

CURRICULUM VITAE

(Current as of August 2026)

Charles C. Martinez

EDUCATION

Educational History

Ph.D. in Agricultural Economics, December 2019

Department of Agricultural Economics

Texas A&M University, College Station, TX

Dissertation: Essays on analyzing economics in livestock production and meat price relationships

B.S. Agribusiness-Ranch Management, May 2014

Department of Agriculture, Agribusiness, and Environmental Science

Texas A&M University- Kingsville, Kingsville, TX

EXPERIENCE

Current Position: Associate Professor in the Department of Agriculture, Agribusiness & Environmental Sciences; Dick & Mary Lewis Kleberg College of Agriculture & Natural Resources, at Texas A&M University-Kingsville.

Director, King Ranch Institute For Ranch Management

Date: August 1, 2026 - Present

Previous Positions:

Tenured Associate Professor of Agricultural and Resource Economics, University of Tennessee, Knoxville, TN. July 2026

- Director, UT Center of Farm Management
Associate Director, R.E.M Lab

Assistant Professor of Agricultural and Resource Economics, University of Tennessee, Knoxville, TN. January 2020-June 2026

- Director, UT Center of Farm Management
Associate Director, R.E.M Lab

Texas A&M AgriLife Extension Fellow, Texas A&M University, College Station, TX
September 1, 2014 – December 2019

- **Responsibilities:** The position duties include assisting state specialists and conducting applied research on current issues impacting farmers and ranchers in livestock production.

Worker, Rio Beef Feedyard, Raymondville, TX, 2014

- **Responsibilities:** Assist with daily routines in each department in the Feed Yard.

Student Worker, University Meat Lab, Texas A&M University- Kingsville, Kingsville, TX, September 2012- May 2014

- **Responsibilities:** Assist with daily routines (harvesting animals, processing, fabrications, packaging, marketing) of fabricating carcasses for research, classes, and customers of South Texas. Assist with graduate research projects that are being carried out at the lab. Assist with developing educational programs for the area.

Intern, Cargill Cattle Feeders, Bovina, TX, 2012 & 2013

- **Responsibilities:** Assist with daily routines in each department in the Feed Yard. Develop research topics related to increasing efficiency in the departments. Assist with daily management decisions.

PRESENTATIONS

****Denotes Virtual***

Presentations to Producers, Agri-businesses, Associations, and Government Officials

2026 (24- presentations; 1,871 participants)

1. **Martinez, C.** 2026. "Beef Outlook" Sumner County Cattleman's, July 11 (100 Participants)
2. **Martinez, C.*** 2026. "Farmland Conversion in Tennessee and FarmLink" ARCD Meeting, July 10 (50 Participants)
3. **Martinez, C.*** 2026. "How are Prices Determined" Master Farm Manager Webinar, July 7 (230 Participants)
4. **Martinez, C.*** 2026. "Bull buying behaviors: understanding your commercial customer's decision making" Canadian Gelbvieh Association Meeting, May 28 (100 Participants)
5. **Martinez, C.** 2026. "Risk Management and LRP" Penn State Cattleman's College, May 26 (25 Participants)
6. **Martinez, C.** 2026. "Beef Outlook" TBHDP Field Day, May 21 (75 Participants)
7. **Martinez, C.** 2026. "Beef Outlook" Virginia Cattlemen's Meeting-VA, May 1 (150 Participants)
8. **Martinez, C.** 2026. "Beef Outlook" Master Beef- Clay County, March 26 (40 Participants)
9. **Martinez, C.*** 2026. "Local Beef Marketing" Rep. Tim Burchett Office, March 20 (10 Participants)
10. **Martinez, C.*** 2026. "Impact of Beef x Dairy on the US Beef Supply Chain" Master Dairy-Webinar Wednesday, March 11 (50 Participants)

11. **Martinez, C.*** 2026. “Marketing Option in Sheep and Goats” Master Small Ruminant, March 5 (77 Participants)
12. **Martinez, C.*** 2026. “Impact of Beef x Dairy on the US Beef Supply Chain” USDA-AMS, March 4 (7 Participants)
13. **Martinez, C.** 2026. “Risk Management” Master Farm Manager-Jefferson County February 24 (30 Participants)
14. **Martinez, C.** 2026. “Beef Outlook” North Carolina Cattlemen’s Meeting, Hickory, NC County, February 21 (100 Participants)
15. **Martinez, C.** 2026. “Impact of Beef x Dairy on the US Beef Supply Chain” 102nd USDA Outlook Forum, Washington DC, February 20 (500 Participants)
16. **Martinez, C.*** 2026. “Fed Cattle Beef Decision Tool” Farm to Fork Workshop, February 17 (60 Participants)
17. **Martinez, C.*** 2026. “Farmland Conversion in Tennessee” Davidson County Meeting, February 12 (5 Participants)
18. **Martinez, C.*** 2026. “How are Prices Determined” Master Farm Manager Webinar, February 12 (30 Participants)
19. **Martinez, C.** 2026. “Beef Outlook” North Carolina Cattlemen’s Area Meeting-NC, February 10 (100 Participants)
20. **Martinez, C.** 2026. “Risk Management” Tennessee COOP Board Meeting, January 31 (30 Participants)
21. **Martinez, C.*** 2026. “Finding Profit” Farm and Family Wellness Webinar, January 22 (12 Participants)
22. **Martinez, C.** 2026. “Risk Management” Master Farm Manager-Washington County January 15 (30 Participants)
23. **Martinez, C.** 2026. “Risk Management and Contracts” West Tennessee Row Crop Meeting-Jackson, January 14 (20 Participants)
24. **Martinez, C.** 2026. “Risk Management and Contracts” West Tennessee Row Crop Meeting-Martin, January 14 (40 Participants)

2025 (39 presentations; 2,518 participants)

1. **Martinez, C.** 2025. “Beef Supply Chain and Outlook” Beef and Forage Center Annual Meeting, December 16 (70 Participants)
2. **Martinez, C.** 2025. “Risk Management” Monroe County, December 2 (30 Participants)
3. **Martinez, C.** 2025. “Finding Profit on Every Acre” The Future of Small Farms: Resilience and Sustainability, November 19 (70 Participants)
4. **Martinez, C.** 2025. “Beef Supply Chain and Outlook” Master Farm Manager-Loudon and Monroe County, November 18 (70 Participants)
5. **Martinez, C.** 2025. “Management Transition” Farmland Legacy -Jefferson County, October 28 (40 Participants).

6. **Martinez, C.*** 2025. “Fed Cattle Beef Decision Tool” Value Added Workshop, October 21 (20 Participants)
7. **Martinez, C.** 2025. “Beef Outlook and Risk Management” Rutherford County Livestock Association Meeting, Rutherford County, October 16 (100 Participants)
8. **Martinez, C.*** 2025. “Farmland Conversion in Tennessee” TN Extension ACES Meeting, October 7 (15 Participants)
9. **Martinez, C.** 2025. “Economics timed AI in small ruminants” FAS-Kenya, Nairobi, Kenya, Africa, September 23 (20 Participants)
10. **Martinez, C.*** 2025. “Hay Economics” North Carolina Forage Series-Online, September 17 (100 Participants)
11. **Martinez, C.** 2025. “Eyes Don’t Lie: understanding your commercial customer’s decision making” American Red Angus Association Meeting- Loveland, CO, September 11 (300 Participants)
12. **Martinez, C.** 2025*. “Wholesale and Retail Meat Prices” Surviving High Prices Webinar Series, September 10 (100 Participants)
13. **Martinez, C.** 2025. “Eyes Don’t Lie: understanding your commercial customer’s decision making” American Simmental Association Fall Focus Meeting- Columbia, MO, August 23 (200 Participants)
14. **Martinez, C.** 2025. “Turning Profit into Strategy: Making the Most of a Good Year for Beef Producers” 2025 Steak and Potatoes Field Day, August 21 (50 Participants)
15. **Martinez, C.** 2025. “Value Added Dairy Gauge Decision Tool” Value Added Dairy Conference- ANR, July 31 (50 Participants)
16. **Martinez, C.** 2025. “Fed Cattle Beef Decision Tool” Appalachian Producers Cooperative Meeting, July 24 (20 Participants)
17. **Martinez, C.** 2025. “Farmland Conversion in Tennessee” NRCS Regional Meeting- Knox County, July 22 (70 Participants)
18. **Martinez, C.*** 2025. “Beef x Dairy in the US” Agriculture of America Meeting, July 21 (10 Participants)
19. **Martinez, C.*** 2025. “Beef x Dairy- LMR Reporting” USDA-AMS Meeting, July 18 (4 Participants)
20. **Martinez, C.** 2025. “Bull buying behaviors: understanding your commercial customer’s decision making” American Simmental Association Meeting, July 8 (5 Participants)
21. **Martinez, C.** 2025. “Farmland Conversion in Tennessee” IGTLab- UTC, July 1 (7 Participants)
22. **Martinez, C.** 2025. “Bull buying behaviors: understanding your commercial customer’s decision making” 57th Annual BIF Research Symposium and Convention, June 11 (250 Participants)
23. **Martinez, C.*** 2025. “Hay Economics” Master Forage-Online, May 15 (100 Participants)
24. **Martinez, C.** 2025. “Sheep and Goat Marketing and Outlook” Master Small Ruminant - Carter/Washington/Unicoi Counties, May 9 (15 Participants)

