

David Leonardo Ortega

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Assistant Professor

Dept. of Agricultural, Food and Resource Economics
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Education

Ph.D., Agricultural Economics, Purdue University, August 2009-December 2012

Dept. of Agricultural Economics. West Lafayette, IN, USA

USDA National Institute of Food and Agriculture Doctoral Fellow

Dissertation: "An Economic Exposition of Chinese Food Safety Issues"

Visiting Scholar, University of Queensland, May 2012

China Agricultural Economics Group. Brisbane, Australia

Visiting Scholar, China Agricultural University, June -August 2009; May-July 2011; June 2012

Dept. of International Trade. Beijing, China

M.Sc., Agricultural Economics, Purdue University, August 2007-May 2009

Dept. of Agricultural Economics. West Lafayette, IN, USA

Thesis: "Essays on Meat Demand in China"

B.Sc., Food and Resource Economics, University of Florida July 2004-December 2006

Food and Resource Economics Dept. Gainesville, FL, USA

Employment

Michigan State University, Department of Agricultural, Food and Resource Economics, East Lansing, MI, USA

Assistant Professor, January 2013-Present

Purdue University, Department of Agricultural Economics, West Lafayette, IN, USA

Research and Teaching Assistant, August 2007- December 2012

Publications

Journal Articles (33)

(note: underline denotes student coauthor)

1. Ortega, D.L., C.A. Wolf, 2017. "Demand for Farm Animal Welfare and Producer Implications: Results from a Field Experiment in Michigan." *Food Policy*, *accepted*.

2. Lai, J., Wang, H.H., N. Widmar, D.L. Ortega, 2017.. "Chinese consumers' linkages to pork safety, environment, and animal welfare: the impact of risk perceptions." *Food Control*, *accepted*.
3. Ortega, D.L., M. Chen, H. H. Wang, S. Shimokawa, 2017. "Emerging Markets for U.S. Pork in China: Experimental Evidence from Mainland and Hong Kong Consumers." *Journal of Agricultural and Resource Economics*, 42(2): 275-290.
4. Colella, F., D. L. Ortega, 2017. "Where's the Beef? Retail Channel Choice and Beef Preferences in Argentina." *Meat Science*, 133: 86-94.
5. Spink, J. W., D.L. Ortega, C. Chen, C., F. Wu, 2017. "Food Fraud Prevention Shifts the Food Risk Focus to Vulnerability." *Trends in Food Science and Technology*, 62: 215-220.
6. Waldman, K.B., D.L. Ortega, R.B. Richardson, S. Snapp, 2017. "Estimating demand for perennial pigeon pea in Malawi using choice experiments." *Ecological Economics*, 131: 222-230.
7. Ortega, D.L., D. Tschirley, 2017. "Demand for Food Safety in Emerging and Developing Countries: A Research Agenda." *Journal of Agribusiness in Developing and Emerging Economies*, 7(1): 21-34.
8. Waldman, K.B., D. L. Ortega, R.B. Richardson, S. Snapp, D. Clay, 2016. "Preferences for legume attributes in maize-legume cropping systems in Malawi." *Food Security*, 8(6):1087-1099.
9. Klaiman, K., D.L. Ortega, C. Garnache, 2016. "Perceived barriers to food packaging recycling: Evidence from a choice experiment of US consumers." *Food Control*, 73B:291-299.
10. Ortega, D.L., K.B. Waldman, R.B. Richardson, D. Clay, S. Snapp, 2016. "Sustainable Intensification and Farmer Preferences for Crop System Attributes: Evidence from Malawi's Central and Southern Regions." *World Development*, 87:139-151.
11. Ortega, D.L. S. J. Hong, H. H. Wang, L. Wu, 2016. "Emerging Markets for Imported Beef in China: Results from a Consumer Choice Experiment in Beijing." *Meat Science*, 121: 317-323.
12. Klaiman, K., D.L. Ortega, C. Garnache, 2016. "Consumer Preferences and Demand for Packaging Material and Recyclability." *Resources, Conservation and Recycling*, 115, 1-8.
13. Ortega, D.L., P. Ward, 2016. "Information Processing Strategies and Framing Effects in Developing Country Choice Experiments: Results from Rice Farmers in India." *Agricultural Economics*, 47 (5): 493-504.
14. Ortega, D.L., H. H. Wang, L. Wu, S. J. Hong, 2016. "Retail Channel and Consumer Demand for Food Quality in China." *China Economic Review*, 36: 359-366.
15. Ortega, D.L., S. J. Hong, N. J. Olynk Widmar, H. H. Wang, L. Wu, 2015. "Chinese Aquaculture Farmers' Value System and On-farm Decision Making." *International Journal of Agricultural Management*, 4 (3): 93-99.

