

# AARON A. ADALJA

Nolan School of Hotel Administration  
Cornell SC Johnson College of Business  
246 Statler Hall  
Ithaca, NY 14853

(216) 374-3136  
aaron.adalja@cornell.edu  
<http://www.aaronadalja.com>  
Citizenship: United States

## ACADEMIC POSITIONS

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- 2017– Assistant Professor of Food and Beverage Management, School of Hotel Administration, SC Johnson College of Business, Cornell University [current appointment]  
*Research area:* Applied Economics and Policy  
*Graduate fields:* Applied Economics and Management, Food Science and Technology, Hotel Administration

## EDUCATION

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

## RESEARCH INTERESTS

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Primary fields: Quality Disclosure, Empirical Industrial Organization, Agricultural Economics  
Areas of specialization: Food Labeling, Food Safety, Local Food Systems, Sustainable Agriculture

## JOURNAL PUBLICATIONS

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- 2021 **Adalja, A.**, Lichtenberg, E., and Page, E. T. “Collective Investment in a Common Pool Resource: Grower Associations and Food Safety Guidelines.” *American Journal of Agricultural Economics* [forthcoming].
- 2021 **Adalja, A.**, Livat, F., Rickard, B., and Susskind, A. “Old World and New World Sparkling Wines: Consumer Decisions and Insights for Retailers,” *Cornell Hospitality Quarterly* 62(3): 346-356.
- 2018 **Adalja, A.**, and Lichtenberg, E. “Implementation Challenges of the Food Safety Modernization Act: Evidence from a National Survey of Produce Growers,” *Food Control* 89: 61-71.
- 2018 **Adalja, A.**, and Lichtenberg, E. “Produce Growers’ Cost of Complying with the Food Safety Modernization Act,” *Food Policy* 74: 23-38.
- 2016 Marine, S. C., Martin, D. A., **Adalja, A.**, Mathew, S., and Everts, K. L. “Effect of market channel, farm scale, and years in production on mid-Atlantic vegetable producers’ knowledge and implementation of Good Agricultural Practices,” *Food Control* 59: 128-138.
- 2015 **Adalja, A.**, Hanson, J., Towe, C., and Tselepidakis, E. “An Examination of Consumer Willingness to Pay for Local Products,” *Agricultural and Resource Economics Review* 44(3): 253-274.

## WORKING PAPERS

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- Wiedmann, M., Ivanek, R., Zhao, Q., Acharya, J., **Adalja, A.**, Qian, C., Barnett-Neefs, C. W., Liu, Y., Salgia, S., and Serbetci, O. "A perspective on data sharing in digital food safety systems."
- Llanos-Soto, S., Bulut, E., Murphy, S., Henry, C., Zoellner, C., Wiedmann, M., Wetherington, D., **Adalja, A.**, Alcaine, S., and Ivanek, R. "Ongoing mitigation strategies and further needs of the United States food industry to control COVID-19 in the work environment."
- Lau, S., **Adalja, A.**, Wiedmann, M. "Economic and environmental analysis of processing plant interventions to reduce fluid milk waste."
- Adalja, A.**, Endara, P., Huang, Y., and Schmit, T. "Too Small to Fail? The Impact of Independent Restaurants on Regional Economies."
- Endara, P., **Adalja, A.**, and Wiedmann, M. "The role of shelf life and information disclosure in reducing food waste for fluid milk."
- Adalja, A.**, Baur, P., Wiedmann, M., and Weller, D. "Pre-Harvest Food Safety and Farm Conservation: Challenges Facing U.S. Produce Growers."
- Adalja, A.**, Liaukonyte, J., Wang, E., and Zhu, X. "Direct and Indirect Effects of Mandatory GMO Disclosure with Existing Voluntary Non-GMO Labeling."
- Si, S., **Adalja, A.**, Gómez, M., Lin Lawell, C., and Zhu, C. "Food Safety and Restaurant Food."
- Adalja, A.** "Voluntary Quality Disclosure in Credence Good Markets: An Empirical Analysis of Non-GMO Labeling in the Food Industry."

