

Professor Wendy J. Umberger, PhD
Curriculum Vitae (Academic, August 2021)

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The University of Adelaide

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Current Position

- **Executive Director (Foundation)**, Centre for Global Food and Resources, University of Adelaide (2016-Present)
- **Professor of Agricultural Economics and Food Policy**, University of Adelaide (2016-Present)

Recent Experience

- Developed from inception, led and grew a successful, diverse and inclusive university research centre, including:
 - Establishing and resourcing of 40+ academic and professional staff positions;
 - Ensuring Centre strategy is set, and key performance indicators are met (research and teaching excellence – both quality and output, setting budgets, income growth);
 - Managing, developing and promoting staff, ensuring diversity and gender balance;
 - Developing a higher degree by research training program;
 - Mentoring and developing early career researchers.
- Led multi- and trans-disciplinary diverse research teams, including across multiple countries focusing on delivery of impactful research, ensuring academic excellence;
- Served in governance and strategic advisory roles, including board roles for an international research institution, agri-food industries and state and federal government;
- Designed academic programs in agribusiness, food and wine, in close consultation and/or partnership with external stakeholders, ensure market relevance and employability of graduates;
- Collaborated with a wide range of professionals from academia, government, not-for-profit, industry and the broader community (where relevant), delivering and translating research.
- Served on various university executive and management teams effectively engaging with senior management, researchers across faculties, and funding agencies, industry bodies and government.
- Led and/or played significant roles in externally funded research projects focusing on various food system issues in Australia, Africa, Cambodia, China, the EU, India, Indonesia, Myanmar, North America, the Pacific Islands, Africa and Vietnam.

Past Employment

- 2016-2012, **Director (Foundation)**, Global Food Studies, and **Associate Professor**, Faculty of the Professions, University of Adelaide; South Australia, Australia
- 2012-2009, **Senior Lecturer** and 2008-2006, **Lecturer**, School of Agriculture, Food and Wine, University of Adelaide; South Australia, Australia
- 2007-2001, **Assistant Professor** and **Associate Professor (with tenure)**, Department of Agricultural and Resource Economics (DARE), Colorado State University
- 2000-2001, **Instructor**, Agribusiness Management, Department of Agricultural Economics, University of Nebraska-Lincoln; Lincoln, Nebraska

Research Highlights

- Google Scholar: *h*-index = 29; citations = 4467; Scopus: *h*-index = 19
- In the top 20% of authors in economics in Australia (309/1568 authors from 177 Australian institutions, see <https://ideas.repec.org/top/top.australia.html>);
- Since 2015, I have been the Chief/Primary/Lead Investigator on \$7.8M of research, and the co-PI (or a significant collaborator) on research projects totalling \$12.5M (see pp. 14-16);
- Supervised 17 PhD students to completion at the University of Adelaide (full list on p. 17);

- Delivered keynote and invited research talks at high profile international, national and local events, and have regularly conducted interviews with media.
- Research on food and nutrition labelling policy, traceability and food safety systems, and the implications of changing food retailing on dietary change has been used by policymakers and industry in Australia, the U.S., Canada, Indonesia and Vietnam.

External Governance & Advisory Roles (Relevant)

- **President, Policy Advisory Council (PACI)**, Australian Centre for International Agricultural Research, Nominated by the Secretary of the Department of Foreign Affairs & Trade (DFAT) (3- year term beginning Sept 2020)
- **Governance Board**, The International Crop Research Institute for Semi-Arid Tropics (ICRISAT, headquarters in Hyderabad, India) (2015-2021), and **Program Committee Chair** (2018-2021)
- **Independent Director**, Grain Producers South Australia (GPSA) Governance Board (2017- present)
- **Board of Directors**, International Association of Agricultural Economists (elected 2021)
- **Policy Advisory Group**, South Australian Productivity Commission, (2019 - present)
- **Editor**, *Agribusiness: An International Journal* (2021 – present)
- **Editorial Board**, *European Review of Agricultural Economics* (2020-present)
- **Associate Editor**, *Applied Economic Perspectives and Policy* (2015 - present)
- **Blueprint Steering Committee and Markets Chair**, South Australian Grains Industry (2019 - 2021)
- **National Value Chain Expert Group**, Primary Industries Ministerial Council (PIMC) (2010-2011)
- **SA Beef Industry Development Board**, Appointed by the SA Dept. of Premier & Cabinet (2008-2011)
- **Meat Standards Australia Pathways Committee** (2008-2011)
- **Value Chain Development Team**, SA Dept. of Premiere & Cabinet (2008-2009)
- **USDA GAO Experts Panel** on National Animal ID Systems (NAIS) (2007)

Leadership Roles at University of Adelaide (Current)

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| • Faculty of Professions Executive Team | • Agri-food and Wine Internships Pilot Oversight Group |
| • Faculty of Professions Governance Board | • Wine Steering Group |
| • Agri-food and Wine Advisory Board | • Stretton Institute Agri-food Policy Team |
| • Agribusiness Advisory Board | • Indonesia Strategy Reference Group |
| • AgriFood and Wine Industry Engagement Executive Steering Committee | • DVCR's Agriculture Strategy Working Group |

Professional Honours, Awards & Elected Positions

- **Distinguished Fellow**, Australasian Agricultural and Resource Economics Society (AARES 2019)
- **Honorary Fellow**, Food Standards Australia New Zealand (FSANZ) (2016-current)
- **President**, Australasian Agricultural & Resource Economics Society (AARES) (2016-2017); **Immediate Past President** (2017-2018); **President-Elect** (2015-2016)
- **Outstanding Group Extension Award (Project Coordinator)**, American Agricultural Economics Association (AAEA) (2007)
- **Outstanding Extension Program Award**, Western Agricultural Economics Association (2006)
- **Outstanding Extension Program Award (Program Leader)**, Western Agricultural Economics Association (2005)
- **Outstanding Extension Team Award**, Western Regional Award (2005)
- **Fellowship (Competitive)**, USDA, Agricultural Marketing Service, (2005)
- **Outstanding Extension Team Award**, Colorado State University State Award (2003)
- **Faculty Appreciation Award**, Agribusiness Association, Colorado State University (2002, 2003)

