

# AARON A. ADALJA

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

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Google Scholar | ORCID  
Citizenship: United States

## ACADEMIC POSITIONS

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- 2017– Assistant Professor of Food and Beverage Management, Nolan School of Hotel Administration, Cornell SC Johnson College of Business, Cornell University [current appointment]  
*Faculty 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, Case Western Reserve University  
2003 B.S., Management (Finance), Weatherhead School of Management, Case Western Reserve University

## RESEARCH INTERESTS

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*Primary fields:* Food and agricultural economics, quality disclosure, industrial organization  
*Areas of specialization:* Food labeling and marketing policy, food safety, food system sustainability

## PEER-REVIEWED JOURNAL PUBLICATIONS

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† equal co-authorship (order alphabetized) ‡ co-authorship with graduate student(s) \* corresponding author

- 2024 †\* Lau, S., Wiedmann, M., **Adalja, A.** “The Effects of Poor Fluid Milk Experience on Store Choice and Customer Loyalty in Different Market Channels,” *JDS Communications* [forthcoming].
- 2023 **Adalja, A.**, Baur, P., Olimpi, E., Wiedmann, M., and Weller, D. “Pre-Harvest Food Safety and Farm Conservation: Challenges Facing U. S. Produce Growers,” *Renewable Agriculture and Food Systems* 38(e51): 1–18.
- 2023 †\* Endara, P., Wiedmann, M., and **Adalja, A.** “Consumer willingness to pay for shelf life of high-temperature-short-time (HTST)-pasteurized fluid milk: Implications for smart labeling and food waste reduction.” *Journal of Dairy Science* 106(9): 5940-5957.
- 2023 †‡ **Adalja, A.**, Liaukonyte, J., Wang, E., and Zhu, X. “GMO and non-GMO Labeling Effects: Evidence from a Quasi-Natural Experiment,” *Marketing Science* 42(2): 233-250.
- 2023 †\* **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* 105(1): 144-173.
- 2023 †\* Lau, S., Wiedmann, M., **Adalja, A.** “Economic and environmental analysis of processing plant interventions to reduce fluid milk waste,” *Journal of Dairy Science* 106(7): 4773-4784.
- 2023 ‡ Llanos-Soto, S., Bulut, E., Murphy, S., Henry, C., Zoellner, C., Wiedmann, M., Wetherington, D., **Adalja, A.**, Alcaine, S., and Ivanek, R. “Survey of Implemented Mitigation Strategies and Further Needs of

the United States Food Industry to Control COVID-19 in the Work Environment in Early 2021,” *Food Protection Trends* 43(1): 40-60.

- 2023 ‡ Qian, C., Liu, Y., Barnett-Neefs, C. W., Salgia, S., Serbetci, O., **Adalja, A.**, Acharya, J., Zhao, Q., Ivanek, R., and Wiedmann, M. “A perspective on data sharing in digital food safety systems,” *Critical Reviews in Food Science and Nutrition* 63(33): 12513-12529.
- 2022 ‡\* Lau, S., Wiedmann, M., and **Adalja, A.** “Consumer perceptions of QR code technology for enhanced fluid milk shelf-life information provision in a retail setting,” *JDS Communications* 3(6): 393-397.
- 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. “Produce Growers’ Cost of Complying with the Food Safety Modernization Act,” *Food Policy* 74: 23-38.
- 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.
- 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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- ‡ **Adalja, A.**, Trmcic, A., Desai, S., Wang, Y., Kemmerling, L., A., Wiedmann, M. “Dynamic pricing to reduce dairy food waste: Evidence from lab and retail experiments.”
- ‡‡ **Adalja, A.**, Pan, P. “WTP vs. conversion: How do sustainability attributes affect consumer demand in online hotel bookings?”
- ‡ Wang, H., **Adalja, A.**, Byrne, A. “Plant-based promise: Deciphering label and spatial dynamics in consumer demand.”
- ‡ Henry, C., Tang, Y., Bulut, E., Murphy, S., **Adalja, A.**, Wetherington, D., Zoellner, C., Ivanek, R. “Agent-based model of COVID-19 spread and mitigation strategies in the food industry work environment.”
- ‡ Llanos-Soto, S., Wiedmann, M., **Adalja, A.**, Henry, C., Frye, E., Moroni, P., Ivanek, R. “Salmonella Dublin transmission and control in a heifer-raising operation: a mathematical modelling assessment.”
- ‡ Zhou, G., **Adalja, A.** “Exceptions in quality certifications and consumer demand for redundant food labels.”
- ‡ Deng, S., **Adalja, A.**, Liaukonyte, J. “Consumer Acceptance of CRISPR-Edited Food Products and Implications for Online Grocery Shopping”
- Adalja, A.** “Voluntary Quality Disclosure in Credence Good Markets: An Empirical Analysis of Non-GMO Labeling in the Food Industry.”
- ‡ Si, S., **Adalja, A.**, Gómez, M., Lin Lawell, C., and Zhu, C. “Food Safety and Restaurant Food.”
- ‡ Tang, Y., **Adalja, A.** “Category-Level Grocery Shopping Preferences in Local Direct-to-Consumer Market Channels During the COVID-19 Pandemic.”

