

Brandon R. McFadden, PhD

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Academic Appointments

University of Delaware August 2018 to Present
Applied Economics and Statistics
Assistant Professor (60% Research, 35% Teaching, 5% Service)
Affiliated Faculty Member: Center for Experimental and Applied Economics, Delaware
Biotechnology Institute, and Water Science and Policy

University of Florida September 2018 to Present
Food and Resource Economics
Courtesy Faculty Appointment

University of Florida April 2014 to August 2018
Food and Resource Economics
Assistant Professor (60% Teaching, 40% Research)
Affiliated Faculty Member: Institute for Sustainable Food Systems, One Health Center for
Excellence, and Center for Public Issues Education

Education

Oklahoma State University March 2014
Doctorate 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

Teaching Experience

University of Delaware
APEC 212 Retailing & Consumer Behavior Spring 2019
APEC 430 Establishing & Managing a Food & Agribusiness Enterprise Fall 2018

University of Florida
AEB 3300 Agricultural & Food Marketing Fall & Spring from 2014 to Spring 2018
AEB 3935 Food and Resource Economics Seminar Fall 2015
AEB 4325 Contemporary Issues in Agribusiness Fall & Spring from 2014 to Spring 2018

Last updated March, 2019

Oklahoma State University
AGEC 3213 Quantitative Methods

Fall 2012 & Spring 2013

University of Arkansas
AGEC 1103 Principles of Agricultural Microeconomics
AGEC 2403 Quantitative Methods

Spring 2010
Spring 2010

Peer-Reviewed Publications

26. “The Interaction between Country of Origin and Genetically Modified Orange Juice in Urban China.” *Food Quality and Preference* (2019). Gao, Z., X. Yu, C. Li, and **B.R. McFadden**. ([Link](#))
25. “Perceptions of Genetically Engineered Technology in Developed Areas.” *Trends in Biotechnology* (2018). **McFadden, B.R.**, and S. Smyth. ([Link](#))
24. “How Will Mandatory Labeling of Genetically Modified Food Nudge Consumer Decision-Making?” *Journal of Behavioral and Experimental Economics* (2018). **McFadden, B.R.**, and D.T. Malone. ([Link](#))
23. “Engaging Consumers about the Nuances of Agricultural Technologies.” *Journal of Food and Distribution Research* (2018). **McFadden, B.R.** ([Link](#))
22. “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* (2018). Domonko, E.S., **B.R. McFadden**, F.J. Mishili, C. Mullally, and D. Farnsworth. ([Link](#))
21. “Do Consumers Care How a Genetically Engineered Food was Created or Who Created It?” *Food Policy* (2018). Lusk, J.L., **B.R. McFadden**, and N. Wilson. ([Link](#))
20. “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* (2017). **McFadden, B.R.**, and J.L. Lusk. ([Link](#))
19. “Consumer Acceptance of Food Biotechnology based on Policy Context and Upstream Acceptance.” *European Review of Agricultural Economics* (2017). Pakseresht, A., **B.R. McFadden**, and C.J. Lagerkvist. ([Link](#))
18. “Impact of Food Choice on Sodium Intake Patterns from Multiple NHANES Surveys.” *Appetite* (2017) 109:144-153. Dong, Z., Z. Gao, and **B.R. McFadden**. ([Link](#))
17. “The Unknowns and Possible Implications of Mandatory Labeling.” *Trends in Biotechnology* (2017) 35.1:1-3. **McFadden, B.R.** ([Link](#))