Education

- **Doctor of Philosophy (PhD)**, Agricultural Economics, University of Nebraska-Lincoln (2001)
- **Masters of Science (MS)**, Economics, South Dakota State University (1998)
- **Bachelors of Science (BS)**, Animal Science, South Dakota State University (1996)

University Teaching Experience (Postgraduate and Undergraduate)

- Food and Agricultural Policy Analysis
- Agricultural, Wine and Food Marketing Principles
- Agribusiness Management
- Agricultural Production Economics
- Business Management for Applied Sciences
- Applied Econometrics
- Risk Management for Agribusinesses
- Led the development and delivered sections of an EdX Massive Open Online Course (MOOC): “Understanding Agribusiness, Value Chains, and Consumers in Global Food Systems” (over 13K enrolled since launching in late 2018, <https://www.edx.org/course/understanding-agribusiness-value-chains-and-consum>)

Refereed Journal Publications

1. Garcez de Oliveira Padilha, L., **Umberger, W.J.** & Malek, L. (2021). Food choice drivers of potential lab-grown meat consumers in Australia. *British Food Journal*. pp. 1-18, (Forthcoming, accepted July 2021). DOI: [10.1108/BFJ-03-2021-0214](https://doi.org/10.1108/BFJ-03-2021-0214)
2. Johns, C., **Umberger, W.J.**, Lyon, P. & Maligalig, R. 2021. Fijian food shopping behaviour: implications for policy makers and smallholder farmers. *Journal of Agribusiness in Developing and Emerging Economies*. pp. 1-18 (Forthcoming, accepted July 2021). DOI: [10.1108/JADEE-12-2020-0301](https://doi.org/10.1108/JADEE-12-2020-0301)
3. Garcez de Oliveira Padilha, L., Malek, L. & **Umberger, W.J.** (2021). Sustainable Meat: Looking through the Eyes of Australian Consumers. *Sustainability* 13(10): 5398. DOI:10.3390/su13105398
4. Maligalig, R., Demont, M., **Umberger, W.J.**, & Peralta, A. (2021). Understanding Filipino rice farmer preference heterogeneity for varietal trait improvements: A latent class analysis. *Journal of Agricultural Economics*, 72(1)134-157. DOI :[10.1111/1477-9552.12392](https://doi.org/10.1111/1477-9552.12392)
5. Malek, L. & **Umberger, W.J.** 2021. Distinguishing meat reducers from unrestricted omnivores, vegetarians and vegans: A comprehensive comparison of Australian consumers. *Food Quality and Preference*, 88: 104081. DOI: [10.1016/j.foodqual.2020.104081](https://doi.org/10.1016/j.foodqual.2020.104081)
6. Nguyen, D.A., **Umberger, W.J.**, & Zeng, D. 2020. Understanding Vietnamese urban consumers’ nutrition label use, health concerns and consumption of food and beverages with added sugars. *Nutrients*, 1-18. DOI: [10.3390/nu12113335](https://doi.org/10.3390/nu12113335)
7. Puga, G., **Umberger, W.J.**, & Gennari, A. 2020. The Impact of the European Grapevine Moth on Grape Production: Implications for Eradication Programs. *Journal of Wine Economics*, 14(4), 394-401. DOI:10.1017/jwe.2020.34
8. **Umberger, W. J.**, Rupa, J. A., & Zeng, D. (2020). Understanding food westernisation and other contemporary drivers of adult, adolescent and child nutrition quality in urban Vietnam. *Public Health Nutrition*, 23(14), 2571-2583. DOI:[10.1017/S1368980020001354](https://doi.org/10.1017/S1368980020001354)
9. Morales, E.L., Griffith, G., Fleming, E., Mounter, S., Wright, V., & **Umberger, W.** (2020). Preferences for Certified Beef with Animal Welfare and Other Credence Attributes in Australia. *Int. J. Food System Dynamics*, 11(3), 202-220. DOI: <http://dx.doi.org/10.18461/ijfsd.v11i3.50>
10. Kragt, M., Lynch, B., Llewellyn, R., & **Umberger, W.J.** (2019). What farmer types are most likely to adopt joint venture farm business structures? *Australian Journal of Agricultural and Resource Economics*, 63(4), 881-896. DOI :[10.1111/1467-8489.12332](https://doi.org/10.1111/1467-8489.12332)
11. Malek, L., **Umberger, W.J.**, Zhou, S., Makrides, M., & Huynh, E. (2019). Understanding Preferences for Dietary Supplements and Fortified Food during Pregnancy: A Discrete Choice Experiment. *Journal of Food Products Marketing*, 25(5), 500-526. DOI:[10.1080/10454446.2019.1602094](https://doi.org/10.1080/10454446.2019.1602094)
12. Maligalig, R., Demond, M., **Umberger, W.J.**, & Peralta, A. (2019). Off-farm employment increases women's empowerment: Evidence from rice farms in the Philippines. *Journal of Rural Studies*, 71, 62-72. DOI :[10.1016/j.jrurstud.2019.09.002](https://doi.org/10.1016/j.jrurstud.2019.09.002)
13. Malek, L., **Umberger, W.J.**, & Goddard, E. (2019). Is anti-consumption driving meat consumption changes in Australia?. *British Food Journal*, 121(1), 123-138. DOI:[10.1108/BFJ-03-2018-0183](https://doi.org/10.1108/BFJ-03-2018-0183)
14. Rupa, J., **Umberger, W.J.**, & Zeng, D. (2019). Does food market modernisation lead to improved dietary diversity and diet quality for urban Vietnamese households? *Australian Journal of Agricultural and Resource Economics*, 63(3), 499-520. DOI:[10.1111/1467-8489.12308](https://doi.org/10.1111/1467-8489.12308)

