

Zoë T. Plakias

Assistant Professor of Agricultural, Environmental and Development Economics
The Ohio State University
plakias.2@osu.edu
(614) 292-6899 (office)
www.zoeplakias.com

Academic Appointments

2016–present **Assistant Professor of Agricultural, Environmental and Development Economics**, The Ohio State University
Affiliations: InFACT Discovery Theme, STEAM Factory

Education

2016 **PhD in Agricultural and Resource Economics**, University of California, Davis
Committee: Rachael Goodhue (chair), Jeffrey Williams, Dan Sumner, Dalia Ghanem
Dissertation: Mandatory Producer Organization Referenda: Theory and Evidence

2010 **BA in Economics (magna cum laude)**, Western Washington University

2004–2007 **Undergraduate coursework in Environmental Studies/Geology**, Whitman College

2006 **Amazon Resource Management and Human Ecology Semester**, School for International Training

2006 **Certificate in Conservation Leadership**, Middlebury Institute of International Studies at Monterey

Awards + Fellowships

2017 **Richardson-Applebaum Award for Best PhD Dissertation**, Food Distribution Research Society

2015 **Scott McNiven Community Service Award**, University of California, Davis

2010–2012 **John F. Steindler Graduate Fellowship**, University of California, Davis

2010 **Beta Gamma Sigma Honor Society**

2010 **Phi Kappa Phi Honor Society**

Research

Peer-reviewed journal articles

- [1] **Plakias, Zoë T.**, H. Allen Klaiber and Brian E. Roe. “Tradeoffs in Farm to School Implementation: Larger Foodsheds Drive Greater Local Food Expenditures.” Accepted at *Journal of Agricultural and Resource Economics*.
- [2] **Plakias, Zoë T.**, Iryna Demko, and Ani L. Katchova. 2019. “Direct Marketing Channel Choices Among U.S. Farmers: Evidence from the Local Food Marketing Practices Survey.” *Renewable Agriculture and Food Systems*. doi: [10.1017/S1742170519000085](https://doi.org/10.1017/S1742170519000085).
- [3] **Plakias, Zoë T.** and Rachael E. Goodhue. 2015. “Producer Heterogeneity and Voting Power in Mandatory US Agricultural Marketing Organisations,” *European Review of Agricultural Economics* 42(5): 739-763. doi: [10.1093/erae/jbv025](https://doi.org/10.1093/erae/jbv025).

Manuscripts in review

- [1] **Plakias, Zoë T.**, Rachael E. Goodhue and Jeffrey Williams. “Marketing Order Termination in the California Fresh Peach and Nectarine Industries.” Revise and Resubmit at *California Agriculture*.

Working papers

- [1] **Plakias, Zoë T.** “Measuring the Welfare Impacts of Local Food Sourcing by Institutions: A Cost-Benefit Analysis Approach.” *In preparation*.
- [2] Martínez González, Ariadna, **Zoë T. Plakias** and Mark Partridge. “The Mexican PROCAMPO Farmland Subsidy and Its Effectiveness as a Rural Anti-Poverty Program.” *In preparation*.
- [3] **Plakias, Zoë T.**, and Julian Alston. “Optimal Licensing for Public Intellectual Property: Theory and Application to Plant Variety Patents.”
- [4] **Plakias, Zoë T.** “The Evolution of the California Blueberry Industry: A Peer Effects and Social Network Analysis Approach.”

Research presentations + seminars

- [1] **Plakias, Zoë T.**, H. Allen Klaiber and Brian E. Roe. 2019 (April 17). “Tradeoffs in Farm to School Implementation: Larger Foodsheds and Longer Supply Chains Drive More Local Food Expenditures.” Invited Seminar, Department of Applied Economics, University of Minnesota-Twin Cities.
- [2] **Plakias, Zoë T.**, Thadchaigeni Panchalingam, H. Allen Klaiber and Brian E. Roe. 2018 (September 15). “Drivers and Implications of Different “Local” Definitions in Farm to School Programs.” Selected Presentation, National Direct Agricultural Marketing Summit.
- [3] **Plakias, Zoë T.**, H. Allen Klaiber and Brian E. Roe. 2018 (August 5). “Heterogeneity in Farm-to-School Spending: Drivers and Implications.” Selected Paper, Agricultural and Applied Economics Association Annual Meeting.

