

CURRICULUM VITAE (March 2016)

Wendy J. Umberger

EXPERTISE

- Behavioural economics
- Consumer behaviour and willingness-to-pay for attributes related food, nutrition and health
- Food security, including economics of food safety
- Diet and nutrition transition in less developed and developing countries
- Translation of research for policy and industry;
- Food Policy
- Producer behaviour and drivers of technology adoption

EDUCATION

Ph.D. Agricultural Economics, University of Nebraska-Lincoln, May 2001

M.S. Economics, South Dakota State University, December 1998

B.S. Animal Science, South Dakota State University, May 1996

ACADEMIC POSITIONS

- (2016-current) **Executive Director (Foundation) and Professor, Centre for Global Food & Resources (CGFAR)**, *Faculty of the Professions*, University of Adelaide; Adelaide, South Australia, Australia
- (2013-2016) **Director (Foundation), Global Food Studies and Associate Professor**, *Faculty of the Professions*, University of Adelaide; Adelaide, South Australia, Australia
- (2012) **Associate Professor**, Agriculture, Food Economics and Policy, *School of Agriculture, Food and Wine*, University of Adelaide; Adelaide, South Australia, Australia
- (2009-2012) **Senior Lecturer**, Global Food and Wine Business, *School of Agriculture, Food and Wine*, University of Adelaide; Adelaide, South Australia, Australia
- (2006-2008) **Lecturer**, Global Food, Agriculture and Wine Business, *School of Agriculture, Food and Wine*, University of Adelaide; Adelaide, South Australia, Australia
- (2007) **Associate Professor (with tenure)**, Agricultural Economics, *Department of Agricultural and Resource Economics*, Colorado State University.
- (2001- 2006) **Assistant Professor**, Agricultural Economics, *Department of Agricultural and Resource Economics*, Colorado State University
- (1/2006-6/2006) **Special Appointment, Faculty-in-Residence**, *Colorado State University Study Abroad Program*, Lincoln University, Christchurch, Canterbury, New Zealand
- (2000-2001) **Instructor**, Agribusiness Management, *Department of Agricultural Economics*, University of Nebraska-Lincoln; Lincoln, Nebraska
- (1997- 2001) **USDA National Needs Agribusiness Fellow**, *Department of Agricultural Economics*, University of Nebraska-Lincoln; Lincoln, Nebraska

PROFESSIONAL HONORS AND AWARDS

- 2016 President of Australian Agricultural and Resource Economics Society (AARES)
- 2015, Associate Editor *Applied Economic Perspectives and Policy* (1/7/15 to 30/6/2019)
- 2014, Elected to The International Crop Research Institute for Semi-Arid Tropics (ICRISAT) Governing Board (3-year term 2015-2018)
- 2014, Elected to be AARES President-Elect (2015) and President (2016)
- 2010, Expert Group, National Lamb Value Chain Project
- 2008, Value Chain Project Development Team nominated by SA Dept. of Premier & Cabinet
- 2008, Beef Industry Development Board, 3-year position by the SA Dept. of Premier & Cabinet
- 2007, "AAEA Outstanding Group Extension Award" (Project Coordinator)
- 2007, Invited to serve on the USDA GAO Experts Panel on National Animal ID Systems (NAIS)
- 2006, "Outstanding Extension Program Award," Western Agricultural Economics Association
- 2005, USDA, Agricultural Marketing Service, Fellowship (Competitive)
- 2005, "Outstanding Extension Program Award" (Program Leader), Western Agricultural Economics Association
- 2005, Elected to Colorado State University's Gamma Sigma Delta, Fort Collins, CO.
- 2004, Western Regional Epsilon Sigma Phi "Outstanding Extension Team Award", Fort Collins, CO.
- 2003, Colorado State Univ. Ext. Epsilon Sigma Phi State "Outstanding Extension Team Award"
- 2002, 2003 and 2004, Colorado State University Agribusiness Association "Faculty Appreciation Award"
- 2002, 2003, Colorado State University International Programs "Faculty Appreciation Award"

FUNDED PROJECTS AS PRINCIPAL/CHIEF INVESTIGATOR (PI OR LEAD CI) (JULY 2010 to JUNE 2016) Total = \$2.74 million, UA/GFS total is \$1.63 million

1. (2016-2020) "Improving Milk Supply Competitiveness and Livelihoods in Smallholder Dairy Chains in Indonesia." **CI: W.J. Umberger** (\$1.6 million), Australian Centre for International Agricultural Research (ACIAR) project, AGB/2012/099.
2. (2015-2016) "A strategic approach to pro-poor consumer research in China and the Mekong region – extended analyses." AGB/2015/029 **CI: W.J. Umberger**. \$100,690. Australian Centre for International Agricultural Research (ACIAR).
3. (2015-2016) "Developing Smallholder Inclusive Food Value Chain Models for Local and Global Markets" **CI: W.J. Umberger**. \$269,896. Australian Department of Agriculture, Economic Diplomacy Fund (EDF).
4. (2014-2015) "Supporting capacity building for research on improving market integration for dairy production systems in Indonesia." AGB/2014/033 **CI: W.J. Umberger**, \$147,719, Australian Centre for International Agricultural Research (ACIAR).
5. (2014-2015) "Indonesia red meat value chain mapping and insights." A.RMH.0022 **CI: W.J. Umberger**, \$74,761, Meat and Livestock Australia (MLA).
6. (2014-2015) "A strategic approach to pro-poor market and consumer research in China and the Mekong region" AGB/2012/057 **CI: W.J. Umberger**, \$153,878, Australian Centre for International Agricultural Research (ACIAR).
7. (2013-2016). "Getting to the meat of the matter: social and economic issues in animal welfare in Australia's livestock industry" **PI: Umberger, W.J. & R. Ankeny**, \$287,607, LP130100419 Australian Research Council Linkage Grant (ARC-Linkage).

FUNDED PROJECTS AS CO-PI OR COLLABORATOR (JULY 2010 to JUNE 2016) Total = \$20.9 million with UA/GFS share of \$6.8 million)

1. (2015-2015) "Developing a sustainable business model for upscaling the Agribusiness Master Class" AGB/2015/030 **CI: Dr. Suzie Newman, Collaborating Scientist: W.J. Umberger**, \$101,750. ACIAR.
2. (2014-2018) "Towards more profitable and sustainable vegetable farming systems in northwestern Vietnam" AGB/2012/059 **CI: Dr. Suzie Newman, Collaborating Scientist: W.J. Umberger**, \$2.3 million. ACIAR.
3. (2014-2015) "Agribusiness Research Methods and Capacity Building." C2013-182PI **PI: S. Newman and W.J. Umberger**, \$117,000. ACIAR.
4. (2013-14) "Making 'Good' Food: Interdisciplinary Approaches to Understanding Food Values and Policy" **CI: Umberger, W.J. and R. Ankeny**. \$28,924, University of Adelaide Interdisciplinary Research Fund Round.
5. (2013-2015) "Grass-fed markets and value chains for small-scale and emerging beef cattle farmers in South Africa" G. Griffith, R. Cooksey, N. Nengovhela, D. Baker, J. Mamabolo and **W.J. Umberger**. \$1.15 million LPS/205/128 ACIAR.
6. (2013-2014) "Understanding women's knowledge, attitudes and practices regarding weight gain during pregnancy." **PI: S. Zhou Co-PI W.J. Umberger** with M. Makrides and L. Malek. \$99,000. CSIRO Preventative Health Flagship Grant (administered through Women's and Children's Health Research Institute).
7. (2012-2016) "Foods for Future Australians" NHMRC Centre for Research Excellence, Makrides M, Gibson RA, Ryan P, Zhou SJ, Dodd J, McPhee AJ, **Umberger WJ**, Muhlhausler B, Collins CT, Penttila I., \$2.15 million APP1035530 National Health and Medical Research Council (NHMRC).
8. (2010-2013). "Pacific Agribusiness Research for Development Initiative (PARDI)" **PI = R. Stringer, Co-PI: W.J. Umberger**. PC/2008/044 from Australian Centre for Agricultural Research (ACIAR). \$2.1 million (**Cat 1** to U of A)
9. (2009-2012) "Economic Evaluation of the Seafood CRC." **Co-PI: W.J. Umberger** with Prof. R. Stringer. Seafood CRC Project Number LS009, \$300,000 (Cat. 2 to U of A).
10. (2010-2011) "Consumer and Market Demand Research Network: A Look Behind the Curtain of Best Practice Value Chain Development: The Example of Meat Standards Australia." Agricultural and Agri-food Canada. **Co-PI. PI: S. Anders; Co-PI: W.J. Umberger**. \$12,680 (No direct funding to U of A).
11. (2008-2012) "Markets for high-value commodities in Indonesia: Promoting competitiveness and inclusiveness." **Co-PI: W.J. Umberger** (with Prof. R. Stringer, IFPRI, and T. Reardon). ADP/2005/066. \$1.543 million. (\$337,561 UofA) ACIAR.
12. (2008-2012) "Linking vegetable farmers with markets in West and Central Java, Indonesia." **PI = Dindo Campilan**