15. Malek, L., **Umberger, W.J.**, & Goddard, E. (2019). Committed vs. uncommitted meat eaters: Understanding willingness to change protein consumption. *Appetite*, 138, 115-126. DOI:[10.1016/j.appet.2019.03.024](https://doi.org/10.1016/j.appet.2019.03.024)
16. Malek, L., **Umberger, W.J.**, Makrides, M., Collins, C., & Zhou, S. (2018). Understanding motivations for dietary supplementation during pregnancy: A focus group study. *Midwifery*, 57, 59-68. DOI:[10.1016/j.midw.2017.11.004](https://doi.org/10.1016/j.midw.2017.11.004)
17. Lynch, B., Llewellyn, R., **Umberger, W.J.**, & Kragt, M. (2018). Farmer interest in joint venture structures in the Australian broadacre grains sector. *Agribusiness*, 34(2), 472-491. DOI:[10.1002/agr.21525](https://doi.org/10.1002/agr.21525)
18. Malek, L., **Umberger, W.J.**, Makrides, M., & Zhou, S. (2017). Predicting healthy eating intention and adherence to dietary recommendations during pregnancy in Australia using the Theory of Planned Behaviour. *Appetite*, 116, 431-441. DOI:[10.1016/j.appet.2017.05.028](https://doi.org/10.1016/j.appet.2017.05.028)
19. Malek, L., **Umberger, W.J.**, & Rolfe, J. (2017). Segmentation of Australian meat consumers based on attitudes regarding farm animal welfare and the environmental impact of meat production. *Animal Production Science*, 58(3), 1-11. DOI:[10.1071/AN17058](https://doi.org/10.1071/AN17058)
20. Johns, C., Lyon, P., Stringer, R., & **Umberger, W.J.** (2017). Changing urban consumer behaviour and the role of different retail outlets in the food industry of Fiji. *Asia Pacific Development Journal*, 24(1), 117-145. <https://www.unescap.org/publication-series/asia-pacific-development--journal>
21. Griffith, G., Baker, D., Fleming, E., Mounter, S., Malcolm, B., & **Umberger, W.J.** (2017). Chain failure and chain goods: re-thinking value chain upgrading and promotion in developing countries. *International Journal on Food System Dynamics*, 8(2), 146-154. DOI:[10.18461/ijfsd.v8i2.825](https://doi.org/10.18461/ijfsd.v8i2.825)
22. Morales, L., Griffith, G., Wright, V., Fleming, E., **Umberger, W.J.**, & Hoang, N. (2017). Branding fresh food: Who is willing to pay more for beef?. *Acta Alimentaria*, 46(4), 395-402. DOI:[10.1556/066.2016.0015](https://doi.org/10.1556/066.2016.0015)
23. Malek, L., **Umberger, W.J.**, Makrides, M., & Zhou, S. (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*, 40(5), 424-429. DOI:[10.1111/1753-6405.12552](https://doi.org/10.1111/1753-6405.12552)
24. Malek, L., **Umberger, W.J.**, Makrides, M., & Zhou, S. (2016). Adherence to the Australian dietary guidelines during pregnancy: evidence from a national study. *Public Health Nutrition*, 19(7), 1155-1163. DOI:[10.1017/S1368980015002232](https://doi.org/10.1017/S1368980015002232)
25. Minot, N., Stringer, R., **Umberger, W.J.**, & Maghraby, W. (2015). Urban shopping patterns in Indonesia and their implications for small farmers. *Bulletin of Indonesian Economic Studies*, 51(3), 375-388. DOI:[10.1080/00074918.2015.1104410](https://doi.org/10.1080/00074918.2015.1104410)
26. Dodd, J., Ahmed, S., Karnon, J., **Umberger, W.J.**, Deussen, A., Tran, T., . . . & Robinson, J. (2015). The cost-effectiveness of providing antenatal lifestyle advice for women who are overweight or obese: the LIMIT randomised trial. *BMC Obesity*, 2(1), 14-1-14-9. DOI:[10.1186/s40608-015-0046-4](https://doi.org/10.1186/s40608-015-0046-4)
27. **Umberger, W.J.**, Reardon, T., Stringer, R., & 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. DOI:[10.1080/00074918.2015.1108389](https://doi.org/10.1080/00074918.2015.1108389)
28. **Umberger, W.J.**, He, X., Minot, N., & 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. DOI:[10.1093/ajae/aau111](https://doi.org/10.1093/ajae/aau111)
29. Toiba, H., **Umberger, W.J.**, & Minot, N. (2015). Diet transition and supermarket shopping behaviour: is there a link?. *Bulletin of Indonesian Economic Studies*, 51(3), 389-403. DOI:[10.1080/00074918.2015.1111997](https://doi.org/10.1080/00074918.2015.1111997)
30. Sahara, S., Minot, N., Stringer, R., & **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. DOI:[10.1080/00074918.2015.1110851](https://doi.org/10.1080/00074918.2015.1110851)
31. Ahmed, S., Makrides, M., Sim, N., McPhee, A., Quinlivan, J., Gibson, R., & **Umberger, W.J.** (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. DOI:[10.1016/j.plefa.2015.08.002](https://doi.org/10.1016/j.plefa.2015.08.002)
32. Griffith, G., Gow, H., **Umberger, W.J.**, Fleming, E., Mounter, S., Malcolm, B. and Baker, D. (2015). Refocussing on the Value Chain Perspective to analyse food, beverage and fibre markets.

