

Wuyang Hu

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Current Address: Department of Agricultural Economics, 313 Charles E. Barnhart Building
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EDUCATION

- Ph.D. in Agricultural and Resource Economics 11/04
University of Alberta, Canada
- B.Sc. in Finance and Economics 06/98
Central University of Finance and Economics, China

HONORARY POSITION

- Editor, Canadian Journal of Agricultural Economics 07/11-present
- Commentator, CCTV-America 10/15-present

WORK EXPERIENCE

- Professor, Dept. of Agricultural, Environmental, and Development Economics Begins 01/18
The Ohio State University
- H. B. Price Professor, Dept. of Agricultural Economics, Univ. of Kentucky 07/16-present
- Professor, Dept. of Agricultural Economics, Univ. of Kentucky 07/13-present
- Associate Professor, Dept. of Agricultural Economics, Univ. of Kentucky 07/10-06/13
- Assistant Professor, Dept. of Agricultural Economics, Univ. of Kentucky 02/07-06/10
- Assist. Res. Prof., Dept. of Resource Economics, Univ. of Nevada, Reno 08/05-01/07
- Postdoctoral Research Fellow, Dept. of Rural Economy, Univ. of Alberta 10/04-08/05
- Teaching Assistant, Dept. of Rural Economy, Univ. of Alberta 01/00-12/04
- Research Assistant, Dept. of Rural Economy, Univ. of Alberta 05/99-10/04

FIELDS OF SPECIALIZATION

- Primary: Marketing and Consumer Economics
- Secondary: Resource and Environmental Economics
- Research Interests: Consumer Behavior, Marketing and Demand Analysis, Non-market Valuation Methods, Agricultural Policy Analysis, Discrete Choice Modeling, Bayesian and Empirical Bayes Methods, Regional Development, Experimental Economics

ACADEMIC AWARDS

(* indicates students I supervised)

- 1st place undergraduate quiz bowl competition (W. Hu as advisor) 08/17
(by Agricultural and Applied Economics Association)
- Richardson-Applebaum Best M.S. Thesis Award 10/16
“Farmed and Wild-Caught Shrimp in Kentucky and South Carolina: Consumer Preference For Homegrown by Heroes, Community Supported Fishery, and Other Quality Attributes”
Graham Soley* (W. Hu as advisor)
(by Food Distribution Research Society)
- 1st place undergraduate quiz bowl competition (W. Hu as advisor) 08/16
(by Agricultural and Applied Economics Association)
- 1st and 3rd place undergraduate quiz bowl competition (W. Hu as advisor) 02/16
Erica Rogers* and April Winebarger*

- (by Southern Agricultural Economics Association)
- Outstanding Faculty Award for Service to Graduate Students 10/15
(bv College of Agriculture, Univ. of Kentucky)
- 3rd Place Undergraduate Paper Competition (student author: Nathan Trull*) 07/15
(by Agricultural and Applied Economics Association)
- 2nd place undergraduate quiz bowl competition (W. Hu as advisor) 07/15
Olivia Cline*, Nathan Trull*, and Jason Simon*
(by Agricultural and Applied Economics Association)
- 3rd Place Best Poster Award by Southern Agricultural Economics Association 02/15
“The Effect of Household Characteristics on Dairy Product Expenditures”,
Rezgar Mohammed* and Wuyang Hu
- Outstanding Journal Article Award honorable mention 05/14
“U.S. Consumers’ Preference and Willingness to Pay for Country-of-Origin-Labeled
Beef Steak and Food Safety Enhancements” *Canadian Journal of Agricultural
Economics* 61: 93-118, co-authors: Kar Ho Lim, Leigh Maynard and Ellen Goddard
- 2nd, 3rd, 4th place undergraduate quiz bowl competition (W. Hu as coach) 02/14
Daniella Straathof*, Jason Simon*, and Nate Trull*
(by Southern Agricultural Economics Association)
- Outstanding Paper Award by International Business and Economy Conference 01/14
“Chinese Consumers’ Willingness-to-pay for Non-Traditional Beverages”,
Wuyang Hu and Ping Qing
- Best Paper Award by Kentucky Economic Association 10/13
“Do Consumers Substitute Organic for Local Food Claim?: A Case of Blackberry
Jam in Kentucky”, co-authors: Thong Meas*, Wuyang Hu, Marvin Batte, Tim Woods
and Stan Ernst
- 1st Place Undergraduate Poster Award (student author: Adam Hancock*) 10/13
(by Tracy Farmer Institute, Univ. of Kentucky)
- 3rd Place Undergraduate Paper Competition (student author: Adam Hancock*) 08/13
(by Agricultural and Applied Economics Association)
- A Teacher Who Made a Difference Award 04/13
(by College of Education, Univ. of Kentucky)
- 2nd place undergraduate quiz bowl competition (W. Hu as coach) 02/13
Adam Hancock*
(by Southern Agricultural Economics Association)
- Wethington Award (Grantsmanship and Research) 2009-present, each year
(by College of Agriculture, Univ. of Kentucky)
- High Impact Research/Extension Award 12/09
(by College of Agriculture, Univ. of Kentucky)
- Outstanding Journal Article Award 05/06
“Labeling of Genetically Modified Food: Heterogeneous Consumer
Preferences and the Value of Information” *Canadian Journal of Agricultural Economics*
53: 83-102, co-authors: Wuyang Hu, Michele Veeman and Wiktor Adamowicz
- Outstanding PhD Dissertation Award by Food Distribution Res. Society 10/05
- Outstanding PhD Dissertation Honorable Mention by Canadian Ag. Econ. Society 07/05
(2002-2004, award announced every three years)

REFEREED JOURNAL ARTICLES

(all authors listed by contribution unless noted; * indicates graduate students, visiting scholars, or post-docs)