REFEREED JOURNAL ARTICLES

1. Malek, L., **Umberger, W.**, Makrides, M. and Zhou, S.J. 2016. Poor adherence to folic acid and iodine supplement recommendations in preconception and pregnancy: a cross-sectional analysis. *Australian and New Zealand Journal of Public Health* (Accepted 17/3/16 and forthcoming).
2. **Umberger, W.J.**, He, X., Minot N. and Toiba, H. (2015). Examining the Relationship between the Use of Supermarkets and Over-nutrition in Indonesia, *American Journal of Agricultural Economics*, 97 (2): 510-525.
3. **Umberger, W. J.**, Reardon, T., Stringer, R. and Mueller Loose, S. (2015). Market-Channel Choices of Indonesian Potato Farmers: A Best–Worst Scaling Experiment, *Bulletin of Indonesian Economic Studies*, 51 (3), 461-477.
4. Sahara, S., Minot, N., Stringer, R. and **Umberger, W. J.** (2015). Determinants and effects of small chilli farmers' participation in supermarket channels in Indonesia, *Bulletin of Indonesian Economic Studies*, 51 (3), 445-460.
5. Toiba, H., **Umberger, W. J.** and Minot, N. (2015). Diet transition and supermarket shopping behavior: Is there a link? *Bulletin of Indonesian Economic Studies*, 51 (3), 389-403.

6. Minot, N., Stringer, R., **Umberger, W.J.**, and Maghraby, W. 2015. "Urban Shopping Patterns in Indonesia and Their Implications for Small Farmers." *Bulletin of Indonesian Economic Studies*, 51 (3), 375-388.
7. Malek, L., **Umberger, W.**, Makrides, M. and Zhou, S. J. (2015). Adherence to the Australian dietary guidelines during pregnancy: Evidence from a national study, *Public Health Nutrition*, 31, 1-9.
8. Ahmed, S., Makrides, M., Sim, N., McPhee, A., Quinlivan, J., Gibson, R. and **Umberger, W.** (2015). Analysis of Hospital Cost Outcome of DHA-rich Fish-oil Supplementation in Pregnancy: Evidence from a Randomized Controlled Trial, *Prostaglandins, Leukotrienes and Essential Fatty Acids*, 102-103, 5-11.
9. Dodd, J.M., S. Ahmed, J. Karnon, **W.J. Umberger**, A.R. Deussen, T. Tran, R.M, Grivell, C.A Crowther, D. Turnbull, A.J. McPhee, G. Wittert, J.A. Owens, J.S. Robinson, LIMIT Randomised Trial Group. (2015) "The cost-effectiveness of providing antenatal lifestyle advice for women who are overweight or obese: the LIMIT randomised trial". *BMC Obesity* 2:14:1-9.
10. Griffith, G., Gow, H., **Umberger, W.**, Fleming, E., Mounter, S., Malcolm, B. and Baker, D. (2015). Refocussing on the Value Chain Perspective to analyse food, beverage and fibre markets, *Australasian Agribusiness Perspectives*, 104, June. pp. 1-19.
11. Wahida, Toiba, H., **Umberger, W.**, and Minot, N. (2013). Exploring Indonesian consumers' willingness to pay for high-value agricultural products. *Acta Horticulturae*, 1006, 397-404.
12. Toiba, H., **Umberger, W.**, Minot, N., Stringer, R., and Wahida. (2013). Indonesian consumers' choice of food retail formats: Are traditional food retailers being "crowded out"? *Acta Horticulturae*, 1006, 373-380.
13. Sahara, **Umberger, W.**, and Stringer, R. (2013). Marketing preferences of small chilli farmers in Indonesia: An application of best-worst scaling. *Acta Horticulturae*, 1006, 309-316.
14. Morales, L., Griffith, G., Wright, V., Fleming, E., **Umberger, W.**, and Hoang, N. (2013). Variables affecting the propensity to buy branded beef among groups of Australian beef buyers. *Meat Science*, 94(2), 239-246.
15. Boniface, B., **Umberger, W.J.** and R. Stringer. 2013. Factors influencing consumption of dairy products: an exploratory study in Kota Kinabalu, Sabah, Malaysia. *Journal of Agribusiness Marketing*, 13(December):14-36.
16. Puspitawati, E., Gyau, A., Stringer, R. and **Umberger, W.** 2011 "Determinants of Trust in the Indonesian Potato Industry: A Comparison Among Groups of Potato Farmers." *Journal of Agribusiness*. 29(1):117-140.
17. Boniface, B., Gyau, A., Stringer, R. and **Umberger, W.** 2010. "Building producer Loyalty in the Malaysian fresh milk supply chain." *Australasian Agribusiness Review*. 18(5):66-84.
18. Yong, C.K., K.M. Eskridge, C.R. Calkins and **W.J. Umberger**. 2010. "Assessing consumer preferences for rib-eye steak characteristics using confounded factorial conjoint choice experiments." *Jour. of Muscle Foods*. 21:224-242.
19. **Umberger, W.J.**, P.C. Boxall, and R.C. Lacy. 2009. "Role of credence and health information in determining US consumers' willingness-to-pay for grass-finished beef." *Australian Journal of Agricultural and Resource Economics*. 53:603-623.
20. **Umberger, W.J.**, D. Thilmany McFadden, and A.R. Smith. 2009. "Does Altruism Play a Role in Determining U.S. Consumer Preferences and Willingness to Pay for Natural and Regionally Produced Beef?" *Agribusiness: An International Journal*. 25(2, Spring):268-285.
21. Thilmany McFadden, D., **W.J. Umberger**, and J. Wilson. 2009. "Growing a Niche Beef Market: A Targeted Marketing Plan for Colorado Homestead Ranches." *Review of Agricultural Economics*. 31(3):984-998.
22. Mueller, S. and **W.J. Umberger**. 2009. "Myth Busting: Who is the Australian Cask Wine Consumer?" *Australian and New Zealand Wine Industry Journal*. 24(1, January/February):48-54.
23. Mueller, S. and **W.J. Umberger**. 2009. "What drives the Australian Cask Wine Consumer?" *Australian and New Zealand Wine Industry Journal*. 24(2, March/April):42-45.
24. Bastian, C.T., P. Ponnamaneni, S. Mooney, J.P. Ritten, W.M. Frasier, S.I Paisley, M.A. Smith, **W.J. Umberger**. 2009. "Range Livestock Strategies Given Extended Drought and Different Price Cycles." *Journal of the American Society of Farm Managers and Rural Appraisers*. 72(1):153-163.
25. Stringer, R.S. and **W.J. Umberger**. 2008. "Food Miles, Food Chains and Food Producers: Consumer Choices in Local Markets. *Connections: Farm, Food and Resource Issue*. #37, online at http://www.agrifood.info/connections/2008/Stringer_Umberger.html.
26. Feuz, D.M., **W.J. Umberger** and C.R. Calkins. 2007. "The Potential for Canadian Branded Beef Steaks in the U.S. Market: Results from an Experimental Auction." *Current Agriculture, Food and Resource Issues* 8:16-27. Available online at http://cafri.usask.ca/j_pdfs/feuz8-1.pdf
27. Loureiro, M.L. and **Umberger, W.J.** 2007. "A choice experiment model for beef: What US consumer responses tell us about relative preferences for food safety, country-of-origin labeling and traceability." *Food Policy*. 32(4, August):496-514.
28. Bastian, C.T., S. Mooney, A.M. Nagler, J.P. Hewlett, S.I. Paisley, M.A. Smith, W.M Frasier and **W.J. Umberger**. 2006. Ranchers Diverse in their Drought Management Strategies. *Western Economics Forum*. (2):1-8.
29. Thilmany, D.D., **W.J. Umberger**, and A.R. Ziehl. 2006. "Strategic Market Planning for Value-added Natural Beef Products: A Cluster Analysis of Colorado Consumers." *Journal of Renewable Agriculture and Food Systems*. 21(3): 192-203.
30. Sitz, B.M., Calkins, C.R., Feuz, D.M., **Umberger, W.J.**, and Eskridge, K.M. 2006. "Consumer Sensory Acceptance and Value of Wet Aged and Dry Aged Beef." *Journal of Animal Science*. 84:1221-1266.
31. Schuck, E.C., W.M. Frasier, R.S. Webb, L.J. Ellingson & **W.J. Umberger**. 2005. "Adoption of More Technically Efficient Irrigation Systems as a Drought Response." *Inter. Jour. of Water Resources Dev*. 21(4):651-662.
32. Sitz, B.M., C.R. Calkins, D.M. Feuz, **W.J. Umberger**, & K.M. Eskridge. 2005. "Consumer Sensory Acceptance and Value of Domestic, Canadian, and Australian Grass-fed Beef Steaks." *Journal of Animal Science*. 83:2863-2868.