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33. Morales, L., Griffith, G., Wright, V., Fleming, E., **Umberger, W.J.**, & Hoang, N. (2013). Variables affecting the propensity to buy branded beef among groups of Australian beef buyers. *Meat Science*, 94(2), 239-246. DOI:[10.1016/j.meatsci.2013.02.005](https://doi.org/10.1016/j.meatsci.2013.02.005)
34. Sahara, S., **Umberger, W.J.**, & Stringer, R. (2013). Marketing preferences of small chilli farmers in Indonesia: An application of best-worst scaling. *Acta Horticulturae*, 1006(1006), 309-316. DOI:[10.17660/actahortic.2013.1006.39](https://doi.org/10.17660/actahortic.2013.1006.39)
35. Toiba, H., **Umberger, W.J.**, Minot, N., Stringer, R., & Wahida, M. (2013). Indonesian consumers' choice of food retail formats: Are traditional food retailers being "crowded out"? *Acta Horticulturae*, 1006(1006), 373-380. DOI:[10.17660/actahortic.2013.1006.47](https://doi.org/10.17660/actahortic.2013.1006.47)
36. Wahida, M., Toiba, H., **Umberger, W.J.**, & Minot, N. (2013). Exploring Indonesian consumers' willingness to pay for high-value agricultural products. *Acta Horticulturae*, 1006(1006), 397-404. DOI:[10.17660/ActaHortic.2013.1006.50](https://doi.org/10.17660/ActaHortic.2013.1006.50)
37. Boniface, B., **Umberger, W.J.**, & Stringer, R. (2013). Factors influencing consumption of dairy products: an exploratory study in Kota Kinabalu, Sabah, Malaysia. *Journal of Agribusiness Marketing*, 6, 14-36. file:///Users/a1155059/Downloads/JOAM_2013_12_v6_Paper02.pdf
38. Lynch, B., Llewellyn, R., & **Umberger, W.J.** (2012). What can family farms gain from corporate farms business models? *Farm Policy Journal*, 9(2), 51-62.
39. Puspitawati, E., Gyau, A., Stringer, R., & **Umberger, W.J.** (2011). Determinants of Trust in the Indonesian Potato Industry: A Comparison Among Groups of Potato Farmers. *Journal of Agribusiness*, 29(1), 117-140. DOI: [10.22004/ag.econ.260160](https://doi.org/10.22004/ag.econ.260160)
40. **Umberger, W.J.** & Griffith, G. (2011). Beef cattle producer strategies to accommodate more concentrated and organised value chains and more discriminating consumers. *Farm Policy Journal*, 8 (3), 27-37.
41. Yong, C., Eskridge, K., Calkins, C., & **Umberger, W.J.** (2010). Assessing consumer preferences for rib-eye steak characteristics using confounded factorial conjoint choice experiments. *Journal of Muscle Foods*, 21(2), 224-242. DOI:[10.1111/j.1745-4573.2009.00178.x](https://doi.org/10.1111/j.1745-4573.2009.00178.x)
42. Boniface, B., Gyau, A., Stringer, R., & **Umberger, W.J.** (2010). Building producer loyalty in the Malaysian fresh milk supply chain. *Australian Agribusiness Review*, 18(5), 66-84. http://www.agrifood.info/review/2010/Boniface_et_al.pdf
43. Mueller, S. & **Umberger, W.J.** (2009). Myth Busting: Who is the Australian Cask Wine Consumer? *Australian and New Zealand Wine Industry Journal*, 24(1), 48-54.
44. Mueller, S. & **Umberger, W.J.** (2009). What drives the Australian Cask Wine Consumer? *Australian and New Zealand Wine Industry Journal*, 24(2), 42-45.
45. Bastian, C., Ponnamaneni, P., Mooney, S., Ritten, J., Frasier, W., Paisley, S., Smith, A., & **Umberger, W.J.** (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.
46. **Umberger, W.J.**, Boxall, P., & Lacy, R. (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(4), 603-623. DOI:[10.1111/j.1467-8489.2009.00466.x](https://doi.org/10.1111/j.1467-8489.2009.00466.x)
47. McFadden, D., **Umberger, W.J.**, & Wilson, J. (2009). Growing a niche market: A targeted marketing plan for Colorado homestead ranches. *Review of Agricultural Economics*, 31(4), 984-998. DOI:[10.1111/j.1467-9353.2009.01478.x](https://doi.org/10.1111/j.1467-9353.2009.01478.x)
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50. Feuz, D., **Umberger, W.J.**, & Calkins, C. (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. DOI:[10.22004/ag.econ.46433](https://doi.org/10.22004/ag.econ.46433)

