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Education

Ph.D., University of Florida, Geography, 1982
M.S., Wayne State University, Geography, 1977
B.A., Eastern Illinois University, Geography, 1972

Professional Positions

Director, Center for Sustainable & Organic Food Systems, University of Florida, 2002 to present
Professor, Department of Family, Youth and Community Sciences, University of Florida, 1991 to present
Assistant Director, International Programs, University of Florida, Institute of Food and Agricultural Sciences, 1986-1991
Coordinator, Center for Rural Development, Panamerican School of Agriculture, Tegucigalpa, Honduras, 1985-86
Multi-County Extension Agent II, North Florida Farming Systems Research and Extension Project, University of Florida, 1980-1985

Interests & Expertise

I am a methodologist specializing in social research design and methods of data collection, including both quantitative and qualitative approaches. My subject matter focus is the application of social theory to understand the processes of change in community-based systems, such as food systems, with a focus on understanding the origins and persistence of disparities.

My teaching is limited to graduate instruction. I teach a two-semester sequence of methodological courses, Scientific Reasoning & Research Design and Advanced Research Methods for the Social Sciences. The three other courses that I teach provide expertise in the area of community development: Theories of Community Development, Sustainable Community Development, and Proposal Development for Community-Based Organizations. Service on graduate supervisory committees is a major component of my teaching responsibilities, normally involving several graduate committees in various departments each semester. I have served on over 100 graduate supervisory committees during my career. In addition to expertise in community development, I often serve as a methodologist on these committees, mentoring the students in research design and methods.

Food systems are the focus of my research. By food systems, I refer to the actors and processes involved in the production, distribution and consumption of food products. My research program has evolved in response to the increasing demand over the past decade for multi-

disciplinary work that spans the social and biological sciences. My research takes two forms. I lead the social science research component for teams studying the productivity, environmental impacts, and profitability of agricultural production with a focus on alternatives to conventional production techniques and systems. This research calls for significant change on the part of producers. While these changes can produce important environmental, social and economic benefits for producers and society as a whole, the changes also involve high inherent risk for adopters.

My research contributes to the scientific knowledge about the social context, structures, and relationships that impede or foster the innovation process in food systems in the U.S. and globally. Rapid response to change is critical to the stability and performance of food systems. Threats to existing technologies and practices include climate change, the ease with which pests and diseases move globally and the highly competitive and dynamic markets characteristic of the globalized economy. The pace at which we generate new basic knowledge in agriculture has increased greatly over the past 20 years, as it has in all sciences, but the time between discovery and adoption of technology is often slow and limited to select groups of farmers. The lag time between scientific discovery and adoption can result in systems failures for both producers and consumers. My research builds upon a range of theories such as the innovation diffusion model, rational actor theory, and network-actor theories. My current research fuses network-actor theory with the concepts of participatory action research to develop models for co-creation of innovations with high adoption potential among a wide range of producer types and networks. I conduct much of my research as a member of multi-disciplinary teams with faculty members in the agricultural and biological sciences. I use field research as a social laboratory to understand how to enhance the bi-directional flow of information between scientists and the potential users of agricultural technology.

My research involves three components in the research/adoption cycle. The first is to foster articulation of shared research objectives among the scientist research team and the end users of the technology. The second is to create adaptations of research to reduce barriers to adoption of the technology for various actor networks throughout the research process. The third, just getting underway, is to assess the reliability and validity of the results produced by adapting the collaborative research process I have developed for use in the field to virtual environments, potentially enabling much wider participation of farmers and consumers. My current goal is to incorporate networks of consumers in the process of agricultural innovation to help reduce disparities in the food system and distrust of agricultural science by consumers. My work addresses barriers that prevent people from gaining access to an adequate supply of food, a component of my research that has increased as disparities in food access have grown. I recruit students and involve them in the socio-biological research teams to prepare them to work in interdisciplinary environments.

I serve as the Director of the Center for Sustainable and Organic Food Systems (CSOFS). The Center's mandate is to serve as a catalyst to bring together multi-disciplinary teams for research, teaching, and outreach that address critical challenges to the sustainability of food systems. I report achievements to the Board of Governor's every three years. In the most recent review period (2012-14), faculty members submitted 50 sponsored project proposals of which 34 were funded for a total of \$2,156,634. Fifty projects were completed in the 2012-14 period, 60% in research, 26% in Extension and 14% in teaching. Faculty members and students affiliated with

the Center created 80 publications addressing research in the social, economic and biological aspects of the food system in the period. This record reflects the achievements of affiliated faculty and demonstrates the Center's importance in introducing the next generation of agricultural scientists to the practice of interdisciplinary research. I am also the state coordinator for the outreach or Extension component of the federal Sustainable Agriculture Research and Education (SARE) Program. The SARE program was established "... to support farmers, researchers, and educators as they explore practices that improve stewardship, profitability, and the social and economic health of farm communities." SARE is primarily a granting program that is administered regionally. In the Southern region, SARE funds seven different grant programs. The primary role of the state coordinator is to support, enhance, and extend the impact of the research projects supported through SARE grants awarded in the state.

