

Brandon R. McFadden, PhD

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Academic Appointment

University of Florida April 2014 - Present
Food and Resource Economics Assistant Professor (60% Teaching, 40% Research)
Institute for Sustainable Food Systems Affiliated Faculty
One Health Center for Excellence Affiliated Faculty
Center for Public Issues Education Affiliated Faculty

Education

Oklahoma State University March 2014
Doctorate of Philosophy in Agricultural Economics and Minor in Statistics
Advisor: Dr. Jayson L. Lusk

University of Arkansas December 2009
Master of Science in Agricultural Economics
Advisor: Dr. Bruce L. Dixon

University of Arkansas Fort Smith December 2007
Bachelor of Science in Marketing

Teaching Experience

University of Florida
AEB 3300 Agricultural & Food Marketing Every Fall & Spring since Fall 2014
AEB 4325 Contemporary Issues in Agribusiness Every Fall & Spring since Fall 2014
AEB 3935 Food and Resource Economics Seminar Fall 2015

Oklahoma State University
AGEC 3213 Quantitative Methods Fall 2012 & Spring 2013

University of Arkansas
AGEC 1103 Principles of Agricultural Microeconomics Spring 2010
AGEC 2403 Quantitative Methods Spring 2010

Peer-Reviewed Publications ($N = 22$)

1. “Effects of the National Bioengineered Food Disclosure Standard: Willingness to Pay for Labels that Communicate the Presence or Absence of Genetic Modification” *Applied Economic Perspectives and Policy*, forthcoming. **McFadden, B.R.**, and J.L. Lusk.

2. "Do Consumers Care How a Genetically Engineered Food was Created or Who Created It?" *Food Policy*, forthcoming. Lusk, J.L., **B.R. McFadden**, and N. Wilson.
3. "Consumer Risk Perception of Vitamin A Deficiency and Acceptance of Biofortified Rice in the Morogoro Region of Tanzania." *African Journal of Agricultural and Resource Economics*, forthcoming. Domonko, E.S., **B.R. McFadden**, F.J. Mishili, C. Mullally, and D. Farnsworth.
4. "Consumer Acceptance of Food Biotechnology based on Policy Context and Upstream Acceptance." *European Review of Agricultural Economics*. Pakseresht, A., **B.R. McFadden**, and C.J. Lagerkvist. ([Link](#))
5. "Impact of Food Choice on Sodium Intake Patterns from Multiple NHANES Surveys." *Appetite* (2017) 109:144-153. Dong, Z., Z. Gao, and **B.R. McFadden**. ([Link](#))
6. "The Unknowns and Possible Implications of Mandatory Labeling." *Trends in Biotechnology* (2017) 35.1:1-3. **McFadden, B.R.** ([Link](#))
7. "Nitrogen Fertilizer Recommendations Based on Plant Sensing and Bayesian Updating." *Precision Agriculture* (2017) 1-14. **McFadden, B.R.**, B.W. Brorsen, and W.R. Raun. ([Link](#))
8. "Neural Antecedents of a Random Utility Model." *Journal of Economic Behavior & Organization* (2016) 132:93-103. Lusk, J.L., J.M. Crespi, **B.R. McFadden**, J.B.C. Cherry, L.E. Martin, and A.S. Bruce. ([Link](#))
9. "Examining the Gap between Science and Public Opinion about Genetically Modified Food and Global Warming." *PLOS ONE* 11.11 (2016): e0166140. **McFadden, B.R.** ([Link](#))
10. "What Consumers Don't Know about GM Food and How that Affects Beliefs." *Federation of American Societies for Experimental Biology Journal* (2016): fj-201600598. **McFadden, B.R.**, and J.L. Lusk. ([Link](#))
11. "Another Perspective on Understanding Food Democracy." *Choices* (2016) 31(1). **McFadden, B.R.** and S.E. Stefanou. ([Link](#))
12. "Neural Activations Associated with Decision-Time and Choice in a Milk Labeling Experiment." *American Journal of Agricultural Economics* (2016) 98:74-91. Crespi, J.M., J.L. Lusk, J.B.C. Cherry, L.E. Martin, **B.R. McFadden**, and A.S. Bruce. ([Link](#))
13. "Cognitive Biases in the Assimilation of Scientific Information on Global Warming and Genetically Modified Food." *Food Policy* (2015) 54:35-43. **McFadden, B.R.**, and J.L. Lusk. ([Link](#))
14. "Can Neural Activation in Dorsolateral Prefrontal Cortex Predict Responsiveness to Information? An Application to Egg Production Systems and Campaign Advertising."