## OTHER PUBLICATIONS AND REPORTS

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- 2021 Varney, J., and **Adalja, A.** "Sustainability in the Era of COVID-19," *Cornell Hospitality Roundtable Highlights* 21(2): 1-8.
- 2016 Greene, C., Wechsler, S. J., **Adalja, A.**, and Hanson, J. *Economic Issues in the Coexistence of Organic, Genetically Engineered (GE) and Non-GE Crops*, EIB-149, USDA, Economic Research Service, February.
- 2015 Low, S. A., **Adalja, A.**, Beaulieu, E., Key, N., Martinez, S., Melton, A., Perez, A., Ralston, K., Stewart, H., Suttles, S., Vogel, S., Jablonski, B. B. R. *Trends in U. S. Local and Regional Food Systems*, AP-068, USDA, Economic Research Service, January.
- 2013 **Adalja, A.** and U-tapao, C. "Harnessing Wastewater for Renewable Energy in Washington, D. C.," *Teaching Socio-Environmental Synthesis with Case Studies*, National Socio-Environmental Synthesis Center, November.
- 2011 **Adalja, A.**, Hanson, J. C., and Crone, A. G. "Assessing the Need for a Statewide Farmers' Market Association in Maryland," Fact Sheet 934, University of Maryland.

## AWARDS AND HONORS

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- 2020 SHA Teaching Award – Undergraduate Elective, for Case Studies in Restaurant Management and Sustainability (HADM3310), Cornell University
- 2016 Abraham Lincoln Honor Award, for *Trends in U. S. Local and Regional Food Systems* (with S.A. Low, et al.), United States Department of Agriculture
- 2016 Quality of Communication Award – Honorable Mention, for *Trends in U. S. Local and Regional Food Systems* (with S.A. Low, et al.), Agricultural and Applied Economics Association
- 2016 Outstanding Graduate Assistant Award, University of Maryland

2012 Bessie H. DeVault Scholarship, best paper by a second-year student, for “Is Food Addictive? A Panel Data Analysis,” University of Maryland

## **FELLOWSHIPS AND GRANTS**

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- 2021 Cornell Center for Social Sciences Grant Program, Cornell University, “Understanding perceptions of climate change through food” (with J. Schuldt, M. Hoffman, D. Eiseman, and A. Ortiz-Bobea), Co-PI, \$10,000
- 2021 Organic Agriculture Research and Extension Initiative, Planning Proposal, USDA NIFA, “Addressing Incongruities Between Food Safety Management And National Organic Program Standards” (with P. Baur and J. Shade), Co-Investigator, \$50,000
- 2020 Agriculture and Food Research Initiative, Rapid Response to Novel Coronavirus (SARS-CoV-2) Impacts Across Food and Agricultural Systems Program, USDA NIFA, “Modeling and training to enhance resilience of the US food system to COVID-19 labor shortages” (with R. Ivanek, S. Alcaine, and M. Wiedmann), Co-PI, \$1,000,000
- 2020 Business of Food Small Grants Program, Cornell SC Johnson College of Business, “Category Captancy and its Impact on Private Label Segment: Evidence from the Cereal Aisle” (with J. Liaukonyte), Co-PI, \$10,000
- 2019 Applied Economics and Policy Area Faculty Grant, Cornell SC Johnson College of Business, “What’s in your coffee? How timing and intensity of quality disclosure impacts consumer perception and willingness to pay for vertical process attributes” (with J. Chestnut and M. Ozanne), Lead PI, \$6,280
- 2019 Speciality Crop Research Initiative, Coordinated Agricultural Project, USDA NIFA, “A systems approach to microbial food safety in produce: Leveraging data science approaches to inform food safety decisions” (with M. Wiedmann, L. Strawn, M. Danyluk, R. Worobo, and R. Ivanek), Co-PI, \$3,672,718
- 2019 Business of Food Small Grants Program, Cornell SC Johnson College of Business, “Genetic Engineering Labeling Effects: Evidence from Supermarket Scanner Data” (with J. Liaukonyte), Co-PI, \$10,000
- 2019 2018 Seeding Solutions Grant, Foundation for Food and Agriculture Research, “Reducing food waste by re-shaping consumer behavior using data-informed, dynamic economic incentives” (with M. Wiedmann, J. Goddard, R. Ivanek, and C. Moraru), Co-PI, \$590,000
- 2018 Atkinson Venture Fund, Atkinson Center for a Sustainable Future, Cornell University, “Development of a framework for modeling the trade-offs between competing land management aims to enable the development of sustainable strategies for co-managing agricultural environments” (with M. Wiedmann), Co-PI, \$86,685
- 2018 Business of Food Small Grants Program, Cornell SC Johnson College of Business, “The effects of media and policy on the supply and demand for restaurant food” (with M. I. Gomez and C.-Y. C. Lin Lawell), Lead PI, \$7,250
- 2018 Business of Food Small Grants Program, Cornell SC Johnson College of Business, “The Last Mile Cold Chain Supply: Producers to Retail Outlets” (with C. A. Batt), Co-PI, \$7,250
- 2016 Economic Research Service, Innovative Research Grant - Cooperative Agreement, USDA, “Foodborne Illness Outbreaks, Collective Reputation, and Voluntary Adoption of Industry-wide Food Safety Protocols by Fruit and Vegetable Growers” (with E. T. Page and E. Lichtenberg), \$25,000
- 2014 Bruce and Mary Ann Gardner Dissertation Enhancement Award, University of Maryland, “Voluntary Non-GMO Food Labeling: Consumer Tastes, Firm Behavior, and Welfare Analysis,” \$5,000
- 2013 Graduate School Merit Fellowship, University of Maryland