## SELECT ONGOING PROJECTS

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- † “Peer reviews: The role of category leaders, product familiarity, and sensory evaluation” (with F. Livat, B. Rickard, and A. Susskind)
- ‡ “The ESG impact of adopting a plant-based menu: A case study in a U.S. fine dining establishment” (with R. Li)

- ‡ “A carbon footprint analysis of interventions to improve food safety in romaine lettuce and cantaloupe supply chains” (with L. Kalunga, J. Hao, E. Bulut, S. Murphy, R. Ivanek, and M. Wiedmann)
- “Cost- and demand-based drivers of FAFH price inflation” (with G. Pal)
- ‡ “Behavioral and health determinants of nutritional choices” (with A. Dhingra and A. Basu)
- ‡ “Wine on a mission: Supplier adoption of sustainability certification in California wines” (with P. Endara)
- ‡ “Supply chain transparency and consumers’ tipping choice towards the service provider” (with J. Chestnut, H. Chun, and J. Ma)
- “Strategic firm behavior around stacked food labels” (with F. Scott and X. Zhu)

## OTHER PUBLICATIONS AND REPORTS

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- 2024 **Adalja, A.**, and Varney, J. “Sustainability in Focus: 2022 and 2023 Cornell Sustainability Roundtables,” *Cornell Hospitality Report* 24(10): 1-11.
- 2022 **Adalja, A.**, and Varney, J. “12th Annual Sustainability Roundtable Highlights,” *Cornell Hospitality Report* 22(3): 1-9.
- 2021 Varney, J., and **Adalja, A.** “Sustainability in the Era of COVID-19,” *Cornell Hospitality Report* 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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- 2024 Nolan School Teaching Award – Graduate Elective, for ESG Strategy in the Food and Beverage Industry (HADM 6310), Cornell University
- 2023 Dean’s Distinguished Award for Societal Impact in Teaching, for ESG Strategy in the Food and Beverage Industry (HADM 3310/6310), SC Johnson College of Business, Cornell University
- 2023 Ted Teng ’79 Dean’s Teaching Excellence Award, Nolan School of Hotel Administration, Cornell University
- 2021 Nolan School Teaching Award – First Year Core, for Introduction to Foodservice Operations Management (HADM 1360), Cornell University
- 2019 Nolan School Teaching Award – Undergraduate Elective, for ESG Strategy in the Food and Beverage Industry (HADM 3310), 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

## GRANTS AND FELLOWSHIPS

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### *Sponsored Program*

- 2022 The New York State Pollution Prevention Institute, “Reducing waste of dairy foods through implementation of digital twin-based dynamic shelf-life labelling” (with M. Wiedmann and A. Trmcic), Co-PI, \$150,000
- 2022 AI Institute for Food Systems, USDA/NSF, “Digital Twin Models and Integrated AI for Food Safety across the Supply Chain” (with R. Ivanek, J. Acharya, M. Wiedmann, Q. Zhao, T. Zohdi, N. Nitin, and A. Smith), Collaborator, \$150,000 + \$150,000 + \$181,298 (annually)
- 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
- 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 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
- 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

### *Internal Funding*

- 2023 The Stanley Sun Faculty Global Research Fund, Center for Hospitality Research, Cornell SC Johnson College of Business, “WTP vs. conversion: How do sustainability attributes affect consumer demand in online hotel bookings?,” Lead PI, \$ 9,846
- 2022 Applied Economics and Policy Area Faculty Grant, Cornell SC Johnson College of Business, “Consumer Acceptance of CRISPR and the Role of Information Disclosure,” Lead PI, \$8,109
- 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
- 2020 Business of Food Small Grants Program, Cornell SC Johnson College of Business, “Category Captaincy 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 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
- 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
- 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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- 2024 Northeast Dairy Foods Research Center Meeting, Cornell University, April 5, 2024
- 2020 Morrison School of Agribusiness, Arizona State University, October 14, 2020
- 2020 Online Agricultural and Resource Economics Seminar, July 8, 2020
- 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 Nolan School of Hotel Administration, Cornell University, February 1, 2017
- 2017 Department of Agricultural and Resource Economics, University of Connecticut, January 17, 2017

