

## Constance Louise Falk

### Academic Employment History

July 1, 2001 to present

Professor, Agricultural Economics and Agricultural Business, New Mexico State University, Las Cruces, NM. Research focuses on CSA farming systems, cooperative development, economics of organic farm production methods, and financial feasibility analysis.

July 1, 1994 to June 30, 2001

Associate Professor, AEAB, NMSU.

August 22, 1988, to June 30, 1994

Assistant Professor, AEAB, NMSU.

### Educational Background

Ph.D., Agricultural Economics, Oklahoma State University, Stillwater, OK, Dec. 1988

M.B.A., Business Administration, OSU, Stillwater, OK, May 1982

B.A., English, OSU, Stillwater, OK, May 1978

### Current Teaching Responsibility

- AGE 380. Agricultural Economic Survey. This is a spring break study tour class. We've travelled to Honduras, Costa Rica, Mexico and Puerto Rico.
- AGE 325/ANSC 325. Mastering Financial Statements.
- HON 320G. World in Crisis: Food and Humanity.
- AGE/HORT 330/331. Fall/Spring Organic Vegetable Production.

### Journal Articles Since 2000

**Falk, C., E. Silva, and P. Pao.** "From the Classroom to the Community: An Integrated Approach to Teaching, Research and Extension in Organic Agriculture," *Revista Mexicana de Agronegocios*. Forthcoming 9/2006.

**Falk, C., P. Pao, and C.S. Cramer.** "Teaching Diversified Organic Crop Production using the Community Supported Agriculture Farming System Model," *Journal of Natural Resources and Life Sciences Education*. 34(2005):8-12.

Kleitz, K., M. Wall, C.L. **Falk**, C. Martin, M.D. Remmenga, and S. J. Guldan. "Yield Potential of Selected Medicinal Herbs Grown at Three Plant Spacings in New Mexico," *HortTechnology*. 3,4(2003):7-12.

**Falk, C.L., P. Pao, and C.S. Cramer.** "An Organic Vegetable Production Class using the Community Supported Agriculture Farming System Model," *Revista Mexicana de Agronegocios*. 13(2003):11-34. In English and Spanish.

**Falk, C.L.** "Impacts of Pricing Policies on Selected Financial Outcomes of the Cattlemen's Texas Longhorn Beef Cooperative, Inc." *Journal of Food Distribution Research*. 33, 2(2002):50-60.

**Falk, C.L.** "Ranchers' Choice Cooperative: What Happened?" *Review of Agricultural Economics*. 24, 2 (2002):512-527.

Aquino, H.L. and C.L. **Falk.** "A Case Study in the Marketing of Wolf-Friendly Beef." *Review of Agricultural Economics*. 23,2,(2001):524-537.

**Falk, C.L., H. Van Voorthuizen, M.M. Wall, S.J. Guldan, C.A. Martin, and K.M. Kleitz.** "An Economic Analysis of Transplanting versus Direct Seeding Selected

Medicinal Herbs in New Mexico. *Journal of Herbs, Spices, and Medicinal Plants*. 7,4,(2000):15-29.

### **Most Recent Grants and Contracts Received**

Growing and Marketing Dye Plants as Alternative Crops. Funding Source: WSARE Producer grant. Amount: \$3,500 of \$20,000. Objectives: To promote the production of dye plants as alternative crops for small-scale growers, and develop direct marketing channels between growers and local natural textile enterprises in New Mexico. Term: 5/1/06-4/30/07. Researchers: Four NM herb growers, C. Martin, and C. Falk.

Risk Management Assessment of Diversified Vegetable Production in Southern New Mexico, with an Emphasis on the Organic Winter Market. Source: Risk Management Agency. Amount: \$236,999. Objectives: To identify alternative vegetable varieties that tolerate diseases, pests and environmental stresses common in southern New Mexico vegetable production. To conduct economic analyses of these crops. Term: 10/1/05 - 9/30/08. Researchers: E. Silva (PI), C. Falk.