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

### INVITED TALKS

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- 2020 Morrison School of Agribusiness, Arizona State University, October 14, 2020 [virtual]  
2020 Online Agricultural and Resource Economics Seminar, July 8, 2020 [virtual]  
2020 Dyson School of Applied Economics and Management, Cornell University, February 21, 2020  
2019 Epsilon Eta Cornell, Cornell University, November 7, 2019  
2018 Department of Food Science and Technology, Cornell University, November 8, 2018  
2017 School of Hotel Administration, Cornell University, February 1, 2017  
2017 Department of Agricultural and Resource Economics, University of Connecticut, January 17, 2017

### CONFERENCE PRESENTATIONS

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- 2021 "Too Small to Fail? The Impact of Independent Restaurants on Regional Economies," presented at the 2021 AAEA Annual Meeting, August 3, 2021  
2021 "Too Small to Fail? The Impact of Independent Restaurants on Regional Economies," presented at the 2021 NAREA Virtual Annual Meeting, June 15, 2021  
2021 "Tradeoffs between On-Farm Food Safety and Environmental Conservation for U.S. Produce Growers," presented at the 2021 NAREA Virtual Annual Meeting, June 15, 2021  
2020 "Tradeoffs between On-Farm Food Safety and Environmental Conservation for U.S. Produce Growers," poster presented at the 2020 AAEA Annual Meeting, August 10, 2020  
2020 "Dissonant opinions and the home bias: Consumer response to crowd sourced reviews for wine," accepted at the 12th Academy of Wine Business Research Conference, Dijon, France, July 7-10, 2020 [canceled]  
2020 "Dissonant opinions and the home bias: Consumer response to crowd sourced reviews for wine," presented at the Northeast Agricultural and Resource Economics Association 2020 Annual Meeting, June 16, 2020  
2020 "Tradeoffs between On-Farm Food Safety and Environmental Conservation for U.S. Produce Growers," presented at the 2020 AERE Summer Conference, June 4, 2020  
2020 "Voluntary Quality Disclosure in Credence Good Markets: An Empirical Analysis of Non-GMO Labeling in the Food Industry," accepted at the 2020 International Industrial Organization Conference, Philadelphia, PA, May 1-3, 2020 [canceled]  
2019 "Dissonant opinions and the home bias: Consumer response to crowd sourced reviews," presented at the 2019 New York Produce Show and Conference, New York, NY, December 12, 2019  
2019 "The Impact of Voluntary Non-GMO Labeling on Demand in the Ready-to-Eat Cereal Industry," presented at the Tenth Conference on "Industrial Organization and the Food Industry," Toulouse School of Economics, Toulouse, France, June 6, 2019  
2018 "The Impact of Voluntary Non-GMO Labeling on Demand in the Ready-to-Eat Cereal Industry," presented at the 2018 AAEA Annual Meeting, Washington, DC, August 7, 2018  
2017 "Foodborne Illness Outbreaks, Collective Reputation, and Voluntary Adoption of Industry-wide Food Safety Protocols by Fruit and Vegetable Growers," presented in the AERE Sessions at the 2017 AAEA Annual Meeting, Chicago, IL, August 1, 2017  
2017 "Foodborne Illness Outbreaks, Collective Reputation, and Voluntary Adoption of Industry-wide