16. Ortega, D.L. H. H. Wang, M. Chen, 2015. "Emerging Markets for U.S. Meat and Poultry in China." *Choices*, 30 (2): 1-4. *** Received AAEA Quality of Communication Award
17. Ortega, D.L., H. H. Wang, and N. J. Olynk Widmar, 2015. "Effects of Media Headlines on Consumer Preferences for Food Safety, Quality and Environmental Attributes." *Australian Journal of Agricultural and Resource Economics*, 59: 433-445.
18. Ward, P.W., D.L. Ortega, D. J. Spielman, V. Singh, 2014. "Heterogeneous Demand for Drought Tolerant Rice: Evidence from Bihar, India." *World Development*, 64: 125-139.
19. Olynk Widmar, N., D.L. Ortega, 2014. "Comparing Consumer Preferences for Livestock Production Process Attributes Across Products, Species, and Modeling Methods." *Journal of Agricultural and Applied Economics*, 46(3): 375-391.
20. Ortega, D.L., H. H. Wang, and N. J. Olynk Widmar, 2014. "Welfare and Market Impacts of Food Safety Measures in China: Results from Urban Consumers' Valuation of Product Attributes." *Journal of Integrative Agriculture*, 13(6): 1404-1411.
21. Ortega, D.L., H. H. Wang, and N. J. Olynk Widmar, 2014. "Aquaculture Imports from Asia: An Analysis of U.S. Consumer Demand for Select Food Quality Attributes." *Agricultural Economics*, 45(5): 625-634.
22. Ortega, D.L, C. G. Brown, S. A. Waldron, H. H. Wang, 2014. "Agricultural Marketing and Food Safety in China: A Utility Perspective." *Journal of Agribusiness in Developing and Emerging Economies*, 4(1): 23-31. ***Named Journal Outstanding Paper of 2014.
23. Ortega, D.L., H. H. Wang, W. Laping and N. J. Olynk Widmar, 2014. "Chinese Producer Behavior: Aquaculture Farmers in Southern China." *China Economic Review*, 28: 17-24.
24. Wang, H.H., R. W. Zhang, D. L. Ortega, 2013. "Chinese Food Safety in a Globalized World Market." *Journal of Chinese Economics*, 1 (1): 114-124.
25. McKendree, M.G.S., N. J. Olynk Widmar, D. L. Ortega, K. A. Foster, 2013. "Consumer Preferences for Verified Pork Rearing Practices in the Production of Ham Products." *Journal of Agricultural and Resource Economics*, 38(3): 1-20.
26. Roucan-Kane, M., B. Gramig, N. J. Olynk Widmar, D. L. Ortega, A. Gray, 2013. "U.S. Agribusiness Companies and the Selection of Innovation Projects: Insights from a Choice Experiment Conducted with Agribusiness Executives." *International Food and Agribusiness Management Review*, 16(4): 1-17.
27. Wang, H.H., X. Zhang, D. L. Ortega, and N. J. Olynk Widmar, 2013. "Information on Food Safety, Consumer Preference and Behavior: The Case of Seafood in the US." *Food Control*, 33 (1): 293-300.
28. Olynk, N., and D. L. Ortega, 2013. "Consumer Preferences for Verified Cattle Management Practices in Processed Dairy Products." *Food Control*, 30(1): 298-305.

29. Ortega, D.L., H. H. Wang, N. J. Olynk, L. Wu and J. Bai, 2012. "Chinese Consumers Demand for Food Safety Attributes: A Push for Government and Industrial Regulations." *American Journal of Agricultural Economics*, 94 (2): 489-435
30. Ortega, D.L., R. J.G.M. Florax, and B. Delbecq, 2011. "Primary Determinants and the Spatial Distribution of Corruption." *Empirical Economic Letters*, 10(11): 1123-1130.
31. Ortega, D.L., H. H. Wang, L. Wu and N. Olynk, 2011. "Modeling Heterogeneity in Consumer Preferences for Select Food Safety Attributes in China." *Food Policy*, 36 (2): 318-324.
32. Ortega, D.L., H. H. Wang and L. Wu, 2009. "Food Safety and Demand: Consumer Preferences toward Imported Pork in Urban China." *Journal of Food Distribution Research*, 40 (3): 52-63.
33. Ortega, D.L., H. H. Wang and J. Eales, 2009. "Meat Demand in China." *China Agricultural Economics Review*, 1(4): 410-419.

Book Reviews (1)

1. Ortega, D.L. 2013. "Scott Waldron. Modernizing Agrifood Chains in China: Implications for Rural Development. United Kingdom: Cambridge Scholars Publishing, 2010, 270 pp., \$59.99." *American Journal of Agricultural Economics*, 95(4): 1046-1048.

Book Chapters (1)

1. Ortega, D.L., H. H. Wang and L. Wu, "Food Safety and Demand" in China's Continuing Development in Post Global Financial Crisis Era, eds by Wang, Huang and Kwan, pp. 119-132. Shanghai People Press, 2011.

Extension, Outreach, and Popular Press (7)

1. Ortega, D.L. *Michigan Radio /Stateside* Interview on Michigan agricultural exports. June 2013. <http://www.michiganradio.org/post/stateside-wednesday-june-5th-2013>
2. Olynk Widmar, N.J. M. McKendree, D.L. Ortega, "Consumer Insights: Processing." *The Dairy Mail*, June 2014, 21(6): 143, 145-147.
3. Short McKendree, M., N. J. Olynk and D. L. Ortega, "Consumer Preferences and Perceptions of Food Safety, Production Practices, and Food Product Labeling: A Spotlight on Dairy Product Purchasing Behavior in 2011." Purdue University Center for Food and Agricultural Business Research Paper 2011-01.
4. Ortega, D.L., "Economists Study How to Improve China's Food Safety." *LiveScience* in partnership with the National Science Foundation. April 16, 2010. <http://www.livescience.com/health/China-food-preference-safety-bts-100416.html>

5. Ortega, D.L. and H. H. Wang, "Opportunities for U.S. Pork in China and Implications for U.S. Hog Producers." *Purdue Extension*, EC-758-W, April 2009: 1-4.
<http://www.ces.purdue.edu/extmedia/EC/EC-758.pdf>
6. Ortega, D.L. and H. H. Wang, "Assessing the Opportunities for U.S. Pork in China." *Purdue Agricultural Economics Review*, November 2008: 1-5.
<http://www.agecon.purdue.edu/extension/pubs/paer/2008/november/wang.asp>
7. Ortega, D.L. and H. H. Wang, "China: A Market for U.S. Pork Exports." *Feedstuffs*, 80 (39): 18-20, September 22, 2008.

Working/Staff Papers (10)