16. "Nitrogen Fertilizer Recommendations Based on Plant Sensing and Bayesian Updating." *Precision Agriculture* (2017) 1-14. **McFadden, B.R.**, B.W. Brorsen, and W.R. Raun. ([Link](#))
15. "Neural Antecedents of a Random Utility Model." *Journal of Economic Behavior & Organization* (2016) 132:93-103. Lusk, J.L., J.M. Crespi, **B.R. McFadden**, J.B.C. Cherry, L.E. Martin, and A.S. Bruce. ([Link](#))
14. "Examining the Gap between Science and Public Opinion about Genetically Modified Food and Global Warming." *PLOS ONE* 11.11 (2016): e0166140. **McFadden, B.R.** ([Link](#))
13. "What Consumers Don't Know about GM Food and How that Affects Beliefs." *Federation of American Societies for Experimental Biology Journal* (2016): fj-201600598. **McFadden, B.R.**, and J.L. Lusk. ([Link](#))
12. "Another Perspective on Understanding Food Democracy." *Choices* (2016) 31(1). **McFadden, B.R.** and S.E. Stefanou. ([Link](#))
11. "Neural Activations Associated with Decision-Time and Choice in a Milk Labeling Experiment." *American Journal of Agricultural Economics* (2016) 98:74-91. Crespi, J.M., J.L. Lusk, J.B.C. Cherry, L.E. Martin, **B.R. McFadden**, and A.S. Bruce. ([Link](#))
10. "Cognitive Biases in the Assimilation of Scientific Information on Global Warming and Genetically Modified Food." *Food Policy* (2015) 54:35-43. **McFadden, B.R.**, and J.L. Lusk. ([Link](#))
9. "Can Neural Activation in Dorsolateral Prefrontal Cortex Predict Responsiveness to Information? An Application to Egg Production Systems and Campaign Advertising." *PLOS ONE* (2015) 10(5):0125243. **McFadden, B.R.**, J.L. Lusk, J.M. Crespi, J.B.C. Cherry, L.E. Martin, R.L. Aupperle, and A.S. Bruce. ([Link](#))
8. "An fMRI Investigation of Consumer Choice Regarding Controversial Food Technologies." *Food Quality and Preference* (2015) 40:209-220. Lusk, J.L., J.M. Crespi, J.B.C. Cherry, **B.R. McFadden**, L.E. Martin, and A.S. Bruce. ([Link](#))
7. "Are Consumers as Constrained as Hens are Confined? Brain Activations and Behavioral Choices after Informational Influence." *Journal of Agricultural & Food Industrial Organization* (2015) 13:113-119. Francisco, A.J., A.S. Bruce, S. Lim, J.M. Crespi, J.L. Lusk, **B.R. McFadden**, R.L. Aupperle, and J.M. Bruce. ([Link](#))
6. "Which Biotech Foods are Most Acceptable to the Public?" *Biotechnology Journal* (2015) 10:13-16. Lusk, J.L., **B.R. McFadden**, and B.J. Rickard. ([Link](#))
5. "Biotechnology Applications for Consumers in Developing Areas and Consumer Acceptance." *Farm Policy Journal* (2015) 12:25-35. Domonko, E.S., **B.R. McFadden**, and C. Mullally. ([Link](#))

4. “Consumers’ Neural and Behavioral Response to Food Technologies and Price.” *Journal of Neuroscience, Psychology, and Economics* (2014) 7:164-173. Bruce, A.S., J.L. Lusk, J.M. Crespi, J.B.C. Cherry, **B.R. McFadden**, C.R. Savage, J.M. Bruce, W.M. Brooks, and L.E. Martin. ([Link](#))
3. “Effects of Cost and Campaign Advertising on Support for California’s Proposition 37.” *Journal of Agricultural and Resource Economics* (2013) 38:174-186. **McFadden, B.R.**, and J.L. Lusk. [Graduate Paper Competition Winner, Western Agricultural Economics Association] ([Link](#))
2. “How Greenhouse Gas Emission Policy and Industry Pressure Could Affect Producer Selection of Rice Cultivars.” *Agricultural and Resource Economics Review* (2013) 42:325-348. **McFadden, B.R.**, L. Nalley, and M. Popp. ([Link](#))
1. “Competing Risks Models of Farm Service Agency Seven-Year Direct Operating Loans.” *Agricultural Finance Review* (2011) 71:5-24. Dixon, B.L., B.L. Ahrendsen, **B.R. McFadden**, D.M. Danforth, M. Foianini, and S.J. Hamm. [Highly Commended Award Winner, Emerald Literati Network Awards for Excellence 2012] ([Link](#))

Outreach Publications

- “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](#))
- “Problems with the Definition of Food Deserts.” *Farmer Hayek* May 27, 2016. **McFadden, B.R.** ([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.** ([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.**, 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**.