International Activities

I participate regularly in international technical assistance programs largely to developing nations. I contribute to securing extramural funding to support such activities as well as the implementation of programs. As a faculty member at UF, I have worked for extended periods in Haiti, the Democratic Republic of the Congo (DRC), and Uganda. I am currently a member of UF's team for a multi-million five-year (2016-2020) agricultural technical assistance and training program in Haiti. I have assumed a major role in designing and implementing the social research and outreach component for the project, drawing on my experience in Haiti over the past 20 years. In the DRC, I served as the co-chief of party for a USAID project, with primary responsibility for research and outreach in technology dissemination and adoption. In Uganda, I provided technical assistance to small scale coffee producers through a Memorandum of Understanding between UF and the Ugandan Coffee Development Authority (UCDA). My role was to develop a training program for technical service providers so that they could help farmers meet the US and European requirements to get organic certification for their coffee. This training program was successful and several producers associations' gained organic certification, increasing income for their members. In addition, UCDA and collaborators at Makerere University in Uganda developed the capacity to deliver training for service providers and to train inspectors themselves, eliminating dependency on external human resources.

I work with students in the social, agricultural and biological sciences conducting research in Africa, Latin America, and the Caribbean. Their work reflects the multi-disciplinary and integrated biological and social character of my research interests. I am also actively involved in agricultural development projects in Haiti and Africa. My research provides the foundation for innovations in the development process using the approaches described above and I actively experiment with different approaches to translating research into practice in these settings as well. As a member of the implementation team for the USAID-funded Sustainable Agriculture Research & Development project in Haiti, I have assisted in the development and delivery of a training module about research ethics for young Haitian researchers and research assistants. This training is critical to the development of a new generation of researchers in Haiti because of the increasing international requirements for the ethical conduct of research.

I have worked closely with the Organization for Tropical Studies (OTS) throughout my career at UF. OTS is a consortium of nearly sixty universities, colleges and research institutions from around the world operating three internationally renowned research stations in Costa Rica and

offering courses in Costa Rica and South Africa. OTS was the first organization to receive the Tyler Prize for Environmental Achievement (1983), was selected for Special Recognition and Merit by the Ecological Society of America in 2000, and awarded the first Diversity Award from the Organization of Biological Field Stations in 2006. I taught a Spanish-language graduate level field research course in agroecology for the Organization for Tropical Studies (OTS) for nine years (1990, 1993-2000). In addition, I served two terms on the Board of Directors of OTS.

Refereed Publications

Adair, Robyn, Chase, Carlene A., Swisher, Marilyn E., Mengistu, Tesfamariam M. and Jeune, Wesly. (2018). Potential cover crop options for nematode and weed suppression in Haiti. *Proceedings of the Florida State Horticultural Society*, 131:132-137.

Yong, L., Ruiz-Menjivar, J., Zhang, L., Zhang, J., & Swisher, M. E. (Forthcoming). Technical training and rice farmers' adoption of low-carbon management practices: The case of soil testing and formulated fertilization technology in China. *Journal of Cleaner Production*.

Swisher, M. E., Ruiz-Menjivar, J., and Koenig, R. (2018). Value chains in renewable and sustainable food systems. *Renewable Agriculture and Food Systems* 33(1):1-5.
<https://doi.org/10.1017/S1742170517000667>

Paudyal, R., Stein, T.V., Ober, H.K., Swisher, M.E., Jokela, E.J. & Adams, D.C. (2018) Recreationists' perceptions of scenic beauty and satisfaction at a public forest managed for endangered wildlife. *Forests* 9(5):241 (electronic publication). DOI 10.1016/j.ecolecon.2018.07.014

Mavah, Germain A., Funk, Stephen M., Child, Brian, Swisher, Marilyn E., Nasi, Robert and Fa, John E. (2018) Food and livelihoods in park-adjacent communities: The case of the Odzala Kokoua National Park. *Biological Conservation* 222: 44-51. DOI: 10.1016/j.biocon.2018.03.036

West, T. A. P., Grogan, K. A., Swisher, M. E., Caviglia-Harris, J. L., Sills, E., Harris, D., Roberts, D. and Putz, F. E. (2018). A hybrid optimization-agent based model of REDD+ payments on households on an old deforestation frontier in the Brazilian Amazon. *Environmental Modelling & Software* 100, 159-174. DOI [10.1016/j.envsoft.2017.11.007](https://doi.org/10.1016/j.envsoft.2017.11.007)

Guo, H.; Di Gioia, Francesco; Zhao, Xin; Ozores-Hampton, Monica; Swisher, Marilyn E.; Hong, Jason; Kokalis-Burelle, Nancy; DeLong, Alia; and Roskopf, Erin N. (2017) Optimizing anaerobic soil disinfestation for fresh market tomato production: Nematode and weed control, yield, and fruit quality. *Scientia Horticulturae* 218, 105-116.
<http://dx.doi.org/10.1016/j.scienta.2017.01.054>

Bullock, R., Gyau, A., Mithoefer, D., and Swisher, M. E. (2018). Contracting and gender equity in Tanzania: using a value chain approach to understand the role of gender in organic spice certification. *Renewable Agriculture and Food Systems* 33(1):60-72.
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Monaghan, K., Swisher, M. E., Koenig, R. L., and Rodriguez, J. C. (2017). Education for sustainable agriculture: A typology of the role of teaching farms in achieving learning goals and objectives. *Environmental Education Research* 23(6): 749-772. DOI 10.1080/13504622.2015.1091877

Chen, X.Q., Gap. Z.F., Swisher, M., House, L. & Zhao, X. (2018) Eco-labeling in the fresh produce market: Not all environmentally friendly labels are equally valued. *Ecological Economics* 154: 201-210 DOI: 10.1016/j.ecolecon.2018.07.014

Di Gioia, Francesco; Ozores-Hampson, Monica; Zhao, Xin; Thomas, John; Wilson, Patrick; Li, Zhuona; Hong, Jason; Albano; Joseph; Swisher, Marilyn; and Rosskopf, Erin. (2017) Anaerobic soil disinfestation impact on soil nutrients dynamics and nitrous oxide emissions in fresh-market tomato. *Agriculture, Ecosystems & Environment*. 240, 194-205. <http://dx.doi.org/10.1016/j.agee.2017.02.025>

Di Gioia, F., Ozores-Hampton, M., Hong, J., Kokalis-Burelle, N., Albano, J., Zhao, X., Black, Z., Gao, Zhifeng, Wilson, C., Thomas, J., Moore, K., Swisher, M. E., Guo, H., Rosskopf, E. (2016). The effects of anaerobic soil disinfestation on weed and nematode control, fruit yield quality of Florida fresh-market tomato. *HortSci* 51(6), 703-711.