- PLOS ONE* (2015) 10(5):0125243. **McFadden, B.R.**, J.L. Lusk, J.M. Crespi, J.B.C. Cherry, L.E. Martin, R.L. Aupperle, and A.S. Bruce. ([Link](#))
15. “An fMRI Investigation of Consumer Choice Regarding Controversial Food Technologies.” *Food Quality and Preference* (2015) 40:209-220. Lusk, J.L., J.M. Crespi, J.B.C. Cherry, **B.R. McFadden**, L.E. Martin, and A.S. Bruce. ([Link](#))
 16. “Are Consumers as Constrained as Hens are Confined? Brain Activations and Behavioral Choices after Informational Influence.” *Journal of Agricultural & Food Industrial Organization* (2015) 13:113-119. Francisco, A.J., A.S. Bruce, S. Lim, J.M. Crespi, J.L. Lusk, **B.R. McFadden**, R.L. Aupperle, and J.M. Bruce. ([Link](#))
 17. “Which Biotech Foods are Most Acceptable to the Public?” *Biotechnology Journal* (2015) 10:13-16. Lusk, J.L., **B.R. McFadden**, and B.J. Rickard. ([Link](#))
 18. “Biotechnology Applications for Consumers in Developing Areas and Consumer Acceptance.” *Farm Policy Journal* (2015) 12:25-35. Domonko, E.S., **B.R. McFadden**, and C. Mullally. ([Link](#))
 19. “Consumers’ Neural and Behavioral Response to Food Technologies and Price.” *Journal of Neuroscience, Psychology, and Economics* (2014) 7:164-173. Bruce, A.S., J.L. Lusk, J.M. Crespi, J.B.C. Cherry, **B.R. McFadden**, C.R. Savage, J.M. Bruce, W.M. Brooks, and L.E. Martin. ([Link](#))
 20. “Effects of Cost and Campaign Advertising on Support for California’s Proposition 37.” *Journal of Agricultural and Resource Economics* (2013) 38:174-186. **McFadden, B.R.**, and J.L. Lusk. [Graduate Paper Competition Winner, Western Agricultural Economics Association] ([Link](#))
 21. “How Greenhouse Gas Emission Policy and Industry Pressure Could Affect Producer Selection of Rice Cultivars.” *Agricultural and Resource Economics Review* (2013) 42:325-348. **McFadden, B.R.**, L. Nalley, and M. Popp. ([Link](#))
 22. “Competing Risks Models of Farm Service Agency Seven-Year Direct Operating Loans.” *Agricultural Finance Review* (2011) 71:5-24. Dixon, B.L., B.L. Ahrendsen, **B.R. McFadden**, D.M. Danforth, M. Foianini, and S.J. Hamm. [Highly Commended Award Winner, Emerald Literati Network Awards for Excellence 2012] ([Link](#))

Publications in Progress

- “Chinese Consumer Preference for Genetically Modified Foods: Does Country of Origin have the Same Impact on their Preference for Conventional and GM Foods?” Gao, Z., X. Yu, C. Li, and **B.R. McFadden**.
- “The Effect of Market Segmentation on Consumer Welfare: The Case of Organic and Conventional Fruits and Vegetables.” **McFadden, B.R.**, C. Mullally, and Z. Gao.

Outreach Publications

- “‘Gluten-Free Water’ Shows Absurdity of Trend in Labeling what’s Absent.” *The Conversation* August 28, 2017. **McFadden, B.R.** ([Link](#))
- “Perplexing Case of Consumer Confusion about GE Foods In a ‘Fake News’ World.” *Genetic Literacy Project* February 28, 2017. **McFadden, B.R.** ([Link](#))
- “The Effects of Mandatory Labels for GMOs.” *Center for Public Issues Education* September 28, 2016. **McFadden, B.R.** ([Link](#))
- “Problems with the Definition of Food Deserts.” *Farmer Hayek* May 27, 2016. **McFadden, B.R.** ([Link](#))
- “Californians Want to Know What Is in Their Food. We’ll Tell Them.” *Huffington Post* October 11, 2012. Lusk, J.L. and **B.R. McFadden.** ([Link](#))
- “Macroeconomic Impacts on Agriculture.” *Farm Management and Marketing Newsletter.* Arkansas Cooperative Extension Service, University of Arkansas. 18, 1 (2010): 1-3. **McFadden, B.R.,** B.L. Dixon and B.L. Ahrendsen.
- “Macroeconomic Impacts on Agriculture.” *Farm Management and Marketing Newsletter.* Arkansas Cooperative Extension Service, University of Arkansas. 17, 1 (2009): 1-3. Dixon, B.L., B.L. Ahrendsen and **B.R. McFadden.**