Book Chapter

“The Nexus of Dietary Guidelines and Food Security.” *World Agricultural Resources and Food Security: International Food Security* (pp. 19-34). Emerald Publishing Limited (2017). **McFadden, B.R.**, and T.G. Schmitz.

Invited and Selected Talks to Economists

“Will the Updated Nutrition Facts Label affect Sugary-Sweetened Beverage Consumption?” University of Arkansas. Invited Paper Presented 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.

“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. Invited 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. Invited Paper Presented at Washington, DC. August 5-7, 2018.

“What Makes People Think Like A Farmer?” 2018 Agricultural & Applied Economics Association. Invited 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. Invited Presentation at Washington, DC. June 12 – 15, 2018.

“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. Invited Paper Presented at Chicago, IL. July 30-August 1, 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.
- “What Consumers Don’t Know About GM Food and How That Affects Beliefs.” 2016 Agricultural & Applied Economics Association. Invited Paper Presented at Boston, MA. July 31-August 2, 2016.
- “Government and Market Responses to Nutritional Security.” 2016 The Association of Private Enterprise Education. Invited 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.
- “Who Disagrees with Scientists? Public beliefs about the Safety of Genetically Modified Food and Human Involvement in Global Warming.” 143rd 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.
- “Cognitive Biases in the Assimilation of Scientific Information on Global Warming and Genetically Modified Food.” 2014 Southern Agricultural Economics Association. Selected Paper Presented at Dallas, TX. February 1-4, 2014.
- “Consumer Response to Egg Production Systems and the Effect of Proposition 2 Advertising: A Preliminary Neuroeconomic Analysis.” 2013 Agricultural & Applied Economics Association. Selected Paper Presented at Washington DC. August 4-6, 2013.
- “California’s Proposition 37 Voter Intention and the Impact of Prior Knowledge, Food Costs, and Campaign Advertising.” 2013 Western Agricultural Economics Association. Selected Paper Presented at Monterey, CA. June 26-28, 2013.
- “Effect of Advocacy Information on Consumer Preferences for Cage Free Eggs: A Neuroeconomic Analysis.” 2012 Agricultural & Applied Economics Association. Selected Paper Presented at Seattle, WA. August 12-14, 2012.
- “Consumer Response to Controversial Food Technologies and Price: A Neuroeconomic Analysis.” 2012 Agricultural & Applied Economics Association. Selected Paper Presented at Seattle, WA. August 12-14, 2012.

“Bayesian Updating of Recommended Optimal Nitrogen Application Rates from Optical Reflective Measurements.” 2012 Western Agricultural Economics Association. Selected Paper Presented at Park City, UT. June 20-22, 2012.

“How a National Carbon Policy Could Affect Grain Variety Selection: The Case of Rice in Arkansas.” 2011 Southern Agricultural Economics Association. Selected Paper Presented at Corpus Christi, TX. February 5-8, 2011.

“Impact of Time to Default and Contemporaneous Events on FSA Losses.” Agricultural and Rural Finance Markets in Transition. Presented at Regional Research Committee NC-1177, Chicago, IL. September 30 - October 1, 2009.

Invited and Selected Talks to Non-Economists

“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.

“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.

“American Perceptions of Genetically Engineered Technology.” American Seed Trade Association. Invited Presentation at Washington DC. June 11, 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.

- “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.
- “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.
- “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.
- “Biotech & Agriculture.” Dairy Council® of Arizona’s 25th 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.” 2nd Annual Biotechnology Literacy Project Bootcamp. Invited Paper Presented at University of California, Davis. May 31-June 3, 2015.
- “Hemp is NOT Marijuana.” 21st Annual Farming for...Profit. Invited Presentation at Moose Jaw, Canada. June 22-23, 2014.

Invited Poster Presentation

- “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.