85. Trull, N., J. Penn and W. Hu (2018) “Public Support for Growth and Funding in Built Environments: Case of an Arboretum” *Journal of Housing and Built Environment*. Forthcoming.
84. Zhong, H.*, W. Hu and J. Penn* (2018) “Application of Multiple Imputation in Dealing with Missing Data in Agricultural Surveys: Case of BMP Adoption” *Journal of Agricultural and Resource Economics*. Forthcoming.
83. Penn, J.* and W. Hu (2018) “Euthanising Value of a Statistical Life: Monetising Differences in Public Perception and Alternatives” *Applied Economics*. Forthcoming.
82. Penn, J.* and W. Hu (2018) “Understanding Hypothetical Bias: An Enhanced Meta-Analysis” *American Journal of Agricultural Economics*. Forthcoming.
81. Wu, L., X. Gong, S. Qin*, X. Chen*, D. Zhu, W. Hu and Q. Li* (2018) “A Comparative Study of Consumer Preferences between Origin Labeling and Traceability Information of Traceable Pork” *Agribusiness: an International Journal*. Forthcoming.
80. Zhou, L., R. Ying, W. Hu and D. Pan* (2017) “Agricultural Technical Education and Agrochemical Use by Rice Farmers in China” *Agribusiness: an International Journal*. Forthcoming.
79. Chen, X.*, G. Qiu*, L. Wu, G. Xu*, J. Wang and W. Hu (2017) “Influential Impacts of Combined Government Policies for Safe Disposal of Dead Pigs on Farmer Behavior” *Environmental Science and Pollution Research* 24(4): 3997-4007. (impact factor: 2.76)
78. Ye, T., M. Wang, W. Hu, Y. Liu* and P. Shi (2017) “High Liabilities or Heavy Subsidies: Farmer Preferences for Crop Insurance Attributes” *China Agricultural Economics Review* 9(4): 588-606.
77. Wu, L., G. Xu*, Q. Li*, B. Hou*, W. Hu and J. Wang (2017) “Investigation of the Disposal of Dead Pigs by Pig Farmers in Mainland China by Simulation Experiment” *Environmental Science and Pollution Research* 24(2): 1469-1483. (impact factor: 2.76)
76. Hu, W., P. Qing and L. Cox (2017) “Marketing of Hawai‘i Food Products in China” *Chinese Economy* 50(3): 157-167.
75. Penn, J. M.*, H. J. Penn, M. F. Potter and W. Hu (2017) “Bed Bugs and Hotels: Traveler Insights and Implications for the Industry” *American Entomologist* 63(2): 79-88.
74. Lewis, K. E.*, C. Grebitus, G. Colson and W. Hu (2017) “German and British Consumer Willingness to Pay for Beef Labeled with Food Safety Attributes” *Journal of Agricultural Economics* 68(2): 451-470.
73. Peschel, A. O.*, C. Grebitus, G. Colson and W. Hu (2016) “Explaining the Use of Attribute Cut-off Values in Decision Making by Means of Involvement” *Journal of Behavioral and Experimental Economics* 65: 58-66.
72. Zhang, M.*, C. Chen, W. Hu and J. Zhan (2016) “Influence of Source Credibility on Consumers’ Acceptance of Genetically Modified Foods in China” *Sustainability* 8(9): 899.
71. Zhou, L., C. Turvey, W. Hu and R. Ying (2016) “Fear and Trust: How Risk Perceptions of Avian Influenza Affect Chinese Consumers’ Demand for Chicken” *China Economic Review* 40: 91-104. (impact factor: 1.69)

70. Zhou, G.*, W. Hu and W. Huang (2016) “Are Consumers Willing to Pay More for Sustainable Products? A Study of Eco-labeled Tuna Steak” *Sustainability* 8(5): 494.
69. Vassalos, M.*, W. Hu, C. Dillon, J. Schieffer and T. Woods (2016) “Risk Preferences, Transaction Costs and Choice of Marketing Contracts: Evidence from a Choice Experiment with Fresh Vegetable Producers” *Agribusiness: an International Journal* 32(3): 379-396.
68. Wang, K., H. Liu, W. Hu and L. Cox (2016) “Using Online Self-Assessment Tool to Improve Conjoint Analysis: Application in Choices of Wildlife Excursions” *Internet Research* 26(3): 644-660.
67. Penn, J.*, W. Hu, L. Cox and L. Kozloff (2016) “Values for Recreational Beach Quality in Oahu, Hawai’i” *Marine Resource Economics* 31(1): 47-62.
66. Zhong, H.*, P. Qing and W. Hu (2016) “Farmers’ Willingness to Participate in Best Management Practices in Kentucky” *Journal of Environmental Planning and Management* 59(6): 1015-1039.
65. Wu, L., H. Wang*, D. Zhu, W. Hu and S. Wang* (2016) “Chinese Consumers’ Willingness to Pay for Pork Traceability Information – the Case of Wuxi” *Agricultural Economics* 47: 71-79.
64. Lim, K. H.* and W. Hu (2016) “How Local is Local? A Reflection on Canadian Local Food Labeling Policy Based on Consumer Preference for Local Beef” *Canadian Journal of Agricultural Economics* 64(1): 71-83.
63. Robert, M. *, W. Hu, J. Stowe and M. Nielsen (2015) “Attitudes towards Implementation of Surveillance-based Parasite Control on Kentucky Thoroughbred Farms” *Equine Veterinary Journal* 47(6): 694-700. (impact factor: 2.29)
62. Qing, P., A. Xi and W. Hu (2015) “Self-Consumption, Gifting, and Chinese Wine Consumers” *Canadian Journal of Agricultural Economics* 63(4): 601-620.
61. Meas, T.*, W. Hu, M. Batte, T. Woods and S. Ernst (2015) “Substitutes or Complements? Consumer Preferences for Local and Organic Food Attributes” *American Journal of Agricultural Economics* 97(4): 1044-1071.
60. Hu, W., P. Qing, J. Penn*, M. Pelton* and A. Pagoulatos (2015) “Rider Preferences and Economic Values for Equestrian Trails” *Journal of Environmental Planning and Management* 58(7): 1154-1172.
59. Wu, L., S. Wang*, D. Zhu, W. Hu and H. Wang* (2015) “Chinese Consumers’ Preferences and Willingness to Pay for Traceable Food Quality and Safety Attributes: The Case of Pork” *China Economic Review* 35: 121-136. (impact factor: 1.264)
58. Ingram, D. L., T. A. Woods, W. Hu and S. Nambuthiri* (2015) “Willingness-to-Pay Comparisons for Groundcover with Sustainable Containers – Home Versus Commercial Buyers” *HortScience* 50(3): 408-411. (impact factor: 0.86)
57. Allen, J.*, A. Davis, W. Hu and E. Owusu-Amankwah* (2015) “Residents’ Willingness-to-Pay for Attributes of Rural Healthcare Facilities” *Journal of Rural Health* 31(1): 7-18. (impact factor: 1.771)
56. Wu, L., S. Qin*, D. Zhu, Q. Li and W. Hu (2015) “Consumer Preferences for Pork Product Origin and Traceability” *Chinese Rural Economy* 2015(6): 47-73.

