

ARE Faculty Profile

Rachael Goodhue is an assistant professor in the Department of Agricultural and Resource Economics at UC Davis. Rachael received her Ph.D. from UC Berkeley in 1997.

Much of Rachael's recent research focused on issues in marketing agricultural products. One important issue she has studied is the relationship between product quality attributes and the terms of agricultural contracts. She has examined growers' responses to quality incentives in processing tomato contracts in research conducted with Gordon Rausser of UC Berkeley and Corinne Alexander of Purdue University. In research with Dale Heien, Hyunok Lee and Dan Sumner of UC Davis, she has examined the role of quality incentives and production requirements in California winegrape contracts. Using a survey of California winegrape growers, this research found that roughly 90 percent of growers used oral and/or written contracts. Many written contracts included financial bonuses and/or penalties based on grape quality attributes, such as sugar and acid content. Such provisions were more commonly used by growers in the Central Valley than by those in coastal production areas. In contrast, provisions specifying specific production practices, such as trellising, were more common in coastal areas. (See *ARE Update* Vol. 3, No. 3 for more information.)

Rachael has also conducted research regarding marketing in the California strawberry industry with Colin Carter and James Chalfant of UC Davis. Within the growing season, prices are higher and more volatile in the spring than in the summer. (See *ARE Update* Vol. 2, No. 3.) Grocery retailers follow a variety of strategies for obtaining fresh strawberries. Retailers also consider a number of factors when deciding whether or not to promote strawberries in a given week. These differences in marketing channels and promotion considerations may affect the returns to strawberry growers and shippers. (See *ARE Update* Vol. 6, No. 3.)

Rachael's second primary research area is agricultural policy and regulation. Currently, her work in this area focuses on agri-environmental policy and pesticide regulation. With Karen Klonsky and Guillaume Gruere of UC Davis, she has analyzed how to design green payment programs to align growers' interests with the public interest. They have also studied Californians' views regarding



Rachael Goodhue
Assistant Professor
UC Davis

the relationships among open space, farmland and wilderness. Californians are divided on this issue across regions, and across their relationships to agriculture. Farmers and Central Valley inhabitants are more likely to consider farmland open space than urban residents and coastal inhabitants are. (See *ARE Update* Vol. 6, No. 5.)

Professor Goodhue's pesticide regulation research currently includes two projects. In cooperation with the California Department of Pesticide Regulation (CDPR), she and Karen Klonsky are examining the determinants of organophosphate use by California almond growers. One important finding from this research is that the Biologically Integrated Orchard Systems program reduced organophosphate use in every county where it was conducted. The second project, in collaboration with Colin Carter and James Chalfant, examines the effects of pesticide regulation on the California strawberry industry. Specific topics include the effects of the 2005 methyl bromide ban included in the international Montreal Protocol, and the effects of the 2001 CDPR methyl bromide use regulations. (See *ARE Update* Vol. 5, No. 4.) She is also involved in multidisciplinary research regarding the economics of methyl bromide alternatives in strawberry production. This research has been used in international negotiations among the parties of the Montreal Protocol, and she has testified at CDPR and U.S. EPA hearings regarding pesticide regulation.

Rachael is working hard on improving her skiing this year, and enjoys trips to the slopes with her colleagues.