

Courtney Lynn Bir

Curriculum Vitae

Department Of Agricultural Economics
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West Lafayette, IN 47906

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Academic Degrees

- Ph.D. Purdue University, West Lafayette IN
Ph.D. Candidate, Agricultural Economics
Prospectus completed, 2017
- M.S. Agricultural Economics, Oklahoma State University, 2015
Thesis: Economically-Optimal Mature Beef Cow Weight in the U.S. Southern Plains
- B.S. Agricultural Business, Oklahoma State University, 2013
- B.S. Animal Science, Oklahoma State University, 2011

Professional Experience

- 08/24/2015-present Graduate Student Research Assistant, Department of Agricultural Economics, Purdue University
Research assistant to Dr. Nicole Olynk Widmar
- Survey development and analysis on topics including: student perceptions of college life, consumer willingness to pay for rural internet, consumer preferences and willingness to pay for various agricultural products, U.S. resident beliefs and preferences regarding dog acquisition, farmer perceptions of risk and precision ag technology. Economic analysis of novel poultry housing technology.
 - Analyzed social media data using a novel data platform.
 - Worked on multi-department collaborations. Collaborators include the Purdue Center for Animal Welfare, the Purdue Department of Animal Science, the Purdue Center for Regional Development, Purdue Extension, and the Purdue College of Veterinary Medicine.
- Spring 2017, Spring 2018, Spring 2019 Teaching Assistant, Purdue University AGEC 310 Farm Organization for Dr. Nicole Olynk Widmar
- Met weekly with students
 - Assisted in development of exam material and homework assignments
 - Lectured for selected class periods
- 01/14-05/15 Graduate Student Research Assistant, Department of Agricultural Economics, Oklahoma State University
Research assistant to Dr. Eric DeVuyst
- Analysis completed and Journal article published regarding optimal weight of beef cows in the Southern plains.
 - Developed a budget for goats and sheep in Excel using VBA
- 05/11-07/12 Lab Technician, Drug Administrator, Study Coordinator, Nu Era Farms Independent Pharmaceutical Testing, Stillwater OK.

Awards and Honors

Purdue University Agricultural Economics annual Snyder lecture poster competition- 1st place
 Featured in 31 Purdue Women: Celebrating women faculty members in honor of National
 Women’s History Month, March 2018
<http://www.purdue.edu/research/publications-data/31-purdue-women.php>
 Animal Science Senior Leadership Award, 2010
 RN Brittan Outstanding Scholar, 2009
 Otha Grimes Memorial Scholarship, 2009
 Neumann Animal Science Scholar, 2008
 FFA American Degree, 2008
 Non Resident Achievement Scholarship, 2007
 J Fleming Memorial Freshman Scholarship, 2007
 Lone Star FFA Degree, 2007

Departmental and Interdepartmental Activities

2018-present Invited member of the 2018 Purdue University Survey Tool Evaluator
 Committee
 2017-present Underrepresented Staff and Student Recruitment Committee
 2017-2018 Purdue University Graduate Student Organization Officer
 2012-2013 College of Veterinary Medicine, Oklahoma State University, 18 Hours
 Completed
 2007-2010 OSU Pre-Veterinary Club, President, Vice President
 2007-2010 OSU Cattlewomen, Secretary, State Liaison, Jr. State Liaison

Discovery & Dissemination Program Highlights

Bir's research combines eliciting consumer preferences for agricultural products, and analysis of traditional production economics. Her work strives to determine if consumers’ preferences regarding production processes can be profitably incorporated or adopted by producers.

The table below displays the impact factor for a **selection** of published articles.

