

# Brandon R. McFadden, PhD

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## Academic Appointments

University of Arkansas (August 2022 to Present)

*Professor and Tyson Endowed Chair in Food Policy Economics*  
Department of Agricultural Economics & Agribusiness

University of Delaware (August 2021 to August 2022)

*Associate Professor*  
Department of Applied Economics and Statistics

University of Delaware (August 2018 to August 2021)

*Assistant Professor*  
Department of Applied Economics and Statistics

University of Florida (April 2014 to August 2018)

*Assistant Professor*  
Food and Resource Economics Department

## Educational Background

Oklahoma State University (March 2014)

*Doctor of Philosophy in Agricultural Economics and Minor in Statistics*  
Advisor: Dr. Jayson L. Lusk

University of Arkansas (December 2009)

*Master of Science in Agricultural Economics*  
Advisor: Dr. Bruce L. Dixon

University of Arkansas Fort Smith (December 2007)

*Bachelor of Science in Marketing*  
Advisor: Dr. Latisha Settlege

## Teaching Experience

University of Arkansas

AGEC 5303 Agricultural Marketing Theory (Fall 2023)

University of Delaware

APEC 212 Retailing & Consumer Behavior (Spring 2019-2022)

APEC 430 Establishing & Managing a Food & Agribusiness Enterprise  
(Fall 2018-2022)  
APEC 867 Preferences & Choices (Spring 2020-2022)

University of Florida

AEB 3300 Agricultural & Food Marketing (Fall 2014-2017 & Spring 2015-2018)  
AEB 3935 Food and Resource Economics Seminar (Fall 2015)  
AEB 4325 Contemporary Issues in Agribusiness (Fall 2014-2017 & Spring 2015-2018)

Oklahoma State University

AGEC 3213 Quantitative Methods (Fall 2012 & Spring 2013)

University of Arkansas

AGEC 1103 Principles of Agricultural Microeconomics (Spring 2010)  
AGEC 2403 Quantitative Methods (Spring 2010)

Coding Key for Journal Articles, Working Papers, Book Chapter, Data Visualization, and Outreach Articles

Senior/principal author = Underline

Self = bold

Undergraduate Student Author = <sup>u</sup>

Graduate Student Author = <sup>g</sup>

**Journal Articles (N=51)**

**McFadden, B.R.**, Lusk, J.L., Pollack, A.<sup>g</sup>, Rumble, J.N., Stofer, K.A., and Folta, K.M. 2023. A randomized group approach to identifying label effects. *Journal of Choice Modelling*, 48, p.100435. ([Link](#))

Stofer, K., Turner, S.<sup>g</sup>, Rumble, J.N., **McFadden, B.R.**, Folta, K., Jeevan, A.<sup>u</sup>, Ouncap, T.<sup>u</sup>, Hecht, K., Cummins, C.<sup>u</sup>, and Thiel, R.<sup>g</sup> 2023. US adult viewers of information treatments express overall positive views but some concerns about gene editing technology. *Journal of Science Communication*, 22(4), p.A02. ([Link](#))

Neuhofer, Z.<sup>g</sup>, **McFadden, B.R.**, Rihn, A., Wei, X., and Khachatryan, H. 2023. Association between Visual Attention to Nutrition Priming and

Subsequent Beverage Choice. *Food Quality and Preference*, 104, p.104721. ([Link](#))

DeMuth, B.<sup>9</sup>, [Malone, T.](#), **McFadden, B.R.**, and Wolf, C.A. 2023. Choice effects associated with banning the word “meat” on alternative protein labels. *Applied Economic Perspectives and Policy*, 45(1), pp.128-144. ([Link](#))

Staples, A.J.<sup>9</sup>, Malone, T. and [McFadden, B.R.](#). 2022. CBD and THC: Who Buys It, and Why?. *Journal of Food Distribution Research*, 53(3). ([Link](#))

**McFadden, B.R.** 2022. Standards of Identity and Imitation Milk Labeling. *Journal of the Agricultural and Applied Economics Association*, 1(4). ([Link](#))

Langer, M.L.<sup>9</sup>, [Davidson, K.A.](#), **McFadden, B.R.** and Messer, K.D, 2022. Peer feedback can decrease consumers’ willingness to pay for food: Evidence from a field experiment. *Appetite*, 178, p.106162. ([Link](#))

Bass, D.A.<sup>9</sup>, **McFadden, B.R.**, Costanigro, M. and Messer, K.D, 2022. Implicit and explicit biases for recycled water and tap water. *Water Resources Research*, 58(6), e2021WR030712. ([Link](#))

**McFadden, B.R.**, Messer, K.D. and Ferraro, P.J., 2022. Private costs of carbon emissions abatement by limiting beef consumption and vehicle use in the United States. *PLOS ONE*, 17(1), p.e0261372. ([Link](#))

Thiel, R.<sup>9</sup>, [Rumble, J.N.](#), **McFadden, B.R.**, Stofer, K.A. and Folta, K.M., 2022. Impact of teaching methods on learner preferences and knowledge gained when informing adults about gene editing. *Advancements in Agricultural Development*, 3(1), pp.70-86. ([Link](#))

[Robertson, C.](#), Scheitrum, D., Schaefer, K.A., Malone, T., **McFadden, B.R.**, Ferraro, P. and Messer, K., 2021. Paying Americans to take the vaccine - Would it help or backfire? *Journal of Law and the Biosciences*, 8(2), p.ISAB027. ([Link](#))

Bass, D.A.<sup>9</sup>, **McFadden, B.R.** and Messer, K.D., 2021. A case for measuring negative willingness to pay for consumer goods. *Food Policy*, 104, p.102126. (Link)

