



Northeast Regional Center for
Rural Development

Annual Report 2018



*Enhancing the capacity of
land-grant universities to foster regional
prosperity and rural development*

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The Northeast Regional Center for Rural Development receives core funds from the U.S. Department of Agriculture’s National Institute of Food and Agriculture (award #2017-51150-27125) as well as from Multistate/Regional Research and/or Extension Appropriations (project #NE1749), the Northeastern Regional Association of State Agricultural Experiment Station Directors, and the Pennsylvania State University, College of Agricultural Sciences. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the authors and do not necessarily reflect the views of the U.S. Department of Agriculture or those of other funders.

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United States
Department of
Agriculture

National Institute
of Food and
Agriculture



Northeastern Regional
Association of State
Agricultural Experiment
Station Directors

Overview 2018



Stephan Goetz, Director

During the last year, results from a number of earlier federal and private foundation grants came to fruition. Center-sponsored projects led to the publication of 18 scientific papers as well as a total of 30 presentations to national and international academic and lay audiences (p. 15). We estimate that we reached more than 600 individuals at these events. The publications in turn also presented new opportunities for translating research into meaningful programming. We published seven press releases, one of which was for a scientific publication that generated over 57,000 upvotes on Reddit. This particular release addressed economic mobility determinants, including schooling, and it coincided with the teacher walkouts in various states last year (p. 9).

By all measures 2018 was productive on both the outreach and research fronts. Our small-grant teams have made great progress toward their objectives and, perhaps more importantly, forged new learning networks that will continue to yield productive collaborations going forward (p. 4). With our support, collaborators on the National Extension Tourism team have been planning diligently for their 2019 conference, which will create yet another opportunity for inspiring innovation in Extension programming and spawning new collaborative networks (p. 3). Our work in support of Agricultural Marketing Service grant recipients promises to enhance the community-level impacts of their projects (p. 6). On the research front,

we convened experts from our own network to organize four special events that, as one participant put it, will “expand the frontiers” of those who attended (p. 11).

Some of our most critical collaborations this year took place in Washington, DC, where the four RRDC Directors convene quarterly. In addition to allowing for work on our joint national initiatives, these meetings produce new partnerships. Our USDA NIFA program leader, Brent Elrod, is critical to our ability to network with other federal and private funding agencies and stakeholder organizations, and to connect them with the land-grant system. For example, in a single meeting in support of a national broadband initiative led by the Southern Center, we met with staff from 10 agencies and organizations, including the Centers for Disease Control, Department of Commerce, and Rural Development.

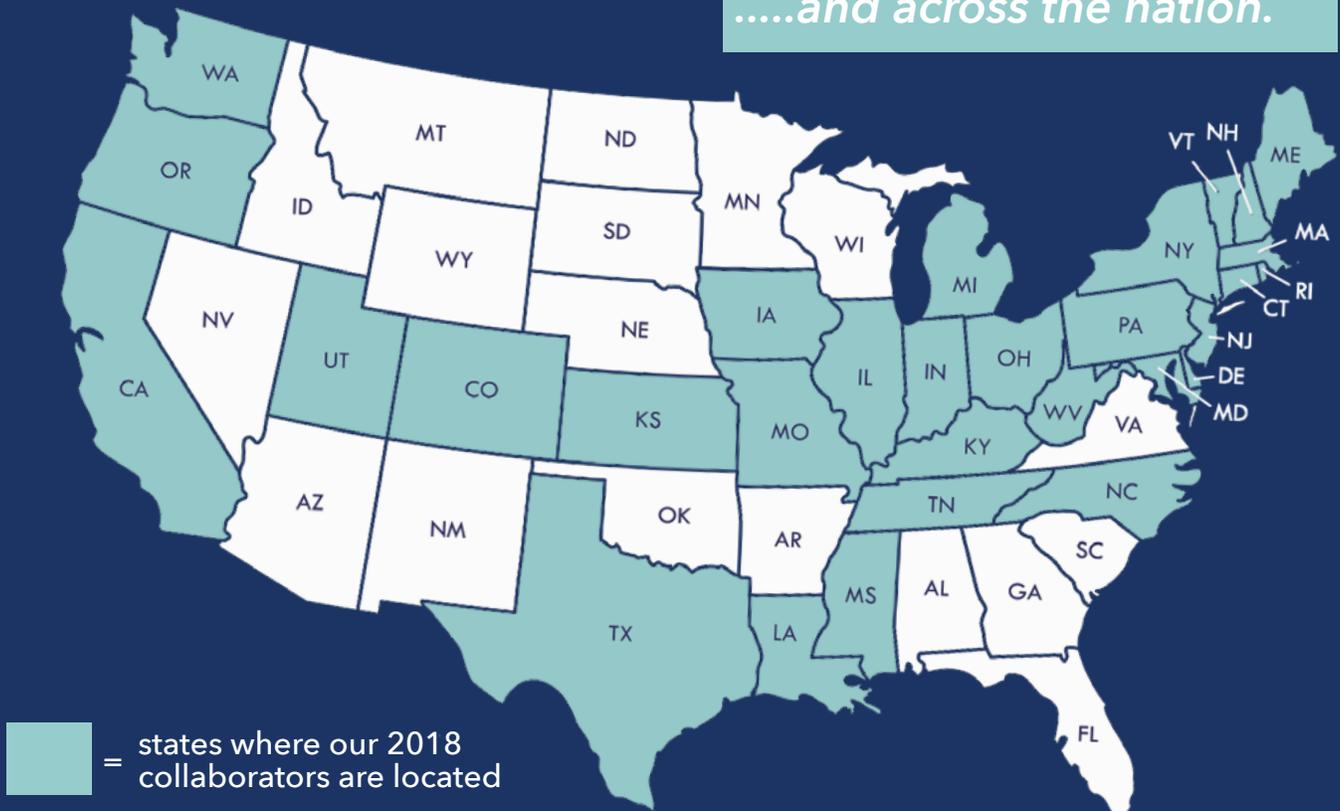
We are deeply grateful to our federal funders at NIFA/USDA and other agencies, to our land-grant university collaborators in the Northeast and at the other RRDCs, and to our Board of Directors and Technical Advisory Committee, for making our work possible. In addition, the College of Agricultural Sciences at Penn State continues to provide us with generous support, as does the Northeast Research Association (NERA) in the form of off-the-top funding, for which we are very thankful.

A Year of Collaborations

Working across agencies.....



.....and across the nation.



Outreach Initiatives: Helping Extension Help Communities

Tourism: An Under-Recognized Engine of Rural Economic Development

An exciting development in the RRDC's Outreach and Extension portfolio is a re-energized partnership with the National Extension Tourism (NET) Design Team. The team's mission is to enhance sustainable tourism development nationally by providing relevant research, training, resources, and networking opportunities in tourism and recreation, and to provide marketing, management, and development for Extension and tourism professionals. In the first half of 2018, Northeast Center staff assisted with the deployment and analysis of a national NET survey of Extension-affiliated professionals aimed at understanding the geographic dispersal and varied disciplines represented in tourism-related Extension work. The survey captured tourism-related work in states with and without named tourism programs.

NET Members Douglas Arbogast and Daniel Eades (West Virginia University) joined NERC RD Associate Director Heather Manzo to present the survey findings at the 2018 National Association for Community Development Professionals (NACDEP) conference held in Cleveland, Ohio. Their presentation (<https://bit.ly/2CKmr5V>) also included an Extension/land-grant opportunity roadmap, and a look at government data sets that show the value added to the national economy by tourism, jobs attributed to this sector, and outdoor recreation as a percentage of GDP with comparable industries. NET team members will be sharing their findings more widely via a webinar planned for 2019.

Northeast Center staff is also providing administrative support to the team as they plan their 2019 conference (see below).

