

Updated August 2025

EDUCATION

• Arizona State University • <i>PhD in Agribusiness (Advisor: Tim Richards)</i>	Mesa, AZ 2015
• Nankai University • <i>BS in Economics</i>	Tianjin, China 2009

ACADEMIC POSITIONS

• Associate Professor (tenured) • <i>University of Florida</i>	Gainesville, FL 2022 -
• Associate Professor (tenured) • <i>University of Arkansas</i>	Fayetteville, AR 2021 - 2022
• Assistant Professor • <i>University of Arkansas</i>	Fayetteville, AR 2015 - 2021

PROFESSIONAL EXPERIENCE

• Health Policy Fellow • <i>Robert Wood Johnson Foundation & the National Academy of Medicine</i>	Washington DC 2025 - 2026
• Associate Editor • <i>American Journal of Agricultural Economics (AJAE)</i>	2024 - 2025
• Editor • <i>The Agricultural and Resource Economics Review (ARER)</i>	2022 - 2024
• Research Associate • <i>National Bureau of Economic Research (NBER)</i>	Cambridge, MA 2016 - 2018

HONORS

- Best Paper Award, *Canadian Journal of Agricultural Economics*, 2019.

SELECTED PUBLICATIONS (TOTAL: 35. FULL LIST ON [GOOGLE SCHOLAR](#).)

* indicates student coauthor and † indicates corresponding author.

- Danyelle Branco, Bladimir Carrillo, Di Fang, and Wilman Iglesias. Expertise Overlap and Team Productivity: Evidence from the Hospital Industry. Accepted at **Journal of Political Economy: Microeconomics**.
- Jianhui Liu*, Bachir Kassas, John Lai, Di Fang, and Rudy Nayga. 2025. Assessing Consumers’ Valuation for Front-of-Package Health Labels Under New FDA Proposed Guidelines. **Food Policy**. doi: at:<https://doi.org/10.1016/j.foodpol.2025.102804>.
- Xi Zhang* Di Fang†, and Rudy Nayga. 2025. Mental health among Students. **Journal of Agricultural and Resource Economics**. doi: doi: 10.22004/ag.econ.348480.
- Wei Yang*, Di Fang†, Jada Thompson, and Rudy Nayga. 2024. Public Acceptance of Beef Carbon Tax Earmarks. **Food Policy**. doi: <https://doi.org/10.1016/j.foodpol.2024.102733>.
- Klaus Grunert, Han-Seok Seo, Di Fang, Victoria Hogan*, and Rudy Nayga. 2024. “Does Sustainability Information Trick Your Sensory? The Case of Bird-Friendly Coffee.” **Food Quality and Preference**. doi: <https://doi.org/10.1016/j.foodqual.2024.105124>
- Kim, B, Thomsen, MR, Nayga Jr, RM, Fang, D, and Goudie, A. 2022. “Impact of Weight Status Reporting on Childhood Body Mass Index.” **Childhood Obesity** 18(7):485–493. 10.1089/chi.2021.0245
- Fang, D, Thomsen, MR, Nayga Jr, RM, and Yang, W. 2021. “Food Insecurity during the COVID-19 Pandemic: Evidence from a Survey of Low-Income Americans.” **Food Security** 14:165–183. 10.1007/s12571-021-01189-1
- Fang, D, Thomsen, MR, and Nayga Jr, RM. 2021. “The Association between Food Insecurity and Mental Health during the COVID-19 Pandemic.” **BMC Public Health** 21:607. 10.1186/s12889-021-10631-0
 - Cited in the “White House Strategy on Hunger, Nutrition, and Health.”
- Fang, D., Nayga Jr, RM, West, GH, Bazzani, C, Yang, W, Lok, BC, Levy, CE, and Snell, HA. 2020. “On the Use of Virtual Reality in Mitigating Hypothetical Bias in Choice Experiments.” **American Journal of Agricultural Economics** 103(1):142–161. doi: 10.1111/ajae.12118
 - Top-downloaded *AJAE* article in 2021.