**McFadden, B.R.**, Rumble, J.N., Stofer, K.A., Folta, K.M., Turner<sup>9</sup>, S. and Pollack, A.<sup>9</sup>, 2021. Gene editing isn't just about food: Comments from U.S. focus groups. *GM Crops & Food*. (Link)

Lusk, J.L. and **McFadden, B.R.**, 2021. Consumer Food Buying During a Recession. *Choices*. [2021 Outstanding *Choices* Article Award] (Link)

**McFadden, B.R.**, Bovay, J. and Mullally, C., 2021. What Are the Overall Implications of Rising Demand for Organic Fruits and Vegetables? Evidence from Theory and Simulations. *Q Open*. (Link)

Kim, E.J.<sup>9</sup>, Ellison, B., **McFadden, B.** and Prescott, M.P., 2021. Consumers' decisions to access or avoid added sugars information on the updated Nutrition Facts label. *PLOS ONE*, 16(3), p.e0249355. (Link)

**McFadden, B.R.**, Anderton, B.N., Davidson, K.A. and Bernard, J.C., 2021. The effect of scientific information and narrative on preferences for possible gene-edited solutions for citrus greening. *Applied Economic Perspectives and Policy*. (Link)

**McFadden, B.R.** and Malone, T., 2021. Homegrown perceptions about the medical use and potential abuse of CBD and THC. *Addictive behaviors*, p.106799. (Link)

**McFadden, B.R.**, Malone, T., Kecinski, M. and Messer, K.D., 2021. COVID-19 Induced Stigma in US Consumers: Evidence and Implications. *American Journal of Agricultural Economics*. (Link)

Hu, Y.<sup>9</sup>, House, L.A., **McFadden, B.R.** and Gao, Z., 2021. The Influence of Choice Context on Consumers' Preference for GM Orange Juice. *Journal of Agricultural Economics*. (Link)

- Ellison, B., **McFadden, B.R.**, Rickard, B.J. and Wilson, N., 2020. Examining food purchase behavior and food values during the COVID-19 pandemic. *Applied Economic Perspectives and Policy*. (Link)
- Wolf, C.A., Malone, T. and **McFadden, B.R.**, 2020. Beverage milk consumption patterns in the United States: Who is substituting from dairy to plant-based beverages?. *Journal of Dairy Science*. (Link)
- Kecinski, M., Messer K., **McFadden, B.R.** and Malone, T., 2020. Regulatory concerns during the COVID 19 Pandemic: results from the pandemic food and stigma survey. *Environmental and Resource Economics*. (Link)
- Neuhofer, Z.<sup>9</sup>, **McFadden, B.R.**, Rihn, A., Wei, X., Khachatryan, H. and House, L., 2020. Can the updated nutrition facts label decrease sugar-sweetened beverage consumption?. *Economics & Human Biology*, p.100867. (Link)
- McKee, B.<sup>u</sup>, Lamm, A.J., **McFadden, B.R.** and Warner, L.A., 2020. Floridians' propensity to support ad valorem water billing increases to protect water supply: a panel evaluation. *Hydrological Sciences Journal*, 65(1), pp.1-11. (Link)
- Chen, X.<sup>9</sup>, Gao, Z. and McFadden, B.R., 2020. Reveal preference reversal in consumer preference for sustainable food products. *Food Quality and Preference*, 79, p.103754. (Link)
- Flowers, S.<sup>9</sup>, **McFadden, B.R.**, Carr, C.C. and Mateescu, R.G., 2019. Consumer preferences for beef with improved nutrient profile. *Journal of Animal Science*, 97(12), pp.4699-4709. (Link)
- Dumoitier, A.<sup>u</sup>, Abbo, V.<sup>u</sup>, Neuhofer, Z.T.<sup>9</sup> and **McFadden, B.R.**, 2019. A review of nutrition labeling and food choice in the United States. *Obesity Science & Practice*, 5(6), pp.581-591. (Link)
- McFadden, B.R.** and Smyth, S.J., 2019. Perceptions of genetically engineered technology in developed areas. *Trends in Biotechnology*, 37(5), pp.447-451. (Link)

Gao, Z., Yu, X.<sup>9</sup>, Li, C. and **McFadden, B.R.**, 2019. The interaction between country of origin and genetically modified orange juice in urban China. *Food Quality and Preference*, 71, pp.475-484. (Link)

**McFadden, B.R.** and Malone, T., 2018. How will mandatory labeling of genetically modified food nudge consumer decision-making?. *Journal of Behavioral and Experimental Economics*, 77(C), pp.186-194. (Link)

Lusk, J.L., **McFadden, B.R.** and Wilson, N., 2018. Do consumers care how a genetically engineered food was created or who created it?. *Food Policy*, 78, pp.81-90. (Link)

**McFadden, B.R.** and Lusk, J.L., 2018. Effects of the National Bioengineered Food Disclosure Standard: Willingness to pay for labels that communicate the presence or absence of genetic modification. *Applied Economic Perspectives and Policy*, 40(2), pp.259-275. (Link)

**McFadden, B.R.**, 2018. Engaging consumers about the nuances of agricultural technologies. *Journal of Food Distribution Research*, 49(856-2018-3102), pp.1-3. (Link)

**McFadden, B.R.**, Brorsen, B.W. and Raun, W.R., 2018. Nitrogen fertilizer recommendations based on plant sensing and Bayesian updating. *Precision Agriculture*, 19(1), pp.79-92. (Link)

Domonko, E.S.<sup>9</sup>, **McFadden, B.R.**, Mishili, F.J., Mullally, C. and Farnsworth, D., 2018. Consumer risk perception of vitamin A deficiency and acceptance of biofortified rice in the Morogoro region of Tanzania. *African Journal of Agricultural and Resource Economics*, 13(311-2018-2939), pp.1-14. (Link)