33. Ziehl, A.R., D.D. Thilmany, & **W.J. Umberger**. 2005. "A Cluster Analysis of Natural Beef Product Consumers by Shopping Behavior, Importance of Production Attributes and Demographics." *Journal of Food Distribution Research*. 36(1):209-217.
34. Loureiro, M.L. & **W.J. Umberger**. 2005. "Assessing Preferences for Country-of-Origin Labeled Products." *Journal of Agricultural and Applied Economics*. 37(1)(April):49-63.
35. Feuz, D.M., **W.J. Umberger**, C.R. Calkins, & B. Sitz. 2004. "U.S. Consumers' Willingness to Pay for Flavor and Tenderness in Steaks as Determined with an Experimental Auction." *Journal of Agricultural and Resource Economics*. 29(3):501-516.
36. Killinger, K.M., C.R. Calkins, **W.J. Umberger**, D.M. Feuz, & K.M. Eskridge. 2004. "A comparison of consumer sensory acceptance and value of domestic beef steaks and steaks from a branded, Argentine beef program." *J. of Animal Sci.* 82(Nov.):3302-3307.
37. Killinger, K.M., C.R. Calkins, **W.J. Umberger**, D.M. Feuz & K.M. Eskridge. 2004. "Consumer sensory acceptance and value for beef steaks of similar tenderness, but differing in marbling level." *J. of Animal Sci.* 82:3294-3301.
38. Killinger, K.M., Calkins, C.R., **W.J. Umberger**, D.M. Feuz, & K.M. Eskridge. 2004. "Consumer visual preference and value for beef steaks differing in marbling level and color." *J. of Animal Sci.* 82(Nov.):3288-3293.
39. **Umberger, W.J.** 2004. "Will Consumers Pay a Premium for Country-of-Origin Labeled Meat?" *Choices*. 19(Winter 2004):15-19. Online <http://www.choicesmagazine.org/2004-4/cool/2004-4-04.htm>.
40. **Umberger, W.J.** & D.M. Feuz. 2004. "The Usefulness of Experimental Auctions in Determining Consumers' Willingness to Pay for Quality Differentiated Products." *Rev. of Ag. Econ.* 26:170-185.
41. Miller, K.E., J.C. Whittier, R.K. Peel, R.M. Enns, J.E. Bruemmer, and **W.J. Umberger**. 2004. "Comparison of Breeding and Marketing Systems for Red Angus Cattle Using an Integrated Computer-Based Spreadsheet." *Professional Animal Scientist*. 20(4)(October):429-436.
42. Mackay, W.S., J.C. Whittier, T.G. Field, **W.J. Umberger**, R.B. Teichert, and D.M. Feuz. 2004. "Case Study: To Replace or Not to Replace: Determining Optimal Replacement Rates in Beef Cattle Operations." *Professional Animal Scientist*. 20(1)(February):87-93.
43. **Umberger, W.J.**, D.M. Feuz, C.R. Calkins & B.M. Sitz. 2003. "Country-of-Origin Labeling of Beef Products: U.S. Consumers Perceptions." *Journal of Food Distribution Research*. 34(3):103-116.
44. Tronstad, R., L. Lev, and **W. Umberger**. 2003. "Surviving and Thriving Through Direct Farm Marketing." *Western Economics Forum*. 2(Fall):14-20.
45. Loureiro, M.L. and **W.J. Umberger**. 2003. "Estimating Consumer Willingness-to-Pay for Country-of-Origin Labeling." *Journal of Agricultural and Resource Economics*. 28(August):287-301
46. Loureiro, M.L., **W.J. Umberger** and S.E. Hine. 2003. "Testing the Initial Endowment Effect in Experimental Auctions." *Applied Economics Letters*. 10(April):271-275.
47. **Umberger, W.J.**, D.M. Feuz, C.R. Calkins & K. Killinger. 2002. "U.S. Consumer Preferences and Willingness-to-Pay for Domestic Corn-fed Beef versus International Grass-fed Beef Measured through an Experimental Auction." *Agribusiness: An International Journal*. 18(Autumn):491-504.

BOOK CHAPTERS

1. **Umberger, W.J.**, S. Anders and E. Goddard. 2015. "Can Food Markets Result in Environmental Benefits?" Chapter 8 in *Protecting the Environment Privately*. Ed. J. Bennett. World Scientific and Imperial College Press. <http://www.worldscientific.com/worldscibooks/10.1142/9580> ISBN: 978-981-4675-43-7
2. Malek, L., **Umberger, W.J.**, Zhou, S.J. and Makrides, M. 2015. "Understanding Drivers of Dietary Behavior before and during Pregnancy in Industrialized Countries" in *Health and Nutrition in Adolescents and Young Women: Preparing for the Next Generation*. Eds: Bhutta ZA, Makrides M, Prentice AM. Nestlé Nutrition Institute Workshop Series. vol 80, pp 119-142.
3. **Umberger, W.J.** 2007. "Beef Quality, Beef Demand and Consumer Preferences." Chapter 8 in *The Handbook of Beef Quality and Safety*. Ed. Deborah L. VanOverbeke, PhD. The Haworth Press Inc. ISBN# 978-1-56022-323-8.
4. Tronstad, R., **W. Umberger**, R. Lobo, S. Nakamoto, K.R. Curtis, L. Lev, D. Bailey, R. Ward, C.T. Bastian. 2005. *Certification and Labeling Considerations for Agricultural Producers*. A Publication of the Western Extension Marketing Committee. Publication #1372. ISBN# 0-9748669-1-1. September.
5. Feuz, D.M. and **W.J. Umberger**. 2003. "Beef Cow-Calf Production." Chapter in *The Economics of the Red Meat and Dairy Industry*. Sponsored by The Veterinary Clinics of North America: Food Animal Practice. Editor Stephen R. Koontz. W.B. Saunders Company. July. pp. 339-363.
6. **Umberger, W.J.** & D. Thilmany. 2003. "Honeyacre Produce Company: Successfully Adapting to Change." Chapter in *Western Profiles of Innovative Agricultural Marketing from Direct Farm Marketing & Agri-Tourism Enterprises*. Publisher: Uni. of AZ Coop. Ext. pp. 93-100. ISBN #: 0-9748669-0-3.
7. **Umberger, W.J.**, L. Lev, & R. Tronstad. 2003. "Guiding Principles for Innovative Direct Marketing of Agricultural Products." Chapter in *Western Profiles of Innovative Agricultural Marketing from Direct Farm Marketing & Agri-Tourism Enterprises*. Uni. AZ Coop. Ext. pp. 119-122. ISBN #: 0-9748669-0-3.