25. **Martinez, C.** 2025. “Agriculture and the Duck River” TDA Meeting, April 24 (5 Participants)
26. **Martinez, C.** 2025. “UT Center of Farm Management and How can we Help Kenya’s Red Meat Supply Chain” ILRI Meeting, Nairobi, Kenya, March 27 (35 Participants)
27. **Martinez, C.** 2025. “UT Center of Farm Management and How can we Help Kenya’s Red Meat Supply Chain” KALRO Meeting, Nairobi, Kenya, March 24 (9 Participants)
28. **Martinez, C.** 2025. “Beef Decision and Selling Tool” Green County Meeting, March 18 (30 Participants)
29. **Martinez, C.** 2025. “Farmland Conversion in Tennessee” Farm Bureau- Knox County, March 13 (35 Participants)
30. **Martinez, C.** 2025. “What would happen if there was a disease outbreak in Tennessee” TDA Meeting, March 6 (8 Participants)
31. **Martinez, C.** 2025. “Cattle Cycle and Meat” Transitioning to a New Cattle Cycle and Forage Symposium, February 25 (35 Participants)
32. **Martinez, C.** 2025. “Beef Decision and Selling Tool” Sullivan County Meeting, February 20 (35 Participants)
33. **Martinez, C.** 2025. “Farming Risk” Knox County TEAM Conference, February 18 (5 Participants).
34. **Martinez, C.** 2025. “Farmland Conversion in Tennessee” TN Roundtable Meeting, February 11 (85 Participants).
35. **Martinez, C.** 2025. “What would happen if there was a disease outbreak in Tennessee” Industry Meeting, February 11 (20 Participants)
36. **Martinez, C.** 2025. “2025 Beef Outlook” Pennsylvania Cattle Feeder’s Days Annual Conference, January 28 (200 Participants)
37. **Martinez, C.** 2025. “Risk Management for Beef Producers” Master Farm Manager- Jefferson County, January 16 (30 Participants).
38. **Martinez, C.** 2025. “2025 Beef Outlook” Central Virginia Cattleman Annual Conference, January 14 (250 Participants)
39. **Martinez, C.** 2025. “2025 Beef Outlook and Risk Management” Master Beef Program- Rhea County, January 9 (20 Participants)

2024 (35 presentations; 6,016 participants)

1. **Martinez, C.** 2024. “Looking forward to 2025 in the livestock markets” Brownfield News, December 20 (4000 Participants). *
2. **Martinez, C.** 2024. “Economics of replacement females” Iowa State Genetic Symposium, December 16 (100 Participants).
3. **Martinez, C.** 2024. “Impacts of Grades on Feeder Cattle” Master Beef-Trousdale County, December 3 (50 Participants).
4. **Martinez, C.** 2024. “Risk Management for Beef Producers” Master Beef-Cocke County, November 25 (30 Participants).

5. **Martinez, C.** 2024. “Risk Management for Beef Producers” Master Farm Manager-Unicoi County, November 19 (30 Participants)
6. **Martinez, C.** 2024. “Seeing through your buyer’s eyes: A behavioral economics experiment on how bull buyers use EPDs” eBeef Brown Bag Series, October 2 (350 Participants). *
7. **Martinez, C.** 2024. “Risk Management for Beef Producers” Master Farm Manager-Cocke County, September 30 (30 Participants)
8. **Martinez, C.** 2024. “Farmland Conversion in Tennessee” Commissioners Meeting-Henderson County, September 19 (22 Participants)
9. **Martinez, C.** 2024. “Risk Management for Beef Producers” Master Farm Manager-Carter County, September 17 (8 Participants)
10. **Martinez, C.** 2024. “Beef Decision and Selling Tool” APC Meeting August 21 (30 Participants)
11. **Martinez, C.** 2024. “Farmland Conversion in Tennessee” TN/ID/AFT Meeting, August 6 (50 Participants).
12. **Martinez, C.** 2024. “Farmland Conversion in Tennessee” Sullivan County Cattlemen’s Association Annual Meeting, August 1 (85 Participants).
13. **Martinez, C.** 2024. “Seeing through your buyer’s eyes: A behavioral economics experiment on how bull buyers use EPDs” BIF Annual Meeting, June 12 (150 Participants).
14. **Martinez, C.** 2024. “Farm Transition” BIF Annual Meeting, June 10 (250 Participants).
15. **Martinez, C.** 2024. “Farmland Conversion in Tennessee” TN/AFT Meeting, May 29 (10 Participants).
16. **Martinez, C.** 2024. “Farmland Conversion in Tennessee” TDA Meeting, May 22 (12 Participants).
17. **Martinez, C.** 2024. “Farmland Conversion in Tennessee” Oak Ridge Meeting, May 15 (25 Participants).
18. **Martinez, C.** 2024. “Farmland Conversion in Tennessee” Regional Advisory Committee-East Meeting, May 1 (30 Participants).
19. **Martinez, C.** 2024. “Farmland Conversion in Tennessee” Regional Advisory Committee-West Meeting, April 25 (30 Participants).
20. **Martinez, C.** 2024. “Farmland Conversion in Tennessee” Regional Advisory Committee-Central Meeting, April 25 (30 Participants).
21. **Martinez, C.** 2024. “Sheep and Goat Marketing” Master Small Ruminant-Carter/Unicoi County, April 5 (40 Participants).
22. **Martinez, C.** 2024. “2024 Beef Outlook” Marion County Cattleman’s Annual Meeting April 2 (85 Participants)
23. **Martinez, C.** 2024. “Dairy-RP” Dairy-6 Meeting, March 26 (45 Participants).
24. **Martinez, C.** 2024. “Management Transition” Master Farm Manager-Cocke County, March 18 (40 Participants).

25. **Martinez, C.** 2024. "Management Transition" Master Farm Manager-Anderson County, March 18 (40 Participants).
26. **Martinez, C.** 2024. "Farmland Conversion in Tennessee" Haywood County Commission Meeting, March 14 (30 Participants).
27. **Martinez, C.** 2024. "Farmland Conversion in Tennessee" TDA Meeting, March 11 (12 Participants).
28. **Martinez, C.** 2024. "Economics of EPDs" Hawkins County Master Beef, February 27 (35 Participants).
29. **Martinez, C.** 2024. "Farmland Conversion in Tennessee" Knox County Commission Meeting, February 26 (40 Participants).
30. **Martinez, C.** 2024. "Farmland Conversion in Tennessee" TN Ag Committee Meeting, February 23 (20 Participants).
31. **Martinez, C.** 2024. "2024 Beef Outlook" Johnson County Cattleman's Annual Meeting February 20 (100 Participants)
32. **Martinez, C.** 2024. "Farmland Conversion in Tennessee and in the Southeast" Louisiana FB Annual Meeting, January 27 (120 Participants).
33. **Martinez, C.** 2024. "Management Transition" Master Farm Manager-Henderson County January 26 (40 Participants).
34. **Martinez, C.** 2024. "Basics of Risk Management" Carter County January 22 (15 Participants).
35. **Martinez, C.** 2024. "Economics of Hay Production" AFGC Annual Conference January 9 (50 Participants).

2023 (42 presentations; 3,075 participants)

1. **Martinez, C.** 2023. "Bull Sale Results and Meaning" ISU Seedstock Symposium-Ames, IA December 19 (75 Participants).
2. **Martinez, C.** 2023. "Economics of EPDs" ISU Seedstock Symposium-Ames, IA December 18 (75 Participants).
3. **Martinez, C.** 2023. "Budgeting during difficult times" Johnson County Annual Cattleman's Assoc Meeting, November 17 (120 Participants)
4. **Martinez, C.** 2023. "Management Transition" Master Farm Manager- Cocke County, November 16 (60 Participants)
5. **Martinez, C.** 2023. "Budgeting during difficult times" Master Farm Manager- Carter County, November 16 (30 Participants)
6. **Martinez, C.** 2023. "Farmland Conversion in Tennessee and Sumner County" Sumner County FB Annual Meeting, October 30 (90 Participants).
7. **Martinez, C.** 2023. "Farmland Conversion in Tennessee" TN Planners Annual Meeting, October 26 (100 Participants).
8. **Martinez, C.** 2023. "Economics of Heterosis" National Hereford Convention, Kansas City, MO, October 20 (400 Participants).

9. **Martinez, C.** 2023. “Economics of EPDs” Seedstock Symposium-Spring Hill, TN, October 19 (25 Participants).
10. **Martinez, C.** 2023. “Economics of EPDs” Seedstock Symposium-Kentucky Day 2, October 18 (20 Participants).
11. **Martinez, C.** 2023. “Economics of EPDs” Seedstock Symposium-Kentucky Day 1, October 17 (15 Participants).
12. **Martinez, C.** 2023. “Economics of EPDs-Round 4” Northeast TN Beef Expo, October 12 (30 Participants).
13. **Martinez, C.** 2023. “Economics of EPDs-Round 3” Northeast TN Beef Expo, October 12 (30 Participants).
14. **Martinez, C.** 2023. “Economics of EPDs-Round 2” Northeast TN Beef Expo, October 12 (30 Participants).
15. **Martinez, C.** 2023. “Economics of EPDs-Round 1” Northeast TN Beef Expo, October 12 (30 Participants).
16. **Martinez, C.** 2023. “Farmland Conversion in Tennessee” SEEC Meeting, October 4 (75 Participants).
17. **Martinez, C.** 2023. “Economics of EPDs” Master Beef Program- New Port, TN, September 7 (30 Participants).
18. **Martinez, C.** 2023. “Farmland Conversion in Tennessee” TN County Mayors Annual Meeting, August 30 (75 Participants).
19. **Martinez, C.** 2023. “Economics of EPDs” WVU Bull Test Field Day, August 26 (75 Participants).
20. **Martinez, C.** 2023. “Farmland Conversion in Tennessee” TNFB Annual Presidents Meeting, August 10 (250 Participants).
21. **Martinez, C.** 2023. “Farmland Conversion in Tennessee” TN Property Accessors Annual Meeting, August 8 (150 Participants).
22. **Martinez, C.** 2023. “Farmland Conversion in Tennessee” Weakly County FB Meeting, August 7 (45 Participants).
23. **Martinez, C.** 2023. “Farmland Conversion in Tennessee” County Services Association (TCSA) Meeting, July 23 (90 Participants).
24. **Martinez, C.** 2023. “Livestock Risk Protection” 2023 TCA Annual Meeting, July 22 (15 Participants)
25. **Martinez, C.** 2023. “Farmland Conversion in Tennessee” TN Municipal League (TML) Meeting, June 14 (90 Participants).
26. **Martinez, C.** 2023. “Economics of EPDs” Master Beef Producer- Cumberland County, May 8 (25 Participants).
27. **Martinez, C.** 2023. “Management Transition” Master Farm Manager-Washington County, March 23 (30 Participants)
28. **Martinez, C.** 2023. “Understanding Financials” Master Farm Manager-Washington County, March 23 (30 Participants)