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53. Thilmany, D., **Umberger, W.J.**, & Ziehl, A. (2006). Strategic market planning for value-added natural beef products: A cluster analysis of Colorado consumers. *Renewable Agriculture and Food Systems*, 21(3), 192-203. DOI:[10.1079/RAF2005143](https://doi.org/10.1079/RAF2005143)
54. Sitz, B., Calkins, C., Feuz, D., **Umberger, W.J.**, & Eskridge, K. (2006). Consumer sensory acceptance and value of wet-aged and dry-aged beef steaks. *Journal of Animal Science*, 84(5), 1221-1226. DOI:[10.2527/2006.8451221x](https://doi.org/10.2527/2006.8451221x)
55. Sitz, B., Calkins, C., Feuz, D., **Umberger, W.J.**, & Eskridge, K. (2005). Consumer sensory acceptance and value of domestic, Canadian, and Australian grass-fed beef steaks. *Journal of Animal Science*, 83(12), 2863-2868. DOI:[10.2527/2005.83122863x](https://doi.org/10.2527/2005.83122863x)
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62. **Umberger, W.J.** & Feuz, D. (2004). The usefulness of experimental auctions in determining consumers' willingness-to-pay for quality-differentiated products. *Review of Agricultural Economics*, 26(2), 170-185. DOI:[10.1111/j.1467-9353.2004.00169.x](https://doi.org/10.1111/j.1467-9353.2004.00169.x)
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1. **Umberger, W.J.**, Malek, L., & Ankeny, A. (2020). A nation divided over genetically modified (GM) food? Contributed Paper presented at 64th Annual AARES Conference, Perth, WA, 11-14 Feb.
2. **Umberger, W.J.** & Malek, L. (2020). How flexible are flexitarians? Examining diversity in dietary patterns, motivations and future intentions. Contributed Paper presented at 64th Annual AARES Conference, Perth, WA, 11-14 Feb.
3. Akzar, R., **Umberger, W.J.** & Peralta, A. (2020). The synergistic effects of multiple dairy feed technologies on Indonesian smallholder dairy farmers' milk productivity: A doubly robust analysis. Contributed Paper presented at 64th Annual AARES Conference, Perth, WA, 11-14 Feb.
4. Nguyen, A., **Umberger, W.J.**, Zeng, D. (2020). Food access and individual nutrient intake in urban Vietnam. Contributed Paper presented at 64th Annual AARES Conference, Perth, WA, 11-14 Feb.
5. Padilha, L., **Umberger, W.J.** & Malek, L. (2020). Consumers' perceptions and willingness to consume lab-grown meat versus farm-raised meat and plant-based protein alternatives. Contributed Paper presented at 64th Annual AARES Conference, Perth, WA, 11-14 Feb.
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22. Maligalig, R., Demont, M., **Umberger, W.J.**, & Peralta, A. (2017). Farmer preferences for investments in varietal trait improvements: The case of rice farmers in Nueva Ecija, Philippines. 61st AARES Annual Conference, Brisbane, QLD, 7-10 Feb.
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36. Ara Rupa, J., Ahmed, S., & **Umberger, W.J.** (2016). Analysing the Impact of Household Health and Economic Shocks on Food Security and Dietary Diversity: Evidence from Rural Bangladesh. 60th AARES Conference, Canberra, ACT, 2 Feb.
37. Finizo, A., Ahmed, S., & **Umberger, W.J.** (2016). Understanding the determinants of diet quality among rural agricultural farm households in Fiji. Contributed Paper, 60th AARES Conference, Canberra, ACT, 2 Feb.
38. Finizo, A., Ahmed, S., & **Umberger, W.J.** (2016). Understanding the relationship between production diversity and dietary quality in smallholder farm households in Fiji. Contributed Paper, 60th AARES Conference, Canberra, ACT, 2 Feb.
39. Johns, C., **Umberger, W.J.**, & Stringer, R. (2016). Value chain analysis: providing an evidence base for agricultural development and policy interventions in Fiji. 60th AARES Conference, Canberra, ACT, 2 Feb.
40. Permani, R. & **Umberger, W.J.** (2016). Do contractual relations incentivize farmers' adoption of multiple innovations? Evidence from the Indonesian dairy sector. Contributed Paper, 60th AARES Conference, Canberra, ACT, 2 Feb.
41. Suprehatin, S., **Umberger, W.J.**, & Yi, D. (2016). Horticultural crop diversification, agricultural and off-farm income: empirical evidence from Indonesia. 60th AARES Conference, Canberra, ACT, 2 Feb.
42. **Umberger, W.J.**, Windle, J., Malek, L., Rolfe, J., & Anders, S. (2016). The Economics of Farm Animal Welfare and Consumer Choice – Evidence from Australia. Contributed Paper, 60th AARES Conference, Canberra, ACT, 2 Feb.
43. Wahida, M., **Umberger, W.J.**, Minot, N., & Stringer, R. (2016). What motivates Indonesian smallholder to adopt non-conventional farming systems? 60th Australian Agricultural and Resource Economics Society, Canberra, ACT, 2-5 Feb.
44. Minot, N., Stringer, R., **Umberger, W.J.**, Wahida, M. (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.
45. Suprehatin, S., **Umberger, W.J.**, Yi, D., Stringer, R., & Minot, N. (2015). Can Understanding Indonesian Farmers' Preferences for Crop Attributes Encourage their Adoption of High Value Crops? Contributed and selected paper at the 29th Triennial International Conference of Agricultural Economists, Milan, Italy, 10 Aug.

46. Permani, R., **Umberger, W.J.**, Esparza Garcia, C. (2015). Do Smallholder-inclusive Business Models offer Opportunities for Growing the Indonesian Dairy Sector? Contributed and selected paper at the 29th Triennial International Conference of Agricultural Economists, Milan, Italy, 11 Aug.
47. Suprehatin, S., **Umberger, W.J.**, Yi, D., Stringer, R., & Minot, N. (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, Jul 26-28.

Invited Lectures & Keynote Speeches (2015-2020)

