

**KRISTIN KIESEL**  
(last updated September 2022)

**CONTACT INFORMATION**

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Department of Agricultural and Resource Economics  
University of California, Davis  
2147 Social Sciences and Humanities  
One Shields Avenue  
Davis, CA 95616

Email: [kiesel.ucdavis.edu](mailto:kiesel.ucdavis.edu)

**EMPLOYMENT**

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**2020 –present**            **University of California, Davis**  
**Associate Professor of Teaching** in the Agricultural and Resource Economics  
**Assistant Professor of Teaching** in the Agricultural and Resource Economics

**2015**                        **University of California, Berkeley**  
**Visiting Assistant Professor** in the Agricultural and Resource Economics Department

**2009-2015**                **California State University, Sacramento**  
**Associate Professor** in the Department of Economics  
**Assistant Professor** in the Department of Economics

**2009-2012**                **Director** of SIEPR-GIANNINI Data Center

**2008-2009**                **Stanford University**  
**Research Scholar** in Stanford Institute for Economic Policy Research

**University of California-Berkeley**  
**Postdoctoral Scholar** at Department of Agricultural & Resource Economics

**2002-2003**                **Montana State University-Bozeman**  
**Research Associate** at Department of Agricultural Economics & Economics

**Watts and Associates, Inc.**  
**Consultant**

**EDUCATION**

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**2003-2008**                **University of California-Berkeley**, Agricultural & Resource Economics  
**Ph.D.** in Agricultural & Resource Economics, 2008  
**M.S.** in Agricultural & Resource Economics, 2006

**2000-2002**                **Montana State University-Bozeman**, Agricultural Economics & Economics  
**M.S.** in Applied Economics, 2002

**1995-2000**                **Technische Universität-Berlin** (Germany), Kommunikations-und  
Geschichtswissenschaften (Communication Sciences)  
**M.A.** in Kommunikationswissenschaften, Volkswirtschaftslehre, Neuere Deutsche  
Philologie (Communication Sciences, Economics, Modern German Philology) (*summa  
cum laude*), 2000

