

Faculty Profile: Brittney Goodrich



Brittney Goodrich
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Dr. Brittney Goodrich is an assistant professor of Cooperative Extension in the Department of Agricultural and Resource Economics at the University of California, Davis. She began this position in January 2020. Prior to joining the faculty at UC Davis, Dr. Goodrich served as assistant professor and Extension Specialist in agricultural risk management and economics at Auburn University from 2017–2019. Dr. Goodrich obtained a Bachelor of Science (B.S.) in math and economics at Iowa State University and Master of Science (M.S.) and Ph.D. degrees in agricultural economics at UC Davis. She grew up in a rural farming community in Iowa where uncertainty in agricultural production and marketing influenced family and friends daily. Consequently, she has always been intrigued by the choices farmers make to address risk and uncertainty in their operations. Goodrich's research and extension programs aim to provide information and decision support tools to help guide decision making in agricultural operations.

Dr. Goodrich is particularly interested in researching how individuals

within agricultural supply chains use contracts to manage risk and align incentives. She has focused much of her research on the use of contracts between almond growers and beekeepers in the almond pollination market, where the precariousness of honey bee colony health makes contracting practices important to grower and beekeeper profitability. She is currently conducting research to determine beekeepers' valuation of contract enhancements to improve honey bee health in almond pollination contracts. She is also investigating the interconnected relationship between honey bee colony strength and stocking densities (hives per acre), bee flight hours during almond bloom, and almond yields.

To disseminate her work on almond pollination markets, Dr. Goodrich has developed the site almondpollination.ucdavis.edu as a resource for growers, beekeepers, and others interested in the almond pollination services market. She has provided information on pollination services to many different clientele groups through presentations at meetings and podcasts. She also regularly publishes an economic outlook for almond pollination in agricultural press outlets such as *West Coast Nut* and *Bee Culture Magazine*.

Dr. Goodrich also conducts research on other important topics for California's agricultural industry, such as investigating how the Pasture, Rangeland and Forage Rainfall Index Insurance program can be improved upon as a risk management strategy for livestock and forage producers. She also has ongoing projects related to pest management using California's Pesticide Use Reporting (PUR) Database. In one project, she investigates how the spread of citrus greening disease (huanglongbing) in Califor-

nia has increased costs of production for citrus growers, and in another she analyzes how the use of mating disruption in tree nut orchards for navel orangeworm (NOW) control alters growers' pest management decisions. Using information gleaned in the NOW project, she is also developing an economic calculator to assist tree nut growers with their NOW pest management decisions.

Dr. Goodrich has been directing the UC Davis Agricultural and Resource Economics Cost and Returns Studies Program (coststudies.ucdavis.edu) since October 2021. Through this program, Dr. Goodrich and staff develop enterprise budgets for most of California's 300+ commodities. These studies are extremely valuable to the agricultural industry in California. They are used to evaluate loans, inform farm production and financial management decisions, among many other uses. For example, the United States Department of Agriculture (USDA) agencies use the cost and returns studies to determine loan rates and reimbursement rates for conservation programs and indemnities and premium rates for federal crop insurance policies.

Outside of her role as a Cooperative Extension Specialist, Brittney enjoys reading, hobby beekeeping, crafting, and spending time with her husband, dog, and two rabbits.

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