Moore, K. N., Swisher, M. E., Rodriguez, J. C., Blevins, M., Hogan, M., Hunter, L., Kelly-Begazo, C., Komar, S., Mills-Wasniak, S., Redhage, D. (2016). Principles guiding practice: A case study analysis of the principles of sustainable agriculture for diverse farms. *Journal of Agriculture, Food Systems, and Community Development* 6(3), 61-89.

Xie^g, J., Gao, Z., Swisher, M. E., & Zhao, X. (2016). Consumers' preferences for fresh broccolis: Interactive effects between country of origin and organic labels. *Agricultural Economics*. 47(2), 181-191.

Jin, L., Zhang, J. J., Pitts, B. G., Connaughton, D., Swisher, M. E., Holland, S., & Spengler, J. O. (2015). Factors associated with an athletic donor's intention to donate to green stadium initiatives of a collegiate athletic program. *International Journal of Event Management Research* 10(1), 37-61.

Moore, K., Waite, B., Dinkins, D., Swisher, M. E., DeLong^g, A., & Johns, T. (2015). Maximize impact, minimize resources: Locating food deserts and increasing SNAP spending on fruits and vegetables. *Journal of Agriculture, Food Systems, and Community Development*. 6(1), 131-146.

Monaghan^g, K. & Swisher, M. E. (2015). The food movement: Growing white privilege, diversity or empowerment? Commentary in *Journal of Agriculture, Food Systems, and Community Development*. 5(4), 115-119.

Monaghan, K., Waite, B., Dinkins, D., Johns, T., Swisher, M. E., & DeLong, A. (2015). Designing a mobile farmers market to meet low-income consumer preferences and needs. *Journal of Extension*, 53(1), 1-8.

Canavelli, S. B., Swisher, M. E., & Branch, L. C. (2013). Factors related to farmers' preferences

to decrease Monk Parakeet damage to crops. *Human Dimensions of Wildlife*, 18(2), 124-137.

Gao, Z., Swisher, M. E., & Zhao, X. (2012). A new look at farmers' markets: Consumer knowledge and loyalty. *Horticultural Science*, 47(8), 1102-1107.

Wyman, M., Escobedo, F., Varela, S., Asuaje, C., Mayer, H., Swisher, M. & Hermansen, A. (2011) Analyzing the natural resource Extension needs of Spanish-Speakers: A perspective from Florida. *Journal of Extension* 49(2), 1-10.

Zhang, J., Smith, S., Swisher, M. E., Fu, D., & Fogarty, K. (2011). Gender role satisfaction among wives of Chinese international students in the United States. *Journal of Comparative Family Studies*, 42(4), 523-542.

Wyman, M., Escobedo, F., Verla, S., Asuaje, C., Mayer, H., Swisher, M. E., & Hermansen-Baez, A. (2011). Analyzing the natural resource Extension needs of Spanish-speakers: A Perspective from Florida. *Journal of Extension [Online]*, 49(2), 10 pp.

Adams^g, A. E., Place, N. T., & Swisher, M. E. (2009). Knowledge Levels Regarding the Concept of Community Food Security among Florida Extension Agents. *Journal of Extension*, 47(4). 9 pp.

Zhao, X., Gao, Z. & Swisher, M. E. (2009). Exploring undergraduate interest in organic agriculture curriculum. *HortScience* 44(4), 1043-1043.

McGinty, M. M., Swisher, M. E., & Alavalapati, J. (2008). Agroforestry adoption and maintenance: self-efficacy, attitudes and socio-economic factors. *Agroforestry Systems*, 73, 99-108.

Regan, C. R., Swisher, M. E., & Barnett, R. V. (2007). Organizational support for sexual minority adolescents: Effects of level of youth involvement and diversity training. *Journal of Youth Development: Bridging Research and Practice*, 2(2), 121-138.

Ferguson, J. J., Lamb, E., & Swisher, M. E. (2006) Developing an interdisciplinary organic and sustainable agriculture curriculum at the University of Florida. *HortTechnology*, 16(3), 436-438.

Simonne, A. H., Swisher, M. E., & Saunders-Ferguson^g, K. (2006). Food safety practices of vendors at farmers' markets in Florida. *Food Protection Trends*, 26(6), 386-392.

Monaghan, P. F., Swisher, M. E. & VanHorn, H. H. (1997). Water quality measures on Florida dairies: Issues of regulation and farm size. *Florida Scientist*, 60(1), 8-15.

Swisher, M. E. & Monaghan, P. F. (1995a). Florida's Organic Farmers: A profile. *Journal of Extension [Online]*, 33(3).

Swisher, M. E. & Monaghan, P. F. (1995b). Organic Farming: An Alternative for Florida Agriculture? *Florida Scientist*, 58(1), 1-9.

