

# CURRICULUM VITAE

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**John Cranfield**  
**Interim Dean, Ontario Agricultural College**  
**Professor, Department of Food, Agricultural and Resource Economics**  
**University of Guelph**

## Education

### Continuing Education

Organizational Leadership. Rotman School of Business, University of Toronto, Nov 2022-Jan 2023.

Strategic Planning and Leading Change. Smith School of Business, Queen's University, October 2021.

Principles for Leading at any Level in Higher Education, Academic Impressions, August 2021.

Fellow, Food System Leadership Institute, Cohort 13. North Carolina State University, 2017-2019.

Heads & Chairs: Challenges in Academic Leadership. Centre for Higher Education Research and Development, University of Manitoba. November 2015, Toronto, Ontario.

### Credentialed Education

Degree	University	Specialization	Year
Ph.D.	Purdue University	Agricultural Economics	1999
M.Sc.	University of Guelph	Agricultural Economics	1995
B.Sc.(AGR) - Coop	University of Guelph	Agricultural Economics	1993

## Employment History

From	To	Employer	Position
<i>University administration</i>			
July 2024	Present	Ontario Agricultural College, University of Guelph	Interim Dean
July 2023	June 2024	Ontario Agricultural College, University of Guelph	Acting Dean
Sept 2018	Present	Ontario Agricultural College, University of Guelph	Associate Dean, External Relations

Sept 2014	Aug 2018	Department of Food, Agricultural & Resource Economics, University of Guelph <sup>1</sup>	Department Chair
Jan 2004	Dec 2004	Department of Agricultural Economics & Business, University of Guelph	Assistant Department Chair
<i>Academic appointments</i>			
July 2009	Present	Department of Food, Agricultural & Resource Economics, University of Guelph	Professor
Feb 2014	April 2019	Department of Food, Agricultural & Resource Economics, University of Guelph	University Research Chair
July 2005	June 2009	Department of Food, Agricultural & Resource Economics, University of Guelph	Associate Professor
July 2001	June 2005	Department of Agricultural Economics & Business, University of Guelph	Assistant Professor (Tenure granted December 2002)
July 2001	Aug 2004	Department of Agribusiness & Agricultural Economics, University of Manitoba	Adjunct Professor
July 1999	June 2001	Department of Agribusiness & Agricultural Economics, University of Manitoba	Assistant Professor

1. The Department of Agricultural Economics & Business changed its name to the Department of Food, Agricultural & Resource Economics in 2006.

## Awards and Recognition

John Wiley & Sons, Inc. Top Downloaded Article 2019-2020 for “Framing consumer food demand response in a viral pandemic.” Published in *Canadian Journal of Agricultural Economics* 68(2).

John Wiley & Sons, Inc. Top Cited Article for “Framing consumer food demand response in a viral pandemic.” Published in *Canadian Journal of Agricultural Economics* 68(2).

Co-advisor (with Michael von Massow) to Amanda Norris, honourable mention for the 2021 Canadian Agricultural Economics Society Outstanding Master Thesis Award

Advisor to Peter Slade, honourable mention for the 2017 Canadian Agricultural Economics Society Outstanding Ph.D. Thesis Award

APEX Award, Department of Agricultural Economics, Purdue University, 2014

OAC Distinguish Researcher Award, OAC Alumni Association, 2013.

Wiley-Blackwell Publishing Conference Paper Prize (with Kris Inwood) for “Stayers and Leavers, Diggers and Canucks: The 1914-1918 War in Comparative Perspective”, presented at the Asia-Pacific Business and Economic History Conference, Berkeley California, 20 February 2011

Co-advisor (with Getu Hailu) to Robin Smart, winner of the 2010 Canadian Agricultural Economics Society Outstanding Master Thesis Award

Co-advisor (with David Sparling) to Pamela Laughland, co-winner of the 2008 Canadian Agricultural Economics Society Outstanding Master Thesis Award

Presidential Distinguished Professor Award, University of Guelph, 2004-2006

Professor of the Year, Awarded by the Faculty of Agricultural and Food Science Students' Organisation, University of Manitoba, 2001

Outstanding Professor in the Faculty of Agricultural and Food Science, Awarded by University Teaching Services and The University of Manitoba Students' Union, University of Manitoba, 2001

Outstanding Ph.D. Dissertation, American Agricultural Economics Association, 2000

Outstanding Ph.D. Dissertation, Department of Agricultural Economics, Purdue University, 2000

Fredrick N. Andrews Doctoral Fellowship, Purdue University, 1995, 1996

Graduate Fellowship, Faculty of Graduate Studies, University of Guelph, 1994, 1995

Second Place, Undergraduate Paper Competition - American Agricultural Economics Association Annual Meeting, Orlando, Florida August 1993

## ADMINISTRATIVE EXPERIENCE & SERVICE

### Summary of major administrative experience

#### **Interim Dean, Ontario Agricultural College, University of Guelph (July 2024 to present; Acting Dean July 2023-June 2024)**

Notable accomplishments:

- Leading the reshaping of our College budget to serve OAC's goals better and to adjust to a new university budget model.
- Leading development of faculty and staff hiring plans for the College, focusing on tying complement planning to growth in enrollment through new and existing programs.
- Helped lead the completion of fundraising for the new Honey Bee Research Centre (HBRC) (closing a \$3M funding gap).
- Led efforts in the planning and leadup to OAC's 150<sup>th</sup> anniversary in 2024, including engagement with internal and external stakeholders and supporting staff with operational responsibilities.
- In FY23/24, OAC realized \$16.1 million in philanthropic support, our largest fundraising year ever. I played a central role in numerous \$1M+ gifts.
- Driving the (re-)launch and scaling of Course-Based Master's (CBM) programs in the College.
- Led change management in the relocation of the Department of Food, Agricultural and Resource Economics to Johnston Hall.
- Deepening relationships that fuel innovation and ensure our programs remain relevant and impactful.

#### **Associate Dean (External Relations), Ontario Agricultural College, University of Guelph (Sept 2018 to Dec 2024)**

Notable accomplishments:

- Raised \$60M in philanthropic support between 2018 and 2024 for capital projects, scholarships, awards, named chairs, and new programs.
- Led multi-stakeholder partnerships, including the RBC/Farm Credit Canada initiative for the *Foundations in Agricultural Management* e-learning program.
- Spearheaded the design and fundraising for the \$17M Honey Bee Research Centre and a \$1.8M renovation of the M.K. Hutcheson OAC Alumni Centre.
- Co-led the expansion of student space in Johnston Hall, increasing capacity by over 50%.
- Oversaw a \$1.9M annual scholarship and awards portfolio with over 400 unique awards and donor stewardship activities.
- Directed College engagement initiatives such as the Future Thinkers program and Hack-the-Farm experiential learning day.
- Developed plans for OAC's 150<sup>th</sup>-anniversary celebrations and scaled high school recruitment through the OAC Liaison program.
- Co-led the Dean's Office Equity, Diversity, Inclusion, and Indigenization working group.

**Chair, Department of Food, Agricultural and Resource Economics, Ontario Agricultural College, University of Guelph (September 2014 to August 2018)**

Notable accomplishments:

- Responsible for the addition of three net new base-funded tenure-track faculty positions, and renewal of a vacant faculty line
- Revived two named lectureships, and developed the George Morris Visiting Agri-Food Policy Researcher program
- Developed the department's strategic plan
- Led development of the Department's Cyclical Program Review Self-study and response to external reviewers
- Led efforts to grow undergraduate program enrollments (growth of ~50% between 2014 and 2018)

**Graduate Program Coordinator, Department of Food, Agricultural and Resource Economics, Ontario Agricultural College, University of Guelph (July 2010 to June 2015, Sept 2017 to Aug 2018)**

Notable accomplishments

- Mandated to enhance the quality of students admitted to the program, I aggressively recruited new graduate students and built a culture of excellence.
- Developed and implemented a marketing and recruitment strategy for our Master's and Ph.D. programs
- Between 2014 and 2019, eight students I admitted won or were recognized with external awards for the quality of their thesis or dissertation research.
- Led implementation of a course-based Master's degree in our department in 2010
- Collaborated with the other colleges in undertaking program changes related to the International Development Studies inter-disciplinary program
- Collaborated with the Dean's Office and other Graduate Program Coordinators in developing and implementing a cross-college graduate program recruitment strategy

**Undergraduate Program Coordinator, Department of Food, Agricultural and Resource Economics, Ontario Agricultural College, University of Guelph (Sept 2004-Aug 2006, Sept 2008-Aug 2009)**

- Managed the transition of courses from the Department Food, Agricultural and Resource Economics to the Department of Business after creation of the College of Management and Economics at the University of Guelph in 2006
- Provided a leadership role on the 21<sup>st</sup> Century Curriculum Committee at the University of Guelph, including serving as co-chair of a working group tasked with identifying barriers to academic process and curricular change at the university, and providing recommendations to enhance the university's undergraduate curriculum governance structure.

## Service to the Institution

From	To	Committee	Role
<i>University Level</i>			
July 2024	Present	Hiring committee – Associate Vice-President Agri-Food Partnerships	Member
Sept 2023	Present	University Senate	Ex-officio member
Sept 2023	Present	Senate Committee on Quality Assurance	Member
July 2023	Present	Capital Planning Committee	Member
May 2021	July 2023	Presidential Exemplary Staff Award	Member
Jan 2021	Oct 2021	Strategic Financial Imperative – Global	Ad hoc member
Jan 2021	Jun 2021	Strategic Financial Imperative – Financial Innovation	Ad hoc member
Aug 2020	Jan 2021	Hiring committee – Associate Dean Strategic Partnerships, Gordon S. Lang School of Business and Economics	Member
Jun 2020	July 2023	Wellness@Work	Member
Nov 2019	July 2023	Student Information System Refresh	Member
Sep 2019	Mar 2020	Hiring committee – Assistant Vice President (Research Innovation & Knowledge Mobilization)	Member
Sep 2019	Mar 2020	Hiring committee – University President	Member
Jan 2019	May 2019	Hiring committee – Director, OAC Advancement, Alumni Affairs & Development	Member
Oct 2018	Dec 2022	Food from Thought, Policy Fellow Program	Faculty mentor
Sept 2018	Dec 2018	Hiring committee – Director, Advancement Services, Alumni Affairs & Development	Member
Feb 2017	May 2017	Hiring committee – Chair, Department of Family Relations & Applied Nutrition	Member
Sep 2016	Aug 2017	Council of Undergraduate Academic Advisors	Member
May 2016	Jul 2016	Hiring committee – Research Chair in Food and Director of the Arrell Food Institute	Member
Dec 2015	June 2016	Strategic Renewal Advisory Committee	Member
Sep 2014	Aug 2018	University Senate	Ex-officio member
May 2013	July 2013	Renewal committee – Dean, Ontario Agricultural College	Elected member
Sep 2006	Aug 2009	University Senate	Elected member
Sep 2006	Aug 2009	Board of Graduate Studies	College representative
Sep 2006	Mar 2007	21 <sup>st</sup> Century Curriculum Committee – Organization Processes Working Group	Co-chair
Sep 2006	Mar 2007	21 <sup>st</sup> Century Curriculum Committee – Research & Teaching Linkages Working Group	Member
Sep 2006	Aug 2007	Standing Committee on Internal Review – Facilitator, College of Arts external review	Member

Sep 2006	Jan 2007	Hiring committee, Associate Dean, College of Management and Economics	Member
May 2006	May 2009	Bachelor of Commerce Program Committee	Member
Jan 2003	Apr 2004	Bachelor of Bioresource Management Program Committee	Member
Sept 2002	Oct 2005	Bachelor of Science (Agriculture) Program Committee	Member
<i>Ontario Agricultural College</i>			
July 2023	Present	College Tenure & Promotion committee	Chair
Nov 2023	Jan 2024	Hiring committee – Associate Director Finance and Operations, OAC	Chair
June 2020	Present	OAC Dean’s Office Indigenization, Equity, Diversity & Inclusion working group	Co-chair
May 2020	Present	OAC ’59 Future Thinkers program steering committee	Chair
Feb 2020	Present	Honey Bee Research Centre building steering committee	Chair
Jan 2021	Apr 2021	Hiring committee – Project Manager, Foundations in Agricultural Management, OAC	Chair
Feb 2021	Mar 2021	Hiring committee – Communications Manager (parental leave), OAC	Chair
Oct 2019	Dec 202	OAC Space Master Planning Committee	Member
Apr 2019	June 2019	Hiring committee – OAC Liaison Coordinator	Member
Apr 2019	May 2019	Hiring committee –Awards Officer, OAC	Chair
Mar 2019	Apr 2021	Hiring committee – Indigenous Environmental Stewardship & Practice position, School of Environmental Sciences	Dean’s office representative
Mar 2019	Jan 2020	Hiring committee – Aquaculture position, Department of Animal Biosciences	Dean’s office representative
Jan 2019	Jun 2019	Hiring committee – Closed Environment Systems position, School of Environmental Sciences	Dean’s office representative
Oct 2018	Feb 2020	Honey Bee Research Centre building steering committee	Dean’s office representative
Sept 2018	Sept 2018	Hiring committee –Awards Officer, OAC	Chair
Aug 2018	Sept 2018	Hiring committee – Associate Director Finance and Operations, OAC	Member
May 2018	May 2018	Hiring committee – Communications and Event Coordinator position, OAC	Member
Mar 2017	Apr 2018	Hiring committee – Loblaw Chair in Sustainable Food Production	Chair
Dec 2015	Jan 2016	Hiring committee – Chair, Department of Plant Agriculture Chair	Appointed member
Oct 2015	Oct 2015	Review committee – Chair, Department of Plant Agriculture Chair	Appointed member
Apr 2015	Jun 2015	Hiring committee – Chair, Department of Animal Bioscience	Appointed member

Oct 2014	Dec 2014	Review committee – Associate Deans, OAC	Appointed member
Sept 2002	Oct 2005	Academic Review Committee	Member
Sep 2002	Dec 2004	Graduate Studies Award Committee	Member
<i>Faculty of Agricultural and Food Sciences (University of Manitoba)</i>			
Jan 2000	Jun 2001	Agribusiness Program Committee	Member
Sept 1999	Jun 2001	Awards Committee	Member
<i>Department of Food, Agricultural &amp; Resource Economics</i>			
Sep 2014	Aug 2018	Tenure and Promotion Committee	Chair
Sep 2017	Jun 2018	Graduate Program Committee	Chair
Sep 2017	Aug 2018	Hiring committee – Food Industry Management	Chair
Jul 2016	Jul 2017	Hiring committee – Agri-Food Trade and Policy	Chair
Sep 2016	Mar 2017	Hiring committee – Agribusiness position	Chair
Jul 2015	Aug 2017	Graduate Program Committee	Member
Sep 2014	Feb 2015	Hiring committee – CRC Tier II Chair in Trade and Development	Chair
Sept 2012	Aug 2014	Tenure and Promotion Committee	Member
Sept 2011	Mar 2012	Hiring committee – Assistant Professor	Member
Jul 2010	Jun 2015	Graduate Program Committee	Chair
Jan 2008	Oct 2008	Hiring committee – Department Chair	Member
Apr 2006	May 2009	Undergraduate Policy Committee	Member
Sept 2005	May 2009	Seminar Committee	Member
Sept 2004	Sept 2009	Tenure and Promotion Committee	Member
Jan 2004	Apr 2006	Undergraduate Program Committee	Chair
Nov 2003	Oct 2004	Hiring committee – Agribusiness position	Chair
May 2003	Dec 2003	Undergraduate Program Committee	Member
Jun 2003	Dec 2003	Hiring committee – Natural Resource Economics	Member
Sep 2002	Dec 2004	Health and Safety Committee	Member
Sept 2001	Jul 2006	Graduate Studies Committee	Member
<i>Department of Agribusiness and Agricultural Economics (University of Manitoba)</i>			
Jan 2000	Jun 2001	Hiring committee – Agribusiness Chair in Co-operatives and Group Marketing	Member
Sep 1999	Jun 2001	Graduate Studies Committee	Member

## Service to the Profession

From	To	Organization	Role
<i>Editorial Activities</i>			
Jan 2013	Dec 2014	Canadian Journal of Agricultural Economics	Guest co-editor
Aug 2010	Jul 2013	American Journal of Agricultural Economics	Associate Editor
Jan 2007	Jun 2018	Agribusiness: An International Journal	Editorial Board Member
Sep 2004	Aug 2006	Canadian Journal of Agricultural Economics	Guest editor
Aug 2004	Aug 2012	Canadian Journal of Agricultural Economics	Editorial Board Member
<i>Professional Society Activities</i>			



Jan 2018	Mar 2018	Canadian Agricultural Economics Society (CAES) Outstanding Master's Thesis Award Committee	Member
Nov 2015	May 2016	Canadian Agrifood Policy Institute Academic Engagement workshop advisory group	Member
Sep 2015	Jun 2016	Novel Probabilistic Methods for Decision Support Systems for Food Security in Canada workshop organizing committee, Canadian Statistics Sciences Institute and Fields Institute	Member
Jan 2015	Mar 2015	Canadian Agricultural Economics Society Outstanding Ph.D. Thesis Award Committee	Member
Nov 2012	Aug 2013	CAES Annual Meetings, Washington DC August 2013	Organizer, CAES Track Sessions
May 2012	Jan 2013	<i>Growing Canada's Agricultural Economy: The Role of Trade</i> . 2013 Agricultural Policy Conference, Ottawa, ON, January 23-25, 2013	Chair, Organizing Committee
Jan 2012	Jun 2012	<i>Prices in Agriculture</i> , CAES Annual Meetings, Niagara Falls Ontario June 2012	Organizer, CAES Symposium
Jul 2011	Jul 2014	Canadian Agricultural Economics Society	3-year presidential cycle
Jan 2011	Mar 2011	Canadian Agricultural Economics Society Outstanding Master's Thesis Award Committee	Member
Jan 2009	May 2009	<i>Innovation and the Canadian Agri-Food Sector</i> , CAES Annual Meetings, Toronto Ontario May 2009	Organizer, CAES Symposium
Jan 2009	May 2009	Consumer and Market Demand Network workshop, Ottawa, ON May 2009.	Co-organizer
Jan 2009	Mar 2013	Consumer and Market Demand Network Management Team	Member
Aug 2008	Jul 2010	American Agricultural Economics Association (AAEA), Quality of Research Discovery Award Committee	Member
Jan 2003	Dec 2004	Annual Meeting Selected Paper Committee: 2003, 2004	Chair
Sep 2002	Oct 2002	"Innovation and the Competitiveness of the Canadian Economy with Special Focus on the Agri-Food Sector" Guelph ON	Workshop rapporteur
Jul 2002	Jul 2005	Canadian Agricultural Economics Society	Counsellor
Jan 2002	Mar 2002	Western Agricultural Economics Society Outstanding Master's Thesis Award Committee	Member
Jan 2002	Mar 2002	Canadian Agricultural Economics Society Outstanding Journal Article Award Committee	Member
Jan 2001	Mar 2002	Canadian Agricultural Economics Society Outstanding Journal Article Award Committee	Member
<i>Review of external academic programs</i>			