Book Chapter

- “The Nexus of Dietary Guidelines and Food Security.” *World Agricultural Resources and Food Security: International Food Security* (pp. 19-34). Emerald Publishing Limited (2107). **McFadden, B.R.,** and T.G. Schmitz.

Invited and Selected Professional Talks

- “Neural Antecedents of a Random Utility Model.” 2017 European Association of Agricultural Economists. Invited Paper Presented at Parma, Italy. August 28-September 1, 2017.
- “Consumer Response to Labels that Display Information about Content of Bioengineered Food.” 2017 Agricultural & Applied Economics Association. Invited Paper Presented at Chicago, IL. July 30-August 1, 2017.
- “The Effect of Market Segmentation on Consumer Welfare: The Case of Organic and Conventional Fruits and Vegetables.” 2017 Southern Agricultural Economics Association. Invited Paper Presented at Mobile, AL. February 4-7, 2017.

- “The Strange Story about GM Food Perception.” One Health Center of Excellence; Emerging Pathogens Institute. Invited Presentation at Gainesville, Florida. December 5, 2016.
- “What Consumers Don’t Know About GM Food and How That Affects Beliefs.” 2016 Agricultural & Applied Economics Association. Invited Paper Presented at Boston, MA. July 31-August 2, 2016.
- “The New Food Guidelines: What Are Farmers to Produce?” 23rd Annual Farming for...Profit. Invited Presentation at Moose Jaw, Canada. June 24-26, 2016.
- “US Consumers and Genetically Modified Foods.” Invited Presentation to iAGRI at Morogoro, Tanzania. May 6, 2016.
- “Government and Market Responses to Nutritional Security.” 2016 The Association of Private Enterprise Education. Invited Paper Presented at Las Vegas, NV. April 3-5, 2016.
- “Tanzanian Willingness-to-Pay for Rice that Decreases the Risk of Severe Visual Impairment.” 2016 Southern Agricultural Economics Association. Invited Paper Presented at San Antonio, TX. February 6-9, 2016.
- “Consumers, GE Food, and Chemicals.” 2nd Annual Biotechnology Literacy Project Bootcamp. Invited Paper Presented at University of California, Davis. May 31-June 3, 2015.
- “Who Disagrees with Scientists? Public beliefs about the Safety of Genetically Modified Food and Human Involvement in Global Warming.” 143rd Joint European Association of Agricultural Economists and Agricultural & Applied Economics Association. Selected Paper Presented at Napoli, Italy. March 25-27, 2015.
- “Neural Response to Price and Animal Welfare Attributes.” 2015 Southern Agricultural Economics Association. Invited Paper Presented at Atlanta, GA. February 1-3, 2015.
- “Hemp is NOT Marijuana.” 21st Annual Farming for...Profit. Invited Presentation at Moose Jaw, Canada. June 22-23, 2014.
- “Cognitive Biases in the Assimilation of Scientific Information on Global Warming and Genetically Modified Food.” 2014 Southern Agricultural Economics Association. Selected Paper Presented at Dallas, TX. February 1-4, 2014.
- “Consumer Response to Egg Production Systems and the Effect of Proposition 2 Advertising: A Preliminary Neuroeconomic Analysis.” 2013 Agricultural & Applied Economics Association. Selected Paper Presented at Washington DC. August 4-6, 2013.
- “California’s Proposition 37 Voter Intention and the Impact of Prior Knowledge, Food Costs, and Campaign Advertising.” 2013 Western Agricultural Economics Association. Selected Paper Presented at Monterey, CA. June 26-28, 2013.