PROCEEDINGS, GOVERNMENT AND OUTREACH REPORTS (Only 2010-2015)

1. Newman, S., **Umberger W.**, Wandshneider T; Sautier D; and Le Thi Hang Nga. 2016. Final Report to ACIAR for *C2013-182 Agribusiness Research Methods and Capacity Building*. 38pp.
2. **Umberger, W.J.**, R. Permani, B. Granzin and Z. Ritchie. 2015. "Final Report: Supporting capacity building for research on

- improving market integration for dairy production systems in Indonesia” AGB/2014/033 31 May. pp. 1-40.
3. Minot, N., Reardon, T., Stringer, R., **Umberger, W.J.**, Wahida. 2013. “Markets for high-value commodities in Indonesia: Promoting competitiveness and inclusion.” Final Project Report ADP/2005/006 for Australian Centre for International Research (ACIAR). 11 Oct. 2013.
 4. **Umberger, W.** and G.R. Griffith. 2011. “Beef cattle producer strategies to accommodate more concentrated and more organised value chains and more discriminating consumers”, *Farm Policy Journal* 8 (3), 27-37.
 5. **Umberger, W.J.** 2010. “Country-of-Origin Labelling (CoOL): A Review of the Relevant Literature on Consumer Preferences, Understanding, Use and Willingness-to-Pay for CoOL of Food and Meat.” *Literature Review and Report prepared for Food Standards Australia New Zealand (FSANZ)*. Final submission December.
 6. Varnold, K.A., Calkins, C.R., Gordon, B. L., **Umberger, W.J.** 2010. “Marketing Source-Verified Beef to Restaurant Patrons.” Nebraska 2011 Beef Cattle Report, University of Nebraska – Lincoln, Lincoln, Nebraska.
 7. **Umberger, W.J.** and S. Mueller. 2009. “MLA /PIRSA Consumer Beef Survey Overview of Study & Sample Responses Discrete Choice Experiment Results, Sample and Segmentation.” Final Report submitted October.
 8. Fearn, A.F. C. Soosay, **W. Umberger**, R. Stringer, B. Dent, C. Camilleri, D. Henderson, A. Mugford. 2009. “Sustainable value chain analysis: a case study of South Australian wine.” A government research project report prepared as part of the Primary Industries and Resources South Australia and Adelaide Thinkers-in-Residence Vine-to-Dine Research Project. Final report is published online at http://www.pir.sa.gov.au/wine/value_chains. January.
 8. Tey, Y.S., Stringer, R. and **Umberger, W.** 2009. Farm-Retail Price Spread for Pork in Malaysia. Munich Personal RePec Archive, Working Paper No. 14532.
 9. **W.J. Umberger** and S. Mueller. 2008. “Consumer evaluation of wine, wine products and wine based beverages.” A final grant report to the Winemakers Federation of Australia. November.
 10. R.C. Lacy, **W.J. Umberger**, S.K. Duckett, K. Wolfe, C.N. Clark-McKie, and J.A. Daniels. 2007. “Market Analysis of Forage Finished Beef in the Southeast.” A final report prepared for the U.S. Department of Agriculture AMS Federal State Market Improvement Program Grant. #GA0446. Available online at <http://www.ams.usda.gov/tmd/FSMIP/FY2005/GA0446.pdf>.
 11. Calkins, C.R. and **W.J. Umberger**. 2007. “Enhancing the Export Value of the Beef Chuck by Identifying and Developing Potential New Markets in Korea. A Final Report USDA Foreign Agricultural Service Emerging Markets Program. 31 August.
 12. Nagler, A., C. T. Bastian, J. P. Hewlett, S. Mooney, S. I. Paisley, M. A. Smith, M. Frasier, **W. Umberger**, and P. Ponnameneni. 2007. “Multiple Impacts – Multiple Strategies: How Wyoming Cattle Producers Are Surviving in Prolonged Drought.” Bulletin B-1178. Cooperative Extension Service, College of Agriculture, University of Wyoming, Laramie. April.
 13. Lacy, R.C., C. Clark and **W. Umberger**. 2006. “Expert Advice: Consumer’s Attitudes about Various Beef Traits.” *Georgia Cattleman* magazine. August, pp. 60-61.
 14. Nagler, A., S. Mooney, C. Bastian, J.P. Hewlett, B. Aldridge, B.A. Sarchet, **W.J. Umberger**, W.M. Frasier, S.I. Paisley, M.A. Smith, P. Ponnameneni, D.T. Taylor, T. Foulke. 2006. “Wyoming Beef Cattle Producers Survey. A Final Report prepared for University of Wyoming Agricultural Experiment Station Competitive Grants Program, the Wyoming Business Council Agribusiness Division. June. Online at <<http://agecon.uwyo.edu/WYLivestock/>>.
 15. Thilmany, D. and **W.J. Umberger**. 2006. “Marketing Natural Meats: Targeting Consumer Segments in your Marketing Plan.” Proceedings of the Fourth National Small Farm Conference. Greensboro, NC. Edited By: Denis Ebodaghe, Managing Editor USDA-CSREES Washington, DC. Published August 2006. Available online at http://www.csrees.usda.gov/nea/ag_systems/pdfs/proceedings_05.pdf
 16. **Umberger, W.J.** and Farm Foundation Working Group (Lead Author is Helen Jensen). 2006. “Consumer Issues and Demand.” Chapter 3 in the *Farm Foundation White Paper on the Future of Agriculture in North America*. April. <http://www.farmfoundation.org/projects/documents/ConsumerDemands.pdf>.
 17. **Umberger, W.J.** 2005. “A Review of Existing Work on Livestock Mandatory Price Reporting and Potential Research Opportunities.” An Interagency Report to the USDA-AMS. June 17, 2005.
 18. Whittier, J.C., J. Scanga, **W. Umberger**, W. Cunningham, C. Heckendorf, J. Heller. 2005. “Tri-National National Animal ID System (NAIS) Project Synopsis.” Proc. 2005 American Soc. of Animal Sci.
 19. **Umberger, W.J.** and D. Bailey. 2004. “U.S. Livestock Identification Systems: Risk Management and Market Opportunities.” Wrote the introductory section and was Editor 100 page pub. <http://www.lmic.info/memberspublic/animalID/IDframe.html>. Fall.
 20. **Umberger, W.J.** 2004. “The National Animal Identification System and Country-of-Origin Labeling: How Are They Related?” *WEMC Fact Sheet*. CSU Cooperative Extension. WEMC FS#4-04. Fall.
 21. **Umberger, W.J.** and D.A. Kaan. 2004. “An Update on the Livestock Risk Protection (LRP) Insurance Program.” *Right Risk Fact Sheet*. #RR-L-8, September.
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 23. **Umberger, W.J.** and S.R. Koontz. 2004. “As the Cycle Turns: Strong Calf Prices Bolster Cow-Calf Producer Returns.” *Agribusiness Management (ABM) Update*. CSU Cooperative Extension. Sept.
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- Opportunities for Cattle Producers.” *Right Risk Fact Sheet*. #RR-L-4.
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 29. Sitz, B, C. Calkins, **W. Umberger** and D. Feuz. 2004. “Consumer acceptance and value of wet aged and dry aged beef steaks.” *2004 Nebraska Beef Report*. MP-80A, pp. 86-88. Jan.
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 31. Sitz, B, C. Calkins, **W. Umberger** and D. Feuz. 2004. “Consumer Preference and Value of Beef with Country-Of-Origin Labeling.” *2004 Nebraska Beef Report*. MP-80A, pp. 81-82. Jan.
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 33. Tranel, J.E., N.L. Dalsted, D.A. Thilmany, and **W.J. Umberger**. 2003. “A Strategic Plan for Educational Programming.” Colorado State University Cooperative Extension Report. July 30.
 34. **Umberger, W.J.**, D.M. Feuz, C.R. Calkins and B. Sitz. 2003. “Country-of-Origin Labeling of Beef Products: U.S. Consumers’ Perceptions.” Invited paper 2003 AAEA-FAMPS and Farm Foundation Conference. “Emerging Roles for Food Labels: Inform, Protect, Persuade.” Wash., D.C. Proceedings at <http://www.farmfoundation.org/projects/03-65conferencepapers.htm>
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 36. **Umberger, W.J.**, D.R. Mark, and D.M. Feuz. 2003. “Mandatory Country of Origin Labeling: The Ongoing COOL Debate Continues in Kearney.” *Cornhusker Economics*. May 21.
 37. **Umberger, W.J.**, C.R. Calkins, and D.M. Feuz, 2003. “Fact Sheet on Country of Origin Labeling Research.” UNL Departments of Agricultural Economics and Animal Science. May 15.
 38. **Umberger, W.J.**, J. Tranel and S.R. Koontz. 2003. “2003 Wheat Outlook.” 2003 Colorado Agricultural Outlook Forum. *Weathering Tough Times*. February.
 39. Koontz, S.R., **W.J. Umberger**, J. Robb, E. Rosa. 2003. “Livestock Outlook for Cattle and Hogs.” 2003 Colorado Agricultural Outlook Forum. *Weathering Tough Times*. February.
 40. Sharp, R., J. Robb, and **W.J. Umberger**. 2003. “Feed Grain Outlook.” 2003 Colorado Agricultural Outlook Forum. *Weathering Tough Times*. CSU Cooperative Extension, CO Dept.Ag. February.
 41. Feuz, D.M. & **W.J. Umberger**. 2003. “Cattle Cycles: Past & Present.” Proc. Tri-St. Livestock Cons. Feb.
 42. **Umberger, W.J.** and S.E. Hine. 2002. “A Step-by-Step Guide on How to Write a Successful Business Plan.” *Agribusiness Marketing Report*. CSU Cooperative Extension. ABMR 02-08. Dec.
 43. **Umberger, W.J.** and S.E. Hine. 2002. “Part III. Analyzing your Market.” *Agribusiness Marketing Report*. CSU Cooperative Extension. ABMR 02-07. November.
 44. **Umberger, W.J.** and S.E. Hine. 2002. “Part II. The Financial Analysis.” *Agribusiness Marketing Report*. CSU Cooperative Extension. ABMR 02-06. October.
 45. **Umberger, W.J.** and S.E. Hine. 2002. “Part I. The Basics of Business Planning.” *Agribusiness Marketing Report*. CSU Cooperative Extension. ABMR 02-05. Sept.
 46. **Umberger, W.** and D. Mark. 2002. “What Does Mandatory Country of Origin Labeling Mean for U.S. Livestock Producers?” *Agribusiness Policy Report*. CSU Cooperative Extension. August.
 47. Hine, S. and **W. Umberger**. 2002. “Marketing Colorado Vegetables: Recommendations to Local Growers.” Department of Agricultural Economics. CSU Extension. ABMR 02-04. August.
 48. Hine, S.E. and **W. Umberger**. 2002. “Colorado Vegetables: Processing Plant Feasibility Study.” *Agribusiness Marketing Report*. DARE & CSU Cooperative Extension. ABMR 02-03. July.
 49. Hine, S., **W. Umberger** & S. Meyer. 2002. “Colorado Vegetable Survey Results: What We’ve Learned from Others.” *Agribusiness Marketing Report*. CSU Cooperative Extension. ABMR 02-02. May.
 50. Hine, S., **W. Umberger**, M. Loureiro. 2002. “Demand for Colorado-Grown Vegetables: What Do Colorado Consumers Want?” *Agribusiness Marketing Report*. Colorado State University Cooperative Extension. ABMR 02-01. April.
 51. Hine, S., R. Sharp, and **W. Umberger**. 2002. “Adding Value to Agriculture.” Proceedings of the 2002 Colorado Agricultural Outlook Forum. CSU Cooperative Extension and Colorado Dept. of Ag. Feb.
 52. Sharp, R., J. Robb, and **W. Umberger**. 2002. “Feed Grain Outlook.” Proceedings of the 2002 Colorado Agricultural Outlook Forum. CSU Cooperative and Colorado Dept. of Ag. Feb.
 53. Tranel, J.F. and **W. Umberger**. 2002. “Wheat Outlook.” Proceedings of the 2002 Colorado Agricultural Outlook Forum. CSU Cooperative Extension and the Colorado Department of Agriculture. February.