Sept 2023	April 2024	Undergraduate programs review committee, Faculty of Agricultural & Life Sciences, University of Alberta	Chair
May 2011	Aug 2011	Graduate program review, Department of Bioresource Policy, Business and Economics, University of Saskatchewan	Review team member
<i>Review of applications for tenure &amp; promotion</i>			
Oct 2020	Nov 2020	Dept of Agribusiness and Agricultural Economics, University of Manitoba	External reviewer of promotion application
June 2019	Sept 2019	Dept of Agricultural and Resource Economics, North Carolina State University	External reviewer of tenure application
Aug 2017	Sept 2017	Dept of Agricultural and Resource Economics, University of Saskatchewan	External reviewer of tenure application
Aug 2017	Dec 2017	Dept of Resource Economics and Environmental Sociology, University of Alberta	External reviewer of promotion application
Jul 2017	Aug 2017	Dept of Agricultural, Environmental, and Development Economics, Ohio State University	External reviewer of promotion application
May 2017	Jun 2017	United States Department of Agriculture, Economic Research Service	External reviewer of promotion application
Aug 2015	Dec 2015	Dept of Resource Economics and Environmental Sociology, University of Alberta	External reviewer of tenure application
Mar 2012	Apr 2012	Dept of Applied Economics and Management, Cornell University	External reviewer of tenure application
Jul 2012	Aug 2012	Dept of Agricultural Economics, University of Kentucky	External reviewer of promotion application
May 2008	Jun 2008	United States Department of Agriculture, Economic Research Service	External reviewer of promotion application
Mar 2007	Apr 2007	Dept of Applied Economics and Management, Cornell University	External reviewer of tenure application

### **Peer Reviewed Journal Refereeing**

*Agribusiness: An International Journal; Agricultural Economics; Agricultural Finance Review; Agriculture and Human Values; Agricultural and Resource Economics Review; American Journal of Agricultural Economics; Appetite; Applied Economics; Applied Economics and Public Policy; Applied Mathematics Letters; Aquaculture Economics and Management; Australian Journal of Agricultural and Resource Economics; Australian Economic History Review; Berkeley Electronic Journal of Economic Analysis and Policy; Canadian Journal of Agricultural Economics; Canadian Journal of Economics; Canadian Public Policy; Choices; Cogent Food and Agriculture, Contemporary Economic Policy; Economic Modelling; Economics Letters; Empirical Economics; Energy Studies Review; Environmental Science and Policy; European Journal of Health Economics; European Review of Agricultural Economics; Food Control; Food Policy; Food Quality and Preference; Global Challenges; International Economic Review; International Food and Agribusiness Management Review; Journal of Agricultural*

*and Applied Economics; Journal of Agricultural and Resource Economics; Journal of Agricultural Economics; Journal of Applied Animal Welfare Science; Journal of Economic Psychology; Journal of Food Products Marketing; Journal of Global Economics Analysis; Journal of Toxicology and Environmental Health; Mountain Research and Development; Nutrition Reviews; Obesity; PLOS One; Q Open; Review of Agricultural Economics; Rural Sociology; Trends in Food Science and Technology; World Development*

### **Grant Refereeing**

Agriculture and Agri-Food Canada/Organic Science Cluster; Canadian Institutes for Health Research; Economic and Social Research Council (United Kingdom); MITACS; Natural Sciences and Engineering Research Council; Netherlands Organisation for Scientific Research; Ontario Genomics Institute; Ontario Ministry of Agriculture, Food and Rural Affairs; OMAFRA/UG Partnership; Ontario Ministry of Training, Colleges and Universities; Poultry Industry Council; Social Sciences and Humanities Research Council

### **Other Refereeing/Reviewing**

Agriculture and Agri-Food Canada; Conference Board of Canada; Edward Elgar (book proposal); CABI Publishing (book proposal), Palgrave Publishing (book proposal); Agricultural and Applied Economics Association (review of annual conference papers), Canadian Agricultural Economics Society (review of annual conference papers), International Agricultural Economics Association (review of triennial world congress papers)

### **Service in the Community**

<b>From</b>	<b>To</b>	<b>Organization</b>	<b>Role</b>
July 2024	Present	Rural Ontario Institute Board of Directors	Member
Sept 2023	Present	Ontario Institute of Agrologists Board of Directors	Member
Oct 2020	June 2023	Creative Destruction Labs – Rockies: Agricultural Stream	Volunteer economist
Sep 2020	June 2023	Green Cities Foundation Board of Directors	Member
Aug 2020	Nov 2022	Royal City Science Steering Committee	Member
Sept 2018	Present	OAC Alumni Association Board of Directors	Ex-officio member
Sept 2018	Present	OAC Alumni Foundation Board of Directors	Ex-officio member

## CONTRIBUTIONS TO RESEARCH AND SCHOLARSHIP

Note: Papers denoted with an (S) are co-authored with graduate students I advised or co-advised.

### Articles in Refereed Journals

1. Rachael Vriezen, Mikayla Plishka, and **John Cranfield**. 2022. “Consumer willingness to pay for traceable food products: A scoping review” *British Food Journal* doi: 10.1108/BFJ-01-2022-0085
2. (S) Rachael Vriezen, Ellen Vriezen, and **John Cranfield**. 2021. “Milk production, mortality, and economic parameters in the context of heat-stressed dairy cattle: A scoping review.” *CABI Reviews* 16 No 62 doi: 10.1079/PAVSNNR202116062
3. Ying Jessica Cao, **John Cranfield**, Chen Chen, and Tina Widowski. 2021 “Heterogeneous Informational and Attitudinal Impacts on Consumer Preferences for Eggs from Welfare Enhanced Cage Systems” *Food Policy* 99, 101979.
4. **John A. L. Cranfield**. 2020. “Framing Consumer Food Demand Responses in a Viral Pandemic” *Canadian Journal of Agricultural Economics* 68(2): 151-156.
5. (S) Norris, Amanda and **John Cranfield**. 2019. “Consumer Preferences for Country-of-Origin Labelling in Protected Markets: Evidence from the Canadian Dairy Market.” *Applied Economic Perspectives and Policy* 41(3): 391-403.
6. **John Cranfield**. 2018. “Will consumers pay for voluntary testing for BSE? Double-bound CVM evidence from Canada.” *Journal of Food Products Marketing* 24(6): 697-723.
7. Ying (Jessica) Cao, **John Cranfield**, and Tina Widowski. 2018. “Position-Dependent order effects on the prediction of consumer preferences in repeated choice experiments.” *Applied Economics* 50:3, 287-302.
8. Maurice Doyon, Stephane Bergeron, **John Cranfield**, Lota Tamini, and George Criner. 2016. “Is a Cage a Cage? Framing Effects in Measuring Willingness to Pay for Eggs Produced in Enhanced Housing System.” *Canadian Journal of Agricultural Economics* 64(4): 739-751.
9. **John Cranfield**, Kris Inwood, and J. Andrew Ross. 2015 “Before the Obesity Epidemic: The Body Mass Index of Canadians in the First and Second World Wars” *Canadian Bulletin of Medical History* 32(2): 319-335.
10. **John Cranfield** and Kris Inwood. 2015. “A Tale of Two Armies: Comparative Growth in the Mirror of the First World War.” *Australian Economic History Review* 55(2): 212-233.
11. Glanc, D, C. Campbell, **J. Cranfield**, K. Swanson, and I. Mandell. 2015. “Effects of production system and slaughter weight endpoint on growth performance, carcass traits, and beef quality from conventionally and naturally produced beef cattle.” *Canadian Journal of Animal Science* 95: 37-47.

12. Clarke, Nic, **John Cranfield**, and Kris Inwood. 2014. "Fighting Fit? Diet, Disease, and Disability in the Canadian Expeditionary Force, 1914-1918." *War & Society* 33(2): 79-96.
13. **Cranfield, John**. 2013. "The Changing Landscape of the Canadian Food Market: Ethnicity and the Market for Ethnic Food" *Canadian Journal of Agricultural Economics*. 61: 1-13.
14. Zahoor Haq, Karl Meilke, and **John Cranfield**. 2012. "Selection bias in a gravity model of agri-food trade?" *European Review of Agricultural Economics* 40(2): 331–360
15. (S) Pamela Laughland, **John Cranfield**, and David Sparling. 2012 "Innovation and Commercialization in the Canadian Bioproducts Industry." *International Journal of Biotechnology* 12(3): 123-146.
16. **John Cranfield**, Spencer Henson, and Jose Blandon. 2012. "The effect of attitudinal and socio-demographic factors on the likelihood of buying locally-produced food." *Agribusiness* 28(2): 205-221.
17. **Cranfield, John**, Kris Inwood, and Andrew Ross. 2011. "Counting the Scots: What can we learn from Canadian census and military records?" *History Scotland* 11(5): 38-45
18. **Cranfield, John**, Spencer Henson, and Oliver Masakure. 2011. "Factors Affecting the Extent to Which Consumers Incorporate Functional Ingredients into Their Diets: A Two-Stage Approach." *Journal of Agricultural Economics* 62(2): 375-392.
19. Oliver Masakure, **John Cranfield**, and Spencer Henson. 2011 "Factors Affecting the Incidence and Intensity of Standards Certification Evidence from Exporting Firms in Pakistan." *Applied Economics* 43(8): 901-915. **DOI:** 10.1080/00036840802600103
20. Henson, Spencer, Oliver Masakure, and **John Cranfield**. 2011 "Do Fresh Produce Exporters in Sub-Saharan Africa Benefit from GlobalGAP Certification?" *World Development* 39(3): 375-386. **DOI:**10.1016/j.worlddev.2010.06.012
21. **John Cranfield**, Spencer Henson, and James Holliday. 2010. "The Motives, Costs, Benefits and Problems of Conversion to Organic Production." *Agriculture and Human Values* 27(3): 291-306. **DOI:** 10.1007/s10460-009-9222-9
22. Deepananda Herath, **John Cranfield**, and Spencer Henson. 2010. "Understanding the financing of innovation and commercialization: the case of the Canadian functional food and nutraceutical sector." *Applied Economics* 42(21) 2667-2682. **DOI:** 10.1080/00036840801964658
23. Getu Hailu, **John Cranfield**, and Rawlin Thangaraj. 2010. "Do U.S. Food Processors Respond to Sweetener Related Health Information?" *Agribusiness: An International Journal* 26(3): 348-368,
24. Juliana Ruzante, Valerie Davidson, Spencer Henson, Julie Caswell, **John Cranfield**, Aamir Fazil, Sven Anders, Claudia Schmidt, and Jeff Farber. 2010. "A Multi-Factorial Risk Prioritization Framework for Food-borne Pathogens" *Risk Analysis* 30(5):724-742. **DOI:** 10.1111/j.1539-6924.2009.01278.x

25. **John Cranfield**, Spencer Henson, James Northey, and Oliver Masakure. 2010 “An Assessment of Consumer Preference for Fair Trade Coffee in Toronto and Vancouver.” *Agribusiness: An International Journal* 26(2): 307-325.
26. Henson, Spencer, **John Cranfield**, and Jose Bandon. 2010 “Healthy Eating and its Determinants: A Rasch Model Approach.” *Social Science and Medicine* 70(10): 1574-1580.
27. Henson, Spencer, Jose Bandon and **John Cranfield**, and Deepananda Herath. 2010. “Understanding the Propensity of Consumers to Comply with Dietary Guidelines Directed at Heart Health.” *Appetite* 54(1): 52-61. doi:10.1016/j.appet.2009.09.006
28. Spencer Henson, **John Cranfield**, and Deepananda Herath. 2010. “Understanding Consumer Receptivity towards Foods and Non-Prescription Pills Containing Phytosterols as a Means to Offset the Risk of Cardiovascular Disease: An Application of Protection Motivation Theory.” *International Journal of Consumer Studies* 34(1): 28-37. DOI: 10.1111/j.1470-6431.2009.00829.x
29. Paul Preckel, **J. A. L. Cranfield**, and Thomas Hertel. 2010 “A Modified, Implicit, Directly Additive Demand System.” *Applied Economics* 42(2): 143-155. DOI: 10.1080/00036840701591361
30. Jose Bandon, Spencer Henson, and **John Cranfield**. 2009. “Small-Scale Farmer Participation in New Agri-Food Supply Chains: The Role of Transaction Costs and Collective Action.” *Journal of International Development* 21(7): 971-984. DOI: 10.1002/jid.1490
31. Oliver Masakure, Spencer Henson, and **John Cranfield**. 2009. “Performance of Microenterprises in Ghana: A Resource Based View.” *Journal of Small Business and Enterprise Development* 16(3): 466-484.
32. Oliver Masakure, Spencer Henson, and **John Cranfield**. 2009. “Standards and Export Performance in Developing Countries: Evidence from Pakistan.” *Journal of International Trade and Economic Development* 18(3): 395-419.
33. Richard Barichello, **John Cranfield**, and Karl Meilke. 2009. “Options for Supply Management in Canada with Trade Liberalization.” *Canadian Public Policy* 35(2): 203-217.
34. (S) Brian Innes and **John Cranfield**. 2009. “Consumer preference for production-derived quality: analyzing perceptions of premium chicken production methods.” *Agribusiness: An International Journal* 25(3): 395-411.
35. Getu Hailu, Andreas Boecker, Spencer Henson, and **John Cranfield**. 2009. “Consumer Valuation of Functional Foods and Nutraceuticals in Canada: A Conjoint Study Using Probiotics.” *Appetite* 52(1):257-265.
36. (S) **John Cranfield**, B. James Deaton, and Shreenivas Shellikeri. 2009. “Evaluating Consumer Preferences for Organic Food Production Standards.” *Canadian Journal of Agricultural Economics* 57(1): 99-117.

37. Alessandro Alasia, Alfons Weersink, Ray Bollman, and **John Cranfield**. 2009. "Off-farm labour decision of Canadian farm operators: urbanization effects and rural labour market linkages." *Journal of Rural Studies* 25(1): 12-24.
38. Jose Blandon, Spencer Henson, and **John Cranfield**. 2008. "Functional foods and natural health products: A review of contemporary issues." *CAB Reviews: Perspectives in Agriculture, Veterinary Science, Nutrition and Natural Resource* 51 (3): 1-11
39. Oliver Masakure, **John Cranfield**, and Spencer Henson. 2008. "The Financial Performance of Non-farm Micro-enterprises in Ghana." *World Development* 36 (12): 2733-2762.
40. Spencer Henson, Mamane Annou, **John Cranfield**, and Joanne Ryks. 2008. "Understanding Consumer Attitudes towards Food Technologies in Canada." *Risk Analysis* 28 (6): 1601-1617.
41. Deepananda Herath, **John Cranfield**, and Spencer Henson. 2008. "Who Consumes Functional Foods and Nutraceuticals in Canada? Results of Cluster Analysis of the 2006 survey of Canadians' Demand for Food Products Supporting Health and Wellness." *Appetite* 51 (2): 256-265.
42. Deepananda Herath, **John Cranfield**, Spencer Henson, and Dave Sparling. 2008. "Understanding the Factors Influencing Innovation and Commercialization in Canada's Functional Food and Nutraceutical Sector." *Agribusiness* 24 (2): 207-230.
43. Spencer Henson, Oliver Masakure, and **John Cranfield**. 2008. "The Propensity for Consumers to Offset Health Risks Through the use of Functional Foods and Nutraceuticals: The Case of Lycopene." *Food Quality and Preference* 19 (4): 395-406.
44. **John Cranfield** and Kris Inwood. 2007. "The Great Transformation: A Long-run Perspective on Physical Well-being in Canada." *Economics and Human Biology* 5 (2): 204-228.
45. (S) Daryl van Moorsel, **J. A. L. Cranfield**, and David Sparling. 2007. "Factors Affecting Biotechnology Innovation in Canada: Analysis of the 2001 Biotechnology Use and Development Survey." *International Journal of Biotechnology* 9 (1): 39-59.
46. Cash, Sean, Ellen Goddard, Wiktor Adamowicz, Timothy Beatty, Stephen Clark, **John Cranfield**, Wuyang Hu, Bruno LaRue, Mel Lerohl, Michele Veeman, and Margaret Zafiriou. 2006. "New Directions in Consumer Behaviour Research." *Current Agriculture, Food and Resource Issues* 7: 56-65.
47. (S) C. Van Groningen, C.J. Devitt, J.W. Wilton, and **J. Cranfield**. 2006. "Economic evaluations of individual beef sires in an integrated beef supply chain." *Journal of Animal Science* 84 (12): 3219-3227.
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49. (S) Jennifer Brown, **J. A. L. Cranfield**, and Spencer Henson. 2005. "Relating Consumer Willingness-to-pay for Food Safety to Risk Tolerance: An Experimental Approach" *Canadian Journal of Agricultural Economics* 53 (2/3): 249-263.
50. (S) Erik Magnusson and **J. A. L. Cranfield**. 2005. "Consumer Demand for Pesticide Free Food Products in Canada: A Probit Analysis." *Canadian Journal of Agricultural Economics* 53 (1): 67-81.
51. Thomas Hertel, Maros Ivanic Paul Preckel, and **John Cranfield**. 2004. "The Earnings Effect of Multilateral Trade Liberalization: Implications for Poverty." *World Bank Economic Review* 18 (2): 205-236.
52. **J. A. L. Cranfield**, Paul Preckel, James Eales, and Thomas Hertel. 2004. "Simultaneous Estimation of an Implicit Directly Additive Demand System and the Distribution of Expenditure – An Application of Maximum Entropy." *Economic Modelling* 21 (2): 361-385.
53. (S) **J. A. L. Cranfield** and Scott Pellow. 2004. "The Role of Global versus Local Negativity in Functional Form Selection: An Application to Canadian Consumer Demands" *Economic Modelling* 21 (2): 345-360.
54. Karen Huff, Karl Meilke, Calum Turvey, and **John Cranfield**. 2004. "Modeling Bioterrorism in the Agrifood Sectors of NAFTA Members." *Current Agriculture, Food and Resource Issues* 5 (January): 1-22.
55. Thomas Hertel, Maros Ivanic, Paul Preckel, **John Cranfield**, and Will Martin. 2003. "Short- vs. Long run Implications of Trade Liberalization for Poverty in Three Developing Countries." *American Journal of Agricultural Economics* 85 (5): 1299-1306.
56. (S) **J. A. L. Cranfield** and Erik Magnusson. 2003. "Canadian Consumer's Willingness-to-Pay for Pesticide Free Food Products: An Ordered Probit Analysis." *International Food and Agribusiness Management Review* 6 (4): 13-30.
57. Thomas Hertel, Paul Preckel, **John Cranfield**, and Maros Ivanic. 2003. "Multilateral Trade Liberalization and Poverty in Brazil and Chile." *Integration and Trade* 18 (1): 1-30. (Published jointly, with permission of the journal editors, under "Multilateral Trade Liberalization and Poverty in Brazil and Chile" in *Économie Internationale*).
58. **J. A. L. Cranfield**. 2003. "Optimal Collective Investment in Generic Advertising, Export Market Promotion and Cost-of-Production Reducing Research." *Canadian Journal of Agricultural Economics* 51 (3): 299-321.
59. **J. A. L. Cranfield**, James Eales, Thomas Hertel, and Paul Preckel. 2003. "Model Selection when Estimating and Predicting Consumer Demands using International, Cross Section Data." *Empirical Economics* 28 (2): 353-364.
60. **J. A. L. Cranfield**, Paul Preckel, James Eales, and Thomas Hertel. 2002. "Estimating Consumer Demands across the Development Spectrum: Maximum Likelihood Estimates of an Implicit Direct Additivity Model." *Journal of Development Economics* 68 (2): 289-307.



