

VITA

GREGORY K. WHITE

**Professor of Resource Economics and Policy
University of Maine, Orono, Maine 04469**

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EDUCATION

Washington State University Ph.D. 1977

- Doctor of Philosophy in Agricultural and Resource Economics
- Concentration of study in Resource Economics and Development

University of Alaska M.B.A. 1973

- Masters of Business Administration

Vanderbilt University B.A. 1968

- Degree in Business Administration

EXPERIENCE

Professor, School of Economics, University of Maine (2003-present)

- Teach courses in Quantitative Analysis, Finance, and Internet Marketing
- Conducting research in the area of food marketing and grocery retailing

Associate Professor, Department of Agricultural and Resource Economics, University of Maine (1981-2003)

- Taught courses in the areas of Internet Marketing, Natural Resource and Environmental Economics, Land Use Planning, Finance, and Quantitative Analysis
- Conducted research in the use of the Internet for marketing of specialty food products.

**Director, Environmental Studies Center (1985-1993)
University of Maine, Orono, Maine**

- Served as the Director of the State Water Institute Program funded annually through USGS
- Worked with a statewide advisory committee to design an annual research program on land and water resources and their management
- Represented the University on the Governor's Land and Water Resource Council and the Maine Soil and Water Conservation Commission

Director, Sludge & Residuals Utilization Research Foundation (1989-1993)

The Foundation (SRURF) is a state chartered, non-profit organization charge with promoting quality research on issues associated with the land application of municipal and pulp and paper sludges, woodash, and other organic wastes, and serving as a clearinghouse of research information. A seven-member Board of Trustees is appointed by the governor. I served as Director at the discretion of the Board.

Maine EPSCoR Project Director (1985-1990)

EPSCoR (Experimental Program to Stimulate Competitive Research) was initiated in 1980 by the National Science Foundation to improve the statewide research competitiveness of states which had traditionally been underrepresented in funded research.

Fellow, Kellogg National Fellowship Program (1983-1986)

The focus of my three-year, part-time independent study for the fellowship was on international organizations and alternatives for conflict resolution in the management of shared international resources. There are frequently over-lapping and conflicting expectations for natural resources and critical areas, and they can be particularly problematic when two or more nations are involved. The fellowship allowed me the opportunity to learn more in the fields of international organizations, negotiation and conflict resolution, and international law. I traveled fairly extensively visiting with researchers, natural resource managers and agency representatives.

Associate Professor and Acting Chairman, Department of Agricultural and Resource Economics, University of Maine (1982-1983)

Responsible for department of 11 faculty and additional support staff, over 240 undergraduate majors, approximately 20 graduate students in five graduate programs.

Assistant Professor, Department of Agricultural and Resource Economics, University of Maine (1976-1981)

Research Assistant, Department of Agricultural Economics, Washington State University, Pullman, Washington (1974-1976)

Research Assistant, Institute of Agricultural Sciences, University of Alaska, Fairbanks, Alaska (1971-1973)

Management Trainee, Federal Reserve Bank, Nashville Branch, Nashville, Tennessee (1970-1971)

Lieutenant, Infantry, U.S. Army (1968-1970)

RECENT PUBLICATIONS

Chapters

White, Gregory K., "Wetlands," in The Encyclopedia of Rural America, Gary A. Goreham, editor. Garland Publishing Inc., New York. 1997 Vol. 2, 762-764.

Journal Articles

White, Gregory K. and Barbara J. Manning. "Convenience, Price, Product: Motivators for Online Specialty Food Consumers" Journal of Food Products Marketing. 2001 Vol. 7, Nos. 1/2: 53- 66.

White, Gregory K. "Online Specialty Food Consumers in 2000: Who They Are and What They Buy." Journal of Food Distribution Research. 2001 Vol. XXXII, No. 2: 39 - 52.