- [4] **Plakias, Zoë T.**, Rachael E. Goodhue and Jeffrey Williams. 2018 (March 9). “Voting for Mandatory Agricultural Producer Organizations: Evidence from California.” Invited Seminar, Department of Agricultural and Applied Economics, University of Wisconsin, Madison.
- [5] **Plakias, Zoë T.**, Rachael E. Goodhue and Jeffrey Williams. 2017 (October 23). “Voting for Mandatory Agricultural Producer Organizations: Theory and Evidence from California.” Applebaum-Richardson Awards Luncheon Seminar, Food Distribution Research Society Annual Meeting.
- [6] **Plakias, Zoë T.**, Iryna Demko and Ani Katchova. 2017 (October 23). “Farmer Use of Local Food Marketing Channels: New Evidence from the Local Food Marketing Practices Survey.” Selected Presentation, Food Distribution Research Society Annual Meeting.
- [7] **Plakias, Zoë T.** 2017 (July 30). “Impacts of Local Food Sourcing in an Institutional Context: Evidence from Ohio.” Selected Paper, Agricultural and Applied Economics Association Annual Meeting.
- [8] **Plakias, Zoë T.**, Rachael E. Goodhue and Jeffrey Williams. 2017 (February 10). “Voting for Mandatory Agricultural Producer Organizations: Evidence from California.” Invited Seminar, Department of Agricultural Economics, Purdue University.
- [9] **Plakias, Zoë T.**, Rachael E. Goodhue and Jeffrey Williams. 2016 (September 29). “Mandatory Agricultural Producer Organizations in the US: From Farmer Votes to Food Policy.” New Faculty Seminar, Food Innovation Center, The Ohio State University.
- [10] **Plakias, Zoë T.** and Rachael E. Goodhue. 2015 (September 29). “Producer Heterogeneity and Voting Power in Mandatory U.S. Agricultural Marketing Organizations.” Agricultural Economics Workshop, Department of Agricultural and Resource Economics, University of California, Davis.
- [11] **Plakias, Zoë T.**, Rachael E. Goodhue and Jeffrey Williams. 2015 (July 26). “Producer Attitudes Toward Mandatory Agricultural Marketing Organizations: Evidence from the California Fresh Peach and Nectarine Industries.” Selected Paper, Agricultural and Applied Economics Association Annual Meeting.
- [12] **Plakias, Zoë T.** and Julian Alston. 2014 (October 14). “Optimal Licensing for Public Intellectual Property: Theory and Application to Plant Variety Patents.” Agricultural Economics Workshop, Department of Agricultural and Resource Economics, University of California, Davis.
- [13] **Plakias, Zoë T.** and Rachael E. Goodhue. 2014 (September 5). “Does Market Power Equal Voting Power? A Theoretical Analysis of Market Structure and Mandatory Agricultural Marketing Organizations.” Selected Paper, Workshop on Producers' Organizations in Agricultural Markets, Toulouse School of Economics.
- [14] **Plakias, Zoë T.** and Julian Alston. 2014 (July 27). “Optimal Licensing for Public Intellectual Property: Application to Plant Variety Patents.” Selected Paper, Agricultural and Applied Economics Annual Meeting.
- [15] **Plakias, Zoë T.** 2014 (May 29). “The Evolution of the California Blueberry Industry: A Peer Effects and Social Network Analysis Approach.” Selected Paper, AAEE/EAAE/CAES Joint Symposium: Social Networks, Social Media and the Economics of Food.
- [16] **Plakias, Zoë T.** 2014 (April 19). “The Evolution of the California Blueberry Industry: A Peer Effects and Social Network Analysis Approach.” Selected Presentation, Giannini Agricultural and Resource Economics Student Conference.

- [17] **Plakias, Zoë T.** and Julian Alston. 2014 (March 29). “Optimal Licensing for Plant Variety Patents: Preliminary Results.” Selected Presentation, NC-1034 Multi-State Research Project Conference: Pests, Germs and Seeds.
- [18] **Plakias, Zoë T.** 2013 (May 18). “The Implications of Heterogeneous Producer Incentives for Marketing Order Continuation.” Selected Presentation, Giannini Agricultural and Resource Economics Student Conference.