Barfield, C. S. & Swisher, M. E. (1994). Integrated Pest Management: Ready for Export? Historical Context and Internationalization of IPM. *Food Reviews International*, 10(2), 215-267.

Swisher, M. E., & Bastidas, E. P. (1994b). Florida's Tomato Producers: Are They Moving toward Sustainability? *Florida Scientist*, 57(4), 161-170.

Smith, S., Swisher, M. E., & Shehan, C. (1990). Targeting Women in Agribusiness. *Journal of Extension*, 28, 24-26.

Swisher, M. E. (1988). Rural women and state policy, feminist perspectives on Latin-American agricultural development. *Hispanic Historical Review*, 68(4), 838-839.

Smith, M. F. & Swisher, M. E. (1986). The Best Little Programming Tool in Extension. *Journal of Extension*, 24, 26-29.

Swisher, M. E. & French, E. C. (1984). Integrated on farm research and Extension examples from northern Florida, USA. *Florida Scientist*, 47(1), 4 pp.

Books, Edited

Hatch, L. U. & Swisher, M. E. (1999). *Managed Ecosystems, the Mesoamerican Experience*. L. U. Hatch & M. E. Swisher (Eds.). New York, NY: Oxford University Press.

Books, Contributor of Chapter(s)

Barfield, C. S. & Swisher, M. E. (2008). Teaching and Training Entomology: Institutional Models. In J. L. Capinera (Ed.), *The Encyclopedia of Entomology* (pp. 3705-3717). Dordrecht, Netherlands: Springer Netherlands.

Hatch, L. U. & Swisher, M. E. (1999). Introduction. In L. U. Hatch & M. E. Swisher (Eds.), *Tropical Managed Ecosystems* (pp. 3-9). New York, NY: Oxford University Press.

Popenoe, H. L. & Swisher, M. E. (1999). Traditional Farming Systems: Panacea or Problem? In L. U. Hatch & M. E. Swisher (Eds.), *Tropical Managed Ecosystems* (pp. 133-137). New York, NY: Oxford University Press.

Swisher, M. E. (1998). Global Climate Change: Does Raising Food Cause Part of the Problem? In W. H. Leonard & S. L. Leonard (Eds.), *Biology: A Community Context* (pp. 44-49). Backlick, OH: Glencoe/McGraw-Hill.

Refereed Proceedings

Hanlon, C., Swisher, M. E., Koenig, R., & Clark, M. (2013). Perceptions of soil testing among horticultural farmers in the United States. *Proceedings of the Florida State Horticultural Society*, 126, 310-314.

Escobedo, F., Wyman, M., Varela, S., Asuaje, C., Mayer, H. & Swisher, M. E. (2009). Analyzing Extension needs of the Spanish speakers in Florida. *Proceedings of the Florida State Horticultural Society*, 122, 354-358.

Swisher, M.E., Koenig, R. & Sanderson, K. (2006) *The National Organic Standards: What Local Service Providers Need to Know*. Selected Presentations at the Sustainable Agriculture Research and Education Program National Conference, A Midwest Coming. Available at <http://www.sare.org/Learning-Center/Conference-Materials/A-Midwest-Homecoming-Conference/Sessions/Building-Partnerships>.

Swisher, M. E. & Roos, D. (1996). Build Green and Profit: A Stand-Alone Extension Educational Program. *Proceedings of the Florida State Horticultural Society*, 109, 318-323.

Swisher, M. E. & Clare, D. K. (1995). Florida's ranches: Sustainable or not? *Proceedings of the Soil & Crop Science Society of Florida*, 54, 94-100.

Ferguson, J. J., Swisher, M. E., & Monaghan, P. (1994). Commercial organic citrus production in Florida. *Proceedings of the Florida State Horticultural Society*, 107, 26-29.

Swisher, M. E. & Bastidas, E. P. (1994a). Size of grower operation as a predictor of adoption of selected production practices. *Proceedings of the Florida State Horticultural Society*, 107, 142-147.

Peer Reviewed Non-refereed Technical or Training Publications

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Sattanno, K., Swisher, M. E., & Koenig, R. (2016 Reviewed). *What is Community Supported Agriculture?* (FCS7212-Eng). Gainesville: University of Florida Institute of Food and Agricultural Sciences. 8 pp. Retrieved from <https://edis.ifas.ufl.edu/cd019>.

Sattanno, K. & Swisher, M. E. (2016 Revised). *Starting a Farmers' Market*. (FCS5257-Eng). Gainesville: University of Florida Institute of Food and Agricultural Sciences. 8 pp. Retrieved from <https://edis.ifas.ufl.edu/fy639>.

Swisher, M. E. (2016 Revised). *An Overview of Small Farm Direct Marketing*. (FCS7211). Gainesville: University of Florida Institute of Food and Agricultural Sciences. 4 pp. Retrieved from <https://edis.ifas.ufl.edu/fy597>.

Swisher, M. E. & Koenig, R. (2016a Revised). *The National Organic Standards Training Materials: Participant's Manual*. (FCS8795). Gainesville: University of Florida Institute of Food and Agricultural Sciences. 2 pp. Retrieved from <https://edis.ifas.ufl.edu/fy820>.

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Materials: Trainer's Manual. (FCS8794). Gainesville: University of Florida Institute of Food and Agricultural Sciences. 3 pp. Retrieved from <https://edis.ifas.ufl.edu/fy819>.

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Gellermann, J. P., Swisher, M. E., Lenfesty, K. A., & Monaghan, K. (2014a Revised). *Understanding Sustainability: The Importance of Sustainable Development and Comprehensive Plans – Goals, Objectives, and Policies.* (FCS7242). Gainesville: University of Florida Institute of Food and Agricultural Sciences. 3 pp. Retrieved from <http://edis.ifas.ufl.edu/fy1134>.