55. Wu, L., G. Xu* and W. Hu (2015) “Factors Affecting Farmers’ Coping Strategies for Diseased Hogs: An Experimental Approach” *Journal of Nanjing Agricultural University (Social Science)* 15: 1-18.
54. Penn, J.*, W. Hu, L. Cox and L. Kozloff* (2014) “Resident and Tourist Preferences for Stormwater Management Strategies in Oahu Hawai’i” *Ocean and Coastal Management* 98(1): 79-85.
53. Hancock, A.*, J. Penn* and W. Hu (2014) “Augmenting Electricity Output of Ellipticals through Behavioral Change” *Sustainability* 7(5): 255-261.
52. Liu, Z.*, A. Pagoulatos and W. Hu (2014) “Valuing the Benefit of Reducing Adverse Effects from Polluting Heating Fuels” *Social Science Quarterly* 95(3): 868-891. (impact factor: 0.99)
51. Qing, P., W. Hu and Y. Liu (2014) “The Interaction between Consumer Preference and Product Ethics: Implications on Coffee Trade in China” *Journal of International Business and Economy* 15(1): 1-22. International Business and Economy Conference 2014 Outstanding Journal Article Award winner.
50. Yang, B.*, P. Qing, W. Hu and Y. Liu (2014) “Product Information and Willingness-to-Pay: A Case Study of Fair Trade Coffee in the Chinese Market” *China Agricultural Economics Review* 6(2): 278-294.
49. Liu, Y.*, W. Hu, S. Jetté-Nantel*, Z. Tian (2014) “The Influence of Labor Price Change on Agricultural Machinery Usage in Chinese Agriculture” *Canadian Journal of Agricultural Economics* 62(2): 219-243.
48. Qing, P., A. Xi and W. Hu (2014) “Consumer Preference for Meat in China: A Case Study of Beijing” *Emerging Markets Finance and Trade* 50(2): 143-152.
47. Lim, K. H.*, W. Hu, L. J. Maynard and E. Goddard (2014) “A Taste for Safer Beef? How Consumers’ Perceived Risk Influence Willingness to Pay for Country-of-Origin Labeled Beef” *Agribusiness: an International Journal* 30(1): 17-30.
46. Wu, L., S. Wang* and W. Hu (2014) “Consumer Preferences and Willingness to Pay for Traceable Food: Case of Pork” *China Rural Economy* 2014(8): 58-75.
45. Qing, P., W. Hu, J. Feng, Y. Zhang* and W. Xiang* (2013) “Effectiveness of Remedy Strategies after Product Harm Incidents: Case of Dairy Products” *Issues in Agricultural Economy* 12: 16-29.
44. Hu, W., P. Qing, M. Batte, T. Woods and S. Ernst (2013) “What is Local and for What Foods Does it Matter?” *Agricultural Economics* 59(10): 454-466.
43. Yang, S.-H.*, P. Qing, W. Hu and Y. Liu (2013) “Using a Modified Payment Card Survey to Measure Chinese Consumers’ Willingness to Pay for Fair Trade Coffee: Considering Starting Points” *Canadian Journal of Agricultural Economics* 61(1): 119-139.
42. Lim, K. H.*, W. Hu, L. J. Maynard and E. Goddard (2013) “U.S. Consumers’ Preference and Willingness to Pay for Country-of-Origin Labelled Beef Steak and Food Safety Enhancements” *Canadian Journal of Agricultural Economics* 61(1): 93-118. Canadian Agricultural Economics Society 2014 outstanding Journal Article Award honorable mention.
41. Jeffcoat, C.*, A. Davis and W. Hu (2012) “Willingness to Pay for Broadband Access by Kentucky Farmers” *Journal of Agricultural and Applied Economics* 44(3): 323-334.

40. Davidson, K. *, M. Pan, W. Hu and D. Poerwanto* (2012) “Consumers’ Willingness to Pay for Aquaculture Fish Products vs. Wild-Caught Seafood: A Case Study in Hawaii” *Aquaculture Economics and Management* 16(2): 136-154.
39. Hu, W., M. Batte, T. Woods and S. Ernst (2012) “Consumer Preferences for Local Production and Other Value Added Label Claims for a Processed Food Product” *European Review of Agricultural Economics* 39(3): 489-510.
38. Emunu, J. P., D. McCann-Hiltz and W. Hu (2012) “Canadian Consumer Willingness to Pay for Omega-3 Enhanced Meat” *Journal of Food Products Marketing* 18(4): 287-305.
37. Fernandes Da Costa, P. M. *, W. Hu, A. Pagoulatos and J. Schieffer (2012) “Participation in Government Cost-Share Conservation Programs in the Kentucky River Watershed: A County Level Analysis” *Environmental Economics* 3(1): 122-133.
36. Yang, S.-H. *, W. Hu, M. Mupandawana* and Y. Liu (2012) “Consumer Willingness to Pay for Fair Trade Coffee: A Chinese Case Study” *Journal of Agricultural and Applied Economics* 44(1): 21-35.
35. Fernandes da Costa, P. M. *, W. Hu and M. Pan (2011) “Ahi Poke (Raw Tuna Salad) Consumption and Consumer Characteristics in Hawai’i” *Aquaculture Economics and Management* 15(4): 302-315.
34. Liu, Z. *, A. Pagoulatos and W. Hu (2011) “Health Risk of Heating Fuel Choice: A Simultaneous Causality Analysis” *International Journal of Humanities and Social Science* 1(14): 95-104.
33. Hu, W., T. A. Woods, S. Bastin, L. J. Cox and W. You (2011) “Assessing Consumers’ Willingness to Pay for Value-Added Blueberry Products Using a Payment Card Survey” *Journal of Agricultural and Applied Economics* 43(2): 243-258.
32. Johnson, R. *, W. Hu, A. Pagoulatos and D. Debertin (2011) “Response to General Health Information in the Food Industry: A Panel Case Study in the Domestic Cracker Market” *Journal of Food Products Marketing* 17(1): 91-109.
31. Hu, W., T. A. Woods, S. Bastin and L. J. Cox (2011) “Analyzing the Demand for New Value-Added Product: Case of Pure Blueberry Sweetener” *Journal of International Food and Agribusiness Marketing*. 23(1): 56-72.
30. Hu, W., A. Davis, L. J. Cox and J. Schieffer (2010) “An Ex Post Attribute Preference Analysis as a Follow-up of Stated Preferences for Desert Management Strategies” *Annals of Leisure Research* 13(4): 630-651.
29. Liu, Z. *, A. Pagoulatos and W. Hu (2010) “The Supply of Private Acreage for Public Recreational Use in Southern and Central Appalachia” *Growth and Change* (impact factor: 1.07; impact factor of AJAE is 1.17) 41(4): 540-555.
28. Hu, W. and A. Davis (2010) “Desert Recreation Management: Values of Services and Perceived Freedom” *Applied Economics Letters* 17(8): 747-751.
27. Blackwell, M. *, A. Pagoulatos, W. Hu, and K. Auchter* (2009) “Recreational Demand for Equestrian Trail-Riding in Kentucky” *Agricultural and Resource Economics Review* 38(2): 229-239.
26. Hu, W., K. Boehle*, L. J. Cox and M. Pan (2009) “Economic Values in Choice of Dolphin Excursions in Hawai’i: A Stated Choice Analysis” *Marine Resource Economics* 24(1): 61-76.