### **CONFERENCE PRESENTATIONS** (last seven years)

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- 2024 “Dynamic pricing to reduce dairy food waste: Evidence from lab and grocery store experiments”  
AAEA Annual Meeting, New Orleans, LA, July 30, 2024
- 2023 “Exceptions in quality certifications and consumer demand for redundant food labels”  
AAEA Annual Meeting, Washington, D. C., July 25, 2023
- 2021 “Too Small to Fail? The Impact of Independent Restaurants on Regional Economies”  
AAEA Annual Meeting, Austin, TX, August 3, 2021  
NAREA Virtual Annual Meeting, June 15, 2021
- 2022 “Tradeoffs between On-Farm Food Safety and Environmental Conservation for U.S. Produce Growers”  
IAFP Annual Meeting, Pittsburgh, PA, August 1, 2022  
NAREA Virtual Annual Meeting, June 15, 2021  
AAEA Virtual Annual Meeting, August 10, 2020  
AERE Virtual Summer Conference, June 4, 2020
- 2020 “Dissonant opinions and the home bias: Consumer response to crowd sourced reviews for wine”  
Academy of Wine Business Research Conference, Dijon, FR, July 7-10, 2020 [canceled]  
NAREA Annual Meeting, June 16, 2020  
New York Produce Show and Conference, New York, NY, December 12, 2019

## “Voluntary Quality Disclosure in Credence Good Markets: An Empirical Analysis of Non-GMO Labeling in the Food Industry”

- 2022 AAEA Annual Meeting, Anaheim, CA, August 2, 2022  
2020 International Industrial Organization Conference, Philadelphia, PA, May 1-3, 2020 [canceled]

## “The Impact of Voluntary Non-GMO Labeling on Demand in the Ready-to-Eat Cereal Industry”

- 2019 Conference on Industrial Organization and the Food Industry, TSE, Toulouse, FR, June 6, 2019  
2018 AAEA Annual Meeting, Washington, DC, August 7, 2018

## “Foodborne Illness Outbreaks, Collective Reputation, and Voluntary Adoption of Industry-wide Food Safety Protocols by Fruit and Vegetable Growers”

- 2017 AERE Sessions at the AAEA Annual Meeting, Chicago, IL, August 1, 2017  
2017 NAREA Annual Meeting, Washington, D. C., June 12, 2017  
2017 Industry Studies Conference, Washington, D. C., May 25, 2017

## **EARLY RESEARCH EXPERIENCE**

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

## **TEACHING EXPERIENCE**

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### ***Cornell University***

- 2022– Instructor, HADM 1361: Principles of Food & Beverage Operations Management, Fall 2022/23/24  
2019– Instructor, HADM 3310/6310: ESG Strategy in the Food and Beverage Industry, Spring 2019, Fall 2019/22/23/24  
2021 Faculty Facilitator, HADM 9981: Hospitality Graduate Research Seminar, Fall 2021  
2018–21 Instructor, HADM 1360: Introduction to Foodservice Operations Management, Spring 2018/19, Fall 2019/20/21

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

- 2017 Instructor, AREC 326: Intermediate Applied Microeconomics, University of Maryland, Spring  
2013 Teaching Assistant, AREC 610: Microeconomic Applications in Agricultural and Resource Markets, University of Maryland, Supervisor: Dr. R. Chambers, Spring

## **ADVISING SERVICE**

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### ***Student Research Advising, Cornell University***

#### *PHD CHAIRPERSON*

Jieyu Hao (2022–), Paulina Endara (2021–), Gizem Kilic (2018–), Samantha Lau (2022)

#### *MS CHAIRPERSON*

Wichayamas Paekul (2023–), Haoran Wang (2024), Yiming Dai (2023), Yixuan Wang (2023), Wendan Song (2023), Shuyue Deng (2023), Geqing Zhou (2022), Yu Tang (2022), Paulina Endara (2021)

*PHD MINOR MEMBER*

Linda Kalunga (2023–), YeonJin Jung (2022–), Jun Su (2022–), Brad Yang (2021–), Samantha Bolton (2024), Zhixin Wang (2023), Shuyang Si (2021)

***Student Club Advising, Cornell University***

*FACULTY ADVISOR*

Nightlife Hospitality Club (2021–); Club Managers Association of America, Cornell Chapter (2020–23)