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

## **RESEARCH ASSISTANCE**

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

## **TEACHING EXPERIENCE**

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### ***Cornell University***

- 2021 Instructor, HADM9981: Hospitality Graduate Research Seminar, Fall 2021
- 2019– Instructor, HADM6310: Case Studies in Restaurant Management and Sustainability, Spring 2019, Fall 2019
- 2018– Instructor, HADM1360: Introduction to Foodservice Operations Management, Spring 2018/19, Fall 2019/20/21

### ***University of Maryland***

- 2017 Instructor, AREC326: Intermediate Applied Microeconomics, University of Maryland, Spring
- 2013 Teaching Assistant, AREC610: Microeconomic Applications in Agricultural and Resource Markets, University of Maryland, Supervisor: Dr. R. Chambers, Spring

## ADVISING SERVICE

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### ***Student Research Advising***

- 2021- Paulina Endara, PhD Co-Chairperson, Cornell University
- 2021- Brad Yang, PhD Minor Member, Cornell University
- 2021-23 Jieyu Hao, MS Chairperson, Cornell University
- 2021-22 Yu Tang, MS Chairperson, Cornell University
- 2020- Samantha Bolten, PhD Minor Member, Cornell University
- 2020-21 Paulina Endara, MS Chairperson, Cornell University
- 2019-21 Shuyang Si, PhD Minor Member, Cornell University
- 2019-21 Elizabeth Qian, RCPRS Research Mentor, Cornell University
- 2019-22 Samantha Lau, PhD Minor Member, Cornell University
- 2018-22 Gizem Kilic, PhD Chairperson, Cornell University
- 2018- Zhixin Wang, PhD Minor Member, Cornell University

### ***Student Club Advising***

- 2021- Faculty Advisor, Food and Beverage Society
- 2021- Faculty Advisor, Nightlife Hospitality Club
- 2020- Faculty Advisor, Club Managers Association of America, Cornell Chapter

## REFEREE SERVICE

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*Agricultural and Resource Economics Review, Agricultural Economics, American Journal of Agricultural Economics, Agribusiness, Food Control, International Hospitality Review, Journal of Food Distribution Research, USDA Economic Research Service, AAEA Annual Meetings*

## UNIVERSITY SERVICE AND ENGAGEMENT

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### ***Cornell University***

- 2021 Faculty Judge, Hospitality Hackathon, Cornell University, Ithaca, NY, November 7, 2021
- 2021 Co-Chair, 2021 CHR Sustainability Roundtable, Cornell SC Johnson College of Business, October 15, 2021
- 2021 Moderator, CHR: Sustainability in the Hospitality Industry - Challenges and Opportunities (Webinar), Cornell SC Johnson College of Business, June 10, 2021
- 2021 Moderator, The Momofuku Brand: Beyond the Four Walls, The 96th Annual Hotel Ezra Cornell, March 12, 2021
- 2021 Panelist, We Are Here: Stories of Resilience, The 96th Annual Hotel Ezra Cornell, January 18, 2021
- 2020 Panelist, People Over Profits: Prioritizing Employee-Oriented Solutions, The 96th Annual Hotel Ezra Cornell, November 12, 2020
- 2020 Co-Chair, 2020 CHR Sustainability Roundtable, Cornell SC Johnson College of Business, October 16, 2020
- 2020-22 Food and Agricultural Economics Representative, Applied Economics and Policy Area Seminar Committee, Cornell SC Johnson College of Business