1. Clay, D., A. S. Bro., R. Church, A. Bizoza, D.L. Ortega. "Determinants of farmer investment in coffee production: Finding a path to sustainable growth in Rwanda's coffee sector: Africa Great Lakes Region Coffee Support Program." Research Paper 32, 2016.
2. Ortega, D. L., A.S. Bro., D.C. Clay, M.C. Lopez, R.A. Church, A. Bizoza. "The role of cooperatives on adoption of best management practices and productivity in Rwanda's coffee sector." Research Paper 27, 2016.
3. Holland, J.K., N. J. Olynk Widmar, D. A. Widmar, D. L. Ortega, and M. A. Gunderson. "Evaluating Producer Strategies and Identifying Key Success Factors of Commercial Farms." Purdue University, Dept. of Agricultural Economics Working Paper # 2016-1, October 2016.
4. Ward, P.S., D. Spielman, D.L. Ortega, D.L., N. Kumar, N., S. Minocha. "Demand for complementary financial and technological tools for managing drought risk." International Food Policy Research Institute Research Discussion Paper 01430, 2015.
5. Ward, P. S., Ortega, D. L., Spielman, D. J., & Singh, V. "Farmer preferences for drought tolerance in hybrid versus inbred rice: Evidence from Bihar, India." (Research Note No. 5): Cereals Systems Initiative for South Asia (CSISA), 2014. Available from: <http://csisa.org/research-notes/>
6. Ward, P.S., D.L. Ortega, D. J. Spielman, and V. Singh. "Farmer Preferences for Drought Tolerance in Hybrid versus Inbred Rice: Evidence from Bihar, India." International Food Policy Research Institute Research Discussion Paper 01307, 2013.
7. Tschirley, D. L., M. Dolislager, F. Meyer, L. Traub, D.L. Ortega. "Food system dynamics: Projecting changes in food demand in East and Southern Africa through 2040." Modernizing African Food Systems (MAFS) Working Paper No. 5, 2013.
8. McKendree, M. G.S., N. J. Olynk, D. L. Ortega and H. H. Wang. "Effects of Environmental Disasters on Consumer Perceptions of Seafood: The Cases of Deep Water Horizon Oil Spill and Fukushima Daiichi Nuclear Disaster." Staff Paper, Michigan State University, Department of Agricultural, Food, and Resource Economics, 2013-03.

9. McKendree, M. S., Olynk, N. J., & Ortega, D. L. (2011). Consumer preferences and perceptions of food safety, production practices, and food product labeling: A spotlight on dairy product purchasing behavior in 2011. (Business Research Paper 2011-1). IN: Purdue University Center for Food and Agricultural.
10. Ortega, D.L., R.J.G.M. Florax and B. Delbecq, "Primary Determinants and the Spatial Distribution of Corruption." Purdue University, Dept. of Agricultural Economics Working Paper # 10-6, November, 2010.

Works in Progress

Submitted (9)

1. Ward, P.S., D.L. Ortega, D. J. Spielman, N. Kumar, S. Minocha. "Demand for complementary financial and technological tools for managing drought risk." Revisions submitted to *Economic Development and Cultural Change*.
2. Bro, A.S., D. Clay, M.C. Lopez, D.L. Ortega. "Determinants of Adoption of Sustainable Production Practices Among Smallholder Coffee Producers in Nicaragua." Revisions submitted to *Environment, Development and Sustainability*.
3. Lin, W., D. L. Ortega, V. Caputo. "Are Ex-Ante Hypothetical Bias Calibration Methods Context Dependent? Evidence from Online Food Shoppers in China." Revisions submitted to *Journal of Consumer Affairs*.
4. Lai, J., N. Widmar, M.A. Gunderson, D.A. Widmar, D.L. Ortega. "Prioritization of Farm Success Factors by Commercial Farm Managers." Revisions submitted to *International Food and Agribusiness Management Review*.
5. Rosch, S.D., D.L. Ortega. "Searching for Causes of Effects: Imperfect Contract Enforcement in Kenya's French Bean Market." Revisions submitted to *Agricultural Economics*.
6. Ortega, D.L., R. Shupp, R. Nayga, J. Lusk. "Mitigating Overbidding Behavior using Hybrid Auction Mechanisms: Results from an Induced Value Experiment." Submitted to *PLOS ONE*.
7. Caputo, V., R. Scarpa, R. Nayga, D. L. Ortega. "Are Preferences for Food Quality Attributes Really Normally Distributed? An Analysis using Flexible Mixing Distributions." Submitted to *Journal of Choice Modeling*.
8. Clay, D.C., A. Bro, R.A Church, D.L. Ortega, A. Bizoza. "Farmer Incentives and Capacity to Invest: Finding a Path to Sustainable Growth in Rwanda's Coffee Sector." Submitted to *Journal of Development Studies*.
9. Ortega, D.L., V. Caputo, P. Ward. "Understanding information processing heuristics to target development interventions: The case of drought risk management interventions in Bangladesh." Submitted to *Journal of Agricultural and Resource Economics*.

In-progress (7)

1. Kaminski, D., D.L. Ortega, R.B. Ross. "A Client-Based Market Research Project in an Undergraduate Food Marketing Management Course".

2. Maredia, M., N. MeNsope, D.L. Ortega, D. Ilboudo. "Farmers' preferences for chemical versus biological pest control methods: evidence from choice experiments in Burkina Faso."
3. Lin, W., D.L. Ortega, J. Lusk, V. Caputo. "Information and consumer demand for genetically engineered animal products: experimental evidence from consumers in the United States, Italy and China."
4. Bro, A.S., D.L. Ortega, D. Clay, R. Richardson. "Understanding Farmer Decision-Making in their Adaptation to Climate Change: The Case of Shade Crop Adoption among Coffee Farmers in Nicaragua."
5. Caputo, V., D. L. Ortega, S. Cho. "The Role of the 5 Senses in Food Choices."
6. Caputo, V., D.L. Ortega, L. Sage, B. Behe. "The effect of adding attributes in choice experiments: an eye-tracking investigation."
7. Rosch, S.D., C. Zhang, P. Preckel and D. L. Ortega. "Do Search Frictions Compound Problems of Relational Contracting?"

Evidence of Research Impact

Google Scholar Citations (as of November 20, 2017) = 643 (h-index=12)

Impact factors, and rankings of selected journals where I have published

Journal	5-year Journal Impact Factor (JIF)	Journal Rank, by JIF, out of Total # in Category	Article Influence Score*	Citation Half Life*	Subject Area Category
<i>Trends in Food Science and Technology</i>	6.695	3/125	1.4	9.1	Food Science and Technology
<i>Ecological Economics</i>	4.227	18/345 (9/104)	1.3	7.5	Economics (Environmental Studies)
<i>World Development</i>	3.102	30/333	1.2	>10	Economics
<i>Food Policy</i>	2.949	1/17	0.9	6.1	Agricultural Economics and Policy
<i>Food Control</i>	3.458	15/125	0.7	3.9	Food Science and Technology
<i>China Economic Review</i>	1.697	128/333	0.7	6.5	Economics
<i>American Journal of Agricultural Economics</i>	1.828	5/17	0.9	>10	Agricultural Economics and Policy
<i>Australian Journal of Agricultural and Resource Economics</i>	1.516	6/17	0.6	7.6	Agricultural Economics and Policy
<i>Agricultural Economics</i>	1.701	2/17	0.5	8.7	Agricultural Economics and Policy

<i>Journal of Integrative Agriculture</i>	0.867	26/56	0.2	2.4	Agriculture, Multidisciplinary
<i>Journal of Agricultural and Resource Economics</i>	0.868	12/17	0.4	>10.0	Agricultural Economics and Policy
<i>China Agricultural Economics Review</i>	0.574	11/17	0.3	3.5	Agricultural Economics and Policy
<i>International Food and Agribusiness Management Review</i>	0.647	15/17	0.1	6.3	Agricultural Economics and Policy

Source: Web of Science Journal Citation Reports, 2015.