Pakseresht, A.<sup>9</sup>, **McFadden, B.R.** and Lagerkvist, C.J., 2017. Consumer acceptance of food biotechnology based on policy context and upstream acceptance: evidence from an artefactual field experiment. *European Review of Agricultural Economics*, 44(5), pp.757-780. (Link)

Dong, Z.<sup>9</sup>, Gao, Z. and **McFadden, B.R.**, 2017. Impact of food choice on sodium intake patterns from multiple NHANES surveys. *Appetite*, 109, pp.144-153. (Link)

**McFadden, B.R.**, 2017. The unknowns and possible implications of mandatory labeling. *Trends in Biotechnology*, 35(1), pp.1-3. (Link)

Lusk, J.L., Crespi, J.M., **McFadden, B.R.**, Cherry, J.B.C., Martin, L. and Bruce, A., 2016. Neural antecedents of a random utility model. *Journal of Economic Behavior & Organization*, 132, pp.93-103. (Link)

**McFadden, B.R.** and Lusk, J.L., 2016. What consumers don't know about genetically modified food, and how that affects beliefs. *The FASEB Journal*, 30(9), pp.3091-3096. (Link)

**McFadden, B.R.** and Stefanou, S., 2016. Another perspective on understanding food democracy. *Choices*, 31(1), pp.1-6. (Link)

**McFadden, B.R.**, 2016. Examining the gap between science and public opinion about genetically modified food and global warming. *PLOS ONE*, 11(11). (Link)

Crespi, J.M., Lusk, J.L., Cherry, J.B.C., Martin, L.E., **McFadden, B.R.** and Bruce, A.S., 2016. Neural activations associated with decision-time and choice in a milk labeling experiment. *American Journal of Agricultural Economics*, 98(1), pp.74-91. (Link)

**McFadden, B.R.** and Lusk, J.L., 2015. Cognitive biases in the assimilation of scientific information on global warming and genetically modified food. *Food Policy*, 54, pp.35-43. (Link)

Lusk, J.L., Crespi, J.M., Cherry, J.B.C., **McFadden, B.R.**, Martin, L.E. and Bruce, A.S., 2015. An fMRI investigation of consumer choice regarding controversial food technologies. *Food Quality and Preference*, 40, pp.209-220. (Link)

Francisco, A.J.<sup>9</sup>, Bruce, A.S., Crespi, J.M., Lusk, J.L., **McFadden, B.R.**, Bruce, J.M., Aupperle, R.L. and Lim, S.L., 2015. Are consumers as

constrained as hens are confined? Brain activations and behavioral choices after informational influence. *Journal of Agricultural & Food Industrial Organization*, 13(1), pp.113-119. (Link)

**McFadden, B.R.**, Lusk, J.L., Crespi, J.M., Cherry, J.B.C., Martin, L.E., Aupperle, R.L. and Bruce, A.S., 2015. Can neural activation in dorsolateral prefrontal cortex predict responsiveness to information? An application to egg production systems and campaign advertising. *PLOS ONE*, 10(5). (Link)

Lusk, J.L., **McFadden, B.R.** and Rickard, B.J., 2015. Which biotech foods are most acceptable to the public?. *Biotechnology Journal*, 10(1), pp.13-16. (Link)

Bruce, A.S., Lusk, J.L., Crespi, J.M., Cherry, J.B.C., Bruce, J.M., **McFadden, B.R.**, Savage, C.R., Brooks, W.M. and Martin, L.E., 2014. Consumers' neural and behavioral responses to food technologies and price. *Journal of Neuroscience, Psychology, and Economics*, 7(3), p.164. (Link)

**McFadden, B.R.**<sup>9</sup> and Lusk, J.L., 2013. Graduate Student Paper Competition Winner: Effects of cost and campaign advertising on support for California's Proposition 37. *Journal of agricultural and resource economics*, pp.174-186. (Link)

**McFadden, B.R.**<sup>9</sup>, Nalley, L.L. and Popp, M.P., 2013. How greenhouse gas emission policy and industry pressure could affect producer selection of rice cultivars. *Agricultural and Resource Economics Review*, 42(2), pp.325-348. (Link)

Dixon, B.L., Ahrendsen, B.L., **McFadden, B.R.**<sup>9</sup>, Danforth, D.M., Foianini, M. and Hamm, S.J., 2011. Competing risks models of Farm Service Agency seven-year direct operating loans. *Agricultural finance review*. [Highly Commended Award Winner, Emerald Literati Network] (Link)



## Book Chapter (N=1)

**McFadden, B.** and Schmitz, T.G., 2017. The nexus of dietary guidelines and food security. *World Agricultural Resources and Food Security: International Food Security*, p.19. (Link)

## Data Visualization (N=1)

Messer, E.R.<sup>u</sup>, Advani, K.<sup>u</sup>, **McFadden, B.R.** and Malone, T., 2020. How Will COVID-19 Affect Halloween?. *Choices: The Magazine of Food, Farm, and Resource Issues*, 1(1).