25. Hu, W., W. L. Adamowicz and M. M. Veeman (2009) "Consumers' Preferences for GM Food and Voluntary Information Access: A Simultaneous Choice Analysis" *Canadian Journal of Agricultural Economics* 57(1): 241-267.
24. Hu, W., T. A. Woods and S. Bastin (2009) "Consumer Cluster Analysis and Demand for Blueberry Jam Attributes" *Journal of Food Products Marketing* 15(4): 420-435.
23. Hu, W. and L. J. Cox (2009) "Consumers' Stated Choices versus Purchasing Desires: Case of Hawaiian Food Baskets" *Agricultural Economics Review* 10(2): 5-17.
22. Hu, W., T. A. Woods and S. Bastin (2009) "Consumers' Acceptance and Willingness to Pay for Blueberry Products with Non-conventional Attributes" *Journal of Agricultural and Applied Economics* 41(1): 1-14.
21. Hu, W. (2009) "On the Relevance of t-Ratios in Empirical Modeling: Two Special Cases" *Applied Economics Letters* 16(2): 151-155.
20. Hu, W. and K. Z. Chen (2008) "Consumers' Purchase Intentions for GM Vegetable Oil in the Presence of Generic or Specific GM Information" *Journal of Agribusiness* 26(2): 135-155.
19. Hu, W., T. Harris, B. Borden, and L. J. Maynard (2008) "Do Jobs, Age, and Place of Residence Matter for Gaming Activity? A Study of the Mid-Colorado River Communities" *UNLV Gaming Research and Review Journal* 12(1&2): 29-42.
18. Hu, W., L. J. Cox, J. Wright* and T. Harris (2008) "Understanding Firms' Relocation and Expansion Decisions Using Self-Reported Factor Importance Rating" *Review of Regional Studies* 38(1): 67-88.
17. Hu, W. (2008) "Modeling Discrete Choices with Augmented Perception Hurdles" *Agricultural Economics* 39(3): 257-267.
16. Hu, W. (2008) "My Favorite is not on the Shelf: Effects of Revealed Preference Bundle on Consumers' Stated Choices" *European Review of Agricultural Economics* 35(1): 29-50.
15. Hu, W. (2007) "A Choice Model with Systematic Structures in Decision Weights" *Journal of Agricultural and Resource Economics* 32(3): 462-475.
14. Hu, W. (2007) "Bargains or Rip-offs: Reference Price Effects in Conjoint Demand" *Journal of Agricultural and Resource Economics* 32(2): 256-272.
13. Hu, W., L. J. Cox and Q. A. Edwards* (2007) "The Market Potential for Gift Baskets of Hawaiian Food Products in China" *Agribusiness: an International Journal* 23(4): 553-565.
12. Hu, W. (2006) "Exploring Heterogeneity in Consumers' Meat Store Choices in an Emerging Market" *Journal of Agribusiness*. 24(2): 155-170.
11. Hu, W. (2006) "Use of Spike Models in Measuring Consumers' Willingness to Pay for Non-GM Oil" *Journal of Agricultural and Applied Economics* 38(3): 525-538.
10. Hu, W., M. M. Veeman, W. L. Adamowicz and G. Gao* (2006) "Consumers' Food Choices with Voluntary Access to Genetic Modification Information" *Canadian Journal of Agricultural Economics* 54(4): 585-604.

9. Hu, W., F. Zhong and Y. Ding* (2006) “Actual Media Reports on GM and Chinese Consumers’ Willingness to Pay for GM Soybean Oil” *Journal of Agricultural and Resource Economics* 31(2): 376-390.
8. Hu, W. (2006) “Comparing Consumers’ Preferences and Willingness to Pay for Non-GM Oil Using a Contingent Valuation Approach” *Empirical Economics* 31(1): 143-150.
7. Hu, W., W. L. Adamowicz and M. M. Veeman (2006) “Labeling Context and Reference Point Effects in Models of Food Attribute Demand” *American Journal of Agricultural Economics* 88(4): 1034-1049.
6. Hu, W., K. Chen and K. Yoshida (2006) “Japanese Consumers’ Perceptions on and Willingness to Pay for Credence Attributes Associated with Canola Oil” *Journal of Agricultural and Applied Economics* 38(1): 91-103.
5. Hu, W. (2005) “Logit Models: Smallest versus Largest Extreme Value Error Distributions” *Applied Economics Letters* 12(12): 741-744.
4. Hu, W., M. M. Veeman and W. L. Adamowicz (2005) “Labeling Genetically Modified Food: Heterogeneous Consumer Preferences and the Value of Information” *Canadian Journal of Agricultural Economics* 53(1): 83-102. Canadian Agricultural Economics Society 2005 outstanding Journal Article Award winner.
3. Hu, W. and K. Z. Chen (2004) “Can Chinese Consumers Be Persuaded? Case of Genetically Modified Vegetable Oil” *AgBioForum* 7(3): 124-132.
2. Hu, W., A. Huennemeyer*, M. M. Veeman, W. L. Adamowicz and L. Srivastava* (2004) “Trading off Health, Environmental and Genetic Modification Attributes in Foods” *European Review of Agricultural Economics* 31(3): 389-408.
1. McCann, D.*, M. M. Veeman, W. L. Adamowicz and W. Hu (2004) “Agricultural Biotechnology: A Comparison of Consumers’ Preferences for Selected Policy Options” *Canadian Journal of Agricultural Economics* 52(3): 333-350.