Article Title	Journal	Year Published	Impact Factor ^a	
			Last Available (2017)	5-Year
“Farmer perceptions of Risk in 2017.”	<i>Agribusiness: An International Journal</i>	2019	1.147	1.206
“Consumer Perceptions of Egg-Laying Hen Housing Systems.”	<i>Poultry Science</i>	2018	2.216	2.518
Traditional Attributes Moo-ve Over For Some Consumer Segments: Relative Ranking of Fluid Milk Attributes.	<i>Appetite</i>	2018	3.174	2.98
“Optimal Beef Cow Weights in the U.S. Southern Plains.”	<i>Journal of Agricultural and Resource Economics</i>	2018	1.094	1.402

^a The journal impact factor is the average frequency of published citations to articles published in a journal reported in the 2017 Journal Citation Reports Edition. (<http://admin-apps.webofknowledge.com/JCR/JCR?RQ=HOME>)

Published Work (* indicates corresponding author)

A. Articles in Refereed Journals

1. Bir, Courtney*, McKenna Clifford, Nicole Olynk Widmar. "The Intersection of Manmade "Natural" Edutainment and Perceptions of Natural Resource Uses." *Environmental Communication*. Forthcoming.
2. Lai, John*, Nicole Olynk Widmar, Courtney Bir. "Eliciting Consumer Willingness-to-Pay for Home Internet Service: Closing the digital divide in the state of Indiana." *Applied Economic Perspectives & Policy*. Forthcoming.
3. Feldpausch, Julie*, Courtney Bir, Nicole Olynk Widmar, Stacy M. Zuelly, and Brian T. Richert. "Agricultural Student Perceptions of Career Success Factors: Ranking Attributes of Collegiate Experiences." *Journal of Agricultural Education*. Forthcoming.
4. Ochs, Daniel, Christopher Wolf*, Nicole Olynk Widmar, Courtney Bir. "Is there a "cage-free" lunch in US egg production? Public views of laying hen housing attributes." *Journal of Agricultural and Resource Economics*. Forthcoming.
5. Thompson, Nathanael M. *, Courtney Bir, Nicole Olynk Widmar. (2019). "Farmer perceptions of Risk in 2017." *Agribusiness: an International Journal*. 25(2): 182-199. DOI: 10.1002/agr.21566.
6. Bir, Courtney*, John Lai, Nicole Olynk Widmar, Nathanael M. Thompson, Jodee Ellett, Caroline Crosslin. (2019). "'There's no place like home': Inquiry into preferences for local foods." *Journal of Food Distribution Research*. 50(1): 29-45.
7. Bir, Courtney*, N.J.O Widmar, Christopher Wolf, Michael S. Delgado. (2019) "Traditional Attributes Moo-ve Over For Some Consumer Segments: Relative Ranking of Fluid Milk Attributes." *Appetite*. 134: 162-171. <https://doi.org/10.1016/j.appet.2018.12.007>
8. Bir*, Courtney, N.J.O. Widmar, and C.C. Croney. (2019). "U.S. Resident's Perceptions of dog welfare needs and canine welfare information sources." *Journal of Applied Animal Welfare Science*. 22(1): 42-68. DOI: 10.1080/10888705.2018.1476862.
9. Bir, Courtney*, Nicole Olynk Widmar, Candace Croney. (2018) "Exploring Social Desirability Bias in Perceptions of Dog Adoption: All's Well that Ends Well? Or Does the Method of Adoption Matter?" *Animals*. 8(9). DOI:10.3390/ani8090154
10. Thompson, Nathanael M. *, Courtney Bir, David A. Widmar, James R. Mintert. (2018). "Farmer Perceptions of Precision Agriculture Technology Benefits." *Journal of Agricultural and Applied Economics*. doi:10.1017/ae.2018.27.
11. Dominick, S.R., Courtney Bir*, Nicole Olynk Widmar, Lalatendu Acharya, Holly Wang, Michael Wilcox. (2018). "Exploring Preferences beyond the (Cereal) Box: Ready to Eat Breakfast Cereal Buying Behaviors." *International Food and Agribusiness Management Review*. 21(8): 1185-01201. DOI: 10.22434/IFAMR2017.0113
12. Bir, Courtney*, Ann M. Cummins, Nicole Olynk Widmar, Christopher A. Wolf. (2018). "Willingness to Pay Estimates Informing Agribusiness Decision Making: A Cautionary Tale." *International Food and Agribusiness Management Review*. 21(7): 865-882. DOI: 10.22434/IFAMR2017.0115.