Student Advising

Daniel Bass, MS Applied Economics & Statistics, Major Professor, Expected May 2020
Yuxiang Zhang, MS Applied Economics & Statistics, Committee Member, Expected May 2020
Sue Becker, MS Applied Economics & Statistics, Committee Member, Expected May 2019
Zachary Neuhofer, MS Food & Resource Economics, Major Professor, Expected 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, Expected 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, Expected July 2019
Fernanda Ferreira, PhD Animal Sciences, Committee Member, July 2018

Professional Talks by Students

“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. Invited Paper 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 Presentation by Students

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

Leadership and Service

Graduate Director, Applied Economics (August 2018 – Present); Chair, Experimental Economics Section, Agricultural & Applied Economics Association (August 2016 – Present); Topic Leader, Food & Agricultural Policy Analysis, Agricultural & Applied Economics Association (2015, 2106, 2018, & 2019 Meetings); Graduate Admissions Committee (January 2015 – June 2018); Scholarship Committee, College of Agricultural & Life Sciences (January 2016 – June 2018); Scholarship Committee, Food and Resource Economics (January 2016 – June 2018); Curriculum Committee, Food and Resource Economics (January 2016 – June 2018); Website Committee, Food and Resource Economics (January 2015 – June 2018); Faculty Advisor, Agricultural & Life Sciences College Council (December 2014 – June 2016); Faculty Advisor, Graduate Student Section of AAEA (July 2014 – July 2017)

Awards

Distinguished Young Alumni Award, The Department of Agricultural Economics and Agribusiness, University of Arkansas (2019); Emerging Scholar Award, Southern Agricultural Economics Association (2019); Graduate Paper Competition Winner, Institutional and Behavioral Economics Section, Agricultural & Applied Economics Association (2014); Graduate Paper Competition Winner, Western Agricultural Economics Association (2013); Highly Commended Award Winner, Emerald Literati Network (2012); Graduate Student Case Study Competition Winner (Co-Advisor), Agricultural & Applied Economics Association (2011); Graduate Student Case Study Competition Winner (Participant), Agricultural & Applied Economics Association (2009).

Service as a Reviewer

Agribusiness; Agribusiness: an International Journal; Agricultural Economics; Agriculture and Food Research Initiative Grant Panel; Agricultural and Resource Economics Review; American Journal of Agricultural Economics; Appetite; Applied Economic Perspectives and Policy; British Food Journal; Canadian Journal of Agricultural Economics/Revue; Choices; Critical Reviews in Biotechnology; Elsevier Book Publishing; Food Policy; Food Quality and Preference; George Mason Book Chapter; Global Food Security; Journal of Agricultural and Resource Economics; Journal of Agricultural Economics; Journal of Agricultural and Applied Economics; Journal of Consumer Affairs; Journal of Economic Psychology; Journal of Environmental Economics and Management; Journal of Food Distribution Research; Journal of Horticulture; National Science Foundation Grant Proposals; Nutrients; Science Advances; Science and Engineering Ethics; The Social Science Journal; UF/IFAS Electronic Data Information Source.

Editorial Service

Choices (Editorial Council, 2018 - Present); PLoS One (Guest Editor, 2016 - 2018).

Outside Activities

Institute for Justice (March 2018 – Present); The Sustainable Food Systems Advisory Council for Monsanto (August 2017 – July 2018); Scientific Advisory Panel for Florida Dairy Farmers (October 2016 – June 2018).

Grant Activity

Role	Agency	Grant Title	Dates	Total Award	Candidate Allocation	Int/Ext
Co-PI	Charles Koch Institute	Public Choice Meets Meat: Is Government Intervention Needed in Meat Labeling?	1/19-12/19	\$26,366	\$0	Ext
Co-PI	USDA/NIFA	Implicit Association Test for Recycled Water	10/18-2/19	\$10,000	\$10,000	Ext
Co-PI	FDACS	Developing a Florida Tomato Products Industry to Benefit Additional Cropping Solutions for the Existing Packing/Processing Houses in Florida	1/19-12/20	\$146,491	\$58,266	Ext
PI	USDA/NIFA	Determining Antecedents to Consumer Acceptance of Scientific Information to Develop Educational Approaches on Gene-Editing Technologies.	2/18-2/21	\$466,202	\$326,342	Ext
PI	IFAS	Procuring Nielsen Data for Institutional Collaborations	2/17-5/18	\$7,000	\$7,000	Int
PI	IFAS	Using Eye Tracking to Determine the Effectiveness of the Updated Nutrition Facts Panel	1/17-12/18	\$49,715	\$49,715	Int
PI	CALS	Conversion from Face-to-Face to Online Instruction	1/15-12/16	\$3,399	\$3,399	Int
Totals				\$709,173	\$454,722	

