

LYDIA ZEPEDA

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I. EXPERIENCE

- Professor**, University of Wisconsin-Madison, Department of Consumer Science July 2001-present
(Sabbaticals: academic years 2010-11, 2003-04)
- Faculty affiliate, Center for European Studies 2014-present
Faculty affiliate, Department of Urban and Regional Planning 2013-2015
Faculty affiliate, Development Studies 1999-present
Faculty affiliate, Gaylord Nelson Institute for Environmental Studies 1999-present
Faculty affiliate, Gender and Women's Studies 2011-2014
Faculty affiliate, Latin American, Caribbean, and Iberian Studies Program 1995-present
Research affiliate, Community and Regional Food Systems Project 2012-present
- Chair**, Development Studies PhD, University of Wisconsin-Madison May 2002-August 2003
- Director**, Center for Integrated Agricultural Systems January 2001-April 2002
University of Wisconsin-Madison
- Economist**, United Nations Food and Agriculture Organization, Rome October 1996-December 1998
Agricultural Sector in Economic Development Service
- Associate Professor**, University of Wisconsin-Madison (On leave October 1996-December 1998)
Department of Consumer Science July 1995-June 2001
- Fulbright Scholar and Visiting Researcher**, University of Costa Rica August-December 1992
- Assistant Professor**, University of Wisconsin-Madison (On leave November 1991-December 1992)
Department of Consumer Science February - June 1995
Department of Agricultural Economics November 1988 - June 1995
- Revenue Planning Administrator**, General Telephone of the Northwest October 1984-July 1986
- Research and Teaching Assistant**, University of California at Davis Academic years 1986-88
Department of Agricultural Economics and 1982-84

II. EDUCATION

- Ph.D. Agricultural Economics**. University of California at Davis. September 1988
Specialties: econometrics and operations research
Dissertation: "The Potential Economic Effects of Bovine Somatotropin
on the California Dairy Industry" Advisor: H.O. Carter
- M.S. Agricultural Economics**. Specialty: development. December 1982
University of California at Davis.
- B.S. summa cum laude, Agricultural Economics** June 1981
Washington State University.

III. AWARDS & HONORS

UW Community Partnership Award, Slow Food UW and Boys & Girls Club	2014
United Nations Educational Scientific, and Cultural Organization (UNESCO) World Food Chair, http://www.chaireunesco-adm.com/	2013
UW Center for Educational Opportunity, Dr. Brenda Pfahler Award of Excellence	2011
College of Letters and Science Exceptional Service Award (for service to the UW First Year Interest Group (FIG) program)	2008
School of Human Ecology Excellence in Outreach Award	2006
Vilas Life Cycle Professorship, University of Wisconsin-Madison	2005-06
Helen Riaboff Whiteley Center Scholar, University of Washington	2003,2005,2007,2008
Research Fellow, Rural Development Research Consortium, University of California-Berkeley	2003-06
Fellow, Center for World Affairs and the Global Economy, University of Wisconsin-Madison	2002-04
Land Tenure Center Research Fellow, University of Wisconsin-Madison	1994-95, 1995-96
Taylor-Hibbard Club, Contribution to the Graduate Program Award	1994
Department Merit Salary Supplement Teaching Excellence Award	1992-93
Fulbright Research Scholar, Costa Rica	1991-92
Taylor-Hibbard Club, Excellence in Teaching Award	1991
University of California Graduate and Professional Study Fellowship	1986-88
National Science Foundation, Graduate Minority Fellowship	1981-83
Philip L. Isaminger Award, Washington State University	1980-81

IV. PUBLICATIONS

* Peer Reviewed

Invited

A. BOOKS & CHAPTERS IN BOOKS

- 1.[#] Zepeda, L. "Carving Values with a Spoon." In *Food and Philosophy: Eat, Think and Be Merry*. F. Allhoff and D. Monroe, editors. Oxford, UK: Blackwell Publishing, 31-44, November 2007.
- 2.[#] Zepeda, L. "Genetically Engineered Food Labeling: Global Policy Polarization" in *The Regulation of Agricultural Biotechnology*, R. E. Evenson and V. Santaniello, eds. Wallingford, UK: CABI Publishing, 53-58, 2004.
[A later version of this paper "Genetically Engineered Food Labelling: Consumers, Policy and Trade" is forthcoming in a textbook of the Institute of Chartered Financial Analysts of India University Press.]
3. Zepeda, L., editor. *Agricultural Investment and Productivity in Developing Countries*. Rome: FAO, 2001. Items 4, 5, 6, and 7 are chapters in the book.
<http://www.fao.org/docrep/003/x9447e/x9447e00.HTM>
4. Chang, H.S. and L. Zepeda. "Agricultural Productivity for Sustainable Food Security in Asia and the Pacific: The Role of Investment" in *Agricultural Investment and Productivity in Developing Countries*, L. Zepeda, editor. Rome: FAO, 2001.
5. Lee, D. and L. Zepeda. "Agricultural Productivity and Natural Resource Depletion" in *Agricultural Investment and Productivity in Developing Countries*, L. Zepeda, editor. Rome: FAO, 2001.

6. Velazco, J. and L. Zepeda. "Determinants of Agricultural Investment by Small-Scale Producers in Peru" in *Agricultural Investment and Productivity in Developing Countries*, L. Zepeda, editor. Rome: FAO, 2001.
7. Zepeda, L. "Agricultural Investment, Production Capacity and Productivity" in *Agricultural Investment and Productivity in Developing Countries*, L. Zepeda, editor. Rome: FAO, 2001.
- 8.* Zepeda, L. "Technological Change" in *The Elgar Companion to Feminist Economics*. J. Peterson and M. Lewis, editors. Cheltenham: Edward Elgar Publishers Ltd., 702-709, 2000.
- 9.# Zepeda, L., M.A. Marchant and H.-S. Chang. "Agricultural Economists in Academia: A Focus on Women." *Achieving Diversity: The Status and Progress of Women and African Americans in the Agricultural Economics Profession*. M.A. Marchant and H. Williams, Jr., editors. New York: Garland Publishing, Inc., 1994.

B. ARTICLES IN PRESS

C. JOURNAL ARTICLES

- 10.* Reznickova, A. and Zepeda, L. 2015. "Can Self-Determination Theory explain the self-perpetuation of social innovations? A case study of Slow Food at the University of Wisconsin – Madison" *Journal of Community and Applied Social Psychology*. Published on line. <http://onlinelibrary.wiley.com/doi/10.1002/casp.2229/epdf>
- 11.* Zepeda, L., Reznickova, A., Russell, W. and Hettenbach, D. 2014. "Does Community Supported Agriculture Create Symbolic Value?" *Journal of Food Distribution Research* (45) no 2, 195-212. http://www.fdrsinc.org/wp-content/uploads/2014/10/JFDR-452_11Zepeda.pdf
- 12.* Zepeda, L., A. Reznickova and L. Lohr. 2014. "Overcoming challenges to effectiveness of mobile markets in US food deserts" *Appetite* (79), 58-67. Published on line <http://www.sciencedirect.com/science/article/pii/S0195666314001470#>
- 13.* Costa, S., Zepeda, L., and Sirieix, L. 2014. "Exploring the social value of organic food: A qualitative study in France" *International Journal of Consumer Studies* (38) no 3, 228-237. Published on line <http://onlinelibrary.wiley.com/doi/10.1111/ijcs.12100/abstract>
- 14.* Zepeda, L., Sirieix, L., Pizarro, A., Corderre, F. and Rodine, F. "A conceptual framework for analyzing consumers' food label preferences: An exploratory study of sustainability labels in France, Quebec, Spain and the US" *International Journal of Consumer Studies* (37) no 6, 605-616. Published on line July 19, 2013 <http://onlinelibrary.wiley.com/doi/10.1111/ijcs.12041/abstract>
- 15.* Zepeda, L., Reznickova, A. and Russell, W. "CSA membership and psychological needs fulfillment: An application of Self-Determination theory" *Agriculture and Human Values* (30) no 4, 605-624. Published on line February 25, 2013 <http://link.springer.com/article/10.1007/s10460-013-9432-z>
- 16.* Sirieix, L., Delanchy, M., Remaud, H. Zepeda, L., Gurviez, P. "Consumers' perceptions of individual and combined sustainable food labels: A UK pilot investigation" *International Journal of Consumer Studies*. (37) no 2, 2013, 143-151. <http://onlinelibrary.wiley.com.ezproxy.library.wisc.edu/doi/10.1111/j.1470-6431.2012.01109.x/full>

- 17.* Zepeda, L. and Nie, C. "What are the odds of buying organic or local foods? Multivariate analysis of US food shopper lifestyle segments" *Agricultural and Human Values*. (29), no. 4, 2012: 467-480.
- 18.* Ross, J. A., and L. Zepeda "Wetland Restoration, Environmental Justice and Food Security in the Lower 9th Ward" *Environmental Justice*. (4), no 2, 2011: 101-108.
- 19.* Nie, C. and L. Zepeda. "Lifestyle segmentation of US food shoppers to examine organic and local food consumption" *Appetite*. (57), 2011: 28-37.
- 20.* Zepeda, L. and D. Deal. "Organic and local food consumer behavior: Alphabet Theory" *International Journal of Consumer Studies*. September (33), no 5, 2009: 697-705. (downloaded over 700 times from *IJCS* in 2010).
- 21.* Zepeda, L. "Which little piggy goes to market? Characteristics of US farmers' market shoppers" *International Journal of Consumer Studies*. May (33), no 3, 2009: 250-257.
- 22.* Zepeda L. and D. Deal. "Think before you eat: Photographic food diaries as intervention tools to change dietary decision-making and attitudes." *International Journal of Consumer Studies*. (32), 2008: 692-698.
- 23.* Russell, W.S. and L. Zepeda "The adaptive consumer: shifting attitudes, behavioral change and CSA membership renewal" *Renewable Agriculture and Food Systems*. June (23) no 2, 2008: 136-148.
- 24.* Li, J., L. Zepeda, and B. Gould. "The demand for organic food in the US: An empirical assessment" *Journal of Food Distribution Research*. November (38) no 3, 2007:54-69.
- 25.* Zepeda, L. and J. Li. "Characteristics of Organic Food Shoppers" *Journal of Agriculture and Applied Economics* April (39) no 1, 2007:17-28.
- 26.* Zepeda, L. and J. Li. "Who Buys Local Food?" *Journal of Food Distribution Research* November (37) no 3, 2006:1-11.
- 27.* Zepeda, L. "The Huitlacoche Project: A Tale of Smut and Gold" *Renewable Agriculture and Food Systems* (21) no. 4, 2006: 224-226.
- 28.* Zepeda, L. H.S. Chang and C. Leviten-Reid "Organic Food Demand: A Focus Group Study Involving Caucasian and African-American Shoppers" *Agriculture and Human Values*, Fall (23) no. 3, 2006: 385-394. <http://www.springerlink.com/content/t736437303u84427/>
- 29.* Zepeda, L. and J. Kim. "Farm Parents' Views on their Children's Labor on Family Farms: A Focus Group Study of Wisconsin Dairy Farmers" *Agriculture and Human Values* (23) no. 1, 2006: 109-121.
- 30.* Chang, H.S. and L. Zepeda. "Consumer Perceptions and Demand for Organic Food in Australia: Focus Group Discussions" *Renewable Agriculture and Food Systems*.(20) no 3, 2005:155-167. [A version of the paper "Demand for Organic Food in Australia: Results from a Focus-Group Study" was presented by Chang at the 2004 FDRS Conference, Moro Bay, CA, 10-13 October 2004. The abstract was published as part of the proceedings in the *Journal of Food Distribution Research* (36) no. 1, 2005.]

31. Zepeda, L., C. Vargas and W. Tracy. "Huitlacoche " *Slow*, (51) 2005:100-105.
<http://editore.slowfood.com/editore/riviste/slow/EN/Slow51.html>
- 32.* Chang, H.S., L. Zepeda, and G. Griffith "The Australian Organic Food Sector: Overview, Issues and Research Needs" *Australasian Agribusiness Review*, (13), 2005: paper 15, ISSN 1442-6951.
http://www.agrifood.info/Publications_Review/Chang_Zepeda_Griffith.htm
33. * Kim, J., L. Zepeda and P. Kantor "Child Labor Supply on US Family Farms: An Interdisciplinary Conceptualization" *Journal of Family and Economic Issues*, (26), no. 1, March 2005: 159-173.
- 34.* Zepeda, L. and C. Leviten-Reid "Consumers' Views on Local Food" *Journal of Food Distribution Research*, (35), no. 3, November 2004: 1-6.
- 35.# Zepeda, L. "Food sovereignty or trade obstruction? Labelling of genetically engineered foods" Note in *Journal of International Biotechnology Law* (1) no. 5, 2004: 200-204.
- 36.* Kim, J. and L. Zepeda "Factors Affecting Children's Participation and the Amount of Labor on Family Farms" *Journal of Safety Research* (35) no. 4, 2004: 391-401.
- 37.* Kim, J. and L. Zepeda "When the Work Is Never Done: Time Allocation in US Family Farm Households" *Feminist Economics*, (10) no. 1, March 2004, 115-139.
<http://ideas.repec.org/a/taf/femeco/v10y2004i1p115-139.html>
- 38.* Zepeda, L. "Cuban Agriculture: A Green and Red Revolution" *Choices*.4th Quarter, 2003.
- 39.* Zepeda, L., R. Douthitt, and S.-Y. You. "Consumer Risk Perceptions toward Agricultural Biotechnology, Self-Protection and Food Demand: The Case of Milk in the United States of America" *Risk Analysis* (23) no. 5, 2003: 973-984.
- 40.* Fletschner, D.K. and L. Zepeda. "Efficiency of Small Landholders in Eastern Paraguay" *Journal of Agricultural and Resource Economics* (27) no. 2, December 2002:554-572. [Reprint #154 UW-Madison Land Tenure Center, April 2003.]
- 41.# Zepeda, L. "Don't Ask, Don't Tell: US Genetically Engineered Food Labeling Policy" *Transactions* (89) 2001: 121-130. [Reprint in *Current Controversies Genetic Engineering*. Gale publishers, 2006.]
- 42.* Grobe, D., R. Douthitt, and L. Zepeda. "Consumer Risk Perception Profiles Regarding Recombinant Bovine Growth Hormone (rbGH)" *Journal of Consumer Affairs* (33) no. 2, winter 1999: 254-275.
- 43.* Grobe, D., R. Douthitt, and L. Zepeda. "A Model of Consumers' Risk Perceptions toward Recombinant Bovine Growth Hormone (rbGH): The Impact of Risk Characteristics" *Risk Analysis* (19) no. 4, August 1999: 661-673.
- 44.* Zepeda, L. and M. Marchant. "Bigger, Smaller, Richer, Poorer: Trends in Agricultural Economics" *Review of Agricultural Economics* (20) no. 2, 1998: 404-419.
- 45.* Zepeda, L., K.L. Buelow, K.V. Nordlund, C.B. Thomas, M.T. Collins, and W.J. Goodger. "A Linear Programming Assessment of the Profit from Strategies to Reduce Prevalence of *Staphylococcus Aureus* Mastitis." *Preventive Veterinary Medicine* (33) 1998: 183-193. Corrigendum (44) 2000:61-71.