13. Ochs, Daniel*, Christopher Wolf, Nicole Olynk Widmar, Courtney Bir. (2018). "Consumer Perceptions of Egg-Laying Hen Housing Systems." *Poultry Science*. 97(10): 3390-3396. DOI:10.3382/ps/pey205.
14. Dominick, S.R, Nicole Olynk Widmar, Lalatendu Acharya, and Courtney Bir*. (2018). "The Relative Importance of Household Budget Categories: A Best-Worst Analysis." *Advances in Applied Sociology*. 8(5), 378. DOI: 10.4236/aasoci.2018.85023.
15. Bir, Courtney*, Nathanael M. Thompson, Wallace E. Tyner, Jiaying Hu, and Nicole Olynk Widmar. (2018). "'Cracking' Into the Debate About Laying Hen Housing." *Poultry Science*. 97(5): 1595-1604. DOI: 10.3382/ps/pey017.
16. Bir, Courtney A., Eric A. DeVuyst*, Megan Rolf, and David Lalman. (2018). "Optimal Beef Cow Weights in the U.S. Southern Plains." *Journal of Agricultural and Resource Economics*. 43(1), 103-117.
17. Bir*, Courtney, Nicole Olynk Widmar, and Candace C. Croney. (2017). "Stated Preferences for Dog Characteristics and Sources of Acquisition." *Animals*. 7(8). DOI: 10.3390/ani7080059.
18. Bir*, Courtney, Nicole Olynk Widmar, and Candace C. Croney. (2016). "The Whole "Kitten"-Caboodle: Perceived Differences in Veterinary and General Population Opinions Regarding Cat Behavior and Health." *Open Journal of Veterinary Medicine*. 6(12). DOI: 10.4236/ojvm.2016.612021.

B. Staff Papers & Case Studies

1. Bir, Courtney, Nicole Olynk Widmar, Nathanael Thompson, and Christopher Wolf. (2017). "A Survey of Farm Management and Reproductive Management Strategies on US Commercial Dairy Farms." *Working Paper Department of Agricultural Economics No. 17-1*.
2. Bir, Courtney, Candace Croney, and Nicole Olynk Widmar. (2016). "Public perceptions of dog welfare, sourcing and breeding regulation." *Center for Animal Welfare Science Executive White Paper RP. 2016-02*.
3. Bir, Courtney, Candace Croney, and Nicole Olynk Widmar. (2016). US Residents' Perceptions of Dogs, Their Welfare and Related Information Sources. *Center for Animal Welfare Science Executive White Paper RP. 2016-01*.
4. Bir, Courtney, Nicole Olynk Widmar, and Candace Croney. (2016). "Public Perceptions of Dog Acquisition: Sources, Rationales and Expenditures." *Center for Animal Welfare Science Executive White Paper RP. 2016-03*.

C. Extension/Outreach Publications

Peer Reviewed Extension Publications, PAER

1. Bir, Courtney, and Nicole Olynk Widmar. "It's all lower: Cow number, Total Milk Production, Forecasted Domestic Use and Milk Prices Too" Purdue Agricultural Economics Report, December 2018. <https://ag.purdue.edu/agecon/Pages/Purdue-Agricultural-Economics-Report.aspx>
2. Widmar, Nicole Olynk, and Courtney Bir. "Dairy: "Butter" hold on: tight margins continue!" Purdue Agricultural Economics Report, December 2017. https://ag.purdue.edu/agecon/Documents/PAER%20December%202017_2018%200utlook%20Final.pdf

- a. Reprinted in Agrinews. January 22, 2018. http://www.agrinews-pubs.com/opinion/outlook-dairymen-butter-hold-on-as-tight-margins-continue/article_8e9b2184-09e5-5932-a734-1b53244de91e.html
- 3. Bir, Courtney, Nicole Olynk Widmar, Elizabeth Schlesinger-Devlin, Ambarish Lulay. “Personal Gardens: Who is growing their own in the U.S.?” 2017. https://mdc.itap.purdue.edu/item.asp?Item_Number=EC-814-W
- 4. Bir, Courtney, Widmar, Nicole Olynk, and Croney, Candace C. “Enterprise Budgeting and Partial Budgeting for Dog Breeders.” 2017. <https://www.extension.purdue.edu/extmedia/EC/EC-812-W.pdf>