Teaching Evaluations

Student Evaluations of Instruction at University of Delaware

Course	Enrollment	Student Ratings*					Overall instructor appraisal
		Willingness to assist outside of class	Command of course material	Fairness of grading	Effectiveness of presentation and delivery	Instructor's interest in teaching the course	
APEC 430	23	4.76	4.71	4.76	4.86	4.67	4.75

* Student Rating Scores are: 1 = Poor, 2 = Fair, 3 = Good, 4 = Very Good, 5 = Excellent

Student Evaluations of Instruction at University of Florida

Course	Enrollment	Student Ratings*					Overall instructor appraisal
		Communication of information	Expression of expectation	Facilitation of learning	Enthusiasm for subject	Respect for students	
AEB 3300 (online)	140	4.56	4.71	4.44	4.45	4.60	4.56
AEB 4325	56	4.67	4.60	4.57	4.63	4.47	4.52
AEB 3300 (online)	112	4.60	4.67	4.55	4.45	4.54	4.58
AEB 4325	24	4.77	4.73	4.68	4.68	4.77	4.68
AEB 3300 (online)	131	4.39	4.46	4.34	4.35	4.47	4.42
AEB 4325	45	4.83	4.75	4.78	4.81	4.86	4.83
AEB 3300 (online)	135	4.56	4.61	4.43	4.44	4.60	4.61
AEB 4325	42	4.78	4.75	4.83	4.86	4.83	4.81
AEB 3300 (online)	118	4.52	4.62	4.47	4.46	4.59	4.61
AEB 4325	45	4.72	4.77	4.64	4.77	4.69	4.72
AEB 3300 (online)	121	4.33	4.44	4.32	4.32	4.26	4.69
AEB 4325	34	4.69	4.53	4.66	4.84	4.69	4.56
AEB 3300	97	4.39	4.41	4.36	4.38	4.42	4.45

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AEB 4325	51	4.48	4.48	4.50	4.60	4.52	4.56
AEB 3300	83	4.31	4.43	4.32	4.44	4.43	4.46
AEB 4325	31	4.25	4.13	4.42	4.42	4.33	4.50

* Student Rating Scores are: 1 = Poor, 2 = Below Average, 3 = Average, 4 = Above Average, 5 = Excellent

Student Evaluations of Instruction at Oklahoma State University

Course	Enrollment	Student Ratings*						
		Preparation and organization	Effort devoted to teaching	Presentation of material	Knowledge of subject	Ability to explain subject material	Positive attitude towards students	Overall instructor appraisal
AGEC 3213	76	3.67	3.74	3.78	3.84	3.71	3.67	3.73
AGEC 3213	64	3.64	3.70	3.64	3.72	3.68	3.77	3.75

* Student Rating Scores are: 0 = Very Low, 1 = Low, 2 = Average, 3 = High, 4 = Very High

Student Evaluations of Instruction at University of Arkansas

Course	Enrollment	Student Ratings*								
		Instructor seems well-prepared	Instructor displays enthusiasm when teaching	Instructor has stimulated my thinking	Instructor makes good use of examples and illustrations	Instructor is readily available for consultation	I would enjoy taking another course from this instructor	My instructor motivates me to do my best work	My instructor explains difficult material clearly	Overall, this instructor is among the best teachers I have known
AGEC 1103	57	4.9	4.8	4.7	4.8	4.8	4.8	4.8	4.6	4.7
AGEC 2403	34	4.9	4.9	4.9	4.9	4.8	4.9	4.8	4.8	4.4

* Student Rating Scores are: 1 = Strongly Disagree, 2 = Disagree, 3 = Undecided, 4 = Agree, 5 = Strongly Agree