and Vernon R. Eidman. In *National Association of Colleges and Teachers of Agriculture Journal*, Vol.XXVIII, No. 4, (1984).

Fiske, John R., Marvin T. Batte, and Steven Rickenbacher. Abstract of "Factors Influencing the Currentness of Debt Payments for Ohio Commercial Farmers". *American Journal of Agricultural Economics* 68 (1986):1382.

Batte, Marvin T., and Bruce J. Sherrick. Abstract of "Intra-Enterprise Diversification: An Evaluation of Variety Diversification as a Risk Management Tool". *American Journal of Agricultural Economics* 68 (1986):1372-1373.

Batte, Marvin T., Terry L. Farr, and Warren F. Lee. Abstract of "Effects of Selected Credit Policies on Farm Financial Survival". *American Journal of Agricultural Economics* 69 (1987):1091.

Batte, Marvin T., Gary D. Schnitkey, and Eugene Jones. Abstract of "Information Usage by Commercial Ohio Cash Grain Farmers: Sources, Uses and Adequacy of Marketing Information". *American Journal of Agricultural Economics* 70 (1988):1187.

White, Wm. Alexander B., Marvin T. Batte, and D. Lynn Forster. Abstract of "Optimal Forage

- Harvest and Storage Technologies for Easter Beef Cow-Calf Herds". *American Journal of Agricultural Economics* 70 (1988):1186.
- Botomogno, Jean J., Marvin T. Batte, Eugene Jones, and Gary D. Schnitkey. Abstract of "Decision-maker Preference for Information Sources and Media". *American Journal of Agricultural Economics* 71 (1989):1352.
- Diallo, M.S., D.L. Forster, F.J. Hitzhusen, and M.T. Batte. Abstract of "Profitability of Alternative Farming Systems in Ohio". *American Journal of Agricultural Economics* 72 (1990):1341.
- Botomogno, Jean J., Marvin T. Batte, Gary D. Schnitkey, and Eugene Jones. Abstract of "Computer Applications by Ohio Commercial Farmers". *American Journal of Agricultural Economics* 72 (1990):1346.
- Jones, Eugene, Marvin T. Batte, and Gary D. Schnitkey. Abstract of "Information Usage Among Ohio Fruit Producers". *American Journal of Agricultural Economics* 72 (1990):1343.
- Miller, Gay Y., Joseph M. Rosenblatt, and Marvin T. Batte. Abstract of "A General Stochastic Dominance Method for Evaluating Management Strategies with Application to Mastitis Control in Dairy Cows". *American Journal of Agricultural Economics* 73 (1991):1545.
- Jones, Eugene, Marvin T. Batte, Gary D. Schnitkey, and Felecia G. Jones. Abstract of "Communications Media and Their Value to Ohio Fruit Producers: Are There Enterprise and Size Differences?" *Sociological Abstracts* Supplement 165. August 1991.
- Batte, Marvin T. Abstract of "Sustainable Agriculture and Farm Profitability: The Case of Organic Farming in Ohio". *American Journal of Agricultural Economics* 74 (1992):1304.
- Carter, Bryson R. and Marvin T. Batte. Abstract of "Identifying Needs and Audiences in Farm Management Extension Education". *American Journal of Agricultural Economics* 74 (1992):1291.
- Jones, Eugene, Marvin T. Batte and Kelso L. Wessel. Abstract of "Economic and Socioeconomic Determinants of Apple Marketing in Ohio". *American Journal of Agricultural Economics* 75 (1993):1317.
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- Batte, Marvin T. "Marketing of Locally Grown Foods." Presented at *The Case for Local Food Systems*, Columbus, Ohio, January 11, 2006.
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Involvement in Graduate and Honors Theses and Dissertations.

	Advisor	Committee Member
Senior Honors Thesis	3	1
M.S. Students	13	19
Ph.D. Students	2	37