## ACADEMIC PAPERS

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### Publications

- A. Spalding, R. E. Goodhue, K. Kiesel, R. J. Sexton. 2022. Economic impacts of food safety incidents in a modern supply chain: E. coli in the romaine lettuce industry. *American Journal of Agricultural Economics*.  
<https://doi.org/10.1111/ajae.12341>
- M. D. Ehmke, B. Katare, K. Kiesel, J. S. Bergtold, J. M. Penn, K. A. Boys. 2022. U.S. agricultural university students' mental well-being and resilience during the first wave of COVID-19: Discordant expectations and experiences across genders. *Applied Economic Perspectives and Policy*:  
<https://doi.org/10.1002/aep.13233>
- K. Kiesel, M. D. Ehmke, K. Boys, B. Katare, J. M. Penn, & J. S. Bergtold. 2021. What Do Our Students Think? Perceptions of Transitioning to Remote Learning During the Pandemic at Land-Grant Universities. *Western Economics Forum*, 19 (1): 103-119.
- R. Brown, L. Hamilton, K. Kiesel, J. Treme, & N. Zuo. 2021. Pedagogical Pivot - Faculty Reflections on the Rapid Transition to Virtual Teaching During COVID-19. *Western Economics Forum*, 19 (1): 120-129.
- B. Goodrich, K. Kiesel, & E. Bruno. 2021. Differential Impacts of the COVID-19 Pandemic on California's Produce and Nut Industries. *Western Economics Forum*, 19 (1): 58-74.
- K. Kiesel and M. Ji, 2021. Did State-mandated Restrictions on Sugar-sweetened Drinks in California High Schools Increase Soda Consumption in School Neighborhoods? *Applied Economic Perspectives and Policy*:  
<https://doi.org/10.1002/aep.13137>
- K. Kiesel, B. Lungu, and M. Wilson. 2020. Curating Campus Support Resources to Provide Easy Access for All Students. *Applied Economics Teaching Resources 2 (4)*: <https://www.aaea.org/publications/applied-economics-teaching-resources>.
- K. Kiesel, N. Zuo, Z. T. Plakias, L. Moises Peña-Lévano, A. Barkley, K. Lacy, E. Hanson, and J. Treme. 2020. Enhancing Student Engagement in a Changing Academic Environment—Tested Innovations for Traditional Classes and Online Teaching. *Applied Economics Teaching Resources 2 (3)*:  
<https://www.aaea.org/publications/applied-economics-teaching-resources> .
- K. Kiesel. 2020. Citrus Wars, A Short Case Study and Teaching Materials. *Online Learning and Teaching Resources* (<https://www.aaea.org/membership/online-teaching-resources>).
- S. B. Villas-Boas, K. Kiesel, J. P. Berning, H. H. Chouinard, and J. J. McCluskey. 2020. Consumer and Strategic Firm Response to Nutrition Shelf Labels. *American Journal of Agricultural Economics* 102(2): 458–479.
- S. Kiely, K. LeGrand, T. Chuong, K. Kiesel, C. J. Trexler, B. Buntong, and G. M. Young. 2019. Perceptions of Risk and Risk Management Strategies: Identifying Alternative Strategies to Promote Smallholder Vegetable Production in Cambodia. *International Journal of Agricultural Extension and Rural Development Studies* 6 (5): 21-43.
- G. Woodward-Lopez, J. Kao, K. Kiesel, M. Lewis Miller, M. Boyle, S. Drago-Ferguson, E. Braff-Guajardo, and P. Crawford. 2014. Is Scratch Cooking a Cost Effective Way to Prepare Healthy School Meals with US Department of Agriculture Foods? *Journal of the Academy of Nutrition and Dietetics* 114(9): 1349-1358.
- K. Kiesel and S. B. Villas-Boas. 2013. Can information costs affect consumer choice? Nutritional labels in a supermarket experiment. *International Journal of Industrial Organization* 31(2): 153-163.
- R. Huang and K. Kiesel. 2012. Does Limiting Access to Soft Drinks in Schools Result in Compensation at Home? *European Review of Agricultural Economics* 39 (5): 797-820.

- K. Kiesel. 2012. "A Definition at Last, but What Does it All Mean?" Newspaper Coverage of the USDA Organic Seal and its Effects on Food Purchases. *Journal of Agricultural and Resource Economics* 37(1): 34-57.
- K. Kiesel, J. J. McCluskey, and S. B. Villas-Boas. 2011. Nutritional Labeling and Consumer Choices. *Annual Review of Resource Economics* (3): 141-158.
- K. Kiesel and S. B. Villas-Boas. 2007. Got Organic Milk? Consumer Valuations of Milk Labels after the Implementation of the USDA Organic Seal. *Journal of Agricultural & Food Industrial Organization* 5(4): 1-38.
- K. Kiesel, D. Buschena, and V. Smith. 2005. Do Voluntary Biotech Labels Matter? Evidence from the Fluid Milk Market. *American Journal of Agricultural Economics* (87, 2): 378-393.

#### **Outreach Articles:**

- K. Kiesel. 2022. Reflections on Service-Learning in Unusual Times. *Public Scholarship and Engagement Blog*. April 21 2022.
- K. Kiesel. 2020. How is Fresh Produce Adjusting to the Public Health Crisis? *ARE Update* 23 (5): 17.
- K. Kiesel and A. Spalding. 2019. New Marketing Opportunities for Local Food Producers. *ARE Update* 23 (1): 1-4.
- K. Kiesel and S. B. Villas-Boas. 2007. USDA organic—What is it Worth to the Consumer? *ARE Update* 11(2): 5-8.