61. **J. A. L. Cranfield.** 2002. "Persistence of Price-Cost Margins in the U.S. Food and Tobacco Manufacturing Industries: A Dynamic Single Index Model Approach." *Journal of Food Distribution Research* (July 2002): 34-49.
62. **J. A. L. Cranfield.** 2002. "Optimal Generic Advertising with a Rationed Related Good: The Case of Canadian Beef and Chicken Markets." *Canadian Journal of Agricultural Economics* 50 (2): 117-134.
63. **J. A. L. Cranfield.** 2002. "Optimal Advertising with Traded Raw and Final Goods: The Case of Variable Proportions Technology." *Journal of Agricultural and Resource Economics* 27 (1): 204-221.
64. **John Cranfield,** Paul Preckel, James Eales, and Thomas Hertel. 2000. "On the Estimation of 'An Implicitly Additive Demand System'." *Applied Economics* 32 (15): 1907-1915.
65. Larry DeBoer, Kevin McNamara, **John Cranfield** and Thea Graham. 2000. "Legislator Influence on Public School Funding." *Review of Regional Studies* 30 (3): 117-135.
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### Papers under Review

None

### Papers under Development

Amanda Norris, **John A. L. Cranfield,** and Michael von Massow. "Context Specific Factors Affecting Consumer Preferences for Antibiotic and Synthetic Hormone Use During the Production of Beef in Canada" Target journal: Food Quality and Preference.

Amanda Norris and **John A. L. Cranfield.** "The Impact of Ethnocentric Behaviours on Willingness-to-Pay for Domestic and Imported Food Products: Heterogeneity Across Canadian Consumers Preference for Processed Dairy Products". Target journal: European Review of Agricultural Economics

Mitch King, Michael von Massow, and **John A. L. Cranfield.** "Willingness To Pay for Varying Levels of Antibiotic Use in Chicken Production". Target journal: Food Policy

## Chapters in Books

1. J. Andrew Ross, **John Cranfield**, and Kris Inwood. 2019. The Height and Weight of Canadian Major League Hockey Players, 1909–2010. In *Historical Perspectives on Sports Economics: Lessons from the Field*, Wilson, John, and Richard Pomfret eds. Edward Elgar, Cheltenham UK, pp. 121-135.
2. **John Cranfield**, Kris Inwood and J. Andrew Ross. 2016. “Ethnic inequality in professional sport: a question of discrimination in the National Hockey League draft”. In *Sports Through the Lens of Economics History*, Wilson, John, and Richard Pomfret eds. Edward Elgar, Cheltenham UK, pp. 128-141
3. **Cranfield, John** and Kris Inwood. 2015. “Genes, class or culture? French-English height differential in Canada”. In Baskerville, Peter and Kris Inwood (eds.) *Lives in Transition: Longitudinal Research from Historical Sources*, McGill-Queen’s University press, Montreal Quebec.
4. Thomas Hertel, Maros Ivanic, Paul Preckel and **John Cranfield**. 2007. “The Earnings Effect of Multilateral Trade Liberalization: Implications for Poverty.” In Winters, L. A. (ed.). *The WTO and Poverty and Inequality*, Edward Elgar, Cheltenham. (Previously published in the *World Bank Economic Review*).
5. Karl Meilke and **John Cranfield**. 2007. “Production Subsidies.” In Gaisford, J.D. and Kerr, W.A. (eds.) *Handbook on International Trade Policy*, Edward Elgar, Cheltenham.

## Papers in Proceedings

1. **John Cranfield**. 2015. “Consumer perspectives on what we feed animals.” In *Better Nutrition, Better Health*. Proceedings of the 35<sup>th</sup> Western Nutrition Conference, Edmonton Alberta, 23-24 September 2015.
2. Deepananda Herath, Spencer Henson and **John Cranfield**. 2007. “Health Claims as Credence Attributes: Evidence from the Functional Food and Nutraceutical Sector in Canada.” In Ries, N. and J. Shelley (eds.) *Food, Health and Biotechnology: Consumer and Social Issues in Canada’s New Food and Health Products Industries, A Report from the Advanced Foods and Materials Network*.
3. Andreas Boecker, Getu Hailu, Spencer Henson and **John Cranfield**. 2007. “Understanding Consumer Acceptance of Functional Foods and Nutraceuticals.” In Ries, N. and J. Shelley (eds.) *Food, Health and Biotechnology: Consumer and Social Issues in Canada’s New Food and Health Products Industries, A Report from the Advanced Foods and Materials Network*.
4. Rick Barichello, **John Cranfield** and Karl Meilke. 2007. “Options for Supply Management in Canada under Trade Liberalization: Implications for Canada’s Dairy Sector.” *Advances in Dairy Technology, Proceedings of the 2007 Western Canadian Dairy Seminar*, Department of Agricultural, Food and Nutritional Sciences, University of Alberta.
5. Rick Barichello, **John Cranfield** and Karl Meilke. 2007. “Options for Supply Management in Canada under Trade Liberalization.” In Huff, K., K. Meilke, R. Knutson, R. Ochoa, and J. Rude

(eds). *Achieving NAFTA Plus*, Texas A&M University, University of Guelph and El Colegio De Mexico.

6. Thomas Hertel, Paul Preckel, **John Cranfield** and Maros Ivanic. 2002. "OECD and Non-OECD Trade liberalization and Poverty Reduction in Seven Developing Countries." In Tangerman, S. and E. Burgeat (eds). *Agricultural Trade and Poverty: Making Policy Analysis Count*, Paris: OECD.
7. Thomas Hertel, Paul Preckel, **John Cranfield** and Maros Ivanic. 2001. "Poverty Impacts of Multilateral Trade Liberalization." In M. Brockmeier, F. Isermeyer and S. von Cramon-Taubadel (eds.) *Liberalisierung des Weltagrarhandels - Strategien und Konsequenzen*, Muenster Germany: Landwirtschaftsverlag.
8. **John Cranfield** and Ellen Goddard. 1995. "Oligopoly Power and Advertising in the North American Beef Processing Sector", in *Economic Analysis of Meat Promotion*, H.K. Kinnucan, J.E. Lenz, and C.R. Clary (eds). Proceedings from the NEC-63 Conference, Denver, Colorado.

## Book Reviews

1. **Cranfield, J.** 2009. "Review of Peter Andrée's *Genetically Modified Diplomacy: The Global Politics of Agricultural Biotechnology and the Environment*." *Canadian Public Policy* 35(4): 513-514.

## Published Abstracts

1. **J. Cranfield.** 2005. "Demand for Food Products across the Development Spectrum: An Application of a Rank Four, Rational Demand System." *Journal of Agricultural and Resource Economics* 30 (2): 612.
2. **John Cranfield**, Paul Preckel, James Eales and Thomas Hertel. 2000. "Estimating Consumer Demands across the Development Spectrum: Maximum-Likelihood Estimates of an Implicit Direct Additivity Model." *Canadian Journal of Agricultural Economics* 25 (4): 663.
3. **John Cranfield**, Paul Preckel, James Eales and Thomas Hertel. 2000. "Estimating Consumer Demands Across the Development Spectrum: Maximum-Likelihood Estimates of an Implicit Direct Additivity Model." *Journal of Agricultural and Resource Economics* 25 (2): 731.
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5. **John Cranfield** and Ellen Goddard. 1997. "Generic Beef Advertising in Canada: Open Economy and Processor Oligopoly Power Effects." *American Journal of Agricultural Economics* 79 (5): 1720.
6. Kenneth Foster and **John Cranfield.** 1997. "A Bayesian Vector Autoregression Model for Forecasting Regional Cattle Prices." *Journal of Agricultural and Resource Economics* 22 (2): 394.
7. **John Cranfield**, Paul Preckel and Songquan Liu. 1997. "Approximating Bayesian Posteriors Using Multivariate Gaussian Quadrature." *Journal of Agricultural and Resource Economics* 22 (2): 396.

8. **John Cranfield**, Jeevika Weerahewa, Daniel Sellen and Ellen Goddard. 1995. "Welfare Effects of Generic Beef Advertising on U.S. and Canadian Beef and Cattle Markets." *Canadian Journal of Agricultural Economics* 43 (4): 656.
9. **John Cranfield** and Wayne Howard. 1994. "Ontario Beef Producers' Attitudes about Artificial Insemination." *American Journal of Agricultural Economics* 76 (5): 1270.
10. **John Cranfield**. 1993. "The Impact of Government Incentives for Beef Packer Adoption of Boxed Beef Processing Technology." *American Journal Agricultural Economics* 75 (5): 1333. (Second Place Paper, 1993 AAEA Undergraduate Student Paper Competition.)

### Working Papers

1. John Cranfield. 2013. "Will consumers pay for voluntary testing for BSE? Double-bound CVM evidence from Canada" Institute for the Advanced Study of Food and Agricultural Policy Working Paper 13-03.
2. John Cranfield. 2012. "Did BSE affect demand for beef in Canada? An Application of the Quadratic Almost Ideal Demand System." Institute for the Advanced Study of Food and Agricultural Policy Working Paper 12-01.
3. Spencer Henson, Steve Jaffee, **John Cranfield**, Jose Blandon and Paul Siegel. 2008. "Linking African Smallholders to High-Value Markets: Practitioner Perspectives on Benefits, Constraints, and Interventions." World Bank Policy Research Working Paper No. 4573.
4. **John Cranfield**. 2007. "Factors influencing the body mass index of adults in Canada." Consumer and Market Demand Network Working Paper 07-08.
5. **J. Cranfield**, Paul Preckel, and Thomas Hertel. 2007. "Poverty Analysis using an International Cross-Country Demand System." World Bank Policy Research Working Paper No. 4285. (Blind peer reviewed)
6. Alessandro Alasia, Alfons Weersink, Ray Bollman and **J. Cranfield**. 2007. "Off-Farm Labour Decisions of Canadian Farm Operators in 2001: The Role of Operator, Farm, Community and Regional Determinants". Statistics Canada, Agriculture and Rural Working Paper Series, No. 85, Catalogue no. 21-601-MIE2007085.
7. Spencer Henson, Julie A. Caswell, **John Cranfield**, Aamir Fazil, Valerie Davidson, Sven Anders, and Claudia Schmidt. 2007. "A Multi-Factorial Risk Prioritization Framework for Food-Borne Pathogens." University of Massachusetts Amherst Department of Resource Economics Working Paper No. 2007-8
8. **J. Cranfield**, Paul Preckel, and Thomas Hertel. 2006. "Poverty Analysis using an International Cross-Country Demand System." Working Paper No. 34, Global Trade Analysis Project, Department of Agricultural Economics, Purdue University, West Lafayette, Indiana.

9. **John Cranfield**, Deepananda Herath, Spencer Henson and David Sparling. 2006. "An Analysis of Financing Innovation and Commercialization in Canada's Functional Food and Nutraceutical Sector." Statistics Canada, Agriculture and Rural Working Paper Series, No. 79, Catalogue no. 21-601-MIE2006079.
10. Daryl van Moorsel, **J. Cranfield** and David Sparling. 2006. "Factors Affecting Biotechnology Innovation in Canada: Analysis of the 2001 Biotechnology Use and Development Survey." Statistics Canada, Agriculture and Rural Working Paper Series, No. 78, Catalogue no. 21-601-MIE2006078.
11. C. Van Groningen, C.J. Devitt, **J. Cranfield** and J.W. Wilton. 2005. "Systematic Breeding Decisions made within a Vertically Integrated Beef Supply Chain." Working Paper 05/05, Department of Agricultural Economics and Business, University of Guelph, Guelph, Ontario.
12. **J. Cranfield**. 2005. "Demands for Food Products across the Development Spectrum: Application of a Rank Four Demand System." Working Paper 05/04, Department of Agricultural Economics and Business, University of Guelph, Guelph, Ontario.
13. **J. Cranfield**, Paul Preckel, Thomas Hertel. 2005. "A Modified, Implicit, Directly Additive Demand System." Working Paper 05/03, Department of Agricultural Economics and Business, University of Guelph, Guelph, Ontario.
14. Daryl van Moorsel, **J. Cranfield**, David Sparling. 2005. "Factors Affecting Biotechnology Innovation in Canada: Analysis of the 2001 Biotechnology Use and Development Survey." Working Paper 05/02, Department of Agricultural Economics and Business, University of Guelph, Guelph, Ontario.
15. Thomas Hertel, Maros Ivanic, Paul Preckel and **John Cranfield**. 2003. "Trade Liberalization and the Structure of Poverty in Developing Countries." Working Paper No. 25, Global Trade Analysis Project, Department of Agricultural Economics, Purdue University, West Lafayette, Indiana.
16. Thomas Hertel, Maros Ivanic, Paul Preckel and **John Cranfield**. 2003. "The Earnings Effects of Multilateral Trade Liberalization: Implications for Poverty in Developing Countries." Working Paper No. 16, Global Trade Analysis Project, Department of Agricultural Economics, Purdue University, West Lafayette, Indiana.
17. **J. Cranfield**, Thomas Hertel, Paul Preckel, J. Reimer and S. Ehui. 2002. "Assessing the Distributional Impact of Technical Change in Livestock and Grain Production on Developing Countries." Socio-economics and Policy Research Working Paper 34. ILRI (International Livestock Research Institute), Nairobi, Kenya.
18. **J. Cranfield**. 2002. "Optimal Collective Investment in Generic Advertising, Export Market Promotion and Cost-of-Production Reducing Research." Working Paper 02/13, Department of Agricultural Economics and Business, University of Guelph, Guelph, Ontario.
19. Thomas Hertel, Paul Preckel, **John Cranfield** and Maros Ivanic. 2001. "Poverty Impacts of Multilateral Trade Liberalization." Working Paper No. 16, Global Trade Analysis Project, Department of Agricultural Economics, Purdue University, West Lafayette, Indiana.

20. **John Cranfield**, Thomas Hertel, James Eales, and Paul Preckel. 1998. "Changes in the Structure of Global Food Demand." Working Paper No. 1, Global Trade Analysis Project, Department of Agricultural Economics, Purdue University, West Lafayette, Indiana.
21. **John Cranfield**, Ellen Goddard. 1998. "Advertising and Oligopoly Power in the North American Beef Industry." Staff Paper #98-17, Department of Agricultural Economics, Purdue University, West Lafayette, Indiana.
22. **John Cranfield**, Thomas Hertel, James Eales, and Paul Preckel. 1998. "Changes in the Structure of Global Food Demand." Staff Paper #98-5, Department of Agricultural Economics, Purdue University, West Lafayette, Indiana.
23. **John Cranfield** and Ellen Goddard. 1996. "Oligopoly Power and Advertising in the North American Beef Industry." Working Paper 96/09, Department of Agricultural Economics and Business, University of Guelph, Guelph, Ontario.
24. Ellen Goddard and **John Cranfield**. 1995. "Assessing the Effectiveness of Apple Advertising in Canada." Working Paper 95/01, Department of Agricultural Economics and Business, University of Guelph, Guelph, Ontario.
25. **John Cranfield**, Linda Cousineau, Mike Swidinsky, Huiwan Lai, Ellen Goddard and James Rude. 1995. "Oligopoly Power in the Canadian Food Processing Industry - Further Results." Working Paper 95/02, Department of Agricultural Economics and Business, University of Guelph, Guelph, Ontario.
26. **John Cranfield** and Wayne Howard. 1994. "Ontario Beef Producers' Attitudes about Artificial Insemination." Working Paper 94/10, Department of Agricultural Economics and Business, University of Guelph, Guelph, Ontario.
27. **John Cranfield**. 1992. "The Impact of Cattle Industry Trends on Canada's Beef Packing Industry." Agriculture Canada, Policy Branch, Industry Analysis Unit. Ottawa, Ontario. Working Paper.

## Technical Reports

1. **John Cranfield**. 2017. "Economic Evaluation Models of Generic Egg Marketing Investment in Canada." Report to the Egg Farmers of Canada
2. Maurice Doyon and **John Cranfield**. 2015. "Economic Evaluation Models of Generic Fluid Milk and Cheese Marketing Investment in Canada: Updates for 2012-2013" Report to the Dairy Farmers of Canada.
3. **John Cranfield**. 2013. "Does Canadian beef demand respond to food safety recalls and food quality improvements?" Report to the CANFAX Cattle Research Services.