- 46.* Zepeda, L., M. Goodale, C. Lay, K. McSweeney, and D. Undersander. "The Results of Four Wisconsin Focus Groups: The Role of Husbands and Wives in Farm Decisions." *Review of Agricultural Economics* (19) no. 2, 1997: 291-307.
- 47.* Hayes, J.M., M. Roth, and L. Zepeda. "Tenure Security, Investment, and Productivity in the Gambia: A Generalized Probit Analysis." *American Journal of Agricultural Economics* (79) May 1997: 369-382.
- 48.# Zepeda, L. and M. Castillo. "The Role of Husbands and Wives in Farm Technology Choice" proceedings *American Journal of Agricultural Economics* (79) May 1997: 583-588.
- 49.* Scott, T.A., B. Yandell, L. Zepeda, R.D. Shaver, and T.R. Smith. "Use of Lactation Curves for Analysis of Milk Production Data." *Journal of Dairy Science* (79) 1996: 1885-1894.
- 50.# Marchant, M.A. and L. Zepeda. "The Agricultural Economics Profession at the Crossroads: Survey Results of Faculty Salary, Employment, and Hiring Prospects," *American Journal of Agricultural Economics*, (77) December 1995: 1322-28.
- 51.* Zepeda, L. "Asymmetry and Non-Stationarity in the Farm Size Distribution of Wisconsin Milk Producers: An Aggregate Analysis." *American Journal of Agricultural Economics*, (77) November 1995: 837-852.
- 52.* Scott, T.A., R.D. Shaver, L. Zepeda, B. Yandell and T.R. Smith. "Effects of Rumen-Inert Fat on Lactation, Reproduction, and Health of High Producing Holstein Herds." *Journal of Dairy Science*, (78) November 1995: 2435-51.
- 53.* Zepeda, L. "Technical Change and the Structure of Production: A Non-Stationary Markov Process." *European Review of Agricultural Economics*, (22) 1995: 41-60.
<http://erae.oxfordjournals.org/cgi/content/abstract/22/1/41>
- 54.* Zepeda, L. "Simultaneity of Technology Adoption and Productivity." *Journal of Agricultural and Resource Economics*, (19) July 1994: 46-57.
- 55.* Griffith, K. and L. Zepeda. "Farm Level Trade-offs of Intensifying Tropical Milk Production." *Ecological Economics*, (9) No. 2, 1994: 121-133.
http://econpapers.repec.org/article/eeeecolec/v_3A9_3Ay_3A1994_3Ai_3A2_3Ap_3A121-133.htm
- 56.* Zepeda, L., M.A. Marchant, and H.-S. Chang. "The Status of Women Agricultural Economists in Academia." *Review of Agricultural Economics*, (15) September 1993: 537-45.
- 57.* Zepeda, L., L.J. Butler, and H.O. Carter. "Simulating bST Introduction in California for Dairy Policy Analysis." *Western Journal of Agricultural Economics*, (16) December 1991: 228-37.
- 58.* Kabay, M.B. and L. Zepeda. "Crop-Enterprise Selection of Farming Systems in Eastern Gambia." *Journal of Farming Systems Research-Extension*, (2) No. 1, 1991: 87-96.
- 59.* Zepeda, L. "Adoption of Capital Intensive Versus Management Intensive Technologies." *Canadian Journal of Agricultural Economics*, (38) November 1990: 457-69.
- 60.* Zepeda, L. "Predicting Bovine Somatotropin Use by California Dairy Farmers." *Western Journal of Agricultural Economics*, (15) July 1990: 55-62.

D. PUBLICATIONS IN REVIEW

Reznickova, A. and L. Zepeda. "Local farmers and food access: Promoting food security through local food in New Orleans."

Reznickova, A. and L. Zepeda. "The dimensions of local: A case study of local food definitions in Madison, WI"

E. WORK IN PROGRESS

Reznickova, A. and L. Zepeda. "Assessment of undergraduates' environmental understanding and stewardship: A comparison of science and social science"

Bumrungwong, W., Zepeda, L. and Reznickova, A. "Gender differences in environmental understanding and stewardship"

Carroll, K. and L. Zepeda "Consumer willingness to pay for food miles information and local food logos: An experimental approach"

Zepeda, L. and K. Carroll "Dane County Farmers' Market Survey"

Zepeda, L. and A. Reznickova. "Innovative millennial snails: The story of Slow Food University of Wisconsin"

Zepeda, L. and A. Reznickova "Mobile Markets' Potential to Provide Markets for Local Agricultural Products"

F. BOOK REVIEWS

Zepeda, L. Review of *An Economic Interpretation of Linear Programming*, by Quirino Paris. *American Journal of Agricultural Economics* (74) 1992: 842-3. Also (in Spanish) *Investigación Agraria: Economía* (8) 1993: 299-300.

G. SYMPOSIA AND PROCEEDINGS

*Zepeda, L. "The US Organic Shopper" Proceedings, 16th IFOAM Organic World Conference, Modena, Italy, June 17-20, 2008.

Chang, H.S. and L. Zepeda. "Achieving Food Security in East Asia: The Role of Agricultural Research." Proceedings, Taipei International Conference on East Asian Food Security Issues in the 21st Century. Taipei, Taiwan, April 16-17, 1998.

Grobe, D., R. Douthitt, and L. Zepeda. "Consumer Risk Protection Profiles for the Food-related Biotechnology, Recombinant Bovine Growth Hormone (rbGH)." Proceedings of NE-165, Washington DC, 1996, "Strategy and Policy in the Food System: Emerging Issues." Caswell, J. and R.W. Cotterill, eds. U of Connecticut, 1997: 157-170.

Grobe, D., R. Douthitt, and L. Zepeda. "A Model of Consumers' Risk Perceptions toward Recombinant Bovine Growth Hormone (rbGH): The Impact of Risk Characteristics" Proceedings of the American Council of Consumer Interest Annual, Vol 42, 1996: 395-400.

*Zepeda, L. "Employment in International Organizations." Symposium 1997 AAEA Meeting. Abstract: *American Journal of Agricultural Economics* (79) Dec 1997: 1694.

#Zepeda, L. "The Current Status of Cooperatives in the Pacific Islands" *Achieving Goals for Sustainable Living in the Aquatic Continent*. Edited by D.G. Malcolm, J. Skog, and D. Zachary. Maui Pacific Center September 19-23, 1995: 190-193.

#Zepeda, L. "Discussion, Domestic Policy Interdependence: Analysis of Dairy Policies in the US and EC." *Issues in Agricultural Development: Sustainability and Cooperation* I.A.A.E. Occasional paper No. 6, 1992: 344.

#Zepeda, L. "Impressions of Agriculture in Hokkaido" (in Japanese). *Nogyo To Keizai* (Agriculture and Economy), No. 11, 1991: 54-6.

Zepeda, L., F.M. Byers, and C. Klotz. "Animal Growth Promotants." Proceedings of NABC 3, *Agricultural Biotechnology at the Crossroads: Biological, Social and Institutional Concern*, June Fessender MacDonald, editor. Ithaca: National Agricultural Biotechnology Council, 1991.

#Zepeda, L. and R. Douthitt. "Labelling Milk from rBST Treated Cows: Returns to Wisconsin Dairy Farmers from Product Differentiation." Invited paper, session on "Consumer Perspectives on Food Safety Issues" at American Council on Consumer Interests 37th Annual Conference, April 3-6, 1991, Cincinnati, Ohio.

*Zepeda, L., M.A. Marchant, H.-S. Chang. "The Status of Women Agricultural Economists." Symposium "The Status of Women and Minority Agricultural Economists in Academia." 1992 AAEA Meeting. Abstract: *American Journal of Agricultural Economics* (74) Dec 1992: 1264.

H. OTHER RESEARCH PUBLICATIONS

Douthitt, R., L. Zepeda, and D. Grobe. "Comparison of National and Poor Households: Results of a Survey of Consumer Knowledge and Risk Perceptions of Food-Related Biotechnologies." Institute for Research on Poverty, University of Wisconsin-Madison. SR#68. 1995.

Grobe, D., R. Douthitt, and L. Zepeda. "Exploring Consumers' Risk Perceptions of Recombinant Bovine Growth Hormone and Recombinant Porcine Growth Hormone by Income and Gender: A Focus Group Study." Institute for Research on Poverty, University of Wisconsin-Madison. 1995.

Grobe, D., R. Douthitt, and L. Zepeda. "Measuring Consumer Knowledge and Risk Perceptions of Food-Related Biotechnologies: A Survey Instrument." Institute for Research on Poverty, University of Wisconsin-Madison. 1995.

Marchant, M.A., and L. Zepeda. "The Agricultural Economics Profession at the Crossroads: Survey Results of Faculty Salary, Employment, and Hiring Prospects" Staff paper #354, Department of Agricultural Economics, University of Kentucky, Lexington, KY, August 1995.

Schultz, K., Hu, M., Zepeda, L., Ross, A. and Sieffert, C. "Use of the Bayou Bienvenue Wetland Triangle in New Orleans, LA" 2010

Zepeda, L., M. Castillo, K. McSweeney, and D. Undersander. "The Role of Wisconsin Women in Dairy Farm Decision Making: A Comparison of Survey Data on Graziers and Non-Graziers." Department of Consumer Science, University of Wisconsin, June 1996.

I. OUTREACH PUBLICATIONS

Reznickova, Alice & Zepeda, Lydia. 2015. Potential Demand for Local Agricultural Products by Mobile Markets: New Orleans, Louisiana. UW-Madison, Department of Consumer Science.

www.localandorganicfood.org

Kong, Lingran, Lydia Zepeda, John Ahlquist, Ian Coxhead, Melanie Meyer, John Newton, Chris Schlichenmaier, Tammi Simpson, Diane Michalski Turner, Jason Weitzman, Cornell Zbikowski, Cindy Van Matre, ex-officio, and Everett Mitchell, ex-officio. 2014. Report to the Chancellor on the Accord on Fire and Building Safety in Bangladesh and the Alliance for Bangladesh Worker Safety. University of Wisconsin-Madison Labor Codes Licensing Compliance Committee, March 25, 2014. www.localandorganicfood.org

Reznickova, Alice & Zepeda, Lydia. 2013. Measuring Effects of Mobile Markets on Healthy Food Choices: Report of Focus Group Results, Arcadia Mobile Market, Washington DC. UW-Madison, Department of Consumer Science. September 24, 2013. www.localandorganicfood.org

Reznickova, Alice & Zepeda, Lydia. 2013. Measuring Effects of Mobile Markets on Healthy Food Choices: Report of Focus Group Results, Freshmobile, Madison, WI. UW-Madison, Department of Consumer Science. September 24, 2013. www.localandorganicfood.org

Zepeda, Lydia & Reznickova, Alice. 2013. Measuring Effects of Mobile Markets on Healthy Food Choices: Report of Focus Group Results, Fresh Moves Mobile Market, Chicago, IL. UW-Madison, Department of Consumer Science. September 24, 2013. www.localandorganicfood.org

Zepeda, L. and A. Reznickova. "Measuring Effects of Mobile Markets on Healthy Food Choices." Madison, University of Wisconsin, November 2013. <http://dx.doi.org/10.9752/142.11-2013>

Zepeda, L. and A. Reznickova. "Measuring Effects of Mobile Markets on Healthy Food Choices; Report of Focus Group Results, Gorge Grown mobile market, Stevenson, WA. November 21, 2012. www.localandorganicfood.org

Buttel, F.H. and L. Zepeda. "Multifunctionality: The European Perspective and What It Could Mean for American Agriculture" PATS Staff Paper Series. Program on Agricultural Technology Studies, University of Wisconsin. No. 5, January 2002.

Zepeda, Lydia. "Women on Dairy Farms: Juggling Diverse Roles and Responsibilities" *Research Brief*, Center for Integrated Agricultural Systems. Vol 29, February 1998.

#Zepeda, Lydia. "Dairy Industry Aided by Mom's Choice." *Marshfield News Herald*, August 17, 1996.

Zepeda, Lydia. "Breastfeeding and milk drinking go together." *Hoard's Dairyman*, February 10, 1993, p. 99.

Zepeda, Lydia and Rick Klemme. "Biotechnology: Beyond Product Development." Center for Integrated Agricultural Systems Newsletter. Vol. 1, April 1-3, 1991.

Zepeda, Lydia. "General Economic Overview." in *Managing the Farm*, Vol. 23, No. 9, September 14, 1990.

*Zepeda, Lydia. "Technological Change in Agriculture." *Economic Issues*, No. 116, June 1990.

*Zepeda, Lydia. "Issues and Policy Options Surrounding Bovine Somatotropin." *Economic Issues*, No. 112, November 1989.

Zepeda, Lydia. "General Economic Overview." in *Managing the Farm*, Vol. 22, No. 4, September 28, 1989.

⁺*Zepeda, Lydia. "Attitudes of California Milk Producers toward Bovine Somatotropin." *California Agriculture*. Vol. 43, No. 2. March-April 1989.

⁺*Zepeda, Lydia. "A Survey of California Dairy Farmers: Potential Adoption Rates of Bovine Somatotropin." Agricultural Issues Center Publication No. 88-1, University of California, Davis, January 1988.