White, Gregory K. and Barbara J. Manning. "Commercial WWW Site Appeal: How Does it Affect Online Food and Drink Consumers' Purchasing Behavior?" British Food Journal. 1998 Vol. 100, Issue 9 413-418. [Reprinted from Internet Research]

White, Gregory K. and Barbara J. Manning. "Commercial WWW Site Appeal: How Does it Affect Online Food and Drink Consumers' Purchasing Behavior?" Internet Research. 1998 Vol. 8, No.1: 32-38.

White, Gregory K. "Using the WWW for Retail Sales: Discussion and Demonstration." Journal of Food Distribution Research. 1997 Vol. XXVIII, No. 1: 26 - 29.

White, Gregory K. "International Online Marketing of Foods to U.S. Consumers." International Marketing Review. 1997 Vol. 15, No. 5: 376-84.

White, Gregory K. "Factors Influencing Consumers' Likelihood of Purchasing Specialty Food and Drink Products On-Line: Results of Consumer Reviews of 12 Selected Sites." Journal of Food Distribution Research. 1996 Vol. XXVII, No. 3: 31-40.

White, Gregory K. "An On-Line Survey of Food and Beverage Consumers on the Internet: An Evaluation of the Survey Methodology." Marketing Research On-Line, Vol. 1, 39-59.
Available: http://msc.city.unisa.edu.au/msc/jems/MRO_Vol_One.html [1996, Sept.26].

Criner, George K., Alan S. Kezis, Gregory K. White, and John P. O'Conner. "Regional Composting of Residential Waste: An Economic Analysis." Compost Science & Utilization. 1995 Vol. 3, No. 4: 40-50.

Criner, George K., G.K.White, S.C. Howick, "Fluid Milk Processing Cost Analysis," Journal of Dairy Science, Vol. 78, pp. 1181-1190, 1995.

White, Gregory K. "Response Bias in a Mail Survey: An Example From a Land Use Study," Journal of the Northeastern Agricultural Economics Council, Volume IX, Number 2, October 1980.

Reiling, Stephen D., A.S. Kezis, and G.K. White. "The Demand for Maine Resident Hunting and Fishing Licenses," Journal of the Northeastern Agricultural Economics Council, Volume IX, Number 2, October 1980.

Kezis, Alan S., G.K. White, and J.W. Bradshaw. "Economic Viability of Selected Solar Systems for Residential Use in New England," The New England Journal of Business and Economics, 6:1, pp. 56-62, Fall 1979.

Bulletins

White, G.K. Choosing a Food Retailer: A Study of Consumers in 8 Rural Maine Communities. Staff Paper 547, Department of Resource Economics and Policy, University of Maine. June, 2005.

Files, A.C., and G.K. White. Maine Food Retailer Survey Report. Staff Paper 544, Department of Resource Economics and Policy, University of Maine. November 2004.

White, G.K. Consumer Attitudes Toward Independent Grocery Stores and Natural food Stores: A Study of 8 Rural Maine Communities. Staff Paper 524, Department of Resource Economics and Policy, University of Maine. January, 2004.

White, G.K. Independent Grocery Store Shoppers' Demographics and Shopping Behavior: A Study of 8 Rural Maine Communities. Staff Paper 525, Department of Resource Economics and Policy, University of Maine. January, 2004.

White, G.K. and B.J. Manning. University of Maine/American Premium Tea Institute Results of the 2000 Tea Drinkers' Survey. Staff Paper 499, Department of Resource Economics and Policy, University of Maine. April, 2001.

White, G.K. Recommendations for Online Specialty Food and Beverage Retailers: Results from Mainfood.org Promotional Campaign. Staff Paper 496, Department of Resource Economics and Policy, University of Maine. January, 2001.

White, G.K. Recommendations for Online Specialty Food and Beverage Retailers: Observations from the Maine Gourmet & Specialty Food Producers' Consumer Site Evaluation Study. Staff Paper 497, Department of Resource Economics and Policy, University of Maine. January, 2001.