## Outreach Articles (N=13)

"Gains Foregone by Going GMO Free: Potential Impacts on Consumers, the Environment, and Agricultural Producers." *Council for Agricultural Science and Technology (CAST) Commentary* June 2021. **McFadden, B.R.**, S.J. Smyth, A. Van Eenennaam, E. Goddard, J.L. Lusk, J. McCluskey, F. Taheripour, and W.E. Tyner. (Link)

"CBD, marijuana and hemp: What is the difference among these cannabis products, and which are legal?" *The Conversation* April 1, 2019. **McFadden, B.R.** and T. Malone. (Link)

"Food loss and waste in the United States during COVID-19" *Council for Agricultural Science and Technology, Economic Impacts of COVID-19 on Food and Agricultural Markets* June 2020. Ellison, B., B.R. McFadden, B. Rickard, and N. Wilson (Link)

"Government restrictions on labeling products as 'meat' aren't likely to help anyone." *The Conversation* August 28, 2019. Malone, T. and **B.R. McFadden.** (Link)

"Thinking critically about nutrition." *Today's Dietician* August 2019 Issue. Riis, J., B.R. McFadden, and K. Collins. (Link)

"Don't let food companies scare you about GMOs." *Florida Today* April 20, 2018. **McFadden, B.R.** (Link)

"Gluten-free water shows absurdity of trend in labeling what's absent." *The Conversation* August 28, 2017. **McFadden, B.R.** (Link)

"Perplexing case of consumer confusion about GE foods in a 'fake news' world." *Genetic Literacy Project* February 28, 2017. **McFadden, B.R.** (Link)

"The effects of mandatory labels for GMOs." *Center for Public Issues Education* September 28, 2016. **McFadden, B.R.** (Link)

Domonko, E.S.<sup>9</sup>, **McFadden, B.R.** and Mullally, C., Biotechnology applications for consumers in developing areas and consumer acceptance. *Farm Policy Journal*, Spring Quarter 2015. (Link)

"Californians want to know what is in their food. We'll tell them." *Huffington Post* October 11, 2012. Lusk, J.L. and **B.R. McFadden**<sup>9</sup>. (Link)

"Macroeconomic impacts on agriculture." *Farm Management and Marketing Newsletter*. Arkansas Cooperative Extension Service, University of Arkansas. 18, 1 (2010): 1-3. **McFadden, B.R.**<sup>9</sup>, B.L. Dixon and B.L. Ahrendsen.

"Macroeconomic impacts on agriculture." *Farm Management and Marketing Newsletter*. Arkansas Cooperative panel Service, University of Arkansas. 17, 1 (2009): 1-3. Dixon, B.L., B.L. Ahrendsen and **B.R. McFadden**.

### **Published Abstract (N=1)**

Phipps, B., B. Kowalkowski, J. Wescott, **B.R. McFadden**, C. Schluttenhofer, and K. Nedunuri, 2022. Study Protocol to Measure the Impact of a "Farm-to-Fork" Program on Food Security and Nutrition Outcomes in the Menominee Nation. *Current Developments in Nutrition*, 6(Supplement\_1), pp.1155-1155. (Link)

## Grant Activity

<i>Role</i>	<i>Funder</i>	<i>Grant Title</i>	<i>Dates</i>	<i>Total Award</i>	<i>Candidate Allocation</i>
Co-PI	Ext: USDA NIFA	Sustainable Aquaculture Production of High Omega-3-Containing-Fish Using a Novel Feed Additive (Hemp)	9/21- 9/26	\$10,000,000	\$337,979
Co-PI	Ext: USDA AMS	Hemp Marketing: Measuring Stated Demand and Preferences in an Emerging Market	9/20- 9/23	\$248,686	\$6,040
Co-PI	Ext: USDA NIFA	Improving Crop Residue Burning and Management Recommendations in the Arkansas Delta Region	4/20- 3/23	\$571,940	\$58,020
Advisory Panel	Ext: USDA NIFA	VacciniumCAP: Leveraging Genetic and Genomic Resources to Enable Development of Blueberry and Cranberry Cultivars with Improved Fruit Quality Attributes	9/19- 8/23	\$6,417,340	\$4,000
PI	Ext: USDA NIFA	Determining Antecedents to Consumer Acceptance of Scientific Information to Develop Educational Approaches on Gene-Editing Technologies.	2/18- 12/21	\$464,766	\$203,200
Co-PI	Ext: Charles Koch Institute	Public Choice Meets Meat: Is Government Intervention Needed in Meat Labeling?	1/19- 12/19	\$26,366	\$0
Co-PI	Ext: USDA NIFA	Implicit Association Test for Recycled Water	10/18- 2/19	\$10,000	\$10,000
PI	Int: UF IFAS	Procuring Nielsen Data for Institutional Collaborations	2/17- 5/18	\$7,000	\$7,000
PI	Int: UF IFAS	Using Eye Tracking to Determine the Effectiveness of the Updated Nutrition Facts Panel	1/17- 12/18	\$49,715	\$49,715
PI	Int: UF CALS	Conversion from Face-to-Face to Online Instruction	1/15- 12/16	\$3,399	\$3,399
<b>Totals</b>				\$17,799,212	\$679,353

## **Professional Presentations (N=68)**

- "Consumer Perceptions of "Healthy" and the FDA "Healthy" Symbol." 2023 Agricultural & Applied Economics Association. Selected Session Presented at Washington, D.C. July 23-25, 2023.
- "Estimating Probabilities for Behavioral Intentions." 2023 Western Agricultural Economics Association. Selected Paper Presented at Whistler, CA. July 17-20, 2023.
- "U.S. Public Opinion about the Safety of Gene Editing." 2023 International Society for Biosafety Research Symposium. Invited Plenary Presentation at St. Louis, MO. May 1, 2023.
- "Knowledge Gaps about Micronutrient Deficiencies in Tanzania and the Effect of Information Interventions." Invited Presentation at University Grenoble Alpes. March 30, 2023.
- "Using a Choice Experiment to Measure Consumer Confusion about CBD Oil." 2023 Southern Agricultural Economics Association. Selected Paper Presented at Oklahoma City, OK. February 4-7, 2023.
- "Knowledge Gaps about Micronutrient Deficiencies in Tanzania and the Effect of Information Interventions." Invited Presentation for the Applied Economics and Policy seminar series at Cornell University. November 18, 2022.
- "Knowledge Gaps that Could Create Hurdles for the Distribution of Biofortified Foods in Tanzania." 2022 Food Distribution Research Society. Selected Paper Presented at Pensacola, FL. October 23-25, 2022.
- "Knowledge Gaps about Micronutrient Deficiencies in Tanzania and the Effect of Information Interventions." 183: Experimental and Behavioural Economics Research in Agri-Food and the Environment. Selected Paper Presented at Zagreb, Croatia. September 8-9, 2022.