4. Maurice Doyon and **John Cranfield**. 2013. “Economic Evaluation Models of Generic Fluid Milk and Cheese Marketing Investment in Canada for the 2007-2011 Period” Report to the Dairy Farmers of Canada.
5. **John Cranfield**. 2010. “Evaluating the economic benefits from the Canadian beef check-off.” Report to the Canadian Beef Cattle Research, Market Development and Promotion Agency.
6. Spencer Henson, Julie A. Caswell, **John Cranfield**, Aamir Fazil, Valerie Davidson, Sven Anders, and Claudia Schmidt. 2007. “A Multi-Factorial Risk Prioritization Framework for Food-Borne Pathogens.” Report to the Public Health Agency of Canada.
7. David Sparling, **John Cranfield**, Spencer Henson, Pamela Laughland. 2006. “Bioproducts Development Survey: Analysis of the Summary Results.” Report prepared for the Research and Analysis Directorate, Strategic Research, Agriculture and Agri-Food Canada, Ottawa.
8. Harry M. Kaiser, **John Cranfield** and Maurice Doyon. 2005. “An Economic Analysis of Generic Fluid Milk Advertising in Ontario, Quebec, and the Maritime Provinces” Report prepared for the Dairy Farmers of Canada.
9. Harry de Gorter and **John Cranfield**. 2005. “The Impacts of U.S. Crop Subsidies on Livestock Production” Report prepared for the Canadian Agri-Food Policy Institute.
10. **John Cranfield**, Spencer Henson and Dave Sparling. 2003. “Preliminary Cost-Benefit Analysis of Regulatory Options for the Rendering/Feed Continuum.” Report prepared for the Canadian Food Inspection Agency.
11. **John Cranfield**. 2001. “Optimal Allocation of Incremental Advertising and Promotion Investment in Western Canada.” Report prepared for the Alberta Milk Producers, British Columbia Dairy Foundation, Manitoba Milk Producers and the Saskatchewan Dairy Foundation.
12. **John Cranfield**. 2001. “An Econometric Review of British Columbia Milk Producers Investment in Fluid Milk Advertising.” Report prepared for the British Columbia Dairy Foundation.
13. **John Cranfield**. 2001. “An Econometric Review of Alberta Milk Producers Investment in Fluid Milk Advertising.” Report prepared for the Alberta Milk Producers.
14. **John Cranfield**. 2000. “Econometric Review of Manitoba Milk Producers Market Expansion Activities.” Report prepared for the Manitoba Milk Producers.

### Other Reports & Publications

1. Von Massow, Michael and **John Cranfield**. 2018. “Cows exude lots of methane, but taxing beef won’t cut emissions.” *The Conversation*, 14 January 2018.
2. Brady Deaton and **John Cranfield**. 2016. “No free lunch with cage-free eggs” Op. Ed. *troymedia.com*, February 22 2016. Also appeared in: *NetNewsledger.com*, Feb 22 2016; *North Bay Nugget*, Feb 24 2016; *Waterloo Region Record*, Feb 25 2016; *Battleford News Optimist*, Mar 1 2016

3. Glenn Fox and **John Cranfield**. 2014. "The Past, Present, and Future of Government Regulation of Agriculture and Food: Is There a New Economics of Food?" *Canadian Journal of Agricultural Economics* 62(4): 435–440.
4. **John Cranfield**. 2010. "The motives, benefits and pitfalls of organic conversion." *Ontario Farmer*. October 26 2010, p. 22B.
5. Sharon Anthony, William Bettger, Catherine Canary, **John Cranfield**, Serge Desmarais, Virginia Gray, Kim Neale, Paulette Padanyi, Helen Salmon and Judith Strommer. 2007. "Building Flexibility to Support Transformative Curricular Change." Organizational Processes Working Group Report to the 21<sup>st</sup> Century Curriculum Committee, University of Guelph.
6. **John Cranfield**. 2006. "Guest Editor's Introduction: Special Edition on Food Economics." *Canadian Journal of Agricultural Economics* 54 (4):439-442.
7. Zuhair A. Hassan, Glenn Fox, David Sparling and **John Cranfield**. 2002. "Innovation and the Competitiveness of the Canadian Economy with Special Focus on the Agri-Food Sector: Workshop Report." Department of Agricultural Economics and Business, University of Guelph.



## CONTRIBUTIONS TO TRAINING HIGH QUALIFIED PERSONNEL

### Course Instruction

#### Courses taught at the University of Guelph

Course	Semester	Mean score <sup>1</sup>	Class size	Contact hours/week
FARE*2410 Agri-Food Markets and Policy	Winter 2018	4.75	93	3
	Winter 2017	4.58	91	3
	Winter 2016	4.64	92	3
FARE*6910 Applied Policy Analysis I	Winter 2019	4.86	13	3
	Winter 2018	4.88	11	3
	Winter 2017	5	14	3
	Winter 2016	4.86	10	3
	Winter 2015	5	15	3
	Winter 2014	5	10	3
	Winter 2013	4.62	27	3
FARE*1400 Economics of the Agri-Food System	Winter 2014	4.56	182	3
	Winter 2013	4.73	138	3
AGR*2400 Economics of the CND Agri-Food System	Fall 2011	4.72	100	3
	Fall 2010	4.72	94	3
FARE*6930 Food Firms, Consumers and Markets I	Fall 2011	4.86	8	3
AGEC*6930 Food Firms, Consumers and Markets I	Winter 2009	4.8	8	3
	Winter 2008	4.67	8	3
FARE*6940 Food Firms, Consumers and Markets II	Fall 2010	4.6	7	3
FARE*2050 Markets for Molecules	Winter 2011	4.89	17	3
AGEC*2050 Markets for Molecules	Winter 2009	5	7	3
AGEC*6970 Applied Quant. Methods for Agri. Econ.	Fall 2008	5.0	11	5
	Fall 2007	4.8	10	5
AGEC*3310 Operations Management	Winter 2005	4.59	304	5
	Winter 2004	4.87	202	6
	Winter 2003	4.81	207	6
	Fall 2002	4.52	105	6
AGEC*4360 Marketing Research	Winter 2002	4.78	19	3
AGEC*6100 The Methodologies of Economics	Winter 2008	5	12	3
AGEC*6110 Marketing Research	Winter 2002	4.64	19	3
AGEC*6540 Advanced Price Analysis	Winter 2002	4.67	11	3
AGEC*6570 Advanced Agricultural Marketing Analysis	Spring 2007	5	3	3
	Spring 2006	5	2	3
	Spring 2005	4.5	4	3
	Spring 2004	5	6	3
	Spring 2003	4.67	5	3
	Spring 2002	4.67	4	3
e-MBA Managing Markets	Spring 2002	4.5	28	3

UNIV*1200 Understanding why we eat what we eat	Winter 2007	4.5	18	3
1. Evaluation Question: OVERALL, what is your opinion of the overall effectiveness of the instructor as a teacher? (5=Excellent; 4=Good; 3=Satisfactory; 2=Needs Improvement; 1=Poor)				

### Courses taught at the University of Manitoba

Course	Semester	Mean score <sup>1</sup>	Class size	Contact hours/week
61.251 Introduction to Agricultural and Food Marketing	Winter 2001	4.37	86	3
	Winter 2000	3.99	78	3
61.352 Food Distribution & International Merchandising	Fall 2000	4.08	27	4
	Fall 1999	4.35	31	4
61.710 Advanced Agricultural Marketing	Fall 2000	N/A <sup>2</sup>	4	3
	Fall 1999	4.67	6	3

1. Evaluation Question: Compared with other instructors I have had at the U. of M., I would say this instructor is (5=Very good; 4=Good; 3=Average; 2=Poor; 1=Very poor)

2. Fewer than six students so analysis was not provided by the University of Manitoba

### Course taught at Purdue University

Course	Semester	Mean score <sup>1</sup>	Class size	Contact hours/week
AGEC 217 National (Macro) Economics	Summer 1996	3.5	31	3

1. Evaluation question: Overall, this instructor is among the best teachers I have ever known. (5=Strongly agree; 4=Agree; 3=Uncertain; 2=Disagree; 1=Strongly disagree)

### Other Teaching and Curriculum Related Activities

I have engaged in several department, college and university focused teaching and curriculum related activities, including:

- Developing FARE\*1400 (Economics of the Agri-Food System), including “flipping” the course so that lecture material was covered through short video vignettes viewed by students outside the classroom. I undertook development and production of these videos. By shifting lectures about theory outside of the classroom, I was able to use class time to undertake a brief review of the key concepts, followed by Q&A, and in-class problem solving.
- Leadership of curriculum renewal in the Agricultural Economics specialization of the Bachelor of Science (Agriculture) degree at the University of Guelph

### Student Mentoring

Unless otherwise noted all advises were enrolled on programs in the Department of Food, Agricultural and Resource Economics at the University of Guelph.

#### Ph.D.

1. Peter Slade. 2015. “Essays in Economic Behaviour and Interaction”. **Honourable Mention for the 2017 Canadian Agricultural Economics Society Outstanding Ph.D. Thesis Award**

2. Apichaya (Pat) Lilavanichakul (co-advisor with Michael von Massow). 2014. "Essays in the Economics of Food Product Quality"
3. Tomas Rosada (co-advisor with Spencer Henson). 2011. "Structure and Dynamics of Economic Inequality in Guatemala"
4. Claudia Schmidt (co-advisor with Spencer Henson). 2011. "Assessing the Cost-effectiveness of Alternative Measures aimed at Reducing the Prevalence of food-borne Microbiological Hazards"
5. Henry Anim-Somuah (co-advisor with Spencer Henson). 2011. "Determinants of Micro and Small Enterprise Performance: The Agri-Food Sector of Ghana"
6. Kumuduni Kulasekera (co-advisor with Spencer Henson). 2010. "Economic Analysis of Individual's Propensity to Undertake Health-Promoting Behaviours"
7. Edward Olale (co-advisor with Spencer Henson). 2009. "Income Diversification among Fishing Communities in Western Kenya"
8. Mototsugu Ueno. 2007. "A Dynamic Semi-Nonparametric Demand System: An Application to U.S. Pork Import Demand"
9. Abdel Felfel (co-advisor with Spencer Henson). 2007. "Impact of the European Union Sanitary and Phytosanitary Measures on the Egyptian Agricultural Sector"

M.Sc. (Thesis-based)

1. Amanda Norris (co-advisor with Michael von Massow). 2020. "Context Specific Factors Affecting Consumer Preferences for Antibiotic and Hormone Use During the Production of Beef in Canada" **Honourable mention in the 2021 Canadian Agricultural Economics Society Outstanding Master Thesis Award**
2. Mitch King. 2020. "Heterogeneity in Canadian Consumer's Willingness to Pay for Chicken Raised with Varying Levels of Antibiotic Use"
3. Aditya Singh. 2019. "Technical Efficiency and Elasticity if Input Substitution in the Canadian Food Manufacturing Industry"
4. Mark Wickson. 2017. "An Economic Analysis of Heterogeneity within Consumer Segments of the Local and Organic Food Markets in Ontario"
5. Chen Chen. 2017. "Assessing Informational Impacts on Consumer Willingness to Pay for Eggs from Animal Welfare Enhanced Production Systems using Discrete Choice Experiment"
6. Nisha Balsubramaniam. 2015. "Heterogeneity of Food Consumption Pattern across different Ethnic groups in Ontario, Canada"

7. Yihong Zheng. 2014. "Consumer Preference and Willingness to Pay for Locally Produced, Organic Food: A Stated Choice Approach"
8. Jianqing Chen. 2014. "Ex Ante Evaluation of the Economic Impact of Adopting Genomic Selection: The Case of Beef Cattle in Canada"
9. Grace Wang. 2014. "Two Essays on Stated Choice Analysis of Demand for Eggs from Enhanced Animal Welfare Production Systems"
10. Kelvin Tsang. 2014. "How Local are Locally Produced Foods? A Choice Analysis on Red Tomatoes and Gala Apples"
11. Yiqing (Louisa) Lu. 2013. "Consumer Preference for Eggs from Enhanced Animal Welfare Production System: A Stated Choice Analysis"
12. Robin Smart (co-advised with Getu Hailu). 2010. "Measuring the Impact of Food Safety Recalls on Firms: An Event Study of the 2008 *Listeria Monocytogenes* Recall in Canada". **Winner of the 2010 Canadian Agricultural Economics Society Outstanding Master Thesis Award**
13. Amanda Lewis (co-advisor with Spencer Henson). 2009. "An Economic Analysis of Offsetting Behaviour in Health: An Application to Functional Dairy Products"
14. Edward Asiedu (co-advisor with Spencer Henson). 2008. "An Empirical Analysis of the Dimensions of Consumer Food Quality Perceptions in Canada."
15. Pamela Laughland (co-advisor with David Sparling). 2008. "Innovation and Commercialization in the Canadian Bioproducts Industry." **Co-winner of the 2008 Canadian Agricultural Economics Society Outstanding Master Thesis Award.**
16. Ken Nakagawa. 2007. "Ex-Ante Analysis of Structural Change Under the Canadian Agricultural Income Stabilization Program."
17. Rawlin Thangaraj (co-advisor with Getu Hailu). 2007. "Explaining Sweetener Substitution in the U.S. Food Processing Industry."
18. John Gordon (co-advisor with Spencer Henson). 2007. "HIV/AIDS in Sub-Saharan Africa: Modelling the Costs of Treatment"
19. Shreenivas Shellikeri (co-advisor with Brady Deaton). 2007. "Evaluating Consumer Preferences for Organic Food Production Standards"
20. Kumuduni Kulasekera. 2005. "Indirect Effects of U.S. Country of Origin Labelling on the Canadian Chicken Industry"

21. Daryl van Moorsel (Co-advisor with David Sparling). 2005. "Structures, Characteristics and Performance of Canadian Agricultural Innovative Biotechnology Firms"
22. Manxu Zhang. 2005. "The Impact of U.S. Country-of-Origin Labeling Requirements on the North American Beef Industry"
23. Cory Van Groningen. 2004. "Systematic Breeding Decisions made within a Vertically Integrated Beef Supply Chain"
24. Brad Dowell. 2003. "Price Risk Management in Alberta Pork Production: Current Practices, Obstacles and Improvement Strategies"
25. Jennifer Brown. 2003. "The Roles of Risk Perceptions and Risk Tolerance in Consumer Valuation of Food Safety in Canada"
26. J. Erik Magnusson (Dept. of Agribusiness & Agricultural Economics, University of Manitoba). 2002. "Consumer Interest in and Willingness-to-pay for Pesticide Free Production Food Products: A Probit Analysis"
27. Carrie L. Bobowski (Dept. of Agribusiness & Agricultural Economics, University of Manitoba). 2001. "An Examination of Risk-Return Relationships for Pork Processing Companies in Canada and the United States"

*MFARE (Course-based with major research paper)*

1. Rachael Vriezen. 2020. Milk Production, Mortality, and Economic Factors in Heat Stressed Dairy Cattle: A Scoping Review.
2. Rosemary Wang. 2013. "Canadian food quality: Have Canadian consumer perceptions of food quality changed?"

*M.B.A.*

1. Leanne Sedgewick. 2006. "MediCal Royal Canin Nutrition and Client Compliance for Veterinary Hospitals: Feasibility study and Procedural Manual Development"
2. Yue (Vanessa) Tian (co-advisor with David Sparling). 2003. "A Feasibility Analysis of a Food Distribution Center Project"
3. Linda Ramasamy (co-advisor with Spencer Henson). 2002. "Consumer Preferences for Organic Food Products"
4. Gustavo Gonzalez Roelants (co-advisor with David Sparling). 2002. "Damages at Store and Warehouse Level – McCain Foods Canada"

5. Steve Jugovic. 2001. “CNH Capital Burlington – A Case Study of Team Building within A Newly Created Organization”

Graduate Committee Member

**Ph.D.:** Collin Gyles (Dept. of Agribusiness & Agricultural Economics, University of Manitoba), Zongyuan Shang, Predrag Rajsic, Laxmi Pant (Capacity Development in the School of Environmental Design & Rural Development, University of Guelph), Lidia Carvajal Gutierrez, Arian Moghadam (Dept. of Economics, University of Guelph), Zahoor Ul Haq, Jonathan Nzuma, Bishnu Saha, Michele Nardella, Jose Luis Jaramillo, Maros Ivanic (Dept. of Agricultural Economics, Purdue University), Jinwan (Yufei) Jin

**M.Sc.:** Ifeoluwa Fasakin, Jamie Westover, Yi Wang, Horlick Ng, Laura Stortz, Joe Raymond, Andrew Baynham, Scott Mitchnick, Angela Sweeny, Brianna Chan, Thach Truc Phan, Nathaniel Whittingham, Megan Egler, Emily Rollins, Yuxi Li, Patrick Afum, Jinrui Wang, Sebastian Daly Kindsvater, Xi Yu, Michael Van Den Bossche (Dept. of Agribusiness & Agricultural Economics, University of Manitoba), Jessica Kelly, Johanna Wilkes, Yi Zheng, Rebecca Elskamp, Xin Xie, Jenny Wu (Food Science, University of Guelph), , Nicole Beechey, Hang Li, Annalee Winter (FRAN, University of Guelph), Lingling Yu, Sean Field, Sudarma Samarajeewa, Jim Holliday, James Northey, Emmanuela Mashayo, Oscar Menjivar, Henry An, Chris Vervaet, Jason Grant, Sridar Komar, Craig Martin, Orla Nazarko (Dept. of Plant Science, University of Manitoba)

**MFARE:** Hongyu Chen, Lina Urbisci

**M.A.:** Asher Kirk-Elleker (Dept. of History, University of Guelph), James Yool (Dept. of Economics, University of Guelph), Panagopoulos Panagiotis (Dept. of Economics, University of Guelph).