White, Gregory .K. Online Specialty Food Consumers in 1999: Who They Are and What They Buy. Staff Paper 482, Department of Resource Economics and Policy, University of Maine. October, 1999.

White, Gregory .K. Catalog Specialty Food Buyers' Computer Usage And Purchasing Activity: a Case Study. The Retail Food Industry Center Working paper 99-03, . May 1999

Kluge, Kevin D., and Gregory K. White. Economic Benefits of Wetlands: A Hedonic Study in Windham, Maine. Miscellaneous Report 409, Maine Agricultural and Forest Experiment Station, University of Maine, Orono, Maine. January, 1999.

White, G. K. On-Line Specialty Food Consumers in 1997: Who They Are and What They Buy. Northern New England Product Development and Marketing Center Food Products Initiative Market Report F.I. 014. University of Maine, Orono, Maine. October, 1997.

White, Gregory K., Internet Marketing by Specialty Food Processors: Results of a Preliminary Survey. Northern New England Product Development and Marketing Center Market Report F.I. 003. University of Maine, Orono, Maine. January, 1996.

White, Gregory K. Attitudes and Values of Residential Property Owners in Maine towards Wetlands: A Three Town Survey. Staff Paper 469, Department of Resource Economics and Policy, University of Maine. December 1995.

White, Gregory K., A.S. Kezis. Specialty Food Processors in Maine: A Report on Planning and Finances of the Industry. Northern New England Product Development and Marketing Center Report F.I. 011. University of Maine, Orono, Maine. September, 1995.

White, Gregory K., A.S. Kezis, T. Gwebu. Specialty Food Processors in Maine: A Report on the Structure and Sales of the Industry. Northern New England Product Development and Marketing Center Report F.I. 008. University of Maine, Orono, Maine. March, 1995.

White, Gregory K. and A.S. Kezis. A Determination of the Economic Activity Generated by Commercial Rafting on the Kennebec and Penobscot Rivers and the Rivers' Feasible Carrying Capacity. Social Science Research Institute Report 2291, University of Maine at Orono, Orono, Maine. March 1983.

White, Gregory K., G. Cole, D. Coyer, and B. Lindsay. Socio-economic Factors and Rural Land Use. NE-125. Vermont Agricultural Experiment Station Bulletin 690. University of Vermont, Burlington, VT. 52 pp., 1982.

White, Gregory K. and Marc O. Ribaud. Factor Affecting the Value of Maine's Rural Land. Experiment Station Bulletin 767, University of Maine at Orono, Orono, Maine, March 1980.

White, Gregory K. and J.D. Davis. Local Implementation of State On-Site Waste Disposal Regulations in Maine. Experiment Station Bulletin 766, University of Maine at Orono, Orono, Maine, March 1980.

White, Gregory K. and J.D. Davis. Institutional Structures Affecting On-Site Waste Disposal in Maine. Station Bulletin 761, University of Maine at Orono, Orono, Maine, September 1979.

Faunce, R. Frederick, A.S. Kezis, and G.K. White. Characteristics of Maine's Resident and Non-Resident Hunters. Experiment Station Bulletin 760, University of Maine, Orono, Maine, June 1979.

Taylor, Daniel, G.K. White, H.B. Metzger, and A.S. Kezis. The Impact of Changes in Assembly and Processing Costs Retail Price Regulation of the Marketing of Milk in Maine. Technical Bulletin 93, LSA Experiment Station, University of Maine, Orono, Maine, May 1979.

Proceedings and Miscellaneous Publications

White, Gregory K. "Online Specialty Food Consumers in 2000: Who They Are and What They Buy." Proceedings: The American Consumer and The Changing Structure of the Food System, ERS/USDA conference, Arlington, VA. May 4-5, 2000. 20 pp.