Funded + pending grants

- [1] **Zoë T. Plakias (PI).** “Healthy Food, Healthy Farms? Implications of Healthy Food Policies for Agricultural Value Chains.” OARDC SEEDS Early Career Investigator Grant. Amount: \$47,834. *In review.*
- [2] **Zoë T. Plakias (PI)** and Daniel Tregaeagle (PI). “Specialty Crop Supply Response: The State of Estimates and Methods.” USDA NIFA-AFRI Foundational Program Grant. Amount: \$177,320. *In review.*
- [3] Garner, Jennifer (PI), Vince Castillo, Andrew Hanks, **Zoë Plakias**, Carrie Carson, Susie Huser, Joe Barbaree, Leslie Schaller, MaryAnn Martinez and Tom Redfern. 2019. “Improving Local, Healthy Food Access and Food Insecurity in Appalachia: A Comparative Evaluation.” InFACT Linkage and Leverage Grant. Amount: \$34,960. *Funded.*
- [4] Lipschitz, Forbes (PI), Billy Fleming, Shoshannah Inwood, Sarah Karle, **Zoë Plakias**, Christina Sprunger, Peter Summerlin. 2019. “Identifying Opportunities for Landscape Architectural Engagement with Climate Smart Agriculture.” InFACT Linkage and Leverage Grant. Amount: \$34,613. *Funded.*
- [5] Goodhue, Rachael (PI) and **Zoë Plakias.** 2014. “Optimal Institutional Choices for Agricultural Producers.” USDA NIFA-AFRI Foundational Program Grant. Amount: \$120,800. *Funded.*
- [6] Williams, Jeffrey (PI) and **Zoë Plakias.** 2013. “Institutional Choice for Agricultural Producers: Evidence from California.” Giannini Foundation Mini-Grant. Amount: \$14,751. *Funded.*
- [7] Goodhue, Rachael (PI) and **Zoë Plakias.** 2012. “Understanding the Role of Marketing Orders in California Agriculture.” Giannini Foundation Mini-Grant. Amount: \$19,904. *Funded.*

Research professional development

2019 *DC Days*, OSU College of Food, Agricultural and Environmental Sciences.

Teaching + Advising

Classroom teaching at Ohio State University

- 2018–present **Instructor**, AEDECON 2001: Principles of Food and Resource Economics (Spring)
2017–present **Instructor**, AEDECON 5330: Benefit-Cost Analysis (Spring)
2017 **Co-Instructor**, AEDECON 8895: Ph.D. Research Seminar (Fall)
2017 **Guest Lecturer (2 classes)**, AEDECON 7140: Applied Econometrics II (Spring)
2017 **Guest Lecturer (1 class)**, AEDECON 4567: Assessing Sustainability (Spring)

Additional classroom and experiential teaching

- 2015 **Teaching Assistant**, UC Davis ARE 204B: Microeconomic Analysis II
2008 **Deckhand**, Ocean Classroom Foundation, Boothbay Harbor, ME
2006–2007 **Deckhand/Educator**, Sound Experience, Port Townsend, WA
2005 **Deckhand**, Hudson River Sloop Clearwater, Beacon, NY

Teaching manuscripts in review

- [1] Kristin Kiesel, Na Zuo, **Zoë T. Plakias**, Luis Moises Peña-Lévano, Andrew Barkley, Katherine Lacy, Erik Hanson, and Julianne Treme. “Increasing Student Engagement with Agriculture in a Changing Academic Environment.” In review at *Applied Economics Teaching Resources*.

Teaching presentations

- [1] **Plakias, Zoë**, and Anna W. Parkman. 2019 (July 22). “Putting EdTech to the Test: Experiences with the AI-assisted Discussion Board Tool Packback.” AEM and TLC Track Session Presentation, Agricultural and Applied Economics Association Annual Meeting.
[2] Parkman Anna W., and **Zoë Plakias**. 2019 (May 2). “Flipping the Discussion Board Using Packback.” Selected Presentation, Annual Conference on Excellence in Teaching & Learning, Ohio State University Academy of Teaching.
[3] **Plakias, Zoë**. 2019 (May 16). “Ed Talk: Professional Learning.” Invited Panelist, Innovate^X Conference, Ohio State University.

Teaching professional development

- 2016–2017 *Faculty FIT Program*, University Institute for Teaching and Learning
2016 *Course Design Institute*, University Center for the Advancement of Teaching

Dissertation committee leadership (chair/co-chair)

- 2016–2018 *Ariadna Martínez González*, Ph.D. received 2018
Placement: Data Scientist, SafeAuto Insurance Company

Dissertation committee membership

- 2018–present *Sahar Yousef*, Ph.D. expected 2020
2019 *Xiao Dong*, Ph.D. received 2019
Placement: USDA Economic Research Service
2018–2019 *Kathryn Bender*, Ph.D. received 2019
Placement: Assistant Professor of Economics (tenure-track), Allegheny College

Candidacy exam participation

- 2018 *Shicong Xu*, Ph.D. received 2019
2018 *Sureewan Bangwan*, Ph.D. received 2018
2017 *Wade Litt*, Ph.D. received 2019
2017 *Bo Feng*, Ph.D. received 2018
2016 *Shaohui Tang*, Ph.D. received 2018

