

AARON A. ADALJA

School of Hotel Administration
541B Statler Hall
Cornell SC Johnson College of Business
Ithaca, NY 14853

(607) 255-8971
aaron.adalja@cornell.edu
<http://www.aaronadalja.com>
Citizenship: United States

ACADEMIC POSITIONS

2017– Assistant Professor of Food and Beverage Management, Applied Economics and Policy Area, School of Hotel Administration, Cornell University (*current appointment*)

EDUCATION

2017 Ph.D., Agricultural and Resource Economics, University of Maryland, College Park
2015 M.S., Agricultural and Resource Economics, University of Maryland, College Park
2009 A.O.S., Culinary Arts, The Culinary Institute of America
2003 B.A., Physics, magna cum laude, Case Western Reserve University
2003 B.S., Management: Finance Concentration, magna cum laude, Weatherhead School of Management, Case Western Reserve University

FIELDS OF INTEREST

Food Economics, Empirical Industrial Organization, Quality Disclosure and Labeling, Food Safety, Local Food Systems

JOURNAL PUBLICATIONS

2018 **Adalja, Aaron**, and Erik Lichtenberg. “Implementation Challenges of the Food Safety Modernization Act: Evidence from a National Survey of Produce Growers,” *Food Control*: forthcoming.
2018 **Adalja, Aaron**, and Erik Lichtenberg. “Produce Growers’ Cost of Complying with the Food Safety Modernization Act,” *Food Policy* 74: 23-38.
2016 Marine, Sasha C., David A. Martin, **Aaron Adalja**, Sudeep Mathew, and Kathryn L. Everts. “Effect of market channel, farm scale, and years in production on mid-Atlantic vegetable producers’ knowledge and implementation of Good Agricultural Practices,” *Food Control* 59: 128-138.
2015 **Adalja, Aaron**, James Hanson, Charles Towe, and Elina Tselepidakis. “An Examination of Consumer Willingness to Pay for Local Products,” *Agricultural and Resource Economics Review* 44(3): 253-274.

WORKING PAPERS

2017 **Adalja, Aaron**. “The Impact of Voluntary Non-GMO Labeling on Demand in the Ready-to-Eat Cereal Industry,” University of Maryland, College Park: May.
2016 **Adalja, Aaron**. “Who Pays for Voluntary Quality Certification? Evidence from the Non-GMO Project Verified Label,” University of Maryland, College Park: October.

- 2016 **Adalja, Aaron**, and Erik Lichtenberg. “Foodborne Illness Outbreaks, Collective Reputation, and Voluntary Adoption of Industry-wide Food Safety Protocols by Fruit and Vegetable Growers,” University of Maryland, College Park: May.

ONGOING PROJECTS

“Voluntary Non-GMO Food Labeling: Consumer Tastes, Firm Behavior, and Welfare Analysis”

“Easy A: Grade Inflation in Restaurant Hygiene”

“Arbiters of Taste: Are Professional Reviewers Obsolete in a Crowdsourced Economy?”

“The Impact of Sustainable Winegrowing Certification on the California Wine Industry”

OTHER PUBLICATIONS AND REPORTS

- 2016 Greene, Catherine, Seth J. Wechsler, **Aaron Adalja**, and James Hanson. *Economic Issues in the Coexistence of Organic, Genetically Engineered (GE) and Non-GE Crops*, EIB-149, USDA, Economic Research Service, February.
- 2015 Low, Sarah A., **Aaron Adalja**, Elizabeth Beaulieu, Nigel Key, Steve Martinez, Alex Melton, Agnes Perez, Katherine Ralston, Hayden Stewart, Shellye Suttles, Stephen Vogel, and Becca B. R. Jablonski. *Trends in U.S. Local and Regional Food Systems*, AP-068, USDA, Economic Research Service, January.
- 2013 **Adalja, Aaron** and Chalida U-tapao. “Harnessing Wastewater for Renewable Energy in Washington, D. C.,” *Teaching Socio-Environmental Synthesis with Case Studies*, National Socio-Environmental Synthesis Center, November.
- 2011 **Adalja, Aaron**, James C. Hanson, and Amy G. Crone. “Assessing the Need for a Statewide Farmers’ Market Association in Maryland,” Fact Sheet 934, University of Maryland.

AWARDS AND HONORS

- 2016 Abraham Lincoln Honor Award, for *Trends in U.S. Local and Regional Food Systems* (with S.A. Low, et al.), United States Department of Agriculture
- 2016 Quality of Communication Award – Honorable Mention, for *Trends in U.S. Local and Regional Food Systems* (with S.A. Low, et al.), Agricultural and Applied Economics Association
- 2016 Outstanding Graduate Assistant Award, University of Maryland
- 2012 Bessie H. DeVault Scholarship, best paper by a second-year student, for “Is Food Addictive? A Panel Data Analysis,” University of Maryland

FELLOWSHIPS AND GRANTS

- 2016 USDA Economic Research Service, Innovative Research Grant - Cooperative Agreement, “Foodborne Illness Outbreaks, Collective Reputation, and Voluntary Adoption of Industry-wide Food Safety Protocols by Fruit and Vegetable Growers” (with E. T. Page and E. Lichtenberg), \$25,000.
- 2014 Bruce and Mary Ann Gardner Dissertation Enhancement Award, for “Voluntary Non-GMO Food Labeling: Consumer Tastes, Firm Behavior, and Welfare Analysis,” University of Maryland

- 2013 Graduate School Merit Fellowship, University of Maryland
- 2012 Dept. of Animal and Avian Sciences (Jorgensen Family Foundation), University of Maryland, “Consumer Preferences and Willingness to Pay for Grass-Fed Beef” (with J. Hanson, C. Towe, and E. Tselepidakis), \$4,879.