Other Extension articles

- 1. Widmar, Nicole Olynk, and Courtney Bir. “The Turkey is the Star of the Show, but How Much Do you Really Know. November 2018. DOI: 10.13140/RG.2.2.32915.12328
- 2. Widmar, Nicole Olynk, and Courtney Bir. “Holiday Evolution by Social Media; Will you be my Galentine?” February, 2018. https://www.researchgate.net/publication/323202856_Holiday_evolution_by_social_media_will_you_be_my_Galentine
- 3. Bir, Courtney. “Much ado about data.” Purdue Center for Food and Agricultural Business Quarterly Review, January 2018. <http://agribusiness.purdue.edu/quarterly-review/much-ado-about-data>

Media Articles and Appearances

- 1. Adolph, Tamilee Nennich, Nicole Olynk Widmar, and Courtney Bir. 2019. How dairies source feed nutrition services. Hoard’s Dairyman. Expected in print March 25, 2019.
- 2. Invited guest on the Super Awesome Science Show (SASS) podcast. Available online: <https://omny.fm/shows/super-awesome-science-show/sass-ep7-rehab-final-rough>
- 3. Widmar, Nicole Olynk, and Courtney Bir. “Making a List and Checking it Twice: The Importance of Inventorying Farm Assets.” Purdue Initiative for Family Firms. December 2017. https://ag.purdue.edu/agecon/PIFF/Documents/2018_January_Newsletter.pdf
- 4. Bir, Courtney, Nathan Thompson, Nicole Olynk Widmar. “Know Your Consumers’ Risks”. SeedWorld.com. October 2017.
- 5. Bir, Courtney, Nathan Thompson, Nicole Olynk Widmar. “Producer Perceptions of Agricultural Risk in 2017”. Center for Food and Agricultural Business Blog. 2017. <http://agribusiness.purdue.edu/blog/producer-perceptions-of-agricultural-risk-in-2017>

Unpublished Work

Unpublished Work

- A. Submitted Work.** 4 papers in submission. Topics include willingness-to-pay, best worst scaling, and consumer preferences for dairy and eggs.

Invited Seminars Presented at Conferences, Annual Meetings of Professional Associations, and Other Academic Audiences. (* indicates presenter)

1. Mintert, J.R.*, N.M. Thompson, D.A. Widmar, and C. Bir. 2019. "Precision Agriculture Technology Adoption in U.S. Crop Production." Selected paper presented at the 22nd International Farm Management Association Congress, Launceston, Australia. March 3-8, 2019.
2. Lai, John*, Nicole Widmar, Courtney Bir, Christopher A. Wolf. "Comparing Inferred Attribute Non-Attendance Between Best-Worst Scaling and Willingness to Pay Choice Experiments." Selected paper presented at the 51st Annual Southern Agricultural Economics Association Meeting, Atlanta, Georgia. February 2-5, 2019.
3. Bir, Courtney.* "The Intersection of Consumer Preferences and Producer Capabilities." Invited oral presentation to visiting scholars from Centro de Agronegocios Y Alimentos, Argentina. Purdue University. August 21, 2018.
4. Bir, Courtney L.*, John Lai, Nicole Olynk Widmar, Nathanael M. Thompson, and Jodee Ellett. "If a picture is worth 1,000 words, what words would they be? A pictorial best-worst scaling experiment involving food production systems." No. 274054. Agricultural and Applied Economics Association. 2018.
5. Thompson, Nathanael M.*, Courtney Bir, James Mintert, David Widmar. Farmer Perceptions of Precision Agriculture Technology Benefits. In *2018 Annual Meeting, August 5-7, Washington, DC*. No. 274367. Agricultural and Applied Economics Association. June, 2018.
6. Bir, Courtney*. "Conversation worthy-comparing consumer preferences using choice experiments and social media analytics." Invited oral presentation Netbase on tour. Chicago, Illinois. April 24, 2018.
7. Widmar, Nicole Olynk*, and Courtney Bir. "A sneak peek into research of consumer preference for dairy products." Oral presentation at the Indiana Milk Quality Conference. Fort Wayne, Indiana. April 11, 2018.
8. Bir, Courtney*, Nicole Olynk Widmar, Candace Croney. "Dog Acquisition in a non-traditional market- a focus on adoption." Oral Presentation at the 8th International Interdisciplinary Business-Economics Advancement Conference. Ft. Lauderdale, Florida. November 18, 2017.
9. Thompson, Nathanael M.*, Nicole Olynk Widmar*, Courtney Bir. "Farmer Perceptions of Risk." Oral Presentation at the National Conference for Food and Agribusiness. Lafayette, Indiana. November 7, 2017.