"What I like about tourism is it's an asset base we can build on for even better community and economic development outcomes."

*-Daniel Eades,
at the 2018 NACDEP session
on tourism and Extension*



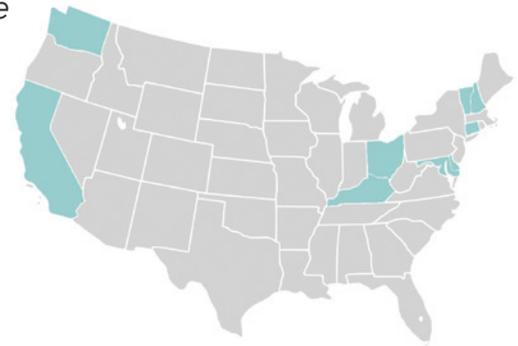
Save the Date

Sustainable Tourism &
Outdoor Recreation
Conference

October 8-11, 2019
Astoria, Oregon
extensiontourism.net/

Small Grants Program: Multi-State Extension Teams Forging New Networks

In 2017, the Northeast Center launched a new competitive grant opportunity intended to help Northeast land-grant university faculty and educators document the impacts of their work while also encouraging collaboration across state lines. Three teams comprising 22 people from nine states were selected to receive funding, and they are making great strides towards meeting their proposed objectives.



1 The **Connecting within Extension: Downtowns and Trails Program**

Assessment project team is seeking to better understand and leverage existing knowledge, resources, and programs to help communities connect downtown economic development and local trails. Through their efforts in 2018, they've forged a knowledge-sharing network that is sure to endure beyond the life of the project. After face-to-face and virtual meetings, seven team members traveled to Kentucky to visit and assess four Trail Towns. They met with community members who were instrumental in establishing and maintaining their communities' involvement in the Trail Town program. They also met with their collaborator Jayoung Koo and her colleagues at the University of Kentucky's Community and Economic Development Initiative.

During their visit, the team carried out a physical assessment of the downtowns, the trailhead, and the trail using the ArcGIS spatial data collection app to capture information about community characteristics that their prior research identified as important to the success of Trail Towns. They also interviewed community members about their impressions of the Trail Town program, including the application process, the importance of strong leadership and community buy-in, establishing a niche for the type of trails they promote, and overall marketing and promotion.

Since then, team members have been working on various initiatives in their home states, including a pilot Downtowns and Trails program in New Hampshire. They also are developing a "Trail Guide" to offer insights on what makes Trail

Downtowns and Trails Program team members:

- Shannon Rogers, University of New Hampshire (UNH) (PI)
- Molly Donovan, UNH
- Charlie French, UNH
- Casey Hancock, UNH
- Laura Brown, University of Connecticut
- Lisa Chase, University of Vermont
- Rebecca Sero, Washington State University
- Collaborator: Jayoung Koo, University of Kentucky

Towns successful, and are exploring options for sharing more broadly what they've learned.

2 Another team is using the impact reporting system described in the "Impact Indicators Tips Booklet" (NERCRD, 2016) to measure the impact of **Farm Fresh Food Boxes** (F3B), an Extension program currently being piloted in Skagit County, WA; Sonoma County, CA; and Windham County, VT. The F3B team is exploring a new way for farmers to sell their products that mixes elements of both direct and intermediated sales approaches. F3B offers consumers a farmer-selected box of seasonal produce that does not require upfront payment or long-term seasonal commitment. Consumers can pre-order boxes at rural convenience stores for pick up later in the week. Rural retailers, who receive a small transaction fee for each box sold, are thus able to offer customers fresh produce without investment in perishable product or additional refrigeration units, which may attract increased foot traffic into the store.

(Continued on next page.)

Team members conducted a NERC RD Indicators meeting in January to discuss how data for the impact indicators would be collected, analyzed, and used (see sidebar). In March, they administered a national survey to assess consumer likelihood of purchasing a F3B. In addition, they are conducting local consumer intercept surveys at each participating retail site to gauge customer interest in F3B.

Team members are in the process of compiling and analyzing these data and drafting related infographics. They also will be conducting final interviews with the participating farmers and retailers, which they will use to measure NERC RD Action and Impact Indicators of progress over baseline.

3 The third funded team, **Developing a Coordinated Community Risk Management Approach to Health and Health Insurance among Farm Enterprises**, is working in three states—Delaware, Maryland, and Ohio—to build on two previously successful initiatives that focused on health and health insurance in agriculture. In September, Delaware and Maryland team members each hosted a Health and Farm Vitality Forum, engaging 120 participants including members of each state’s government. The Ohio forum is planned for early 2019. At the forums, through presentations and case studies, team members familiarized participants with health and farm issues faced by farmers and facilitated sessions to brainstorm strategies for improving health and farm vitality.

The team also has been working in each state to expose more farmers to health resources, create presentations on these issues for upcoming meetings, survey available mental health resources for farmers, and research emerging topics to understand their impact on the farming community.

Farm Fresh Food Boxes team members:

- Jane Kolodinsky, University of Vermont (UVM) (PI)
- Lisa Chase, UVM
- Marilyn Sitaker, The Evergreen State College
- Julia Van Soelen, University of California, Davis
- Diane Smith, Washington State University
- Hans Estrin, UVM
- Weiwei Wang, UVM
- Lauren Greco, UVM
- Mary Peabody, UVM
- Christa Alexander, Jericho Settlers Farm (VT)
- Teresa Snow, Salvation Farms (VT)
- Mike Trackim, Jolley Mobile (VT)

NERC RD Indicators for the Project

Action Indicators:

- Number of Farm and Retail Businesses Making Changes in Marketing or Business Management
- Number of Volunteer Hours

Impact Indicators:

- Number of Firms Retained
- Number of Jobs Retained

Community Risk Management Approach to Health and Health Insurance among Farm Enterprises team members:

- Virginia Brown, University of Maryland Extension (PI)
- Maria Pippidis, University of Delaware Cooperative Extension (Co-PI)
- Shoshanah Inwood, The Ohio State University (Co-PI)

NERC RD Indicators for the Project

Action Indicators:

- Number of Community and Organizational Policies and Plans Developed
- Number of Community and Organizational Policies and Plans Implemented

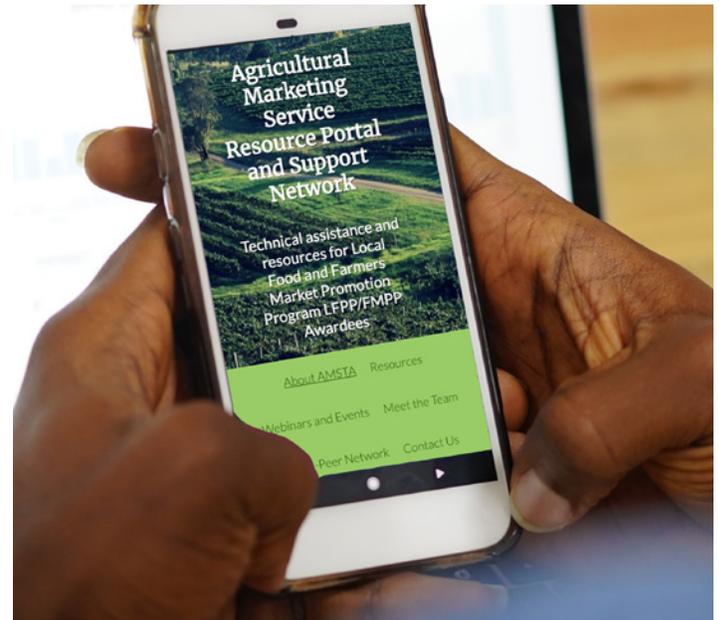
Impact Indicators:

- Number of New Leadership Roles
- Value of the Program to Participants

For more information about NERC RD’s small-grants program, visit: <https://bit.ly/2ARcELd>.