"The 'Branding' Effectiveness of HarvestPlus Biofortified Crops." 2022 Agricultural & Applied Economics Association. Selected Session Presented Virtually. August 1, 2022.

"What is it About GMOs?" Invited Virtual Presentation to the Animal Science Department at the University of California, Davis. February 28, 2022.

"The Effect of Information on Knowledge Gaps about Micronutrient Deficiencies and Biofortified Foods in Tanzania." Invited Virtual Presentation to the Department of Agricultural Economics & Rural Sociology at Auburn University. September 27, 2021.

"A Perspective on Food Labeling and Sustainability." Invited Virtual Presentation for the Virginia Sustainable Farms and Agribusiness Education webinar series. September 8, 2021.

"An Experimental Approach to Understand Public Interaction with the National Bioengineered Food Disclosure Standard." 2021 Agricultural & Applied Economics Association. Selected Session Presented at Austin, TX. August 1-3, 2021.

"Thoughts about Grant Writing (and hopefully winning)." 2021 Agricultural & Applied Economics Association. Selected Session Presented at Austin, TX. August 1-3, 2021.

"Consumers and the Food System During COVID-19." 2021 Agricultural & Applied Economics Association. Selected Session Presented Virtually. August 10, 2021.

"The Effect of Scientific Information and Narrative on Preferences for Possible Gene-Edited Solutions for Citrus Greening." 2020 European Association of Agricultural Economists. Selected Session July 22, 2021.

"Perceptions About Critical Thinking and Food During COVID-19." 2020 Society for Risk Analysis. Selected Symposium Presented Virtually. December 14, 2020.

- "Critical Thinking and Food." 2020 Agricultural & Applied Economics Association. Selected Session Presented Virtually. October 1, 2020.
- "A Case for Using Negative WTP to Value Market Goods." 2020 Agricultural & Applied Economics Association. Selected Session Presented Virtually. August 31, 2020.
- "Examining Attitudes Associated with Recycled Water and Tap Water." 2020 Agricultural & Applied Economics Association. Selected Session Presented Virtually. August 21, 2020.
- "Critical thinking about nutrition and dietetics." Academy of Nutrition and Dietetics. Invited Webinar. January 25, 2020.
- "Critical thinking about gene editing and human nutrition." Today's Dietician. Invited Webinar. January 23, 2020.
- "How can behavioral science help with critical thinking about risk?" 2019 Society for Risk Analysis. Selected Symposium Presented at Arlington, VA. December 8-12, 2019.
- "Transitioning consumers from genetic modification to gene editing." 4<sup>th</sup> Annual Plant Phenotyping and Imaging Research Centre. Invited Presentation at Saskatoon, SK Canada. October 23-24, 2019.
- "Preference for Beef with Improved Nutrient Profile." 2019 Agricultural & Applied Economics Association. Selected Session Presented at Atlanta, GA. July 21-23, 2019.
- "Using attention to nutrition information during passive viewing to predict subsequent choice." 2019 Agricultural & Applied Economics Association. Selected Session Presented at Atlanta, GA. July 21-23, 2019.
- "Including price in a choice experiment without the intention to estimate WTP" 2019 Agricultural & Applied Economics Association. Selected Session Presented at Atlanta, GA. July 21-23, 2019.

- "Critical thinking in nutrition science." American Society for Nutrition Conference. Invited Presentation at Baltimore, MD. June 8, 2019.
- "Will the updated nutrition facts label affect sugary-sweetened beverage consumption?" Michigan State University. Invited Presentation at East Lansing, MI. April 18, 2019.
- "Examining the effectiveness of the revised nutrition facts label: An application to sugary beverages." University of Connecticut. Invited Presentation at Storrs, CT. March 29, 2019.
- "Social sustainability." National Food Policy Conference. Invited Presentation at Washington, D.C. March 14-15, 2019.
- "How evolving consumer preferences will affect producers." Bayer AgVocacy Forum. Invited Presentation at Orlando, FL. February 26, 2019.
- "Will the updated nutrition facts label affect sugary-sweetened beverage consumption?" University of Arkansas. Invited Presentation at Fayetteville, AR. February 21, 2019.
- "The value of nutritional information and impact on food choice." 2019 Southern Agricultural Economics Association. Emerging Scholar Award Selected Paper Presented at Birmingham, AL. February 2-5, 2019.
- "Critical thinking about food and agriculture: A framework to increase the quality of public discourse." From the Ground Up – Connecting Agriculture & Health. Invited Presentation at Waco, TX. January 15, 2019.
- "Strategic transparency." National Academies of Science, Engineering, and Medicine. Invited Presentation at Washington, D.C. December 4, 2018.
- "Behavioral responses to biotechnology." 3rd Meeting of the Gene Drive Research Sponsors and Supporters Forum. Invited Presentation at Montreal, Canada. September 11-13, 2018.

