

## **John Cranfield – Short bio**

John Cranfield is the Interim Dean of the Ontario Agricultural College at the University of Guelph and a Professor in the Department of Food, Agricultural and Resource Economics. Over his 20+ years as a faculty member at the University of Guelph, John has established himself as a leading expert in the economics of agri-food markets, consumer behaviour, and demand analysis. His research has informed public policy and agricultural producer-group strategy and is featured in over 65 peer-reviewed publications.

A proud alumnus of the University of Guelph (B.Sc.(Agr) and M.Sc.) and Purdue University (Ph.D.), John's academic success has been recognized through numerous awards, including the Presidential Distinguished Professor Award from the University of Guelph and the 2013 OAC Distinguished Researcher Award. He has also served as President of the Canadian Agricultural Economics Society, Guest Editor for the Canadian Journal of Agricultural Economics, and on the editorial boards of three peer-reviewed scholarly journals. His expertise has been sought by policymakers and media alike, including appearances on TVO's *The Agenda* and testimony to the House of Commons Standing Committee on Agriculture and Agri-Food.