- 2020 Panelist, Recent Advances in Food Systems: Food Waste - Challenges and Solutions, Cornell Institute for Food Systems Industry Partnership Program, Ithaca, NY, August 14, 2020
- 2019 Facilitator, 2019 Opportunities and Challenges in Community-Based Hospitality Education Roundtable, Cornell SC Johnson College of Business, Philadelphia, PA, October 15, 2019
- 2019 Facilitator, 2019 CHR Sustainability Roundtable, Cornell SC Johnson College of Business, Ithaca, NY, September 27, 2019
- 2019 Panelist, A Conversation about Sourcing and Selling Healthy Food for a Sustainable Planet, Atkinson Center for a Sustainable Future, Ithaca, NY, May 3, 2019
- 2018–19 Member, Search Committee for Assistant Professor of Food and Beverage Management, School of Hotel Administration
- 2018 Facilitator, 2018 Opportunities and Challenges in Community-Based Hospitality Education Roundtable, Cornell SC Johnson College of Business, New York, NY, September 27, 2018
- 2017 Presenter, CHR Advisory Board Meeting, Cornell SC Johnson College of Business, Ithaca, NY, October, 5, 2017

### ***University of Maryland***

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

### **PROFESSIONAL SERVICE**

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- 2018–21 Co-Chair, Membership Committee, Northeastern Agricultural and Resource Economics Association

### **PROFESSIONAL AFFILIATIONS**

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- 2021– Faculty Fellow, Cornell Institute for Food Systems, Cornell University
- 2018– Faculty Fellow, Atkinson Center for a Sustainable Future, Cornell University

### ***Association Membership***

Agricultural and Applied Economics Association (AAEA), American Association of Wine Economists (AAWE), American Economic Association (AEA), Association of Environmental and Resource Economists (AERE), Northeastern Agricultural and Resource Economics Association (NAREA)

### **MEDIA COVERAGE**

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- 2022 Poinski, Megan. (2022, January 5). GMO labeling not likely to impact purchase decisions, study says. *Food Dive*.
- 2021 Rivers, Mahira. (2021, August 17). Check, Please? How New York’s restaurants suddenly got so expensive — and why that’s probably for the best. *Grub Street*.
- 2021 Daniels, Camille. (2021, February 9). This is how Syracuse University can limit food waste. *The Daily Orange*.
- 2020 Saladino, Emily. (2020, May 6). Can a Restaurant Operating at 25% Capacity Ever be Profitable?. *Wine Enthusiast*.
- 2020 Pershan, Caleb. (2020, March 19). What Restaurants Need Right Now to Actually Survive. *Eater*.

- 2020 Norcia, Alex. (2020, March 13). Restaurants All Over Are Already Shutting Down Because of Coronavirus. *Vice*.
- 2019 Prevor, Jim. (2019, December 10). Using Wine Studies To Predict Produce Demand Based On Peer Reviews, Expert Reviews And Local/National Preferences. *Perishable Pundit*.
- 2019 Teague, Kylee. (2019, June). On-Demand Food Delivery: Where Technology Meets Changing Customer Needs . *New York Department of Labor*.
- 2019 Park, Minyoung. (2019, May 25). FEATURE: U.S. fast food chains embrace shift to alternative meat. *AP News*.
- 2018 Curley, Julia. (2018, September 20). Are red, yellow and green peppers all actually the same vegetable?. *Today.com*.
- 2016 Agricultural and Applied Economics Association. *The High Cost of Keeping Food Safe* [Press release].

#### **EXTERNAL EDUCATION AND PANELS**

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- 2021 Panelist, Diet and Health Priorities in Foodservice in the post-COVID Age, Ideation Fresh Foodservice Forum, New York, NY, December 16, 2021
- 2021 Speaker, “The Changing Labor Landscape,” Cornell University’s Executive Leadership Certificate Program, AFFI-CON 2021, American Frozen Food Institute, February 25, 2021
- 2011 Discussant, *The Atlantic* “Feeding Future Generations: Supporting Sustainable Global Food Production,” October 13, 2011

#### **INDUSTRY EXPERIENCE**

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

#### **INDUSTRY CERTIFICATIONS**

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