#### **Published Reports:**

- K. Kiesel, R.E. Goodhue, R.J. Sexton, and A. Spalding. 2021. E. Coli in the Romaine Lettuce Industry: Economic Impacts from the November 2018 Outbreak.
- K. Kiesel and A. Spalding. 2019. Towards a Solano County Local Food System. A Feasibility Study of Proposed Solano Community Food Centers and next Steps to Support a Local Food Economy.
- K. Kiesel and A. Spalding. 2018. A Food Business Incubator in the Sacramento Region. Feasibility Study of Alchemist Kitchen.
- Center for Science in the Public Interest 2015. Food Education in America

#### **BOOK CONTRIBUTIONS**

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- K. Kiesel 2009. What Do I Buy Now? *Essays on Consumer Response to Food Labeling*. VDM Verlag.
- K. Kiesel, D. Buschena, and V. Smith. 2004. Consumer Acceptance and Labeling of GMOs in Food Products: a Study of Fluid Milk Demand. In R.D. Evenson and Vittorio Santaniello (Eds.): *Consumer Acceptance of Biotechnology Foods*, CABI Publishing: 9-32.
- K. Kiesel. 2000. Nachhaltigkeit und Kommunikation. In J.H. Harloff, K.W. Christiaanse. G. Wendorf, K. Zillich, H.L. Dienel (Eds.): *Wohnen und Nachhaltigkeit. Interdisziplinäre Forschung vor der eigenen Haustür*, Technische Universität Berlin, Germany: 15-25.
- G. Wendorf, D. Felbinger, K. Kiesel. 2000. Nachhaltigkeit, eine Frage der Ökonomie? In J.H. Harloff, K.W. Christiaanse. G. Wendorf, K. Zillich, H.L. Dienel (Eds.): *Wohnen und Nachhaltigkeit. Interdisziplinäre Forschung vor der eigenen Haustür*, Technische Universität Berlin, Germany: 30-33.
- G. Wendorf, K. Kiesel. 2000. Zur Relevanz des Wohnumfelds in bezug auf nachhaltigen Konsum. In J.H. Harloff,

K.W. Christiaanse, G. Wendorf, K. Zillich, H.L. Dienel (Eds.): *Wohnen und Nachhaltigkeit. Interdisziplinäre Forschung vor der eigenen Haustür*, Technische Universität Berlin, Germany: 59-63. (Berlin, Germany: Technische Universität Berlin)

## MY WORK IN THE MEDIA

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J. Fergesen. 2019. Incubating Ideas, Hatching Success-- Alchemist Microenterprise Academy graduates its first cohort of food entrepreneurs. *Comstock Magazine* (December 13<sup>th</sup>, 2019). Available at: <https://www.comstocksmag.com/article/incubating-ideas-hatching-success>

UC Davis World Food Center 2019. Global Potential of Food Innovations. NextGen Food Innovations you can eat. *ISGP Forum Live Stream*, Session 6 (September, 25<sup>th</sup>, 2019). Available at: <https://www.facebook.com/isgpforum/videos/393778368001514/>

Rodger Wasson 2019. Provenance Matters – Kristin Kiesel, UC Davis. *Farm to Table Talk*, Podcast (November 15th, 2019) Available at: <https://farmtotabletalk.com/provenance-matters-kristen-kiesel-uc-davis/>

## CONFERENCES

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**K. Kiesel**, M. D. Ehmke, K. Boys, B. Katare, J. Penn, & J. Bergtold. 2021. What *Do* Our Students Think? Which approaches and tools resulted in better learning experiences during the transition to remote learning? Paper presented at the AAEA Annual Meeting on August 1<sup>st</sup> -3<sup>rd</sup>, 2021 in Austin, Texas.

**K. Kiesel**. 2021. Group projects, student opportunities, and alumni collaborations that introduce and prepare students for careers in the Produce industry. Track session presentation at the AAEA Annual Meeting on August 1<sup>st</sup> -3<sup>rd</sup>, 2021 in Austin, Texas.

**K. Kiesel** and A. Spalding. 2021. Marketing Strategies for Value-added Foods as a Path to Recovery for Local Producers? Paper presented at the AAEA Annual Meeting on August 1<sup>st</sup> -3<sup>rd</sup>, 2021 in Austin, Texas.