29. **Martinez, C.** 2023. “LRP” Master Farm Manager- Jefferson County, March 20 (15 Participants)
30. **Martinez, C.** 2023. “2023 Beef Outlook” North Carolina Feeder Calf Meeting- Albemarle, NC, March 16 (150 Participants)
31. **Martinez, C.** 2023. “2023 Beef Outlook” UPI Stocker/Backgrounding Meeting March 3 (45 Participants)
32. **Martinez, C.** 2023. “2023 Beef Outlook” Marion County Cattleman’s Annual Meeting March 2 (65 Participants)
33. **Martinez, C.** 2023. “2023 Beef Outlook” Virginia Cow-Calf Conference-Weyers Cave, VA, March 1 (50 Participants)
34. **Martinez, C.** 2023. “Economics of EPDs” Master Beef Producer- Hawkins County, February 28 (25 Participants).
35. **Martinez, C.** 2023. “2023 Beef Outlook” Washington County Cattleman’s Annual Meeting February 23 (75 Participants)
36. **Martinez, C.** 2023. “Marketing and Beef Outlook” Master Farm Manager- Johnson County, February 21 (30 Participants)
37. **Martinez, C.** 2023. “UT Center of Farm Management” Pick Tn Conference, February 16 (80 Participants)
38. **Martinez, C.** 2023. “Marketing and Beef Outlook” Master Beef Producer- Claiborne County, February 14 (45 Participants)
39. **Martinez, C.** 2023. “Farm Management Keys” Master Farm Manager (Smith-Trousdale Counties), February 9 (45 Participants)
40. **Martinez, C.** and T. Rowan. 2023. “Factors Impacting Commercial Bull Selection Decisions” 2023 NCBA’s Cattlemen's College-New Orleans, LA, February 1 (200 participants).
41. **Martinez, C.** 2023. “Management Transition” Master Farm Manager (Online Webinar), January 26 (150 Participants) *
42. **Martinez, C.** 2023. “Farmland Conversion in Tennessee” Tennessee Farm Bureau Ag Partner Meeting, January 25 (80 Participants).

2022 (37 presentations; 2,360 participants)

1. **Martinez, C.** 2022. “Beef Cattle Market” Sevier County Livestock Meeting, November 17 (40 Participants)
2. **Martinez, C.** 2022. “Beef Capacity and regional effects” Athens Cattleman’s Annual Meeting November 11 (62 Participants)
3. **Martinez, C.** 2022. “Farmland Conversion in Tennessee” Tennessee Farm Bureau Policy Resolutions Committee, November 10 (60 Participants).
4. **Martinez, C.** 2022. “Master Farm Manager-Profitability” Master Farm Manager (Newport, TN), November 3 (25 Participants)
5. **Martinez, C.** 2022. “Master Farm Manager-Management Transition” Master Farm Manager (Newport, TN), November 3 (25 Participants)

6. **Martinez, C** 2022. “Economics of EPDs” Steak and Potatoes Field Day (Crossville, TN), November 1 (35 Participants)
7. **Martinez, C** 2022. “Budgeting for the Cattle Operation -How to maintain a profitable beef cattle operation during difficult times” Purina Workshop Session 6, October 27 (70 Participants)
8. **Martinez, C** 2022. “Budgeting for the Cattle Operation -How to maintain a profitable beef cattle operation during difficult times” Purina Workshop Session 1, October 25 (15 Participants)
9. **Martinez, C** 2022. “Budgeting for the Cattle Operation -How to maintain a profitable beef cattle operation during difficult times” Purina Workshop Session 1, October 20 (39 Participants)
10. **Martinez, C** 2022. “Budgeting for the Cattle Operation -How to maintain a profitable beef cattle operation during difficult times” Purina Workshop Session 1, October 20 (45 Participants)
11. **Martinez, C** 2022. “Budgeting for the Cattle Operation -How to maintain a profitable beef cattle operation during difficult times” Purina Workshop Session 2, October 18 (41 Participants)
12. **Martinez, C** 2022. “Budgeting for the Cattle Operation -How to maintain a profitable beef cattle operation during difficult times” Purina Workshop Session 1, October 18 (42 Participants)
13. **Martinez, C** 2022. “Adding value to your feeder calves” Northeast TN Beef Expo (Greeneville, TN) Session 4, October 13 (88 Participants)
14. **Martinez, C** 2022. “Adding value to your feeder calves” Northeast TN Beef Expo (Greeneville, TN) Session 3, October 13 (87 Participants)
15. **Martinez, C** 2022. “Adding value to your feeder calves” Northeast TN Beef Expo (Greeneville, TN) Session 2, October 13 (90 Participants)
16. **Martinez, C** 2022. “Adding value to your feeder calves” Northeast TN Beef Expo (Greeneville, TN) Session 1, October 13 (85 Participants)
17. **Martinez, C., S. Smith, and C.N. Boyer.** 2022. “Farmland Conversion” Tennessee Department of Agriculture, October 10 (9 Participants)
18. **Martinez, C.** 2022. “Master Farm Manager-Management Transition” Master Farm Manager Program, September 30 (51 Participants).
19. **Martinez, C** 2022. “Center and UTFF Update” Central Agents Annual Meeting, August 31 (30 Participants)
20. **Martinez, C** 2022. “UTFF Update” TAEP Annual Meeting, August 26 (30 Participants)
21. **Martinez, C** 2022. “Economics of EPDs” Steak and Potatoes Field Day (Crossville, TN), August 26 (75 Participants)
22. **Martinez, C** 2022. “Penciling Out Your Profit” Pasture to Plate Greenville Meeting August 25 (42 Participants)
23. **Martinez, C and C. Boyer.** 2022. “Beef Capacity and regional effects” ANR Annual Meeting-Fort Worth, TX, August 24 (42 Participants)
24. **Martinez, C** 2022. “Farmland Conversion” Tennessee Department of Agriculture, August 24 (9 Participants)
25. **Martinez, C** 2022. “Penciling Out Your Profit” Pasture to Plate Columbia Meeting August 17 (42 Participants)

26. **Martinez, C** 2022. “Economics of EPDs” Tennessee Farm Bureau Young Farmers and Ranchers Conference meeting, July 17 (75 Participants)
27. **Martinez, C** 2022. “Farmland Conversion” TN Extension Advisory Council - ANR subcommittee meeting, July 18 (8 Participants)
28. **Martinez, C** and C. Boyer. 2022. “National Beef Capacity” Livestock Information Center Annual Meeting-Denver, CO, May 19 (50 Participants)
29. **Martinez, C.** 2022. “Feeder Calf Price Determinants in Tennessee” County Master Beef, April 4 (52 Participants).
30. **Martinez, C.** and D. Bilderback. 2022. “Dairy 7 Benchmarking” Ag Central CO-OP, March 29 (50 Participants).
31. **Martinez, C.** 2022. “LMCTA Video Board Sale Results” Lower Middle Tennessee Cattleman’s Association Annual Meeting, March 4 (50 Participants)
32. **Martinez, C.** 2022. “What does the recent events in Europe mean for our markets?”, February 25 (290 Participants)
33. **Martinez, C.** 2022. “Financial Implications in 2022” Pick TN Conference, February 18 (250 Participants)
34. **Martinez, C** and C. Boyer. 2022. “LMCTA Video Board Sale Results and Market Outlook” Tri-County Master Beef, February 11 (52 Participants)
35. **Martinez, C.** 2022. “LMCTA Video Board Sale Results” Veterinarian Continuing Education Workshop-Murfreesboro, January 28 (16 Participants)
36. **Martinez, C.** and L. Eckelkamp 2022. “Understanding and maximizing fertilizers and waste products for crop growth” Fertilizer Meeting, January 25 (230 Participants)
37. **Martinez, C.** 2022. “Dairy Gauge Results” TDPA Annual Meeting, January 7 (40 Participants)

2021 (22 presentations; 1,123 participants)

1. **Martinez, C.** 2021. “Bull Investment” LMCTA Board meeting, November 20 (60 Participants)
2. **Martinez, C.** 2021. “LMCTA Video Board Sale Results” LMCTA Board meeting, November 15 (30 Participants)
3. **Martinez, C.** 2021. “Economics of EPDs” Upper Cumberland Beef Summit, November 13 (200 Participants)
4. **Martinez, C.** 2021. “Dairy Risk Management” Dairy Gauge Workshop-North Carolina, September 29 (20 Participants)
5. **Martinez, C.** 2021. “Dairy Risk Management” Dairy Gauge Workshop-Kentucky 1, September 23 (6 Participants)
6. **Martinez, C.** 2021. “Dairy Risk Management” Dairy Gauge Workshop-Kentucky 2, September 23 (8 Participants)
7. **Martinez, C.** 2021. “Dairy Risk Management” Dairy Gauge Workshop-Tennessee 4, September 22 (14 Participants)
8. **Martinez, C.** 2021. “Dairy Risk Management” Dairy Gauge Workshop-Tennessee 3, September 21 (9 Participants)
9. **Martinez, C.** 2021. “Dairy Risk Management” Dairy Gauge Workshop-Tennessee 2, September 20 (20 Participants)
10. **Martinez, C.** 2021. “Dairy Risk Management” Dairy Gauge Workshop-Tennessee 1, September 20 (10 Participants)

11. **Martinez, C.** 2021. “Dairy Risk Management” Dairy Webinar Wednesday Program, September 8 (15 Participants). *
12. **Martinez, C.** 2021. “Farming Fundamentals” Agents Meeting 2, August 17 (63 Participants). *
13. **Martinez, C.** 2021. “Farming Fundamentals” Agents Meeting 1, August 16 (68 Participants). *
14. **Martinez, C.** 2021. “Farming Fundamentals” MANAGE Meeting, August 11 (14 Participants). *
15. **Martinez, C.** 2021. “Master Farm Manager” Master Farm Manager Program, June 29 (95 Participants). *
16. **Martinez, C.** 2021. “CFAP-Round 3?” Dairy Webinar Wednesday Program, April 14 (21 Participants). *
17. **Martinez, C.** and D. Bilderback. 2021. “Dairy 6 Benchmarking” Ag Central CO-OP, March 31 (26 Participants).
18. **Martinez, C.** 2021. “Master Farm Manager” Master Farm Manager Program, February 25 (362 Participants). *
19. **Martinez, C.** 2021. “Starting a New Business” Eastern Tennessee Region, February 24 (15 Participants). *
20. **Martinez, C.** 2021. “Starting a New Business” Eastern Tennessee Region, February 23 (15 Participants). *
21. **Martinez, C.** 2021. “Starting a New Business” Eastern Tennessee Region, February 16 (15 Participants). *
22. **Martinez, C.** 2021. “Master Beef Program and Cattle Outlook” Unicoi County, January 1 (37 Participants).