BOOK CHAPTERS

2. Hu, W. (2017) “Using Market-Based Tools to Protect and Improve Water Quality in Kentucky” in *Shaped by Water: Kentucky’s Watersheds, Landscapes, and People*, Forthcoming, B. D. Lee, A. Jones, D. Carey and J. Burch (ed.) University Press of Kentucky.
1. Veeman, M. M., W. L. Adamowicz, W. Hu and A. Huennemeyer (2004) “Canadian Attitudes to Genetically Modified Food” in *Crossing Over: Genomics in the Public Arena*, pp. 99-113, E. Einesdel and F. Timmermans (ed.) University of Calgary Press.

ARTICLES UNDER REVIEW

- 16 articles; titles withheld for double-blind review purpose

BOOK REVIEWS, PROCEEDINGS, PUBLISHED REPORTS AND ABSTRACTS (many, one sample shown here)

- Hu, W. (2014) “China’s Economic Development: Institutions, Growth and Imbalances (by Lu et al.)” *Book Review, American Journal of Agricultural Economics* 96(2): 612-613.

COMPETITIVE PRESENTATIONS (over 80, samples of first-authored talks listed)

30. “Can the ‘National Singles’ Day’ be a ‘National Food Safety Day’: Online Shopping and Food Safety” *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, Chicago IL, July 30-Aug 1, 2017.
29. “Coffee in China: Consumption, Country of Origin, Traceability, and Sustainable Production” *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, Chicago IL, July 30-Aug 1, 2017.
28. “Creating a Home Away from Home: the Effect of Defaulting and Nudging in Travelers’ Choice of Hotels” *Selected Paper*, Chinese Economist Society Annual Meeting, Nanjing China, June 10-11, 2017.
27. “Consumer Acceptance on Genetically Modified Food: Application of Prospect Theory” *Selected Paper*, Southern Agricultural and Applied Economics Association Annual Meeting, Mobile AL, February 4-7, 2017.
26. “Purchasing Online: How Different Are Chinese and US Farming Households” *Selected Paper*, Southern Agricultural and Applied Economics Association Annual Meeting, Mobile AL, February 4-7, 2017.
25. “Chinese Rural Consumers’ Online Shopping” *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, Boston MA, July 31-Aug 2, 2016.
24. “Chinese Consumer Preference on Red Wine Attributes” *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, Boston MA, July 31-Aug 2, 2016.
23. “Chinese Rural Consumers’ Online Shopping” *Selected Paper*, Chinese Economist Society Annual Meeting, Sacramento CA, April 2-3, 2016.
22. “Profitability Analysis of Wine Companies in the ‘New World’ and the ‘Old World’” *Selected Paper*, Southern Agricultural Economics Association Annual Meeting, San Antonio TX, February 6-9, 2016.
21. “International Pork Market and Implications for American Producers: Lessons from Chinese Pork Demand” *Selected Paper*, Food Distribution Research Society Annual Meeting, Philadelphia, October 9-13, 2015.
20. “Fear and Trust: How Risk Perceptions of Avian Influenza Affect the Demand for Chicken” *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, San Francisco, July 26-28, 2015.
19. “Self-Consumption, Gifting, and Chinese Wine Consumers” *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, San Francisco, July 26-28, 2015.
18. “The 2014 Farm Bill and Its Implications on China-US Agricultural Trade” *Selected Paper*, Chinese Economist Society Annual Meeting, Ann Arbor MI, March 14-15, 2015.
17. “Creating Agribusiness Education Abroad in China: Institutional Support and Challenges” *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, Minneapolis MN, July 27-29, 2014.
16. “Chinese Hog Insurance: Policy Guidance and Farmer Responses” *Selected Paper*, Chinese Economist Society Annual Meeting, Guangzhou China, June 14-15, 2014.
15. “Chinese Farmer Participation in Hog Insurance” *Selected Paper*, Chinese Economist Society Annual Meeting, West Lafayette IN, March 14-16, 2014.

14. “Rider Preferences and Economic Values for Equestrian Trails” *Selected Paper*, Western Regional Science Association Annual Meeting, San Diego CA, February 16-19, 2014.
13. “Public Acceptance of Nanofood: Another Episode of Genetic Modification?” *Selected Paper*, Sustainable Nanotechnology Organization Annual Meeting, Santa Barbara CA, November 2-4, 2013.
12. “Do Consumers Substitute Organic for Local Food Claims? A Case of Blackberry Jam in Kentucky” *Selected Paper*, Kentucky Economic Association Annual Meeting, Frankfort KY, October 11, 2013.
11. “Local is the New Organic: Do Consumers Agree” *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, Washington DC, August 4-6, 2013.
10. “Farmer Participation in Hog Insurance: Case from China” *Selected Paper*, Agricultural and Applied Economics Association Annual Meeting, Washington DC, August 4-6, 2013
9. “Product Knowledge, Perception, and Information in Chinese Consumers’ Choices of Fair Trade Coffee” *Selected Paper*, the Chinese Economists Society Annual Meeting, Chengdu China, June 8-10, 2013.
8. “Defining Local Foods: Food Miles and Food Varieties” *Selected Paper*, International Food and Agribusiness Management Association, Shanghai China, June 11-14, 2012.
7. “Chinese Consumer Preference and Willingness to Pay for Fair Trade Coffee” *Selected Paper*, International Food and Agribusiness Management Association, Shanghai China, June 11-14, 2012.
6. “Consumer Willingness to Pay for Value-Added Fruit Products: a Payment Card Approach” *Selected Poster*, Agricultural and Applied Economics Association Annual Meeting, Pittsburgh PA, July 24-26, 2011.
5. “Would China be the next Coffee Consumption Giant?” *Selected Paper*, Southwestern Economics Association Annual Meeting, Las Vegas NV, March 16-19, 2011.
4. “Should Surveys Be Conducted Online or on Paper: A Comparison” *Selected Poster*, Agricultural and Applied Economics Association Annual Meeting, Denver CO, July 25-27, 2010.
3. “Fair Trade Coffee: Marketing and Consumer Willingness-to-Pay in China” *Selected Paper*, Canadian Agricultural Economics Society Annual Meeting, Denver CO, July 25-27, 2010.
2. “What is Local and for What Foods Does it Matter?” *Selected Paper*, Southern Agricultural Economics Association Annual Meeting, Orlando FL, February 6-9, 2010.
1. “Consumer Interest in Small Fruits with Health Benefit and Purchasing Intentions for Novelty Small Fruit Products” *Selected Paper*, American Council on Consumer Interests Annual Meeting, Milwaukee WI, July 26-28, 2009.