Note: * <http://www.eigenfactor.org>

Teaching Experience

Michigan State University, Dept of Ag., Food, and Res. Econ., East Lansing, MI, USA

Instructor. FIM 335: Food Marketing Management, Spring 2014, 2015, 2016, 2017

The objectives of the course are to introduce students to the substantive and procedural aspects of marketing strategy and management in the context of food markets, and to sharpen their skills for analytical thinking and effective communication. The course is designed to convey the key concepts of marketing and how they fit into the larger context of overall management strategy and decisions in the food industry. Both the practical “how” and the fundamental “why” of marketing activities are presented in light of contributions from behavioral science, economics, and statistics. The class incorporates individual assignments, case study analysis and the development of real marketing plans for MSU Product Center clients. Class sizes have ranged from 60 to 84 students.

Instructor. RET 460/FIM460: Retail Information Systems, Spring 2014, 2015, 2016, 2017

The objective of the course is to provide students with information needed to make effective retail decisions. While the course focuses on the retail industry including retailers of consumer services (food and beverage in particular), the content of the course is useful for students interested in working for companies that interface with retailers such as manufacturers of consumer products or for students with a general management or entrepreneurial interest. The class incorporates the collection, analysis and interpretation of retail systems data, student interaction with food industry executives, and serves as a forum for students to present oral and written retail recommendations. Class sizes have ranged from 79 to 106 students.

Inner Mongolia Agricultural University, Dept of Rural Economics, Hohhot, IM, China

Instructor. Course on Agricultural Economics, Fall 2011.

Upper level course featuring specialized lectures and concepts in microeconomics, agribusiness management and food marketing.

Purdue University, Dept of Agricultural Economics, West Lafayette, IN, USA

Instructor. AGECE 429: Agribusiness Marketing Workshop, Spring 2011.

Student marketing team placed 2nd in National Agri-Marketing Association Student Marketing Competition.

Advising

PhD Students

Danielle Ufer. *Major Professor*, MSU AFRE; Expected graduation Spring 2021. *Dissertation*: In-progress.

Wen Lin. *Major Professor*, MSU AFRE; Expected graduation Spring 2019. *Dissertation*: In-progress.

Danielle Kaminski. Teaching Assistant Supervisor, Spring 2017. MSU AFRE. *Courses*: Food Marketing Management and Retail Information Systems.

John Lai. Committee Member, Purdue University; Graduated 2017. *Dissertation*: Analysis of data from choice experiments with Chinese consumers and U.S. agribusiness managers.

Soo Jeong Hong. Research Supervisor, 2015, MSU AFRE; transferred to Dept. of Media and Information

Marie Steele. Teaching Assistant Supervisor, Spring 2015. MSU AFRE. *Courses*: Food Marketing Management and Retail Information Systems.

Craig Carpenter. Committee Member, MSU AFRE; Graduated 2016. *Dissertation*: Immigrants, self-employment, ethnicity and growth in the United States

Aniseh Bro. Committee Member, MSU Dept of Community Sustainability; Graduated 2016. *Dissertation*: Biodiversity, climate change, and livelihoods: a study on economic and ecological sustainability among coffee producers in the highlands of Nicaragua.

Guilherme Signorini. Committee Member, MSU AFRE; Graduated 2015. *Dissertation*: Early contractual relationships in the renewable energy industry: assessing parties' preferences for timely sustainable growth.

MS Students

Sean Posey. Committee Member, MSU AFRE; Expected graduation Spring 2018. *Thesis*: In-progress.

Florencia Colella. *Major Professor*, MSU AFRE; Graduated 2016. *Thesis*: Consumer preferences for retail channel and beef steak attributes: experimental evidence from Argentinean consumers.

Maolong Chen. *Major Professor*, MSU AFRE; Graduated 2015. *Thesis*: Emerging markets for U.S. pork in China.

Kimberly Klaiman. *Co-Major Professor*, MSU AFRE; Graduated 2015. *Thesis*: Consumer preferences for packaging materials: willingness to pay and barriers to recycling.

Alex Smith. Teaching Assistant Supervisor, Spring 2016. MSU AFRE. *Courses: Food Marketing Management and Retail Information Systems.*

Rachel Carnegie. Committee Member, Purdue University; Graduated 2014. *Thesis: The food quality demand revolution and the food service industry in China: The case of Duck*

MSU Undergraduate Students

Espoir Tuyisenge. Undergraduate Research Supervisor. 2016-present. *Undergraduate Project: Cooperative Membership in Rwanda's Coffee Sector.*

Grant Activity (totaling over \$2.1 million)

1. "The Emerging Chinese Consumer: Opportunities for US Agriculture". 2017. *MSU Center for Global Connections Strategic Partnership Grant. Role: PI. Amount: 3,000.*
2. "African Great Lakes Coffee Project". 2015. *United States Agency for International Development (USAID). Role: Co-Principal Investigator. Collaborators: D. Clay, M. C. Lopez. Amount: \$1,800,000 (\$1,350,000 awarded to date)*
3. "Evaluating Consumer Preferences for On-Farm Production Practices". 2015. *Michigan Alliance for Animal Agriculture. Role: Principal Investigator. Collaborators: C. Wolf. Amount: \$24,757*
4. "Evaluating the Drivers and Determinants of Consumers' Willingness to Recycle". 2014. *Michigan State University Center for Packaging Innovation and Sustainability. Role: Principal Investigator. Collaborators: C. Garnache. Amount: \$86,856*
5. "Assessment of Technologies Adoption for Sustainable Agricultural Intensification in Malawi". 2014. *USAID. Role: Co-Principal Investigator. Collaborators: D. Clay, R. Richardson, et al. Amount: \$564,397*
6. "Assessing Conservation Efforts to Prevent Wildlife Crime in Indonesia". 2014. *MSU Center for Global Connections Strategic Partnership Grant. Collaborators: Meredith Gore. Role: Co-PI. Amount: 9,120.*
7. "Farmer Preferences for Abiotic Stress Tolerance in Hybrid versus Inbred Rice: Evidence from Bihar, India". 2013. *MSU Center for Global Connections Strategic Partnership Grant. Role: PI. Amount: 2,610.*
8. "Marketing Potential for Midwestern Pork in China". 2013. *MSU Asian Studies Center Koo Endowment for Faculty Development. Role: PI. Amount: 5,000.*
9. "Market Potential for Midwestern Pork in China". 2013. *USDA Agricultural Marketing Service. Role: Principal Investigator. Collaborators: H. H. Wang. Amount: \$99,879*