⁺Work not completed at University of Wisconsin

J. SELECTED PAPERS AND ABSTRACTS

*Costa, S., L. Zepeda and L. Sirieix. "Une exploration de la valeur de statut des produits biologiques" French Marketing Association (AFM), Brest, France, May 10, 2012.

*Fletschner, D.K. and L. Zepeda "Efficiency of Small Landholders in Eastern Paraguay: A Non-Parametric Measurement." Latin American Studies Association, Chicago, September 26-28, 1998.

*Zepeda, L. "Dynamic Farm Structure Elasticities." Selected paper, American Agricultural Economics Association, 1993. Abstract: *American Journal of Agricultural Economics*, (75) December 1993: 1317.

*Scott, T.A., R.D. Shaver, L. Zepeda, and T.R. Smith. "Effects of ruminally-inert fat supplementation in high producing Wisconsin Holstein herds." Abstract for Midwestern section American Society of Animal Science and American Dairy Science Association, March 23-25, 1992. Des Moines, IA.

*Kebbeh, M. B. and L. Zepeda. "Farmer Response to Price Incentives Under Risk: The Case of Inland Wolof Farmers in Eastern Gambia." Selected paper, American Agricultural Economics Association, 1991. Abstract: *American Journal of Agricultural Economics* (73) December 1991: 1537.

*Zepeda, L. and J.P. Chavas. "The Structure of Wisconsin Milk Production: A Dynamic Approach." Selected paper, 1991 Meeting Western Agricultural Economics Association. Abstract: *Western Journal of Agricultural Economics* (16) December 1991: 461.

*Scott, T.A., B. Yandell, L. Zepeda, T.R. Smith and R.D. Shaver. "Development of a New Lactation Curve Model for the Analysis of Field Trial Production Data." Abstract of selected paper at American Dairy Science Association meeting. August 12-15, 1991, Logan, Utah.

*Zepeda, L. "Capital Versus Management Intensive Technology Adoption." Selected paper, American Agricultural Economics Association, 1990. Abstract: *American Journal of Agricultural Economics* (72) December 1990: 1343.

*Kabay, M. and L. Zepeda. "The Effect of Producer Price Changes on Crop Enterprise Selection of the Inland Wolof and Extensive Upper River Farming Systems in Eastern Gambia." Abstract printed in *The Role of Farmers in FSR-E and Sustainable Agriculture*. Symposium of the Association for Farming Systems Research-Extension, East Lansing, MI, October 14-17, 1990: 25.

*Zepeda, L. "An Ex Ante Adoption Model of Bovine Somatotropin by California Milk Producers." Selected paper, American Agricultural Economics Association, 1989. Abstract: *American Journal of Agricultural Economics* (71) December 1989: 1353.

K. POSTERS

[#]Zepeda, L. "The Demand for Alternative Food: Perceptions and Characteristics of US Shoppers" Agricultural Markets and Trade Project Directors Meeting. USDA-CREES-NRI. June 15-16, 2006, Washington DC.

#Griffith, K. and L. Zepeda. "Objetivos Económicos versus Objetivos Ecológicos: El Caso de la Producción Lechera en Costa Rica." *Strategies for Sustainability: Animal Agriculture and Natural Resources in Central America*, symposium, University Group for Animal Agriculture and the Center for Tropical Agriculture Research and Teaching. San Jose, Costa Rica, 7-12 October 1991.

*Chang, H.S., M.A. Marchant, and L. Zepeda. "1990 Survey Results of Women Agricultural Economists." American Agricultural Economics Association, 1991. Abstract: *American Journal of Agricultural Economics* (73) 1991: 1558-9.

*Griffith, K. and L. Zepeda. "Economic and Environmental Trade-offs in Tropical Agriculture: The Case of Highland Milk Production in Costa Rica." International Conference of Agricultural Economists, Tokyo, August 22-29, 1991.

*Zepeda, L. "Technology Adoption and Productivity: A Simultaneity Problem." International Conference of Agricultural Economists, Tokyo, August 22-29, 1991.

V. RESEARCH GRANTS AND CONTRACTS

[Zepeda PI except where noted]

Produce for Better Health Foundation, "In-Store Meal Bundles to Increase Grocery Store Purchases of Fresh Produce," 2015-16	\$15,000
US Department of Agriculture, Agricultural Marketing Service Cooperative Agreement, "Potential Demand for Local Agricultural Products by Mobile Markets," 2014-16	\$95,000
US Department of Agriculture, Agricultural Marketing Service Cooperative Agreement, "Measuring Effects of Mobile Markets on Healthy Food Choices," 2012-14	\$64,465
UW Community and Regional Food Systems Project, "Food Goals," 2012	\$3,000
Center for World Affairs and the Global Economy, University of Wisconsin-Madison, "Food sovereignty and consumer demand for organic and local food," 2010-11	\$3,900
Grad School Retention Grant 2008-2010	\$15,000
US Department of Agriculture National Research Initiative "The demand for alternative food: Perceptions and characteristics of US shoppers" 2002-07	\$170,000
Vilas Life Cycle Professorship, University of Wisconsin-Madison, "Patient, Physician and Researcher Partnerships: The Role of Consumer Participation in Improved Health Care" 2005-06	\$21,500
W.K. Kellogg Foundation "Troy Gardens Sustainable Agriculture Learning Community" 2002-06	\$493,603
Center for World Affairs and the Global Economy, University of Wisconsin-Madison, "Alternative Food Demand" 2002-2005	\$50,000
Global Livestock Collaborative Research Support Program "Community Planning for Sustainable Livestock-Based Forested Ecosystems in Latin America" Project renewal. Tim Moermond, PI, 2000-2003.	\$1,050,000
Graduate School Retention Grant, 1995-2002.	\$20,000

Graduate School Research Grant "Time Allocation, diversity and sustainability of activities and well-being of households in an ecological buffer zone" 2000-2002.	\$30,256
Experiment Station, "Child and parental labor allocation on and off dairy farms in Wisconsin" 2000-2001.	\$24,509
Small Ruminant Collaborative Research Support Program "Livestock-Natural Resource Interfaces at the Internal Frontier: Latin America Environment and Wildlife" Tim Moermond, PI, 1997-2000.	\$320,000
US Department of Agriculture National Research Initiative "Measuring Consumer Knowledge and Risk Perception of Food-Related Biotechnologies: A Project Renewal Request" Robin Douthitt, Co-PI. 1996-99.	\$60,000
Experiment Station, "Farm Structure, Government Policies and Technology." 1993-98.	\$106,448
[Fulbright Scholar. "The Economics of Rural Household Decision Making and Natural Resource Use" 1996-97, \$35,775: Offered the award but had to decline due to other commitments]	
Experiment Station Interdisciplinary Hatch Grant Proposal, "Gender Factors Affecting Adoption of Intensive Grazing Technology." Co-Investigators: Kevin McSweeney, Sara Steele, and Daniel Undersander, Agronomy. 1995-97.	\$93,000
Small Ruminant Collaborative Research Support Program "Livestock-Natural Resource Interfaces at the Internal Frontier" PIs: Tim Moermond and Tom Yuill, 1996-97.	\$268,217
Graduate School Research Proposal "Measuring Consumer Knowledge and Risk Perception of Food Related Biotechnologies" 1996-97	\$8,273
US Department of Agriculture National Research Initiative "Measuring Consumer Knowledge and Risk Perception of Food-Related Biotechnologies" Robin Douthitt, PI. 1994-96.	\$90,000
Land Tenure Center, University of Wisconsin "Tenure Security, Agricultural Investment and Productivity in the Peri-Urban Green Zones of Maputo, Mozambique" 1995-96. Mike Roth, Co-Investigator.	\$20,000
Graduate School Research Committee Grant in Aid "Cultural Differences in Economic Decision Making by Women in Sub-Saharan Africa." 1994-95.	\$12,738
Land Tenure Center, University of Wisconsin "Efficiency of Small Land-holders in Paraguay." 1994-95.	\$5,700
Fulbright Research Scholar. "Economic and Environmental Trade-offs in the Production of Milk in Costa Rica." August-December 1992.	\$18,000
Graduate School Research Committee Grant in Aid "Economic and Environmental Trade-offs of Production Decisions by Costa Rican Dairy Farmers." 1991-92.	\$5,000
USAID planning grant. "Property Rights and Uncertainty in Sustainable Agriculture and Natural Resource Management." Jean-Paul Chavas, PI. July to December 1991.	\$1,150
Hewlett Committee Research Grant. "Economic Versus Environmental Goals of Agriculture	

in Developing Countries: An Application to the Costa Rican Dairy Industry" November-December 1990.	\$1,400
Tinker-Nave Field Research Grant. Costa Rica. "Economic Versus Environmental Goals of Agriculture in Developing Countries: An Application to the Costa Rican Dairy Industry" November-December 1990.	\$1,459
College of Agricultural & Life Sciences, Capital Purchase Award, August 1990.	\$3,000
Experiment Station, "Evaluation of the Structural Effects of Emerging Technological Changes in Dairy Farming." 1989-93.	\$86,000
Graduate School Startup Package. November 1988.	\$10,000

VI. PREPARATION & SUPERVISION OF RESEARCH CONTRACTS FOR FAO

A. AUTHOR'S CONTRACTS

"United States World Food Summit Follow-Up: Strategy for National Agricultural Development, Horizon 2010"

"La Productividad Agricola en el Perú (1950-1995): Fuentes de Crecimiento" ("Agricultural Productivity in Peru [1950-1995]: Sources of Growth," in Spanish)

"Agricultural Productivity and Natural Resource Depletion"

"Raising Agricultural Productivity for Sustainable Food Security in Asia and the Pacific"

"Foreign Direct Investment and Trade of Agricultural Goods and Processed Food in East Asia"

"Comparing Agricultural Productivity Gains Across Selected Countries and the Factors Driving It"

B. LETTERS OF AGREEMENT

"Inversiones de Pequeños Productores Agrícolas" ("Investments by Small Agricultural Producers," in Spanish). Survey of on investments by small producers and a comparison to the national census.

"Raising Agricultural Productivity for Sustainable Food Security in Sub-Saharan Africa" and
"Agricultural Investment and Productivity in Sub-Saharan Africa: A Cross-Country Comparison of Commercial and Smallholder Sectors"

VII. RESEARCH PRESENTATIONS

* Peer Reviewed

Invited

A. INTERNATIONAL

*El valor simbólico de la membresía de agricultura sostenida por la comunidad (The symbolic value of CSA membership – in Spanish). 4th International Congress of "Other Ways of Eating: Choices, Convictions and Restriction" Barcelona, Spain June 10, 2015. Concurrent session: Audience = 30.

« Des marches mobiles de producteurs pour lutter contre le deserts alimentaires » 3^e Colloque de la Chaire Unesco « alimentations du monde » Montpellier, France, January 31, 2014. (presentation in French, "Combatting food deserts with mobile markets" 3rd colloquium of the UNESCO World Food Chairs). Audience = 500 registrants.

“Changing the world one meal at a time: Current and future research on sustainable food consumption” November 8, 2010, SupAgro-Montpellier, France.

* “A Lifestyle Segmentation Study of US Food Shoppers to Examine Organic and Local Food Consumption” 6th Conference of the Association Française du Marketing, Montpellier, France, October 1, 2010.

* “The US Organic Shopper” 16th International Federation of Organic Agriculture Movements Organic World Conference, Modena, Italy, June 18, 2008.

“The Demand for Organic and Local Food: Current and Future Projects” Institute of Food and Resource Economics, University of Copenhagen, Denmark, May 19, 2008.

“The Role of Women in Children’s Labor on Family Farms in Wisconsin” Terra Madre Conference, Torino, Italy, October 29, 2006.

“The Huitlacoche Project: A University-Community Farm Collaboration” University of Hohenheim, Stuttgart, Germany, January 14, 2005.

“Food sovereignty or trade obstruction? Labelling of genetically engineered foods” International Consortium on Agricultural Biotechnology Research. Ravello, Italy July 8-11, 2004.

“US consumers' views on organic and local foods” Center for Consumer Science, University of Göteborg. Göteborg, Sweden June 9, 2004.

“All we have is time: Time use and gender in agricultural production” 4th International workshop on women in the 3rd millennium. Havana, Cuba, November 12-16, 2001.

“Genetically Engineered Food Labelling: Global Policy Polarization” International Consortium on Agricultural Biotechnology Research. Ravello, Italy June 14-19, 2001.

“Consumer Acceptance of Agricultural Biotechnology: The Role of Labeling and Risk Perceptions on Food Demand.” International Consortium on Agricultural Biotechnology Transformation. University of Rome “Tor Vergata,” Italy, June 17-19, 1999.

“Los Modelos de Economía Familiar” (Economic Models of the Family, in Spanish). Servicios Educativos, Promoción y Apoyo Rural (SEPAR), Huancayo, Peru, 21 July 1997.

“Commentary on the World Food Summit Technical Document on the Environment” Food Security in the XXI Century: Political Economy after 1996 World Food Summit, Rome Italy 11-12 November 1996.

“Consumer Knowledge and Risk Perceptions of Food Related Biotechnologies: A Comparison of U.S. National and Poor Households” International Service for National Agricultural Research, The Hague, The Netherlands, December 14, 1995.

“El Estudio de la Economía Familiar: Perspectivas de Investigación” (in Spanish, “Family Economics: Research Perspectives”) Facultad de Ciencias Sociales, Diploma de Género (School of Social Sciences, Gender Studies), La Pontificia Universidad Católica del Perú, Lima, Perú, November 15, 1995.

“Economic and Environmental Trade-offs of Intensifying Land Use: The Case of Milk Production in Costa Rica” Food and Agricultural Organization of the United Nations, Rome, Italy, May 25, 1995.

#"U.S. Dairy Policy and Bovine Somatotropin" Organisation for Economic Cooperation and Development, Paris, France, October 10, 1994.

#Discussant, "Domestic Policy Interdependence: Analysis of Dairy Policies in the USA and EC," Mary A. Marchant, Steven A. Neff and Alex McCalla, contributed paper at International Conference of Agricultural Economists, Tokyo, Japan, August 28, 1991.