INVITED PRESENTATIONS AND LECTURES (2010 to 2015)

1. 2015. Lead Speaker (Invited) “Demographic Trends and Consumer Preferences.” *2015 National Agricultural Symposium - Responding to Future Food Demands*. Federal Reserve Bank of Kansas City - Kansas City, MO USA July 14.
2. 2015. Lead Session Speaker (Invited) “An Agricultural Value Chain Approach to Addressing Food Security” *International Rural Women’s Conference*. 23 March.
3. 2015. Invited Seminar, “Understanding Drivers of Food Quality.” Food South Australia and SARDI, Adelaide. 12 June.

4. 2015. Lead Speaker (Invited) *"Consumer Demand for Quality" in the Communicating Food Quality session at the ABARES Outlook 2015 Conference, Canberra, 3 March.*
5. 2015. Invited Speaker, *"The Different Hats of Market Research."* Presented at the 3rd ACIAR-Crawford Fund Agribusiness Masterclass. Danang, Vietnam 19 March.
6. 2015. Invited Speaker, *"Supermarkets, Diet Transition and Over-nutrition in Indonesia."* presented at the pre-conference workshop on *Agriculture, Food Policies and Nutrition. AARES Society Annual Conference. Rotorua, NZ. 10 Feb.*
7. 2014. (Invited Speaker) *"Examining the relationship between food market environment, diet diversity & diet-related diseases among urban Indonesian households."* ACIAR Workshop on Nutrition-Sensitive Agriculture. Hanoi, Vietnam 1 December.
8. 2014. Lecture *"Understanding the Aims, Objectives and Methods for Value Chain Research for Development."* IndoDairy Capacity Building for Research Workshop, Bogor University. 27 October.
9. 2014. *"Mapping the Value Chain."* Presentation at the Capacity Building for Research: Promoting Inclusive Development of Agricultural Value-Chains Workshop. Bogor Indonesia, 1 Sept. 2014.
10. 2014. *"Global food for thought: Implications of changing food market dynamics for NZ agriculture."* Keynote (Invited) presentation to the New Zealand Agricultural and Resource Economics Society (NZARES) Conference *"Farming to Changing Expectations"*. Nelson, NZ. 28 August 2014.
11. 2014. *"Implications of Mekong Region Horticultural Dynamics: Opportunities for future research and collaboration"*. Invited presentation to ACIAR, DFAT and Department of Agriculture. Canberra, ACT. 26 August.
12. 2014. *"Examining the Relationship between the Use of Supermarkets and Over-nutrition in Indonesia."* Invited Presentation (with paper) at the Agricultural and Applied Economics Association (AAEA) Annual Meeting, Minneapolis, MN, USA. July 29.
13. 2014. *"Diet and nutrition transition in Indonesia: What is the role of the 'supermarket revolution'?"* Invited seminar University of New England Business School and the Australian Agricultural and Resource Economics Society on 25 June 2014.
14. 2014. *"Agri-food Chains and Market Research."* ACIAR /Crawford Fund Agribusiness Masterclass. Hanoi, VN. 2 June.
15. 2014. *"Basics of Market Research."* ACIAR /Crawford Fund Agribusiness Masterclass. Hanoi, VN. 2 June, 2014.
16. 2014. *"Market Fundamentals and Dynamics."* ACIAR /Crawford Fund Agribusiness Masterclass. Hanoi, VN. 3 June.
17. 2014. *"Consumer Market Research Methods: Qualitative and Quantitative."* ACIAR /Crawford Fund Agribusiness Masterclass. Hanoi, VN. 4 June.
18. 2014. *"Developing a research protocol - including methods, experimental design & sampling strategy."* ACIAR /Crawford Fund Agribusiness Masterclass. Hanoi, VN. 5 June.
19. 2014. *"Pulling it all together: Summary of overview of VC research and how market research can be integrated."* Lecture ACIAR /Crawford Fund Agribusiness Masterclass. Hanoi, Vietnam. 5 June, 2014.
20. 2014. *"Food for thought: Changes in the global food system."* Presented the Inaugural Research 21 Public Lecture, organised by the Faculty of Professions at the University of Adelaide on 29 May 2014.
21. 2014. *"Foodies, Food Security, and Food Sovereignty: Competitors or Collaborators?"* at the ADELAIDE- Think Talk Food and Wine Event, Adelaide on the 8 April 2014.
22. 2014. *"Overview of Market Analysis- Connecting the Pieces."* Presentation at the Inception Workshop: Towards more profitable and sustainable vegetable farming systems in North Western Vietnam. 19 Feb. 2014.
23. 2014. *"Female perspective on building a successful academic career"* AARES Early Career Workshop invited presentation 4 February, 2014. Port Macquarie (ARRES 2014 Annual Conference)
24. 2014. *"Food Safety Programs, Third Party Certification Schemes and Global Food Security: Friends or Foes?"* Invited Speaker. 7 February, 2014. Port Macquarie (AARES 2014 Annual Conference).
25. 2013. *"A market-based perspective on why regions & subregions matter."* Invited presentation at the Australian Soil Science Association's Soil and Wine Soil and Wine Symposium: Soil, Terroir, Landscapes and Subregions. 21 Nov. 2013.
26. 2013. *"The Future of Australian Agribusiness."* Invited presentation to the Dean's Network Group. Univ. of Adelaide. 15 Oct.
27. 2013. Food Security Conversation Leader and presentation at the Inaugural CNCPEC-AUSPECC Tri-Partite Dialogue *'Developments in the China-Australia Relationship: Key issues, Challenges and Opportunities* Crawford School of Public Policy, College of Asia and the Pacific, The Australian National University, Canberra. 8 October 2013.
28. 2013. *"Diet and Nutrition Transition in Indonesia: What is the Role of the 'Supermarket Revolution'?"* Invited Research Presentation as part of the University of Alberta, Dept. of Resource Economics and Environmental Sociology's 50th Anniversary Dept. Seminar Series. Edmonton, Alberta Canada. 18 Sept., 2013
29. 2013. *"Dietary transformation in Indonesia: Is the 'supermarket revolution' to blame."* Invited presentation at the Global Food Research Colloquium. Georg-August-Universität Göttingen, Germany. 25 September, 2013
30. 2013. *"Getting to the meat of the matter: social and economic issues in animal welfare in Australia's livestock industries"* Invited Presentation at the National Animal Welfare RD&E Strategy Forum. Waite Campus, Adelaide, SA. 28 August, 2013
31. 2013. Invited Discussant for the Information, Labelling and Food Behaviour Change Session at the 9th World Congress on Health Economics. Sydney. 8 July.
32. 2013. *"Diversification as a means of managing risk – cash crops vs. staples"* and participated in an expert panel at the Food Security and Sustainable Agricultural Development in APEC Developing Economies Workshop. Hosted by the Australian APEC Study Centre at RMIT. Melbourne, 24 May.
33. 2013. *"A value chain perspective on food safety."* Invited presentation at the Tianjin University- Adelaide University Policy Dialogue. Adelaide, SA. 23 May 2013.
34. 2013. Invited speaker and panel participant at the Australian Agricultural and Resource Economics Society Early Career