**K. Kiesel**. 2019. Peer-based Learning: The Use of Group Projects, Clickers, and Instructional Videos to Increase Student Engagement in Large Classes. Paper presented at the AAEA Annual Meeting on July 21<sup>st</sup> -23<sup>rd</sup>, 2019 in Atlanta, Georgia.

**K. Kiesel** and A. Spalding. 2019. Learning to Love Broccoli. The Impact of School-based Educational Interventions on Children's Attitudes, Knowledge and Food Choices. Paper presented at the WAEA Annual Meeting on June 30<sup>th</sup> - July 2<sup>nd</sup>, 2019 in Coeur d'Alene, Idaho.

**K. Kiesel**. 2018. Directly Requested Scanner Data and Supplemental Product Information. Presented at the AAEA Annual Meeting on August 5<sup>th</sup> -7<sup>th</sup>, 2018 in Washington, D.C.

**P. Wilde, H. Kaiser, J. Crespi, and K. Kiesel**. 2016. Are Checkoff Programs Good for Nutrition? Panel Discussion at the AAEA Annual Meeting on July 31<sup>st</sup>-August 1<sup>st</sup>, 2016 in Boston.

**K. Kiesel** and Amber Stott. 2015. Tracking Turnips and Other Measures of Food Literacy Education: The Impact of a School-based Intervention on Children's Attitudes, Knowledge and Food Choices. Poster presented at the AAEA Annual Meeting on July 26<sup>th</sup> -28<sup>th</sup>, 2015 in San Francisco.

**M. Lewis, S. Drago-Ferguson, J. Kao, K. Kiesel**. 2012: Back to Basics: Nutritional Value and Financial Impact of Scratch-Cooked School Food. Rethinking School Lunch 2012 Conference: California Food for California Kids. Oakland, September 24<sup>th</sup>, 2012.

**K. Kiesel**, Rui Huang, Chantel Crane, Lisa Craypo. 2012. California's Leading Role in State-mandated Soda Bans—Adherence at High Schools and Possible Compensation Outside of Schools. Paper presented at the AAEA Annual Meeting on August 12<sup>th</sup> -14<sup>th</sup> in Seattle.