2020 (9 presentations; 3,451 participants)

1. **Martinez, C.** and C.N. Boyer, 2020. “Valuing Bulls, Heifers, and Bred Cows” Master Beef Program. October 8 (726 Participants) *
2. **Martinez, C.** 2020. “Economic Considerations: Chicken Litter” Virtual Milan No-Till Day, July 22 (250 Participants). *
3. **Martinez, C.** 2020. “CFAP: Lamb considerations” Tennessee Small Ruminant Program. May 21 (384 Participants). *
4. **Martinez, C.,** S. Smith, and A.P. Griffith, 2020. “Webinar Wednesday: Dairy Policy” Tennessee Dairy Program. May 20 (266 Participants). *
5. **Martinez, C.** and A.P. Griffith, 2020. “Virginia Today: Beef and COVID-19”. Virginia Cooperative Extension, April 23 (200 Participants). *
6. **Martinez, C.** 2020. “Management Considerations: Lamb and COVID-19” Tennessee Small Ruminant Program. April 3 (1200 Participants). *
7. **Martinez, C.** and K. Burdine, 2020. “COVID Beef Talk: Part 1” Southern Risk Education Management Center. April 3 (200 Participants). *
8. **Martinez, C.** and K. Burdine, 2020. “COVID Beef Talk: Part 2” Southern Risk Education Management Center. April 3 (200 Participants) *
9. **Martinez, C.** 2020. “Farm Transition” Farm Management University. Madisonville, TN, February 6 (25 Participants).

Extension or In-Service Training Presentations (21 presentations; 403 participants)

2025 (3 presentations; 62 participants)

1. **Martinez, C.**, 2025. "Farmland Conversion" Western In-Service, November 3 (24 participants)
2. **Martinez, C.**, 2025. "Farmland Conversion" Central In-Service, November 6 (21 participants)
3. **Martinez, C.**, 2025. "Hay Economics" Eastern In-Service, November 5 (17 participants)

2024 (3 presentations; 62 participants)

1. **Martinez, C.**, 2024. "Buy or Sell Hay" Western In-Service, November 7 (24 participants)
2. **Martinez, C.**, 2024. "Risk Management in Current Market" Central In-Service, November 6 (21 participants)
3. **Martinez, C.**, 2024. "Risk Management in Current Market" Eastern In-Service, November 4 (17 participants)

2023 (3-presentations; 50 participants)

1. **Martinez, C.**, 2023. "Farmland Conversion in Tennessee" Western In-Service, November 2 (14 participants)
2. **Martinez, C.**, 2023. "Farmland Conversion in Tennessee" Central In-Service, November 1 (19 participants)
3. **Martinez, C.**, 2023. "Farmland Conversion in Tennessee" Eastern In-Service, October 31 (17 participants)

2022 (6-presentations; 100 participants)

1. **Martinez, C.** 2022. "Impact of Information on Bull Prices" Western In-Service, November 3 (14 participants)
2. **Martinez, C.** 2022. "Impact of Information on Bull Prices" Central In-Service, November 2 (19 participants)
3. **Martinez, C.** 2022. "Impact of Information on Bull Prices" Eastern In-Service, October 31 (17 participants)
4. **Martinez, C.**, K. Ferguson, and S.A. Smith 2022. "Farmland Conversion in Tennessee" Western In-Service, November 3 (14 participants)
5. **Martinez, C.** K. Ferguson, and S.A. Smith 2022. "Farmland Conversion in Tennessee" Central In-Service, November 2 (19 participants)
6. **Martinez, C.** K. Ferguson, and S.A. Smith 2022. "Farmland Conversion in Tennessee" Eastern In-Service, October 31 (17 participants)

2021 (6-presentations; 96 participants)

1. **Martinez, C.** 2021. "Feeder Cattle Price Results from the LMTCA Video Board Sale" Western In-Service, November 4 (13 participants)
2. **Martinez, C.** 2021. "Feeder Cattle Price Results from the LMTCA Video Board Sale" Central In-Service, November 4 (18 participants)

3. **Martinez, C.** 2021. “Feeder Cattle Price Results from the LMTCA Video Board Sale” Eastern In-Service, November 4 (17 participants)
4. Rhin, A. and **C. Martinez** 2021. “An Introduction to Eye Tracking & Applications” Western In-Service, November 4 (13 participants)
5. Rhin, A. and **C. Martinez** 2021. “An Introduction to Eye Tracking & Applications” Central In-Service, November 4 (18 participants)
6. Rhin, A. and **C. Martinez** 2021. “An Introduction to Eye Tracking & Applications” Eastern In-Service, November 4 (17 participants)

2020 (2-presentations; 55 participants)

1. **Martinez, C.** 2020. “Labor Challenges” Montgomery County Extension. September 3 (16 Participants). *
2. **Martinez, C.** and I. Cui, 2020. “Pork and COVID-19” Henry County Extension. July 14 (39 Participants). *

Classroom Presentations / Guest Lectures (20-presentations; 302 participants)

2026 (1-presentation; 30 participants)

1. **Martinez, C.** 2026. “Marketing” AGEC 481-Beef Management, University of Tennessee, April 14 (30 Participants).

2024 (4-presentation; 120 participants)

2. **Martinez, C.** 2024. “Marketing” AGEC 481-Beef Management, University of Tennessee, April 11 (30 Participants).
3. **Martinez, C.** 2024. “Beef Farm Management” AGEC 481-Beef Management, University of Tennessee, February 20 (30 Participants).
4. **Martinez, C.** 2024. “Beef Budgets” AGEC 481-Beef Management, University of Tennessee, February 12 (30 Participants).
5. **Martinez, C.** 2024. “Buying Behavior in the Seedstock Bull Market” University of Nebraska- Dr. Matt Spangler, January 30 (30 Participants).

2023 (3-presentation; 90 participants)

6. **Martinez, C.** 2023. “Marketing” AGEC 481-Beef Management, University of Tennessee, April 4 (30 Participants).
7. **Martinez, C.** 2023. “Beef Budgets” AGEC 481-Beef Management, University of Tennessee, March 30 (30 Participants).
8. **Martinez, C.** 2023. “Financial Budgets” PLSC 470-Professional Practices in the Green Industry, University of Tennessee, February 20 (30 Participants).

2022 (4-presentation; 141 participants)

1. **Martinez, C.** 2022. “Farm Management” AGEC 271-Farm Management, University of Tennessee-Martin, April 5 (30 Participants). *

2. **Martinez, C.** 2022. “World of Risk Management” ANSC 437-Marketing and Grading of Livestock and Meat, Texas A&M University, March 25 (46 Participants). *
3. **Martinez, C.** 2022. “Lamb and Goat Financial Management” AGECE 486-Sheep and Goat Management, University of Tennessee, February 8 (35 Participants).
4. **Martinez, C.** 2022. “Beef Budgets” AGECE 481-Beef Management, University of Tennessee, February 8 (30 Participants).

2021(2-Presentations; 60 participants)

1. **Martinez, C.** 2021 “Family Transition” AREC 444- Agricultural Production and Technology Management, University of Tennessee-Knoxville, November 16 (15 Participants).
2. **Martinez, C.** 2021 “World of Risk Management” ANSC 437-Marketing and Grading of Livestock and Meat, Texas A&M University, November 4 (45 Participants).

2020 (5-presentation; 316 participants)

1. **Martinez, C.** 2020 “World of Risk Management: Futures and Options: Part 2” ANSC 437-Marketing and Grading of Livestock and Meat, Texas A&M University, October 15 (56 Participants). *
2. **Martinez, C.** 2020 “World of Risk Management: Futures and Options: Part 1” ANSC 437-Marketing and Grading of Livestock and Meat, Texas A&M University, October 13 (54 Participants). *
3. **Martinez, C.** 2020 “Farm Management” AGECE 271-Farm Management, University of Tennessee-Martin, September 25 (12 Participants). *
4. **Martinez, C.** 2020 “COVID-19 Implications on Agriculture” ANSC 150 -Global Animal Ag Systems and Society, University of Tennessee-Knoxville, September 1 (97 Participants). *
5. **Martinez, C.** 2020 “Future of Global Agriculture: Financial Implications” ANSC 150 - Global Animal Ag Systems and Society, University of Tennessee-Knoxville, August 31 (97 Participants). *

Professional Conference Presentations (25-Presentations)

*Denotes Undergraduate Student, ** Denotes Graduate Student

1. Hough, C.**, **C. Martinez**, and C. N. Boyer. 2025. “The Effects of Removing Paylean from Production on Hog Carcass Characteristics and Average Lean Percentage” 2025 SAEA Annual Meeting, February 1-4, 2025, Dallas, TX, Southern Agricultural Economics Association.
2. Ghimire, A.**, **C. Martinez**, A. Rihn, and E. Eckelkamp. 2025. “In-store Purchasing Behavior for Value Added Cheese” 2025 SAEA Annual Meeting, February 1-4, 2025, Dallas, TX, Southern Agricultural Economics Association.
3. **Martinez, C.** 2025. “Predicting Seedstock Bull Prices: Does Information Matter?” 2025