#"Adoption of Capital Versus Management Intensive Technologies in Agriculture." Istituto Nazionale di Economia Agraria, Rome, Italy, July 17, 1990.

#"Adoption of Capital Versus Management Intensive Technologies in Agriculture." Università degli Studi della Calabria, Dipartimento di Economia Politica, Rende, Italy, July 5, 1990.

#"Factors Explaining the Differences in the Adoption of Capital Intensive Versus Management Intensive Technologies in the Dairy Industry." International Maize and Wheat Improvement Center (CIMMYT), Mexico City, October 24, 1989.

B. NATIONAL & LOCAL

#"Measuring Effects of Mobile Markets on Healthy Food Choices in Food Deserts" Department of Urban and Regional Planning, UW-Madison, March 31, 2014.

#"Sustainable Consumption" Community and Environmental Sociology Collective, March 28, 2014.

*"Measuring Effects of Mobile Markets on Healthy Eating Choices" 2013 Conference of the Food Distribution Research Society, Chicago IL, October 5-8, 2013.

#"Measuring Effects of Mobile Markets on Healthy Eating Choices" Agricultural Marketing Services Symposium, US Department of Agriculture, Washington DC, August 7, 2013.

#"Changing the world one meal at a time: Current and future research on sustainable food consumption" Norton School of Family and Consumer Sciences, University of Arizona, Tucson. April 26, 2010.

#Zepeda, L. Presentation on the project "The Demand for Alternative Food: Perceptions and Characteristics of US Shoppers" USDA-CREES-NRI, Agricultural Markets and Trade Project Directors meeting, New Orleans. November 4, 2007.

#Zepeda, L. Presentation on the project "The Demand for Alternative Food: Perceptions and Characteristics of US Shoppers" USDA-CREES-NRI, Agricultural Markets and Trade Project Directors meeting, Washington DC. June 16, 2006.

#"Food Sovereignty or Trade Obstruction? Labelling of Genetically Engineered Food," *Genetically Modified Crops/Foods: The Future of the World Agricultural Economy?* University of Wisconsin-Madison European Union Center and Center for World Affairs and the Global Economy, Madison, WI, April 15, 2005.

#"World Trade and Food Policy," *Genetically Modified Foods: Impacts on Human Health and the Environment*, University of Connecticut Center for Environmental Health and Food Safety, Storrs, Connecticut, May 9, 2003.

"Don't Ask, Don't Tell: US Genetically Engineered Food Labeling Policy" American Association for the Advancement of Science, San Francisco, February 18, 2001.

“Biotechnology and Consumer Risk Perception” Joint meetings of the Agriculture, Food and Human Values Society and the Association for the Study of Food and Society. Madison, WI, June 6, 1997.

#“Graduate Students: Mentoring for a Supportive Professional Environment” *Building an Inclusive University* a Seminar on Successful Strategies for Recruitment and Retention, University of Kentucky. Lexington, KY, May 2, 1996.

"Measuring Consumer Knowledge and Risk Perceptions of Food Related Biotechnologies: Results of a National and Poor Households" Co-presented with Robin Douthitt. Society for Risk Analysis annual meeting. Honolulu, HI, December 4, 1995.

#“The Current Status of Cooperatives in the Pacific Islands” Achieving Goals for Sustainable Living in the Aquatic Continent, sponsored by the Maui Pacific Center, Kapalua, HI, September 21, 1995.

#“The Agricultural Economics Profession at the Crossroads: Survey Results of Faculty Salary, Employment, and Hiring Prospects” Principal paper. American Agricultural Economics Association Meeting, Indianapolis, IN, August 9, 1995.

#“Environmental/Economic Trade-offs of Intensifying Land Use” Department of Agricultural and Applied Economics, University of Georgia, Griffin, November 14, 1994.

"Dynamic Farm Structure Elasticities." Selected Paper. American Agricultural Economics Association Meeting, Orlando, FL, August 4, 1993.

#“Measuring Structural Change with Elasticities Derived from a Dynamic Model of Farm Size Distribution.” Dept. of Agricultural and Resource Economics, Colorado State University, Ft. Collins, March 29, 1993.

"Farmer Response to Price Incentives Under Risk: The Case of Inland Wolof Farmers in Eastern Gambia." Selected paper, American Agricultural Economics Assoc, Manhattan, KS, August 5, 1991.

"The Structure of Wisconsin Milk Production: A Dynamic Approach." Selected paper, Western Agricultural Economics Association, Portland, OR, July 10, 1991.

"Capital Versus Management Intensive Technology Adoption." Selected paper, American Agricultural Economics Association, Vancouver BC, August 6, 1990.

"An Ex Ante Adoption Model of Bovine Somatotropin by California Milk Producers." Selected paper, American Agricultural Economics Association Meeting, Baton Rouge, LA, July 31, 1989.

VIII. TEACHING

A. COURSES

<u>Course</u>	<u>Semester</u>	<u>Credit</u>	<u>Enrollment</u>	<u>Evaluation*</u>
Cnsr Sci 360	Spring 15	3	120	
Env St 699	Spring 15	1-3	6	
Env St 699	Fall 14	2	7	4.8
Cnsr Sci 477	Fall 14	3	55	3
Env St 699	Spring 14	1-3	16	4.72
Cnsr Sci 360	Spring 14	3	93	3.83
Cnsr Sci 748	Spring 14	3	3	5.00
Env St 699	Fall 13	3	2	NA

Cnsr Sci 360	Spring 13	3	19	4.59
Cnsr Sci 748	Spring 13	3	2	5.00
Env St 699	Spring 13	2-3	6	NA
Cnsr Sci 999	Spring 13	2	1	NA
Cnsr Sci 999	Summer 12	5	1	NA
Cnsr Sci 501-75	Spring 12	1-3	4	NA
Cnsr Sci 501-75	Fall 11	2-3	4	NA
Cnsr Sci 475	Fall 11	3	23	3.61
Cnsr Sci 360	Fall 11	3	32	3.41
---On Sabbatical 2010-11---				
Cnsr Sci 501-75	Spring 11	2-3	3	NA
Env Studies -75	Fall 10	2	1	NA
Cnsr Sci 501-75	Fall 10	2	1	NA
Cnsr Sci 501-75	Spring 10	1-2	5	NA
Cnsr Sci 475	Fall 09	3	45	NA
Cnsr Sci 360	Fall 09	3	18	NA
Cnsr Sci 501-75	Fall 09		4	NA
Cnsr Sci 501-75	Spring 09	2	1	NA
Cnsr Sci 501	Spring 09	3	18	3.73
Cnsr Sci 501	Fall 08	3	20	4.75 L&S Eval
Cnsr Sci 699	Fall 08	2	1	NA
Env Studies 990	Fall 08	3	1	NA
Cnsr Sci 501	Spring 08	3	24	3.70
Cnsr Sci 299	Spring 08	3	1	NA
Cnsr Sci 501	Fall 07	3	17	4.38
Cnsr Sci 999	Fall 07	1 & 3	2	NA
Cnsr Sci 748	Spring 07	3	5	4.00
Cnsr Sci 999	Spring 07	2 & 3	2	NA
Cnsr Sci 299	Spring 07	1-3	4	NA
Cnsr Sci 501	Fall 06	3	19	4.33
Cnsr Sci 475	Spring 06	3	20	3.00
Cnsr Sci 475	Fall 05	3	31	NA
Cnsr Sci 748	Spring 05	3	9	3.33
Cnsr Sci 960	Fall 04	3	13	3.64
---On Sabbatical 2003-04---				
Cnsr Sci 960	Spring 03	3	3	5.0
Cnsr Sci 648	Spring 03	3	8	4.0
Cnsr Sci 999	Fall 02	1	1	NA
Cnsr Sci 475	Fall 02	3	37	3.45
Cnsr Sci 960	Spring 02	3	5	4.22
Cnsr Sci 699	Fall 01	3	1	NA
Cnsr Sci 475	Spring 01	3	31	3.79
Cnsr Sci 999	Spring 01	3	1	NA
Cnsr Sci 699	Spring 01	3	1	NA
Cnsr Sci 475	Fall 00	3	38	3.30
Cnsr Sci 475	Spring 00	3	39	4.0
Cnsr Sci 475	Fall 99	3	40	2.94
Cnsr Sci 999	Fall 99	1	1	NA
Cnsr Sci 999	Summer 99	3	1	NA
Cnsr Sci 475	Spring 99	3	40	2.47
---On Leave 1996-98---				
Ag Econ 999	Fall 97	2	1	NA
Cnsr Sci 501	Spring 96	3	7	4.17

Cnsr Sci 648	Fall 95	3	4	5.00
Ag Econ 636	Spring 95	4	16	4.57
Ag Econ 426	Spring 95	3	7	4.17
Ag Econ 799	Spring 95	1	1	NA
Ag Econ 420	Spring 94	3	38	4.7
Ag Econ 999	Spring 94	3	1	NA
Ag Econ 740	Fall 93	3	4	4.5
Ag Econ 420	Spring 93	3	32	4.41
---On Leave 1992---				
Ag Econ 299	Summer 91	2	1	NA
Ag Econ 420	Spring 91	3	50	4.85
Ag Econ 740	Spring 91	3	9	4.67
Ag Econ 999	Summer 90	2	1	NA
Ag Econ 420	Spring 90	3	32	3.96
Ag Econ 999	Spring 90	2	1	NA
Ag Econ 999	Fall 89	2	2	NA
Ag Econ 420	Spring 89	3	58	3.87

* Overall evaluation of instructor out of a possible score of 5.

Ag Econ 299 **Independent Study** for undergraduates.

Ag Econ 420 **Production Economics** is a required undergraduate course. Zepeda developed a new curriculum which included topics on linear programming.

Ag Econ 426 **Quantitative Methods in Agricultural Economics** (Crosslisted with Econ 426.) Use of economics and statistics to obtain quantitative answers to problems faced by decision makers. Homework problems requiring use of computers and software packages to gain experience working with numbers in context of specific problems.

Ag Econ 636 **Applied Econometric Analysis**. Statistical concepts and inference for economic analysis. Derivation and properties of simple and general linear models. Specifications, estimation, and inference of empirical models. Some knowledge of matrix algebra is presumed.

Ag Econ 740 **Intermediate Production Economics** is a new graduate elective course which Zepeda developed for masters and Ph.D. students to present production theory and applications. The course was completely revised in 1993 in response to changes in the curriculum of the required masters level microeconomic theory course and an econometrics course was made a prerequisite.

Ag Econ 799 **Teaching Practicum** for graduate students.

Ag Econ 999 **Independent Study** for graduate students.

Cnsr Sci 299 **Independent Study** for undergraduates

Spring 2008 supervised Donovan Malloy: independent study to increase student representation on Campus Planning Committee and University Academic Planning Council.

Cnsr Sci 475 **Family Economics** is a microeconomic theory course on the economics of the family. The course focuses on economic models of consumer choice, labor force participation, household production, savings and investment, fertility, human capital, marriage and divorce.

Cnsr Sci 477 **Consumer and the Market** Analysis of the consumer's market, consumer's behavior, and government policies affecting the consumer in the American economy. Prerequisite: Econ 101 Principles of Microeconomics.

Cnsr Sci 501 **Statistical Methods in Consumer Science** fulfills the Consumer Science analytic methods undergraduate requirement. This is an introductory regression course. It is assumed that the student has had a basic course on probability and statistics. The purpose of the class is to teach the appropriate basic techniques to estimate behavioral relationships with empirical data. The focus of the course is on how to carry out an empirical project, therefore a class project involving statistical analysis and interpretation of data is required. Homework will involve statistical analysis of data using computers. Experience with spreadsheets is desirable.

Cnsr Sci 501 **Sustainable and Socially Just Consumption** Fall 2006, 2007, 2008, Spring 2008, 2009
Cnsr Sci 360, Fall 2009, 2011, Spring 2013, 2014, 2015

Taught as a freshman interest group (FIGS) course offered to incoming freshmen in the Fall 2006-2008. Starting Spring 2008, course for Consumer Science majors. This course explores the role that consumers play in promoting sustainability and social justice. Students complete a literature review, research proposal, design a consumer survey, collect and analyze consumer data and present their results in a paper and presentation on topic of their choice related to sustainable and or socially just consumption. Starting in 2014 taught as a large lecture (90-120) with discussion sections, students are required to do a course project: presentation or film.

Cnsr Sci 501-075 **Independent Study** As faculty advisor for Slow Food UW, students complete a variety of projects related to good, clean fair food, including: family dinner night, working with UW food service to include locally produced food, outreach events and partnerships with local community.

Cnsr Sci 648 (748 from 2005 onward) **The Economic Organization of the Household** applies intermediate microeconomic theory to analyze household resource allocation decisions. Surveys current household economic decision theories and models. Topics include life cycle analysis of goods and services consumption, paid work, household production, and leisure time allocation, and decisions about fertility, marriage and divorce.

Cnsr Sci 699 **Independent Study** for undergraduate students.

Fall 2008, independent study for Slow Food UW: grant writing, bylaws, communication

Fall 2001, independent study on women and micro-credit.

Spring 2001, WISPRG intern.

Cnsr Sci 960 **Research Topics**

2003 – Seminar in Development Studies focused on research topics and skills to conduct research in developing countries.

2002 & 2004 – Seminar in Consumer Research develops graduate students' understanding of how quality research is carried out. The goals include developing students' research skills and developing a research proposal, elements of a research paper, funding, grant proposals, research presentations, professional meetings, reviewing and evaluating research, professional standards and professional ethics.

Cnsr Sci 999 **Independent Study** for graduate students.

Spring 2013 "Fear based appeals to prevent texting and driving" Eli McVey MS student.

Fall 2002-curriculum evaluation for the Development Studies PhD program.

Spring 2001 - Advanced Household Economics was taught as an independent study. It covered different theoretical approaches to modeling household economic behavior: the unitary household or new home economics model of behavior, feminist critiques of this approach, and bargaining approaches to modeling household behavior. Topics examined include the division of labor in households, time use, marriage and fertility decisions, altruism in the family, intergenerational transfers and investment in human capital (education).

Env Studies 699 Independent Study for undergraduates.

Spring & Fall 2014, **Slow Food UW Outreach course**. SFUW interns meet weekly to discuss readings and films, plan and execute outreach projects: Cook-to –Connect, Dormant Chef, and Recipes for Change.