10. "An Integrated Economic Study of U.S. Food Safety Issues from Imported Food Products". 2011. *USDA National Institute of Food and Agriculture*. Role: Principal Investigator. Collaborators: H. H. Wang, N. Olynk, F. Gale, R. Linton. Amount: ~\$75,000
11. "Assessing consumer preferences and demand for fish: a market analysis of the Midwest aquaculture industry". 2011. *Indiana-Illinois SeaGrant*. Role: Principal Investigator. Collaborators: H. H. Wang. Amount: ~\$5,000
12. "Investigating the Effects of Economic Growth on Consumer Preferences and Demand for Goods". 2009. *U.S. National Science Foundation*. Role: Principal Investigator. Collaborators: L. Wu. Amount: ~\$5,000

Conference Papers and Presentations (56)

1. Lin, W., D.L. Ortega, V. Caputo. "Are Ex-Ante Hypothetical Bias Calibration Methods Context Dependent? Evidence from Online Food Shoppers in China." Selected oral presentation, *Joint International Food Policy Research Institute – China Agricultural Economics Review* China conference, October 2017.
2. Ortega, D.L., P.S. Ward, V. Caputo. "Understanding information processing heuristics to target development interventions: The case of drought risk management in Bangladesh." Selected poster presentation, *European Association of Agricultural Economists Triannual Meetings*, Parma, Italy, September 2017.
3. Lin, W., D.L. Ortega, V. Caputo. "Are Ex-Ante Hypothetical Bias Calibration Methods Context Dependent? Evidence from Online Food Shoppers in China." Selected oral presentation, *European Association of Agricultural Economists Triannual Meetings*, Parma, Italy, September 2017.
4. Colella, F., D.L. Ortega. "Where's the Beef? Retail Channel and Beef Preferences in Argentina." Selected oral presentation, *European Association of Agricultural Economists Triannual Meetings*, Parma, Italy, September 2017.
5. Lin, W., D.L. Ortega, V. Caputo. "Are Ex-Ante Hypothetical Bias Calibration Methods Context Dependent? Evidence from Online Food Shoppers in China." Invited Paper, *Agricultural and Applied Economics Association Annual Meetings*, Chicago, Illinois, July 2017.
6. Kaminski, D., D.L. Ortega, R.B. Ross. "A Client-Based Market Research Project in an Undergraduate Food Marketing Management Course". Selected poster, *MSU Teaching and Learning Spring Conference*, East Lansing, MI, May 2017.
7. Bro, A. S., D.L. Ortega, D.C. Clay. "Adaptive capacity to climate change: Insights from coffee farmers in Nicaragua." Selected presentation, *Agricultural and Applied Economics Association Annual Meetings*, Boston, MA, July 2016.
8. Klaiman, K., D.L. Ortega, C. Garnache. "Consumer Preferences and Demand for Packaging

Material and Recyclability." Selected presentation, *Agricultural and Applied Economics Association Annual Meetings*, Boston, MA, July 2016.

9. Colella, F., D.L. Ortega. "Retail Channel and Beef Preferences in Argentina: Experimental Results from Consumers in Buenos Aires." Selected presentation, *Agricultural and Applied Economics Association Annual Meetings*, Boston, MA, July 2016.
10. Caputo, V., D.L. Ortega. "Modeling food choices: Discrete choice models in preference space vs. willingness to pay space." Workshop on Valuation Methods in Agro-food and Environmental Economics, CREDA, Barcelona, Spain, June 2016.
11. Richardson, R. B., K.B. Waldman, D.L. Ortega. "Estimating demand for perennial pigeon pea in Malawi using choice experiments. Selected paper at *United States Society for Ecological Economics*, Vancouver, Canada, October 2015.
12. Ortega, D.L., H.H. Wang, L. Wu, S.J. Hong. "Retail Channel and Consumer Demand for Food Quality in China?" Symposia presentation, *International Association of Agricultural Economists Meeting*, Milan, Italy August 2015.
13. Rosch, S., D. L. Ortega. "Do Search Frictions Compound Problems of Relational Contracting?" Symposia presentation, *International Association of Agricultural Economists Meeting*, Milan, Italy August 2015.
14. Ward, P., D. Spielman, D.L. Ortega, N. Kumar, S. Minocha. "Demand for Complementary Financial and Technological Tools for Managing Drought Risk: Evidence from Rice Farmers in Bangladesh." Selected Paper, *International Association of Agricultural Economists Meeting*, Milan, Italy August 2015.
15. Rosch, S., D. L. Ortega. "Do Search Frictions Compound Problems of Relational Contracting?" Selected presentation, *Agricultural and Applied Economics Association Annual Meetings*, San Francisco, CA, July 2015.
16. Ortega, D.L., K. Waldman, R. Richardson, D. Clay. "Legume Adoption and Farmer Preferences for Crop System Attributes: Evidence from Malawi's Central and Southern Regions" Selected presentation, *Agricultural and Applied Economics Association Annual Meetings*, San Francisco, CA, July 2015.
17. Chen, M., D.L. Ortega, H.H. Wang. "Chinese Consumers' Perception of Imported versus Domestic Pork Quality." Selected presentation, *Agricultural and Applied Economics Association Annual Meetings*, San Francisco, CA, July 2015.
18. Wang, H.H, D.L. Ortega. "Do Chinese Consumers Prefer US Meat in the Presence of Severe Food Safety Issues?" presentation, *Agricultural and Applied Economics Association Annual Meetings*, San Francisco, CA, July 2015.
19. Ward, P., D. Spielman, D.L. Ortega, N. Kumar, S. Minocha. "Demand for Complementary

Financial and Technological Tools for Managing Drought Risk: Evidence from Rice Farmers in Bangladesh." Selected presentation, *Agricultural and Applied Economics Association Annual Meetings*, San Francisco, CA, July 2015.