- SAEA Annual Meeting-Emerging Scholar Presentation, February 1-4, 2025, Dallas, TX, Southern Agricultural Economics Association.
4. Ray, T., K. DeLong, A. Griffith, **C. Martinez**, and C. Boyer. 2025. "Producer and Consumer Preferences for Hay as a Feedstuff" 2025 SAEA Annual Meeting, February 1-4, 2025, Dallas, TX, Southern Agricultural Economics Association.
 5. **Martinez, C.**, A. Ghimire**, T. Yu, P. Wyatt**, and S. Huseynov. 2025. "Seedstock Bull Buying Behavior" 2025 SAEA Annual Meeting, February 1-4, 2025, Dallas, TX, Southern Agricultural Economics Association.
 6. Ferguson, H.*, **C. Martinez**, E. Mundy*, and S. Huseynov. 2025. "Using Eye-Tracking Patterns to Understand Bull Price Predictions" 2025 SAEA Annual Meeting, February 1-4, 2025, Dallas, TX, Southern Agricultural Economics Association.
 7. Mundy, E.*, **C. Martinez**, M. Culbertson, and T. Rowan. 2025. "Assessment of bull buying behavior using a simulated bull auction" 2025 SAEA Annual Meeting, February 1-4, 2025, Dallas, TX, Southern Agricultural Economics Association.
 8. Koob, B.*, C.N. Boyer, and **C. Martinez**. 2024. "SUR Thing: Analyzing Tennessee Land Cover Dynamics" 2024 SAEA Annual Meeting, February 3-6, 2024, Atlanta, GA, Southern Agricultural Economics Association.
 9. Haley, W.** and **C. Martinez**. 2024. "Determinants of Dairy RP Selection" 2024 SAEA Annual Meeting, February 3-6, 2024, Atlanta, GA, Southern Agricultural Economics Association.
 10. Hough, C.**, **C. Martinez**, C. N. Boyer, and H. Ferguson*. 2024. "Hog Carcass Determinants on Average Lean Percentage Across Marketing Types" 2024 SAEA Annual Meeting, February 3-6, 2024, Atlanta, GA, Southern Agricultural Economics Association.
 11. Hopper, L.**, **C. Martinez**, and C.N. Boyer. 2024 "Changes in Tennessee Land Use" 2024 SAEA Annual Meeting, February 3-6, 2024, Atlanta, GA, Southern Agricultural Economics Association.
 12. Ferguson, H.*, C. Hough, ** **C. Martinez**, and C. N. Boyer. 2024. "Hog Price Distributions in Negotiated and Formula Sales" 2024 SAEA Annual Meeting, February 3-6, 2024, Atlanta, GA, Southern Agricultural Economics Association.
 13. Jones, S.*, C.N. Boyer, and **C. Martinez**. 2024. "Participation and Effectiveness Measures of Dairy Margin Coverage Insurance" 2024 SAEA Annual Meeting, February 3-6, 2024, Atlanta, GA, Southern Agricultural Economics Association.
 14. Barua, S., C.N. Boyer, K. DeLong, A.P. Griffith, and **C. Martinez**. 2024. "Price Risk Management Use Impact on Technical Efficiency for Cattle Producers" 2024 SAEA Annual Meeting, February 3-6, 2024, Atlanta, GA, Southern Agricultural Economics Association.
 15. Boyer, C.N., E. Park, and **C. Martinez**. 2024. "Livestock Risk Protection Loss Ratio Analysis" 2024 SAEA Annual Meeting, February 3-6, 2024, Atlanta, GA, Southern Agricultural Economics Association.
 16. **Martinez, C.**, C.N. Boyer, E. Park, and F. Ramsey. 2024. "Fed Cattle Price Relationships" 2024 SAEA Annual Meeting, February 3-6, 2024, Atlanta, GA, Southern Agricultural Economics Association.
 17. **Martinez, C.**, C. N. Boyer, S. Huseynov, and T. Rowan. 2023. "What information is most used in bull buying: an eye tracking study" 2023 WAEA Annual Meeting, July17-20, Whistler, BC. Western Agricultural Economics Association.
 18. Haley, W.**, **C. Martinez**, and C. Boyer. 2023. "Dairy Revenue Protection Choice Determinants" 2023 WAEA Annual Meeting, July17-20, Whistler, BC. Western

Agricultural Economics Association.

19. **Martinez, C.** 2023. "International Protein Trade" 2023 Mid-South Trade Annual Conference, February 24, 2023, Memphis, TN.
20. **Martinez, C.** 2023. "International Protein Trade" 2023 Mid-South Trade Annual Conference, February 24, 2023, Memphis, TN.
21. **Martinez, C.**, C. N. Boyer, and J. Rhinehart. 2023. "Simulating Returns to Using Sex-sorted Semen in Beef Production" 2023 SAEA Annual Meeting, February 4-8, 2023, Oklahoma City, Oklahoma, Southern Agricultural Economics Association.
22. Ingram, S.** , **C. Martinez**, C.N. Boyer, S. Huseynov, T. Rowan, M. Taylor, and E. Alizada. 2023. "Predicting Seedstock Bull Prices: Does Information Matter?" 2023 SAEA Annual Meeting, February 4-8, 2023, Oklahoma City, Oklahoma, Southern Agricultural Economics Association.
23. Jones, S.* , C.N. Boyer, and **C. Martinez**. 2023. "Price Determinants of Graded Feeder Cattle Sale" 2023 SAEA Annual Meeting, February 4-8, 2023, Oklahoma City, Oklahoma, Southern Agricultural Economics Association.
24. **Martinez, C.**, P. Li, C.N. Boyer, T. E. Yu, S. Ingram**, and J.G. Maples. 2022. "National Slaughter Capacity Utilization." 2022 Annual Meeting, July 31- August 2, 2022, Anaheim, California, American Agricultural Applied Economics Association.
25. **Martinez, C.**, Boyer, C., Maples, J., and J. Benavidez. 2022 "Price Ranges from Fed Cattle Negotiated Cash Sales." 2022 Annual Meeting, June 26-28, 2022, Santa Fe, New Mexico, Western Agricultural Applied Economics Association.
26. Huseynov, S., Taylor, M. R., and **Martinez, C.** 2022. "Farmers and Bakers: The role of Optimism Bias in Price Expectations." 2022 Southern Agricultural Economics Association Annual Meeting, New Orleans Sheraton, February 12-15, 2022
27. **Martinez, C.**, P. Li, C.N. Boyer, T. E. Yu, S. Ingram**, and J.G. Maples. 2022. "Regional Cattle Negotiated Cash Prices Responses to Slaughter Capacity Utilization." 2022 Annual Meeting, June 26-28, 2022, Santa Fe, New Mexico, Western Agricultural Applied Economics Association.
28. **Martinez, C.**, Boyer, C. N., Smith, A., Yu, T. H. E., & Rabinowitz, A. N. 2021. "Impact of CFAP and MFP Payments on Ag Production Loans." 2021 Joint Annual Meeting, August 1-3, 2021, Austin, TX, Agricultural Applied Economics Association and Western Agricultural Economics Association.
29. **Martinez, C.**, Shockley, J., and D. Anderson. 2021. "Evaluating the Impact and Changes in the Wholesale Poultry Market due to COVID-19" 2021 Annual Meeting, February 6-9, 2021, Virtual Conference due to Covid-19, Southern Agricultural Economics Association.
30. Shockley, J. and **C. Martinez**. 2021. "Evaluating the Economic Risk of Using Organic Fertilizer in Row Crop Production." 2021 Annual Meeting, February 6-9, 2021, Virtual Conference due to Covid-19, Southern Agricultural Economics Association.
31. Smith, K., K.L. Lewis, C. Boyer, A. Griffith, K. Jensen, and **C. Martinez**, 2020. "Cow-Calf Producer Preferences for Cattle Genomics and Genetic Testing." Selected Presentation. Agricultural and Applied Economics Annual Meeting. Virtual Conference due to Covid-19. August 10-11, 2020.
32. **Martinez, C.**, C.N. Boyer, and D. Anderson "Brisket Demand: Smokin' Hot! Or Low and Slow?" 2020 Annual Meeting, February 1-4, 2020, Louisville, KY, Southern Agricultural Economics Association.

33. Boyer, C.N., K. Burdine, **C. Martinez**, and J. Rhinehart, 2020. "What do Late Calving Cows Cost?" 2020 Annual Meeting, February 1-4, 2020, Louisville, KY, Southern Agricultural Economics Association.
34. Thayer, A., **C. Martinez**, J. Benavides, and D. Anderson, 2020. "On the Road Again: Potential Regional Price Impacts of ELD Regulation" 2020 Annual Meeting, February 1-4, 2020, Louisville, KY, Southern Agricultural Economics Association.
35. Benavidez, J.R., P. Abello, D. Anderson, **C. Martinez**, and A. Thayer Thayer, A., 2020. "Evaluating Strategies to Drought Proof the Ranch" 2020 Annual Meeting, February 1-4, 2020, Louisville, KY, Southern Agricultural Economics Association.

PUBLICATIONS

Articles Published in Refereed Journals -26

1. Hagan, A.G., K.L. DeLong, A.P. Griffith, C.N. Boyer, **C. Martinez**, K.L. Jensen, and S.M. Schexnayder. 2025. "Feedlot Willingness to Pay for Genomic Tested Feeder Cattle." *Journal of Extension*, 63(3): 1-9.
2. **Martinez, C.C.**, Park, E., Ramsey, A., and C. Boyer, C.N. 2025. "Formula and Cash-Negotiated Fed Cattle Price Relationships." *Journal of Agricultural and Resource Economics*, 50(1), pp.62-74.
3. Huseynov, S., C.N. Boyer, **C.C. Martinez**, K.L. DeLong, and A.P. Griffith. 2025. "The Role of Recency Bias and Price Salience in Insurance Take-Up Decision." *Journal of Agricultural and Resource Economics*, 50(1), pp.21-38.
4. Boyer, C.N., K.L. DeLong, A. P. Griffith., and **C.C. Martinez**. 2024. "Factors Influencing United States Cattle Producers Use of Livestock Risk Protection." *Agricultural Economics*, <https://doi.org/10.1111/agec.12838>
5. Haley, W.*, W.H. Duncan, C.N. Boyer, and **C. Martinez**. 2023. "In-Person vs. Online Bidding: Impacts on Female Cattle Prices." *Applied Animal Science*, 39(6), 520-524
6. Boyer, C.N., E. Park, A.P. Griffith, K.L. DeLong, and **C.C. Martinez**. "Subsidy Rate Impact on Livestock Risk Protection Purchases." *Agricultural Finance Agricultural Finance Review*, 83(4/5), 720-733.
7. Sheldon, K., A. Shekoofa, A. McClure, S.A. Smith, **C. Martinez**, and N. Bellaloui. "Improving irrigation and corn yield while saving water: Implementing the use of soil water sensors and variable rate technology" *Agrosystems, Geosciences & Environment*, 6(4), e20449.
8. Ingram, S.*, **Martinez, C.C.**, Boyer, C.N., Huseynov, S., Rowan, T.N., Taylor, M.R. and Alizada, E., 2023. "Predicting Seedstock Bull Prices: Does Information Matter?" *Journal of Agricultural and Applied Economics*, pp.1-17.
9. Jones, S.**, Ferguson, H.A.**, Mayfield, B.T.**, Boyer, C.N. and **Martinez, C.C.**, 2023. "Price determinants of a graded feeder cattle sale." *Applied Animal Science*, 39(3), pp.156-160.
10. DeLong, K.L., Jensen, K., Griffith, A.P., Boyer, C., and **C. Martinez**. 2023. "Feeder Cattle Genomic Tests: Analyzing Cattle Producer Adoption Decisions." *Journal of the Agricultural and Applied Economics Association*.1–16. <https://doi.org/10.1002/jaa2.61>