AMSTA 2.0: The Agricultural Marketing Service Technical Assistance Project *Supporting local foods projects nationwide*

The second phase of the Agricultural Marketing Service Technical Assistance (AMSTA) Project is aimed at helping recipients of the Farmers Market and Local Foods Promotion Programs (FMPP and LFPP) access the resources they need to successfully carry out their funded projects. In partnership with the Agricultural Marketing Service and the Regional Rural Development Centers (RRDCs), the project is led by the Northeast Center. To date, the project team has developed an online resource portal, where awardees can discover learning resources that are available through the land-grant university Extension system, the USDA, and other government agencies across a wide variety of topic areas, including evaluation, report writing, developing partnerships, and marketing. Project Coordinators Sarah Rocker and Brian Moyer (Penn State) also have recruited several highly qualified mentors who will conduct monthly webinars on a variety of topics and who will respond



to individual awardees' technical assistance questions. To learn more about the project, visit: <http://sites.psu.edu/amsta>.

Economic Analysis of Northeast States

Technical Advisory Committee (TAC) Chair Paul Gottlieb, Rutgers University, presented at the 2018 NACDEP conference in Cleveland, OH, on the economic analysis of Northeast states that he carried out as part of a TAC strategic planning effort, along with his co-author, Rutgers Undergraduate Student Sean Gilbert. Gottlieb and Gilbert used zip-code business pattern data and matched it to the U.S. Census classifications of urbanized and non-urbanized sections of the states to determine how employment has changed in the Northeast's rural and urban places and to explore trends in traditionally rural sectors, such as agriculture and mining. These data have been shared widely through direct emails to program leaders in the region, at the NACDEP presentation, and via the Center's newsletter in order to gather feedback that will provide context to the findings.

Rural America Counts

We have continued to collaborate on national initiatives with the three other RRDCs, and engage in quarterly face-to-face meetings with other Center Directors. In 2018, a major initiative of the four Centers was to address the issues raised by the USDA Secretary's Agriculture and Rural Prosperity Task Force Report. RRDC staff prepared several communications pieces showing how the land-grant university and Extension systems are working across issue areas of promoting e-connectivity, improving rural quality of life, supporting the rural workforce, harnessing technological innovation, and promoting rural economic development. Visit http://rrdc.info/rural_america_counts.html to download the RRDC publications.

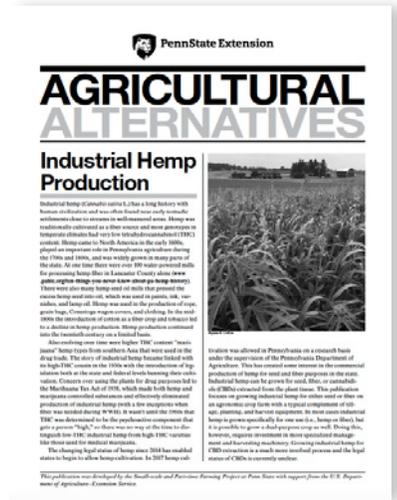
Exploring the Potential of Industrial Hemp in Pennsylvania

Researchers in Pennsylvania have been studying industrial hemp under a permitted research program managed by the Pennsylvania Department of Agriculture (PDA). They're exploring the crop's potential as a specialty commodity crop, and are developing production best practices as allowed under the PDA program.

The federal and state policies around industrial hemp are in flux, and the economic infrastructure necessary to its success as a commercial crop, including processing facilities, supply chains, and markets development, is in its infancy. A multi-disciplinary team of Penn State Extension staff, faculty, and researchers, along with NERCRD staff, worked together to examine these issues in depth, as well as opportunities for Penn State to continue to update related materials as this fluid industry develops.

Outputs from this effort include scheduled educational workshops, a policy scan, horticultural production guidelines, production budget guidelines, and supply chain and market scans. These pieces have been united in the creation of a new Penn State Extension Agricultural Alternatives publication (*pictured at right*).

This publication was developed by the Small-scale and Part-time Farming Project at Penn State with support from the U.S. Department of Agriculture–Extension Service, the Penn State College of Agricultural Sciences Office of Research and Graduate Education, and the Northeast Regional Center for Rural Development.



The *Agricultural Alternatives* publication is available at: <https://extension.psu.edu/industrial-hemp-production>

Small Business Innovation Research (SBIR) Outreach Training and Technical Assistance Program

This effort, led by the Western Regional Center, is a collaboration between the Regional Rural Development Centers and the USDA National Institute of Food and Agriculture.

The goal of the SBIR Outreach Training and Technical Assistance Program is to increase awareness of the SBIR program, increase the number of proposals submitted, and improve the quality of the proposals. A special focus was to increase participation by minorities, women, and other underserved populations in underserved states.

To achieve this objective, RRDC staff assembled a team of Extension professionals from eight states identified as underserved. The Northeast Center worked with Winifred McGee, Penn State Extension, and Daniel Eades, West Virginia University Extension, to offer face-to-face trainings to potential SBIR applicants in four locations in the Northeast region.

Learn more about the program at: <https://wrdc.usu.edu/sbir>.

Research Initiatives: Advancing Science for the Good of Communities

Economic Development and Mobility Research

Creative Placemaking for Healthy Communities

Northeast Center Director Stephan Goetz and Western Center Director Don Albrecht represented the RRDCs at the Joint Summer meeting of the Association of Public and Land-grant Universities (APLU) Council for Community Engagement and Outreach (CEO) and Commission on Innovation, Competitiveness, and Economic Prosperity (CICEP), which was held in June in Virginia. The current chair of CICEP is Dr. Eric Barron, President of Penn State University, which is placing a strong emphasis on innovation. The meeting focused on the theme, “Creative Placemaking for Healthy Communities.” Dr. Goetz chaired a breakout group focused on rural innovation, which Dr. Barron attended. Dr. Goetz and Dr. Albrecht also participated in the development of a new APLU policy position paper (pictured at right) released in September to advance policy recommendations for both the federal government and research universities to be more effective in meeting five pressing economic and community development objectives:



The APLU policy position paper is available at: <https://bit.ly/2pcDWVM>

1. Build a thriving Rural America
2. Meet the demands for 21st Century talent through workforce development
3. Secure American leadership in advanced manufacturing
4. Stimulate and accelerate university-based innovation and entrepreneurship
5. Foster equitable, inclusive economic opportunity and mobility

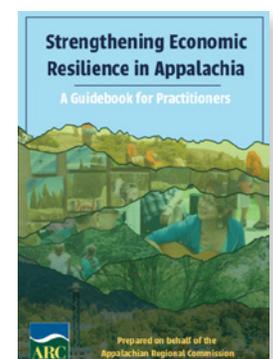
Strengthening Economic Resilience in Appalachian Communities

This project, which was led by Downstream Strategies and funded by the Appalachian Regional Commission, ended in December 2017 and resulted in a guidebook that summarizes project findings, presents case studies, and suggests best practices

and strategies for communities to employ in order to build resilience. It is designed for use by economic development practitioners, local government officials, nonprofit organizations, and others working in the Appalachian Region, and provides

valuable insights into how communities are approaching economic development today.

The report, which was completed in 2018, will be posted on the NERCRD website when it becomes available in early 2019.



\$500,000 Grant to Focus on How Rural Innovation Happens, How to Inspire More

A research team led by Northeast Center Director Stephan Goetz will receive \$500,000 over three years to study innovation in rural communities and find ways for communities to support rural entrepreneurs. The USDA grant is aimed at better understanding and inspiring innovation in rural areas. Goetz is collaborating on the grant with two economists based at the Economic Research Service (ERS) of the USDA in Washington, DC, including NERCRD Board Member Timothy Wojan.

