MARK P. CANNELLA

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Education

University of Vermont, Burlington, VT Community Development /Applied Economics MS   2009
St. Lawrence University, Canton, NY   Environmental Studies/Biology   BSc.   2000

Professional Experience

2011 – Present   Associate Professor: University of Vermont Extension, Burlington, VT
2009 – 2012   Farm Manager: The Farm at South Village, South Burlington, VT
2007 – 2011   Agricultural Development Specialist, Intervale Center, Burlington, VT
2002 – 2006   Market Garden Coordinator/Sugar Maker, Shelburne Farms, Shelburne, VT

Recent Publications

1. Cannella, M. and Lamontagne, J. 2022. *Group Looks for New Ways to Promote Maple Syrup*. The Maple News. Volume 21, Issue 11. [NR]

2. Cannella, M., Farrell, M., Chapeski, D. & Koelling, M. 2022. Economics of Maple Syrup Production. In T. Perkins, R. Heiligmann, M. Koelling, & A. van den Berg (Eds.), *North American Maple Syrup Producers Manual* (3rd Ed., pp. 309-333). University of Vermont. [R]

3. Cannella, M and Lindgren, C. 2023. *2021 Northeast Maple Business Benchmark*, FBRR 068: University of Vermont Extension. [NR]

4. Cannella, M, Isselhardt, M., Van den Berg, A., D'Amato, A., & Lindgren, C. 2021. *The Northeast Maple Economy: Crop Distribution and Outlook.* Maple Syrup Digest. 60 (1): 19-26. [R]

5. Cannella, M., Lindgren, C., & Isselhardt, M. 2022. *Northeastern United States Maple Syrup Production and Economics*, FBRR 067: University of Vermont Extension. Available on UVM Scholarworks at: https://scholarworks.uvm.edu/extfac/30/ [NR]

Additional Products

Cannella, M., Ziegler, S., Wang, Q., Peabody, M. & Darby, H. 2021. *Farm Benchmarking: The Application of Business, Conservation and Labor Indicators*

Maple Business Deep Dive- Ohio (12/9/22)
Maple Succession and Transfer Planning- Online Short Course (Fall 2022)
Maple Business Planning UVM Online Short Course (Fall 2020,2021, 2022)
Maple Financial Planning UVM Online Short Course (Fall 2020,2021, 2022)
Conservation and Viability on VT Farms (7/8/21) National Association of County Ag Agents AMPIC. [RP]
Online Business Curricula (3/23/21) Extension Risk Management National Conference, Online. [RP]
Maple Economics (1/4/20) New York Maple Conference, Verona, NY. [I]
Northeast Producer Survey (10/23/19) North American Maple Syrup Council, Duluth, MN. [I]
Maple Benchmarking in VT (11/28/18) Center for Farm Financial Management, Minneapolis, MN. [I]

External Funding as PI/Co-PI   past 5 years
Maple Sustainability Indicators: UVM Food Systems Research Center: $599,000 (2023)
Maple Sustainability Assessment: UVM Food Systems Research Center: $49,305 (2022)
Sap Business Promotion (PI: Lindgren C.): USDA AMS: $499,000 (2021)
Hybrid Education-Business Succession Readiness, NE Extension Risk Mgmt. Center: $48,966 (2021)
VT Farm Business Covid-19 Recovery: Vermont Housing and Conservation Board: $9,772 (2020)
Farm Benchmarking: Research, Extension and Adoption: UVM ARS Food Systems: $33,775 (2020)
National Maple Financial Education: USDA Agricultural Marketing Service/Acer: $405,839 (2019)
Maple Forest Business Development: USDA Agricultural Marketing Service/Acer: $499,757 (2018)
Business Analysis, Clean Water Investment Program: VT Agency of Agriculture: $200,000 (2018)
Benchmarks for Northeast High Value Agricultural Sectors, USDA FBMB (UNH Sub-Award): $55,683 (2018)
UVM Forest Business Program, Vermont Housing and Conservation Board: $70,000 (2018)

Synergistic Activities

1. Innovations in teaching and training: developed hybrid extension outreach and benchmarking methods to engage with producers and reach outcomes of firm level education, management change and public research.

2. Development and/or refinement of research tools: Farm benchmark analysis models annually updated since 2014. Integrating qualitative policy research methods to serve relevant industry development needs. Development of web-based business education platforms.

3. Broadening the participation of groups underrepresented in science: Integration of online teaching and