- Kim, B, Thomsen, MR, Nayga Jr, RM, Fang, D, and Goudie, A. 2020. “Move More, Gain Less: Effect of a Recreational Trail System on Childhood BMI.” **Contemporary Economic Policy** 38(2):270–288. doi: 10.1111/coep.12448
- Fang, D, Fomebelle, Paul, and Bolton, Ruth. 2020. “Member Retention and Donations in Nonprofit Service Organizations: The Balance between Peer and Organizational Identification.” **Journal of Service Research** 24(2):187–205. doi: 10.1177/1094670520933676
- Fang, D, Thomsen, MR, Nayga Jr, RM, and Novotny, AM. 2019. “WIC Participation and Relative Quality of Household Food Purchases: Evidence from FoodAPS.” **Southern Economic Journal** 86(1):83–105. doi: 10.1002/soej.12363
 - Fang, D, Thomsen, MR, Nayga Jr, RM, and Novotny, AM. 2018. “WIC Participation and Relative Quality of Household Food Purchases: Evidence from FoodAPS.” Working Paper 25291, **National Bureau of Economic Research**.
- Fang, D, Thomsen, MR, Nayga Jr, RM, and Goudie, A. 2018. “Association of Neighborhood Geographic Spatial Factors With Rates of Childhood Obesity.” **JAMA Network Open** 1(4):e180954. doi: 10.1001/jamanetworkopen.2018.0954
- Fang, D, Chong, J, and Wilson, JR. 2015. “Predicted Probabilities’ Relationship to Inclusion Probabilities.” **American Journal of Public Health** 105(5):837–839. doi: 10.2105/AJPH.2015.302592
- Richards, TJ, William, JA, and Fang D. 2013. “Media Advertising and Ballot Initiatives: The Case of Animal Welfare Regulation.” **Contemporary Economic Policy** 31(1):145–162. doi: 10.1111/j.1465-7287.2011.00292.x

GRANTS (TOTAL: \$23 MILLION; SHARE:\$ MILLION)

10. Robert Wood Johnson Foundation Health Policy Fellows *Robert Wood Johnson Foundation*, 2025–2026. **\$175,000** (Awarded May 2025). My Role: Fellow/PI.
9. Through the Grapevine: Developing Vitis x Muscadinia Wide Hybrids for Enhanced Disease Resistance and Quality. *USDA SCRI CAP*, 2024–2027. **\$7.09 million** (Awarded June 2024). PI: Renee Threlfall (University of Arkansas). My Role: Co-PI. Subcontract transferred in Aug 2025.
8. NSF Convergence Accelerator Track J: Cultivate IQ – Empowering Regional Food System. *National Science Foundation*, 2024–2027. **\$5 million** (Awarded Dec 2023). PI: Meredith Adkins (University of Arkansas). My Role: Senior Personnel. Subcontract ends in Aug 2025.
7. NSF Convergence Accelerator, Track J: Data-Driven Agriculture to Bridge Small Farms to Regional Food Supply Chains. *National Science Foundation*, 2023–2024. **\$750,000** (Awarded December 2022). PI: Meredith Adkins (University of Arkansas). My Role: Senior Personnel.
6. Through the Grapevine: Building Research and Extension Potential between Subgenera Vitis and Muscadinia for the U.S. Grape Industry. *USDA Specialty Crop Research Initiative*, 2022–2023. **\$50,000** (Awarded August 2022). PI: Renee Threlfall (University of Arkansas). My Role: Co-PI.
5. SNAP Purchasing Power and Food Insecurity During the Pandemic. *Robert Wood Johnson Foundation (RWJF) Healthy Eating Research Program*, 2022–2023. **\$88,000** (Awarded May 2022). My Role: PI.
4. Fostering Resilience and Ecosystem Services in Landscapes by Integrating Diverse Perennial Circular Systems. *USDA-AFRI SAS CAP*, 2021–2025. **\$10 million** (Awarded September 2021). PI: Valentin Picasso (University of Wisconsin). My Role: Co-PI. Subcontract ends in Aug 2025.
3. Healthy People Healthy Planet, a Food Desert Program at the University of Arkansas at Pine Bluff and Fayetteville, AR. *USDA NIFA-AFRI*, 2021–02022. **\$349,442** (Awarded May 2021). PI: Karleah Harris (University of Arkansas at Pine Bluff). My Role: Co-PI.
2. Evaluation of Double Up Food Bucks in Arkansas. *University of Arkansas Center for Human Nutrition*, 2017 Arkansas Nutrition, Obesity, and Health Research Pilot Project Grants. **\$50,000** (Awarded April 2018). My Role: PI.
1. The Economic Geography of WIC. *National Bureau of Economic Research (NBER)*, Economics of Food Security, Nutrition, and Health: Insights from FoodAPS Program. **\$77,656** (Awarded March 2016). My Role: PI.

PRESENTATIONS

Invited Seminars

2025

Michigan State Univ. (March); NC State University (April).