Economist Networking Event held at the University of Adelaide on 15 May, 2013.

35. 2013. "A Value Chain Approach to Address Global Food Security". Presentation at the Symposium on Key Challenges and Perspectives in Australia – China Food Security and Sustainable Futures. Hosted by the Chinese Center for Agricultural Policy (CCAP), 25 April, Beijing, China.
36. 2013. "Dietary Transformation in Indonesia: Is the Supermarket Revolution to Blame?" Invited Presentation and paper Australian Agricultural and Resource Economics Society. Sydney. (Conference paper presented, 5-8 Feb).
37. 2012. "Dietary Transformation in Indonesia – What have we learned?" Invited seminar for the Department of Agricultural and Resource Economics. University of Sydney Department of Agricultural Economics, 26 October.
38. 2012. "Why Promoting Regions Works for SA." Invited *Natural Resources In Demand Symposium*, Adelaide, 11 October.
39. 2012. "The Indonesian Food Consumer Study: Determinants of Change, Implications for Agricultural Development, Food & Nutrition Policy." Invited seminar for the Australian Centre for International Agricultural Research, Canberra, 2 October.
40. 2012. "Successful consumer research for development of agribusiness value chains." Keynote Speech at the ACIAR – MALICA Workshop on Agribusiness Research for Development Methods. Ha Noi Vietnam, 11 September.
41. 2012. "Determining consumer preferences – its more than just talk- the need for organoleptic analysis." Invited talk at the ACIAR – MALICA Workshop on Agribusiness Research for Development Methods. Ha Noi Vietnam, 11 September
42. 2012. Attitudes, Perceptions, and Values: Determinants of Decision Making." Invited Discussant for session at the 2012 American Applied Economics Association Meetings, Seattle Washington. August 13.
43. 2011. "Understanding Indonesian Smallholder Preferences for Modern Market Channels." Invited presentation, Conference on Information and Access to Markets. Sponsored by Hong Kong Uni. of Sci. & Tech & Asia-Pacific Economic Cooperation (APEC) Study Centre. 14 Dec.
44. 2011. "Global Food Sustainability: Australia and the Road Ahead." Invited talk, Mannum Science Forum, 21 Mar. Mannum, SA. www.slideshare.net/Waite/wendy-slidecast-7364728
45. 2011. "Food Economics: Engaging with Consumers" FOODplus Research Seminar Series. 25 Nov.
46. 2010. "Food Miles, Sustainability & Ethical Consumerism: What are the Implications for the Food Chain?" Invited talk at *Food Tech Connect Symposium*. Melbourne, 6 Oct.
47. 2010. "Using DC Modelling to Estimate the Relative Importance of Quality Attributes: A Case Study of Australian Beef Consumers." Invited talk Kent Business School. Canterbury, UK. 29 Sept.
48. 2010. "Determining the Relative Importance of Intrinsic and Extrinsic Attributes to Australian Beef Consumers: Is Presentation Everything?" Invited seminar, Dept. of Rural Economy, University of Alberta. 31 August.

PAPERS (CONTRIBUTED & REFEREED) & SYMPOSIUMS AT ACADEMIC & PROFESSIONAL MEETINGS (ONLY 2010-2015)

1. Minot, N., R. Stringer, **W.J. Umberger**, Wahida. 2015. "Urban shopping patterns in Indonesia and their implications for small farmers." Contributed and selected paper, 29th Triennial International Conference of Agricultural Economists. Milan, Italy, 9 Aug.
2. Suprehatin, **W.J. Umberger**, D. Yi, R. Stringer, and N. Minot. 2015. "Can Understanding Indonesian Farmers' Preferences for Crop Attributes Encourage their Adoption of High Value Crops?" Contributed and selected paper presented at the 29th Triennial International Conference of Agricultural Economists. Milan, Italy, 10 Aug.
3. Permani, R., **W.J. Umberger**, C. Esparza Garcia. 2015. "Do Smallholder-inclusive Business Models offer Opportunities for Growing the Indonesian Dairy Sector?" Contributed and selected paper presented at the 29th Triennial International Conference of Agricultural Economists. Milan, Italy, 11 Aug.
4. Suprehatin, **W.J. Umberger**, D. Yi, R. Stringer and N. Minot. 2015. "The Effect of Indonesian Farmer Preferences for Crop Attributes in the Adoption of Horticultural Crops: A Best-Worst Scaling Approach." selected paper at the Agricultural and Applied Economics Association (AAEA) Annual Meetings, San Francisco, CA USA. July 26-28.
5. Maghraby, W., **W.J. Umberger** and D. Yi. 2014. "Productivity and Technical Inefficiency of Alternative Pest Management Compliant and Non-Compliant Farmers: The Case of Shallot Growers in Indonesia" selected paper at the Agricultural and Applied Economics Association (AAEA) Annual Meeting, Minneapolis, MN, USA. July 29.
6. **Umberger W.J.**, Wahida and N. Minot. 2014. "Drivers of Demand for 'Certified Organic' Poultry Products in Indonesia" paper presented in an Organised Symposium Global Trends in Marketing and Demand of Meat and Dairy Products at the Agricultural and Applied Economics Association (AAEA) Annual Meeting, Minneapolis, MN, USA. July 29.
7. Malek, L., **Umberger, W.J.**, Flynn, T., M. Makrides, J. Zhou. 2014. "A discrete choice experiment to understand women's preferences for nutritionally enhanced food and dietary supplements during pregnancy" selected paper presented at the Agricultural and Applied Economics Association (AAEA) Annual Meeting, Minneapolis, MN, USA. July 28.
8. Malek, L., Zhou, S.J., Makrides, M., **Umberger W.J.** 2014. "A novel study to understand psychosocial factors influencing healthy eating intention during pregnancy." Selected (peer reviewed) oral presentation at the conference: Social Networks, Social Media and the Economics of Food, May 28-30, 2014, Montreal, Quebec, Canada.
9. Malek, L., Zhou, S.J., Makrides, M., Flynn, T., **Umberger W.J.** 2014. "A discrete choice experiment to understand factors influencing women's dietary decisions during pregnancy." Selected (peer reviewed) oral presentation at the conference: Social Networks, Social Media and the Economics of Food, May 28-30, 2014, Montreal, Quebec, Canada.
10. **Umberger, W.J.**, Suprehatin, Yi, D., Stringer, R. 2014. "Can Understanding Indonesian Farmers' Preferences for Crop Attributes Encourage their Adoption of High Value Crops?." Selected and presented paper at the Second Global Food Symposium at the Georg-August-Universität Göttingen. Göttingen, Germany. 25-26 April 2014.