White, Gregory K. and B. Manning. "Online Specialty Food Consumers in 2000: Who They Are and What They Buy-- Executive Summary." Published online at www.ume.maine.edu/~specfood/exsum.pdf. October, 2000. 4 pp.

White, Gregory K. "Catalog Specialty Food Buyers' Computer Usage and Purchasing Activity: A Case Study." The Retail Food Industry Center, University of Minnesota. Working Paper 99-03, May 1999. 15 pp.

White, Gregory K. (1998) "Marketing Specialty Food and Drink on the Internet." Proceeding Issue, Journal of Food Distribution Research. Vol. XXIX, No. 1: 114-115.

White, Gregory K. "Food Companies on the Internet." Food Entrepreneur. Summer 1997.

White, Gregory K. and B. Manning 1997. "Characteristics of Likely Internet Specialty Food and Drink Consumers." New and Evolving Paradigms: The Emerging Future of Marketing, Three American Marketing Association Special Conferences, Dublin, Ireland, June. 894 - 904.

White, Gregory K. (1997) "Using the WWW for Retail Sales: Discussion and Demonstration." Journal of Food Distribution Research. Vol. XXVIII, No. 1: 26 - 29.

White, Gregory K. and T. Cheng. (1996) "Purchase Behavior of Online Specialty Food and Drink Consumers: Results of an Electronic Survey." Proceedings. Allied Academies Annual Meeting: Marketing Studies Section, Maui, Hawaii, October. 38-48.

White, Gregory K., "German Sludge Policies preview for U.S.?", SRURF Update, Maine Sludge and Residuals Utilization Research Foundation, March, 1992.

McCrimmon, Donald A. and G.K. White, "Building Maine's Scientific and Technological Infrastructure: Challenging Assumptions, Questioning the System, Keeping the Faith," report to the Maine Research Excellence Partnership, Nov. 1991.

White, Gregory K., "Fundy Tidal Power Project," Explorations, University of Maine, Orono, Maine, Fall 1987.

White, Gregory K., C. Cronan, I. Fernandez, M. Greenwood, T. Hutchinson, and R. Jagels. Air Pollution and Forest Decline in New England and Eastern Canada: The Second Report to the Forest Productivity Working Group, Land and Water Resources Center, University of Maine, Orono, Maine, March 1987.

White, Gregory K., and B. Brindle. Air Pollution and Forest Decline in New England and Eastern Canada: Bibliography and Research Directories, Land and Water Resources Center, University of Maine, Orono, Maine, April 1986.

White, Gregory K. "Resolving International Externalities of Tidal Power Development: U.S. and Canada and the Proposed Fundy Tidal Projects," in Environmental Impact Assessment of Water Resources Projects, Proceedings, University of Roorkee, India, December 1985.

White, Gregory K. and J.D. Davis. "Production and Utilization of Maine's Peat Resources," ARE 321, Department of Agricultural and Resource Economics, University of Maine, Orono, Maine, August 1979.

White, Gregory K., A.S. Kezis, and J.W. Bradshaw. "An Economic Analysis of Selected Solar Heating Systems for Residential Use in Maine," Research in the Life Sciences, 26:3, LSA Experiment Station, University of Maine, Orono, Maine, July 1979.

White, Gregory K., A.S. Kezis, A.D. Reiling, and R.F. Faunce. "A Comparison of Maine's Resident and Non-Resident Hunters and the Value Placed Upon Maine's Non-Commercial Hunting Resources," Misc. Report 318, Department of Agricultural and Resource Economics, University of Maine, Orono, Maine, April 1979.

Recent Presentations

“Internet Marketing 101: What small business owners need to know” presented at the Washington County Business Conference, Calais, ME Apr. 2006.

“Maine’s Grocery Industry” presented at the Taste of Success Conference, Augusta, ME, Apr. 2005.

"Grocery Retailing in Maine" presented at Opportunities and Challenges: Economic Development for Maine Communities, Lucerne, ME, Oct. 2004.