11. Muhammad, A., **Martinez, C.**, and A. Lawani. 2023. "Why Are Eggs so Expensive? Understanding the Recent Spike in Egg Prices." *Choices*. Quarter 2. Available Online: <https://www.choicesmagazine.org/choices-magazine/submitted-articles/the-impacts-of-futures-markets-on-commodity-prices-instability/why-are-eggs-so-expensive-understanding-the-recent-spike-in-egg-prices>
12. Key, C., Boyer, C., **Martinez, C.**, and K. Mason. 2023. "Optimal Stocker Production Strategies for Spring and Fall Calving Cow Herd." *Journal of Agricultural and Applied Economics*, 1-15. <https://doi.org/10.1017/aae.2023.6>
13. **Martinez, C.C.**, Maples, J.G. and R. Dudensing. 2023. "Exploring the Specific Stressors Faced by Cattle Producers" *Choices*. Quarter 1. Available Online: <https://www.choicesmagazine.org/choices-magazine/theme-articles/farm-stress/exploring-the-specific-stressors-faced-by-cattle-producers>
14. **Martinez, C.**, Li, P., Boyer, C. N., Yu, T. E., and J. Maples. 2023. "Beef price spread relationship with processing capacity utilization." *Journal of the Agricultural and Applied Economics Association*, 2(1), 133-145. <https://doi.org/10.1002/jaa2.48>
15. Boyer, C. N., Lambert, D. M., **Martinez, C. C.**, and J. Maples. 2023. "Beef and pork processing plant labor costs." *Agribusiness*. <https://doi.org/10.1002/agr.21804>
16. **Martinez, C.**, Boyer, C.N., Yu, T.H., Smith, S.A. and A. Rabinowitz. 2023. Ad hoc government payments impact on non-real estate farm debt. *Agricultural Finance Review*, Vol. 83 No. 1, pp. 83-95. <https://doi.org/10.1108/AFR-09-2021-0129>
17. Boyer, C.N., **Martinez, C.C.**, Maples, J.G. and J. Benavidez. 2022. "Price ranges from fed cattle negotiated cash sales." *Applied Economic Perspectives and Policy* 1–13. <https://doi.org/10.1002/aepp.13296>
18. Smith, K.V., DeLong, K.L., Griffith, A.P., Boyer, C.N., **Martinez, C.C.**, and K. Jensen. 2022. "Cow-Calf Producer Preferences for Bull Genomic-Enhanced Expected Progeny Differences". *Journal of Agricultural and Resource Economics*. <https://doi.org/10.22004/ag.econ.322848>
19. **Martinez, C.**, Boyer, C.N., Anderson, D.P., 2022. "Price Determinants of Graded Brisket". *Meat and Muscle Biology*, 6(1): 13874, 1–7. <https://doi.org/10.22175/mmb.13874>
20. **Martinez, C.**, Smith, S.A., Mark, T., and Goeringer, P. 2022. "Challenges with Developing an Extension Program for Markets Evolving under an Uncertain Framework: Lessons from Program Development for Carbon and Hemp Markets." *Applied Economic Teaching Resources* 4(3) <https://doi.org/10.22004/ag.econ.323986>
21. Thompson, T., Boyer, **Martinez, C.**, Rowan, T., and J. Rhinehart. 2022. "Valuation of Genomic-Enhanced Expected Progeny Differences in Bull Purchasing." *Journal of Agricultural and Applied Economics*, 54(4), 713-722. <https://doi.org/10.1017/aae.2022.36>
22. **Martinez, C.**, Maples, J. G., and Benavidez, J. 2021. "Beef Cattle Markets and COVID-19." *Applied Economic Perspectives and Policy*, 43(1), 304-314.
23. Smith, K., DeLong, K., Griffith, A., Boyer, C., **Martinez, C.**, Schexnayder, S., and R. Trout Fryxell. 2021. "Costs of horn fly (Diptera: muscidae) control for cow-calf producers in Tennessee and Texas, 2016." *Journal of Economic Entomology*, Volume 115, Issue 1, February 2022, Pages 371–380, <https://doi.org/10.1093/jee/toab239>
24. **Martinez, C.**, Boyer, C., and Burdine, K. 2021. "Price Determinants for Feeder Cattle in Tennessee." *Journal of Agricultural and Applied Economics*, 53(4), 552-562. <https://doi.org/10.1017/aae.2021.24>

25. Boyer, C.N., K. Burdine, J. Rhinehart, **C. Martinez**. 2020. "Replacing Late Calving Beef Cows to Shorten Calving Season". *Journal of Agricultural and Resource Economics*, 46(2), 228-241. <https://doi.org/10.22004/ag.econ.304773>
26. **Martinez, C. C.**, and T. J. Machado. 2016. "Consumer evaluation of cold smoked fat in beef sausages." *International Food Research Journal* 23.4:1782.[LINK](#)

Articles in Review

1. Huseynov, S., Taylor, M. R., and **C. Martinez**. "Optimistic Price Expectations" Submitted to *Games and Economic Behavior*
2. Haley, W., **C. Martinez**, C. Boyer, and E. Eckelkamp. 2025. "Dairy RP Determinants" Submitted to *Journal of Extension*
3. Koob, B., C.N. Boyer, and **C. Martinez**. "Analyzing Tennessee Land Cover Dynamics" Submitted to Submitted to *Journal of Extension (August 2025)*
4. Hough, C.** , **C. Martinez**, and C. N. Boyer. "The Effects of Removing Paylean from Production on Hog Carcass Characteristics and Average Lean Percentage" Submitted to *Meat and Muscle Biology (July 2025)*

Peer Reviewed Extension, University, and Other Publications. 51 Publications

1. **Martinez, C.**, and P. Wyatt**. "[The Impact of Tyson's Closure on Beef Slaughter Capacity Utilization.](#)" *Southern Ag Today* 5(49.2). December 2, 2025. [Permalink](#)
2. **Martinez, C.**, P. Wyatt**, and E.Mundy.* "[A Check in on the Beef Cutout.](#)" *Southern Ag Today* 5(42.2). October 14, 2025. [Permalink](#)
3. Anderson, D., and **C. Martinez**. "[Productivity In Cattle, Hogs, and Lambs.](#)" *Southern Ag Today* 5(37.2). September 9, 2025. [Permalink](#)
4. **Martinez, C.** and P. Wyatt**. "Current Non-Real Estate Farm Debt for Quarter 1 of 2025." *Southern Ag Today* 5(36.1). September 1, 2025.
5. Mundy, E*, **C. Martinez**, and C. Boyer. 2025. "Dairy Semen Market Trends." *Southern Ag Today* 5(32.2). August 5, 2025.
6. Anderson, D., K. Burdine, A. Griffith, **C. Martinez**, H. Baker, J. Mitchell, J. Maples, and W. Secor. 2025 "Thoughts on Two Big Cattle Reports" *Southern Ag Today*. July 29, 2025.
7. Wyatt, P**. and **C. Martinez**. "Beef x Dairy Placements." *Southern Ag Today* 5(29.2). July 15, 2025.
8. **Martinez, C.**, C. Boyer, and P. Wyatt**. 2025 "Beef Slaughter Capacity Utilization." *Southern Ag Today* 5(20.1). July,1 2025.
9. **Martinez, C.**, and P. Wyatt**. 2025 "Current Non-Real Estate Farm Debt." *Southern Ag Today* 5(20.1). May 12, 2025.
10. Muhammad, A., **C. Martinez**, and M. Hossen. 2025. "[Market Showdown: U.S. Beef Faces New Challenges in Japan Amid Brazilian Reentry.](#)" *Southern Ag Today* 5(10.4). March 6, 2025.
11. Anderson, D. and **C. Martinez**. 2024 "Dairy Rollercoaster" *Southern Ag Today*. December 17, 2024.