Research Grants and Outside Support

A. Current Grants

1. 2018 Jim and Neta Hicks Graduate Student Small Grant program, Department of Agricultural Economics, Purdue University
2. Duration of Funding: 2018
3. Total Amount of Award: \$3,450.00
4. Role: PI
5. Amount to Bir: \$3,450.00

Other Professional Development Activity

- Attended Disney Data and Analytics conference 2018, Orlando Florida.
- Attended Executive Women in Agriculture (EWA) conference 2018, Chicago Illinois.
- Attended Disney Data and Analytics conference 2017, Orlando Florida.
- Attended IFAMA conference 2017, Miami Florida.

Refereeing Service for Peer-Reviewed Publications

Sustainability, International Food and Agribusiness Management Review, PLOS ONE

Learning

Purdue University Summer Institute. Hoosier Agribusiness Science Academy Summer Institute. 2018. Two week summer intensive program in which Courtney Bir hosted and taught high school students in collaboration with Drs. Widmar and Gunderson for one session for a two-day (three half-day sessions) interactive program on Food Security and Economics.

Purdue University Summer Institute. Hoosier Agribusiness Science Academy Summer Institute. 2017. Two week summer intensive program in which Courtney Bir helped host high school students for one session, and collaborated with Drs. Widmar and Gunderson for a two-day (three half-day sessions) interactive program on Food Security and Economics.

Significant Guest Lectures

- AGEC 310. The Time Value of Money, February 2018.
- AGEC 310. Professional uses of Social Media: January 2018, January 2019.
- AGEC 310. Income Tax Management, February 2017, February 2019.
- AGEC 310. Microeconomics and Farm Decisions, March 2017.

Advising, Counseling, and Recruiting Students

- Mentor for undergraduate research scholar Caroline Crosslin, 2017.
 - Research in brief is published in JPUR: Crosslin, C. (2018). United States food shopping preferences. Journal of Purdue Undergraduate Research, 8, 65.
<https://doi.org/10.5703/1288284316744>.

Extension/Outreach Programming Activities

Date	Location	Program	Organizing Entity	Role
July 16-20, 2018	Indianapolis, IN	Channel Seedsman Academy-2018	Center for Food and Agricultural Business (Custom Developed Program for Channel)	Assisted with technology; aided in hosting participants; led logistic coordination to print and deliver 29 participant posters for overnight delivery
February 19-22, 2018	West Lafayette, IN	Channel Seedsman Academy-2018	Center for Food and Agricultural Business (Custom Developed Program for Channel)	Helped develop materials; assisted with technology; aided in hosting participants
July 17-20, 2017	Indianapolis, IN	Channel Seedsman Academy-2017	Center for Food and Agricultural Business (Custom Developed Program for Channel)	Assisted with technology; aided in hosting participants; led logistic coordination to print and deliver 30 participant posters for overnight delivery
June 13-15, 2017	West Lafayette, IN	Strategic Decision Making	Center for Food and Agricultural Business (Open enrollment program)	Assisted with clicker technology; aided in hosting participants
March 13-14, 2017	West Lafayette, IN	Channel Seedsman Academy-2017	Center for Food and Agricultural Business (Custom Developed Program for Channel)	Assisted with technology; aided in hosting participants