The researchers will have access to a new data set that will give them a better understanding of how innovation works in rural communities and help them capture data about that innovation, which is often missed by other surveys and studies. They plan to use data collected from the ERS Rural Establishment Innovation Survey, the first nationally representative survey of self-reported innovation in rural areas. To read the full grant announcement, visit: <https://bit.ly/2HsyHgN>.

—Matt Swayne, Penn State

Human Capital and Intergenerational Mobility in U.S. Counties

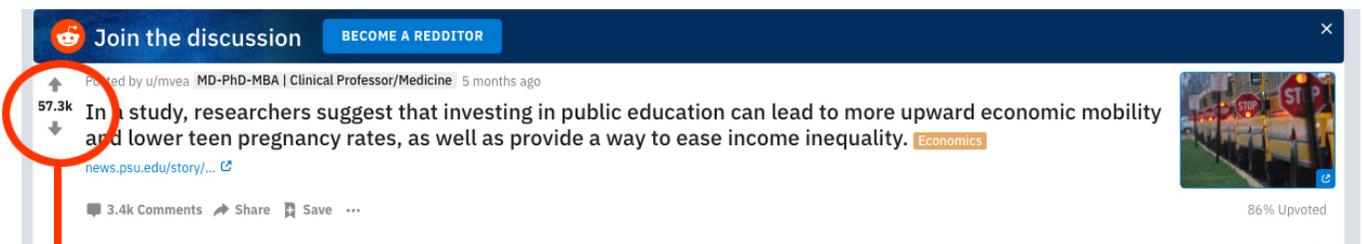
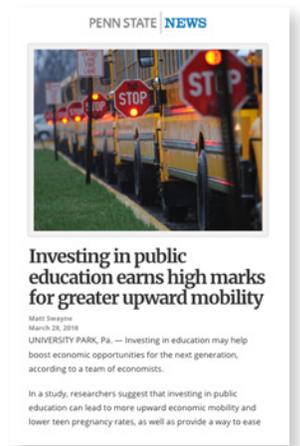
A Penn State News story about our research on human capital and intergenerational mobility struck a chord with readers on Reddit—more than 3,400 comments were logged on the post, and more than 57,000 Reddit users “upvoted” it, signaling that the topic resonated with them. To read the story, written by Penn State’s Matt Swayne, visit: <https://bit.ly/2Dt252h>.

- Li, Minghao, Stephan J. Goetz, and Bruce Weber. “Human Capital and Intergenerational Mobility in U.S. Counties.” *Economic Development Quarterly*, 32, no. 1 (February 2018): 18–28.

Abstract

With inequality returning to historically high levels, intergenerational mobility has attracted growing attention from policy makers and academics. The authors use recently published

county-level data to study the determinants of intergenerational mobility, measured by income levels and teen birth rates. Following Solon’s mobility model, the authors study the impacts of public investment in human capital, returns to human capital, and taxation. The results show that better school quality and higher returns to education increase adult incomes and reduce teen birth rates for children from low-income families. By comparing counties within or adjacent to metropolitan areas to other counties, the authors find that urban upward mobility is sensitive to parents’ education, while nonurban upward mobility is sensitive to migration opportunities.



Upvoted by 57,300 readers

Beer, Wine, and Spirits: Exploring Economic Opportunities for Rural Areas

The craft beverage industry is growing, and Northeast Center researchers are shedding light on implications for rural areas.

- **Beer and Spirits: Supplying the Craft Beverage Boom with Local Ingredients**
Western PA has experienced a recent boom in local breweries and distilleries, but the supply chain supporting these businesses is not well understood. A Penn State Extension team including NERCRD Associate Director Heather Manzo conducted research to assess current and future production levels and supply chain actors and to identify future potential for local and regional sourcing of ingredients. While the study focused on Western PA, some findings may be useful to other Northeast states. Read more at <https://bit.ly/2Dbietm>.
- Reid, Neil, Paul D. Gottlieb, Elizabeth Dobis, Stephan J. Goetz, and Anil Hira. "The Rise of Craft Beer and Its Impact on Demand for Local Hops." Presented at the International Geographical Union (IGU) Commission on the Dynamics of Economic Spaces Conference on Rural-Urban Linkages for Sustainable Development: An Economic Geography Perspective, Innsbruck, Austria, July 19, 2018.
- Dobis, Elizabeth A., Anil Hira, Paul D. Gottlieb, Stephan J. Goetz, and Neil Reid. "Grapes and Wineries in the United States: Geographic Location and Industrial Colocation." Presented at the 12th Annual American Association of Wine Economists Conference, Ithaca, NY, June 12, 2018.



Regional Economic Development as a New Theoretical Framework

This project, funded by the Economic Development Administration and led by Indiana University, seeks to build models and analytical tools that will help policy makers and practitioners craft development strategies and policies tailored to a region's characteristics and capacities. Northeast Center Postdoctoral

Researcher Zheng Tian is contributing to this research, focusing on industrial agglomeration. Tian presented some of his findings at the Southern Regional Science Meetings in Philadelphia, PA in March 2018, and at the Regional Studies Association Global Conference in China in June 2018.

Workshops, Panels, and Special Sessions: Leveraging Our Network of Experts to Create Lasting Knowledge Impacts

The Northeast Center is well-positioned to organize special events that convene experts from across the country and internationally to address economic development issues and to gain new perspectives. In 2018, we organized four such events:

Northeastern Agricultural and Resource Economics Association (NAREA) pre-conference workshop

Organized by the Northeast Center and held in June in Philadelphia, this workshop attracted 25+ around the theme of “Advances in the Economic Analysis of Food System Drivers and Effects.” The workshop brought together policy makers, practitioners, and scientists working on various aspects of the food system, with the goal of understanding outcomes produced by the current system, and the factors or drivers causing these outcomes. It also featured a special presentation on the EFSNE project (see page 15). Presentations are archived on the NERCRD website (<https://bit.ly/2AZyBaL>), and papers will be published in a special issue of *Agricultural and Resource Economics Review*. This event was made possible through a competitively awarded NIFA conference grant.

“Thanks for putting on an excellent workshop. It really expanded my frontiers.”

-John Halstead,
University of New
Hampshire

Two Special Sessions at the 2018 Agricultural and Applied Economics Association (AAEA) meeting

Co-organized with Southern Center Director Steve Turner (Mississippi State), NERCRD Board Member Tim Wojan (ERS), and NERCRD TAC Chair Paul Gottlieb (Rutgers), these sessions took place in August in Washington, DC. One panel explored implications of the Foundations for Evidence-Based Policymaking Act of 2017 (HR 4174), jointly sponsored by House Speaker Ryan and Senator Murray. The other explored land-grant universities and rural development, and included presentations on the rural public health crisis, the Stronger Economies Together program, and an overview by NERCRD TAC member Heather Stephens (West Virginia University) of culture conflict between land-grant academics and politicians. See <https://bit.ly/2sriBcX>.

Special Session at the 2018 Conference of the PA Chapter of American Planning Association

Northeast Center Director Stephan Goetz organized a special session for this conference that focused on how rural areas can contend with the changing nature of the economy, and specifically on the potential roles of the planning community in supporting new opportunities. Topics covered include demographic and economic changes affecting rural areas, the roles of entrepreneurship and innovation, tourism opportunities, and food systems development. The conference took place in October in Erie, PA.

European Regional Science Association (ERSA) Meeting and Young Scholars Sessions

At this year’s ERSA meeting, Stephan Goetz co-convened with Timothy Slaper (Indiana University) four sessions on Regional Characteristics and Vulnerability to Economic Shocks, in addition to serving as both a discussant and a presenter at the meeting, which took place in August in Cork, Ireland. Goetz also chaired and moderated a Young Scientists Session (YSS), organized each year at the ERSA Congress to provide a special



platform for paper presentations by young scientists with an in-depth discussion of the papers by

senior scholars in the field. The YSS are organized according to two principles:

- Offering more time for each presentation, to increase the amount of feedback a young scientist receives, and to provide more opportunity for other young scientists to participate in scientific discussions.
- Assigning specialist discussants, experts in the specific field, to each paper that is presented.