20. Ortega, D.L., and H.H. Wang. "Chinese Demand for Pork and Implications for the US Pork Industry: Experimental Results from Mainland and Hong Kong Consumers ." presentation, *Agricultural and Applied Economics Association Annual Meetings*, San Francisco, CA, July 2015.
21. Gore, M. L., and D.L. Ortega. "Wildlife conservation and global agrifood systems." Academy for Global Engagement, MSU Center for Global Connections, East Lansing, MI, December 2014.
22. Ortega, D.L., and D. Tschirley. "The Economics of Food Safety in Emerging and Developing Countries: A Research Agenda for Asia and Sub-Saharan Africa." *China Agricultural Economics Review- International Food Policy Research Institute joint International Meeting*, Yanglin, China, October 2014.
23. Ward, P. S., D.L. Ortega, D. J. Spielman, and V. Singh. "Farmer preferences for abiotic stress-tolerant rice in Eastern India." *Asian Society of Agricultural Economics Annual Meeting*, Savar, Bangladesh, October 2014.
24. Ortega, D. L., and K.B. Waldman. "Assessment of technologies adoption for sustainable agricultural intensification in Malawi." *Integrating Nutrition in Value Chains, Development Alternatives Incorporated-USAID*, Lilongwe, Malawi, September 2014.
25. Ward, P. S., D.J. Spielman, D.L. Ortega, and V. Singh. "The economics of hybrid rice in Asia: Technology adoption, public expenditures, and private incentives." Expert Consultation on Hybrid Rice Development in Asia, Food and Agricultural Organization (FAO) and Asia-Pacific Seed Association, Bangkok, Thailand, July 2014.
26. Rosch, S.D., and D.L. Ortega. "Does Contract Enforceability Deter the Participation of Small-Scale Producers in Kenya's French Bean Export Market?" Selected presentation, *Agricultural and Applied Economics Association Annual Meetings*, Minneapolis, MN, July 2014.
27. Ortega, D.L., and P.S. Ward. "Information Processing Strategies and Framing Effects in Developing Country Choice Experiments: Results from Rice Farmers in India." Selected presentation, *Agricultural and Applied Economics Association Annual Meetings*, Minneapolis, MN, July 2014.
28. Carnegie, R. A., H. H. Wang, N. J. Olynk Widmar, and D. L. Ortega. "Consumer Preference for Quality and Safety Attributes of Duck in Restaurant Entrees: Is China a Market for the US Duck Industry?" Selected paper, *Agricultural and Applied Economics Association Annual Meetings*, Minneapolis, MN, July 2014.
29. Signorini, G., R.B. Ross, D.L. Ortega, and H.C. Peterson. "Assessing willingness to produce energy crops in the Midwestern United States." *Agribusiness and Food World*

Forum, *International Food and Agribusiness Management Association*, Cape Town, South Africa, June 2014.

30. Ortega, D. L. "The economics of food safety in developing and emerging countries." Sustainable Food Systems Expert Consultation, *International Center for Tropical Agriculture*, Cali, Colombia, June 2014.
31. Rosch, S.D., and D.L. Ortega. "Does Contract Enforceability Deter the Participation of Small-Scale Producers in Kenya's French Bean Export Market?" *Midwest International Economics Development Conference*, Minneapolis, MN, May 2014.
32. Rosch, S.D., and D.L. Ortega. "The Impact of Imperfect Contract Enforcement on Kenya's French Bean Export Market." *International Industrial Organization Society Annual Meetings*, Chicago, IL, April 2014.
33. Widmar, N.J.O. and D. L. Ortega. "Comparing Consumer Preferences for Livestock Production Process Attributes Across Products, Species, and Modeling Methods." Invited Paper for Emerging Scholars Symposium, *Southern Agricultural Economics Association Annual Meetings*, Dallas, TX, February 2014.
34. Holland, J., N. Widmar, D. Widmar, D. Ortega, and M. Gunderson. "Understanding Producer Strategies: Identifying Key Success Factors of Commercial Farms in 2013." Selected Paper, *Southern Agricultural Economics Association Annual Meetings*, Dallas, TX, February 2014.
35. Ortega, D.L., P. Ward, D. Spielman, V. Singh. "Farmer Preferences for Drought Tolerance in Hybrid versus Inbred Rice: Evidence from Bihar, India." *Joint International Food Policy Research Institute – China Agricultural Economics Review China conference*, Wuhan, China, October 2013.
36. Ortega, D.L., C. Brown, S. Waldron, H.H. Wang. "Agricultural Marketing and Food Safety in China: A Utility Perspective." *Joint International Food Policy Research Institute – China Agricultural Economics Review China conference*, Wuhan, China, October 2013.
37. Ortega, D.L. H. H. Wang, N. J. Olynk, and L. Wu, "Chinese Producer Behavior: Aquaculture Farmers in Southern China." *Agricultural and Applied Economics Association Annual Meetings*, Washington DC, August 2013.
38. Patrick S. Ward, D. J. Spielman, D. L. Ortega, V. Singh, and N. Magnan, "Farmer Preferences for Abiotic Stress Tolerance in Hybrid Versus Traditional Rice: Evidence from Bihar, India." Selected paper, *Agricultural and Applied Economics Association Annual Meetings*, Washington DC, August 2013.
39. Ortega, D. L., H. H. Wang, N. J. Olynk, and L. Wu, "Sustainability and Producer Behavior: Aquaculture Farmers in Southern China." *134th European Association of Agricultural Economists Seminar on Sustainability Labels*, Paris, France, March 2013.