INVITED PRESENTATIONS AND DISCUSSIONS (over 50, samples of first-authored talks listed)

18. “The Effect of Country of Origin Image and Patriotism on Consumer Preference for Domestic versus Imported Beef” *Invited Talk*, Department of Agricultural Resource and Development Economics, the Ohio State University, April 11, 2017.

17. “Has the Time Arrived for Online Consumer Surveys: A Comparison of an Online Survey to a Traditional Mailed Survey” *Invited Talk*, Department of Food, Agricultural & Resource Economics, University of Guelph, February 26, 2016.
16. “Comparing Data Quality in Online and Mailed Surveys” *Invited Talk*, Morrison School of Agribusiness, Arizona State University, February 5, 2015.
15. “Has the Time Arrived for Online Consumer Surveys: A Comparison of an Online Survey to a Traditional Mailed Survey” *Invited Talk*, Department of Economics, Iowa State University, November 4, 2014.
14. “Policy Perspectives on Food Safety” *Keynote Speech*, Food Safety Summit, Wuxi China, May 9-10, 2014.
13. “Survey Mode and Data Quality” *Invited Talk*, School of Economics and Management, Tsinghua University of China, December 16, 2013.
12. “Best Practices in Reviewing and Responding to Reviewers: A Panel Discussion” *Panelist*, Agricultural and Applied Economics Association Annual Meeting, Washington DC, August 4-6, 2013.
11. “Consumer Preference and Demand for Fish: A Comparison between Four U.S. States” *Invited Talk*, Pacific Islands Fisheries Science Center, NOAA, Honolulu HI, July 26, 2013.
10. “Comparing Data Quality from in Person and Online Survey”, *Invited Talk*, Survey Methodology Track Session, Agricultural and Applied Economics Association Annual Meeting, Seattle WA, August 12-14, 2012.
9. “New Development and Frontiers in Agricultural Economics”, *Invited Talk*, School of Agricultural Economics and Rural Development, Renmin University of China, May 15, 2012.
8. “Tips on Writing English SSCI Articles: An Editor’s Perspective”, *Invited Talk*, College of Economics and Management, China Agricultural University, May 14, 2012.
7. “Has the Time Arrived for Online Consumer Surveys: A Comparison to Mailed Survey”, *Invited Talk*, Dept. of Agricultural Economics, Mississippi State Univ., October 7, 2011.
6. “Socio-Economic Analysis of Agricultural Insurance Effectiveness and Customers’ Purchasing Intentions”, *Invited Talk*, ESPRE, Beijing Normal University, China, June 27, 2011.
5. “Tidbits on Social Science Survey Research and Data Analysis”, *Invited Talk*, School of Public Economics and Administration, Shanghai University of Finance and Economics, China, June 21, 2011.
4. “A Prospect Theory Explanation of Labeling Context and Reference Dependence in Consumer Food Choices”, *Invited Talk*, College of Economics and Management/College of Land Management, Huazhong Agricultural University, China, June 15, 2011.
3. Chinese Agricultural Commodity Price and Demand, and Their Implications to Trade with United States, Track Session, *Discussant*, Agricultural and Applied Economics Association Annual Meeting, Denver CO, July 25-27, 2010.
2. “Academia’s Bread and Butter: Key Points on Grant Writing and the Publication Process” *Track Session*, Southern Agricultural Economics Association Annual Meeting, Orlando FL, February 6-9, 2010.

1. “Enhancing Conjoint Analysis with Respondents’ Self-Constructed Preferred Alternative: Application in Choices of Dolphin Excursions” *Contributed Talk*, Western Regional Project W2133: Benefits and Costs of Natural Resources Policies Affecting Public and Private Lands, Austin TX, February 18-20, 2009.

SELECTED FUNDED GRANTS (total PI or Co-PI only = \$3,195,489)

(* indicates graduate students I supervised)