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Simonne, A., Swisher, M. E., & Monaghan, K. (2014a Revised). *Small Farm Food Safety, Fresh Produce: Instructions for Trainer.* (FCS8841). Gainesville: University of Florida Institute of Food and Agricultural Sciences. 2 pp. Retrieved from <https://edis.ifas.ufl.edu/fy965>.

Simonne, A., Swisher, M. E., & Monaghan, K. (2014b Revised). *Small Farm Food Safety, Fresh Produce –Part 1: Introduction to the PACE Principles.* (FCS8842). Gainesville: University of Florida Institute of Food and Agricultural Sciences. 3 pp. Retrieved from <https://edis.ifas.ufl.edu/fy966>.

Simonne, A., Swisher, M. E., & Monaghan, K. (2014c Revised). *Small Farm Food Safety, Fresh Produce –Part 2: The Buck Stops Here.* (FCS8843). Gainesville: University of Florida Institute of Food and Agricultural Sciences. 5 pp. Retrieved from <https://edis.ifas.ufl.edu/fy967>.

Simonne, A., Swisher, M. E., & Monaghan, K. (2014d Revised). *Small Farm Food Safety, Fresh Produce –Part 3: What's Wrong with This Picture.* (FCS8844). Gainesville: University of Florida Institute of Food and Agricultural Sciences. 2 pp. Retrieved from <https://edis.ifas.ufl.edu/fy968>.

Simonne, A., Swisher, M. E., & Monaghan, K. (2014e Revised). *Small Farm Food Safety, Fresh Produce –Part 4: Farm Map Activity.* (FCS8845). Gainesville: University of Florida Institute of Food and Agricultural Sciences. 3 pp. Retrieved from <https://edis.ifas.ufl.edu/fy969>.

Simonne, A., Swisher, M. E., & Monaghan, K. (2014f Revised). *Small Farm Food Safety, Fresh Produce –Part 5: Your Farm's Food Safety Plan.* (FCS8846). Gainesville: University of Florida Institute of Food and Agricultural Sciences. 2 pp. Retrieved from <https://edis.ifas.ufl.edu/fy970>.

Simonne, A., Swisher, M. E., & Monaghan, K. (2014g Revised). *Small Farm Food Safety, Fresh Produce –Part 6: Additional Resources for Participants Bringing Food Safety Concepts to Farms*. (FCS8850). Gainesville: University of Florida Institute of Food and Agricultural Sciences. 2 pp. Retrieved from <https://edis.ifas.ufl.edu/fy971>.

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Swisher, M. E. & Monaghan, K. (2014b Revised). *El Primer Paso en el Desarrollo Sostenible de la Comunidad: Crear Consenso (Sustainable Community Development – Step 1: Get Stakeholder Agreement about Implementing a Sustainability Program)*. (FCS7214-Span). Gainesville: University of Florida Institute of Food and Agricultural Sciences. 2 pp. Retrieved from <https://edis.ifas.ufl.edu/cd024>.

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Swisher, M. E. & Monaghan, K.N. (2014d Revised). *Sustainable Community Development –Step 1: Get Stakeholder Agreement about Implementing a Sustainability Program*. (FCS7214-Eng). Gainesville: University of Florida Institute of Food and Agricultural Sciences. 2 pp. Retrieved from <https://edis.ifas.ufl.edu/cd023>.

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Swisher, M. E. & Monaghan, K.N. (2014f Revised). *Sustainable Community Development - Step 3: Create a Community Vision and Develop a Roadmap*. (FCS7216-Eng). Gainesville: University of Florida Institute of Food and Agricultural Sciences. 3 pp. Retrieved from <https://edis.ifas.ufl.edu/cd027>.

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Swisher, M. E. & Monaghan, K.N. (2014h Revised). *Sustainable Community Development –Step 5: Identify Sources of Help*. (FCS7218-Eng). Gainesville: University of Florida Institute of Food and Agricultural Sciences. 2 pp. Retrieved from <https://edis.ifas.ufl.edu/cd031>.

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from <https://edis.ifas.ufl.edu/cd033>.

Swisher, M. E., Koenig, R., Gove, J., & Sterns, J. (2012 Reviewed). *¿Qué Es una Granja Apoyada por una Alianza de Consumidores? (What is Community Supported Agriculture?)* (FCS7212-Span). Gainesville: University of Florida Institute of Food and Agricultural Sciences. 6 pp. Retrieved from <https://edis.ifas.ufl.edu/cd020>.

Swisher, M. E., Rezola, S., & Sterns, J. (2012a Reviewed). *El Segundo Paso en el Desarrollo Sostenible de la Comunidad: Evaluar los Recursos Disponibles (Sustainable Community Development – Step 2: Conduct a Community Assessment)*. (FCS7215-Span). Gainesville: University of Florida Institute of Food and Agricultural Sciences. 3 pp. Retrieved from <https://edis.ifas.ufl.edu/cd026>.

Swisher, M. E., Rezola, S., & Sterns, J. (2012b Reviewed). *El Tercer Paso en el Desarrollo Sostenible de la Comunidad: Desarrollar una Visión Común (Sustainable Community Development - Step 3: Create a Community Vision and Develop a Roadmap)*. (FCS7216-Span). Gainesville: University of Florida Institute of Food and Agricultural Sciences. 2 pp. Retrieved from <https://edis.ifas.ufl.edu/cd028>.