Env Studies 990 **Research Independent Study** for graduate students

Fall 2008 - research and survey design, interview transcription and analysis of Kenyan community organic agriculture project.

Organized a **Gender Economics Seminar** (non credit) biweekly Spring, Fall 1994, and Spring 1995.

B. GUEST LECTURES FOR OTHER COURSES

“Qualitative methods: to address research questions and to inform quantitative methods” December 3, 2014, UW Madison Dave Marcouiller’s URPL/SW 721 class. 20 + Graduate students. One hour lecture.

“Elements of a survey” September 10, 2014, UW Madison Dave Marcouiller’s URPL/SW 721 class. 20 + Graduate students. One hour lecture.

“Sustainable Food Choices” February 5, 2014, UW Madison Holly Gibbs Env St 600 class, 45 min, 15 students.

“Organic and Local Food Consumption in the US” January 29, 2014, SupAgro-Montpellier, France (2 hour lecture, 12 marketing students) evaluation = 4.5/5.0

“Food Consumption in the US” January 29, 2014, SupAgro-Montpellier, France (3 hour lecture, 12 marketing students) evaluation 4.5/5.0

“Sustainable Consumer Behavior” 22 October 2013, Engineering Professional Development 660, UW-Madison online course (1 hour lecture and half hour discussion, 19 students with engineering degrees).

“Theoretical models of consumer behavior” 8 July 2013, Consumer Science 360, UW Madison (1.25 hour lecture, 14 students).

“Quantitative and Qualitative Research on Organic and Local Food Consumption in the US” 31 January 2011, SupAgro-Montpellier, France (3 hour lecture, 25 3rd year marketing students)

Discussion of film “King Corn” 24 January 2011, SupAgro-Montpellier, France. (2 hours film and discussion, 20 2nd year marketing students)

“Food in Rural Mexico: Subsistence agriculture, immigration and NAFTA” Food Consumption Module, SupAgro Montpellier, France, 19 January 2011. (2 hour lecture, 20 2nd year marketing students).

“Food in the US: The obesity crisis” Food Consumption Module, SupAgro-Montpellier, France, 18 January 2011. (3 hour lecture, 20 2nd year marketing students)

Research interests. Consumer Science 960, Seminar in Consumer Research, December 8, 2009.

Presentation on "CVs and Search for Jobs." Consumer Science 960, Seminar in Consumer Research, November 18, 2008.

Presentation on "Slow Food UW." Edgewood College course on Food Systems. Neil Heinen, Instructor. September 22, 2008.

Environmental Studies 901 Seminar. "Urbanizing World and the Role of Consumerism and Consumption" November 14, 2007.

"Characteristics of US Organic Food Shoppers" Agronomy Colloquium. March 7, 2007. 42 attendees.

Presentation on research interests and publications. Consumer Science 960, Seminar in Consumer Research, October 17, 2006.

Cooking demonstration and presentation on huitlacoche. Rural Sociology 222 "Food, culture and society" Lab. September 27, 2006.

Presentation on the Huitlacoche Project. Folklore 530 "Foodways" October 11, 2005.

Cooking demonstration and presentation on huitlacoche. Rural Sociology 222 "Food, culture and society" Lab. September 28, 2005.

Presentation on contemporary Latin American protest songs. Interdisciplinary Courses (L&S) 118 "Oneness of Humankind." September 26, 2005.

Presentation and tour of Troy Community Gardens and Farm. Life Sciences Communication 375 "Teo Cintli: Sacred Maize Story of the Continent" May 31, 2005.

Presentation on research interests and publications. Consumer Science 960, Seminar in Consumer Research, September 2, 2003.

Presentation on research interests and publications. Consumer Science 960, Seminar in Consumer Research, October 11, 2002.

Presentation on research interests and demand for organic and local food. Institute for Environmental Studies 901 seminar, UW-Madison, WI. October 9, 2002.

Agronomy Colloquium "Affluenza – a video and discussion of the effects of affluence on society and the environment. UW Madison, WI. February 13, 2002

Presentation on research interests and time use data collection methods. Institute for Environmental Studies 901 seminar, UW-Madison, WI. October 24, 2001.

"Determinants of agricultural investment by small-scale producers in Peru." Development Studies graduate seminar, UW Madison, WI. November 7, 2000.

"Don't ask, don't tell: US GM food labeling policy" Child and Family Studies 766, Ways Knowing, a graduate seminar, UW Madison, WI. June 27, 2000.

"Beyond the Lab: GM Food, People, Perceptions and Policy" Environmental Toxicology graduate seminar, UW Madison, WI. March 23, 2000.

Presentation on my research interests in Consumer Science 960 a graduate seminar, February 25, 2000.

“Families of Zenzontla, Mexico” Consumer Science 648, The Economic Organization of the Household, graduate course at UW, Madison, WI. November 12, 1999.

Informal talk about my research interests. Development Studies 875, Development Studies graduate seminar, UW, Madison, WI, September 21, 1999.

“Breastfeeding: A Multicultural Perspective” Academic Skills Workshop on “the Milky Way: An Exploration of Chemical, Health, and Nutritional Issues Related to Milk.” UW Madison, July 20, 1999

"The Role of Women in Farm Household Decisions in Wisconsin: The Example of Intensive Rotational Grazing" Consumer Science 960, Graduate Seminar in Consumer Research, Madison, WI, April 3, 1996.

"Economics and Gender" (in Spanish) 10 hour module for "General Theory of Gender Relations" course in Gender Studies at the Pontificia Universidad Catolica del Peru, Lima, November 7, 8, 9 and 14, 1995.

"Use of Econometrics to Answer Policy Questions" Agricultural Economics 426, Econometrics, Madison, WI, November 21, 1994.

"BST and US Dairy Policy" Agricultural Economics 427, Agricultural Policy, Madison, WI, November 8, 1994.

"Mexican Culture and Marketing Dairy Products in Mexico" NAMA (National Agricultural Marketing Association) project, Madison, WI, February 16, 1994.

"Structural Stability, Heteroskedasticity and Autocorrelation." Four Guest Lectures Agricultural Economics 636, Intermediate Econometrics. Madison, WI. April 12, 14, 19 and 26, 1993.

"Biotechnology and Sustainable Agriculture." Guest lecture, Agronomy 300, Cropping Systems, University of Wisconsin-Madison, April 29, 1991.

"Ejemplos de estudios usando funciones de producción y de ganancia" (Examples of studies using production and profit functions). Economía de la producción agropecuaria (agricultural production economics), guest lecture, Centro Agronómico Tropical de Investigación y Enseñanza, Turrialba, Costa Rica, November 29, 1990.

"Funciones de producción y ganancia" (Production and profit functions). Economía de la producción agropecuaria (agricultural production economics), guest lecture, Centro Agronómico Tropical de Investigación y Enseñanza, Turrialba, Costa Rica, November 27, 1990.

"BST: Issues and Policy Options." Rural Economic Issues, University of Wisconsin Short Course, Madison, February 19, 1990.

C. UNDERGRADUATE ADVISEES 38 during 1999
40 during 2000
15 during 2001
28 during 2002
29 during 2003
33 during 2004
33 during 2005
13 during 2006 (last year faculty advised SOHE UG)

Undergraduate mentor and advisor for 4 undergraduate research projects presented at the UW Undergraduate Symposium on April 12, 2007.

D. GRADUATE ADVISEES

Frederico Augusto Gomes de Alencar. "Basic Education and Public Policies Assessment in the Brazilian Northeastern Region." PhD in Development Studies, May 2007.

Dawn Burgardt. MS in Land Resources, Nelson Institute for Environmental Studies, 2008.

Francisco Barquero. "Identifying Successful Participation in Women's Lending Groups in Nicaragua's Agricultural Frontier: The Community Bank 'Hand-in-Hand' in Waslala, Nicaragua" Ph.D in Development Studies, August 2002.

Bumrungwong, Wiset. "Gender Differences in Pro-Environmental Behaviors: A Self-Determination Theory Perspective." MS Environment and Resources, August 2015.

Kathryn Carroll. PhD Human Ecology: CBFE. Started Fall 2012, PhD expected May 2017

Gina Collignon. "Corn Silage Production, Living Mulches and Cover Crops: A Comparison Across Four Forage Rotations" MS in Environment and Resources, January 2014.

David Deal. MS Thesis: "Time for Play: An Exploratory Analysis of the Changing Consumption Contexts of Digital Games" MS in Human Ecology: Consumer Behavior and Family Economics, August 2006. PhD program 2006-2009, withdrew May 2009.

Diana Fletschner. "Efficiency of Small Land-holders in Paraguay." M.S. Agricultural Economics August 1995.

Richard Gaillard. PhD Environment and Resources, started Fall 2014.

Katherine Griffith. "Environmental and Economic Trade-offs in the Costa Rican Dairy Industry: A Linear Programming Approach." M.S. in Agricultural Economics October 1990. 1990 award for outstanding masters thesis, Dept. of Agricultural Economics at UW-Madison. Honorable Mention, Outstanding Thesis of the American Agricultural Economics Association.

Joe Hayes. "Tenure Security, Investment, and Productivity in Gambian Agriculture: A Generalized Probit Analysis." M.S. in Agricultural Economics May 1995.

Jun Huang. MS in Human Ecology: Consumer Behavior and Family Economics August 2009. Advised academic year 2007-08.

Avery Jackson. Non-thesis option. MS Human Ecology: CBFE. December 2012.

Minsun Jang. MS Human Ecology: CBFE May 2015. Advised academic years 2013-15.

Mohamed Kebbeh. "Adjustments of Cropping Systems to Producer Price Changes in Eastern Gambia." M.S. in Agricultural Economics December 1990.

Jongsoog Kim. "Child Labor and Household Time Allocation in US Family Households: Wisconsin Dairy Farm Families" PhD in Human Ecology: CBFE, December 2001.

Jinghan Li. "The Demand for Organic Food in the U.S.: An Empirical Assessment" MS in Human Ecology: CBFE, August 2006.

Winnie Luseno. "Tenure Security, Productivity and Agricultural Investment in Peri-Urban Maputo, Mozambique." M.S. in Agricultural Economics, December 1996.

Eli McVey. Non-thesis option. MS Human Ecology: CBEF. May 2013.

Cong Nie. "Understanding Sustainable Food Consumers: A Food-Related Lifestyle Segmentation Study." MS in Human Ecology: Consumer Behavior and Family Economics, December 2009.

Kelly Prossen. Non-thesis option. MS Human Ecology: CBEF. May 2012.

Alice Reznickova. PhD Environment and Resources, Nelson Institute for Environmental Studies, started Jan 2012. PhD expected 2016.

Jesus Riera. Non-Thesis Option. M.A. Agricultural Economics. December 1994.

Ashleigh Ross. "Merging Environmental Justice and Food Security: A Case Study of the Lower 9th Ward" MS in Land Resources, Nelson Institute for Environmental Studies, May 2009.

Bowen Ruan. MS Human Ecology: CBEF December 2014. Advised academic year 2013-14 and Fall 2014.

Willow Russell. "Attrition, Retention and Expansion of CSA Membership: The Case of the Troy Community Farm" MS in Conservation Biology and Sustainable Development, Nelson Institute for Environmental Studies, August 2006.

Tara Schuknecht. Non-thesis option. MS Human Ecology: CBEF. May 2012.

John Sheffy. PhD in Land Resources, advisor 9/08-12/09.

Kayla Terpstra. Non-thesis option. MS Human Ecology: CBEF. August 2012.

Guo-guo Wu. Non-Thesis Option. M.A. Agricultural Economics. May 1992.

Xia, Xue. Non-thesis option. MS Human Ecology: CBEF. August 2012.

Xiong, Ricky, MS Human Ecology: CBEF December 2014. Advised academic year 2013-14 and Fall 2014.

So-Ye You. Co-advisor with Robin Douthitt. "Measuring Consumer Knowledge and Demand Response to Food-Related Biotechnology, Recombinant Bovine Growth Hormone (rbGH)." Ph.D. in Consumer Science May 1999.

Na Zhao. "Parents wages, market work-time and time with children: An American time diary analysis." MS in Human Ecology: CBEF. December 2012.

E. THESIS/DISSERTATION COMMITTEE MEMBER

Emily Aker. "Monitoring Vegetation Responses to Ecosystem Management in Agricultural Landscapes under an Eco-label Scheme." M.S. in Environment and Resources, May 2009.

Ticiana Amaral. MS in Geography, expected December 2015.

Tom Bryan. M.S. in Environment and Resources, expected August 2015.

Viviana Caro. "Demographic Effects on Expenditures in Peru." M.S. in Agricultural Economics never finished.

Nancy Contreras Moreno. "Assessing Agricultural Technology Transfer Experiences in Developing Countries: A Case Study of Mexico" PhD in Development Studies, August 2002.

Paula Fomby. "Starting Points: Households of Origin and US-Mexico Migration" PhD Sociology, September 2001.

Kathy Gonzalez. "Forest Resource Use by a Community in Transition: San Juan de los Duran, Mexico." M.S. in Social Forestry, August 2003.

Deana Grobe. "Consumer Acceptance of Recombinant Bovine Growth Hormone: An Empirical Look at an Interplay of Consumers' Beliefs and Perceived Risks on the Acceptance of rBGH." M.S. in Consumer Science, May 1992.

Elisa Graffy. "Contexts of Viability: The Economic Viability of Sub-Saharan Pastoralists." M.S. in Agricultural Economics, August 1993.

Yu-Chun (Grace) Huang. "The Value of Single Parents' Household Production: A Satellite Account Measurement" M.S. in Consumer Science, December 1994.

Myoung-Hee Kim. "A Measure of Conspicuous Consumption Propensity: CCP Scale Development and Validation." M.S. in Consumer Science, December 2000.

Sharon Kim. "A Culture of Conspicuous Consumption? The Case of Korean International Students." MS in Human Ecology: Consumer Behavior and Family Economics, committee, 2009-2011. December 2012.

Sora Kim. "Consumers' Use of Information and Dietary Fat Consumption" M.S. in Consumer Science, May 2000.

Victor Duarte Lledó. "Institutional Arrangements and Government Performance in the Brazilian Federation" PhD Development Studies, May 2003.