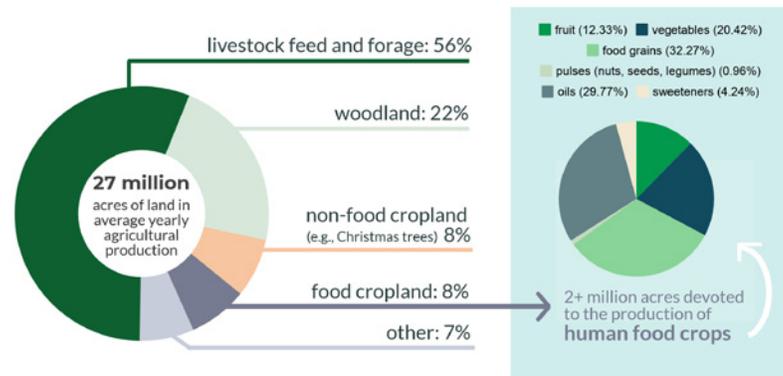
Local and Regional Food Systems Research

Seven-Year Deep Dive into Northeast Food System Advances Understanding of Regional Potential

After seven years of analyzing a number of consumption, distribution, production, and other aspects of the Northeast U.S. food system, researchers from Penn State and 10 other universities and organizations have made significant gains in understanding the extent to which the region can increase production of certain foods, and potentially better meet the food needs of low-income populations in the locations they studied. Findings and outputs from the project, which concluded in February 2018 and was led by the Northeast Center, will be useful to food system planners, policy makers, researchers and advocates interested in advancing regional food systems.

Team members conducted dozens of analyses and presented on their processes and findings at more than 100 venues and in over 20 peer-reviewed publications, with additional manuscripts and presentations planned for future release. The project, titled Enhancing Food Security in the Northeast (EFSNE), was funded by the USDA National Institute of Food and Agriculture (NIFA) and engaged more than 40 team members and 45 students.

Learn more about the project's key findings and access its publications: <http://agsci.psu.edu/research/food-security>.



EFSNE researchers found that a small number of crops occupies a large portion of the 27 million acres of farmland in the Northeast. From 2001 to 2010 roughly 65 percent of the region's farmland contributed directly to the food supply. More than half of that was devoted to feed and forage crops for animals, while less than 10 percent was devoted to crops eaten by people. Learn more at <https://bit.ly/2T0wElt>.

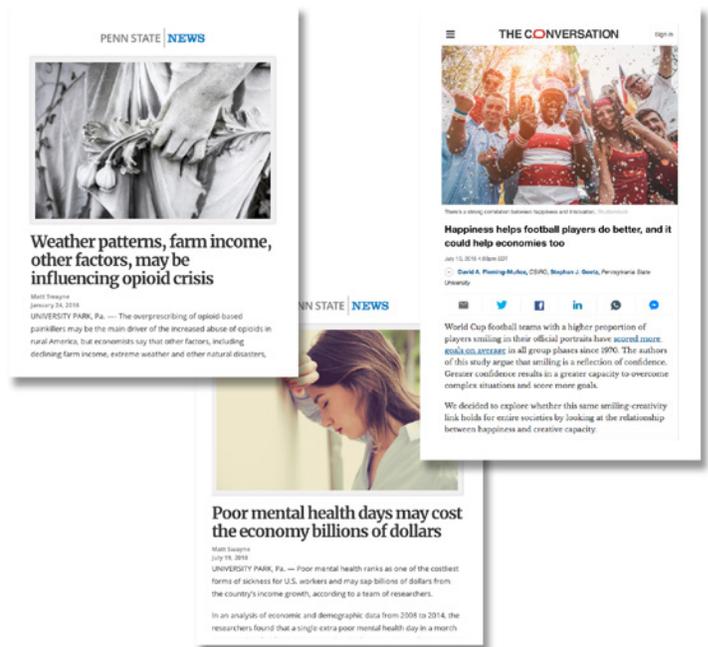
Industry Clusters and the Location of Agriculture: Establishing a Theoretical Base for Economic Development Practice

Production agriculture has largely been considered to be beyond the scope of cluster theory. As a result, key insights from the theory have not been sufficiently leveraged for agricultural and rural development practice. This project, funded by a USDA NIFA grant and led by NERCRD TAC Chair Paul Gottlieb, Rutgers University, will provide proof of principle for clustering behavior in production agriculture. Using case study literature and detailed commodity data from the 2012 Census of Agriculture, we will test the hypothesis that certain known drivers of transactional clustering

behavior are also active in agriculture: that they are correlated with observed geographic clustering, controlling for factors like climate requirements and industry size. Outputs of this project will include maps and a new typology of agricultural commodities based on clustering propensity, geographic behavior, and supply chain characteristics. The project will give practitioners—for example, extension agents working on rural development—a basic sense of the extent to which cluster-inspired development tools are appropriate for particular agricultural commodities.

Behavioral and Physical Health Issues Research

The Center's ongoing research agenda adds to the science base around several health-related issues, particularly the growing substance abuse crisis plaguing rural America. For example, research on causes, consequences, and spatial variations of substance abuse and poor mental health was published in *Review of Regional Studies* and presented at the joint meeting of the Agricultural and Applied Economics Association and Allied Social Sciences Association. Elizabeth Dobis, a postdoctoral scholar who joined the Center in October 2017, presented on the access and utilization of mental health care in rural America at the 2018 Southern Regional Sciences Association meeting and also attended a workshop on the Rural Health-Economic Development Nexus, organized by the North Central RDC. Publications and presentations in this topic area include:



- Davlasheridze, Meri and Stephan J. Goetz. 2018. "Explaining Spatial Disparities in Drug Overdoses, 1970-2014." Presented at the Allied Social Sciences Association Annual Meeting, Philadelphia, PA, January 6.
- Davlasheridze, Meri, Stephan J. Goetz, and Yicheol Han. 2018. "The Effect of Mental Illness on U.S. County Economic Growth." *The Review of Regional Studies*, 48: 155–71.
- Dobis, Elizabeth A., Stephan J. Goetz, Mark Skidmore, and Heather M. Stephens. 2018. "American Life Expectancy: Geographic Inequality and Temporal Change." Presented at the 65th Annual North American Meetings of the Regional Science Association International, San Antonio, TX, November 8.
- Dobis, Elizabeth A. and Stephan J. Goetz. 2018. "Access and Utilization of Mental Health Care in Rural America." Presented at the Southern Regional Science Meetings, Philadelphia, PA, March 15.
- Fleming-Muñoz, David, Stephan J. Goetz, and Yicheol Han. 2018. "Happiness and Innovation in U.S. Counties." Presented at the 65th Annual North American Meetings of the Regional Science Association International, San Antonio, TX, November 7-10.
- Griffie, Debra, Lynn James, Stephan J. Goetz, Brandon Balotti, Yau-Huo Shr, Marilyn Corbin, and Timothy W. Kelsey. 2018. "Outcomes and Economic Benefits of Penn State Extension's Dining with Diabetes Program." *Preventing Chronic Disease*, 15 (May).
- Inwood, Shoshanah, Alana Knudson, Florence A. Becot, Bonnie Braun, Stephan J. Goetz, Jane M. Kolodinsky, Scott Loveridge, Katlyn Morris, Jason Parker, Bob Parsons, Rachel Welborn, and Don E. Albrecht. 2018. "Health Insurance and National Farm Policy." *Choices*, Quarter 1.