Undergraduate advising for Agribusiness + Applied Economics majors

- 2019–present *Brandon Evans*
2019–present *Trevon Hamilton*
2019–present *Joseph Roddy*
2019–present *Holly Schmenk*
2018–present *Casen Burkholder*
2018–present *Cora Dorman*
2018–present *Bailey Eberhart*
2018–present *Louisa Pullins*
2018–present *Austin Schaffner*
2018–present *Rebecca Schroeder*
2017–present *McKenzie Davis*
2017–present *Joshua Winters*
2018–2019 *Emily Horst* (graduated December 2019)
2017–2019 *Shannon Davis* (graduated May 2019, currently enrolled in MAE)

Outreach

Outreach publications

- [1] DiCarolus, Janice, Tim Haab, **Zoë Plakias**, Ian Sheldon, Brent Sohngen and Kelli Trinoskey (AEDE Outreach Committee). 2017. “The Economic Contribution of Agricultural and Food Production to the Ohio Economy.” Research Report, Department of Agricultural, Environmental and Development Economics. Online: <https://aede.osu.edu/about-us/publications/economic-contribution-agricultural-and-food-production-ohio-economy>.
- [2] **Plakias, Zoë T.** and Rachael E. Goodhue. 2016. “Growers’ Assessments of Challenges Facing the California Rice Industry: Past and Present.” *ARE Update* 19(5): 5-8. University of California Giannini Foundation of Agricultural Economics. Online: <http://giannini.ucop.edu/publications/are-update/issues/2016/19/5/growers-assessments-of-challenges-facing-the-calif/>.
- [3] **Plakias, Zoë T.** 2013. “Old Dog, New Tricks: The Changing Role of California’s Agricultural Marketing Organizations.” *ARE Update* 17(2): 4-7. University of California Giannini Foundation of Agricultural Economics. Online: <http://giannini.ucop.edu/publications/areupdate/issues/2013/17/2/old-dogs-new-tricks/>.

Outreach presentations + web content

- [1] **Plakias, Zoë T.** 2019 (November 12). “Ohio Food System Trends and Outlook.” AEDE Agricultural Policy and Outlook Conference, Columbus, OH. Mode: In person.
- [2] **Plakias, Zoë T.** 2019 (May 8). “Food and Agriculture as Ingredients of Economic Development.” AEDE Spring 2019 Outlook and Policy Conference: Challenges and Opportunities for Economic Development in Ohio, Columbus, OH. Mode: In person.
- [3] **Plakias, Zoë T.** 2019 (January 14). “Consumer Trends and Potential Implications for Ohio Agriculture.” Pickaway and Ross County Agricultural Outlook, Circleville, OH. Mode: In person.
- [4] **Plakias, Zoë T.** and Glennon Sweeney. 2018 (November 9). “From Foodie to Food Justice: How to be an Ally.” Franklinton Friday, STEAM Factory, Columbus, OH. Mode: In person.
- [5] **Plakias, Zoë T.** 2018 (November 1). “What to Make for Thanksgiving Dinner: Economic Trade-offs and Our Food System.” Columbus Science Pub, Columbus, OH. Mode: In person.
- [6] **Plakias, Zoë T.** and Iryna Demko. 2017 (September 20). “Ask the Expert: Opportunities in Direct Marketing Agriculture.” Farm Science Review, London, OH. Mode: In person.
- [7] **Plakias, Zoë T.** 2017. “Opportunities in Direct Marketing Agriculture.” OSU Department of Agricultural, Environmental and Development Economics. Mode: Podcast. Available online at: <https://aede.osu.edu/about-us/news/aede-podcasts>.

Media interviews + mentions

- [1] Burger, Beth. 2019 (November 12). “Consumers driving food trends in Ohio, U.S., experts say.” Columbus Dispatch. Available online at: <https://www.dispatch.com/news/20191112/consumers-driving-food-trends-in-ohio-us-experts-say>.
- [2] Town Hall Ohio Episode 661: “Local Food Systems.” 2019 (September 23). Ohio Farm Bureau, Columbus, OH. Mode: Radio interview. Available online at: <https://ofbf.org/2019/09/23/local-food-systems-town-hall-ohio/>.
- [3] DeMartini, Alayna. 2019 (May 9). “Rural job growth rate in Ohio surpasses Columbus rate.” CFAES News Release. Available online at: <https://cfaes.osu.edu/news/articles/rural-job-growth-rate-in-ohio-surpasses-columbus-rate>.
- [4] Cooley, Patrick. 2017 (July 17). “How urban agriculture swept through Greater Cleveland.” *Cleveland.com*. Available online at: <https://www.cleveland.com/metro/2017/07/urban-farms-proliferate-in-cle.html>.
- [5] “Egg Prices Good for Consumers, Bad for Farmers.” 2017 (July 10). *Farm and Dairy News*. Available online at: <https://www.farmanddairy.com/news/egg-prices-good-for-consumers-bad-for-farmers/430169.html>.