Cinthia Mazo-Gluzman. "Market Structure and Price Changes in the U.S. Food Manufacturing Industries" M.S. Agricultural Economics, May 1996.

Hedi Moussavi. PhD in Human Ecology: Consumer Behavior and Family Economics expected 2014.

Maggie Ordon. "Looking Good, Feeling Good, Doing Good? Exploring Aesthetic, Affective, Subjective, and Symbolic Dimensions of Women's Clothing Consumption in Relation to Environmental and Social Sustainability" PhD in Human Ecology: Design Studies, August 2013.

Joo-hee Park. MS in Human Ecology: Consumer Behavior and Family Economics 2011. Advised academic year 2007-08.

Thais H. Passos Fonseca. Qualifying exam in Environment and Resources 2012. Withdrew from PhD.

Laras Sekarasih. "Educational Capital and Time Investment in Active Leisure: The Case of Art and Culture, and Sport" MS in Human Ecology: Consumer Behavior and Family Economics, August 2009. Advised academic year 2007-08. Committee member 2008-09.

Renee Selinsky. "Measuring Interregional Competition in the U.S. Dairy Sector." M.S. in Agricultural Economics, May 1992.

Kevin B. Shelley. "A Survey of Nitrogen Application Rate Management for Corn Production in the Vermont Creek to Halfway Prairie Creek Watershed." M.S. Land Resources, May 1991.

Lisa Smith. "Structural Adjustment and the Trajectory of Human Well-Being in West Africa: Policy Simulations of a Semi-Cooperative Agricultural Household Model." Ph.D. Agricultural Economics, August 1995.

Elizabeth S. Troutt. "The Effect of Land Tenure on Land Markets and Access to Land." Ph.D. in Agricultural Economics, August 1994.

Binghan Xu. PhD in Human Human Ecology: Consumer Behavior and Family Economics. Thesis committee member. Withdrew 2011.

Ting Yan. "The Effect of Extraneous Affect Inductions on Consumer Time Preferences." MS in Human Human Ecology: Consumer Behavior and Family Economics May 2010. Advised academic year 2007-08. Thesis committee member.

Yue Yang. "Self Construal's Effects on Self Control." MS in Human Human Ecology: Consumer Behavior and Family Economics, December 2009. Advised academic year 2007-08. Thesis committee member.

Yibing Zhang. "Demand for Paper and Paperboard Products in the United States: Econometric Models and Forecasts." Ph.D. in Forestry, August 1995.

Moses Zinnah. "The Adoption and Impact of Improved Mangrove Swamp Rice Varieties in West Africa: The Case of Guinea and Sierra Leone." Ph.D. in Continuing and Vocational Education, May 1992.

F. OUTSIDE REVIEWER

Jesus Suarez Hernandez "Modelo general y procedimientos de apoyo a la toma de decisiones para desarrollar la gestion de la tecnologia y de la innovacion en empresas ganaderas cubanas" (General model and procedures to support decision making to develop technology and innovation management on Cuban livestock operations). Outside evaluation of doctoral thesis, Department of Industrial Engineering, Central University "Marta Abreu" de las Villas, Cuba.

Kelleen L. Wiseman 2013. "Market Failure and Food Claims: An Assessment of the Utilization and Exaggerated Product Claim by Food Manufacturers and Consumers" External review of doctoral dissertation, Integrated Land and Food Systems, University of British Columbia, Vancouver, Canada.

G. PROJECT ADVISOR, VISITORS

Lorraine Balaine, visiting scholar from SupAgro Montpellier, France. September 2014-February 2015.

Mei Liu, visiting scholar, Huazhong Agricultural University, Wuhan China, academic year 2014-15.

Maëlle Tillien, visiting scholar from SupAgro Montpellier, France. Assisted with analyzing data from a survey on food goals. Volunteered at Boys and Girls Club Summer Garden Program. Assisted with literature searches and reference database. Summer 2012.

Francisca Vilorio, visiting scholar from Venezuela. Project: "Small farmer survival in Wisconsin." Summer 1999.

IX. OUTREACH AND SERVICE

A. OUTREACH PUBLICATIONS - see IV. PUBLICATIONS, section H.

B. OUTREACH PRESENTATIONS, EVENTS, FACILITATION, INTERVIEWS & PRESS RELEASES

Interview by Noah Phillips about buying in bulk. April 6, 2015.

Mobile Markets in Practice: Lessons for Charlottesville Posted. on February 10, 2014 by Kristin Ferriter <https://pages.shanti.virginia.edu/CommFoodSystems2014/2014/02/10/mobile-markets-in-practice-lessons-for-charlotteville/>

“Let’s Talk about Food Waste” Sustainability Forum, Rethinking Our Consumption. February 26, 2015. Audience 75 <http://sustainability.wisc.edu/forum2015>. Video of talk on YouTube (7 min) <https://www.youtube.com/watch?v=Qv8blw6j9pA>

“Think Local First: A Discussion of Economic, Environmental and Social Sustainability” moderator. Weston Roundtable Series, December 4, 2014. Audience 75+ webcast: <http://mediasite.engr.wisc.edu/Mediasite/Play/c6adb41d80e24abdbdec59c67ad71b491d?catalog=7b399ee9-5a21-4574-91e9-21a3fe66a51b>

Interview by Elizabeth Marglin about Green Gifting, December 4, 2014 <http://blog.vitacost.com/eco-friendly/3-green-gift-ideas-for-eco-conscious-giving.html>

“The Price of a T-shirt” Social Concerns lunch Lutheran Community Center. One hour presentation. October 30, 2014. Audience: Pastor + 15 students.

“Slow Food UW: Building a Local Food System” Three presentations to three Sophomore classes of AVID/TOPS (college prep for students at risk) October 10, 2014 at La Follette High School, three 45-minute presentations, 75 total students.

“Sustainable Consumption: The Price of a T-shirt” UW Madison International Learning Community Roundtable Dinner, September 16, 2014. 45 minute presentation 150 undergraduates.

Interview with Joshua Sabik KTSW on Farmers’ Markets, June 10, 2014.

Nominated the South Madison Project for the University Community Partnership Award. Award presented June 3, 2014. http://www.news.wisc.edu/22917?utm_source=iUW&utm_medium=email&utm_campaign=iUW2014-06-10

Judge, Graduate Women in Science seminar competition, UW Madison, October 24, 2013.

Interview with Amy Mayer of Iowa Public Radio and Harvest Public Radio, October 23, 2013. Harvest Public Media site: “Consumers often lost in middle of scientific food battles” <http://harvestpublicmedia.org/article/consumers-often-lost-middle-scientific-food-battles> and Iowa Public Radio: “Science not likely to resolve dicey food issues” <http://iowapublicradio.org/post/science-not-likely-resolve-dicey-food-issues>

“Measuring Effects of Mobile Markets on Healthy Food Choices” presentation to Under Secretary Ed Avalos and his staff, Agricultural Marketing Services, US Department of Agriculture, August 6, 2013.

Panel member, “Urban Agriculture, can it feed us?” Environment on Tap, Nelson Institute for Environmental Studies, October 11, 2013, (10 min presentation and discussion, 2 hours total, 75 people).

“The Thread that Ties Us” Presentation to Human Ecology, November 30, 2012.

A Sampling of Interviews 2012:

Interview on WORT “In our backyard” November 30 about mobile markets.

Interview with Kari Knutson about Julian Champion of Fresh Moves visit to UW Madison
http://www.news.wisc.edu/21303?utm_source=iUW&utm_medium=email&utm_campaign=iUW2012-11-29

Interview with Sam Cusick about U Washington and Rutgers cutting adidas’ contracts
http://host.madison.com/daily-cardinal/news/campus/two-additional-universities-cut-ties-with-adidas/article_cb0f0f62-392d-11e2-bd09-0019bb2963f4.html

Interview with Katie Caron about LLPC (Licensing Labor Policy Committee), Badger Herald,
http://badgerherald.com/news/2012/07/22/uw_takes_adidas_to_c.php

Interview with Sam Cusick about LLPC, The Daily Cardinal, http://host.madison.com/daily-cardinal/news/uw-madison-asks-court-to-intervene-in-adidas-dispute/article_4eb72548-cd6d-11e1-873a-001a4bcf887a.html

Interview with Todd Finkelmeyer about LLPC, The Capital Times,
http://host.madison.com/ct/news/local/education/campus_connection/campus-connection-uw-madison-seeks-legal-opinion-on-adidas-situation/article_3fbb0316-cd27-11e1-914d-0019bb2963f4.html

Interview with Dan Simmons about LLPC, The Wisconsin State Journal,
http://host.madison.com/wsj/news/local/education/university/uw-sues-adidas-seeks-compensation-for-indonesian-workers/article_17b8ebfc-cd28-11e1-837a-001a4bcf887a.html

Interview with Jacob Kushner about Alta Gracia, On Wisconsin Magazine,
<http://onwisconsin.uwalumni.com/features/a-thread-of-hope/>

Interview with Todd Finkelmeyer about LLPC, The Capital Times,
http://host.madison.com/ct/news/local/education/campus_connection/campus-connection-ball-again-in-ward-s-court-in-uw/article_cc760cb6-bb24-11e1-995c-0019bb2963f4.html

Interviews with Alex DiTullio about LLPC, The Daily Cardinal, http://host.madison.com/daily-cardinal/news/committee-member-ward-s-decision-to-enter-mediation-with-adidas/article_385cc5b8-643c-11e1-848e-0019bb2963f4.html and
http://host.madison.com/daily-cardinal/news/ward-s-decision-process-to-enter-mediation-with-adidas-draws/article_5a194610-5c6a-11e1-927e-0019bb2963f4.html

Interview with Deborah Ziff about LLPC, The Wisconsin State Journal,
http://host.madison.com/wsj/news/local/education/on_campus/on-campus-student-group-slams-uw-madison-s-decision-on/article_305930ca-580e-11e1-8303-001871e3ce6c.html

Interview with Todd Finkelmeyer about LLPC, The Capital Times,
http://host.madison.com/ct/news/local/education/campus_connection/campus-connection-uw-madison-adidas-entering-mediation-to-resolve-sweatshop/article_033ffc2e-5758-11e1-903d-0019bb2963f4.html

Interview with John Beard about LLPC, WKOW-TV

Interview with Sheila Feeney, amNY about green consumers.

Volunteer, Science Night, Emerson Elementary School, April 24, 2012.

Moderator, panel discussion of the film "Greenhorns" at Celebrate Madison's Young and Beginning Farmers, Sponsored by UW Slow Food, Madison Slow Food, and Edible Madison, Union South, November 12, 2011.

"We are what we eat: Fast, cheap and easy?" Wisconsin Alumni Association Day on Campus: Food Summit. April 23, 2010. 60+ alumni.

"Who eats organic and local foods? A conversation about research on consumer food choices" Science Pub, Madison, November 22, 2009. 25 science and beer enthusiasts.

"Consumer Food Choices," Program Leadership in Family and Consumer Sciences Education Summer Course, June 16, 2009. 15 High School teachers.

Interview by KJ Hansmann for "Ethical Eats," May 19, 2009, in Spoonful of Madison, Journalism website.

Polo Demonstration, Country View Veterinary Clinic Celebration, May 9, 2009. 50 attendees.

Food Security Access and Politics Panel, Presentation on "Lessons from Organic and Local Food," April 22, 2009. Sponsored by the Nelson Institute for Environmental Studies and the Humans and Global Environment Certificate Program, University of Wisconsin-Madison. 60 attendees

Volunteer, REAP Food Group Farmers' Market Breakfast, February 28, 2009.

Interview by Michele Hoos January 8, 2009 about photo food diary study in *International Journal of Consumer Studies* for *New York Press*.

Interview by Marisa Cohen, January 26, 2009, of *Self* Magazine on "20 Ways to Think about Food"

Interview January 6, 2009 about photo food diary study in *International Journal of Consumer Studies* for *Self* magazine.

Interview by Sari Harrar December 17, 2008 about photo food diary study in *International Journal of Consumer Studies* for *O* magazine.

Interview by Michelle Mulligan December 12, 2008 about photo food diary study in *International Journal of Consumer Studies* for *Bottom Line - Women's Health* a monthly consumer newsletter for women over 50.

Interview by Helen Foster November 20, 2008 about photo food diary study in *International Journal of Consumer Studies* for Australian magazine *Good Health and Medicine*.

Interview by Premium Health News Service, released September 30, 2008 "Taking food photos could help you lose weight" about photo food diary study in *International Journal of Consumer Studies*.

Interview by Meagan Minster, UW genetics student September 20, 2008 about my research on labeling and consumer attitudes towards genetically engineered foods.

Interview by Maria Masters September 12, 2008 about photo food diary study in *International Journal of Consumer Studies* for *Men's Health* magazine.

Interview by William Lee Adams September 10, 2008 about photo food diary study in *International Journal of Consumer Studies* for *Best Life*, fitness magazine for men, "Looking Great".

Interviewed by Jacquelyn Ryberg of *The Badger Herald* "UW-Oshkosh to pledge fair trade" September 8, 2008

Interview, *New Scientist*, "Snap happy dieters reap benefits" published September 5, 2008 photo food diary study in *International Journal of Consumer Studies*.

Delegate, Terra Madre, invited by Slow Food USA, Turin, Italy, October 2008. Terra Madre is a biennial international conference of food producers, chefs and researchers to promote ecologically, economically and socially sustainable food systems globally.

Slow Food UW, Family Dinner Night, demonstrated and led group preparation of gnocchi and two sauces for about 25 participants, February 20, 2008.

Food Demonstration, Troy Gardens Savor the Summer Festival, August 11, 2007.

Organizational committee "Denice Denton Symposium" July 29-30, 2007, Madison, WI. Also panel presenter and facilitator of breakout session.

"The Huitlacoche Project: A Tale of Smut and Gold" Culinary History Enthusiasts of Wisconsin. March 7, 2007. 25 attendees.

Friends of Troy Gardens Strategic Planning Retreat. January 26, 2007.

Facilitating sister city school garden e-mail exchange between middle school students at Edgewood Campus School and Pegognaga, Mantua, Italy middle school students, initiated December 2006.