12. **Martinez, C.**, B. Pedreira, K. Mason, D. Bilderback, and D. McIntosh. 2024 “Buying Hay vs Raising Hay for Beef Producers” University of Tennessee Extension Publication W.
13. **Martinez, C.**, C. Boyer, E. Park, and A. F. Ramsey. “[The Relationship Between Formula and Negotiated Cash Fed Cattle Prices.](#)” *Southern Ag Today* 4(34.2). August 20, 2024.
14. **Martinez, C.**, and K. Ferguson. 2024. “[Estate Transition Planning.](#)” *Southern Ag Today* 4(27.3). July 3, 2024.
15. **Martinez, C.** 2024. “[Heifers on Feed and Feedlot Demographics.](#)” *Southern Ag Today* 4(9.2). February 27, 2024.
16. Haley, W.** , **C. Martinez**, and C. Boyer. 2024. “Dairy Revenue Protection Historical Performance for Component Price” *Southern Ag Today*, February 21, 2024. ([LINK](#))
17. Haley, W.** , **C. Martinez**, and C. Boyer. 2023. “Dairy Revenue Protection Historical Performance for Class Price” *Southern Ag Today*, October 4, 2023. ([LINK](#))
18. Griffith, A.P., Smith, K., DeLong, K.L., Boyer, C.N., **Martinez, C.C.**, Schexnayder, S., and R. Trout Fryxell. 2023. " Costs of Horn Fly Control for Cow-Calf Producers in Tennessee and Texas” University of Tennessee Extension Publication W1189. [LINK](#)
19. **Martinez, C.** “A Check-in on Boxed Beef Cutout Value.” *Southern Ag Today* 3(36.2). September 5, 2023. [Permalink](#)
20. Griffith, A.P., DeLong, K.L., Boyer, C.N., **Martinez, C.C.**, and K. Jensen. 2023. " Feeder cattle genomic tests: analyzing cattle producer adoption decisions” University of Tennessee Extension Publication W1183. [LINK](#)
21. Boyer, C., **C. Martinez**, E. Park, A.P. Griffith, and K. DeLong. “[Uptick in Livestock Risk Protection for Fed Cattle.](#)” *Southern Ag Today* 3(25.2). June 20, 2023. [Permalink](#)
22. Boyer, C., **C. Martinez**, E. Park, A.P. Griffith, and K. DeLong. “[Uptick in Livestock Risk Protection for Feeder Cattle.](#)” *Southern Ag Today* 3(24.2). June 13, 2023. [Permalink](#)
23. **Martinez, C.** “Current Non-Real Estate Farm Debt.” *Southern Ag Today* 3(23.3). June 7, 2023. [Permalink](#)
24. **Martinez, C.**, P. Li, C.N. Boyer, T. Edward Yu, and J. Maples. “[Beef Price Spread Relationship with Processing Capacity Utilization.](#)” *Southern Ag Today* 3(10.2). March 7, 2023.
25. Ingram, S.** , **C. Martinez**, C.N. Boyer, S. A. Smith, and W. Regmund. 2023. “Cattle crush spread: a hedging technique and retainment decision aid tool” University of Tennessee Extension Publication W1155. [LINK](#)
26. **Martinez, C.**, T. Rowan, and J. Rhinehart. “[Managing for Foundation Traits in Beef Cows.](#)” *Southern Ag Today* 3(2.3). January 11, 2023.
27. **Martinez, C.**, and H. Ferguson*. “[Current Non-Real Estate Farm Debt.](#)” *Southern Ag Today* 2(49.3). November 30, 2022.
28. **Martinez, C.** “[Growth in Forward Delivery Beef Sales](#)“. *Southern Ag Today* 2(43.2). October 18, 2022.
29. **Martinez, C.** and H. Ferguson*. “[Current Non-Real Estate Farm Debt](#)“. *Southern Ag Today* 2(30.3). July 20, 2022.
30. **Martinez, C.** “[Between a Rock and a Dry Place: Culling Decisions](#)“. *Southern Ag Today* 2(30.2). July 19, 2022.
31. **Martinez, C.** “[Should Feeder Calves be PI Tested?](#)”. *Southern Ag Today* 2(19.2). May 3, 2022.

32. Rowan, T., **C. Martinez**, and J. Rhinehart, and K. Burdine. 2022. "Genetic Selection Tools for Foundation Traits in Beef Cows." University of Tennessee Extension Publication W1050. [LINK](#)
33. Duncan, W.H., S.A. Smith, C. Narayanan, and **C. Martinez**. 2022. "Estimating Costs for Grain Storage: Bag and Bins" University of Tennessee Extension Publication W1060 [LINK](#)
34. **Martinez, C.**, Boyer, C., Ingram, S.***, Ferguson, H.*, and Burdine, K. 2021. "Lot Size Effects When Selling Feeder Cattle" University of Tennessee Extension Publication W1037 [LINK](#)
35. Smith, S.A., **Martinez, C.**, Williams, H., and E. Bennett. 2021. "Borrowing Considerations for Beginning Farmers: An Introduction to Lending" University of Tennessee Extension Publication W1036 [LINK](#)
36. Muhammad, A., A. Griffith, **C. Martinez**, and J. Thompson. 2021. "Safeguard Measures and U.S. Beef Exports to Japan." University of Tennessee Extension Publication W1023. [LINK](#)
37. **Martinez, C.**, D. Bilderback, E. Eckelkamp, H. Pepper, and T. Cross. 2021. "Dairy Nonfeed Income and Expense Benchmarks." University of Tennessee Extension Publication W979. [LINK](#)
38. **Martinez, C.**, D. Bilderback, E. Eckelkamp, H. Pepper, and T. Cross. 2021. "Dairy Feed Benchmarks." University of Tennessee Extension Publication W980. [LINK](#)
39. **Martinez, C.**, D. Bilderback, E. Eckelkamp, H. Pepper, and T. Cross. 2021. "Dairy Balance Sheet and Profitability Benchmarks." University of Tennessee Extension Publication W981. [LINK](#)
40. **Martinez, C.**, C.N. Boyer, J. Rhinehart, and K. Burdine. 2021. "Replacing Late Calving Beef Cows to Shorten Calving Season." University of Tennessee Extension Publication W996. [LINK](#)
41. **Martinez, C.**, L. Humpal, J. Howell Starnes, and M. Wilcox, 2020. "The Family Discussion" University of Tennessee Extension Publication SP 822-B.
42. **Martinez, C.**, 2020. "To Cut or Not to Cut? Price Comparisons of Bulls and Steers in Tennessee" University of Tennessee Extension Publication W901. [LINK](#)
43. **Martinez, C.**, 2020. "A Fact Sheet of Title II of the Cares Act: "Assistance for American Workers, Families and Businesses." University of Tennessee Extension Publication D67. [LINK](#)
44. Eckelkamp, E., S.A. Smith, **C. Martinez** and S. Upendram. 2020. "Coronavirus Food Assistance Program: Dairy Industry" University of Tennessee Extension Publication D123.
45. Upendram, S., **C. Martinez**, and S. Smith, 2020. "Paycheck Program Protection." University of Tennessee Extension Publication D65-B.
46. Upendram, S., **C. Martinez**, and S. Smith, 2020. "Paycheck Program Protection." University of Tennessee Extension Publication D65-A.
47. **Martinez, C.**, and A.P. Griffith, 2020. "Tennessee Cattle Marketing Influenced by COVID-19" University of Tennessee Extension Publication W909. [LINK](#)
48. Griffith, A.P. and **C. Martinez**, 2020. "Tennessee Slaughter Cow Market During COVID-19" University of Tennessee Extension Publication W918. [LINK](#)
49. Griffith, A.P. and **C. Martinez**, 2020. "Tennessee feeder Cattle Prices Influenced by COVID-19" University of Tennessee Extension Publication W914. [LINK](#)

50. Boyer, C.N., **C. Martinez**, and D. Hughes, 2020. “National Beef cattle Slaughter Marketing Margins” University of Tennessee Extension Publication W939. [LINK](#)
51. English, B., R.J. Menard, S.A. Smith, A.P. Griffith, **C. Martinez**, and K. Jensen, 2020. “Estimated Economic Impacts of the COVID-19 Virus on Tennessee Beef Cattle Producers” University of Tennessee Extension Publication AREC COVID RR04. [LINK](#)

Articles published in popular press-24

1. **Martinez, C.** and T. Rowan. 2026. “Getting on the same page: Helping bull buyers and sellers understand each other” Progressive Cattleman, February 2026
2. **Martinez, C.**, 2025. “Market Outlook” Sheep Industry Magazine, October 2025
3. **Martinez, C.**, 2025. “Market Outlook” Sheep Industry Magazine, July 2025
4. **Martinez, C.**, 2025. “Market Outlook” Sheep Industry Magazine, April 2025
5. **Martinez, C.**, 2025. “Market Outlook” Sheep Industry Magazine, January 2025
6. **Martinez, C.**, 2024. “Snapshot of the Beef Supply Chain” Tennessee Cattleman’s Magazine, October 2024
7. **Martinez, C.**, 2024. “Market Outlook” Sheep Industry Magazine, October 2024
8. **Martinez, C.**, 2024. “Market Outlook” Sheep Industry Magazine, July 2024
9. Allen, L. and **C. Martinez**. 2024.” Navigating the Mid-Year Economic Turn”. July. The Gulf Coast Cattleman Magazine [LINK](#)
10. **Martinez, C.**, 2024. “Market Outlook” Sheep Industry Magazine, April 2024
11. **Martinez, C.**, 2024. “Market Outlook” Sheep Industry Magazine, January 2024
12. **Martinez, C.**, 2023. “Market Outlook” Sheep Industry Magazine, November 2023
13. **Martinez, C.**, 2023. “Market Outlook” Sheep Industry Magazine, August 2023
14. **Martinez, C.**, 2023. “Market Outlook” Sheep Industry Magazine, May 2023
15. **Martinez, C.**, 2023. “Market Outlook” Sheep Industry Magazine, January 2023
16. **Martinez, C.**, Boyer, C., Rhinehart, J., Burdine, K. 2021. “Does “PI” Pay?” Tennessee Cattle Business, December 2021.
17. **Martinez, C.** and A. Muhammad. 2021. “Safeguard Measures and U.S. Beef Exports to Japan.” Southern Livestock Standard Magazine, October, www.southernlivestock.com
18. **Martinez, C.**, J.G. Maples, and D. Bullock. 2021. “Genetics Tools enhance Profitability and Improve Sustainability While Meeting Consumer Demands” April, National Cattlemen’s Beef Association- National Cattlemen Magazine [LINK](#)
19. Allen, L. and **C. Martinez**. 2021.” Optimistic Cattle Market for 2021”. January. The Gulf Coast Cattleman Magazine [LINK](#)
20. **Martinez, C.**, J.G. Maples, and J Benavidez. 2020. “The Impact of COVID-19 in the Grocery Stores’ Meat Fridges” October. www.aaea.org [LINK](#)
21. **Martinez, C.**, J.G. Maples, and J Benavidez. 2020. “Economists Explore COVID-19 on Beef Prices”. October. www.Farmprogress.com [LINK](#)
22. Smith, S.A., and **C. Martinez**. 2020. “Cotton Prices, COVID-19 and Stock Market Closely Related”. March. www.Farmprogress.com [LINK](#)
23. **Martinez, C.**, 2020. “Resistant weeds thwart Mid-South Soybean Profits”. March. www.Farmprogress.com [LINK](#)
24. **Martinez, C.**, 2020. “Is DNA worth the cost?” February. www.SouthernLivestock.com

Books and Book Chapters

1. McCalmon, A., Y. Zhao, **C. Martinez**, and E. Eckelkamp. 2024. "Impact of parity and days in milk on fetch cow status in AMS." *2nd U.S. Precision Livestock Farming Conference*, Zhao, Y., D. Break and, and H. Gan, MDPI AG, Available at [LINK](#)
2. Anderson, D., **Martinez C.**, and J. Benavidez. 2021. "Implications of Fed Cattle Pricing Changes on the Cow-Calf Sectors." In *The U.S. Beef Supply Chain: Issues and Challenges*, Fischer, B.L., Outlaw, J.L., and D.P. Anderson (Eds.), The Agricultural and Food Policy Center, Texas A&M University. Available at: <https://www.afpc.tamu.edu/research/publications/710/cattle.pdf>

Other Publications

1. 2026 Economic Report to the Governor
2. 2025 Economic Report to the Governor
3. 2024 Economic Report to the Governor
4. Anderson, D. and **C. Martinez**. 2021. "Implications of Fed Cattle Pricing Changes on the Cow-Calf Sectors." Congressional Report.