PhD Defence Examiner

**External examiner:** Albert Ifeanyi Ugochukwu (Department of Bioresource Policy, Business and Economics, University of Saskatchewan), Jun Yang (Department of Rural Economy, University of Alberta), Lampros Lamprinakos (Dept. of Bioresource Policy, Business & Economics, University of Saskatchewan)

**Internal examiner:** Gregory Galay (Department of Economics, University of Guelph), Phil Mount (Department of Geography, University of Guelph), Craig Martin, Richard Vyn, J. Tomas Zurita, Bamidele Adekunle, Matilde Dalila Cervantes Godoy, Jose Blandon, Paul Rienstra-Munnicha, Chung Pa, Brenda Dyack, Deepanath Herath

PhD Qualifying/Proposal Examiner

Na Li, Aaron Delaport, Roshen Epaarachchige, Henry Anim-Somuah, Edward Olale, Kumuduni Kulasekera, Claudia Schmidt, Richard Vyn, John Jatoe, Zahoor Haq, Jonathan Nzuma, Craig Martin, Ken Ueno, Tomas Rosada, Yemi Esuola, Juan Cabas, Bamidele Adekunle, Susan Calverley, Juan Cabas, Michele Nardella, Jose Luis Jaramillo Villanueva, Elizabeth Ramlal, Abdel Samie Felfel, Udith Jayasinghe-Mudalige

Master's Defence Examiner

Xi Yu, Jessica Kelly, Johanna Wilkes, Alex Cairns, Anas Ramadan, Teresa Tsui (Faculty of Pharmacy, University of Toronto), Shashini Ratnesena, Yong Ma, Arden Esqueda, Edna Del Valle

Defence Examination Committee Chair

**Ph.D.:** Qin Xu, Rebecca Elskamp, Na Li, Aaron De Laporte, John Jatoe, Udith Jayasinghe-Mudalige

**M.Sc.:** Yuetin Jiang, Chathurika Dayananda, Natalia Piedrahita, Liam Kelly, Bethany Woods, Jing Yang, Shuang Li, Karthik Nadella, Tor Tolhurst, Derek Albrecht, Ann-Renee Guillemette, Robert Anderson, Peter Slade, James Bryant, Chris Zhou, Michael Weber, Propser Koto, Christopher Yordy, Celia Chiang, Sampath Jayasinghe

Other Graduate Advising

Hosted Mr. Donald Palmer, Ph.D. Candidate, Department of Economics, University of West Indies, for a visiting scholar experience, 1 September 2014 - 30 August 2015.

Undergraduate Students

- Honorary President, OAC Class of 2022, University of Guelph
- Faculty advisor to the Canadian Agri-Marketing Association Student Chapter and CAMA Team, University of Guelph, September 2016-August 2018
- Faculty Advisor, Agribusiness Students' Association, University of Manitoba: 1999-2001
- Faculty Advisor, Faculty of Agriculture and Food Science Students' Organisation, University of Manitoba: 1999-2001
- Faculty advisor to the Agribusiness Student Association, University of Manitoba, Sept 1999-July 2001.
- Mentor to independent study projects:
  - **B.A.:** Kaitlynn Anderson, Amanda Norris
  - **B.Comm:** Laura Scott, Dylan Sher, Candice van Laecke
  - **B.Sc. (Agr):** Brian Innes, Jon Curran, Jennifer Brown (University of Manitoba)

## PROFESSIONAL PRESENTATIONS & SPEAKING ENGAGEMENTS

*Note:* Presentations denoted with an (S) are co-authored with graduate students I advised or funded.

### Scientific Conference Presentations

1. **John Cranfield** and Mike von Massow. “Does Production System Information Influence Food Choice? An Application Using a Multi-Component Food Product.” Canadian Agricultural Economics Society Annual Meeting, Montreal PQ, 20 June 2017
2. Nishanthy Balasubramaniyam and **John Cranfield**. “Do Food Consumption Patterns Vary Across Ethnicity?” Canadian Agricultural Economics Society Annual Meeting, Victoria BC, 22 June 2016
3. **John Cranfield**. “Do Government Investment and Tax Credit Programs Encourage Investment in the Canadian Bioeconomy?” Canadian Agricultural Economics Society Annual Meeting, Victoria BC, 22 June 2016
4. **John Cranfield**. “Consumer Acceptance and Willingness-to-Pay for Food Products Containing Bioactive Solids Derived from the Food Waste Stream.” Canadian Agricultural Economics Society Annual Meeting, Victoria BC, 22 June 2016
5. **John Cranfield**. “Towards a New Model of Policy Engagement.” Organized Symposium, Canadian Agricultural Economics Society Annual Meeting, Victoria BC, 22 June 2016
6. **John Cranfield** and Kris Inwood. “Long Run Changes in the Body Mass Index of Adults in Canada” Social Science History Association Annual Meeting, Toronto, ON, 7 November 2014.
7. **John Cranfield**. “Does Canadian beef demand respond to food safety recalls and food quality improvements?” Selected Paper, Canadian Agricultural Economics Society Annual Meeting, Vancouver BC, 31 May 2014.
8. **John Cranfield** and Peter Slade. “An economic assessment of interventions to improve swine herd health: Market level effects of PRRS and PCVAD control in Canada.” Selected Paper, Canadian Agricultural Economics Society Annual Meeting, Vancouver BC, 31 May 2014.
9. **John Cranfield**, Kelvin Tsang and Yihong Zheng. “Consumer preference for locally produced organic foods in Canada: A stated choice analysis,” Selected Paper, Canadian Agricultural Economics Society Annual Meeting, Vancouver BC, 30 May 2014.
10. **John Cranfield** and Kris Inwood. “Socio-economic and cultural differences in adult stature: the case of Canada” Present at:
  - 9<sup>th</sup> Beta workshop in historical economics: New data, methods and theories in cliometrics, Strasbourg France, May 3-4, 2013
  - Australian Population Association Conference, Melbourne Australia, 6 December 2012



11. **John Cranfield** and Kris Inwood. “Stature inequality in 19<sup>th</sup> Century Canada: Genes, Class or Culture?” Canadian Network for Economic History workshop, Banff AB 27 October 2012
12. **John Cranfield**. “Food Technology Neophobia: Are Canadians Different?” Canadian Agricultural Economics Society Annual Meeting, Niagara Falls ON, 18 June 2012.
13. **(Invited) John Cranfield**. “The Changing Landscape of the Canadian Food Market: Ethnicity and the Market for Ethnic Food.” Presidential Address, Canadian Agricultural Economics Society Annual Meeting, Niagara Falls ON, 18 June 2012.
14. **John Cranfield**. “Are Canadians willing to pay more for eggs from enhanced animal welfare production systems?” 7th Annual Canadian History & Environment Summer School, Guelph ON 26 May 2012.
15. **(S) John Cranfield**, Peter Slade, and Sean Cash. “The Chicken Wears No Skin: Ordering Effects in Elicitation of Willingness to Pay for Multiple Credence Attributes in Ethical and Novel Food Products.” Consumer and Market Demand Network Annual Conference, Edmonton AB, 25 May 2012.
16. **John Cranfield** and Kris Inwood. “Stayers and Leavers, Diggers and Canucks: The 1914-1918 War in Comparative Perspective.” Presented at:
  - European Social Science History Conference, Glasgow Scotland, 11 April 2012.
  - Social Science History Association Annual Meeting, Boston MA, 20 November 2011.
  - Canadian Economics Association/Canadian Network for Economic History Conference 4 June 2011
  - Asia-Pacific Business and Economic History Conference, Berkeley California, 20 February 2011.
17. **John Cranfield**. “What role could agri-food policy play in shaping health outcomes?” Growing Our Future: Making sense of national food strategies, Ottawa ON 5, April 2012.
18. **John Cranfield**. “Public investment in agri-food sector R&D: A bridge too far?” Growing Our Future: Making sense of national food strategies, Ottawa ON 5, April 2012.
19. **John Cranfield**. “Consumer acceptance and valuation of beef that has been tested for BSE.” Presented at:
  - European Association of Agricultural Economics Congress, Zurich Switzerland, 1 September 2011.
  - American Agricultural Economics Association Annual Meeting, Pittsburgh PA 25 July 2011.
20. **John Cranfield**, Spencer Henson and Jose Blandon. “The Effect of Attitudinal and Socio-demographic Factors on the Likelihood of Buying Locally Produced Food.” Presented at:
  - Consumer and Market Demand Network Annual Conference, Guelph ON 16 August 2011.
  - Canadian Agricultural Economics Society Annual Meeting, Denver Colorado 26 July 2010.

21. **John Cranfield.** “A Multi-factorial Framework for Risk Prioritization of Foodborne Pathogens: The Canadian Experience.” American Agricultural Economics Association Annual Meeting, Pittsburgh PA 25 July 2011.
22. **John Cranfield** and Bodo Steiner “The impact of intellectual property protection on commercialization, sales and performance of functional food and natural health product enterprises in Canada.” Canadian Agricultural Economics Society Annual Meeting, Banff, Alberta 1 July 2011.
23. **John Cranfield.** “Evaluating the Economic Benefits from the Canadian Beef Check-Off.” Canadian Agricultural Economics Society Annual Meeting, Banff, Alberta 1 July 2011.
24. **John Cranfield,** Spencer Henson and Oliver Masakure. “Consumer reaction to microbial-based food recalls: Analysis of the 2008 Listeria contamination recall of ready-to-eat meats in Canada”. Presented at:
  - Canadian Agricultural Economics Society Annual Meeting, Denver Colorado 26 July 2010.
  - NEC-63/Consumer and Market Demand Network Joint Fall 2009 Conference, Banff Alberta September 28 2009.
25. **John Cranfield.** “Consumer Acceptance of Functional Foods and Natural Health Products: Case Studies from Canada.” Canadian Agricultural Economics Society Annual Meeting, Denver Colorado 27 July 2010.
26. **John Cranfield,** Kris Inwood and Graeme Morton. “Children of Britain, Soldiers of the Empire” Oceanic Passages Conference, Hobart Australia 24 June 2010.
27. **(Invited) John Cranfield.** “Phytosterols in Foods: A Consumers’ Perspective” American Oil Chemist Society Annual Meeting, Phoenix AZ, 17 May 2010.
28. **(Invited) John Cranfield.** “The Future of Canada’s Meat Sector: A Consumer Perspective” Alberta Agricultural Economics Association Annual Meeting, Red Deer Alberta, 7 May 2010.
29. **John Cranfield** and Kris Inwood. “Long-run changes in the body mass index of Canadians.” Presented at:
  - Asia-Pacific Business and Economic History Conference, Wellington New Zealand 17 February 2010.
  - Canadian Network for Economic History Conference, Halifax Nova Scotia 3 Oct 2009.
30. **John Cranfield** and Zahoor Haq. “What impact has food price inflation had on consumer welfare?” Australian Agricultural and Resource Economics Society Annual Meeting, Adelaide Australia, 10 February 2010.
31. **John Cranfield,** B. James Deaton, Shreenivas Shellikeri. “Evaluating Consumer Preferences for Organic Food Production Standards.” Presented at:
  - Australian Agricultural and Resource Economics Society Annual Meeting pre-conference workshop “The Role of Value Chain Research in Agriculture and Food Policy”, Adelaide Australia, 9 February 2010.

- Agricultural Institute of Canada Conference Making Choices: Consumers and Their Impacts on Canada's Agriculture and Food, Edmonton, Alberta, November 2007.
32. **John Cranfield**. "Innovation-Performance-Empirics: Holy or Unholy trinity?" Canadian Agricultural Innovation Research Network workshop, Banff Alberta, 7 December 2009.
  33. **John Cranfield** and Zahoor Haq. "Dietary Change in Response to Food Price Shocks" Agricultural and Applied Economics Association annual meeting, Milwaukee, WI, July 26 2009.
  34. **John Cranfield** and Spencer Henson. "Consumer Perceptions and Acceptance of Functional Foods and Nutraceuticals." Advanced Foods and Material Network Annual Scientific Conference, Guelph Ontario June 12 2009.
  35. (S) Pamela Laughland, David Sparling and **John Cranfield**. "Innovation and Commercialization in the Canadian Bioproduct Industry." Presented at:
    - Canadian Agricultural Economics Society Annual Meeting, Toronto, Ontario May 30 2009.
    - Canadian Agricultural Innovation Research Network workshop, Banff, Alberta, December 2008.
  36. **John Cranfield** and Spencer Henson. "WTP for enhanced animal welfare food products: Evidence from Canada using free-run and free-range eggs." Presented at:
    - Canadian Agricultural Economics Society Annual Meeting, Toronto, Ontario May 30 2009.
    - Consumer and Market Demand Network Conference, Ottawa, Ontario May 6 2009.
    - NEC-63/FAMPS Joint Spring 2009 Conference, San Diego CA, February 2, 2009.
  37. **John Cranfield**, Deepananda Herath, Spencer Henson. "The Impact of Regulatory, Human Capital and Financial Barriers on Functional Food and Nutraceutical Firm Performance in Canada." Statistics Canada, Socio-Economic Conference, Ottawa, Ontario, May 4 2009.
  38. Harry Kaiser, **John Cranfield**, and Maurice Doyon. "An Economic Analysis of Generic Fluid Milk Advertising in Ontario, Quebec, and the Maritime Provinces." NEC-63 Fall Meeting, Vancouver, B.C., September 2007.
  39. Harry Kaiser, **John Cranfield**, and Maurice Doyon. "An Economic Analysis of Generic Advertising and Promotion Activities by Dairy Farmers of Canada." NEC-63 Fall Meeting, Vancouver, B.C., September 2007.
  40. **John Cranfield** and Timothy Beatty. "Estimating the Distribution of the Body Mass Index." International Health Economics Association World Congress, Copenhagen Denmark, July 2007.
  41. **J. Cranfield**, Paul Preckel, and Thomas Hertel. "Poverty Analysis using an International Cross-Country Demand System." Tenth Annual Conference on Global Economic Analysis, Purdue University, West Lafayette, IN June 2007.
  42. (S) **John Cranfield**, Spencer Henson and James Holliday. "What Motivates the Transition to Organic Farming? Analysis of Canadian Vegetable and Dairy Producer Experiences." Joint annual meeting of

the Agriculture, Food, and Human Values Society and Association for the Study of Food and Society, Victoria, BC, May 2007.

43. **John Cranfield**, Getu Hailu, Andreas Boecker, Spencer Henson, and Mamane Annou. "Demand for food products promoting health and wellness." Presented at:
  - Canadian Agricultural Economics Society & Canadian Economics Association joint annual meeting, Montreal, Quebec, May 2006.
  - The Economics of Food and Health, Consumer and Market Demand Network Conference, Banff, Alberta, October 2005.
44. R. Barichello, **J. Cranfield** and K. Meilke. "Options for Supply Management in Canada under Trade Liberalization." Canadian Agricultural Trade Policy Research Network Annual Workshop, Toronto, February 11, 2006.
45. (S) Manxu Zhang and **J. Cranfield**. "The Impact of U.S. Country-Of-Origin Labeling Requirements on North American Beef Industry." Canadian Agricultural Economics Society & Western Agricultural Economics Association joint annual meeting, San Francisco, California, July 2005.
46. **J. Cranfield**. "Demands for Food Products across the Development Spectrum: An Application of a Rank Four Demand System." Canadian Agricultural Economics Society & Western Agricultural Economics Association joint annual meeting, San Francisco, California, July 2005.
47. **J. Cranfield** and R. Allan Mussell. "Pooling as an Agricultural Marketing Mechanism: a Principal-Agent Approach." Principal Paper, Canadian Agricultural Economics Society & Western Agricultural Economics Association joint annual meeting, San Francisco, California, July 2005.
48. **J. Cranfield**. "Testing Separability of Food Demand across the Development Spectrum: Application of a Levels Version of Barten's General Model." Canadian Agricultural Economics Society & Western Agricultural Economics Association joint annual meeting, San Francisco, California, July 2005.
49. (S) Daryl Van Moorsel, **J. Cranfield**, and Dave Sparling. "Innovation in Canadian Biotechnology & Agricultural Biotechnology Firms." Canadian Agricultural Economics Society & Western Agricultural Economics Association joint annual meeting, San Francisco, California, July 2005.
50. **John Cranfield**, Paul Preckel and Thomas Hertel. "A Modified, Implicit, Directly Additive Demand System." Canadian Economics Association annual meeting, Hamilton, Ontario, May 2005.
51. **J. Cranfield**. "The Usefulness of Model Results in Selling Commodity Advertising Programs" NEC-63 Fall Meeting, Lake Louise, Alberta, September 2004.
52. (S) Brad Dowell and **John Cranfield**. "Price Risk Management in Alberta Pork Production: Current Practices, Obstacles and Improvement Strategies", Canadian Agricultural Economics Society & Northeast Agricultural and Resource Economics Association joint annual meeting, Halifax, Nova Scotia, June 2004.

53. **John Cranfield.** "Beyond the Almost Ideal Demand System?", Principal Paper Canadian Agricultural Economics Society & Northeast Agricultural and Resource Economics Association joint annual meeting, Halifax, Nova Scotia, June 2004.
54. **John Cranfield.** "Incorporating Micro-Data in Macro-Level Demand System Estimation", Canadian Agricultural Economics Society & Northeast Agricultural and Resource Economics Association joint annual meeting, Halifax, Nova Scotia, June 2004.
55. Karen Huff, Karl Meilke, Calum Turvey and **John Cranfield.** "The Impacts of Terrorism in the Agrifood Sectors of NAFTA Members." Presented at:
  - Eastern Food Science Conference XIII, Philadelphia, PA, October 2003.
  - Canadian Agricultural Economics Society annual meeting, Montreal, Quebec, July 2003.
56. (S) Erik Magnusson and **John Cranfield.** "Consumer Demand for Pesticide Free Food Products in Canada: A Probit Analysis." Canadian Agricultural Economics Society annual meeting, Montreal, Quebec, July 2003.
57. **J. Cranfield.** "An Implicit, Direct Additivity Model of Consumer Demands in Canada." Canadian Economics Association annual meeting, Ottawa, Ontario, May 2003.
58. (S) **John Cranfield** and Scott Pellow. "The Role of Global versus Local Negativity in Functional Form Selection: An Application to Canadian Consumer Demands." Canadian Economics Association annual meeting, Calgary, Alberta, May 2002.
59. **John Cranfield.** "Consumer Demands in Canada: A Comparison of the Quadratic and Modified Almost Ideal Demand Systems." Canadian Agricultural Economics Society annual meeting, Calgary, Alberta, May 2002.
60. Ellen Goddard and **John Cranfield.** "Processing and Marketing Firm Market Power: Implication for Commodity Promotion." NEC-63 Spring Meeting, Policy and Distributional Issues in Agricultural Commodity Promotion Programs, Washington, D.C., March 2001.
61. **John Cranfield,** James Eales, Thomas Hertel, and Paul Preckel. "Model Selection when Estimating and Predicting Consumer Demands using International, Cross Section Data." Canadian Economics Association annual meeting, Vancouver, British Columbia, June 2000.
62. **John Cranfield,** Paul Preckel, James Eales, and Thomas Hertel. "Estimating Consumer Demands across the Development Spectrum: Maximum Likelihood Estimates of an Implicit Direct Additivity Model." Presented at:
  - Canadian Agricultural Economics Society annual meeting, Vancouver, British Columbia, June 2000.
  - Western Agricultural Economics Association annual meeting, Vancouver, British Columbia, June 2000.