1. 2020. (Invited) "Future market insights for Australia's chicken meat industry." Welfare Forum for the Chicken Meat Industry, Agrifutures Online, 20 Sept.
2. 2020. (Invited) "[Understanding consumer perceptions and relative value of animal welfare.](#)" VetFest 2020 Virtual Veterinary Conference, Australian Veterinary Association, 22 Jul.
3. 2020. (Keynote) "[Future food values: What will consumers want and why?](#)" 2020 Australian Institute of Food Science and Technology (AIFST) Virtual Convention, online presentation, 2 Jul.
4. 2020. (Invited Panellist) "[Can we prevent COVID-19 from becoming a global food security issue?](#)" The Stretton Online Agrifood Policy Webinar Series, 30 Apr.
5. 2020. (Invited Panellist) "The Future of Meat." South Australian Young Presidents Organisation, Williamstown, SA, 14 Feb.
6. 2020. (Invited Panellist) "Improving research for development outcomes through applied economics research: Examples from dairy and vegetable projects in SE Asia." Presentation at ACIAR Special Strategy Session held at 64th Annual AARES Conference, Perth, WA 11-14 Feb.
7. 2019. (Invited Panellist) "[Effect of climate change on food supply](#): Consumer and government response." Science in the Pub, Adelaide, SA, 4 Oct.
8. 2019. (Keynote) "[Understanding consumer insight –how it has changed and how can we help promote meat products into the future.](#)" Intercollegiate Meat Judging Conference, Wagga Wagga, NSW, 11 Jul.
9. 2019. (Keynote) "[Commercialization strategies of the Australian beef industry to access modern global value chains.](#)" Australia-Mercosur Leadership Forum 3, Public goods in the meat industry: Australia as a benchmark Universidad ORT, Montevideo, Uruguay, 25 Jun.
10. 2018. (Keynote) "[Demand for Animal Welfare and Ethical Attributes in Meat: What do consumers really value?](#)" at "Animal Production 2018: Fostering innovation through the value chain" Conference in Wagga Wagga, NSW, 2 Jul.
11. 2018. (Keynote) "[Consumer demands & animal welfare: What do consumers really want?](#)" at the Better Beef Conference, Agriculture Victoria in Bendigo, VIC, 26 Jun.
12. 2018. (Invited Panel Presentation) "[Animal Welfare, Present and Future: Consumer Perspective](#)" at the 2018 Poultry Information Exchange Conference (PIX/AMC 2018), Gold Coast, QLD, 5 Jun.
13. 2018. (Invited Panellist) "*What is the potential future role for economics and the social sciences in improving regulatory design and decision making*" at the workshop "*Better use of Economics and the Social Sciences in the Food Regulatory System*" hosted by FSANZ Canberra, ACT, 9 Mar.
14. 2017. (Keynote) "Consumer preferences and consumption patterns for fruit and vegetables in urban Vietnam" at the "North-West Vietnam Research Symposium: Mountains of Opportunity" hosted by the Australian Centre for International Agricultural Research (ACIAR), Hanoi, Vietnam, Nov 22.
15. 2017. (Invited) "Delivering Agribusiness Studies to the Developing World" at the "World Food Security: Impacts, Opportunities and Partnerships Forum for Crawford Fund Adelaide, SA, 17 Nov.
16. 2017. (Invited) "Understanding consumers' preferences and willingness to pay for animal welfare and other credence claims in fresh meat products: a choice experiment study" to the SA Beef Industry Blueprint working group meeting, Adelaide, SA, 19 Oct.
17. 2017. (Invited) "*Agribusiness Innovation to Combat Food Security and Dynamic Food Markets*" at the Commonwealth Bank Innovation Lab, Adelaide, SA, 12 Oct.
18. 2017. (Invited Panellist and Speaker) Australia's future "hayday" at The Economist's Innovation as Competition: Australia's Asian Future Summit 2017, Sydney, NSW, Sep. Available at: <https://events.economist.com/events-conferences/asia/innovation-as->

- [competition#overviewhttps://www.marketingmag.com.au/news-c/porter-agribusiness/](https://www.marketingmag.com.au/news-c/porter-agribusiness/competition#overview)
19. 2017. (Invited) *"Eating our words."* Public Lecture for the University of Adelaide's Research Tuesdays Series, Adelaide, SA, 10 Oct. Available at:
<https://www.adelaide.edu.au/researchtuesdays/events/2017/october.html>
 20. 2017. (Presidential Address) *"Seeing with New Eyes: Insights into Understanding Food Values."* 61st Australian Agricultural and Resource Economics Society (AARES) Annual Conference, Brisbane, QLD, 8 Feb.
 21. 2016. (Keynote) *"Changing Consumer Patterns- An Australian Perspective"* at the Vital Ingredient Sustainability Conference, hosted by the Australian Meat Processor Corporation (AMPC) Sydney, NSW, 30 Nov. Available at:
<https://www.youtube.com/watch?v=sSGIIaAAAjk>
<https://www.facebook.com/AustralianMeatProcessorCorporation/videos/1813015968962915/>
 22. 2016. (Invited Lead Speaker) *"Sustainable Agricultural Development for Global Food Security."* Invited Plenary Presentation at the 2016 International Conference on Food Safety & Engineering (ICFSE), Solo, Indonesia, 18 Oct.
 23. 2016. (Invited Keynote) *"Changing Indonesian Food Consumers – Challenges and Opportunities"* at the Australia Indonesia Business Council (AIBC) SA: Australia and Indonesia - The Future of Food event Adelaide, SA, 26 Sep.
 24. 2016. (Invited Keynote) *"Consumers in the Digital Age: Perceptions versus Reality"* at the Food Standards Australia New Zealand (FSANZ) FSANZ *"Celebrating 25 years of food standards setting"* Canberra, ACT, 18 Aug. Available at:
<https://www.foodstandards.gov.au/about/Documents/Symposium%20presentations/FSANZ%2025%20Wendy%20Umberger.pdf>
 25. 2015. (Invited Lead Speaker) *"Demographic Trends and Consumer Preferences."* At the *"2015 National Agricultural Symposium - Responding to Future Food Demands."* Federal Reserve Bank of Kansas City - Kansas City, MO, 14 Jul. Presentation Paper available at:
<https://www.kansascityfed.org/~media/files/publicat/rscp/2015/umberger-paper.pdf?la=en>
 26. 2015. (Invited Lead Session Speaker) *"An Agricultural Value Chain Approach to Addressing Food Security"* at the *International Rural Women's Conference*, Adelaide, SA, 23 Mar.
 27. 2015. (Invited Seminar) *"Understanding Drivers of Food Quality."* At the Food South Australia and SARDI, Adelaide, SA, 12 Jun.
 28. 2015. (Invited Lead Speaker) *"Consumer Demand for Quality" in the Communicating Food Quality session at the ABARES Outlook 2015 Conference*, Canberra, ACT, 3 Mar. Available at:
<http://www.agriculture.gov.au/abares/outlook-2015/Pages/presentation-videos-transcripts/wendy-umberger.aspx>
 29. 2015. (Invited Speaker) *"The Different Hats of Market Research."* Presented at the 3rd ACIAR-Crawford Fund Agribusiness Masterclass, Danang, Vietnam, 19 Mar.
 30. 2015. (Invited Keynote) *"Supermarkets, Diet Transition and Over-nutrition in Indonesia."* At the workshop on Food Policies and Nutrition, *AARES Society Annual Conference*, Rotorua, NZ, 10 Feb.