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Teaching or Training Modules

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Cook, G., Swisher, M. E., & Stewart, A. Z. (1997a). Homes that Save Energy and Water. *Module 3 in Sell Green and Profit*. Gainesville: University of Florida Institute of Food and Agricultural Sciences. 36 pp.

Cook, G., Swisher, M. E., & Stewart, A. Z. (1997b). Safe, Healthy Indoor Environments. *Module 4 in Sell Green and Profit*. Gainesville: University of Florida Institute of Food and Agricultural Sciences. 26 pp.

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Hatch, L. U., Swisher, M. E., Todd-Bockarie, A., Hanson, T., Masser, M., & Popma, T. (1997f). Water Quality. *Aquaculture as Sustainable Agriculture*. National Council for Agricultural Education, Alexandria, VA. 14 pp.

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Stewart, A. Z. & Swisher, M. E. (1997). Green and Profitable Marketing. *Module 5 in Sell Green and Profit*. Gainesville: University of Florida Institute of Food and Agricultural Sciences. 44 pp.

Swisher, M. E. & Mora, J. M. (1997). Agroecologia 1997. Proceedings of the 1997 Agricultural Ecology Course. San Jose, Costa Rica: Organization for Tropical Studies. 239 pp.

Cook, G., Roos, D., & Swisher, M. E. (1996a). Energy and Water Conservation. *Module 4 in Build Green and Profit*. Gainesville: University of Florida Institute of Food and Agricultural Sciences. 49 pp.

Cook, G., Roos, D., & Swisher, M. E. (1996b). Indoor Environmental Quality. *Module 5 in Build Green and Profit*. Gainesville: University of Florida Institute of Food and Agricultural Sciences. 19 pp.

Guy, B., Roos, D., & Swisher, M. E. (1996). Green and Profitable Marketing. *Module 6 in Build Green and Profit*. Gainesville: University of Florida Institute of Food and Agricultural Sciences. 35 pp.

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Kibert, C., Guy, B., Roos, D., & Swisher, M. E. (1996a). Construction Operations to Reduce Environmental Impact. *Module 1 in Build Green and Profit*. Gainesville: University of Florida Institute of Food and Agricultural Sciences. 21 pp.

Kibert, C., Guy, B., Roos, D., & Swisher, M. E. (1996b). Green Materials. *Module 2 in Build Green and Profit*. Gainesville: University of Florida Institute of Food and Agricultural Sciences. 47 pp.

Leary, J., Cook, G., Guy, B., Roos, D., & Swisher, M. E. (1996). Siting and Passive Design Features. *Module 3 in Build Green and Profit*. Gainesville: University of Florida Institute of Food and Agricultural Sciences. 29 pp.

Swisher, M. E. & Mora, J. M. (1996). Agroecologia 1996. Proceedings of the 1996 Agricultural Ecology Course. San Jose, Costa Rica: Organization for Tropical Studies. 224 pp.

Vargas, U. G. & Swisher, M. E. (1994). *Agroecologia 93-7 Memorias del Curso de la OET*. Proceedings of the 1993 Tropical Agroecology Course, Organization for Tropical Studies, Duke University, Durham, NC.

Swisher, M. E. & Ponce, P. (1993). *Agroecologia. Memorias del Curso de 1992 de Agroecologia Tropical de la OET*. Proceedings of the 1992 Tropical Agroecology Course, Organization for Tropical Studies, Duke University, Durham, NC.

Swisher, M. E., Marenco, J., Hernandez, J., & di Stefano, J. (1990). *El Agroecosistema a Nivel Regional. Agroecologia Tropical, OET 90-7*. Proceedings of the 1990 Tropical Agroecology Course, Organization for Tropical Studies, Duke University, Durham, NC.

LECTURES, SPEECHES, POSTERS PRESENTED AT PROFESSIONAL CONFERENCES

International

Chase, C.A., X. Zhao, O.E. Liburd, Z. Gao, and M.E. Swisher. Growing Organic Strawberry in Florida: Challenges and Opportunities for Farmers. Marialva, PR, Brazil. May 19, 2016. Invited

Swisher, M. E., Nkedi-Kizza, Rodriguez, J. C., Sammons, D., Ssemogerere, K., & Ngabirano, H. (2009). *The U.S. Organic Market: Opportunities and Barriers for Ugandan Coffee Farmers*. Paper presented at the Africa Trade and Development Conference, Lawrence, KS. Selected

National

Swisher, M. E., Moore, K. N., Kelly-Begazo, C., & Sattanno, K. (Accepted, September 20-22, 2016). *Principles guiding practice: A Case Study Analysis of the Principles of Sustainable Agriculture for Diverse Farms*. Oral presentation at the 7th National Small Farm Conference, Virginia Beach, VA. Selected

Barth, D., Good, R., Monaghan, K., Rodriguez, J. C., & Swisher, M. E. (2015). *The role of public decision making in urban sustainability*. Panel presentation at the 45th Annual Urban Affairs Association Conference, Miami, FL. Selected

Chase, C. A., Braz, G. B., & Swisher, M. E. (2015). *Promoting adoption of cover crops for weed suppression by broadening their utility*. Presentation at the 2015 Annual Meeting for the Weed Science Society of America, Lexington, KY. Selected

Chen, X., Gao, Z., Swisher, M. & House, L.A. (2015) *Willingness to pay for eco-labeled fresh strawberry: Are all environmentally friendly techniques equal?* Paper presented at the Agricultural and Applied Economics Association, July 26-28, San Francisco, CA. Selected