63. **John Cranfield**, Thomas Hertel, James Eales, and Paul Preckel. "Changes in the Structure of Global Food Demand." Principal paper session at the American Agricultural Economics Association annual meeting, Salt Lake City, Utah, August 1998.
64. **John Cranfield** and Paul Preckel. "Maximum Entropy Estimation of Demand Systems." Paper presented at the American Agricultural Economics Association annual meeting, Toronto, Ontario, July 1997.
65. **John Cranfield** and Ellen Goddard. "Generic Beef Advertising in Canada: Open Economy and Processor Oligopoly Power Effects." Paper presented at the Canadian Agricultural Economics and Farm Management Society annual meeting, Toronto, Ontario, July 1997.
66. **John Cranfield**, Paul Preckel and Songquan Liu. "Approximating Bayesian Posteriors Using Multivariate Gaussian Quadrature." Paper presented at the Western Agricultural Economics Association annual meeting, Reno, Nevada, June 1997.
67. Kenneth Foster and **John Cranfield**. "A Bayesian Vector Autoregression Model for Forecasting Regional Cattle Prices." Paper presented at the Western Agricultural Economics Association annual meeting, Reno, Nevada, June 1997.
68. **John Cranfield** and Ellen Goddard. "Oligopoly Power and Advertising in the North American Beef Industry." Presented at:
  - Canadian Agricultural Economics and Farm Management Society annual meeting, Lethbridge, Alberta, July 1996.
  - NEC-63 Conference, Denver, Colorado, June 1995.
69. **John Cranfield** and William Schiek. "U.S. Beef Exports to Japan - A Firm Level Approach." Canadian Agricultural Economics and Farm Management Society annual meeting, Lethbridge, Alberta, July 1996.
70. **John Cranfield**, Jeevika Weerahewa, Daniel Sellen and Ellen Goddard. "Welfare Effects of Generic Beef Advertising on U.S. and Canadian Beef and Cattle Markets." Paper presented at the Student Section of the Canadian Agricultural Economics and Farm Management Society annual meeting, Ottawa, Ontario, July 1995.
71. **John Cranfield** and Wayne Howard. "Ontario Beef Producers' Attitudes about Artificial Insemination." Paper presented at the American Agricultural Economics Association annual meeting, San Diego, California, August 1994.
72. **John Cranfield**. "The Impact of Government Incentives for Beef Packer Adoption of Boxed Beef Processing Technology." Paper presented at the Student Section of the American Agricultural Economics Association annual meeting, Orlando, Florida, August 1993.

## Other Conferences and Meetings and Presentations

1. Presentation. “Finding Meaning and Purpose through Leadership.” OAC Leadership Conference, Guelph ON, 4 February 2023.
2. Presentation. “Past, present, and future of protein demand: What are the emerging consumer trends?” Presented at:
  - Agricultural Lenders Conference, Stratford, ON, 25 October 2022.
  - Ontario Pork Annual Meeting, Guelph ON, 21 March 2023.
3. Presentation. “Growing in a post-pandemic world: Challenges and opportunities for Canadian agriculture.” International Potato Technology Expo, Charlottetown, PEI 31 March 2022.
4. Panel discussant, “University of Guelph Foundations in Agricultural Management”, Ontario Association of Agricultural Societies AGM, Richmond Hill, ON 19 February 2022.
5. Panel discussant, “Innovations in Knowledge Exchange: Perspectives from the Policy Fellowship Program at the University of Guelph”, Canadian Science Policy Conference, 25 November 2021.
6. Panel discussant, “Questions and futures of Food Security and Food Markets”, UNIV\*2020: Pandemics, Culture, Science and Society, University of Guelph webinar, 27 October 2021.
7. Presentation. “Food and Agriculture: Environmental Sustainability, Community Inclusion, and the Future of Food.” Argentine-Canadian Chamber of Commerce (CACC) webinar, 29 September 2021.
8. Panel discussant, “How to Build a Dynamic and Inclusive Policy Environment”, University of Guelph, Food From Thought Policy Fellows Program. Guelph On, 21 September 2020.
9. Panel discussant, “COVID 19 and food retail in Canada: Long-term implications and research questions” Canadian Agricultural Economics Society webinar, 18 June 2020.
10. Presentation, “Trade, Opportunity and Growth in the Agri-Food Sector: a new chapter for Canada”, Canadian Agricultural Investment Forum, Toronto ON, 30 April 2019.
11. Presentation, “Marketing a culinary and agri-food tourism region” Ontario South Coast Wineries & Growers Association, St. Williams ON, 26 March 2019.
12. Presentation, “Canada’s Agri-Food Sector”, Visiting delegation from Hebei Province China, Guelph ON, 17 October 2018.
13. Panel discussant, “Agri-Food: Growing Great Lakes Food Production Responsibly to Meet the Global Food Challenge”, Great Lakes Economic Forum, Montreal PQ, 5 May 2018.
14. Presentation, “Consumer Values & Trends: What Does it Mean for the Canadian Brand?” NSF Food Trends Forecast, Toronto ON, 9 November 2017.

15. Presentation, “Marketing agricultural products” Ontario Hazelnut Association annual meeting, Brantford ON, 28 March 2017.
16. Presentation, “Canada’s agriculture in a global perspective” Canadian Agricultural Investment Forum, Toronto ON, 2 March 2017.
17. Presentation, “Data for Evidence-Based Policy: Discussant’s comments.” Invited discussant, Data and Modelling for Evidence-based Policy, Joint workshop sponsored by Agriculture and Agri-food Canada, and Statistics Canada, Victoria BC, 24 June 2016.
18. Presentation, “Strategic understanding of consumer demand, preferences, and insights for innovation and policy” Health Innovation Platform workshop, Guelph ON, 3 May 2016.
19. Presentation, “Demand for food and the changing consumer.” Island Agriculture Conference, Duncan B.C., 12 February 2016.
20. Presentation, “Whither value-added? Can we attain coherence between public policy and private strategies in the new food economy?” *In the midst of change: Challenges ahead for the Canadian agri-food sector*. Invited Keynote Speaker, 2016 Agricultural Policy Conference, Ottawa, ON, January 20-22, 2016.
21. Presentation, “Trends and Demographics” Ontario-Europe Agri-Food Forum, University of Guelph, Guelph ON 12 November 2015.
22. Presentation, “The Economics of How to Feed 9 Billion People: Understanding drivers of change in the global market for food.” Guelph Rotary, Guelph ON, 15 May 2015
23. Presentation, “Opportunities for Canadian Agriculture & Agri-businesses.” Ontario Mutual Insurance Association annual meeting, Toronto ON, 26 March 2015
24. Presentation, “Ethnic diversity, aging boomers and the changing demand for food.” Maple Leaf Insights Educational Symposium, Toronto ON, 11 March 2015.
25. Presentation, “Prospects for the Canadian butter market.” Unilever Canada Ltd., Toronto ON, 13 January 2015.
26. Presentation, “New Consumer Trends & the Opportunity for Canadian Agriculture & Agri-Food Businesses.” Farm Management Canada and FCC Webinar, 1 Dec 2014.
27. Panel discussant, “The CETA Impact.” Guelph Chamber of Commerce, Pulse on Innovation Breakfast series, Guelph ON, 13 November 2014.
28. Presentation, “New Consumer Trends & the Opportunity for Canadian Agriculture & Agri-Food Businesses.” NSF-GFTC Food Trends Forecast, Toronto ON, 7 November 2014.
29. Presentation, “The economics of how to feed 9 billion people.” Cambridge Rotary Clubs’ Cluster Dinner, Galt ON, 23 April 2014.



30. Presentation, “Regulated marketing of agricultural products: What does the future hold?” Confederation Club of Kitchener/Waterloo, Waterloo ON 16 January 2014
31. Presentation, “Whither Local Food: How Context Matters in the Local Food Discussion.” *Policies and regulations for a thriving Canadian Agri-food sector* 2014 Agricultural Policy Conference, Ottawa, ON, January 29-31, 2014.
32. Presentation, “Canada's changing food consumer: trends and future opportunities.” Huron County Ag Ambitions, Clinton ON 10 December 2013.
33. Presentation, “Canada's changing food consumer: trends and future opportunities.” Perth County Federation of Agriculture annual general meeting, Mitchell ON 1 November 2013.
34. Presentation, “Consumer and market trends: Ethnicity and the market for ethnic foods.” Certified Crop Advisor annual meeting, London, ON, 10 January 2013.
35. Appeared before the Senate Standing Committee on Agriculture and Food in relation to the importance of intellectual property rights relative to innovation and research activities in the agricultural and agri-food sector. Provided opening remarks and answered questions posed by committee members, Ottawa ON, October 2012.
36. Presentation, “Markets for fruits and vegetables” Fruit and Vegetable Technology Exchange, Simcoe ON, 12 July 2012.
37. Presentation, “Dietary acculturation: what happens to dairy consumption when cultures collide? ” Dairy Farmers’ of Canada Nutrition Affiliates meeting, Toronto ON, 13 June 2012.
38. Presentation, “Consumer trends and demographics: what does this mean for the sheep industry?” Ontario Sheep Marketing Agency Annual Meeting, Guelph ON, 19 April 2012.
39. Presentation, “Consumer and market trends: Ethnicity and the market for ethnic foods.” Agricultural Management Institute *Taking a New Approach: Global Prospects for Growing Farm Profits*, Guelph ON, 16 February 2012.
40. Appeared before the House of Parliament Standing Committee on Agriculture and Agri-Food in relation to meeting consumer demand. Provided opening remarks and answered questions posed by committee member, Ottawa ON, 15 February 2012.
41. Presentation, “Overview of functional food and natural health product program of research.” Agriculture Development Branch, OMAFRA, Guelph ON, 7 February 2012.
42. Presentation, “How do we feed the future? Understanding drivers of change on the global market for food” Ontario Processing Vegetable Growers Association, London ON, 25 January 2012.
43. Presentation, “WTP for enhanced animal welfare food products: Evidence from Canada using free-run and free-range eggs”, The TDL Group Corp, Oakville ON, 22 July 2011.

44. Presentation, "Productivity in the agri-food complex: where we stand, how we compare and impact on competitiveness" OMAFRA Spring Executive Forum, Guelph ON, 19 May 2011.
45. Presentation, "Consumer and Market Demand Network – update of network activities." ERCA planning workshop, Ottawa ON, 10 May 2011.
46. Presentation, "Canadian Consumers and Dairy Products." International Dairy Federation's Canadian Dairy Outlook Seminar, Montreal PQ, 23 March 2011.
47. Presentation, "Dairy Economic Research; How Easy Is It?" International Dairy Federation's Canadian Dairy Outlook Seminar, Montreal PQ, 23 March 2011.
48. Presentation, "Business of Consumer Food Products." FARE Reach Ahead Day, Guelph ON, 3 March 2011 & 10 March 2011.
49. Presentation, "Our Global Village – how the Canadian consumer has changed." Syngenta Crop Technologies' Ambassador Series, Charleston South Carolina, 10 February 2011.
50. Presentation, "Productivity and research along the value chain: Friend or foe to the producer?" Policy Education Program, OMAFRA, Guelph ON, 2 February 2011.
51. Presentation, "A longitudinal perspective on the French-English stature divide." Longitudinal Analysis, Historical Sources and Generational Change workshop, Guelph ON 25 May 2010.
52. Presentation, "Healthier, Wealthier and Tall(er): What heights tell us about the well-being of Canadians." ASTRA Lecture, University of Guelph 7 April 2010.
53. Presentation, "Evaluating the economic benefits from the Canadian beef check-off." Presented to the Canadian Beef Cattle Research, Market Development and Promotion Agency Board of Directors, Ottawa ON 22 March 2010.
54. Presentation, "Meeting Expectations: Adapting to Consumer Preferences" Agriculture and Agri-Food Canada Policy Conference, Ottawa ON 9 March 2010.
55. Presentation, "Consumer perceptions and acceptance of functional foods and nutraceuticals." Food meets function: The science and business of functional foods, London ON, June 17, 2009.
56. Presentation, "Consumer reaction to the 2008 Listeria-RTE recall." Guelph Food Technology Centre program "New Listeria Inspection Strategies: A Regulatory Update." Guelph ON March 31 2009.
57. Presentation, "Who buys local food and why?" Foodland Ontario and Branding and Marketing Ontario Foods Program, OMAFRA, Guelph ON March 25, 2009.
58. Presentation, "Consumer perceptions and acceptance of functional foods and nutraceuticals." Dairy Farmers of Ontario Research Communication and Extension Event, University of Guelph, February 18, 2009.

59. Presentation, "Consumer perceptions and acceptance of functional foods and nutraceuticals." Campbell's Soup Company, Toronto, ON, February 13 2009.
60. Presentation, "Agriculture and its role in human health." Agri-Food Innovation Forum, Toronto ON February 11, 2009.
61. Presentation, "Commodity market price forecasting." Agricorp, Guelph ON, February 4, 2009.
62. Presentation, "Consumer perceptions and acceptance of functional foods and nutraceuticals." Guelph Food Technology Centre Innovation Breakfast "FFNHP: A Growing Opportunity", Guelph, ON, January 29 2009.
63. Presentation, "Food Safety in Canada, 2009." Agricultural Policy Research Networks (APRN) Annual Meeting, Ottawa ON, January 22, 2009.
64. Presentation, "Who buys local food, why and what does it mean for economic development?" Institute of Public Administration in Canada, Guelph ON January 19, 2009.
65. Presentation, "Growing profits by growing health enhancing foods." Farm\$Smart Annual Conference, Guelph, ON, January 17, 2009.
66. Presentation, "Changes in the structure of global food demand revisited" Guest lecturer in IDEV\*2010, University of Guelph, January 14, 2009.
67. Presentation, "The Guelph Food Panel: Lessons on establishing a longitudinal consumer panel." Cancer Complementary and Alternative Medicine Workshop, Vancouver BC, January 11, 2009.
68. Presentation, "Consumer Acceptance and Firm Innovation in the Canadian Functional Food and Natural Health Product Market" MaRS Landing Research-2-Receptor Series "Food and Health Innovations in the Local Market", Guelph October 2008.
69. Presentation, "Consumer Acceptance and Perception of the Superfood Market" Guelph Food Technology Centre, Symposium "Superfoods: Packing the Power into your Products", Toronto October 2008.
70. Presentation, "Monitoring Consumer Attitudes to food using the Guelph food panel." Food Directorate, Health Canada, July 8, 2008
71. Presentation, "Multi-factorial Risk Prioritization Framework for Foodborne Pathogens." Food Safety Inspection Service, USDA, Washington DC, June 24, 2008; Animal and Plant Health Inspection Services, USDA, Washington DC, June 23, 2008; Center for Food Safety and Applied Nutrition, FDA, Washington DC, June 23, 2008.
72. Presentation, "Consumer acceptance of functional foods & nutraceuticals: What do we know and what do we need to know?" Advance Food and Materials Network Annual Scientific Conference, Vancouver BC, June 6 2008.

73. Presentation. "Options for Supply Management in Canada under Trade Liberalization: Implications for Canada's Dairy Sector." Western Canadian Dairy Seminar, Red Deer, Alberta, March 2007.
74. Presentation, "Demand for Food Products Promoting Health and Wellness: Analysis and Implications for the Dairy Sector." Dairy Farmers of Ontario Research Communication and Extension Event, University of Guelph, February 21, 2007
75. Presentation, "Functional Foods, Health and Food Consumption." Food, Agricultural and Resource Economics Research Day, Guelph, Ontario December 2006.
76. Presentation, "The Great Transformation: A Long-run Perspective on Physical Well-being in Canada." Wellington County Branch of the Ontario Genealogical Society, Guelph ON, November 2006.
77. Presentation, "An Economic Analysis of Generic Fluid Milk Advertising in Ontario" Dairy Farmers of Ontario annual general meeting, Toronto Ontario, January 2006.
78. Presentation, "US Country of Origin Labeling." Department of Agricultural Economics and Business Research Day, Guelph Ontario, December 2005.
79. Presentation, "Measuring the transition to large classes: learning and assessment in business education." Teaching and Learning Innovations Conference, University of Guelph, Guelph, Ontario, May 12, 2004
80. Presentation, "Optimal Collective Investment in Generic Advertising, Export Market Promotion and Production Research" NEC-63 Spring Meeting, The Changing Environment of Commodity Promotion Evaluation, Albuquerque, New Mexico, March 2002.
81. Presentation, "Developing Markets for Environmental Foods." Pesticide Free Production Farmer's Workshop, Arborg Manitoba, March 2001.
82. Presentation, "The Impact of Manitoba Milk Producers Market Expansion Activities" Manitoba Milk Producer's annual general meeting, Winnipeg Manitoba, December 2000.
83. Presentation, "Developing Markets for Environmental Foods." Pesticide Free Production annual general meeting, Boissevain Manitoba, November 2000.
84. Panel Discussant "World Food Day", University of Manitoba, Winnipeg, Manitoba, October 2000.
85. Written statement and public testimony to the National Farm Products Council hearing on the establishment of a Canadian Beef Cattle Research, Market Development and Promotion Agency, May 2000.
86. Presentation, "Canola and Oilseed Market Outlook" Manitoba Agriculture Canola Industry Day, Winnipeg Manitoba, March 2000.