“Effect of Advocacy Information on Consumer Preferences for Cage Free Eggs: A Neuroeconomic Analysis.” 2012 Agricultural & Applied Economics Association. Selected Paper Presented at Seattle, WA. August 12-14, 2012.

“Consumer Response to Controversial Food Technologies and Price: A Neuroeconomic Analysis.” 2012 Agricultural & Applied Economics Association. Selected Paper Presented at Seattle, WA. August 12-14, 2012.

“Bayesian Updating of Recommended Optimal Nitrogen Application Rates from Optical Reflective Measurements.” 2012 Western Agricultural Economics Association. Selected Paper Presented at Park City, UT. June 20-22, 2012.

“How a National Carbon Policy Could Affect Grain Variety Selection: The Case of Rice in Arkansas.” 2011 Southern Agricultural Economics Association. Selected Paper Presented at Corpus Christi, TX. February 5-8, 2011.

“Impact of Time to Default and Contemporaneous Events on FSA Losses.” Agricultural and Rural Finance Markets in Transition. Presented at Regional Research Committee NC-1177, Chicago, IL. September 30 - October 1, 2009.

Invited Outreach Talks

“Economic Issues for Genetically Modified Organisms.” 2nd Annual Florida Agricultural Policy Outlook Conference. Invited Presentation at Balm, Florida. February 9, 2017.

“Consumers and GE Food.” American Society of Agronomy.” Invited Webinar. June 17, 2015.

Student Advising

Emmanuel Domonko, MS Food and Resource Economics, Major Professor
Benjamin Glass, MSAB Food and Resource Economics, Major Professor
Joel Whitehead, MSAB Food and Resource Economics, Major Professor
Sungeun Yoon, PhD Food and Resource Economics, Major Professor
Zachary Neuhofer, MS Food and Resource Economics, Major Professor
Joanna Karavolias, Food and Resource Economics, Committee Member
Yuan Jiang, PhD Food and Resource Economics, Committee Member
Meng Shen, PhD Food and Resource Economics, Committee Member
Xuqi Chen, PhD Food and Resource Economics, Committee Member
Fernanda Ferreira, PhD Animal Sciences, Committee Member
Sarah Flowers, MS Animal Sciences, Committee Member

Leadership and Service

Chair, Experimental Economics Section of AAEA (August 2017 – Present); Chair-Elect, Experimental Economics Section of AAEA (August 2016 – July 2017); Topic Leader for AAEA 2015 & 2106 Meetings; Committee Member, Graduate Admissions Committee (January 2015 –

Present); College of Agricultural & Life Sciences Scholarship Committee (January 2016 – Present); Food & Resource Economics Scholarship Committee (January 2016 – Present); MAB/MSAB Curriculum Committee (January 2016 – Present); Graduate Admissions Committee (January 2016 – Present); Website Committee (January 2015 – Present); Sr. Advisor, University of Florida Agricultural & Life Sciences College Council (May 2015 – Present); Jr. Advisor, University of Florida Agricultural & Life Sciences College Council (December 2014 – May 2015); Faculty Advisor, Graduate Student Section of AAEA (July 2014 – July 2017)

Awards

The Institutional and Behavioral Economics Section of AAEA Graduate Paper Competition Winner (2014); WAEA Graduate Paper Competition Winner (2013); Emerald Literati Network Highly Commended Award Winner (2012); Co-Advisor of AAEA Graduate Student Case Study Competition Winner (2011); AAEA Graduate Student Case Study Competition Winner (2009)

Service as a Reviewer

Agribusiness, Agricultural Economics (2), American Agricultural and Applied Economics Abstracts for Selected Papers (2016-2017), American Journal of Agricultural Economics, Appetite, Applied Economic Perspectives and Policy (3), Canadian Journal of Agricultural Economics/Revue (2), Choices, Critical Reviews in Biotechnology, George Mason (Book Chapter), Journal of Agricultural Economics, Journal of Agricultural and Applied Economics (2), Journal of Consumer Affairs, Journal of Economic Psychology, Journal of Food Distribution Research, Journal of Horticulture, National Science Foundation, , PLoS ONE (3), UF/IFAS Electronic Data Information Source (5)

Guest Editor

PLoS One (3)

Consulting Activities and Industry Talks

The Sustainable Food Systems Advisory Council for Monsanto (August 2017- Present).