2024

Tufts University, Oct 2024; University of Idaho, Agricultural Economics Department, Sept 2024; University of Minnesota, Department of Applied Econ, Sept 2024; Washington State University (virtual), Department of Applied Econ, March 2024

2023

Peking University, Nov, China, 2023; Virginia Tech, Sept 2023; NBER Summer Institute (Personnel Economics), July 2023; Online Agricultural and Resource Economics Seminar (OARES), April 2023; University of Guelph, Agricultural Economics Department, February 2023; University of Florida, Online Applied Micro Economics Seminar, January 2023; Texas A&M University, Agricultural Economics Department, January 2023

2016-2022

University of Idaho, Agricultural Economics Department, November 2020 (virtual); Arizona State University, Agribusiness Department, March 2019; University of Pretoria, Pretoria, South Africa, July 2018; Toulouse School of Economics, Toulouse, France, June 2018; Jinan University, Guangdong, China, June 2017.

Conferences (in the past 4 years)

15. Ming Ge and Di Fang. "The Role of WIC in the U.S. Retail Infant Formula Market". Allied Social Science Associations (ASSA), Jan 3-6, Philadelphia, 2026.
14. Ming Ge, Di Fang, and David Davis. "WIC Online Redemption and Retail Competition in the U.S. Infant Formula Market". Agricultural & Applied Economics Association (AAEA) Annual Meetin, July 26-29, Colorado, 2025.
13. Roberto Cardenas, Frank Asche, Di Fang. "Sustainable seafood consumption: A hedonic analysis of eco-labeling in the U.S. market". NAAFE Forum 2025 La Jolla, March 24-27, La Jolla, CA, 2025.
12. Ming Ge, Di Fang. "The Impact of Enabling WIC Online Shopping on the Retail Competition of Infant Formula". SEA 94th Annual Meeting, November 23-25, Washington, DC, 2024.
11. Roberto Cardenas, Di Fang, and Frank Acshe. "Seafood Purchase, Diet-Related Disease, and WIC Participation". SEA 94th Annual Meeting, November 23-25, Washington, DC, 2024.
10. Sean Posey, Di Fang. "Firm Strategic Signaling and Customer Search". SEA 94th Annual Meeting, November 23-25, Washington, DC, 2024.
9. Xi Zhang, Di Fang, and Rudy Nayga. "Mental Health among Student". Agricultural & Applied Economics Association (AAEA) annual meetings, July 28-30, New Orleans, 2024.
8. Roberto Cardenas, Di Fang, Frank Ashe. "Seafood purchase, diet-related disease, and WIC participation". Agricultural & Applied Economics Association (AAEA) annual meetings, July 28-30, New Orleans, 2024.
7. Xi Zhang, Di Fang, and Rudy Nayga. "Mental Health among Student". American Society of Health Economists (AshEcon) annual meetings, June 16-19, San Deigo, 2024.
6. Branco, D, Carrillo, B, Fang, D, and Iglesias, W. "Expertise Overlap and Team Productivity: Evidence from the Hospital Industry". NBER Summer Institute (Personnel Economics), July 26-27, Boston, 2023. Webiste: <https://www.nber.org/conferences/si-2023-personnel-economics>
5. Qingxiao Li, Di Fang, and Michael Thomsen. "Disparities in Food-Price Inflation during the COVID-19 Pandemic". RWJF Health Eating Research Conference, Duke University. March 2023.
4. Branco, D, Carrillo, B, Fang, D, and Iglesias, W. 2023. "Expertise Overlap, Team Productivity, and Patient Mortality: Evidence from Doctors in Brazil." The Allied Social Science Associations (ASSA) Annual Meeting, New Orleans, LA, January 5-8.
3. McLeod, AN, Yang, W, Fang, D, and Nayga Jr, RM. 2022. "Aligning Values to Labels: A Best-Worst Analysis of Food Labels." Agricultural & Applied Economics Association (AAEA) Annual Meeting, Anaheim, CA, July 31-August 2. doi: 10.22004/ag.econ.322163
2. Wang, X, and Fang, D. 2022. "Perception of Food and Nutritional Health in Online Restaurant Reviews." Agricultural & Applied Economics Association (AAEA) Annual Meeting, Anaheim, CA, July 31-August 2.
1. Thomsen, M, Fang, D, Nayga, R, and Lewis, K. 2021. "Impact of School Exposure on Body Mass Index of Early Elementary Children." Agricultural & Applied Economics Association (AAEA) Annual Meeting, Austin, TX, August 1-3.