- “Determinants of willingness to pay to avoid and gain labels that communicate the presence or absence of genetically modified food.” 2018 Agricultural & Applied Economics Association. Selected Paper Presented at Washington, DC. August 5-7, 2018.
- “Will the updated nutrition facts panel help the transmission of educational information?” 2018 Agricultural & Applied Economics Association. Selected Paper Presented at Washington, DC. August 5-7, 2018.
- “What makes people think like A farmer?” 2018 Agricultural & Applied Economics Association. Selected Paper Presented at Washington, DC. August 5-7, 2018.
- “A comparison of American and Canadian consumer perceptions of genetically engineered technology.” 2018 International Consortium on Applied Bioeconomy Research. Selected Paper Presented at Washington, DC. June 12 – 15, 2018.
- “Critical thinking about food and agriculture: A framework to understand and inform consumers.” 2018 International Consortium on Applied Bioeconomy Research. Selected Presentation at Washington, DC. June 12 – 15, 2018.
- “American perceptions of genetically engineered technology.” American Seed Trade Association. Invited Presentation at Washington DC. June 11, 2018.
- “Determining antecedents to consumer acceptance of scientific information to develop educational approaches on gene-editing technologies.” United States Department of Agriculture Biotechnology Risk Assessment Grants (BRAG) Program & AFRI Social Implications of Emerging Technologies 2018 Annual Project Director’s Meeting. Washington DC. May 22, 2018.
- “Critical thinking about food and agriculture: A framework to understand and inform consumers.” (with Jason Riis) Texas Beef Council Live Well Event. Invited Workshop at San Antonio, TX. May 8, 2018.



- "Examining consumer aversion to GMOs." Georgia Association of Plant Pathologists. Invited Presentation at Young Harris, Georgia. March 13, 2018.
- "Mandatory labeling of GMOs will soon be a Reality." University of Florida Law Criser Lecture. Invited Presentation at Gainesville, Florida. January 30, 2018.
- "Biofortification as a Response to malnutrition." One Health Center of Excellence; Emerging Pathogens Institute. Invited Presentation at Gainesville, Florida. November 9, 2017.
- "GMO: Beyond the science." 2017 Food Distribution Research Society. Selected Paper Presented at Honolulu, HI. October 20-24, 2017.
- "Neural antecedents of a random utility model." 2017 European Association of Agricultural Economists. Selected Paper Presented at Parma, Italy. August 28-September 1, 2017.
- "Consumer response to labels that display information about content of bioengineered food." 2017 Agricultural & Applied Economics Association. Selected Paper Presented at Chicago, IL. July 30-August 1, 2017.
- "Updates on dietary guidelines, nutritional facts panel, and consumer perceptions of genetically modified organisms." Florida Dairy Farmers Annual Meeting. Invited Presentation at Branford, Florida. April 18, 2017.
- "Economic issues for genetically modified organisms." 2nd Annual Florida Agricultural Policy Outlook Conference. Invited Presentation at Balm, Florida. February 9, 2017.
- "The effect of market segmentation on consumer welfare: The case of organic and conventional fruits and vegetables." 2017 Southern Agricultural Economics Association. Selected Paper Presented at Mobile, AL. February 4-7, 2017.

- "Consumption trends of millennials and baby boomers." Florida Wine and Grape Growers Association. Invited Presentation at Palatka, Florida. January 14, 2017.
- "The strange story about GM food perception." One Health Center of Excellence; Emerging Pathogens Institute. Invited Presentation at Gainesville, Florida. December 5, 2016.
- "Genetically engineered food, consumers, and mandatory labeling." 2016 Consumer Healthcare Products Association Committee Meeting. Invited Presentation at Princeton, New Jersey. September 14, 2016.
- "What consumers don't know about GM food and how that affects beliefs." 2016 Agricultural & Applied Economics Association. Selected Paper Presented at Boston, MA. July 31-August 2, 2016.
- "The new food guidelines: What are farmers to produce?" 23rd Annual Farming for...Profit. Invited Presentation at Moose Jaw, Canada. June 24-26, 2016.
- "US consumers and genetically modified foods." Invited Presentation to iAGRI at Morogoro, Tanzania. May 6, 2016.
- "Government and market responses to nutritional security." 2016 The Association of Private Enterprise Education. Selected Paper Presented at Las Vegas, NV. April 3-5, 2016.
- "Tanzanian willingness-to-pay for rice that decreases the risk of severe visual impairment." 2016 Southern Agricultural Economics Association. Selected Paper Presented at San Antonio, TX. February 6-9, 2016.
- "Biotech & agriculture." Dairy Council of Arizona's 25<sup>th</sup> Annual Targeting Trends Conference: A Dish of Sustainability. Invited Presentation at Tempe, AZ. September 30, 2015.
- "Consumers and GE Food." American Society of Agronomy. Invited Webinar. June 17, 2015.

"Consumers, GE food, and chemicals." 2<sup>nd</sup> Annual Biotechnology Literacy Project Bootcamp. Invited Paper Presented at University of California, Davis. May 31-June 3, 2015.

"Who disagrees with scientists? Public beliefs about the safety of genetically modified food and human involvement in global warming." 143<sup>rd</sup> Joint European Association of Agricultural Economists and Agricultural & Applied Economics Association. Selected Paper Presented at Napoli, Italy. March 25-27, 2015.

"Neural response to price and animal welfare attributes." 2015 Southern Agricultural Economics Association. Selected Paper Presented at Atlanta, GA. February 1-3, 2015.

"Hemp is NOT marijuana." 21st Annual Farming for...Profit. Invited Presentation at Moose Jaw, Canada. June 22-23, 2014.

### **Invited Poster Presentation (N=1)**

"Determining antecedents to consumer acceptance of scientific information to develop educational approaches on gene-editing technologies." United States Department of Agriculture Biotechnology Risk Assessment Grants (BRAG) Program & AFRI Social Implications of Emerging Technologies 2018 Annual Project Director's Meeting. Washington DC. May 22, 2018.