15. Scaglia, G., J. Gillespie, M. Bampasidou, W. Hu (Co-PI) and T. Mark “Production and Market Development for Grass-fed Beef in the Gulf Coast Region of the US” USDA Agricultural and Food Research Initiative (AFRI) Foundational Program, \$499,880, 2016-19.
14. Davis, A., T. Woods and W. Hu (Co-PI) “Evaluating Best Practices – Farm to Institution” USDA Agricultural Marketing Services Federal State Marketing Improvement Program (FSMIP), \$147,874, 2016-18.
13. Hu, W. (PI) and L. Meyer “UK Student Local Beef Consumption: Obstacles and Opportunities” Univ. of Kentucky Food Connection, \$10,000, 2016-17.
12. Hu, W.(PI), J. Penn* and S. Zumdick “Supporting Monarchs and Pollinators through Citizen Science and Public Engagement” Univ. of Kentucky Student Sustainability Council, \$18,844, 2016.
11. Hu, W. (PI) and J. Penn* “Survey of Current Use and Direction of Future Development of the UK Arboretum” Univ. of Kentucky Student Sustainability Council, \$7,855, 2014.
10. Batte, M., T. Woods and W. Hu (Co-PI) “Blueberry Product Development for Local Markets” USDA Federal-State Marketing Improvement Program (FSMIP), \$149,284, 2012-14.
9. Hu, W. (PI) “Canadian Consumer Preference and Willingness to Pay for Local Beef: Does the Distance and Scope Matter” Consumer and Market Demand Network (CMD), Agriculture and Agri-Food Canada, \$30,000, 2011-13.
8. Grebitus, C., W. Hu (Co-PI) and G. Colson “Meeting European Consumers’ Demand for Canadian Beef: Analysis of Canadian Beef from a European Perspective – the Role of Country-of-Origin Labeling” Consumer and Market Demand Network (CMD), Agriculture and Agri-Food Canada, \$66,000, 2011-13.
7. Hu, W. (PI) “Economic Relationship between Wild-capture Fisheries and Marine Aquaculture” National Marine Fisheries Services, National Oceanic and Atmospheric Administration, \$50,000, 2011-12.
6. Cox, N., G. Rentfrow, M. Newman, T. Woods and W. Hu (Co-PI) “Food Product Research and Development for Kentucky’s Small Food Processors” Kentucky Agricultural Development Board, \$358,904, 2009-10.
5. Hu, W. (PI), A. Pagoulatos and S. Workman “Assessment of Market-based Water Quality Trading System for the Kentucky River Watersheds” EPA Targeted Watersheds Grants, \$264,416, 2009-11.
4. Hu, W. (PI) “Analysis of Current Market Demand for Ahi Poke and Consumer Trend Analysis” National Marine Fisheries Services, National Oceanic and Atmospheric Administration, \$70,577, 2009-10.
3. Harris, T., K. Curtis and W. Hu (Co-PI) “Great Basin Sheep Slaughter and Processing Plant Feasibility Analysis” USDA Nevada Agricultural Experiment Station, \$154,425, 2006-07.
2. Hu, W. (PI), K. Conley and R. Torell “Benefit and Cost Analysis of Northern Nevada Lightweight Calves Breeding Strategies” Nevada Agricultural Experiment Station, \$28,468, 2006-07.

1. Curtis, K., T. Harris, S. Lewis and W. Hu (Co-PI) “Processing and Marketing of Local Meat Products: A Feasibility Analysis” USDA Nevada Agricultural Experiment Station, \$120,638, 2005-06.

TEACHING

- Agricultural Financial Management (undergraduate/graduate)
2005, 2007
(two-time average student-evaluated teaching quality: 4.0/4.0)
- Econometrics (graduate)
2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017
(nine-time average student-evaluated teaching quality: 3.7/4.0)
- Experimental/Special Learning in Agriculture (undergraduate)
2006, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015
(one-on-one class; evaluation n.a.)
- Competitive Edge and Consulting Practicum (undergraduate junior and senior)
2012, 2013, 2014, 2016, 2017
- General Issues in Agriculture (freshmen only, multidisciplinary and open to entire college)
2008, 2009, 2010, 2012
(recent three-time average student-evaluated teaching quality: 3.7/4.0)
- Issues in Agriculture (multidisciplinary and open to entire college)
2012
(student-evaluated teaching quality: 3.8/4.0)
- Mathematical Programming, Quantitative Methods and Decision Making (undergraduate)
2004, 2006, 2011, 2012, 2013, 2014, 2015, 2016
(seven-time average student-evaluated teaching quality: 3.7/4.0)
- Natural Resource and Environmental Economics (undergraduate/graduate)
2006
(student-evaluated teaching quality: 3.7/4.0)
- Quantitative Economics (graduate)
2008
(student-evaluated teaching quality: 4.0/4.0)

STUDENT SUPERVISING ACTIVITIES

(in Dept. of Agricultural Economics, Univ. of Kentucky, unless noted)

- Graduate Student Major Advisor
 28. Jiaji Liang (PhD), August 17-present
 27. Gaby Mandlhate (MSc), April 17-present
 26. Alan Xu (PhD), March 17-present
 25. Will Fox (MSc), January 17-present
 24. Ran Zhu, (MSc), September 16-present
 23. GwanSeon Kim (PhD), co-advisor T. Mark, September 16-present
 22. Mehdi Nemati (PhD), co-advisor S. Buck, August 14-present
 21. Jerrod Penn (PhD), Completed May 17
 20. Fuad Alagsam (PhD), co-advisor J. Schieffer, Completed May 17
 19. Hao Dong (MSc), Completed December 16
 18. Hua Zhong (PhD), Completed May 16
Current position: Assistant Professor, Beihang University, China
 17. Graham Soley (MSc), Completed April 15
 16. Jesse Mattingly (MSc), Completed March 15
 15. Jiaji Liang (MSc), Completed December 15
 14. Andrew McLaughlin (MSc), Completed December 15

13. Thong Meas (MSc), Completed August 14
 12. Wei Wan (MSc), Completed May 14
 11. Jerrod Penn (MSc), Completed October 13
 10. Grant Cavanaugh (PhD), co-advisor J. Skees, Completed August 13
 9. Guzhen Zhou (PhD), Completed May 13
Current position: Assistant Professor, Jiangxi University of Finance and Economics, China
 8. Lucy Kompaniyets (MSc), co-advised with T. Woods, Completed July 12
 7. Kar Ho Lim (PhD), Completed July 12
Current position: Assistant Professor, Tennessee State University, US
 6. Marie Pelton (MSc), co-advised with A. Pagoulatos, Completed October 11
 5. Pedro da Costa Fernandes (MSc), co-advised with A. Pagoulatos, Completed August 11.
 4. Devie Poerwanto (MSc), Completed April 11
 3. Zheng Liu (PhD), co-advised with A. Pagoulatos, Completed December 09
Current position: Assistant Professor, Yunan University of Finance and Economics, China
 2. Malvern Mupandawana (MSc), co-advised with L. Maynard, Completed July 09
 1. Carol Bishop (MSc), June–December 06
Dept. of Resource Economics, Univ. of Nevada, Reno
- Graduate Student Supervisory Committee Member
 32. Xiang Li (PhD), April 13-present
 31. Emmanuel Owusu-Amankwah (MSc), Completed November 17
 30. Markus Lang (MSc), Completed November 16
 29. Drew Schiavone (PhD), Completed April 15
Dept. of Biosystems and Agricultural Engineering, Univ. of Kentucky
 28. Suliman Almojel (MSc), Completed April 16
 27. Yang Zou (MSc), Completed July 15
 26. Ye-Tzu Chang (PhD), Completed April 15
Dept. of Accounting, Univ. of Kentucky
 25. John Barnhart (MSc), Completed December 14
 24. Muhammad Ahmadin (PhD), Completed November 14
 23. Will Martin (MSc), Completed September 14
 22. Georgette Owusu-Amankwah (MSc), Completed August 14
 21. Lijiao Hu (MSc), Completed July 14
 20. Marion Robert (MSc), Completed November 13
 19. Amy Camenisch (MSc), Completed November 13
Dept. of Dietetics and Human Nutrition, Univ. of Kentucky
 18. Michael Vassalos (PhD), Completed May 13
 17. Ron Childress (MSc), May 10-present
 16. Shang-Ho (Bruce) Yang (PhD), August 09-present
 15. Yuan Gao (MSc), Completed December 11
 14. Kolter Kalberg (MSc), Completed December 11
 13. Justin Yang (MSc), Completed July 11
Dept. of Community and Leadership Development, Univ. of Kentucky
 12. Joy Wang (PhD), Completed May 11
 11. Sam Kaninda (MSc), Completed July 10
 10. Kelly Davidson (MSc), Completed November 09
 9. John Woolley (MSc), Completed May 09
 8. Emine Bayar (MSc), Completed May 09
 7. Agus Hudoyo (PhD), Completed May 09
 6. Katharine Auchter (MSc), Completed October 08
 5. Lisha Zhang (MSc), Completed October 08
 4. Rutherford Johnson (PhD), Completed October 07
 3. Katya Boehle (MSc), Completed May 07