(A complete listing of publications and presentations begins on page 15.)

Poor Mental Health Days May Cost the Economy Billions of Dollars

Poor mental health ranks as one of the costliest forms of sickness for U.S. workers and may sap billions of dollars from the country's income growth, according to a team of researchers including Northeast Center Director Stephan Goetz and Postdoctoral Scholar Yicheol Han.

In an analysis of economic and demographic data from 2008 to 2014, the researchers found that a single extra poor mental health day in a month was associated with a 1.84 percent drop in the per capita real income growth rate, resulting in \$53 billion less total income each year, said Goetz.

"This starts to give us an idea of what the gain could be, if we did spend more money to help people with poor mental

health," said Goetz, who also worked with Meri Davlasheridze, assistant professor and economist, Texas A&M University at Galveston.

Poor mental health days refer to days when people describe their mental health as not good and could include conditions such as depression, anxiety, stress and problems with emotions, according to the researchers, who report their findings in a current issue of the *Review of Regional Studies*. The measure does not include diagnosed mental illnesses.

The effect is stronger in rural counties, which tend to be poorer than urban counties. A poor mental health day in rural counties was associated with a reduction of 2.3 percent in income growth, compared with



only a .87 percent reduction in urban counties.

The researchers suggest that investing in mental health resources may be one way of lowering the economic costs of poor mental health, particularly in the harder-hit rural counties.

Read the full story at <https://bit.ly/2VYmjYW>.

—Matt Swayne, Penn State

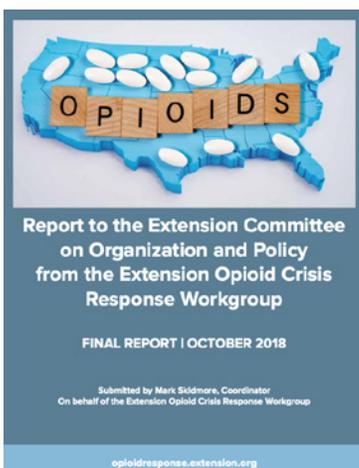
Extension Opioid Crisis Response Workgroup Releases Report

Overdoses are now the leading cause of death of Americans under the age of 50, the impacts of which are being felt in every region of the country in both rural and urban places. In many states, universities within the land-grant system are responding to the crisis. However, the Extension Committee on Organization and Policy (ECOP) felt that a coordinated land-grant effort

could provide a more comprehensive and effective strategy for addressing the ongoing crisis, and created the Extension Opioid Crisis Response Workgroup (EOCRW) to develop a strategic framework to guide Extension activities related to addressing the crisis nationwide.

As part of its charge, the EOCRW issued a final report that summarizes their process and activities, findings, and recommendations. It is available at opioidresponse.extension.org, as are several other resources from the effort.

The EOCRW was led by North Central Regional Center Director Mark Skidmore, and was supported by the USDA, eXtension, and the Regional Rural Development Centers.



2018 Publications, Presentations, and Meetings

Scientific Publications

- Ahearn, Mary C., Kathleen Liang, and Stephan J. Goetz. 2018. "Farm Business Financial Performance in Local Foods Value Chains." *Agricultural Finance Review* 78 (4): 470–88. <https://doi.org/10.1108/AFR-08-2017-0071>.
- Cleary, Rebecca, Alessandro Bonanno, Lauren Chenarides, and Stephan J. Goetz. 2018. "Store Profitability and Public Policies to Improve Food Access in Non-Metro U.S. Counties." *Food Policy* 75 (February): 158–70. <https://doi.org/10.1016/j.foodpol.2017.12.004>.
- Cleary, Rebecca, Stephan J. Goetz, Dawn Thilmany, and Houtian Ge. Forthcoming. "Excess Competition Among Food Hubs." *Journal of Agricultural and Resource Economics*.
- Davlasheridze, Meri, Stephan J. Goetz, and Yicheol Han. 2018. "The Effect of Mental Illness on U.S. County Economic Growth." *The Review of Regional Studies* 48: 155–71.
- Ge, Houtian, Patrick Canning, Stephan J. Goetz, and Agnes Perez. 2018. "Effects of Scale Economies and Production Seasonality on Optimal Hub Locations: The Case of Regional Fresh Produce Aggregation." *Agricultural Economics* 49 (2): 157–69. <https://doi.org/10.1111/agec.12405>.
- Ge, Houtian, Stephan J. Goetz, Patrick Canning, and Agnes Perez. 2018. "Optimal Locations of Fresh Produce Aggregation Facilities in the United States with Scale Economies." *International Journal of Production Economics* 197 (March): 143–57. <https://doi.org/10.1016/j.ijpe.2018.01.007>.
- Ge, Houtian, Stephan J. Goetz, Miguel Gómez, Richard Gray, and James Nolan. 2018. "Modelling Testing Mechanism for Mitigating Genetically Modified Wheat Contamination Risks." *International Journal of Production Research* 0 (0): 1–17. <https://doi.org/10.1080/00207543.2018.1472403>.
- Goetz, Stephan J, Meri Davlasheridze, Yicheol Han, and David A. Fleming-Muñoz. 2018. "Explaining the 2016 Vote for President Trump across U.S. Counties." *Applied Economic Perspectives and Policy*, October. <https://doi.org/10.1093/aep/ppy026>.
- Goetz, Stephan J., Mark D. Partridge, and Heather M. Stephens. 2018. "The Economic Status of Rural America in the President Trump Era and Beyond." *Applied Economic Perspectives and Policy* 40 (1): 97–118. <https://doi.org/10.1093/aep/ppx061>.
- Griffie, Debra, Lynn James, Stephan J. Goetz, Brandon Balotti, Yau-Huo Shr, Marilyn Corbin, and Timothy W. Kelsey. 2018. "Outcomes and Economic Benefits of Penn State Extension's Dining With Diabetes Program." *Preventing Chronic Disease*, 15 (May). <https://doi.org/10.5888/pcd15.170407>.
- Griffin, Timothy, Christian Peters, David Fleisher, Michael Conard, Zach Conrad, Nicole Tichenor, Ashley McCarthy, Emily Piltch, Jonathan Resop, and Houman Saberi. 2018. "Baselines, Trajectories, and Scenarios: Exploring Agricultural Production in the Northeast U.S." *Journal of Agriculture, Food Systems, and Community Development*, June, 1–15. <https://doi.org/10.5304/jafscd.2018.082.015>.
- Han, Yicheol, and Stephan J. Goetz. 2018. "Predicting US County Economic Resilience from Industry Input-Output Accounts." *Applied Economics*, October, 1–10. <https://doi.org/10.1080/00036846.2018.1539806>.
- Inwood, Shoshanah, Alana Knudson, Florence A. Becot, Bonnie Braun, Stephan J. Goetz, Jane M. Kolodinsky, Scott Loveridge, Katlyn Morris, Jason Parker, Bob Parsons, Rachel Welborn, and Don E. Albrecht. 2018. "Health Insurance and National Farm Policy." *Choices*, Quarter 1.
- Li, Minghao, and Stephan J. Goetz. Forthcoming. "The Intergenerational Persistence of Self-Employment in China and the Transfer of Risk Attitudes." *Journal of Labor Economics*.
- Li, Minghao, Stephan J. Goetz, and Bruce Weber. 2018. "Human Capital and Intergenerational Mobility in U.S. Counties." *Economic Development Quarterly* 32 (1): 18–28. <https://doi.org/10.1177/0891242417752436>.