### **Leadership and Service**

Committee Member, Agricultural & Applied Economics Association Outstanding Master's Thesis Award (2023); Co-Advisor to the First Place Graduate Student Case Study Competition at the Agricultural & Applied Economics Association meeting (2023); Native Nourishment Board Member (2020-2022); Advisor to the Third Place Student Food Marketing Competition at the Food and Distribution Research Society meeting (2019); Committee Member, Agricultural & Applied Economics Association Nominating Committee (2018); Department Graduate Director (2018-2022); Chair, Agricultural & Applied Economics Association Experimental Economics Section (2016); Topic Leader, Agricultural & Applied Economics Association (2015, 2016, 2018, & 2019 meetings); Department Graduate Admissions Committee (2015-2018); College Scholarship Committee

(2016–2018); Department Scholarship Committee (2016–2018); Department Curriculum Committee (2016–2018); Department Website Committee (2015–2018); College Council Faculty Advisor (2014–2016); Faculty Advisor, Agricultural & Applied Economics Association Graduate Student Section (2014–2017); Co-Advisor to the First Place Graduate Student Case Study Competition at the Agricultural & Applied Economics Association meeting (2011).

### **Awards and Honors**

Commencement Speaker for the College of Business & Industry at the University of Arkansas – Fort Smith (2023); *Choices Magazine* Outstanding Article Award (2022); Distinguished Young Alumni Award, The Department of Agricultural Economics and Agribusiness, University of Arkansas (2019); Emerging Scholar Award, Southern Agricultural Economics Association (2019); First Place Graduate Paper Competition, Institutional and Behavioral Economics Section, Agricultural & Applied Economics Association (2014); First Place Graduate Paper Competition, Western Agricultural Economics Association (2013); Highly Commended Award Winner, Emerald Literati Network (2012); First Place Graduate Student Case Study Competition (Participant), Agricultural & Applied Economics Association (2009).

### **Service as an Editor**

Q Open (Associate Editor, 2020 – Present); *Choices* (Editorial Council, 2018 - Present); *PLOS ONE* (Guest Editor, 2016 - 2018).

### **Service as a Reviewer**

Addictive Behaviors; Agribusiness; Agribusiness: an International Journal; Agricultural Economics; Agriculture and Food Research Initiative Grant Panel; Agriculture and Human Values; Agricultural and Resource Economics Review; American Journal of Agricultural Economics; Appetite; Applied Economic Perspectives and Policy; Applied Economics Teaching Resources; British Food Journal; CABI Agriculture and Bioscience; Canadian Journal of Agricultural Economics/Revue; Choices; Critical Reviews in Biotechnology; Ecological Economics; Elsevier Book Publishing; European Review of Agricultural Economics; Food Control; Food Policy; Food Security; Food Quality and Preference; George Mason Book Chapter; Global Food Security; GM Crops and Food; iScience; Journal of Agricultural

and Resource Economics; Journal of Agricultural Economics; Journal of Agricultural and Applied Economics; Journal of Agricultural Economics; Journal of Agriculture and Food Research; Journal of Behavioral and Experimental Economics; Journal of Cannabis Research; Journal of Consumer Affairs; Journal of Dairy Science; Journal of Economic Psychology; Journal of Environmental Economics and Management; Journal of Extension; Journal of Food Distribution Research; Journal of Horticulture; Journal of Science and Engineering Ethics; National Science Foundation Grant Proposals; National Institute of Food and Agriculture Grant Proposals; Natural Resources Forum; Nutrients; Q Open; Science Advances; Science and Engineering Ethics; Society & Natural Resources; Social Sciences & Humanities Open; The Lancet Planetary Health; The Social Science Journal; Trends in Biotechnology; University of Florida's Institute of Food and Agricultural Sciences Electronic Data Information Source; University of Maryland Extension.

### **Outside Activity**

Behavioralize, Delaware Farm Bureau; Produce for Better Health; Deloitte; Texas Beef Council; Institute for Justice; The Sustainable Food Systems Advisory Council for Monsanto; Scientific Advisory Panel for Florida Dairy.

### **Graduate Student Advising (N=23)**

Jillian Hyink, MS Agricultural Economics, Major Professor, Expected May 2024

Emily Schlichtig, MS Agricultural Economics, Major Professor, Expected May 2024

Sara Gardner, MS Agricultural Economics, Major Professor, July 2023

Sarah Flowers, MS Applied Economics & Statistics, Committee Member, July 2022

Ryan Bresnahan, MS Applied Economics & Statistics, Major Professor, May 2022

Caroline May, MS Applied Economics & Statistics, Major Professor, May 2022

Pius Kilasy, MS Applied Economics & Statistics, Major Professor, July 2022

Adam Pollack, MS Applied Economics & Statistics, Major Professor, May 2021

Melissa Langer, MS Applied Economics & Statistics, Committee Member, August 2020

Daniel Bass, MS Applied Economics & Statistics, Major Professor, May 2020  
Yang Hu, PhD Food & Resource Economics, Committee Member, May 2020  
Yuxiang Zhang, MS Applied Economics & Statistics, Committee Member, August 2019  
Sue Becker, MS Applied Economics & Statistics, Committee Member, May 2019  
Zachary Neuhofer, MS Food & Resource Economics, Major Professor, May 2019  
Joel Whitehead, MSAB Food & Resource Economics, Major Professor, July 2017  
Benjamin Glass, MSAB Food & Resource Economics, Major Professor, December 2016  
Emmanuel Domonko, MS Food & Resource Economics, Major Professor, August 2016  
Xuqi Chen, PhD Food & Resource Economics, Committee Member, December 2018  
Joanna Karavolias, Food & Resource Economics, Committee Member, May 2018  
Yuan Jiang, PhD Food & Resource Economics, Committee Member, August 2018  
Meng Shen, PhD Food & Resource Economics, Committee Member, May 2017  
Sarah Flowers, MS Animal Sciences, Committee Member, July 2019  
Fernanda Ferreira, PhD Animal Sciences, Committee Member, July 2018