87. Panel Discussant "World GMO Roundtable ", University of Manitoba, Winnipeg, Manitoba, February 2000.

## Seminars

1. "Consumer Preference for Eggs from Enhanced Animal Welfare Production Systems: A Stated Choice Analysis" Presented at:
  - Marketing Division, Egg Farmers of Canada 7 July 2016, Ottawa ON
  - Research and Analysis Division, Agriculture and Agri-Food Canada 19 May 2016, Ottawa ON
2. "Does size matter? Are Canadians willing to pay more for eggs from enhanced animal welfare production systems?" Presentation in UNIV\*1200 "The lives of animals", University of Guelph, 20 March 2012.
3. "The impact of intellectual property protection on commercialization, sales and performance of functional food and natural health product enterprises in Canada." Department of Plant Agriculture, University of Guelph, 7 March 2012.
4. "WTP for enhanced animal welfare food products: Evidence from Canada using free-run and free-range eggs." Department of Animal and Poultry Science, University of Guelph, 9 March 2011.
5. "Functional Foods & Consumer Preferences: The Case of Isoflavone Enhanced Products." Department of Agribusiness and Agricultural Economics, University of Manitoba, 26 August 2010.
6. "Economic Benefits from the Canadian Beef Check-off." Department of Rural Economy, University of Alberta, 23 August 2010.
7. "Long-run changes in the body mass index of Canadians." Center for Health and Policy Studies, University of Calgary, Calgary Alberta, 8 December 2009.
8. "What impact has food price inflation had on consumer welfare?" Department of Rural Economy, University of Alberta, Edmonton Alberta, 2 November 2009.
9. "Demand for Food Products Promoting Health and Wellness: Analysis of the 2004 Canadians' Demand for Food Products Supporting Health and Wellness Survey" Department of Agricultural and Resource Economics, University of Connecticut, Storrs CT, April 11, 2007.
10. "Demand for Food Products Promoting Health and Wellness: Analysis of the 2004 Canadians' Demand for Food Products Supporting Health and Wellness Survey" International Food Economy Research Group Brown Bag Seminar, Department of Food, Agricultural and Resource Economics, University of Guelph, February 2007.
11. "Optimal Advertising with a Rationed Related Good: The Case of Canadian Beef and Chicken Markets." Department of Agricultural Economics and Business, University of Guelph, September 2000.

12. "The Farm Income Crisis in Canada: Canadian Farmers Between a Rock and a Hard Place." Division of Continuing Education, University of Winnipeg, September 2000.
13. "Consumer Food Demand Across the Development Spectrum." Presented at:
  - Faculty of Agricultural and Food Sciences, University of Manitoba, September 2000.
  - Department of Agribusiness and Applied Economics, North Dakota State University, February 2000.
14. "Estimating Consumer Demands using Cross Section, International Data – A Traditional Approach with Maximum Entropy Extension." Presented at:
  - Department of Agribusiness and Agricultural Economics, University of Manitoba, November 1998.
  - Department of Agricultural Economics, Washington State University, November 1998.
  - Department of Agricultural Economics, University of Nebraska, Lincoln, October 1998.
15. "Technical Change in the Canadian and U.S. Meat Packing Industries: A Comparative Study." Department of Agricultural Economics, Purdue University, November 1997.
16. "Oligopoly Power in the Canadian Food Industry – Further Results." Department of Agricultural Economics and Business, University of Guelph, October 1994.

## Media Contact

1. Interviewed by Shawn Haney (15 January 2024) about education, farm management, and careers in agriculture. Appeared on Mind your farm business (Episode 94): This and that: learning farm and business skills in tandem (<https://www.realagriculture.com/2024/02/mind-your-farm-business-ep-94-this-and-that-learning-farm-and-business-skills-in-tandem/>).
2. Interviewed by Mike Brine (10 May 2022) about the University of Guelph's Foundation in Agricultural Management course. Interview appeared on 14 June 2022 episode of The Back 40 Podcast (<https://podcasts.apple.com/ca/podcast/foundations-in-ag-management/id1553463850?i=1000566351112>).
3. Interviewed by Tony Chapman (25 February 2022) about the University of Guelph's Foundation in Agricultural Management course. Interview appeared on 4 March 2022 episode of Chatter that Matters (<https://chatterthatmatters.libsyn.com/fair-trade-matters-to-dr-nyago-nyongo>).
4. Interviewed by Jeanine Moyer (31 January 2022) about the University of Guelph's Foundation in Agricultural Management course. Interview appeared in the April/May 2022 issue of Ontario Grain Farmer.
5. Interviewed by Brett Ruffell (28 January 2022) about the University of Guelph's Foundation in Agricultural Management course. Interview appeared in Canadian Poultry.
6. Interviewed by Erin Kelly (27 January 2022) about the University of Guelph's Foundation in Agricultural Management course. Interview appeared in the Agricultural Safety Week media kit (<https://www.casa-acsa.ca/en/canadian-agricultural-safety-week/media-kit-2022/>).
7. Interviewed by Max Martin, Simcoe Reformer (27 April 2020). Quoted in "Coronavirus: Why you may not be cut out to be a farm belt 'agri-hero'", Simcoe Reformer on-line 29 April 2020
8. Interviewed by Tamara Leigh, FCC (2 September 2016) regarding millennials and food demand. Quoted in "Meeting the changing needs of boomers and millennials", FCC Ag Knowledge on-line 16 January 2017
9. Interviewed by Ann Hui, The Globe and Mail (10 August 2016) regarding millennials and food demand.
10. Interviewed by Susan Moss, Better Farming, about the impact David Sparling had on Canadian agriculture. Quoted in "Good-bye to a champion of Ontario agriculture" Better Farming online, August 3 2016.
11. Interviewed by Sameer Chhabra, Students Promoting Awareness of Research Knowledge (SPARK) writer, about ethnicity and food demand, July 25 2016.
12. Interviewed by Eric Atkinson, The Globe and Mail (June 29 2016), regarding Monsanto's market share and CEO. Quoted in "The Food 53", The Globe and Mail July 27 2016.

13. Interviewed by Emily Jackson, The Financial Post (June 6 2016) regarding Health Canada's approval of soy health claims. Quoted in "Tofu's Canadian comeback: Soy industry bets new Health Canada claim will help boost \$100-million market" The Financial Post June 30 2016.
14. Provided background to and featured in "Price, product, process: what's the key driver?", by Owen Roberts (The Urban Cowboy), in Guelph Today, March 8 2016
15. Provided background for and featured in "Join together to save local food delivery costs, says researcher", Owen Roberts, FCC Express, April 20 2016.
16. Interviewed by Ray Baynton, Blackburn Media (March 23 2016), on consumer issues. Quoted in "Producers Need To 'Educate' Consumers About Modern Agriculture" Blackburn Media online March 29 2016.
17. Interviewed by Gord Gilmour, The Country Guide (18 February 2016) on funding of agricultural research in Canada. Quoted in "Canada's Agricultural Research Deficit" Country Guide, March 29 2016.
18. Interviewed by Paul Attfield, The Globe and Mail (9 December 2015) regarding use of QR scanning technology platform by grocery shoppers. Quoted in "Trying to eat well? Edmonton entrepreneur decodes food labels" The Globe and Mail, January 27 2016.
19. Featured in "The Canada brand makes farm commodities attractive", by Owen Roberts, Guelph Mercury, 23 November 2015.
20. Featured in "Needed: A brand that shouts 'I'm Canadian!'", by Owen Roberts, [www.realagriculture.com](http://www.realagriculture.com), 16 November 2015.
21. Interviewed by Ann Hui, The Globe and Mail (5 November 2015) regarding consumer behaviour research and animal welfare.
22. Interviewed by Mary Baxter, Better Farming (1 December 2015) for background information on emerging consumer trends.
23. Interviewed by Robin Levingson King, Toronto Star (8 July 2015) on the California drought, quoted in Toronto Star article "Our taste for California strawberries is sucking up their precious water resources", 16 July 2015.
24. Interviewed by Shareba Abdul, Yahoo Canada News (5 June 2015) on factors influencing consumer food choice, quoted in Yahoo Canada News article "Why taste isn't the most important factor when we buy groceries" 8 June 2015.
25. Interviewed by Andrew Campbell (@freshairfarmer), [realagricultrue.com](http://realagricultrue.com) (7 May 2015) on consumer issues, quoted in [realagriculture.com](http://realagriculture.com) article "The consumer is dead. Long live the consumer!", 11 May 2015.



26. Interviewed by Eric Atkins, The Globe and Mail (14 April 2015) on Saudi Arabia purchase of former CWB assets, quoted in The Globe and Mail article “Water-poor Saudi Arabia invests in Canadian Wheat Board’s grain” 16 April 2015.
27. Interviewed by Bonnie Warnyca freelance writer (19 September 2014) on consumer issues, quoted in Alberta Beef Magazine article “Food for thought” 19 November 2014.
28. Interviewed by Rob O’Flanagan, The Guelph Mercury (7 August 2014) on impact of Russian ban on imports of Canadian food products
29. Interviewed by Kathryn Blaze Carlson, The Globe & Mail (24 July 2014) on proposed regulation of sugar content labelling and impact on food industry, quoted in The Global and Mail article “The 100-gram solution” 9 August 2014.
30. Interviewed by Alexandra Sawatzky, SPARK Writer, Office of Research-University of Guelph (14 July 2014) on consumer demand for locally produced organic food, to appear in 2014-2015 Agri-Food Yearbook
31. Interviewed by Gordon Gilmore, The Country Guide (20 June 2014), quoted in article “Where to next? Predicting the future of agriculture” Country Guide August 2014.
32. Interviewed by Scott Laurie, CTV News (8 June 2014) on rising coffee prices, for their live weekly segment “Setting the Table”.
33. Interviewed by Nathan Smith, CBC Windsor (27 February 2014). Quoted in CBC news online article “Phenomenal interest' in Leamington post-Heinz, mayor says” 28 February 2014.
34. Interviewed by Barbara Duckworth, Western Producer (21 January 2014). Quoted in Western Producer article “Consumers eventually return after meat recall: study” 30 January 2014.
35. Interviewed by Frances Anderson, Ontario Farmer (1 November 2013). Quoted in Ontario Producer article “Immigrants inspire new foods, new markets” 12 November 2013.
36. Interviewed by Phillip Till, host of “The Morning News”, CKNW Radio (Vancouver) (August 2 2013), for a radio segment focusing on food prices.
37. Interviewed by Adam Burns, CBC News (April 3 2013). Quoted in CBC news online article “Ontario greenhouse growers launch huge buy-local campaign” [www.cbc.ca](http://www.cbc.ca) April 5 2013.
38. Interviewed by Denise Deveau, Financial Post (March 4 2013). Quoted in “How to harvest Canada’s agricultural potential” Financial Post, March 12, 2013.
39. Interviewed by Paige Ellis, Canadian Grocer (January 17 2013). Quoted in “Time to pay attention to animal welfare.” Canadian Grocer March 30, 2013.
40. Interviewed by Carly Weeks, Life Reporter, The Globe and Mail (October 2 2012). Quoted in newspaper article “ Do you have a case of meat anxiety?” The Globe and Mail October 2, 2012.

41. Interviewed by Nadia Matos, CTV News, regarding food prices increases, 28 February 2012. Aired as part of a three-part series on food price increases 13 March 2012.
42. Interviewed by Chelsea Murray, *The Country Guide*, regarding the state of local food, 27 January 2012.
43. Interviewed by H. Douglas Jose, Marketing Economist at University of Nebraska Lincoln and Host Market Journal, (25 July 2011), regarding consumer willingness to pay for BSE tested beef. Video televised 29 July 2011 and available on-line at <http://marketjournal.unl.edu/july29>.
44. Interviewed by Jessica Leeder, *The Globe and Mail*, for background information and an economic assessment of federal political parties' food and agricultural policies, 1 April 2011.
45. Interviewed by Barry Wilson, *The Western Producer*, regarding federal agricultural policies (1 April 2011). Quoted in "Ontario farm program makes waves for Conservatives", *The Western Producer* 7 April 2011.
46. Appeared on "Feeding the World in 2050" episode of *The Agenda*, TVOntario, 15 March 2011.
47. Research on consumer acceptance of animal welfare enhanced eggs featured in "Urban Cowboy" article by Own Roberts, *Guelph Mercury* 14 March 2011.
48. Interviewed by Daniel McCabe, *University Affairs* 18 January 2011, regarding issue linking food and the environment. Quoted in article "The environmental paradox" *University Affairs* 05/11.
49. Interviewed by Sujarta Berry, producer for CBC News (September 29, 2010), regarding food price increases.
50. Interviewed by Sunny Freeman, report for Canada Press (September 24 2010), regarding food price increases. Quoted in article "Grocers, shoppers at odds on prices" *Winnipeg Free Press* September 27 2010.
51. Interviewed by H. Douglas Jose, Marketing Economist at University of Nebraska Lincoln and Host Market Journal, (27 July 2010), regarding the impact of the 2008 *Listeriosis* recall. Video televised 3 September 2010 and available on-line at <http://marketjournal.unl.edu/september3>.
52. Interviewed by John Allemeng, Reporter, *The Globe and Mail* (22 April 2009). Quoted in newspaper article "Broke? Get Cooking", *The Globe and Mail*, 2 May 2009.
53. Research on consumer acceptance and perception of functional foods and nutraceuticals featured in "Seeking 'Silver Bullet' in health food", by Rob O'Flanagan, *Guelph Mercury* February 20, 2009
54. Interviewed by Caitlynn Reesor, host of "Call of the Land" (February 12 2009), for a radio segment focusing on consumer acceptance and perception of functional foods and nutraceuticals.

55. Interviewed by Treena Hein, Better Farmer, regarding consumer acceptance and perception of functional foods and nutraceuticals. Quoted in “Researcher predicts growth in demand for bioactive compounds” Better Farming February 11, 2009
56. Interviewed by Marian Mew, CBC News (December 15, 2008), regarding study on consumer reaction to recall of Maple Leaf Ready-to-eat meat products due to listeria contamination. Featured on a segment of the CBC Television’s *The National*, December 15, 2008.
57. Interviewed by David McKie (December 9, 2008), regarding study on consumer reaction to recall of Maple Leaf Ready-to-eat meat products due to listeria contamination. Featured on a segment of the CBC Radio One’s *The World at Six*, December 15, 2008.
58. Interviewed by Thana Dharmarajah (December 2, 2008), regarding study on consumer reaction to recall of Maple Leaf Ready-to-eat meat products due to listeria contamination. Quoted in “Listeriosis fears continue; Survey reveals Canadians still wary of buying lunch meats” Guelph Mercury December 3, 2008.
59. Interviewed by Tamsyn Burgmann (Canadian Press) regarding study on consumer reaction to recall of Maple Leaf Ready-to-eat meat products due to listeria contamination. Quoted in Canada Press article “Eating habits changed after listeriosis outbreak.” Included in [www.ctv.ca](http://www.ctv.ca), CTV National News, CityNews (Toronto), [www.cbc.ca](http://www.cbc.ca), CBC News, the Hamilton Spectator the Calgary Sun, [www.nowpublic.com](http://www.nowpublic.com), the Edmonton Journal, National Post, Vancouver Province, and the Saskatoon Star-Phoenix on December 3, 2008.
60. Interviewed by Glenn Cheater, High Bluff Media, regarding functional food and labelling issues. Appeared on CBC Radio Commentary December 15, 2008, <http://www.farmcentre.com/english/cbc/index.htm?id=451> <http://www.farmcentre.com/News/CBCCommentary/Article.aspx?id=e1f483ae-870f-45da-b7d8-05b5dc2b7e41>.
61. Interviewed by Kaitlyn Little, SPARKS Writer, on July 30 2008 concerning the Guelph Food Panel. Quoted in “New consumer panel reveals views and consumption patterns of functional foods” *Advance Magazine*, Fall 2008.
62. Interviewed by Karen Dallimore, Words for Hire, concerning research on consumer acceptance of functional foods. Quotes in “Are We Ready for Functional Foods?” *Ontario Farmer*, October 28 2008, p A27.
63. Interviewed for live broadcast by Bob Steele, Host of CBC Windsor’s morning show, regarding a study about Canadian’s concerns of the global food price crisis. Broadcast July 11, 2008.
64. Interviewed for live broadcast by Ted Barris, Host of CBC’s Ontario Morning, regarding a study about Canadian’s concerns of the global food price crisis. Broadcast July 7, 2008.
65. Interviewed by Global TV regarding a study about Canadian’s concerns of the global food price crisis. Appeared on Global National on July 4, 2008.

66. Interviewed by Stewart Laidlaw (on July 2, 2008), reporter for the Toronto Star, regarding a study about Canadian's concerns of the global food price crisis. Quoted in newspaper article "Worrying about others- it's the Canadian way", The Toronto Star July 8, 2008; "Survey shows food concerns", the Guelph Tribune July 9, 2008; "Canadians worry about others: study" Guelph Mercury July 10, 2008; "Food price crisis resonates" Ontario Farmer July 8, 2008.
67. Interviewed by CBC News regarding closure of a fruit canning facility in Niagara. Appeared on CBC's The National on June 27, 2008.
68. Interviewed by Jessica McDiarmid (Canadian Press) regarding study on consumer preferences for organic food and Canada's National Organic Standard. Quoted in Canada Press article "Grow Local, Test for Chemicals, study of preferences for organics suggests." Included in [www.cbc.ca](http://www.cbc.ca), [www.oilweek.ca](http://www.oilweek.ca), [www.mysask.ca](http://www.mysask.ca), and the Brandon Sun, Kitchen-Waterloo Record, Hamilton Spectator, Guelph Mercury on May 30, 2008.
69. Interviewed by Carly Weeks, Life Reporter, The Globe and Mail (May 26, 2008). Quoted in newspaper article "Tougher Food Labels Coming", Toronto Star May 22, 2008, and " 'Made in Canada' guidelines to be tightened, PM says" The Globe and Mail May 22, 2008.
70. Interviewed by the Canadian Press regarding changes to Canada's food labelling requirements. Quoted in newspaper article "Proposed food labelling rules under fire", The Globe and Mail June 16, 2008.
71. Interviewed by Donna Fleury (on February 10, 2008), EduTransfer Design Associates Inc, regarding functional foods and natural health products. Appeared as "Consumer Acceptance and Use of Functional Foods" on the Canadian Farm Business Management Council Website, <http://www.farmcentre.com/News/TodaysStory/Article.aspx?id=bca276eb-d9de-43f8-9a6e-60797c07ea9a>.
72. Interviewed by Anthony Reinhart, The Globe and Mail Newspaper, regarding the Slow food movement. Article appeared in "Chefs find slow and steady wins the taste". *The Globe and Mail*, Saturday September 15, 2007.
73. Interviewed by Peter Harmsen, Danish Broadcasting Corporation, regarding Chinese food product and ingredient contamination and its implications for the global trade in food, July 27, 2007.
74. Interviewed by Glenn Cheater, High Bluff Media, regarding local food and food miles. Appeared on CBC Radio Commentary July 3 2007, <http://www.farmcentre.com/english/cbc/index.htm?id=451>.
75. Interviewed by Frances Anderson, Ontario Farmer, regarding research into the effectiveness of fluid milk advertising in Ontario. Article appeared on the front page of the January 24, 2006 issue of *Ontario Farmer*.
76. Interviewed by Kim Waalderbos, SPARKS writer at the University of Guelph, concerning research related to dairy labour issues. Article appeared under "3,400 new jobs in five years?", in the December 2005 issue of *Milk Producer* magazine, with a summary in the January 2006 issue of *Country Guide*.