"E-commerce Marketing Strategies for Small Businesses" Maine Gourmet and Specialty Food Producers, Orono, ME, May, 2002.

"Marketing Directly to Consumers." Maine Sustainable Agriculture Society, Augusta, ME, January, 2001.

"Online Specialty Food Consumers in 2000: Who They Are and What They Buy." The American Consumer and The Changing Structure of the Food System, ERS/USDA conference, Arlington, VA. May 4-5, 2000.

“Internet Marketing for Maple Syrup Producers,” Annual meeting of the Maple Producers Association, Skowhegan, ME, January, 2000.

“Internet Marketing Opportunities and Issues,” Annual meeting of the Maine Christmas Tree Association, Augusta, ME, January, 2000.

“Internet Marketing and the Specialty Food Consumer,” Fall meeting of the Maine Gourmet and Specialty Food Producers, Portland, ME, November, 1999.

"Comparing the Internet and Catalog Specialty Food Buyer" at "Innovations in Distributing Food More Conveniently to Consumers," and Organized Symposium at the American Agricultural Economics Association meeting, Salt Lake City, August 1998.

"Issues in E-commerce for Maine Businesses." Invited presentation to the Maine Corporate Affiliate Program, University of Maine Development Office. April 1998.

"Specialty Food Marketing on the Internet," Research Update at the Food Distribution Research Society Annual Meeting, Clearwater, FL. October, 1997.

“Characteristics of Likely Specialty Food and Drink Consumers,” Accepted for American Marketing Association: Future of Marketing Special Conferences, Dublin, Ireland, June, 1997.

White, Gregory K. and T. Cheng. “Purchase Behavior of On-line Specialty Food and Drink Consumers: Results of an Electronic Survey,” Allied Academies Annual Meeting: Marketing Studies Section, Maui, Hawaii, October, 1996.

White, Gregory K. "Using the WWW for Retail Food Sales: Discussion and Demonstration," Invited Presentation at the Food Distribution Research Society Annual Meeting, New Orleans, October, 1996.

Criner, George, G. White, A. Kezis, and J. O'Conner. "The Economic Potential for Incorporating Composting into a Regional Waste Management System," American Agricultural Economics Association, San Antonio, July, 1996.

Recent Grants/Contracts applied for and received.

2007

"Increasing Prosperity for Small and Medium-sized Farms/Ranches." Co-PI with Stew Smith on Maine component of a multi-state NRI proposal. Amount: \$48,243. **(funded)**

"Designing an Effective Information and Marketing Program for Wood-Based Biofuels." PIs: J. Rubin, M. Teisl, G. White, et al. submitted to the Northeast Sun Grant Initiative Grants Program. (Pending)

2001

"Strengthening Rural Food Retailers by Enhancing Linkages with Local Producers." PIs: G. White, S. Smith, and J. McConnon from USDA Fund for Rural America program. 2001-2005. Amount: \$530,873. **(funded)**

"Re-Integrating Crop and Livestock Enterprises in Three Northern States." PIs: S. Smith, G. White, T. Dalton, et. al. from USDA IFAFS program. 2001-2004. Amount: \$2,000,000. **(funded)**

"A Cost-Effectiveness Study of Internet Promotions for Maine Gourmet & Specialty Food Producers." PI: G. White, from Maine Agriculture Development Grant Fund. 2001 -2002. Amount: \$9,995. **(funded)**

"Marketing Opportunities for Expanded Dairy Production in Aroostook County Maine." Co- PI with Stew Smith on proposal to the Maine Agriculture Center. **(unfunded)**

2000

"A Study of Internet Promotions for Maine Gourmet & Specialty Food Producers" \$20,000 from Maine Dept. of Ag. Food & Rural Resources. **(funded)**

Received \$1000 from the Dean to expand the fall REP 497 Farm Credit Fellows Field Experience program to additional students.