Moore, K. & Swisher, M. E. (2015). *You are what you eat: Food as a source of self-evaluation and social comparison*. Presentation at the Collective Behavior and Social Movements Workshop at the American Sociological Association Annual Meeting, Chicago, IL. Selected

Swisher, M. E., Koenig, R., Hanlon, C., Roberts, G., Morales-Payan, P., Schroeder-Moreno, M., & Zehnder, G. (2014). *Designing experiential learning materials to make the best use of teaching farms*. Presentation at the 2014 North American Colleges and Teachers of Agriculture, Bozeman, MT. Selected

Koenig, R., Swisher, M. E., Roberts, G., Morales-Payan, P., Schroeder-Moreno, M., & Zehnder, G. (2014). *Using teaching farms to help students develop critical thinking skills in sustainable agriculture*. Panel Discussion at the Sustainable Agriculture Education Association Conference, Raleigh, NC. Selected

Swisher, M. E., Koenig, R., Hanlon, C., Roberts, G., Morales-Payan, P., Schroeder-Moreno, M., & Zehnder, G. (2014). *Designing experiential learning materials to make the best use of teaching farms*. Presentation at the 2014 North American Colleges and Teachers of Agriculture, Bozeman, MT. Seminar presented at the USDA National Small Farm Program, Washington, D.C. Selected

Hanlon, C., Swisher, M.E., Koenig, R. & Clark, M. (2013) *Perceptions of Soil Testing among Horticultural Farmers in the United States*. Paper presented at the 126th Annual Meeting of the Florida State Horticultural Society, Sarasota, FL. Selected

Swisher, M. (2008) *Reaching Minority Farmers*. Panel presentation at the New American Farm Conference, Kansas City, MO. Invited

Swisher, M. E. (2007). *Hispanic and Latino Farmers and Ranchers: Needs and Recommendations to USDA*. Presented at a seminar for senior USDA personnel, Washington, D.C. Invited

Ferguson, J. J., Lamb, E., & Swisher, M. E. (2006). *Developing an Interdisciplinary Organic and Sustainable Agriculture Curriculum at the University of Florida*. Paper presented at the Workshop on Curriculum Development for Organic Horticulture, Las Vegas, NV. Selected

Swisher, M. E. (2006). *The National Organic Standards: What Local Service Providers Need to Know*. Paper presented at the 2006 National Sustainable Agriculture Conference, Milwaukee, WI. Selected

Regional (2006-2016)

Monaghan, K. & Swisher, M.E. (2016). *Multiculturalism in your curriculum: Evaluating yourself and your programs*. Paper presented at the Tri-State Diversity Conference, Lexington, KY. Selected

DeLong, A., Swisher, M.E., Moore, K., Roskopf, E., Zhao, X., Ozores-Hampton, M. & Gao, Z. (2016). *Improving the quality of research in agriculture through industry feedback*. Poster presented at the Southern Sustainable Agriculture Working Group annual conference, Lexington, KY. Selected

Chase, C. A., Zhao, X., Liburd, O. E., Gao, Z., Swisher, M. E. & Zhang, Y. (2015). *Organic strawberry cropping systems for the Southeastern U.S.* Poster presented at the Southern Region Sustainable Agriculture Working Group Annual Conference, Mobile, AL. Selected

Dawe, L., Swisher, M. E., Moore, K., & DeLong, A. (2015). *A New Generation of Students: Is Agriculture Relevant to Them?* Poster Presentation at the 73rd Professional Agricultural Workers Conference, Tuskegee, AL. Selected

Monaghan, K., Waite, B., Dinkins, D., Swisher, M. E., DeLong, A., & Johns, T. (2015). *Maximize impact, minimize resources: Locating food deserts and increasing SNAP spending on fruits and vegetables*. Presentation at the 73rd Professional Agricultural Workers Conference, Tuskegee, AL. Selected

Chase, C. A., Zhao, X., Liburd, O. E., Gao, Z., Swisher, M. E., Sambhav, S., Mesh, M., & Gu, S. (2014). *Strawberry cultivars in organic open-field and high tunnel systems*. Poster presented at the Southern Sustainable Agriculture Working Group annual conference, Mobile, AL. Selected

Rodriguez, J. C., Monaghan, K., Swisher, M. E. & Kelly-Begazo, C. (2012). *The whole nine yards of sustainable agriculture*. Paper presented at the Southern Sustainable Agriculture Working Group Annual Conference, Little Rock, AK. Selected

State (2006-Present)

Swisher, M.E., Zhang, Y., Moore, K. & Chase, C. (2016) *Field research assessment: A tool for improving research outputs*. Paper presented at the Florida State Horticultural Society Annual Meeting, Stuart, FL. Selected

Swisher, M.E. & Moore, K. (2015) *Farmers Market and Local Food Promotion Program Grant Writing Workshop*. Eight topical presentations at Miami, FL and eight topical presentations at Gainesville, FL. Contributed

Swisher, M.E. (2015) *What consumers want – implications for farmers' markets*. Presentation to Farmers' Market Managers, Gainesville, FL. Invited

Chase, C. A., Zhao, X., Liburd, O. E., Gao, Z., Swisher, M. E. & Zhang, Y. (2015). *Organic strawberry cropping systems for the Southeastern U.S.* Poster presented at the Agritunity Conference, Orlando, FL. Invited

Kelly-Begazo, C., Goodiel, Y., Skvarch, E., Monaghan, K., & Swisher, M. E. (2015). *Assisting beginning farmers by helping them acquire basic knowledge necessary to succeed in farming*. Presentation at the 2015 Annual Meeting of Extension Professional Associations of Florida, Naples, FL. Selected