INVITED TALKS

- 2017 School of Hotel Administration, Cornell University, February 1, 2017.
- 2017 Department of Agricultural and Resource Economics, University of Connecticut, January 17, 2017.

CONFERENCE PRESENTATIONS

- 2017 “Foodborne Illness Outbreaks, Collective Reputation, and Voluntary Adoption of Industry-wide Food Safety Protocols by Fruit and Vegetable Growers,” presented in the AERE Sessions at the 2017 AAEA Annual Meeting, Chicago, IL, August 1, 2017.
- 2017 “Foodborne Illness Outbreaks, Collective Reputation, and Voluntary Adoption of Industry-wide Food Safety Protocols by Fruit and Vegetable Growers,” presented at the 2017 NAREA Annual Meeting, Washington, D. C., June 12, 2017.
- 2017 “Foodborne Illness Outbreaks, Collective Reputation, and Voluntary Adoption of Industry-wide Food Safety Protocols by Fruit and Vegetable Growers,” presented at the 2017 Industry Studies Conference, Washington, D. C., May 25, 2017.
- 2016 “Voluntary Non-GMO Food Labeling: Consumer WTP and Firm Behavior,” presented at 2016 AAEA Annual Meeting, Boston, MA, August 2, 2016.
- 2016 “Foodborne Illness Outbreaks, Collective Reputation, and Voluntary Adoption of Industry-wide Food Safety Protocols by Fruit and Vegetable Growers,” presented at 2016 AAEA Annual Meeting, Boston, MA, August 1, 2016.
- 2015 “Trends in Non-GMO Food Labeling and Implications for Field Crop Production,” presented at 2015 Agricultural Outlook and Policy Conference, Annapolis, MD, December 16, 2015.
- 2015 “Impacts of the Food Safety Modernization Act on On-Farm Food Safety Practices in Small and Sustainable Produce Growers,” presented at 2015 AAEA and WAEA Joint Annual Meeting, San Francisco, CA, July 27, 2015.
- 2014 “Innovative Regional Policy Approaches to Strengthen Local and Regional Food Systems,” presented at 61st Annual North American Meetings of the RSAI, Washington, D. C., November 14, 2014.
- 2013 “An Examination of Consumer Willingness to Pay for Local Products,” presented at 2013 AAEA and CAES Joint Annual Meeting, Washington, D. C., August 5, 2013.
- 2013 “Adoption and Coexistence of GE, Conventional non-GE, and Organic Crops,” poster presented at 2013 AAEA and CAES Joint Annual Meeting, Washington, D. C., August 6, 2013.

TEACHING EXPERIENCE

- 2018 Instructor, HADM 1360: Introduction to Foodservice Management, Cornell University, Spring 2018
- 2017 Instructor, AREC326: Intermediate Applied Microeconomics, University of Maryland, Spring 2017
- 2013 Teaching Assistant, AREC610: Microeconomic Applications in Agricultural and Resource Markets, University of Maryland, Supervisor: Dr. Robert Chambers, Spring 2013

RESEARCH EXPERIENCE

- 2010-16 Graduate Research Assistant, Dept. of Agricultural and Resource Economics, University of Maryland, Supervisors: Drs. Erik Lichtenberg (Aug 2014 to Dec 2016), Lars Olson (Jun 2013 to Aug 2014), and James Hanson (Aug 2010 to Dec 2012)
- 2014 Pathways Student Trainee (Economics), Rural Economy Branch, USDA Economic Research Service, Supervisor: Dr. Sarah Low, June 2014 to August 2014
- 2007-09 Research Assistant, Department of Menu Research and Development, The Culinary Institute of America, Supervisor: Dr. Christopher Loss, September 2007 to May 2009

REFEREE SERVICE

Agricultural and Resource Economics Review, American Journal of Agricultural Economics, Agribusiness

DEPARTMENT AND UNIVERSITY SERVICE

- 2016 Member, Search Committee for Associate Dean for Academic Programs, College of Agriculture and Natural Resources, University of Maryland
- 2013-14 President, Association of Agricultural and Resource Economists at University of Maryland

MEDIA COVERAGE

- 2016 Agricultural and Applied Economics Association. *The High Cost of Keeping Food Safe* [Press release].
- 2011 Discussant, *The Atlantic* "Feeding Future Generations: Supporting Sustainable Global Food Production," October 13, 2011

PROFESSIONAL EXPERIENCE

- 2008-10 Chef de Partie, Per Se, Thomas Keller Restaurant Group (New York, New York)
- 2006-07 Line Cook, Fahrenheit Restaurant (Cleveland, Ohio)
- 2003-07 Product Analyst, Agency and Direct Marketing, Progressive Insurance (Cleveland, Ohio)

PROFESSIONAL CERTIFICATIONS

Certified Wine Professional – Foundation Level I, The Culinary Institute of America

AFFILIATIONS

Agricultural and Applied Economics Association

American Association of Wine Economists

American Economic Association

Association of Environmental and Resource Economists

Northeastern Agricultural and Resource Economics Association