Unpublished Reports

1. Impact of adverse weather for winter 2018-2019 on livestock agriculture in the TexasGulf Coast. Data prepared for Loy Sneary for congressional staff. February 2019

GRANTS/FUNDING

Grant Summary

Status	Total Proposals	Total Funding	Departmental Funding (AREC)
Completed	7	\$671,251	\$671,251
In Progress	8	\$32,589,166.5	\$2,936,271.5

*AREC stands for Department of Agricultural and Resource Economics

(i) Completed

1. **Martinez, C.** (PI), C. Boyer, and H. Wright. "Farm and Forest Preservation Project." Tennessee Department of Finance and Administration. Amount: \$175,000. AREC Amount: \$175,000
2. Smith, S.A. (Lead PI), and **C. Martinez (PI)** "Assisting Tennessee Producers with Navigating FSA Programs in 2021-22: CFAP-2, ARC/ PLC, LFP, and NAP" USDA - Farm Service Agency (FSA), \$75,147 (Department of Agricultural and Resource Economics \$75,147)
3. Boyer, C. (Lead PI), **Martinez C. (PI)**, Lusk, J. (PI), Ma, M. (PI), and J. Maples (PI) "Livestock and Meat Supply Chain Resilience and Constraints" USDA-Office of the Chief

- Economist, \$233,330 (Department of Agricultural and Resource Economics \$131,565)
4. Hughes, D. (Lead-PI), **Martinez, C. (PI)**, Schrick, N. (PI), and D. Loveday (PI) “Feasibility Assessment for a Meat Processing Plant”, Eastern Band of Cherokee Indians, \$80,533 (Department of Agricultural and Resource Economics \$80,533)
 5. Smith, S.A. (Lead PI), and **C. Martinez (PI)** “Economics of Grain Bag Storage Systems: Educating Mississippi Delta Grain Producers on Production, Marketing, and Financial Risks” USDA - National Institute of Food and Agriculture (NIFA), \$27,600 (Department of Agricultural and Resource Economics \$27,600)
 6. Smith, S.A. (Lead PI), **C. Martinez (PI)**, and I. Cui (PI). “Managing Production, Financial, and Marketing Risks: Producer Education on Contract Development and Crop Insurance Decisions in Industrial Hemp Production” USDA - National Institute of Food and Agriculture (NIFA), \$60,869 (Department of Agricultural and Resource Economics \$60,869)
 7. Smith, S.A. (Lead PI), **C. Martinez (PI)**, and R. Painter (PI) “Corn Demand for Distillers in Tennessee” Tennessee Corn Promotion Board (TCPB), \$18,772 (Department of Agricultural and Resource Economics \$18,772)

(ii) Funded and In Progress

1. **Martinez, C. (PI)**, C. Boyer, J. Maples, and E. Park. “Understanding Beef x Dairy (BxD) Market Structure” USDA-AMS Cooperative Agreement. Amount: \$167,450. TAMUK Amount: \$148,000
2. **Martinez, C. (PI)**, C. Boyer, A. Smith and D. Hodges. “Tennessee Agricultural Enhancement Program Evaluation.” Tennessee Department of Finance and Administration. Amount: \$193,147. AREC Amount: \$108,046
3. **Martinez, C. (PI)**, and A.L. Rihn. “Galvanic Skin Response Sensor to Identify Stressors in Behavioral Economics.” UTIA - RIGs, 2022 - 2023. Amount: \$35,417.50. AREC amount: \$35,417.50.
4. L. Eckelkamp, S. Stearns, W. Pepper, S. Jean-Philippe, **C. Martinez (PI)**, C. Stephens, H. Wright, D. Bilderback, S. Upendram, K. Ferguson, A. Rihn, R. Holland, M. Bruch Leffew, M. Childs, J. Lim, C. Sneed, T. Woods, S. Zhao, E. Spencer, K. Burdine, J. Pierce, S. Ward, A. Weaver, B. Whitmire, C. Hollifield, N. Wolf, H.H. Barlow, J. Hickerson, B. Lackey. "Southeast Dairy Business Innovation Initiative." USDA – AMS. 9/30/2022 - 9/29/2026. Amount: \$18,729,500. (Department of Agricultural and Resource Economics \$1,026,990)
5. Griffith, A. (Lead PI), Boyer, C. (PI), **Martinez C. (PI)**, DeLong, K. (PI), and J. Walton (PI). “Factors Influencing Valuation of Hay to Improve Price Discovery and Transparency” USDA - AMS - Agricultural Marketing Service, \$249,581 (Department of Agricultural and Resource Economics \$249,581)
6. Boyer, C. (Lead PI), **Martinez C. (PI)**, DeLong, K. (PI), and A. Griffith (PI). “Sustaining Small and Medium Cattle Producers by Evaluating and Developing Innovative Price Risk Management Tools” USDA National Institute of Food and Agriculture (NIFA), \$650,000 (Department of Agricultural and Resource Economics \$650,000)
7. Eckelkamp, E. (Lead PI), S. Stearns (I), W. Pepper (PI), S. Jean-Philippe (PI), **Charles Martinez (PI)**, C. Stephens (PI), J. Shanks (I), H. Wright (I), D. Bilderback (I), S. Upendram (I), K. Ferguson (I), K. Jensen (I), A. Rihn (I), R. Holland (I), M. Leffew (I), M. Childs (I), J. Lim (I), C. Sneed (I), T. Woods (PI), S. Zhao (I), E. Spencer (I), K. Burdine (PI), J. Pierce (I), S. Ward (PI), A. Weaver (PI), N. Wolf (I), C. Hollifield (I), B. Whitmire

- (PI), J. Hickerson (PI), H. H. Barlow (I), and B. Lackey (I). "Southeast Dairy Business Innovation Initiative" USDA Agricultural Marketing Service, \$6,133,333. (Department of Agricultural and Resource Economics \$399,613)
8. Pepper, W.(Lead-PI), C. Stephens (PI), S. Upendram (PI), D. Hughes (PI), **C. Martinez (PI)**, K. Jensen (I), L. Eckelkamp (PI), R. Holland(I), P. Dugger (I), M. Leffew (I), D. Bilderback (I), H. Wright (I), C. Sneed (I), N. Miller (I), M. Morgan (I), and K. Ferguson (I), "Dairy Business Innovation Initiatives" USDA- Agricultural Marketing Service (AMS), \$6,109,487 (Department of Agricultural and Resource Economics \$180,184)

Other Creative Activity

1. **Martinez, C.**, 2026. "Weekly Livestock Market Update." Brownfield News
 - a. This is a national televised show on RFDTV, podcasts, the largest ag radio station, and [YouTube](#).
2. **Martinez, C.**, 2026. "Agriculture of America": Reoccurring guest
3. **Martinez, C.**, 2025. "Farmland Loss- Dr. Charley Martinez". Rural Strong Podcast
4. **Martinez, C.**, 2025. "Episode 50 - Bull Buyers and EPDs - Dr. Charley Martinez". Red Angus Remarks-American Red Angus Association Podcast.
<https://redangusremarks.podbean.com/e/episode-50-bull-buyers-and-epds-dr-charley-martinez/>
5. **Martinez, C.**, 2024. "Bull Buying with Charley Martinez". Progressive Cattle Podcast.
<https://pod.co/progressive-cattle-podcast>
6. **Martinez, C.**, 2024. "Eye Tracking and Bull Buying Preferences". The Black Hereford Chronicles. <https://hislashcattle.podbean.com/>
7. **Martinez, C.** 2023. "Farmland Conversion in Tennessee". Root of the Matter Podcast.
<https://tnfarmbureau.org/root-of-the-matter>
8. **Martinez, C.**, and T. Rowan. 2023. "Eye Tracking in Research". Brands and Barbed Wire Podcast. <https://brandsandbarbedwire.com/>
9. **Martinez, C.**, A. Muhammad, and S.A. Smith, 2022. "What does the recent events in Europe mean for our markets?". Video. [LINK](#)
10. **Martinez, C.**, A.P. Griffith, D.P. Anderson, J. Shockley, K. Burdine, J. Benavidez, and J.G. Maples, 2021. "Meat Market Minutes" Reoccurring Videos. [LINK](#)
11. **Martinez, C.**, A.P. Griffith, and S.A. Smith, 2020. "Crops, Cattle, Charley". Reoccurring Videos. [LINK](#)

SERVICE ACTIVITIES

2024-2026 UTIA AG Day Committee

Chair- 2024

Rio Grande Livestock Show and Rodeo

- Active on the Veterinarian Committee (2014-present). Volunteer in collecting samples onchampions in all market shows. Also assist with emergency

situations that arise throughout the duration of the show and rodeo.

SAEA,

Member (2015-Present)

Three Minute Thesis Judge, 2021-2022, 2024, 2026

Thesis Committee, 2023-2026

JAAE Reviewer

AAEA,

Member

Southern Economics Extension Committee,

Fall Outlook Conference Coordinator (2023-present)

AFFILIATED GROUPS

- Southern Agricultural Economics Association
- National Cattlemen's and Beef Association
- Texas & Southwestern Cattle Raisers Association
- Agricultural and Applied Economics Association
- National Cattlemen's Beef Association
- Texas Junior Simmental/Simbrah Association
- American Simmental Association

HONORS AND AWARDS

- UTIA- Ann and Bill Hicks Outstanding New Extension Worker Award- 2025
- SAEA-Emerging Scholar Award-2025
- UTIA-TAAA&S Early Career Award-2023
- UTIA- J.E. Moss Achievement Extension Award-2023
- 2013-2014 Dick and Mary Lewis Kleberg College of Agriculture, Natural Resources and Human Sciences Student of the Year (Ranch Management)
- Sloan "Mentoring for Success in Research and Leadership" Fellow, 2013.
- 11th Overall Individual at the 2012 Collegiate American Royal Meat Judging Contest, Kansas City, MO