Interviewed by Jean Feraca about Terra Madre on Wisconsin Public Radio's "Here on Earth: Radio without Borders" December 1, 2006.

Delegate, invited by Slow Food International, to Terra Madre, Turin, Italy, October 26-30, 2006. Terra Madre is a biennial international conference of food producers, chefs and researchers to promote ecologically, economically and socially sustainable food systems globally.

Delegate, invited by Slow Food Wisconsin, to Madison sister city exchange, Mantua, Italy, October 23-25, 2006.

Interviewed by Kevin Christopher about huitlacoche, WIBA, Madison, September 22, 2006.

"Professor introduces unusual edible fungus to Madison" *Wisconsin Week*, September 20, 2006.

Katy Williams "Activism begins at the dinner table" *The Daily Cardinal*, August 29, 2006.

Organized Huitlacoche Festival, cooking demo at Troy Community Gardens, August 12, 2006.

Outreach presentation on "Huitlacoche" for weeklong workshop organized by Sally Leong at the UW Biotechnology Center on corn genomics for Native American middle school students. August 4, 2006

“The Day of the Dead” taped 11/2/2005 for the *Wisconsin Gardener*, PBS, aired October 2006.

Huitlacoche Festival at Troy Community Gardens, August 6, 2005.

Interview with Tony Castaneda on WORT about Huitlacoche Festival, August 4, 2005.

Piñata Making Workshop and learn about Troy Gardens, *Celebrate Madison*, May 7, 2005.

Moderator, "Culture and Diversity in our Food System" with Carlo Petrini and Oran Hesterman. W.K. Kellogg Foundation's *Food and Society Networking Conference*, April 27-29, 2005. Lansdowne Virginia.

Huitlacoche Cooking Demonstration and Presentation on the UW-Troy Gardens Huitlacoche Project, Food For Thought Festival, September 18, 2004.

"UW-Troy Gardens Huitlacoche Project: Building Relationships with the Hispanic Community through Food" Presentation September 15, 2004 to Greater Madison Federal Agency Association, Madison, WI.

Organized the "1st Annual Huitlacoche Festival" August 1, 2004 at Mercado Marimar.

Interview by Jeanie Geurink, "Child Labor on Family Farms" radio interview, *Ag Facts Radio*, broadcast/released WIBA.

“Zenzontla-Madison Children’s Letter Exchange” Consumer Science Brown Bag Seminar. University of Wisconsin-Madison. October 28, 2003

“Economic Sustainability Research at Troy Gardens” UW Troy Gardens Learning Community Retreat. Madison, WI. October 1, 2003. Approximately 50 UW staff, students and faculty and Troy Gardens staff, board members, and youth interns.

“Huitlacoche Cooking Demonstration and Tasting” Food for Thought Festival, September 20, 2003. Approximately 200 people tried traditional and fusion dishes prepared by 5 cooks including L.Zepeda at this public event.

Interviewed by Tony Castañeda on WORT about Huitlacoche Event at Food For Thought Festival, September 18, 2003.

“Huitlacoche Cooking Demonstration and Tasting” Marimar Grocery Store, Park St, August 25, 2003. Approximately 100 people tried traditional dishes prepared by three cooks at this public event.

“Cuban Sustainable Agriculture: A Red and Green Approach” Friday Harbor Laboratory, University of Washington, approximately 20 researchers and graduate students, July 31, 2003.

“Huitlacoche Cooking Demonstration and Tasting” June 30, 2003 at Magnus Restaurant, Madison, WI. Approximately 20 cooks, and staff, students and faculty involved in the UW Troy Gardens Learning Community tried 4 dishes prepared by Robert Hughes, executive chef.

Press release "Public policy affects farm families, especially when it comes to child labor: Study examines child farm labor and the importance of women on farms."

“Australian Animals” University Avenue Discovery Center, Madison, Wisconsin: discussion and slide presentation to two groups of ten four-year olds, May 30, 2003.

Press release "Altering plant genes is hot topic in research" Robert Miller *The News-Times* May 11, 2003.

“Cuban Agriculture: A Green and Red Revolution” UW-Madison, Consumer Science Brown Bag, April 9, 2003.

Invited Presentation “World Trade and Food Policy” Great Decisions Committee, Fond du Lac, Wisconsin, March 25, 2003.

Invited presentation “Genetically Engineered Food Labeling Policies and Trade” *Conversations in Science Series 2002-2003*. Wisconsin Initiative for Science Literacy, Madison, WI, February 20, 2003.

Press release “Food First Organizes Largest Ever Fact-Finding Delegation Destined for Cuba” February 18, 2003.

Keynote presentation “Consumer Behavior: Organic and Local Foods” *FarmDirect* conference, UW Extension workshop on direct marketing, Pewaukee, WI, January 18, 2003.

Interviewed by Ron Seely for “Want to know food’s pedigree?” *Wisconsin State Journal*, November 17, 2002, A1 and A8.

Invited presentation “Genetically Engineered Food Labeling: Consumers, Policy and Trade” UW Extension biotechnology conference *Food, Land and Culture*, Lac Courte Oreilles Ojibwa Community College, Hayward, Wisconsin, October 3, 2002.

Invited presentation “Genetically Engineered Food Labeling: Global Policy Differences, Local Impacts” Lafollette Center outreach series *Critical Choices*, Madison Wisconsin, April 11, 2002.

Invited presentation “Genetically Engineered Food Labeling” Madison Central Lions Club, Madison Wisconsin, April 9, 2002.

Testimony in support of Senate Bill 445 “The Family Farm Protection Act” Senate Agriculture Hearing, Madison, Wisconsin, February 27, 2002.

Invited presentation “Genetically engineered food policy among countries” National Agricultural Research, Extension, Education and Economics Advisory Board meeting on *Global Agricultural Trade and Policy*, Washington DC, October 31, 2001.

Interview by Jeanie Geurink, “Farming is all about families and the important partnership between men and women” radio interview, *Ag Facts Radio*, broadcast/released WIBA June 3, 2001.

Interviewed by Liz Koerner for Wisconsin Public TV special *Food Fight: Wisconsin’s Biotech Crops*, April 26, 2001.

“Don’t Ask, Don’t Tell: US Genetically Modified Food Labeling Policy” Wisconsin Dietetic Association, Appleton, April 20, 2001.

Interview by Jeanie Geurink, “The Center for Integrated Agricultural Systems has a New Director” radio interview, *Ag Facts Radio*, released April 8, 2001.

“Labeling genetically modified food could boost US farm economy” by Brian Mattmiller for *Wisweek*, p. 18. February 28, 2001.

Seeking Educational Equity and Diversity (S.E.E.D.) workshop facilitator, a multicultural curriculum and diversity training workshop for staff and faculty at the University of Wisconsin and Edgewood College, nine three-hour sessions, academic year 2000-01.

Co-facilitator with Richard Davis and Seema Kapani “Cross Section of Culture through the Lens of Race/Ethnicity” Wisconsin 20th Anniversary Community Support Program, Wisconsin Department of Health and Family Services. Middleton, WI, May 25, 2000.

“Children’s letters from Zenzontla, Mexico” photo presentation, and letter exchange with children in Ms. Arnold’s 3rd grade class, Randall Elementary, Madison, WI, May 24, 2000.

“Children’s letters from Zenzontla, Mexico” photo presentation, and letter exchange with children in Ms. Christianson’s 5th grade class, Randall Elementary, Madison, WI, May 24, 2000.

“Panel Discussion on Genetically Engineered Food.” Panel discussion sponsored by WisPIRG. UW Madison, April 27, 2000.

Karen Kent “Decisions, Decisions: Study Documents Women’s Importance in Farm Choices” in *Iowa Farmer Today*, February 19, 2000, pp 3-4. (features Zepeda’s research on women farmers and decision making)

“The Children of Zenzontla, Mexico” a slide show presentation, and letter exchange with children in Ms. Christianson’s 5th grade class, Randall Elementary, Madison, WI, February 4, 2000.

“Married to the Farm” Land Tenure Center brownbag seminar, February 3, 2000.

“The Children of Zenzontla, Mexico” a slide show presentation, and letter exchange with children in Ms. Arnold’s 3rd grade class, Randall Elementary, Madison, WI, January 6, 2000.

“Creating a Diverse Curriculum and Learning Environment” Keynote speaker, October 29, 1999. Retention Action Project. University of Wisconsin, Madison.

Facilitator, for film “Color of Fear,” September 13 and 23, 1999 and December 6, 1999. Retention Action Project, University of Wisconsin, Madison.

Facilitator, for film “Color of Fear,” September 17, 1999. Mental Health Center, Dane County.

Interview by Niki Denison , “Harvesting the Double Helix,” in *On Wisconsin*, interview about consumer risk perceptions regarding genetic engineering and food. Fall 1999.

Interview by Paola Banchemo, *Farmland News*, August 12, 1999. News release “ Sharing Responsibilities” on farm women and decision making.

Interview by Shannon Linderoth, ed, *Wisconsin Agriculturalist* July 1, 1999 on farm women and grazing.

Interview by Arlene Zaucha, “Farm Women” on *Her Turn* WORT-FM June 1999 on farm women and decision making.

Interview by Lorraine Stuart Merrill, “Dairy Farm Women are Talented Role-Jugglers” *Hoard’s Dairyman*

Interview by Mary Conroy for "Study Documents Women’s Importance in Making Decisions on Farms” press release, Agriculture and Consumer Press Service, CALS. March 1999. Published as “Women take

on decision making role on farms” *Milk and Liquid Food Transporter*, Menomonee Falls, WI, May 1999. Also published in *Northeast Organic Farming Association of New York Newsletter*.

Interview by Mary Jo Wagner, "Farm Women" radio interview, Wisconsin Public Radio, broadcast/released WERN March 24, 1999.

Interview by Jeanie Geurink, "UW Researcher Shares Results of Study on Goals of Rural Farm Couples" radio interview, *Ag Facts Radio*, broadcast/released WIBA March 18, 1999.

Interview by Jeanie Geurink, "Working Roles Differ on Dairy Farms for Men and Women" radio interview, *Ag Facts Radio*, broadcast/released WIBA March 12, 1999.

Interview by Jeanie Geurink, "UW-Madison Study Shows Women Highly Valued by Spouse in Running a Dairy Farm" radio interview, *Ag Facts Radio*, broadcast/released WIBA March 11, 1999.

"Farm Women Juggle Many Responsibilities" *Country Today*, December 29, 1998.

"Study Examines Women's Role on Farm." *Country Today*, December 29, 1998.

"Efficiency of Small Land-holders in Paraguay" Land Tenure Center, University of Wisconsin, Madison, December 1, 1994.

"BST and Dairy Policy" Biotechnology and News Media workshop, UW Biotechnology Center, September 30, 1994.

"Socio-economic Context of BST" video for "Biotechnology and Food," University of Wisconsin Biotechnology Center, March 28, 1994.

"BGH and Labelling" Ch 3 Sunday morning news, Madison. February 6, 1994.

"Milk Production in Costa Rica: Greener Pastures?" Institute for Environmental Studies Seminar, UW-Madison, November 8, 1993.

Moderator, "Dairy and NAFTA." Free Trade, Fair Trade: A Citizens' Dialogue on NAFTA, GATT and Wisconsin Agriculture. Arlington, September 13, 1993.

"Research on the Economics of Dairy Production in Costa Rica" Bolivian Brown Bag Seminar, University of Wisconsin, March 4, 1993.

Invited Co-Chair, workshop on Animal Growth Promotants, National Agricultural Biotechnology Council Meeting, Sacramento, CA, May 30-June 1, 1991.

"Potential Adoption of BST by California Dairy Farmers." Dairy Farm Advisor's Training Conference, Davis, CA, March 31, 1988.

C. PROFESSIONAL SERVICE

1. National Service

Editorial Council, *Journal of Agricultural and Resource Economics*, July 1991-June 1994.

Governing Council, Consortium for Sustainable Agriculture Research & Education, 2001-02

Judge, food marketing competition at national meeting of the Food Distribution Research Society

“Student Food Marketing Challenge” Judged six teams. Salt Lake City, UT. November 1, 2014.

NCR-142. "Economics of Biotechnology in Agriculture", 1990 to 1993, Secretary 1990-1991. Planning Committee, W.K. Kellogg Foundation Food and Society Conference, Asheville, NC, April 2006.

US Department of Agriculture, Cooperative State Research, Education and Extension Service, Specialty Crop Research Initiative Peer Review Panelist 2009, 2010.

US Department of Agriculture, National Research Initiative panel 2000. Markets and Trade Scientific Peer Review Panel of competitive grant applications.

US Department of Agriculture, National Research Initiative panel 2001. Markets and Trade Scientific Peer Review Panel of competitive grant applications

2. Occasional Reviewer for the Following Journals, Publishers, Foundations, & Agencies

AgBioForum
Agribusiness: An International Journal
Agricultural Economics
Agricultural and Resource Economics Review
Agriculture and Human Values
American Journal of Agricultural Economics
Appetite
Bill & Melinda Gates Foundation - proposal review
Blackwell Publishers, Inc.
Canadian Journal of Agricultural Economics
Economic and Social Research Council, United Kingdom, research proposals, 2003, 2004
Environmental Communication
European Review of Agricultural Economics
Feminist Economics
Food Economics
Food Policy
International Food and Agribusiness Management Review
International Journal of the Commons
International Journal of Consumer Studies
Journal of Agribusiness
Journal of Agricultural and Resource Economics
Journal of Agriculture and Applied Economics
Journal of Consumer Affairs
Journal for Environmental Quality
Journal of Food Distribution Research
Journal of Food Quality and Preferences
Journal of Medical Internet Research
Journal of Rural Mental Health
Local Environment
National Science Foundation grant reviewer, 2005.
PLOS One
Renewable Agriculture and Food Systems
Review of Agricultural Economics/North Central Journal of Agricultural Economics
Review of Agricultural and Environmental Sciences
Revue Management et Avenir
Social Sciences and Humanities Research Council of Canada
Society and Natural Resources
Southern Economic Journal
Technological Forecasting and Social Change
US Department of Agriculture, Economic Research Service, Report Review, 2010
US Department of Agriculture Small Business Innovation Research Program 2006, 2010.
US Department of Agriculture Specialty Crop Research Initiative Panel 2010

US Department of Agriculture, National Research Initiative Program: 1999, 2002, 2003.