- K. Kiesel**, L. Smialkova, M. L. Anderson, S. B. Villas-Boas. 2012. Taste and Food Education: The impact of a school-based intervention on children's food choices. Paper presented at the AAEA/EAAE Joint Conference: Food Environment: The Effect of Context on Food Choice on May 30<sup>th</sup>-31<sup>st</sup>, Tufts University in Boston.
- K. Kiesel**, L. Smialkova, M. L. Anderson, S. B. Villas-Boas. 2011. Taste and Food Education: The impact of a school-based intervention on children's food choices. Paper presented at the Pre-Conference Workshop: Economics and Child Nutrition Programs at the AAEA&NAREA Joint Annual Meetings on July 24<sup>th</sup>-26<sup>th</sup> in Pittsburgh.
- K. Kiesel**, M. Lewis, L. Craypo, E. Braff-Guarjardo, G. Woodward-Lopez. 2011. USDA Commodities Processing: Impact On School Meal Nutritional Quality and Cost. Methodology and preliminary results of an interdisciplinary project presented in a symposium on Food and Health Trends at the AAEA&NAREA Joint Annual Meetings on July 24<sup>th</sup>-26<sup>th</sup> in Pittsburgh.
- R. Huang and **K. Kiesel**. 2011. Does Limiting Access to Soft Drinks in Schools Result in Compensation at Home? Poster presented at the Using scanner data to answer Food Policy Questions conference on June 1<sup>st</sup>-2<sup>nd</sup> at the ERS in Washington, D.C.
- K. Kiesel** and S. B. Villas-Boas. 2010. Can information costs affect consumer choice? Nutritional labels in a supermarket experiment. Paper presented at the Using scanner data to answer Food Policy Questions conference on June 1<sup>st</sup>-2<sup>nd</sup> at the ERS in Washington, D.C.
- K. Kiesel**. 2010 Moving Toward and Sustainable Food Systems. Invited panel member in mini-plenary at the 6<sup>th</sup> Biennial Childhood Obesity Conference on June 28<sup>th</sup>-July 1<sup>st</sup> in San Diego.
- K. Kiesel** and S. B. Villas-Boas. 2010. Can Information Costs Confuse Consumer Choice?—Nutritional Labels in a Supermarket Experiment. Selected paper at the 115<sup>th</sup> EAAE Seminar "The Economics of Food, Food Choice and Health" in Freising, September 15<sup>th</sup> -17<sup>th</sup>, 2010.
- R. Huang and **K. Kiesel**. 2010. Does Limited Access at School Result in Compensation at Home? The Effect of Soft Drink Bans in Schools on Purchase Patterns Outside of Schools. Selected paper at the 115<sup>th</sup> EAAE Seminar "The Economics of Food, Food Choice and Health" in Freising, September 15<sup>th</sup> -17<sup>th</sup>, 2010.
- R. Huang and **K. Kiesel**. 2010. Does Limited Access at School Result in Compensation at Home? The Effect of Soft Drink Bans in Schools on Purchase Patterns Outside of Schools. Selected paper at the AAEA, CAEA & WAEA Joint Annual Meetings in Denver, July 25<sup>th</sup> -27<sup>th</sup>, 2010.
- K. Kiesel** and S. B. Villas-Boas. 2010. Can Information Costs Confuse Consumer Choice?—Nutritional Labels in a Supermarket Experiment. Invited talk at the University of California, Davis Economics research seminar in Industrial Organization, April 21<sup>st</sup>, 2010.
- K. Kiesel** 2008. "A Definition at Last, but What Does it All Mean?" Newspaper Coverage of the USDA Organic Seal and its Effects on Food Purchases. AAEA Selected Paper presented at the AAEA & ACCI Joint Annual Meetings in Orlando, July 27<sup>th</sup> -29<sup>th</sup>, 2008.
- K. Kiesel** and S. B. Villas-Boas 2008. Another Nutritional Label—Experimenting with Grocery Store Shelf Labels and Consumer Choice. Paper presented at the Econometrics Seminar, Economics Department, Harvard University, April 7<sup>th</sup>, 2008.
- K. Kiesel** 2008. "A Definition at Last, but What Does it All Mean?" Newspaper Coverage of the USDA Organic Seal and its Effects on Food Purchases. Paper presented at the 10<sup>th</sup> Occasional Workshop on Environmental and Resource Economics. University of Santa Barbara, March 21<sup>st</sup> -22<sup>nd</sup>, 2008.

- K. Kiesel** and S. B. Villas-Boas. 2007. Got Organic Milk? Consumer Valuations of Milk Labels after the Implementation of the USDA Organic Seal. Paper presented at the 34<sup>th</sup> EARIE Conference, Valencia, September 6<sup>th</sup> -9<sup>th</sup> 2007.
- K. Kiesel** and S. B. Villas-Boas 2006. "Milk is Milk--The Simple Truth"--Consumer Response to Changes in Labeling Regulations under the NOP in the Fluid Milk Market. Paper presented at the 7th INRA-IDEI Conference on "*Industrial Organization and the Food Processing Industry*", Toulouse, June 9<sup>th</sup> -10<sup>th</sup>, 2006.
- E. Golan and **K. Kiesel**. 2002. Evidence on Retail Demand for Non-biotech Foods, Track session at 2002 AAEA annual meeting in Long Beach, CA, July 26<sup>th</sup> - 31<sup>st</sup>, 2002.