Other outreach activities

- [1] **Contributor**, “Co-op Mastery: Beyond Cooperatives 101.” OSU Center for Cooperatives. Mode: Embedded video clips. Forthcoming online at: <http://go.osu.edu/coopmastery>.
- [2] **Co-organizer**, 2019 AEDE Spring 2019 Outlook and Policy Conference: Challenges and Opportunities for Economic Development in Ohio, Columbus, OH. Mode: In person.
- [3] **Moderator**, 2018 AEDE Agricultural Policy and Outlook Conference, Columbus, OH. Mode: In person.
- [4] **Moderator**, 2017 AEDE Agricultural Policy and Outlook Conference, Columbus, OH. Mode: In person.

Inreach presentations

- [1] **Plakias, Zoë**. 2017. “GMOs: Science, Sentiment and Regulation.” Invited presentation, OSU Dining Services leadership team. Mode: In-person.
- [2] **Plakias, Zoë**. 2017. “Sustainability and Heterogeneity in the U.S. Food System.” Invited presentation, TEDxOhioStateUniversity: Sustainable Revision. Model: In-person.

Outreach professional development

2018 *Science Communication Workshop*, OSU STEAM Factory and Center for Applied Plant Sciences

Service, Memberships + Additional Activities

Department service

- 2016–present **Lead Organizer**, Ph.D. Job Market Preparation
- 2017–2019 **Member**, Agricultural Economics/Policy Faculty Search Committee
- 2016–2019 **Member**, Outreach Committee
- 2017–2018 **Member**, Scholarship Review Committee

College service

- 2020–present **Member**, CFAES Faculty Research Awards Committee
- 2017–present **Member**, OARDC Annual Research Conference Poster Committee

University service

- 2019–present **STEAM Exchange Working Group Member**, STEAM Factory
- 2018–present **Networking Committee Member**, STEAM Factory
- 2019 **Judge**, HackOHI/O
- 2019 **Graduate Faculty Representative**, Comparative Studies Dissertation Defense

Service at University of California, Davis

- 2014–2015 **Student Representative**, Applied Econometrics Faculty Search Committee
- 2013–2014 **Student Organizer**, Agricultural Economics Seminar Series
- 2012–2014 **Member**, Organizing Committee, Giannini Agricultural and Resource Economics Student Conference
- 2011–2013 **Treasurer**, Agricultural and Resource Economics Graduate Student Association

Journal referee service

Agribusiness (2), *Agronomy* (1), *American Journal of Agricultural Economics* (2), *Atlantic Economic Journal* (1), *California Agriculture* (1), *Choices* (1), *Food Policy* (1), *HortTechnology* (1), *International Food and Agribusiness Management Review* (1), *Journal of Agricultural & Applied Economics* (1), *Journal of Benefit-Cost Analysis* (1), *Journal of Economic Behavior & Organization* (1), *Renewable Agriculture & Food Systems* (1), *Society & Natural Resources* (1)

Other professional service

- 2019–present **Vice President of Communications**, Food Distribution Research Society
- 2019–present **Communications Team**, AAEA Committee on Women in Agricultural Economics
- 2019–present **Project Renewal Writing Committee**, S-1067 Multi-State Research Group

- 2017–present **Reviewer**, AAEA Annual Meeting Selected Presentation abstracts
2019 **Judge**, FDRS Student Food Marketing Challenge
2018 **Reviewer**, Food Distribution Research Society Undergraduate Paper Award
2018 **Judge**, AAEA AEM/GSS Graduate Student Case Study Competition

Industry service

- 2012–2015 **Secretary and President**, Board of Directors, Davis Food Co-op, Davis, CA
2014 **Member**, Organizing Committee, California Co-op Conference, Berkeley, CA
2008–2010 **Member**, Member Affairs Committee, Community Food Co-op, Bellingham, WA
2005–2007 **Business Plan Co-author/Board Member**, Sweet Onion Co-op, Walla Walla, WA

Additional professional development activities

- 2017 *Early Career Professional Workshop*, Agricultural and Applied Economics Association

Professional association memberships

Agricultural and Applied Economics Association
American Economic Association
Food Distribution Research Society
Western Agricultural Economics Association

Multi-state research project memberships

NCERA-210: Improving the management and effectiveness of cooperatively owned business orgs.
S-1067: Specialty crops & food systems: Exploring markets, supply chains and policy dimensions