Externally Funded Grants & Contracts as Lead/Chief Investigator/Project Lead (University of Adelaide)

Dates	Title	Funding Agency	Investigators	Total Awarded
2020-2021	Philippines smallholder dairy: Landscape analysis and research priorities (AGB/2020/120)	Australian Centre for International Agricultural Research (ACIAR)	Umberger, W.J. , Granzin, B., Ritchie, Z., & Hetherington, J.	\$246,060
2020-2023	Understanding the behavioural and attitudinal determinants of household food waste in Australia	Fight Food Waste CRC	Umberger, W.J. & Nguyen, T.	\$100,000
2016-2021	Improving milk supply, competitiveness and livelihoods in smallholder dairy chains in Indonesia (AGB/2012/099)	ACIAR	Umberger W.J. , Peralta A., Granzin, B., Ritchie Z., & Hetherington J	\$2,052,306
2017-2021	Pacific Agribusiness Research for Development Initiative Phase 2 - PARDI 2 (AGB/2014/057, *Administered by University of the Sunshine Coast)	ACIAR	Umberger, W.J. , Johns, C, & Thomson, L.	\$119,870
2017-2021	Economic analysis and methodologies for environmental policies, planning and initiatives	Dept. of Environment, Water & Natural Resources (DEWNR)	Umberger, W.J. & Wheeler, S.	\$153,779
2018-2020	Future market insights for Australia's chicken meat industry (PRJ-010999)	AgriFutures	Umberger, W.J. & Malek, L.	\$188,970
2019	Travel support for IndoDairy project members to visit Australian tropical dairy systems (C001445)	ACIAR	Umberger, W.J. & Hetherington, J.	\$25,675
2018-2010	Revision and update of Markets for the Poor (M4P) and Agribusiness Master Class (AMC) (AGB/2018/121)	ACIAR	Umberger, W.J.	\$222,311
2014-2019	Towards more profitable and sustainable vegetable farming systems in north-western Vietnam (AGB/2012/059)	ACIAR	Umberger, W.J. , Newman S, & Yi, D.	\$2,204,883
2014-2019	Increasing competitiveness and market access of smallholders in NW Vietnam to regional temperate fruit markets (AGB/2012/60, *Administered by University of Queensland)	ACIAR	Umberger, W.J. & Newman, S.	\$320,980
2015-2018	A strategic approach to pro-poor consumer research in the Mekong Region – Extended analysis (AGB/2015/029)	ACIAR	Umberger, W.J.	\$155,690
2013-2017	Grass-fed markets and value chains for small scale and emerging beef cattle farmers in South Africa (LPS/2005/128, *Administered by University of New England)	ACIAR	Umberger, W.J.	\$119,178
2016-2017	Development of research frameworks to identify agrifood innovation opportunities within the SEA and Mena Regions (A168465)	Meat & Livestock Australia Ltd	Umberger, W.J. & Johns, C.	\$28,500
2015-2016	Indonesia Red Meat Sector Diagnostic; Market chain mapping (A.RMH.0022)	Meat & Livestock Australia Ltd	Umberger, W.J. & Permani, R.	\$74,761
2016	Research to inform Proposal P1028. Infant Formula, a review of Standard 2.9.1 Infant Formula Products (A168632)	Food Standards Australia New Zealand	Umberger, W.J. & Malek, L.	\$59,073
2015-2016	Developing smallholder inclusive food value chain models for local and global markets	Australian Dept. of Agriculture	Umberger, W.J. , Findlay, C. & Permani, R.	\$269,894

2014-2015	Supporting capacity building for research on improving market integration for dairy production systems in Indonesia (AGB/2014/033)	ACIAR	Umberger, W.J. & Permani, R.	\$147,719
2015	IndoBeef Preliminary Program and Projects Development - Phase 1 Design (LPS/2015/027, *Administered by University of New England)	ACIAR	Umberger W.J. & Permani, R.	\$8,000
2014-2015	A strategic approach to pro-poor market and consumer research in China and the Mekong region (AGB/2012/057)	ACIAR	Umberger W.J. & Newman, S.	\$153,878
2008-2010	Research Case Studies of South Australian Food and Wine Value Chains	Primary Industries & Resources SA (PIRSA)	Umberger W.J.	\$20,000
2009	Thinkers in Residence Program, Stage 1: Beef consumer segmentation research to build supply chain capability (P.PSH.0427)	Meat & Livestock Australia Ltd	Umberger, W.J.	\$27,500
2008	South Australian Red Meat Consumer Segmentation Study	Primary Industries & Resources SA (PIRSA)	Umberger, W.J.	\$20,000
2008	Examination of Australian consumer's perceptions for wine product labelling policies	Winemakers Federation of Australia	Umberger, W.J.	\$32,000
2007	Determining retailer and wholesaler demand and market potential for regionally-grown beef in South Australia	Primary Industries & Resources SA (PIRSA)	Umberger, W.J.	\$9,967

Externally Funded Grants & Contracts as Co-CI (University of Adelaide)

Dates	Title	Funding Agency	Investigators	Total Awarded
2020-2022	WWW (What, Where and Why) of Household Food Waste Behaviour	Fight Food Waste CRC	Wheeler, S. & Umberger, W.J.	\$360,000
2019-2022	VitiVisor: An information, prediction and advisory platform for viticulture (UA 1803-1.5)	Australian Grape and Wine Authority (Wine Australia)	Lowe A, Westra S, Shi Q, Lu T, Umberger, W.J. , Wheeler S, Collins C, Pagay V, Bennett B, Ostendorf B	\$2,038,597
2016-2020	Australia-China Joint Research Centre of Grains for Health (ACSRF48187)	Department of Innovation, Industry, Science	Searle I, Gibson R, Deng Z, Zhang D, Mather D, Robertson S, Burton R, Umberger W.J. , Tyerman S, Kravchuk O	\$1,000,000
2014-2019	Getting to the meat of the matter: Social and economic issues in animal welfare in Australia's livestock industries (LP130100419)	Australian Research Council (ARC-Linkage)	Ankeny R, Umberger W.J. , Healing J, Howie C, Sheridan A, Tilbrook A, Gunner E, Mackenzie L	\$388,892
2018-2019	Understanding parallel trade of Australian products to China (ATMAC201718-34-O)	Australian Department of Agriculture and Water Resources	Zuo Z, Wheeler S, Umberger W.J. ,	\$93,000
2017-2019	Challenges and opportunities for meeting requirements of China mango markets	ACIAR	Roberts R, Zuo Z, Umberger, W.J. , & Wheeler, S.	\$84,042