- Dept. of Natural Resources and Environmental Management, Univ. of Hawaii at Manoa
2. Hiroe Primmer (MSc), November 06–January 07
Dept. of Economics, Univ. of Nevada, Reno
 1. Slavica Vusovic (MSc), Completed December 06
Dept. of Resource Economics, Univ. of Nevada, Reno.
- Undergraduate Student Advisor: 12 students

SERVICES

- Academic Journal Reviewer (number of cases without counting reevaluation after revision; total = 121)
 - African Journal of Agricultural Research (1)
 - Agribusiness: an International Journal (2)
 - Agricultural and Resource Economics Review (2)
 - Agricultural Economics (7)
 - American Journal of Agricultural Economics (8)
 - Appetite-D (1)
 - Applied Economic Perspectives and Policy (1)
 - Applied Economics (6)
 - Aquaculture Economics and Management (3)
 - Australian Journal of Agricultural and Resource Economics (2)
 - British Food Journal (2)
 - Canadian Journal of Agricultural Economics (9) (not counting articles reviewed as co-editor)
 - China Agricultural Economic Review (4)
 - China Economic Review (1)
 - Ecological Economics (4)
 - European Review of Agricultural Economics (6)
 - Environmental and Resource Economics (4)
 - Food Control (1)
 - Food Policy (11)
 - Food Quality and Preferences (2)
 - HortScience (1)
 - International Food and Agribusiness Management Review (1)
 - International Journal of Hospitality Management (1)
 - Internet Research (1)
 - Journal of Agribusiness (2)
 - Journal of Agricultural and Applied Economics (6)
 - Journal of Agricultural and Resource Economics (4)
 - Journal of Agricultural Economics (2)
 - Journal of Business Economics and Management (1)
 - Journal of Cleaner Production (3)
 - Journal of Consumer Behavior (1)
 - Journal of Environmental Economics and Management (5)
 - Journal of Environmental Economics and Policy (1)
 - Journal of Environmental Management (2)
 - Journal of Forest Economics (1)
 - Journal of Food Products Marketing (2)
 - Journal of Integrative Agriculture (1)
 - Journal of Risk Research (1)
 - Journal of Socio-Economics (1)
 - Marine Resource Economics (2)
 - PLOS ONE (1)
 - Review of Agricultural Economics (1)
 - Review of Regional Studies (1)

- The Forestry Chronicle (1)
- Water Resources Research (1)
- Academic Referee (e.g., 15-2 means 2 in 2015 and 15->10 means greater than 10 in 2015)
 - Agricultural and Applied Economics Association Annual Meetings selected papers (07->10; 08->10; 09-6; 10->10; 11->10; 17-7)
 - Food Distribution Research Society Marketing Challenge judge (15,16)
 - Food Distribution Research Society award judging (07-2; 08-9; 09-7; 10-9)
 - International Agricultural Economics Association Annual Meetings selected papers (09-5)
 - International Food and Agribusiness Management Association best paper competition (12-4)
 - National Oceanic and Atmospheric Administration funding recommendations (05-1, 15-3, 16-1, 17-1)
 - Ontario Genomics Institute (15-1)
 - Rhode Island Sea Grant (16-1)
 - Routledge Publisher, Taylor & Francis Group (11-1).
 - Southern Agricultural Economics Association Annual Meetings selected papers (06->10, 10-3)
 - Swiss National Science Foundation funding recommendations (11-1)
 - Western Agricultural Economics Association Annual Meetings selected papers (09-2)
- Department of Agricultural Economics, UK
 - Undergraduate student national academic bowl team coach 01/12-present
 - Graduate committee member 07/14-present
 - Support committee member 07/07-06/11
 - Department seminar organizer 07/11-06/14
 - Department monthly newsletter editor 09/10-06/11
 - Award nomination committee chair 01/08-06/11
 - Hiring committee 02/08-08/09
 - AAEA annual meeting reunion organizer for UK and U of Tennessee 07, 08, 15
 - AAEA annual meeting reunion organizer for UK and U of Tennessee 07/07
- University of Kentucky
 - External Review Committee for Dept. of Economics 05/14-03/15
 - College of Agriculture Associate Dean Search Committee 05/14-11/14
 - Undergraduate Research Oversight Committee 12/11-present
 - Asian Center Steering Committee 08/11-07/2014
 - Food Systems Innovation Center Co-founder and Steering Committee 11/09-present
- External
 - Faculty Promotion Evaluator
 - University of Macau, Utah State University, University of Tennessee 15
 - Michigan State University 12
 - Scientific Advisory Board, Economia Agro-Alimentare 01/15-present
 - Chair, Agricultural and Applied Economics Association China Section 08/12-07/15
 - Award Committee, Agricultural and Applied Economics Asso. China Section 06/10-07/15
 - Topic Leader, Agricultural and Applied Economics Association Annual Meeting 10/11-07/13
 - Executive Committee (at large member), CAES 07/11-present
 - Editor, Canadian Journal of Agricultural Economics 07/11-present