Development of a Post-Harvest Fresh Root Vegetable Washing Station. Source: New Mexico Department of Agriculture. Amount: \$10,300. Objectives: To design and fabricate a post-harvest fresh root washing station on the Fabian Garcia farm. Term: 7/1/05- 7/31/06. Researchers: C. Falk (PI), R. Jacquez, and C. Ricketts.

Killed mulch cover crop systems and water management in Southern NM. Funding Source: Rio Grande Basin Initiative. Amount:\$100,000. Objectives: To determine which cover crops are most appropriate for use in a winter kill mulch system in both conventional and organic vegetable production. To determine optimal planting dates for selected cold sensitive leguminous cover crops. To evaluate water usage, biomass production, soil water moisture retention, and weed suppression of these selected winter kill crops. Term: 5/1/05-5/1/08. Researchers: E. Silva (PI) and C. Falk

Integrated Fruit Production Systems for High Desert Environments of the Southwest. Funding Sources: USDA-SARE. Amount: \$55,800. Term : 10/1/03 - 9/30/06. Researchers: R. Walser, S. Guldán, C. Falk, C. Martin, D. Jimenez, T. Valdez

Development of irrigation requirements and weed control methods for organic medicinal herb production in New Mexico. Funding Source: Organic Farming Research Foundation. Amount: \$7,133. Objective: 1) to compare the cost and water use efficiency of a drip irrigation system to that of a flood irrigation system using 6" gated pipe on wide beds and 2) to compare the cost effectiveness and weed control efficacy of hand weeding to woven plastic mulch cloth on four herbs: *Anemopsis californica*, *Ligusticum porteri*, *Thelesperma gracile*, and *Stevia rebaudiana*. Term: Jan-Dec., 2003. Researchers: C. Martin, S. Guldán, R. Walser, and C. Falk.

The Oasis Food Guild - A student-managed project for community supported agriculture in arid lands (1-5-28128) Funding Source: USDA Hispanic Serving Institutions Education Grant program. Amount: \$147,000. Objective: to provide an opportunity for

student experiential learning by establishing and operating a student-managed fresh vegetable and herb garden, whose production is marketed through a Consumer Supported Agriculture (CSA) organization. Term: 9/1/01 - 8/31/04. Co-PI with M. Wall.

Feasibility of Converting Mine Tailings into Fertilizer: An Economic Development Model. (1-4-22317) Funding Source: Southwest Center for Environmental Research and Policy (SCERP). Amount: \$40,000. Objective: To evaluate whether mine tailings from the Cyprus-Tohono mine, located on the Tohono O'odham reservation, can be used as a fertilizer and whether there is a market for the product. Term: 7/1/00-7/1/01. Researchers: J. Mexal (PI), G. Picchione, A. Ulery, and C. Falk.

Market Analysis for Naturally New Mexico. (1-5-28710) Funding Source: Naturally New Mexico. Amount: \$6,200. Objective: To evaluate the interest of NM groceries and restaurants in purchasing NM-grown and antibiotic-free and hormone-free beef and lamb. Term: 1/10/00- 4/30/00. Principal Investigator.

Establish Longhorn Beef Coop to Create/Retain Jobs For Small Ranchers & Communities Needing Sustainable Development. (1-5-28351) Funding Source: USDA Rural Business Enterprise Development (RBED) Award Through the CTLR. Amount: \$5,500. Objective: To evaluate the feasibility of establishing and operating a branded Longhorn meat marketing cooperative. Term: 6/1/99-3/31/00. Principal Investigator.

Reestablishment of a Producer-Owned Livestock Processing and Marketing Cooperative in the San Luis Valley. (1-5-28686) Funding Source: Rocky Mt. Farmers Union Educational and Charitable Foundation. Amount: \$18,942 Term: 6/1/98-12/31/98. Principal Investigator.