(Continued on page 16)

Scientific Publications (continued)

- Liang, Jiaochen and Stephan J. Goetz. 2018. "Technology Intensity and Agglomeration Economies." *Research Policy*, July. <https://doi.org/10.1016/j.respol.2018.07.006>.
- Motoyama, Yasuyuki, Stephan J. Goetz, and Yicheol Han. 2018. "Where Do Entrepreneurs Get Information? An Analysis of Twitter-Following Patterns." *Journal of Small Business & Entrepreneurship* 30 (3): 253–74. <https://doi.org/10.1080/08276331.2018.1435187>.
- Weber, Bruce, J. Matthew Fannin, Kathleen Miller, and Stephan J. Goetz. 2018. "Intergenerational Mobility of Low-Income Youth in Metropolitan and Non-Metropolitan America: A Spatial Analysis." *Regional Science Policy & Practice* 10 (2): 87–101. <https://doi.org/10.1111/rsp3.12122>.

Presentations

- Arbogast, Douglas, Daniel Eades, Heather Manzo, Stephan J. Goetz, and Yicheol Han. 2018. "Tourism and Extension: Current Snapshot and Future Opportunity." Presented at the National Association of Community Development Extension Professionals, Cleveland, OH, June 12.
- Clancy, Kate. 2018a. "Building Successful Interdisciplinary Systems Projects." Presented at the Ohio State University, Columbus, OH, January 31.
- Clancy, Kate. 2018b. "The Systems and Inter-/Transdisciplinary Components of the EFSNE Project." Presented at the Northeastern Agricultural and Resource Economics Association pre-conference workshop on Advances in the Economic Analysis of Food System Drivers and Effects, Philadelphia, PA, June 9.
- Clancy, Kate. 2018c. "Viewing Northeast Food Systems through a Market Basket." Presented at the USDA Local and Regional Food Working Group Know Your Farmer meeting, Washington, D.C., August 7.
- Davlasheridze, Meri, and Stephan J. Goetz. 2018. "Explaining Spatial Disparities in Drug Overdoses, 1970-2014." Presented at the Allied Social Sciences Association Annual Meeting, Philadelphia, PA, January 6.
- Dobis, Elizabeth A., Anil Hira, Paul D. Gottlieb, Stephan J. Goetz, and Neil Reid. 2018. "Grapes and Wineries in the United States: Geographic Location and Industrial Colocation." Presented at the 12th Annual American Association of Wine Economists Conference, Ithaca, NY, June 12.
- Dobis, Elizabeth A., Stephan J. Goetz, Mark Skidmore, and Heather M. Stephens. 2018. "American Life Expectancy: Geographic Inequality and Temporal Change." Presented at the 65th Annual North American Meetings of the Regional Science Association International, San Antonio, TX, November 8.
- Dobis, Elizabeth A. and Stephan J. Goetz. 2018. "Access and Utilization of Mental Health Care in Rural America." Presented at the Southern Regional Science Meetings, Philadelphia, PA, March 15.
- Fleming-Muñoz, David, Stephan J. Goetz, and Yicheol Han. 2018. "Happiness and Innovation in U.S. Counties." Presented at the 65th Annual North American Meetings of the Regional Science Association International, San Antonio, TX, November 7-10.
- "Food Systems in the Northeast: Perceptions, Projections and Purchasing—A Panel." 2018. Included: Clancy, K.: Viewing Northeast Food Systems through a Market Basket; Berlin, L.: Perceptions of Food Access in the Northeastern U.S.; Palmer, A.: Between Global and Local: Exploring Regional Food Systems from the Perspectives of Four Communities in the U.S. Northeast." Presented at the Joint Annual Meeting of the Agriculture, Food, and Human Values Society and the Association for the Study of Food and Society, Madison, WI, June 15.
- Ge, Houtian, Stephan J. Goetz, Rebecca Cleary, and Miguel Gómez. 2018. "Models and Methods for Food Hub Location: A Comparison of Econometric vs Simulated Solutions and Policies." Poster Presented at the Agricultural and Applied Economics Association Meeting, Washington, DC, August 5.
- Goetz, Stephan J. 2018. "Rural Mega-Trends and Their Implications." Presented at the PA Chapter of the American Planning Association 2018 Annual Conference, Erie, PA, October 15.
- Goetz, Stephan J. 2018a. "Trends, Issues and Opportunities for Northeast Land-Grant Universities at the Rural-Urban Fringe." Presented at the 2018 Northeast Joint Summer Session of NERA and NEED, Bethany Beach, DE, June 6.

(Continued on page 17)

Presentations (continued)

- Goetz, Stephan J. 2018b. "NGA Regional Leadership Workshop: Rural Trends, Issues and Opportunities in the Northeast U.S." Presented at the National Governors' Association Regional Leadership Workshop on Good Jobs for All Americans, Pittsburgh, PA, September 13. (See sidebar.)
- Goetz, Stephan J. 2018c. "Rural Trends, Issues and Opportunities in the Northeast U.S." Presented at the Keynote address at WVU Extension Meeting at Jackson Mill, September 19.
- Goetz, Stephan J., and Yicheol Han. 2018a. "Re-Organization of the U.S. Economy After the Great Recession." Presented at the 85th International Atlantic Economic Conference, London, UK, March 14.
- Goetz, Stephan J., and Yicheol Han. 2018b. "CAS, Input-Output Linkages and Network Complexity Measures and Determinants of Resilience." Presented at the EDA-Indiana University Project Meeting, Bloomington, IN, April 26.
- Goetz, Stephan J., and Yicheol Han. 2018c. "Modeling Rural-Urban Linkages Using Input-Output Tables and Insights from Network Science." Presented at the International Geography Union Mini-Conference on Rural-Urban Linkages for Sustainable Development: An Economic Geography Perspective, Innsbruck, Austria, July 19.
- Goetz, Stephan J. and Zheng Tian. 2018. "The Decline of Farm and Rise of Wage Employment in the U.S.: The Effect of Government Subsidies on Farmers." Presented at the 58th Congress of the European Regional Science Association, Cork, Ireland, August 30.
- Gottlieb, Paul D., Elizabeth A. Dobis, Stephan J. Goetz, and Yicheol Han. 2018. "Numbers You Can Count on: Databook Program of the Northeast Regional Center for Rural Development." Presented at the 2018 Meeting of the National Association of Community Development Extension Professionals, Cleveland, OH, June 11.
- Han, Yicheol, and Stephan J. Goetz. 2018a. "Measuring Reorganization in Local Economies." Presented at the Southern Regional Science Association, Philadelphia, PA, March 17.
- Han, Yicheol, and Stephan J. Goetz. 2018b. "Modeling the Local Input-Output Network Using County-Level Production and Consumption Estimates, and National Input-Output Table." Presented at the Agricultural and Applied Economics Association Meeting, Washington, D.C., August 7.
- Han, Yicheol, Stephan J. Goetz, Alexandra Tsvetkova, Zheng Tian, and Timothy W. Slaper. 2018. "The Determinants of Longer-Term Resilience: The Case of the U.S., 2007-2017." Presented at the 58th Congress of the European Regional Science Association, Cork, Ireland, August 30.

Reaching New Audiences: The National Governors' Association

Under the 2018-2019 National Governors' Association (NGA) Chair's Initiative, the NGA is sponsoring three regional workshops in different locations across the U.S., with a culminating conference in Montana at the 2019 NGA Summer Meeting.



Maryland Lt. Governor Boyd Rutherford (left) and Pennsylvania Governor Tom Wolf attended the conference.

The first regional event was held in Pittsburgh on Sept. 12-13, 2018, to be

followed by a Las Vegas meeting on Dec. 5-6, 2018 and Des Moines on March 4-5, 2019. The workshop in Pittsburgh kicked off with an "armchair chat" including Pennsylvania Governor Tom Wolf about initiatives underway in his state focused on creating good jobs for all Americans. Maryland Lt. Governor Boyd Rutherford participated in the first of three topic-specific sessions, focused on the Workforce of the Future: Positioning State Economies for Success. The second focused session was on Second Acts: Reskilling Mid-Career Workers, and NERCRD Director Stephan J. Goetz provided the context for the third focused session, entitled **Rural Resurgence: Empowering a Rural Workforce**. In subsequent small group discussions, participants addressed the following questions:

- What new partnerships can states leverage to support rural-led innovations?
- What other unique issues are impacting rural areas?
- What are the elements of a successful strategy in this area?
- What do governors need to know to act in this area?