Scientific Advisory Panel for Florida Dairy Farmers (October 2016 – Present).

“Updates on Dietary Guidelines, Nutritional Facts Panel, and Consumer Perceptions of Genetically Modified Organisms.” Florida Dairy Farmers Annual Meeting. Invited Presentation at Branford, Florida. April 18, 2017.

“Consumption Trends of Millennials and Baby Boomers.” Florida Wine and Grape Growers Association. Invited Presentation at Palatka, Florida. January 14, 2017.

“Genetically Engineered Food, Consumers, and Mandatory Labeling.” 2016 Consumer Healthcare Products Association Committee Meeting. Invited Presentation at Princeton, New Jersey. September 14, 2016.

“Biotech & Agriculture.” Dairy Council® of Arizona’s 25th Annual Targeting Trends
Conference: A Dish of Sustainability. Invited Presentation at Tempe, AZ. September 30,
2015.

Grant Activity

Award	Title	Role	Duration	Amount
CALS Mini Grant for Distance Education	Conversion from Face-to-Face to Online Instruction	PI	1/15-12/16	\$3,399
UF/IFAS Early Career Scientist Award	Using Eye Tracking to Determine the Effectiveness of the Updated Nutrition Facts Panel	PI	1/17-...	\$49,714
UF/IFAS Internal Funding	Procuring Nielsen Data for Institutional Collaborations	PI	2/17-...	\$7,000
Total				\$60,113

Teaching Evaluations

Student Evaluations of Instruction at University of Florida

Course	Enrollment	Student Ratings*					Overall instructor appraisal
		Communication of information	Expression of expectation	Facilitation of learning	Enthusiasm for subject	Respect for students	
AEB 3300 (online)	131	4.39	4.46	4.34	4.35	4.47	4.42
AEB 4325	45	4.83	4.75	4.78	4.81	4.86	4.83
AEB 3300 (online)	135	4.56	4.61	4.43	4.44	4.60	4.61
AEB 4325	42	4.78	4.75	4.83	4.86	4.83	4.81
AEB 3300 (online)	118	4.52	4.62	4.47	4.46	4.59	4.61
AEB 4325	45	4.72	4.77	4.64	4.77	4.69	4.72
AEB 3300 (online)	121	4.33	4.44	4.32	4.32	4.26	4.69
AEB 4325	34	4.69	4.53	4.66	4.84	4.69	4.56
AEB 3300	97	4.39	4.41	4.36	4.38	4.42	4.45
AEB 4325	51	4.48	4.48	4.50	4.60	4.52	4.56

AEB 3300	83	4.31	4.43	4.32	4.44	4.43	4.46
AEB 4325	31	4.25	4.13	4.42	4.42	4.33	4.50

* Student Rating Scores are: 1 = Poor, 2 = Below Average, 3 = Average, 4 = Above Average, 5 = Excellent

Student Evaluations of Instruction at Oklahoma State University

Course	Enrollment	Student Ratings*						Overall instructor appraisal
		Preparation and organization	Effort devoted to teaching	Presentation of material	Knowledge of subject	Ability to explain subject material	Positive attitude towards students	
AGEC 3213	76	3.67	3.74	3.78	3.84	3.71	3.67	3.73
AGEC 3213	64	3.64	3.70	3.64	3.72	3.68	3.77	3.75

* Student Rating Scores are: 0 = Very Low, 1 = Low, 2 = Average, 3 = High, 4 = Very High

Student Evaluations of Instruction at University of Arkansas

Course	Enrollment	Student Ratings*								
		Instructor seems well-prepared	Instructor displays enthusiasm when teaching	Instructor has stimulated my thinking	Instructor makes good use of examples and illustrations	Instructor is readily available for consultation	I would enjoy taking another course from this instructor	My instructor motivates me to do my best work	My instructor explains difficult material clearly	Overall, this instructor is among the best teachers I have known
AGEC 1103	57	4.9	4.8	4.7	4.8	4.8	4.8	4.8	4.6	4.7
AGEC 2403	34	4.9	4.9	4.9	4.9	4.8	4.9	4.8	4.8	4.4

* Student Rating Scores are: 1 = Strongly Disagree, 2 = Disagree, 3 = Undecided, 4 = Agree, 5 = Strongly Agree