#### **INVITED TALKS AND PROFESSIONAL WORKSHOPS**

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- K. Kiesel**. 2020. Student perceptions of remote learning and how can we best support them? Newcastle University, School of Natural and Environmental Sciences. Zoom, October 21, 2020.
- J. Bergtold, K. Boys, M. D. Ehmke, B. Katare, K. Kiesel, and J. Penn**. 2020. What do our students think? Student Perceptions and Values of Remote Learning, WERA 72 Workshop, Western Education and Research Activities Committee on Agribusiness, Zoom, October 21, 2020.
- D. Fetter, B. Lungu, and K. Kiesel**. 2020. Faculty Reflections on Teaching in the COVID-19 Era. Faculty Forum, Zoom, April 17<sup>th</sup>, 2020.
- AAEA**. 2020. Online Teaching Resources and Best Practices Webinar. Co-organizer and panel member, April 13<sup>th</sup>, 2020.
- K. Kiesel**. 2020. Product Marketing and Advertising. Online guest lecture and expert panel at the Alchemist Microenterprise Academy, Uber Conference, March 24<sup>th</sup>, 2020,
- K. Kiesel**. 2019. Challenges regarding consumer preferences, market access, and pricing for locally-grown and produced foods. Short presentation and panel discussant at the Developing an Agrifoods System Blueprint for California workshop on September 13<sup>th</sup>, 2019 in Sacramento, California.
- K. Kiesel**. 2019. The *New World* of Advertising and Integrated Brand Promotion. Guest Lecture at the Alchemist Microenterprise Academy on June 17<sup>th</sup>, 2019, in Sacramento, California.
- K. Kiesel, B. Lungu, and M. Wilson**. 2019. Teaching with Instructional Video. UC Davis, May 15<sup>th</sup>, 2019.
- K. Kiesel, B. Lungu, 2019**. Cross-Disciplinary Approaches to Active Learning. Faculty Forum, UC Davis. April 19<sup>th</sup>, 2019.
- K. Kiesel, B. Lungu, and M. Wilson**. 2019. Engaging Students with Classroom Polls. Faculty workshop, UC Davis, February 19<sup>th</sup>, 2019.
- K. Kiesel, B. Lungu, and M. Wilson**. 2018. Expanding the Classroom. Teaching with Instructional Video. Faculty workshop, UC Davis, May 17<sup>th</sup>, 2018.
- J. Ledford and K. Kiesel**. 2018. Using Data to Inform Instruction. Faculty Forum, UC Davis, March 16<sup>th</sup> 2018.
- K. Kiesel, B. Lungu, and M. Wilson**. 2018. Clickers in the Classroom. Engaging Students with iClickers and Top Hat. Faculty workshop, UC Davis, March 9<sup>th</sup>, 2018.
- K. Kiesel**. 2017. Peers explaining to Peers. Resource table at the Scholarship of Teaching and Learning Conference, UC Davis, December 1<sup>st</sup>, 2017

- K. Kiesel.** 2017. Peers Explaining to Peers: Instructional Videos Explaining Key Concepts in Economics. Presentation given at Summer Institute for Teaching and Technology, UC Davis, September 15<sup>th</sup>, 2017
- K. Kiesel.** 2017. Branding Mead—Engaging consumers with your story. Presentation given at Advance Mead making workshop, Robert Mondavi Institute, UC Davis, June 19<sup>th</sup> -22<sup>nd</sup>, 2017.
- K. Kiesel.** 2016. Student Response Technology in Large Undergraduate Classes. UC Davis Center for Educational Effectiveness workshop series, October 21<sup>st</sup>, 2016.
- K. Kiesel and Stephen Boucher.** 2016. Clickers and REEF App in the classroom, Brown-Bag Departmental Seminar, UC Davis, April 29<sup>th</sup>, 2016.