TEACHING

- Topics in Health Economics, AEB 6933 (PhD Level), University of Florida, Food and Resource Economics Department. Taught in the fall semester every other year.
- International Agribusiness Marketing, AEB 4343 (Undergrad), University of Florida, Food and Resource Economics Department. Taught in the spring semester.
- International Agribusiness Marketing, AEB 6675 (Master's Level online), University of Florida, Food and Resource Economics Department. Taught in the spring semester.
- Econometrics I, AGECE 5613 (Master's Level), University of Arkansas, Department of Agricultural Economics and Agribusiness. Taught in the spring semester, 2017–2022.
- Food Economics and Health, AGECE 5603 (Master's Level), University of Arkansas, Department of Agricultural Economics and Agribusiness. Taught in the spring semester, 2017–2022.
- Food Economics and Health, AGECE 4603 (Undergrad Level), University of Arkansas, Department of Agricultural Economics and Agribusiness. Taught in the spring semester, 2017–2022.
- Principles of Agricultural Microeconomics, AGECE 1103 (Undergrad Level), University of Arkansas, Department of Agricultural Economics and Agribusiness. Taught in Spring 2016.
- Small Business Accounting and Finance, BUA 381 (Undergrad Level), Arizona State University. Taught in Spring 2013 and Fall 2014.

MENTORSHIP OF GRADUATE STUDENTS

Doctoral Dissertation Advising

1. Garrison Pollard (in progress), Department of Economics, University of Florida (committee member).
2. Sheikh Jafar Emran (in progress), Food and Resource Economics Department, University of Florida (committee member).
3. Roberto Cardenas Retamal (in progress), Food and Resource Economics Department, University of Florida (Co-Chair).
4. Adams Ceballos (2025), Food and Resource Economics Department, University of Florida (committee member).
5. Jianhui Liu (2025), Food and Resource Economics Department, University of Florida (committee member).
6. Xi Zhang (2024), Department of Economics, University of Florida (committee member). Placement: lecturer, Kennesaw State University.

Master's Thesis Advising

1. Ukaoha Christiana (2025), Food and Resource Economics Department, University of Florida (co-Chair).
2. Arsene Agossadou (2022), Department of Agricultural Economics & Agribusiness, University of Arkansas (committee member). Thesis topic: Approaches to reduce hypothetical bias in choice experiments.
3. Cami Farmer (2021), Department of Agricultural Economics & Agribusiness, University of Arkansas (committee member). Thesis topic: Dollar stores and supermarket survivability in non-metropolitan US communities.
4. Kimberly Oliver (2021), Department of Agricultural Economics & Agribusiness, University of Arkansas (committee member). Thesis topic: Economic potash fertilizer rate recommendations.
5. Kaylea Hopfer (2021), Department of Agricultural Economics & Agribusiness, University of Arkansas (Chair). Thesis topic: The impact of mindfulness on healthy food choices.
6. Colton Henderson (2020), Department of Agricultural Economics & Agribusiness, University of Arkansas (Chair). Thesis topic: Evaluation of Double-Up-Food-Bucks program in Arkansas.
7. Daniel Gilmour (2018), Department of Agricultural Economics & Agribusiness, University of Arkansas (Co-Chair). Thesis topic: Consumers' willingness to pay for hydroponic lettuce.

PROFESSIONAL SERVICES

- AAEA Quality of Research Discovery Award Committee 2024
- Reviewer, RWJF Research on Diet-Related Health (DRH) 2024 Call for Proposals, 2024
- Reviewer, RWJF Healthy Eating Research 2023 Call for Proposals, July 2023
- Chair, AAEA China Section, 2024.
- Chair, AAEA CWAE Section, 2023.
- Panel Reviewer, New Frontiers in Research Fund Canada 2022
- Reviewer, Alliance - Tier I Research Program in Canada, November 2021
- Reviewer, USDA HATCH grant, July 2021
- Review Panel, USDA NIFA-AFRI, 2018, 2019
- Chair, AAEA Health Economics Section, 2022
- Awards Committee, AAEA, 2022–2023
- Communication Committee, ASHEcon, 2020–2022
- Advisory Board, Center for Human Nutrition, University of Arkansas, 2017-2021
- Advisory Board, Center for Agricultural and Rural Sustainability, University of Arkansas, 2021
- Board of Directors, China Health Policy and Management Society (CHPAMS), 2022–2024
- UF CALS Graduate Awards Committee

Ad Hoc Reviewer for Journals

American Journal of Agricultural Economics, American Journal of Health Economics, Journal of Health Economics, Review of Industrial Organization, Journal of Service Research, Experimental Economics, Agricultural Economics, Food Policy, European Review of Agricultural Economics, Australian Journal of Agricultural and Resource Economics, Journal of Behavioral and Experimental Economics, China Agricultural Economics Review, Land Economics, PLOSONe, Agribusiness, BMJ Public Health, ERS reports, BMC Public Health

REFERENCES

Available upon request