40. Ortega, D.L., H. H. Wang and N. J. Olynk, "Effects of Media Headlines on Consumer Preferences for Food Safety, Quality and Environmental Attributes." *Australian Agricultural and Resource Economics Society Meeting*, Sydney, Australia, February 2013.
41. Ortega, D.L., H. H. Wang and N. J. Olynk, "Effects of Media Exposure on Consumer Preferences for Shrimp Safety, Quality and Environmental Attributes." *Joint International Food Policy Research Institute – China Agricultural Economics Review* China conference, Beijing, China, October 2012.
42. Ortega, D.L., H. H. Wang and N. J. Olynk, "Demand for Food Safety and Eco-friendly Attributes in Aquaculture Products." Selected Paper, *International Association of Agricultural Economists Meeting*, Foz do Iguaçu, Brazil, August 2012.
43. Ortega, D.L., H. H. Wang and N. J. Olynk, "Modeling Consumer Preferences for Sustainability, Food Safety, and Production Process Attributes of Imported Aquaculture Products from China." Track session paper, *Agricultural and Applied Economics Association Annual Meetings*, Seattle, WA, August 2012.
44. Ortega, D.L. H. H. Wang and N. J. Olynk, "U.S. Consumer Demand for Food Safety and Eco-friendly Production Process Attributes in Imported Aquaculture Products." Selected Paper, *The Chinese Economist Society Annual Conference*, Kaifeng, China, June 2012.
45. Ortega, D.L., H. H. Wang and N. J. Olynk, "Food Safety Policies in China: Consumer Welfare and Aggregate Market Impacts." Selected Paper, *Joint International Food Policy Research Institute – China Agricultural Economics Review* China conference, Chengdu, China, October 2011.
46. Ortega, D.L., H. H. Wang, N. J. Olynk, L. Wu and J. Bai, "Chinese Consumers Demand for Food Safety Attributes: A Push for Government and Industrial Regulations." Invited Paper, *Agricultural and Applied Economics Association Annual Meetings*, Pittsburgh, Pennsylvania, July 2011.
47. Ortega, D.L., H. H. Wang, and N. J. Olynk, "Welfare and Market Impacts of Food Safety Policies in China." Selected Paper, *The Chinese Economist Society Annual Conference*, Beijing, China, June 2011.
48. Ortega, D.L., H. H. Wang, L. Wu, J. Bai and N. J. Olynk, "Using Choice Experiment Methods to Study Chinese Consumers' Trust on Food Safety Attributes." Contributed Paper, *Allied Social Science Associations Annual Meetings*, Denver, CO, January 2011.
49. Ortega, D.L., H. H. Wang, L. Wu and N. J. Olynk, "Modeling Heterogeneity in Consumer Preferences for Select Food Safety Attributes in China." Track session paper, *Agricultural and Applied Economics Association Annual Meetings*, Denver, CO, July 2010.

50. Ortega, D.L., H. H. Wang, L. Wu, J. Bai and N. J. Olynk, "Modeling Heterogeneity in Consumer Preferences for Select Food Safety Attributes in China." Organized Session Paper, *The Chinese Economist Society Annual Conference on The Role of China in the Post-Crisis Era*, Xiamen, China, June 2010.
51. Ortega, D.L., H. H. Wang, L. Wu, and N. J. Olynk, "Who Can Chinese Consumers Trust for Safe Foods." Selected Paper, *China Academy of Agricultural Science and International Food Policy Research Institute International Conference on Risk and Food Security*, Beijing, China, June 2010.
52. Ortega, D.L., H. H. Wang and J. Eales, "Meat Demand in China: An Application of the Linear Approximate Almost Ideal Demand System." Contributed paper, *A Forum: The Relevance of Chinese Economic Development*, West Lafayette, IN, March 2010.
53. Ortega, D.L., H. H. Wang, L. Wu, "Assessing Consumer Preferences and Attitudes towards Imported Pork in Urban China." Contributed Paper, *International Association of Agricultural Economists Annual Meetings*, Beijing, China, August 2009.
54. Ortega, D.L., H. H. Wang, L. Wu, "Consumer Preferences for U.S. Pork in Urban China." Selected Paper, *Agricultural and Applied Economics Association Annual Meetings*, Milwaukee, WI, July 2009.
55. Ortega, D.L., H. H. Wang, L. Wu, "Food Safety and Demand." Selected Paper, *The Chinese Economist Society Annual International Conference on Chinese Economic Growth in Regional and Global Contexts*, Nanning, China, June 2009.
56. Ortega, D.L., H. H. Wang, L. Wu, "Exploring Chinese Urban Markets for U.S. Pork." Poster, *International Food and Agribusiness Management Association 19th Annual World Symposium*, Budapest, Hungary, June 2009.

Organized Symposia (2)

1. "Factors Affecting Consumer Food Demand and Food Safety: China and the World." *International Association of Agricultural Economist Meeting*, Foz do Iguacu, Brazil, August 2012.
2. "Food Safety and Demand in China." *The Chinese Economist Society International Conference on Chinese Economics Growth in Regional and Global Contexts*, Nanning, China, June 2009.

Invited Presentations and Seminars (19)

1. "Farmer Incentives and Capacity to Invest: Finding a Path to Sustainable Growth in Rwanda's Coffee Sector." *Food and Agricultural Organization (FAO) of the United Nations*, Rome, Italy, September 2017.

2. "Utilizing Choice Modeling Methods to Inform Policy and Understand Policy Preferences." Agriculture Sector Policy and Institutional Reforms Strengthening (ASPIRES) project workshop, Dar es Salaam, Tanzania, June 2017.
3. "Where's the Beef? Retail Channel Choice and Beef Preferences in Argentina." *University of Arkansas*, Fayetteville, Arkansas, February 2017.
4. "Chinese demand for pork and implications for the US pork industry: Experimental results from mainland and Hong Kong consumers." *Oklahoma State University*, Stillwater, Oklahoma, December 2015.
5. "Sustainable Intensification and Farmer Preferences for Crop System Attributes: Evidence from Malawi's Central and Southern Regions." *Western Michigan University*, Kalamazoo, Michigan, November 2015.
6. "Sustainable Intensification and Farmer Preferences for Crop System Attributes: Evidence from Malawi's Central and Southern Regions." *Kansas State University*, Manhattan, Kansas, May 2015.
7. "An Economic Exposition of Chinese Food Safety Issues." *Food Distribution Research Society*, Chicago, IL, October 2013.
8. "Integrating Open Educational Resource Materials into an Applied Economics Research Program." *AgShare Africa Initiative*, Addis Ababa, Ethiopia, June 2013.
9. "Producer Behavior and Product Quality: Results from Aquaculture Farmers in Southern China." *International Food Policy Research Institute*, New Delhi, India, April 2013.
10. "An Application of Choice Experiments to Model Producer Behavior: Results from Aquaculture Farmers in Southern China." *Lincoln University*, Christchurch, New Zealand, February 2013.
11. "An Integrated Economic Study of U.S. Food Safety Issues from Imported Food Products." *USDA National Institute of Food and Agriculture*, Washington DC, August 2012.
12. "Modeling Consumer Preferences for Sustainability, Food Safety and Production Process Attributes of Imported Aquaculture Products." *University of Sydney*, Dept. of Agricultural Economics, Sydney, Australia, June 2012.
13. "The Role of Consumers in the Asian-Pacific Century: A Survey of Agricultural Marketing Issues." *Australian Agricultural and Resources Economics Society—Queensland Branch*, Brisbane, Australia, May 2012.