### **Undergraduate Student Advising (N=9)**

Lucie Broussoux, Intern, Ecole Nationale Supérieure Agronomique de Toulouse, Host, 2020  
Ryan Seeley, Intern, DENIN Environmental Scholar, Advisor, 2019-2020  
Adam Pollack, Intern, DENIN Environmental Scholar, Advisor, 2018-2019  
Emma Deolp, Intern, Schwartz Family Agribusiness Internship, 2019  
Adam Taylor, Intern, Schwartz Family Agribusiness Internship, 2019  
Ryan Bresenahan, Intern, Schwartz Family Agribusiness Internship, 2019  
Alice Dumoitier, Intern, Ecole Nationale Supérieure Agronomique de Toulouse, Host, 2016  
Vincent Abbo, Intern, Ecole Nationale Supérieure Agronomique de Toulouse, Host, 2016

Brandon McKee, Undergraduate Honor Thesis, Food & Resource Economics, Major Professor, 2017-2018

### **Professional Presentations by Students (N=13)**

"Potential Consumer Response to the Healthy Symbol Developed by the U.S. Food and Drug Administration." (Presented by Jillian Hyink) 2023 European Association of Agricultural Economics. Selected Session Presented at Rennes, France. August 29-September 1, 2023.

"Substitution Effects of Carbon Emission Labeling." (Presented by Sara Gardner) 2023 Southern Agricultural Economics Association. Selected Paper Presented at Oklahoma City, OK. February 4-7, 2023.

"Examining the Effect of Allowing an Escape Hatch in Questions Scales Commonly Used in Food Economics Research." (Presented by Emily Schlichtig) 2023 Southern Agricultural Economics Association. Selected Paper Presented at Oklahoma City, OK. February 4-7, 2023.

"Agricultural Producer and Citizen Perceptions about Crop Residue Burning: An Examination of the U.S. with a Focus on Arkansas." (Presented by Jillian Hyink) 2023 Southern Agricultural Economics Association. Selected Paper Presented at Oklahoma City, OK. February 4-7, 2023.

"How Implicit is Your Bias? An Application of the Implicit Association Test." (Presented by Daniel Bass) 2019 Northeastern Agricultural and Resource Economics Association. Selected Paper Presented at Portsmouth, NH. June 9-12, 2019.

"Public Choice Meets Meat: Is Government Intervention Needed in Meat Labeling?" (Presented by Benjamin Demuth) 2019 The Association of Private Enterprise Education. Selected Paper Presented at Nassau, Bahamas. April 5-8, 2019.

"Does the Revised Nutrition Facts Panel Affect Sugary Beverage Consumption? An Eye-Tracking Application." (Presented by Zachary T. Neuhofer) 2019 Southern Agricultural Economics Association. Selected Paper Presented at Birmingham, AL. February 2-5, 2019.

"Consumers' Willingness to Pay for U.S. GM Orange Juice Considering the Local Context Effect." (Presented by Yang Hu) 2019 Southern Agricultural Economics Association. Selected Paper Presented at Birmingham, AL. February 2-5, 2019.

"No Antibiotics Ever: Implications on Wholesale and Retail Poultry Markets." (Presented by Joanna Karavolias) 2018 Agricultural & Applied Economics Association. Selected Paper Presented at Washington, DC. August 5-7, 2018.

"The Luxury Impact of Organic Fruits and Vegetables on Income Elasticities." (Presented by Sungeun Yoon) 2018 Agricultural & Applied Economics Association. Selected Session Presented at Washington, DC. August 5-7, 2018.

"Changing Consumer Willingness to Pay: An Evaluation of Factors Impacting Floridians' Desire to Preserve Water Resources." (Presented by Brandon McKee) 2018 Southern Agricultural Economics Association. Selected Paper Presented at Jacksonville, FL. February 4-7, 2018.

"Demand Elasticity of Organic Fruits and Vegetables by Income." (Presented by Sungeun Yoon) 2018 Southern Agricultural Economics Association. Selected Paper Presented at Jacksonville, FL. February 4-7, 2018.

"Tanzanian Willingness to Pay for Rice Biofortified to Decrease the Risk of Severe Visual Impairment." (Presented by Emmanuel Domonko) 2016 iAGRI Student Research Workshop. Selected Paper Presented at Morogoro, Tanzania. May 5-6, 2016.

### **Selected Poster Presentations by Students (N=6)**

"Potential Consumer Response to the Healthy Symbol Developed by the U.S. Food and Drug Administration." Presented by Emily Schlichtig) 2023 European Association of Agricultural Economics. Selected Session Presented at Rennes, France. August 29-September 1, 2023.



"The Role of Aquaculture and Aquaponics in Advancing Indigenous Sovereignty." (Presented by Jillian Hyink) Aquaculture America 2023. Selected Poster Presented at New Orleans, LA. February 23-26, 2023.

"Consumer Choice Effects of Confusion Associated with Banning the Word 'Milk' on Non-Dairy Beverage Labels." (Presented by Jack Meyrs) Selected Poster Presented at Oklahoma City, OK. February 4-7, 2023.

"Food Labeling: An Examination of Bioengineered Food Disclosures." (Presented by Madison Dymment) 2022 American Association for Agricultural Education. Selected Poster Presented at Oklahoma City, OK. May 16-19, 2022.

"How Implicit is Your Bias? An Application of the Implicit Association Test." (Presented by Daniel Bass) 2019 Northeastern Agricultural and Resource Economics Association. Selected Poster Presented at Portsmouth, NH. June 9-12, 2019.

"How Implicit is Your Bias? An Application of the Implicit Association Test" (Presented by Daniel Bass) DENIN Graduate Symposium, Newark, DE, March 2019.