3. Service to the American Agricultural Economics Association

National Chair, Employment Services Committee, 1994-97

Committee member 1992-1999.

AAEA Employment Services Committee departmental survey, 1996.

AAEA undergraduate recruiting brochure, 1997.

American Journal of Agricultural Economics Book Review Panel, 1991 to 1994.

Board Member, Committee on Women in Agricultural Economics, 1993-95.

Conference Paper Reviewer: 2009 AAEA/ACCI meeting: 12 abstracts

1996 AAEA meeting: 3 selected papers

1995 AAEA meeting: 6 selected papers

1991 AAEA meeting: 10 poster proposals

Employment Services Job Center training session, 1996 AAEA meeting, San Antonio.

Free Session Speaker, "Career Opportunities for Agricultural Economists" 1995 AAEA meeting, Indianapolis, IN.

Free Session Speaker, "Tracking in the AAEA" 1995 AAEA meeting Indianapolis, IN.

Member, Subcommittee on Graduate Students, Committee on Women in Agricultural Economics, 1989-93.

Member, Subcommittee on Professional Activities, Committee on Women in Agricultural Economics, 1994-1995.

Moderator, "Conservation Policy and Resource Use" 1995 AAEA meeting, Indianapolis, IN.

Moderator, "Different Approaches to Modelling Behavior in Space and Time" 1996 AAEA meeting, San Antonio, TX.

Moderator, "Technology Adoption and Productivity in Developing Economies." American Agricultural Economics Association, Manhattan, KS, August 5, 1991.

Selected Paper Organizer "Farm Management," 1995 and "Other," 1996 AAEA meetings,

Selected Paper Reviewer for all Consumer/Household Economics 2004 AAEA meeting.

Selected Paper Reviewer for all Consumer/Household Economics 2005 AAEA meeting.

Symposium Organizer "Participatory Research on Gender Aspects of Decision Making."

1998 AAEA meeting, Salt Lake City, Canada. Unable to attend for medical reasons.

Symposium Organizer and Moderator "Employment in International Organizations"

1997 AAEA meeting, Toronto, Canada.

Symposium Moderator, "Recruiting and Retaining Women in Agricultural Economics" 1996 AAEA meeting, San Antonio, TX.

Symposium Organizer and Moderator "Employment Symposium: The Academic Job Search" 1995 AAEA meeting.

4. Consulting

Biomass assessment project: Switch grass. P Squared Group. August-September 2007.

Evaluation of switch grass costs of production and returns needed for switch grass to be an economically viable crop alternative.

Estudio de la Cadena de Comercialización de Leche en Polvo en México. (Study of Milk Powder Marketing in Mexico) with Agrobiotec, S.C., for Secretaria de Agricultura y Recursos Hidraulicos de México (Mexican Department of Agriculture and Water Resources). November 1991 through March 1992.

Report: Dobson, W.D., L.F. Perez F., J. Guerrero, E.J. Homan, T.H. Howard, E.V. Jesse, T.R. Smith, and L. Zepeda. "La Importación de Leche en Polvo." March 1992.

5. Professional Associations and Membership

Agriculture and Human Values

American Agricultural Economics Association

D. CURRENT STATE AND UNIVERSITY SERVICE

Environment and Resources Program committee, 2013-present.
Faculty Advisor, University of Wisconsin Badger Polo Team, 2013-present.
Faculty Advisor, University of Wisconsin Slow Food Campus convivium, founded in 2007 to present.
Faculty Sustainability Certificate Committee, 2015-present.
Latin American, Caribbean and Iberia Studies, reviewed 11 applicants for the MA program, 2015.
Nelson Institute for Environmental Studies, review committee, Assistant Professor Monica White, 2013-2014, chair 2014-15. Wrote 2014 review report.
School of Human Ecology Executive Committee, June 1995 to present.
University of Wisconsin-Madison Committee Honoring Denice D. Denton's Memory, 2006-present.
Fund raising; organize annual symposium in honor of Denice:
Dr. Donna Shalala, President, University of Miami, July 30, 2007
Dr. Nancy Hopkins, Professor, MIT, September 12, 2008
Dr. Joan Williams, Distinguished Professor of Law, Director of the Center for Worklife Law, University of California, October 2, 2009.
Dr. Cora Marrett, Acting Director, National Science Foundation, November 19, 2010.
Dr. Genevieve Ball, Director of Interaction and Experience Research, Intel, October 24, 2011.
"Truth Values" <http://www.unexpectedtheatre.org/> September 20 and 21 2012.
Dr. Jo Handelsman, Professor, Yale and nominee, Associate Director for Science, White House Office of Science and Technology Policy, November 8, 2013.
Dr. Maria Klawe, President, Harvey Mudd, October 17, 2014.
University of Wisconsin-Madison, Family Court Clinic, Spanish Language Translator, 2014-present.
Translate for Spanish-speaking clients seeking assistance with divorce, custody, placement and child support, weekly, 3 h/week
University of Wisconsin-Madison, Immigrant Justice Project (IJP), 2013-present. Interview ICE (Immigration and Customs Enforcement) detainees in Spanish or English at Dodge County Jail, Wisconsin to gather information for legal assistance by IJP. Monthly, 4 h/month.

E. PAST STATE AND UNIVERSITY SERVICE

Agricultural Economics Department Library Committee, July 1993 to 1995.
Agricultural Economics Department Undergraduate Committee, July 1994 to June 1995.
Agricultural Economics Department Graduate Committee, July 1991 to June 1992.
Agricultural Economics Department Personnel Committee, July 1989 to June 1991.
Agricultural Economics Department Research Committee, November 1988 to June 1990.
Agricultural Economics Department Secretary of the Faculty, Sept. 1989 to March 1990.
College of Agricultural and Life Sciences Committee to Evaluate Center for Cooperatives, 1995-96.
College of Agricultural and Life Sciences Educational Diversity Program Committee, 1989-93
College of Agricultural and Life Sciences Groundwater Steering Committee, 1989.
Consumer Science Consumer Affairs Option, 1999 to 2000.
Consumer Science Executive Committee, June 1995-2013.
Consumer Science Graduate Committee, Chair, 2011-13.
Member May 1999 to May 2010, 2011-2013. Chair, 2004-2009.
Admissions, curriculum, prelims, TA and scholarship allocation, policies.
Revised masters program proposed Fall 2008, approved by CS and SOHE.
Revised PhD program proposed Fall 2008, approved by CS and SOHE.
Revised Graduate Handbook annually.
Consumer Science Peer Review Committee, Assistant Professor Judi Bartfeld, 1999-00.
Consumer Science Peer Review Committee, Co-Chair, Assistant Professor Charles Hatcher, 2002-05.
Consumer Science Peer Review Committee, Chair, Assistant Professor Paula Kantor, 2000-2005.
Consumer Science Peer Review Committee, Assistant Professor Cyrus Ramezani, 1998-99.

Consumer Science Peer Review Committee, Chair, Assistant Professor Irena Vida, 1997 to 2001: 1998, 1999 and 2000 annual reviews.

Consumer Science post-tenure review committee Judi Bartfeld, academic year 2012-13.

Consumer Science post-tenure review committee Ann Hoyt, academic year 2011-13.

Consumer Science Post Tenure Review Committee, Professor Cynthia Jasper, 2001-02.

Consumer Science post-tenure review committee, Nancy Wong, chair, academic year 2012-13. Promoted to Full Professor, April 2013.

Consumer Science Search Committee, chair, 2011-12; resulted in two hires: Dr. Anya Savikhin and Dr. Fenaba Addo.

Consumer Science Search Committee, Family Resource Management, June 2007 to March 2008, three hires.

Consumer Science Search Committee, Consumer Behavior position, Chair, 2001-02.

Consumer Science Search Committee, Personal Finance position, 1999-2000.

Consumer Science Mentoring Committee Anya Savikhin, chair, academic year Fall 2012-Fall 2013. First year review, Spring 2013.

Consumer Science tenure committee for Sean Cash, academic year 2008-09. Chaired tenure appeal 2009.

Consumer Science tenure committee chair for Nancy Wong, academic year 2007-08. Prepared and presented materials for Consumer Science, Human Ecology and Social Studies Division Executive Committees. Dr. Wong promoted to associate professor with tenure July 1 2008.

Consumer Science and Human Ecology, prepared and presented promotion materials for Judi Bartfeld, academic year 2007-08; promoted to full professor May 12, 2008, effective August 25, 2008.

Consumer Science and Human Ecology, promotion committee chair, prepared and presented promotion materials for Roberta Riportella, academic year 2007-08; promoted to full professor May 12, 2008, effective, July 1, 2008.

Consumer Science –Womens Studies Joint Search Committee, Chair, Family Economics position, September 1999 to April 2000.

Cooperative Extension Special Committee of Agriculture/Agri-Business Program

- Agricultural/Agri-Business Management, 1989.
- Dairy Committee, 1989.
- Integrated Pest Management, 1989.
- Sustainable Farming Systems, 1989.

Cooperative Extension Water Issues Team, 1989.

Department of Agriculture, Trade and Consumer Protection, State of Wisconsin, evaluator, Trade Practices Analyst, June 1995.

Development Studies PhD Program Admissions, Fall 2009, 23 applicants.

Development Studies Admissions Committee (PhD interdisciplinary program), 2000-07.

Development Studies Advisory Committee (PhD interdisciplinary program), 2000-04.

Development Studies Executive Committee, 2005-07.

Ethnic Studies Cluster Hire Search Committee, five hires, Fall 1999 to July 2001

Ethnic Studies Requirement review committee and report, February 2000 to 2002.

Faculty Senate, alternate, academic years 1989-91.

Family Resources and Consumer Science School Equity Committee, October 1995-96. Chair.

Joint Search Committee with Horticulture, June 1990 to September 1991.

Land Tenure Center Long Range Planning Committee

Report: Lastarria, S. and L. Zepeda. "Land Tenure Center Gender Group" May 1994.

Land Tenure Center Reorganization Committee, 2003-04.

Latin American and Iberian Studies Executive Committee, 2003-06.

Latin American, Caribbean and Iberian Studies Fellowships Committee, 2001-02.

Latin American Caribbean and Iberian Studies, reviewed Foreign Language Area Studies fellowship applications for 2007.

Latin American Caribbean and Iberian Studies, Tinker-Nave grants committee, 2007-10.

Nelson Institute, Conservation Biology & Sustainable Development Program Committee, 2006-10

Nelson Institute, Conservation Biology & Sustainable Development Admissions Committee, 2007-10

Nelson Institute for Environmental Studies, search and screening, targeted hire, 2014.
Nomination Packages and Proposals:
 Nominated Professor Cynthia Jasper for Spitze Land Grant Award 2008
 Nominated David Deal for ACCI MS Award 2008
 Nominated Jinghan Li for ACCI MS Award 2008
 Nominated Angel Skram for Classified Employee Recognition Award 2008
 Course Proposal, CS 360 Sustainable and socially just consumption.
Retention Action Project Facilitator, August 1999 to 2001.
Reviewer for: Agricultural Experiment Station Hatch Grants, 2002, 2006.
 Economic Issues, Managing the Farm, Status of Wisconsin farming
Search and Screen Committee for UW Institute for Environmental Studies Director, 2002-03
Selection Committee, Vaughan Bascom Professor in Women & Philanthropy, 2001.
School of Human Ecology Academic Planning Council, 1999-2000.
School of Human Ecology Curriculum Committee, academic year 2011-13.
School of Human Ecology, Graduate Program Council. 2004-09. Chair 2009.
School of Human Ecology Graduate Program Self Study Task Force 2013.
School of Human Ecology Student Awards and Affairs Committee, 2000 to 2001.
School of Human Ecology Sustainability Task Force, 2013.
Search and Screen Committee for University of Wisconsin Chancellor, May to November 2000.
University Child Care Committee, 1995- 96.
University Mentor Program: academic years 1989-91, 1991-93, and 1994-96, 1999-01, 1998-02.
University of Wisconsin General Education Committee, Fall 2002-2005.
University of Wisconsin-Madison, Labor Codes Licensing Compliance Committee,
 Chair 2012-13, Vice Chair 2013-2014.
University of Wisconsin-Madison, Labor Policy Committee, Chair, 2011-12.
 Member, 2007-10, 2011-2014. Chair 2008-09.
University of Wisconsin New Orleans Sustainable Workshop Faculty/Staff Advisory Board, 2009-2010
 Chair
University of Wisconsin, Plan 2008 Campus Climate Committee, 2001-2002.
Wisconsin School for Beginning Dairy Farmers Steering Committee, ex officio, 2001-2002.

F. PUBLIC SERVICE

Board member, Melorheostosis Association, <http://www.melorheostosis.org> 2005 to 2013.
 Secretary: 2005 to 2009; Treasurer: 2009 to 2013
Board member, REAP (Research, Education and Policy) Food Group), Madison, WI
 <http://www.reapfoodgroup.org/> 2008 to 2010.
Board member, Slow Food UW, Madison, WI <http://slowfooduw.com/> 2014-present.
Board member and Vice President, Wisconsin University Union, 2015-present.
Election Official, Madison, WI, 2013-present.
Organized the 4th conference of the Melorheostosis Association in Madison, WI, June 4-6, 2006. This
 conference brings together patients, physicians and researchers to find the cause, treatment and
 cure for an extremely rare bone and soft tissue disease. It included patient clinics, tissue sample
 collection, and presentations on research, clinical findings and treatment options.
Schools of Hope Tutor, West High, 2009-2010.
Voter registration, deputy. 2012.

X. OVERSEAS EXPERIENCE AND LANGUAGES

Sabbatical 2010-11, Montpellier SupAgro, France, research on organic consumers and labels.
Field research in Peru, July 1997.
Lived and worked in Rome Italy, October 1996 to December 1998.
Taught "Gender and Economics" in Spanish, Gender Studies Diploma, La Catolica University, Lima,
 Peru, November 1995.
Field research in Costa Rica, May and November-December 1990, August-December 1992.

Attended preparatory school in Mexico City 1975-76.

Languages: English (native), Spanish (fluent oral), French (DELF: level B2), Italian (basic).

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