77. Mentioned in “A Head Above the Past”, @*Guelph*, November 23, 2005.
78. Interviewed by Brian Whitwham, The Guelph Mercury, concerning economic changes affecting height. Quoted in newspaper article “The rich get...taller?”, *The Guelph Mercury*, August 16, 2005. Also appeared under the title “U of G profs test impact of economy on stature” in the *Kitchener – Waterloo Record* on August 19, 2005.
79. Interviewed by Bernard Simon, Financial Times, concerning financial aid to Canadian agriculture. Quoted in newspaper article “Canada hands C\$1bn in aid to embattled farmers”, *Financial Times*, March 31, 2005.
80. Interviewed by Jon Willing, The Guelph Mercury, concerning BSE in the U.S. Quoted in newspaper article “Uncertainty over mad cow extends beyond the farm gate”, *The Guelph Mercury*, January 2 2004, page A4.
81. Interviewed by Graeme Smith, The Globe and Mail, concerning BSE in the U.S. Quoted in newspaper article “Beef Industry faces ‘a grim picture’”, *The Globe and Mail*, Report on Business Section, December 30 2003, page B1.
82. Interviewed by Dan Lazin, The Edmonton Journal, concerning BSE in the U.S. Quoted in newspaper article “Next year could be worse for Canada, expert says”, *Edmonton Journal*, December 28 2003, page A2. This interview was also used for articles in the *Victoria Times-Colonist*, *Calgary Herald* (“It’s a Horror Story” by Lisa Schmidt, December 28 2003) and the *Ottawa Citizen*.
83. Interviewed by Brent Davis, The Kitchener Waterloo Record, concerning BSE in Canada. Quoted in newspaper article “Beef farmers take a beating”, *The Kitchener Waterloo Record*, September 9 2003, page A1.
84. “Economic Impact of BSE in Canada” Radio Interview with Brian Allen, CKNX Radio, May 2003
85. “BSE in Canada” Radio Interview “Talk Radio”, CKRB Radio, May 2003
86. “Economic Impact of BSE in Canada” National Television Interview “Canada AM”, CTV News, May 2003
87. “GMOs, Trade and Economics”, Interview by CKY5 News, Winnipeg, Manitoba, February 2000.

## RESEAECRH FUNDING

### Principal Investigator Role

OMAFRA-UG Gryphon's LAAIR. John Cranfield. "Unlocking new value for an old crop: Measuring and identifying channel specific strategies to commercialize a differentiated Ontario quinoa-based food product" May 2016-December 2016	\$25,000
University of Guelph. <b>John Cranfield</b> . "Enhancing recruitment of graduate students to FARE" November 2015.	\$9,000
Ontario Ministry of Agriculture, Food and Rural Affairs. <b>John Cranfield</b> and Andreas Boecker (co-PIs). "Developing an approach to measure and monitor local food consumption in Ontario" 1 May 2016-20 April 2019	\$136,660
Ontario Ministry of Agriculture, Food and Rural Affairs. Getu Hailu and <b>John Cranfield</b> (co-PI). "Understanding and Monitoring investment, competitiveness, employment & productivity in Ontario's food manufacturing sector" 1 May 2015-30 April 2018	\$225,000
Government of Canada. <b>John Cranfield</b> . Canada-CARICOM Leadership Scholarships Program, funding to support a visiting scholar (Mr. Donald Palmer, Ph.D. Candidate from the University of the West Indies) 1 September 2014-31 August 2015	\$10,000
Poultry Industry Council. <b>John Cranfield</b> , Tina Widowski and Maurice Doyon. "Consumer acceptance and willingness to pay for eggs from enhanced animal welfare production system" 1 July 2011-31 March 2013	\$39,625
Ontario Ministry of Agriculture, Food and Rural Affairs. <b>John Cranfield</b> , Michael von Massow, Andreas Boecker, Jaya James and Carl Fletcher. "Identifying opportunities and strategies to enhance Ontario agribusiness' capacity to capture value from emerging marketing channels for organic food." 1 April 2011 – 31 March 2014	\$175,500
Consumer and Market Demand Network. <b>John Cranfield</b> , Sean Cash and Timothy Beatty. "The Chicken Wears No Skin: Ordering Effects in Elicitation of Willingness to Pay for Multiple Credence Attributes in Ethical and Novel Food Products." April 1 2011-March 31 2012	\$27,000
Alberta Livestock and Meat Association. John Cranfield. "Estimating the elasticity of demand for Canadian beef and cattle in the domestic and international market" 1 January 2011-December 2011.	\$46,650
University of Guelph Learning Enhancement Fund. <b>John Cranfield</b> . "Integrating Internationalism into AGR*2400 "Economics of the Canadian Food System" August 1 2010-September 31 2011.	\$26,600
	\$45,150

CANFAX Research Services. <b>John Cranfield</b> . “Canadian Beef Demand Elasticity Study.” May 1 2010 – August 31 2011.	
Ontario Ministry of Agriculture, Food and Rural Affairs. <b>John Cranfield</b> , David Sparling, Fred Pries, Brandon Schaufele, Pamela Laughland, Tammy Tondevold, Anna Ilnycky. “Identifying successful business models, strategies and policies for promoting the Canadian bioeconomy.” April 1 2010-March 31 2013	\$133,000
Canadian Cattlemen’s Association. <b>John Cranfield</b> . “Evaluating the Economic Benefit from the Canadian Beef Check-off.” May 1 2009-April 30 2010	\$108,925
Ontario Ministry of Agriculture and Food – New Directions Program. <b>John Cranfield</b> and Spencer Henson. “Critical success factors to capturing value from emerging markets for health enhancing foods from Ontario’s agri-food sector.” Oct 1 2008-Sept 30 2010	\$178,400
Consumer and Market Demand Network. <b>John Cranfield</b> . “A Hedonic Model of Beef Product Prices: Implications for Willingness-to-Pay for Quality and Convenience.” May 1, 2007-April 30, 2008.	\$25,000
Public Health Agency of Canada – <b>John Cranfield</b> and Spencer Henson. “Risk Prioritization for Improved Food Safety in Canada.” February 1, 2006 – March 31, 2006.	\$24,999
Consumer and Market Demand Network. – <b>John Cranfield</b> and Timothy Beatty. “Estimating the Distribution of the Body Mass Index.” September 1, 2005 – August 31, 2006.	\$20,000
Ontario Ministry of Agriculture and Food – <b>John Cranfield</b> , Karl Meilke and Al Mussell. “Corn and Soybean Price Forecasting Models for Ontario.” May 1, 2004 – April 31, 2005.	\$10,000
Ontario Ministry of Agriculture and Food – New Directions Program. <b>John Cranfield</b> , Alfons Weersink and George Brinkman. “An Economic Assessment of Future Labour Demand Needs in the Ontario Agri-Food Sector.” July 1, 2003- June 30, 2005	\$144,875
Ontario Ministry of Agriculture and Food. <b>John Cranfield</b> and Karl Meilke. “The Impact of Country-of-Origin Labelling Requirements on the Red Meat Sectors.” April 1, 2003- March 31, 2005	\$60,000
Ontario Ministry of Agriculture and Food. <b>John Cranfield</b> and Spencer Henson. “Consumer Demand for Organic Food Products: Implications for Ontario Agribusinesses” April 2002 – March 2003	\$19,000
University of Guelph SSHRC Program. <b>John Cranfield</b> . “Factors Effecting Measurement of the Income Elasticity of Demand for Food: A Meta-Analysis Approach.” January 2002 – December 2002	\$3,000
	\$49,000

Manitoba Rural Adaptation Council. **John Cranfield**. “A Market Assessment of Agri-Food Products Grown using Pesticide Free Production Systems.” April 2000 – October 2001

Part of a larger project at the University of Manitoba entitled Innovation for Pesticide-Free Crop Production, led by Martin Entz, Department of Plant Systems, University of Manitoba.

University of Manitoba SSHRC Program. **John Cranfield**. “Characterising the Pattern of Consumer Demands in Canada.” February 2000 – February 2001 \$2,800

International Livestock Research Institute. **John Cranfield**, Paul Preckel and Tom Hertel. “Technological Progress in Livestock Production and Poverty.” August 1999 – June 2000 \$21,915 (US Dollars)

### Co-Investigator Role

Ontario Ministry of Agriculture, Food and Rural Affairs. Tina Widowski, **John Cranfield**, Steve Leeson, Stephanie Torrey, Michele Guerin, and Ashleigh Arnone. “Eggs form alternative poultry housing systems: Meeting the needs of laying hens, producers and consumers.” 1 April 2011 – 31 March 2014 \$129,618

Canadian Foundation for Innovation – Leaders Opportunity Fund. **John Cranfield**, Kris Inwood (project leader), and Graeme Morton. “People in Motion: Historical Data Infrastructure for Longitudinal Research” 1 April 2010-31 March 2014 \$937,599

Danone Interlational. Jared Carlberg, **John Cranfield**, Edward Tyrczniewicz, and Peter Jones. “Global Literature Review and Assessment Model for Nutrition Economics” May 1 2010-August 31 2010 \$36,000

Canadian Agricultural Innovation and Regulation Network. Bodo Steiner and **John Cranfield**. “Innovation performance, innovation strategies and innovative capacity in the Canadian Food Processing Industry.” February 1 2010-December 31 2010. \$29,000

Social Sciences and Humanities Research Council. “Anthropometric Perspectives on the Physical Well-Being of Canadians in an International Framework” Kris Inwood, **John Cranfield** and Michelle Hamilton. 2008-2011 \$199,126

Natural Sciences and Engineering Research Council. Val Davidson, Spencer Henson, **John Cranfield**, Aamir Fazil, Jeff Farber, Julie Caswell, Sven Anders. “A Multi-factorial Framework for Risk Prioritization of Foodborne Pathogens.” September 2006-December 2009 \$231,600

Canadian Advanced Foods and Materials Network. Spencer Henson, **John Cranfield**, David Sparling, Heather Boon, Jill Hobbs, Andreas Boecker, Timothy Beatty, Deepananda Herath, Rotimi Aluko, and JoAnne Labrecque. “Understanding Consumer Acceptance of Functional Foods and Nutraceuticals.” May 1 2006-April 31, 2009. \$541,500



Ontario Ministry of Agriculture, Food and Rural Affairs. Steve Miller, Jim Wilton, Kendall Swanson, Peter Purslow, Ira Mandell, <b>John Cranfield</b> , Bob Dony, Walter Johnson, Alex Estrada, Robert Berthiaume, Phil McEwen, Rick Noorkooli, Charlie Watson, Brian McDougall, Leo Giesen, Hal Brown, Margaret Quinton, Bill Szkotnicki. “Genomic profiling for beef quality, efficiency and value” May 1, 2006-April 30, 2010	\$1,118,810
Ontario Ministry of Agriculture, Food and Rural Affairs. Spencer Henson, <b>John Cranfield</b> , Shannon Majowicz, Aamir Fazil, Grant Campbell and Deepananda Herath. “Assessing the cost-effectiveness of alternative measures for reducing the prevalence of food-borne microbiological hazards in Ontario” January 1, 2006-December 31, 2008.	\$240,000
Ontario Ministry of Agriculture and Food. Alison M. Duncan, Istvan Rajcan, Massimo Marcone, Rong Cao, <b>John Cranfield</b> , Allan Mussell. “Bioavailability and Economic Benefits of Added-Value Isoflavone-Rich Soybeans Incorporated into a Functional Food.” May 1 2004-April 31 2008.	\$450,000
Ontario Ministry of Agriculture and Food. Spencer Henson, <b>John Cranfield</b> , David Sparling, Maury Bredahl, Karen Finlay, Valerie Davidson, Judy Sheeska, David Castle, Mansel Griffiths, Rick Yada, Jill Hobbs, Timothy Beatty, Lorraine Hope, Kathryn Dore. “Understanding and Managing Consumer Concerns Relating to New Food Technologies.” May 1 2004-April 31 2008.	\$348,000
Canadian Advanced Food Materials Network. Spencer Henson, Jill Hobbs, Timothy Beatty, <b>John Cranfield</b> and David Sparling. “Understanding the Impact of Regulation on Advanced Food Innovation.” May 1 2004-April 31, 2007	\$321,000
Ontario Ministry of Agriculture and Food. David Sparling, Erna van Duren and <b>John Cranfield</b> . “Innovation and Technology Transfer in the Ontario Agri-Food and Biotechnology Sectors.” April 1, 2003- March 31, 2006	\$90,000
Canadian Food Inspection Agency. Spencer Henson, <b>John Cranfield</b> and David Sparling. “Preliminary Cost-Benefit Analysis of Regulatory Options for the Rendering/Feed Continuum.” September 2002 – November 2002	\$24,950
Social Sciences and Humanities Research Council Initiative on the New Economy. David Sparling, Erna van Duren and <b>John Cranfield</b> . “Innovation in the Canadian Agri-Food and Biotechnology Sectors.” June 2002 – June 2003	\$42,000
Ontario Ministry of Agriculture and Food. David Sparling, Erna van Duren, <b>John Cranfield</b> and Calum Turvey. “Innovation in the Ontario Agri-Food Sector.” April 2002 – March 2003	\$25,000
Ontario Ministry of Agriculture and Food. Spencer Henson, <b>John Cranfield</b> , Bruce Holub and Karen Finley “Consumer Acceptability of Functional Foods: Implications for Ontario Agribusinesses” April 2002 – March 2005	\$54,000

## Other Funding

University of Guelph SSHRC Travel Grant Program. Conference Travel for the International Health Economics Association World Congress. July 2007.	\$660
University of Guelph SSHRC Travel Grant Program. Conference Travel for the Canadian Agricultural Economics Society annual meeting. July 2005.	\$600
University of Guelph SSHRC Travel Grant Program. Conference Travel for the Canadian Agricultural Economics Society annual meeting. May 2002.	\$450
Foundation Graduate Student Travel Grant, American Agricultural Economics Association, August 1997	\$500

## CONSULTING ACTIVITIES

***Egg Farmers of Canada*** – provided analysis reporting on the impact of EFC marketing investment activities in retail demand for table eggs.

***Dairy Farmers of Canada*** – provided an economic analysis of and rate of return calculation for historic fluid milk, butter and cheese advertising investment by dairy farmers.

***The World Bank*** – participated in an inter-institution research team investigating factors which foster and inhibit smallholder participation in high-valued food chains.

***Public Health Agency of Canada*** – collaborated in development of a conceptual framework to prioritize food-borne pathogen risks.

***Canadian Agri-Food Policy Institute*** – collaborated on a report exploring the role and impact of U.S. crop subsidy programs on livestock production in the United States and Canada.

***Agricorp*** – provided price forecasts used when setting claim prices for agricultural crop insurance. Crops included spring and winter wheat, soybeans, corn, canola, spring grains, and white and coloured beans.

***Canadian Food Inspection Agency*** – collaborated on a report outlining a cost/benefit framework for use when assessing regulatory options in the Canadian livestock/animal feed continuum.

***The World Bank*** – developed a global model of consumer demand for final goods and services. Demand model was used in policy analysis relating trade liberalization to poverty levels in developing countries.

***Alberta Milk Producers, British Columbia Dairy Foundation, Manitoba Milk Producers, Saskatchewan Dairy Foundation*** – examined the optimal pattern of joint investment in and financing of generic fluid milk advertising across the four western Canadian provinces.

***British Columbia Dairy Foundation*** – conducted economic analysis of fluid milk advertising investment by B.C. dairy farmers, made recommendation regarding optimal fluid milk advertising investment.

***Alberta Milk Producers*** – conducted economic analysis of fluid milk advertising investment by Alberta dairy farmers, made recommendation regarding optimal fluid milk advertising investment.

***Manitoba Milk Producers*** – conducted economic analysis of fluid milk advertising investment by Manitoba dairy farmers, made recommendation regarding optimal fluid milk advertising investment.

***Western Organization of Resource Councils*** – provided a written review of “Econometric Analysis of Fed Cattle Procurement in the Texas Panhandle” (prepared by John Schroeder and Azzadine Azzam).

## PROFESSIONAL DEVELOPMENT

Foundations in Diversity and Inclusion Certificate. Canadian Centre for Diversity & Inclusion, June 2022:

- Diversity and Inclusion Fundamentals
- Introduction to Unconscious Bias
- Respect in the Workplace

Inspiring the Largest Gifts of a Lifetime, Council for Advancement and Support of Education, June 2021.

Transforming Power, Prejudice, and Privilege, Credence & Co., November 2020

Call it Out? Responding to Microaggressions, Diversity & Human Rights, University of Guelph, October 2020.

Coach Yourself. Human Resources, Learning & Development, University of Guelph, August 2020.

Cultivating Compassionate Leadership. Human Resources, Learning & Development, University of Guelph, August 2020.

Foundations of Creative Leadership, IDEO University, 2020

- Storytelling for Influence, IDEO University, 2020
- Cultivating Creative Collaboration. IDEO University, 2020
- Leading for Creativity. IDEO University, 2019

The Power of Purpose, IDEO University, 2020

Designing Strategy, IDEO University, 2019.

Management Skills for First Time Supervisors (Fundamentals of Supervision). Human Resources, University of Guelph. November 2003

Discovering Your True Colours. Human Resources, University of Guelph. October 2003

Teaching More Students: Difficult and Disruptive Students. Teaching Support Services, University of Guelph. October 2003

Becoming More Learner-Centred: From Philosophy to Practice. Teaching Support Services, University of Guelph. November 2001

Learning Styles: Yours and Theirs. Teaching Support Services, University of Guelph. October 2001

Collecting and Using Mid-Semester Feedback. Teaching Support Services, University of Guelph. October 2001

New Faculty Orientation. Teaching Support Services, University of Guelph. August 2001