11. He, X., **Umberger, W.J.**, Minot, N. 2014. "Supermarkets, diet transition and child health: Is there a link? Evidence from a survey of urban Indonesian households." Selected Paper presented (peer reviewed) at the Second Global Food Symposium at the Georg-August-Universität Göttingen. Göttingen, Germany. 25-26 April, 2014.
12. Suprehatin, **Umberger, W.J.**, Yi, D., Stringer, R. 2014. "How Farmers' Preferences for Crop Attributes Encourage their Adoption of High Value Crops?." Paper presented (peer reviewed) at the 58th National AARES Conference at Port Macquarie. NSW, Feb.
13. Lynch, B., R. Llewellyn, **W.J. Umberger**, M. Kragt. 2014. "Interest in Joint Venture Business Structures By Australian Grain Growers." Contributed paper, 58th National AARES Conference, Port Macquarie. NSW, Australia. 4-7 Feb. 2014.
14. Wahida, **W.J. Umberger**, and N. Minot. 2013. "Exploring Indonesian Consumers' Demand for Certified Organic Agricultural Products – Market Opportunity or Market Failure?." Paper presented at IFOAM Asia Pacific Regional Symposium "Entrepreneurship and Innovation in Organic Farming", Bangkok, Thailand, Dec.
15. Wahida, D. Yi, **W.J. Umberger**, R. Stringer. 2013. "Estimating Technical Efficiency of IPM Compliant and Non-Compliant Farmers: The case of shallot farmers in Indonesia". Paper presented at IFOAM Asia Pacific Regional Symposium "Entrepreneurship and Innovation in Organic Farming", Bangkok, Thailand, Dec.
16. **Umberger, W.J.**, H. Toiba, and N. Minot. 2013. "Dietary Transformation in Indonesia: Is the Supermarket Revolution to Blame?" Selected Paper (peer reviewed) presented at First International Conference on Global Food Security, Noordwijerhout, The Netherlands, 29 Sept- 2 Oct.
17. Wahida and **W.J. Umberger**. 2013. "Exploring Indonesian consumers' demand for certified organic agricultural products." Selected Paper presented at the First International Conference on Global Food Security, Noordwijerhout, The Netherlands, 29 Sept- 2 Oct. 2013.
18. Wahida., Yi, D., and **W.J. Umberger**. 2013. "Productivity and technical inefficiency of integrated pest management compliant and non-compliant farmers: the case of shallot growers in Indonesia." Selected Paper (peer reviewed) presented at the First International Conference on Global Food Security, Noordwijerhout, The Netherlands, 29 Sept- 2 Oct.
19. Malek, L., Zhou, S.J., Makrides, M., Flynn, T., **Umberger W.J.** 2013. 'Understanding consumer preferences for nutritional supplements during pregnancy: A choice experiment study'. Selected (peer reviewed) presentation at the 9th World Congress of the International Health Economics Association (IHEA), July 7-10, 2013, Sydney, New South Wales, Australia.
20. Maghraby, W, **Umberger, W.J.**, Yi, D., Yi, Minot, N.; Stringer, R. 2013. "Productivity and Technical Inefficiency of Maximum Residue Limit Compliant and Non-Compliant Farmers: The Case of Shallot Growers in Indonesia." Contributed Paper (peer reviewed) at the 2013 AARES Conference in Sydney, Australia. 5-8 Feb.
21. **Umberger, W.J** and S. Mueller. 2012. "Taste versus Health: Australian Consumers Preferences for Marbling and Fat Content in Beef Steaks." Selected Presentation (peer reviewed) at the 2012 AAEA Annual Meetings. Seattle, WA, USA 14 August.
22. Boniface, B. and **W. Umberger**. 2012. "Factors Influencing Malaysian Consumers' Consumption of Dairy Products." Contributed Paper (peer reviewed) at the 2013 AARES Conference in Freemantle, WA Australia, 7-10 February.
23. Lynch, B., R. Llewellyn, and **W. Umberger**. 2012. "Can Corporate Farms Provide New Pathways to Improve the Profitability and Productivity of Family Farms?" Contributed Paper (peer reviewed), 2013 AARES Conference in Freemantle, WA, 7-10 Feb.
24. Wahida, **W.J. Umberger**, N. Minot. 2012. "Exploring Indonesian Consumers' Demand for Certified Organic and Pesticide-Free Agricultural Products." Contributed Paper (peer reviewed), 2013 AARES Conference in Freemantle, WA, 7-10 Feb.
25. Griffith, G., **W.J. Umberger** and H. Gow. 2011. "What is the Role of Local Governments in New Global Food Markets ?" paper presented at the 5th Intl European Forum on System Dynamics and Innovation in Food Networks, Igls, Austria, Feb.
26. **Umberger, W.J.**, Toiba, H., W. Maghraby and N. Minot. 2011. "The 'Supermarket Revolution' & Diet Diversification: What are the Implications for Rural Indonesian Households?" Contributed paper, 2011 *Australian Agric. & Res. Econ. Soc. Conference*. Melbourne, 9-11 Feb.
27. **Umberger, W.J.**, Sahara, and R. Stringer. 2011. "Examining Small Farmers' Market Channel Choice: A Best Worst Scaling Approach." Selected paper, 2011 *Australian Agric. & Res. Econ. Soc. Conference*. Melbourne, 9-11 Feb.
28. Sahara, A. Gyau, R. Stringer, and **W. Umberger**. 2011. "Farmer-buyer relationships in the Indonesian chilli supply chain: segmentation based on perception of relationship quality." Selected paper, 2011 *Australian Agric. & Res. Econ. Soc. Conference*. Melbourne, 9-11 Feb.
29. Boniface, B., A. Gyau, R. Stringer, R. and **W. Umberger**. 2011. "Producer segmentation and long term relationships in the Malaysian dairy industry." Selected paper, 2011 *Australian Agric. & Res. Econ. Soc. Conf.* Melbourne, 9-11 Feb.
30. Griffith, G., **W. Umberger** and H. Gow. 2011. "What is the Role of Local Governments in New Global Food Markets?" *5th Int. European Forum on System Dynamics & Innovation in Food Networks*, Igls, Austria Feb. 14-18.
31. Bott, G., S. Anders, and **W. Umberger**. 2011. "The Effects of a Quality Grading System on the Development of Consumer Driven Best Practice Value Chains: The Example of Meat Standards Australia." Poster, Ag. Policy Research Network, *Enabling Research for a Competitive Agriculture*, Ottawa, CA 13-14 Jan.
32. Bott, G., S. Anders, and **W. Umberger**. 2011. "Consumer Perceptions of Beef Quality Grading Systems: Towards Consumer Driven Meat Value Chains." Poster, Ag. Policy Research Network, *Enabling Research for a Competitive Agriculture*, Ottawa, CA 13-14 Jan.
33. Varnold, K.A., Calkins, C.R., Gordon, B. L., **Umberger, W.J.** 2010. Marketing Source-Verified Beef to Restaurant Patrons. Presented at the Reciprocal Meats Conference, Lubbock, TX. Am. Meat Science Ass. Annual Meeting. June.
34. **Umberger, W.J.** and S. Mueller. 2010. "Using Discrete Choice Experiments to Determine the Relative Value of Intrinsic and Extrinsic Meat Attributes: A Case Study of Australian Beef Consumers." Presented at *Studying Food Choices* at ACSPRI Social Science Methodology Conference, University of Sydney. Sydney, AU. 3 December

35. **Umberger, W.J.**, Toiba, H., W. Maghraby and N. Minot. 2010. "Supermarkets and Dietary Transformation: Urban vs. Rural Indonesian Consumers." Selected Paper, First Joint EAAE/ AAEA Seminar, *The Economics of Food, Food Choice and Health*. Freising, Germany. Sept. 15-17.
36. Mueller, S. and **W.J. Umberger**. 2010. "Pick the Tick': The Impact of Health Endorsements on Consumers' Food Choices." Selected Paper at the First Joint EAAE/ AAEA Seminar, *The Economics of Food, Food Choice and Health*. Freising, Germany. September 15-17.
37. **Umberger, W.J.** and S. Mueller. 2010. "Is Presentation Everything? Using Visual Presentation of Attributes in a Discrete Choice Experiment to Measure the Relative Importance of Intrinsic and Extrinsic Beef Attributes." Selected paper at the *Agricultural and Applied Economics Association meetings*. Denver, CO USA. 27 July.
38. **Umberger, W.J.**, R. Stringer and S. Mueller. 2010. "Using Best-Worst Scaling to Determine Market Channel Choice by Small Farmers in Indonesia." Selected paper at the *Agricultural and Applied Economics Association meetings*. Denver, CO USA. 26 July.
39. Mueller, S. and **W.J. Umberger**. 2010. "Are Consumers Indeed Misled? Congruency in Consumers' Attitudes toward Wine Labelling Information vs. Revealed Preferences from a Choice Experiment." Selected paper at the *Agricultural and Applied Economics Association meetings*. Denver, CO USA. 26 July.