14. "Heterogeneous Consumers in an Increasingly International Agricultural Market Place: The Future of China and the United States." *China Agricultural University*, Beijing, China, November 2011.
15. "Chinese Food Safety Issues and Consumer Demand." *Inner Mongolia Agricultural University*, Hohhot, China, November 2011.
16. "Heterogeneous Consumers in an Increasingly International Agricultural Market Place: The Future of China and the United States." Department of Agricultural Food and Resource Economics, *Michigan State University*, September 2011.
17. "The Economics of Food Safety in China." Antai College of Economics and Management, *Shanghai Jiao Tong University*, Shanghai, China, June 2011.
18. "Investigating the Effects of Economic Growth on Consumer Preferences and Demand for Goods." *Chinese Academy of Sciences, Ministry of Science and Technology (China) and National Science Foundation-Beijing Office (USA)*, Beijing, China, August 2009.
19. "Using Choice Experiments in Applied Economics." *Inner Mongolia Agricultural University*, Hohhot, China, July 2009.

Awards and Recognitions (13)

1. Outstanding Conference Paper Award for "Are Ex-Ante Hypothetical Bias Calibration Methods Context Dependent? Evidence from Online Food Shoppers in China" Joint International Food Policy Research Institute – China Agricultural Economics Review China conference, 2017.
2. Shao Chang Lee Best Paper Competition Award for "Are Ex-Ante Hypothetical Bias Calibration Methods Context Dependent? Evidence from Online Food Shoppers in China" MSU Asian Studies Center, 2017.
3. Quality of Communication Award for the following article: "Emerging Markets for U.S. Meat and Poultry in China," *Choices. Agricultural and Applied Economics Association*, 2016.
4. Outstanding Paper of 2014. "Agricultural Marketing and Food Safety in China: A Utility Perspective." *Journal of Agribusiness in Developing and Emerging Economies*.
5. Early Career Professional Leadership Award, Awarded jointly by *the Council on Food, Agricultural and Resource Economics and the Agricultural and Applied Economics Association*, 2014.
6. MSU Global Fellow, Academy of Global Engagement, *Michigan State University*, 2014
7. The William Applebaum Scholarship Award for Outstanding PhD Thesis. Awarded by the *Food Distribution Research Society*, 2013.

8. Headed South Award. Awarded jointly by the *Agricultural and Applied Economics Association and Australian Agricultural and Australian Agricultural and Resource Economics Society*, 2013.
9. Chester O. McCorkle, Jr. Student Scholarship. Awarded by the *Agricultural and Applied Economics Association*, 2012.
10. Ludwig Kruhe Doctoral Fellowship. Awarded by the Graduate School to one doctoral candidate at Purdue University whose research work "promotes a deeper interest in world problems, to the end that a better understanding of international relationships and world affairs may be advanced." *Purdue University*, 2011-2012.
11. The William Applebaum Scholarship Award for Outstanding M.Sc. Thesis. Awarded by the *Food Distribution Research Society*, 2009.
12. Outstanding M.Sc. Thesis Award. Department of Agricultural Economics, *Purdue University*, 2009.
13. Larry J. Connor Medal of Excellence. Presented to one undergraduate student in the College of Agricultural and Life Sciences for Outstanding Academic Performance. *University of Florida*, 2005.

Professional Service and Leadership Experience (10)

1. *College Advisory Council*, MSU College of Ag. and Natural Resources, 2016-2018.
2. *Department Advisory Committee*, MSU Dept. of Ag., Food, and Resource Economics, 2015-2017.
3. *Nominating Committee*, *Agricultural and Applied Economics Association*, 2010-2013; 2016-2019.
4. *Employment Services Committee*, *Agricultural and Applied Economics Association*, 2015-2018.
5. *Secretary and Treasurer*, Food and Agricultural Policy Section, *Agricultural and Applied Economics Association*, 2014-2016.
6. *Member-at-Large*, Food Safety and Nutrition Section, *Agricultural and Applied Economics Association*, 2012-2014.
7. *Organizing Committee*, IV World Conference of the *Spatial Econometrics Association*, Chicago, Illinois, June 2010.
8. *Organizing Committee*, A Forum: The Relevance of Chinese Economic Development, *Purdue University*, March 2010.
9. *President*, Agricultural Economics Graduate Student Organization, *Purdue University*, 2009.

10. *Secretary and Treasurer*, Graduate Student Section, *Agricultural and Applied Economics Association*, 2007-2008.

Referee and Review Service

Agricultural Economics, American Journal of Agricultural Economics, Canadian Journal of Agricultural Economics, China Agricultural Economics Review, China Economic Review, Conservation Letters, Economic Development and Cultural Change, European Review of Agricultural Economics, Food Control, Food Policy, Food Security, International Journal of Potato Research, International Food and Agribusiness Management Review, Journal of Agricultural and Resource Economics, Land Use Policy, NSF CAREER Grant, USDA NIFA Foundational Grants

Professional Affiliations

Agricultural and Applied Economics Association, European Association of Agricultural Economics, International Association of Agricultural Economists, Michigan Agribusiness Association

Language Skills

English- Fully Proficient, Spanish- Fully Proficient, French- Basic

Personal Information

Citizenship Status: United States Citizen

Date of Birth: December 20, 1985