	(*Administered by Griffith University, AGB/2016/007)			
2017-2018	Value chain and policy interventions to accelerate adoption of Happy Seeder zero tillage in rice-wheat farming systems across the Indo-Gangetic Plains (CSE/2017/101)	ACIAR	Loch, A., Umberger, W.J. , & Zuo, Z.	\$273,385
2015-2018	Developing a sustainable business model for upscaling the Agribusiness master class (AGB/2015/030)	ACIAR	Newman, S., & Umberger, W.J.	\$101,750
2012-2016	Foods for Future Australians (APP1035530)	National Health and Medical Research Council (NHMRC)	Makrides, M., Gibson, R., Ryan, P., Zhou, S., Dodd, J., Muhlhausler, B., McPhee, A., Penttila, I., & Umberger, W.J.	\$2,146,013
2009-2014	Economic Evaluation for the Seafood CRC (2008/791)	Cooperative Research Centre - Seafood Company Ltd	Stringer, R. & Umberger, W.J.	\$200,000
2008-2013	Markets for high-value commodities in Indonesia: Promoting competitiveness and inclusiveness (ADP-2005-066)	ACIAR	Stringer, R. & Umberger, W.J.	\$392,031
2008-2012	Linking vegetable farmers with markets in West and Central Java, Indonesia (AGB/2006/115)	ACIAR	Stringer, R. & Umberger, W.J.	\$71,677

Current PhD Student Supervision (Enrolled at University of Adelaide)

Student Name	Research Topic	Citizenship	Supervisor y Role	Status	Commenced
Mr Jack Hetherington	Using decision tools to fight food waste	Australia	Principal	Current	Jun 21
Mrs Chitpasong Kousonsavath	Understanding drivers of consumer food purchasing behaviour in Laos	Laos	Principal	Current	Jul 20
Mr German Puga	Essays in Wine Economics	Argentina	Principal	Current	Feb 20
Ms Trang Nguyen	Investigating Food Loss and Waste Reduction in the Food Supply Chain in Asia-Pacific Region	Vietnam	Principal	Current	Oct 19
Mr Rida Akzar	Adoption of Multiple Level Innovations and its Implications for Dairy Smallholder Farmers' Competitiveness: Evidence from West Java Province, Indonesia	Indonesia	Principal	Submitted for Exam Aug 21	Nov 17
Miss Livia Padilha	Social Network Analysis in Agriculture	Brazil	Principal	Passed Exam/ Final Revisions m Aug 21	Jul 17
Mr Craig Johns	Fiji Horticulture Industry Transformation	Australia	Principal	Current (part-time)	Feb 13

PhD Student Supervised to Completion (Enrolled at University of Adelaide)

Student Name	Research Topic	Citizenship	Supervisor y Role	Completed	Commenced
Mr Duc Nguyen	Testing food market integration: A study of the vegetable trade in the Indo China region	Vietnam	Principal	Feb 21	Mar 17
Mr Christian Genova	The Effect of Smallholder Vegetable Production on Children's Dietary Quality and Nutritional Outcomes: Evidence from Vietnam	The Philippines	Principal	Dec 19	Jul 14
Ms Jesmin Ara Rupa	Analysing the Drivers of Dietary Diversity, Diet Quality and Household Food Security in Developing Asia: Evidence from Urban Vietnam and Rural Bangladesh	Bangladesh	Principal	Feb 19	Mar 15
Miss Anna Finizio	Food System Transformation in Fiji: Exploring the Determinants of Diet Quality and Health Outcomes in Rural and Urban Households	Australia	Principal	Feb 19	Feb 13
Miss Rio Maligalig	Eliciting Farmer Preferences for Rice Varietal Trait Improvements Using an Experimental Methodology Based on Investment Games	The Philippines	Principal	Feb 18	May 14
Mr Brendan Lynch	The Potential for Innovative Farm Business Structures in the Australian Grains Sector	Australia	Principal	Jun 17	Jan 13
Mr . Suprehatin	Adoption of High Value Horticultural Crops in Indonesia: Determinants and Impacts	Indonesia	Principal	Dec 16	Apr 13
Mr Kaixing Huang	Essays on the Economic Impacts of Climate Change on Agriculture and Adaptation	China	Co-Supervisor	Oct 16	Aug 13
Mr Tim Martyn	The Impact of Customary Inter-Household Transfers on Labour-led Cash Crop Intensification among the Smallholder Farmers of Malekular Island, Vanuatu	Australia	Principal	Dec 15	Apr 13
Mr Hery Toiba	A Study of the Relationship between Modern Food Retail Penetration and Urban Indonesian Consumers' Food Shopping Behaviour, Consumption and Dietary Patterns	Indonesia	Principal	Dec 15	Apr 13
Mrs . Wahida	Food System Transformation in Indonesia: Factors Influencing Demand and Supply for Alternative Pest Management Farming Systems	Indonesia	Principal	Jul 15	Apr 13
Dr Lenka Malek	Exploring the nutrition knowledge, attitudes and practices of pregnant women in Australia	Australia	Co-Supervisor	May 15	Mar 11
Mr Bonaventure Boniface	Buyer and Seller Relationships in Malaysia's Dairy Industry	Malaysia	Co-Supervisor	May 12	Aug 08
Mrs . Sahara	The Transformation of Modern Food Retailers in Indonesia: Opportunities and Challenges for Smallholder Farmers	Indonesia	Co-Supervisor	Dec 12	Jul 08
Miss Eka Puspitawati	Contracts and Marketing Decisions of Indonesian Potato Growers	Indonesia	Co-Supervisor	Jul 13	Jul 08