## AWARDS AND FUNDING

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- 2021-2026** University of California’s Hispanic Serving Institution (UC-HSI) Doctoral Diversity Initiative: *Diversity and Inclusion in Research, Education, and Career Training (DIRECT) Program*
- 2021-2022** Giannini Foundation mini-grant: *Adoption and Advertising of Regulated Deficit Irrigation Technique within the Blue Diamond Cooperative*
- 2020-2021** Giannini Foundation mini-grant: *Economics Impact of the November 2018 Romaine E. coli Outbreak: Lessons for California Moving Forward*
- 2020** Faculty Development Award, UC Davis
- 2020** Community Engaged Learning Faculty Fellow, UC Davis
- 2018-2019** Giannini Foundation mini-grant: *Consumer Demand and Marketing Strategies for Locally Produced Foods.*
- 2017-2018** USDA Local Food Promotion Program Planning Grant: *Solano Community Food Centers*
- 2016-2018** USDA Local Food Promotion Program Planning Grant: *Alchemy Kitchen—A Food Business Incubator Project in Sacramento*
- 2017** Center for Educational Effectiveness, Small Grant: *Peers Explaining to Peers: Key Concepts in Economics*
- 2015-2016** Giannini Foundation mini-grant: *Food for Thought: Can Education Affect Student Attitudes and Behavior towards Healthier and Sustainable Food Choices?*
- 2013-2014** Faculty Research Support Fund, Sacramento State University
- 2011-2012** Nomination, scholarship and participation in the LEAD21-Leadership for the 21<sup>st</sup> century program, June 2011 in Indianapolis, October 2011 in Kansas City, and February 2012 in Washington, D.C.
- 2011-2012** Participation in Summer Teaching Institute
- 2011** SSIS Summer research fellowship, California State University-Sacramento
- 2010** Robert Wood Johnson Foundation, Healthy Eating Research: Building Evidence to Prevent Childhood Obesity: *USDA Commodities Processing: Impact on School Meal Nutritional Quality and Cost*
- 2008** University of California-Berkeley, Environmental Leadership Program Grant: *Taste and Food Education in Belarusian Secondary Schools*
- 2008** Young researcher participant in the 3rd Lindau Meeting of Nobel Laureates in Economic Sciences, August 20-23<sup>rd</sup> 2008
- 2007** University of California-Berkeley, Agricultural & Resource Economics: Department Student Travel Grant
- 2007** University of California-Berkeley, Graduate Division: Graduate Division Conference Travel Grant
- 2005-2006** ERS, Cooperative Agreement: *Demand for Organic and rBGH-free Milk: An Analysis of Product Differentiation and Consumer Valuation in the Presence of Heterogeneous Preferences and Information Uncertainty* (Project leaders: Sofia B. Villas Boas, Elise H. Golan)
- 2002** American Association of Agricultural Economics: Outstanding Master’s Thesis, Honorable Mention, 2002

**2001-2002** ERS, Cooperative Agreement: *GMO Food Labeling and Consumer Response: An Analysis of the Effects of Voluntary rBGH-free Labels on the Market for Fluid Milk.*  
(Project leaders: David Buschena, Elise H. Golan)

## **PERSONAL INFORMATION**

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**Nationality:** German citizen, US permanent resident

**Date of Birth:** February 28, 1975

## **OTHER INFORMATION**

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**Associations:** Agricultural & Applied Economics Association (AAEA): *Past-chair for Teaching, Learning and Communication Section; Member of Online Learning and Teaching Resources Task Force; Member*  
American Economic Association (AEA): *Member*  
National Cooperative Business Association: *Member*

**Review Activities:** Agribusiness, Annual ASSA-AEA Meetings, Applied Economics Perspectives & Policy, *Economica*, European Economic Review, Food Policy, Journal of Agricultural Economics, Journal of Economic Behavior & Organization, Journal of Environmental Economics, Journal of Food Products Marketing, Journal of Policy Analysis and Management, Science

**Community Partners:** Sustainable Solano (2018-current)  
Alchemist, CDC, Sacramento (2016-current)  
Wellness City Challenge (2016-2018)  
Mount Diablo Unified School District (2015-2017)  
Capital Public Radio—The Garden Project, Sacramento (2015-2016)  
Food Literacy Center, Sacramento (2013-2015)  
Food Day and Jamie Oliver Foundation Food Education Campaign, Advisory Group (2012-2014)  
Sacramento Food System Collaborative, Steering Committee (2012-2014)  
REAL School Food Initiative (2010-2011)  
UC Davis Cancer Center/Sacramento State Partnership Board (2009-2012)  
Slow Food (2008-2012)