Fung, W., Walker, N., Swisher, M. E., & Monaghan, K. (2014). *Current situation of food insecurity in Polk County and the roles of Extension programming*. Presentation at the 2014 Extension Professional Associations of Florida Conference, Panama City Beach, FL. Selected

Liburd, O. E., Zhao X., Chase, C. A., Swisher, M. E., and Gao, Z. (2014). *NSSI Organic Strawberry Project Review*. Presentation conducted at the Center for Sustainable and Organic Food Systems (CSOFS) Advisory Council Meeting, Gainesville, Florida. Invited

Asuaje, C., Wyman, M., Escobedo, F., Mayer, H., Swisher, M. E., & Delgado, A. (2009). *Natural Resources: Analyzing Extension Needs of Spanish-speakers in Florida*. Paper presented at the Florida State Horticulture Society and the Soil and Crop Science Society of Florida Annual Meeting, Jacksonville, Fl. Selected

Swisher, M. E. (2006). *A case study of factors affecting Oklahoma Cherokee farmers' use of traditional agriculture practices*. Paper presented at the Florida Academy of Sciences, Orlando, FL. Selected

Swisher, M.E. *Marketing Alternatives for Small Farms*. (2006) Presentation at the Florida Small Farms Conference, Seffner, FL. Invited

UNIVERSITY GOVERNANCE AND SERVICE

University

Member, Fulbright Award Review Committee, 2007, 2008, 2012, 2014
Member, Islam & Africa Working Group, 2013-Present
Member, Gender & Development Working Group, 2013-Present
Member, Business Advisory Board for ENACTUS (formerly SIFE), 2010-Present
Member, Haiti Work Group, 2010-Present
CALs Representative, UF Internationalization Task Force to Develop Accreditation Plan for Southern Association of Colleges and Schools, 2011-2014
Member, UF Faculty Senate, 2009-2012
Member, Campus Sustainability Committee of the Faculty Senate, 2007-2010
Fulbright Award Interview Committee, 2005
Member, Lesbian, Gay, Bisexual and Transgender Concerns Committee (formerly Gay, Lesbian and Bisexual Affairs Committee), 2003-2004
Member, UF Athletic Program Review, 1997

College

Member, Council for Teaching Enhancement and Innovation, College of Agriculture & Life Sciences, 2013-2015
Member, School of Natural Resources and the Environment, Faculty Advisory Council, College of Agriculture & Life Sciences, 2010-2014
Member, Putnam County Extension Review Team, 2012
Member, Sustainability of the Built Environment Governing Board of the College of Design, Construction & Planning, 2009-2012
Member, Center for Tropical Agriculture Working Group, College of Agriculture & Life Sciences, 2007
Member, External Relations Advisory Board (IFAS), College of Agriculture & Life Sciences, 2004-2007
Coordinator, CALs Study Abroad Programs, 2003-2008
Member, Search and Screen Committee – Director of IFAS International Programs, 2005-2006
Member, College of Agriculture & Life Sciences Task Force on Globalization – Accreditation for the Southern Association of Colleges and Schools, 2001-2004
Chair, Study Abroad Student Interest Evaluation Committee, College of Agriculture & Life Sciences, 2003
Member, International Education Advisory Committee, College of Agriculture & Life Sciences, 2003
UF/IFAS External Relations Advisory Committee, 1999-2002
Member, UF/IFAS Florida FIRST Base Paper Committee, 2001
Member, IFAS International Programs Action Team, 1997-2001
Member, College of Agricultural and Life Sciences Graduate Research Awards Committee, 2001-2002
Member, Hispanic/Small Farm Extension Program Planning Committee, 2000
Chair, FL-121, Small Farms Extension Program Design Team, 2000
Member, College of Natural Resources and the Environment, Graduate Committee, 2000

Chair, UF/IFAS GIS and GPS and Related Technologies Committee, 1997-1998

EDITOR OF SCHOLARLY JOURNALS, SERVICE ON EDITORIAL ADVISORY

Editor

Associate Editor, Renewable Agriculture and Food Systems, Cambridge University Press, 2010-Present, approximately 8 to 10 manuscripts per year *Impact Factor 1.355*

Editor, Special Edition on Value Chain Development, Renewable Agriculture and Food Systems, Cambridge University Press, 2015-Present, total of 10 manuscripts in process

Reviewer for Scholarly Journals

Environmental Education Research, Taylor & Francis, 2012-Present, <1 manuscript per year

Journal of Community Practice, 2014-16, <1 manuscript per year

Humanity & Society, 2013-Present, <1 manuscript per year

Appetite, 2013-Present, <1 manuscript per year

Renewable Agriculture and Food Systems, Cambridge University Press, 2010-Present, 1 to 3 manuscripts per year

Book Manuscripts Reviewed

Social Research Methods, Bryman, A.J., Oxford University Press, 2015 (revision)

Survey Research Methods, F.J. Fowler, Sr., Sage Publications (revision), 2014

Asset Building & Community Development, Third Edition, G.P. Green & A. Haines, Sage Publications, 2013 (revision)

Social Research Methods, Bryman, A., Oxford University Press, 2012

Improving Survey Questions: Design and Evaluation, Fowler, F.J., Sage Publications, 2013

Organic Methods for Vegetable Gardening in Florida, G. Stibolt & M. Contreras, University Press of Florida, 2011

Grassroots Struggles for Sustainability in Central America, L. Horton, University Press of Colorado, 2006

Community Organizing and Development, H.J. Rubin & I.S. Rubin, Thomson Brooks/Cole Publishers, 2006