At the summer 2019 conference, a report will be presented based on the input received at the regional meetings, entitled **Governors' Guide: A Roadmap for Providing Good Jobs for All Americans**.

(Continued on page 18)

Presentations (continued)

- Khanal, Aditya, Fisseha Tegegne, Lan Li, Stephan J. Goetz, Yicheol Han, Stephen Tubene, Andy Wetherill. Forthcoming. "Examining Small Farmers' Networks and the Effect on Financial Performance." SAEA Selected Paper Abstract Submission.
- Liang, Jiaochen and Stephan J. Goetz. 2018. "Technology Intensity and Agglomeration Economies." Presented at the Annual Meeting of the Western Regional Science Association, Pasadena, CA, February 12.
- Reid, Neil, Paul D. Gottlieb, Elizabeth A. Dobis, Stephan J. Goetz, and Anil Hira. 2018. "The Rise of Craft Beer and Its Impact on Demand for Local Hops." Presented at the International Geographical Union (IGU) Commission on the Dynamics of Economic Spaces Conference on Rural-Urban Linkages for Sustainable Development: An Economic Geography Perspective, Innsbruck, Austria, July 19.
- Tian, Zheng and Stephan J. Goetz. 2018a. "Measuring Industry Co-Location across County Borders." Presented at the Southern Regional Science Meetings, Philadelphia, PA, March 15.
- Tian, Zheng and Stephan J. Goetz. 2018b. "Measuring Industry Co-Location across County Borders." Presented at the Regional Science Association Global Conference in China, Beijing, China, July 1.
- Tian, Zheng, Stephan J. Goetz, and Timothy W. Slaper. 2018. "Predicting the State-Level Gross Job Gains and Losses with Google Trends Data." Presented at the Southern Regional Science Meetings, Philadelphia, PA, March 15.

Non-Technical Publications

- Devlin, Kristen. 2018. "[R&D-Heavy Firms Thrive in Diverse Economies.](#)" Penn State News, September 28.
- Devlin, Kristen. 2018. "[Rural and Urban Communities Need Different Policies to Boost Economic Mobility.](#)" Penn State News, September 11.
- Devlin, Kristen. 2018. "[Study of Northeast Food System Advances Understanding of Regional Potential.](#)" Penn State News, September 28.
- Fleming-Muñoz, David and Stephan J. Goetz. 2018. "[Happiness Helps Football Players Do Better, and It Could Help Economies Too.](#)" The Conversation, July 10, 2018.
- Park, Kristen, Miguel Gómez, Katherine Ruhf, Kate Clancy, and Kristen Devlin. 2018. "[Comparison of Case Studies of Supermarkets and Food Supply Chains in Low-Income Areas of the Northeast.](#)" EFSNE Research Brief No. 9, April.
- Roth, Greg, Jayson Harper, Heather Manzo, Alyssa Collins, and Lynn Kime. 2018. "[Agricultural Alternatives: Industrial Hemp Production.](#)" Published by Penn State Extension, August.
- Ruhf, Katherine, and Kate Clancy. 2018. "[Using a Market Basket to Explore Regional Food Systems.](#)" EFSNE Research Brief No. 8, March.
- Ruhf, Katherine, Kristen Devlin, Kate Clancy, Linda Berlin, and Anne Palmer. 2018. "[EFSNE Outreach: Innovative Methods to Engage Multiple Audiences in a Complex Food System Project.](#)" EFSNE Research Brief No. 7, February.
- Ruhf, Katherine, Anne Palmer, Kate Clancy, and Kristen Devlin. 2018. "[Exploring Regional Food Systems in the Northeast.](#)" EFSNE Research Brief No. 10, April.
- Swayne, Matt. 2018a. "[Weather Patterns, Farm Income, Other Factors, May Be Influencing Opioid Crisis.](#)" Penn State News, January 24.
- Swayne, Matt. 2018b. "[Investing in Public Education Earns High Marks for Greater Upward Mobility.](#)" Penn State News, March 28.
- Swayne, Matt. 2018c. "[Poor Mental Health Days May Cost the Economy Billions of Dollars.](#)" Penn State News, July 19.
- Swayne, Matt. 2018d. "[\\$500,000 Grant to Focus on How Rural Innovation Happens, How to Inspire More.](#)" Penn State News, July 11.

Other Meetings, Workshops, and Conferences Not Reported Elsewhere

- RRDC Quarterly Meetings, Washington, DC: March, May, and September 2018
- Center for Rural PA: April 4-5, October 2, December 4-5, 2018
- OECD Conference on Rural Innovation, Edinburgh, Scotland, April 10-13, 2018
- Penn State Annual Extension Conference, April 17-18, 2018
- Regional Economic Development, EDA-Indiana University project meeting, April 26-27, 2018
- International Conference on Robotics and Automation, Brisbane, Australia, May 21-26, 2018
- Regional workshops for Small Business Innovation Research program: Scranton, PA: June 14, 2018; Moorefield, WV: June 18, 2018; Altoona, PA: June 19, 2018; Lancaster, PA: June 20, 2018
- NERCRD Annual BOD/TAC meeting, Geneva, NY: October 4-5, 2018

Other Services Performed by Center Director Stephan J. Goetz:

- Chaired the Young Scholars Session at the ERSA Conference, and also co-convened three separate paper sessions and served as Discussant at another
- Planning committee for workshop on Economic Returns to Rural Infrastructure Investment, co-sponsored by Farm Foundation and Economic Research Service, April 10-11, 2018, Washington, DC.
- External review panel to select the 2017 USDA/ERS Amber Waves best article.
- Ph.D. Committee for Brianne Zimmerman, West Virginia University
- Representative of the Agricultural and Applied Economics Association to the Council of Professional Associations on Federal Statistics (COPAFS). COPAFS is devoted to educational activities and to preserving the public good represented by federal statistical collections. Since 1980, COPAFS has provided an open dialog between those who use federal statistics in professional contexts and the Federal statistical agencies that produce those statistics for the public good. Supporting organizations include professional associations, businesses, research institutes, and others that help to produce and/or use federal statistics. COPAFS' goal is to link organizations and the public to a thriving statistical system.
- Vice-chair of The Council on Food, Agricultural and Resource Economics (C-FARE) Board of Directors
 - Has served on the Board since 2014, and on the organization's Blue Ribbon Experts Panel.
 - Was also appointed C-FARE Chairman of the Programs Committee.
- Continues to serve on the Board of Directors of the Center for Rural Pennsylvania, a bicameral agency of the state, since 1999.
- Serves on the editorial board of: *Agricultural and Resource Economics Review*; *Papers in Regional Science*; *Journal of Agricultural and Resource Economics*.

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Page 12: Kristen Devlin, NERCRD, based on work by Griffin et al., 2015. See <https://bit.ly/2T0wElt>.

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Page 17: Photos of Lt. Governor Rutherford and Governor Wolf obtained from their respective websites.

The Regional Rural Development Centers: Connecting the Nationwide Network of Land-Grant Colleges and Universities

The Northeast Regional Center for Rural Development is one of four USDA-funded Regional Development Centers (RRDCs). The RRDCs are a trusted source of economic and community development data, decision tools, education, and guidance in our nation's rural communities.

The RRDCs link research with outreach in the areas of rural economic development. Each Center serves a region of the U.S. and uses its regional network of land-grant universities to conduct research and develop Extension education and outreach programs to benefit communities.

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