3.3 WORKING PAPERS & INDUSTRY PUBLICATIONS (PUBLISHED ONLINE AS PART OF A SERIES)

1. Minot, N., Stringer, R., **Umberger, W.J.**, and Wahida. (2013). Urban shopping patterns in Indonesia and their implications for small farmers. *High Value Agriculture Working Paper #4*. Washington, D.C.: International Food Policy Research Institute (IFPRI) <http://ebrary.ifpri.org/cdm/ref/collection/p15738coll2/id/127967>
2. Puspitawati, E., Gyau, A., **Umberger, W.J.**, and Stringer, R. (2013). Determinants of trust in the Indonesian potato industry: A comparison among groups of potato farmers. *High Value Agriculture Working Paper #1*. Washington, D.C.: International Food Policy Research Institute (IFPRI) <http://ebrary.ifpri.org/cdm/ref/collection/p15738coll2/id/127975>
3. Sahara, Gyau, A., Stringer, R., and **Umberger, W.J.** (2013). Contractual arrangements and commitment in the Indonesian supermarket channel. *High Value Agriculture Working Paper #6*. Washington, D.C.: International Food Policy Research Institute (IFPRI) <http://ebrary.ifpri.org/cdm/ref/collection/p15738coll2/id/127971>
4. Sahara, **Umberger, W.J.**, Stringer, R., and Minot, N. (2013). Characteristics of chili farmers in the traditional and supermarket channels. *High Value Agriculture Working Paper #7*. Washington, D.C.: International Food Policy Research Institute (IFPRI) <http://ebrary.ifpri.org/cdm/ref/collection/p15738coll2/id/127972>
5. Sahara, **Umberger, W.J.**, Stringer, R., and Minot, N. (2013). Determinants of small-scale farmer participation in supermarket channels and impact on household income: Evidence from Indonesia. *High Value Agriculture Working Paper #8*. Washington, D.C.: International Food Policy Research Institute (IFPRI) <http://ebrary.ifpri.org/cdm/ref/collection/p15738coll2/id/127973>
6. Sahara, Gyau, A., Stringer, R., and **Umberger, W.J.** (2013). Farmer-trader relationships in Indonesian chili markets: The role of relationship quality in modern and traditional supply chains. *High Value Agriculture Working Paper #9*. Washington, D.C.: International Food Policy Research Institute (IFPRI) <http://ebrary.ifpri.org/cdm/ref/collection/p15738coll2/id/127974>
7. Wahida, Toiba, H. **Umberger, W.J.** and Minot, N. (2013). Exploring Indonesian consumers' willingness to pay for high-value agricultural products. *High Value Agriculture Working Paper #10*. Washington, D.C.: International Food Policy Research Institute (IFPRI) <http://ebrary.ifpri.org/cdm/ref/collection/p15738coll2/id/127968>
8. Sahara, Gyau, A., Stringer, R., and **Umberger, W.J.** 2013. Determinants of Indonesian shallot growers' bargaining power in the Agrifood Transformation Era: A case in Brebes, central Java. *High Value Agriculture Working Paper #11*. Washington, D.C.: International Food Policy Research Institute (IFPRI) <http://ebrary.ifpri.org/cdm/ref/collection/p15738coll2/id/127964>
9. Toiba, H., **Umberger, W.J.**, Wahida, Minot, N. and Stringer, R. (2013). Indonesian consumers' choice of food retail formats: Are traditional food retailers being "crowded out"? *High Value Agriculture Working Paper #12*. Washington, D.C.: International Food Policy Research Institute (IFPRI) <http://ebrary.ifpri.org/cdm/ref/collection/p15738coll2/id/127969>
10. **Umberger, W.J.**, Stringer, R., Mueller, S. and Reardon, T. (2013). Using best-worst case scaling to determine market channel choices by small farmers in Indonesia. *High Value Agriculture Working Paper 5*. Washington, D.C.: International Food Policy Research Institute (IFPRI) <http://ebrary.ifpri.org/cdm/ref/collection/p15738coll2/id/127970>
11. Chang, H.H., C. Marrewijk, R. Stringer, and **W.J. Umberger**. (2013). "Investment, awareness, supermarkets, and profits: heterogeneous chili farmers in Indonesia." Utrecht Economics School Discussion Paper Series Tjalling C. Koopmans Research Institute 13 (13), 1-33. Available online at http://www.uu.nl/sites/default/files/rebo_use_dp_2013_13-13.pdf
13. Lynch, B, Llewellyn, R., **W.J. Umberger**. 2012. "What can family farms gain from corporate farms business models?" *Farm Policy Journal*, 9(2, Winter):51-62.

PROFESSIONAL AFFILIATIONS AND ACTIVITIES (2010-2015)

- **American Agricultural Economics Association (AAEA)**: Reviewer Selected Papers (2015-2001); AAEA Extension Section, Western Region Director (elected position: August 2005 – 2007); AAEA Graduate Student Section Advisor (August 2001-August 2004); AAEA National Case Study Competition Organizer (2002-2004); Reviewer Selected Posters Farm Management Topic Leader (2001); Selected Posters Judge (2001, 2002); Graduate Student Case Study Competition Judge (2001, 2002)
- **Australian Agricultural and Resource Economics Association (AARES)**: President-elect (2015), Federal Council Officer (2012-2014), South Australian Branch Executive Officer (SA-AARES, Elected 2008-2014)

- **International Agribusiness Management Association (IAMA):** Selected Papers Reviewer (2006-2014)

MANUSCRIPT AND GRANT REFEREEING (Previous 5 Years, 7/2010 to 6/2015)

- *AgBio Forum, Agricultural and Resource Economics Review, American Journal of Agricultural Economics, Australian Journal of Agricultural and Resource Economics, Canadian Journal of Agricultural and Resource Economics, Choices, European Review of Agricultural Economics, Food Policy, Journal of Agribusiness, Journal of Agricultural Economics, Journal of Agricultural and Resource Economics, Journal of Food Distribution Research, Marketing Science, Review of Agricultural Economics, Western Economic Forum.*

RECENT MEDIA (Selected, not exhaustive, 2013-2015 only)

- 2015, 3 March, ABC Rural News, print, online and audio <http://www.abc.net.au/news/2015-03-04/food-label-research/6279512>
11 March, *The Australian*, interviewed by Sid Maher for "International Expert Casts Doubt on Food Labelling."
- 2014, 15 May with Ewart Shaw Radio Adelaide "Food For Thought: Changes in the Global Food System and How They Could Affect You"; 13 May, 2014 with Lauren Waldhuter from ABC Radio on ARC-Linkage Animal Welfare project; 9 May with 2UE Afternoons Sarah Morice on ARC-Linkage Animal Welfare project; 9 May with Lauren Waldhuter from ABC Rural on ARC-Linkage Animal Welfare project; 8 May with FIVEaa Breakfast show 8.30/8.35am on ARC-Linkage Animal Welfare project 7 May with ABC 891 Drive show at 5.50pm on ARC-Linkage Animal Welfare project
- 2013, 7 July on Radio Adelaide titled "Feeding a Hungry World" <https://radio.adelaide.edu.au/feeding-a-hungry-world/> aired on 7 July 2013; 19 June with SBS Dateline Naomi Selvaratnam on Soil Toxicity in China; 5 June with ABC Country Hour on the sustainable food production and consumption; 5 June with SBS World News Australia on whether consumers value 'sustainable food' Transcript online at <http://www.sbs.com.au/news/article/1774871/Sustainable-eating-encouraged-on-World-Environment>.