**UNIVERSITY SERVICE**

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***Cornell University***

- 2024 Member, OTIM Area Senior Lecturer Reappointment Committee, Nolan School of Hotel Administration
- 2022–24 Member, Food Lab Renovation Committee, Nolan School of Hotel Administration
- 2022 Faculty Mentor, Hospitality Hackathon, Cornell University, Ithaca, NY, November 4-6, 2022
- 2021 Faculty Judge, Hospitality Hackathon, Cornell University, Ithaca, NY, November 7, 2021
- 2020–25 Food and Agricultural Economics Representative, Applied Economics and Policy Area Seminar Committee, Cornell SC Johnson College of Business
- 2018–19 Member, Search Committee for Assistant Professor of Food and Beverage Management, School of Hotel Administration

**PROFESSIONAL SERVICE**

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- 2024– Participant, Dairy Think Tank Marketing Workgroup, NYS Department of Agriculture and Markets
- 2018– Abstract Reviewer, AAEE Annual Meetings, 2018/19/20/21/22/23
- 2023–26 Chair, Food and Agricultural Marketing Policy Section, Agricultural and Applied Economics Association
- 2023–24 Faculty Mentor, AAEE/USDA Local Food Economics Data Visualization Challenges, Agricultural and Applied Economics Association, 2023/24
- 2018–21 Co-Chair, Membership Committee, Northeastern Agricultural and Resource Economics Association

**REFEREE SERVICE**

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*Agricultural and Resource Economics Review*  
*Agricultural Economics*  
*American Journal of Agricultural Economics*  
*Agribusiness*  
*Applied Economic Perspectives & Policy*  
*California Agriculture*  
*Family and Consumer Sciences Research Journal*  
*Food Control*  
*Food Policy*  
*Frontiers in Sustainable Food Systems*  
*International Hospitality Review*  
*International Journal of Food Science and Technology*  
*Journal of Food Distribution Research*  
*PLOS One*  
*Proceedings of the National Academy of Sciences*  
USDA Economic Research Service

## 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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- 2023 INFORMS. (2023, March 8). Do Consumers Care about GMO Labeling When Making Buying Decisions? [Press release].
- 2022 Wishingrad, Emily. (2022, October 21). Why Membership and Loyalty Programs Are Flooding the D.C. Restaurant Scene. *Eater DC*.
- 2022 Reedy, A. (2022, September 6). Why the New Federal GMO Food Labels Are Unlikely to Affect Sales. *Chicago Booth Review*.
- 2022 Maina, J. (2022, January 18). Study suggests new US GMO labeling law likely to have little effect on consumers. *Alliance for Science*.
- 2022 Li, David K. (2022, January 6). New USDA guidance requires foods with GMO ingredients be labeled 'bioengineered'. *NBC News*.
- 2022 Poinski, Megan. (2022, January 5). GMO labeling not likely to impact purchase decisions, study says. *Food Dive*.
- 2022 Evich, Helena Bottemiller. (2022, January 3). GMO labeling is finally here (sort of). *Politico*.
- 2021 Cadloff, Emily. (2021, December 21). Will the New GMO Label Make a Difference?. *Modern Farmer*.
- 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 Prevot, 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].



## INDUSTRY ENGAGEMENT

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### *University Venues*

- 2024 Co-Chair, 2024 Sustainability in Travel, Tourism and Hospitality Roundtable at Climate Week NYC, Cornell SC Johnson College of Business, New York, NY, September 23-24, 2024
- 2023 Panelist, Hotel Ezra Conversations: From Spark to Spoon, The 99th Annual Hotel Ezra Cornell, Ithaca, NY, November 28, 2023
- 2023 Facilitator, Empire of Service: Hospitality Entrepreneurship, National Society of Minorities in Hospitality Annual Conference, Cornell University, Ithaca, NY, November 3, 2023
- 2023 Co-Chair, 2023 CHR Virtual Sustainability Roundtable, Cornell SC Johnson College of Business, October 13, 2023
- 2023 Presenter, “Regenerative Agriculture and the Role of Restaurants in Transforming Our Food,” 2023 Lifelong Learning Experience: Business of Sustainability, Cornell SC Johnson College of Business, September 2023
- 2023 Presenter, “Aaron Adalja on voluntary and mandatory GMO labeling effects,” Research with Impact, Cornell SC Johnson College of Business, May 16, 2023
- 2022 Co-Chair, 2022 CHR Sustainability Roundtable, Cornell SC Johnson College of Business, Ithaca, NY, September 30, 2022
- 2022 Moderator, CIFS Virtual Symposium: Towards a true systems approach to reducing food loss and waste from farm-to-table, Cornell University, March 15-16, 2022
- 2021 Co-Chair, 2021 CHR Virtual 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 Speaker, “The Changing Labor Landscape,” Cornell University’s Executive Leadership Certificate Program, AFFI-CON 2021, American Frozen Food Institute, February 25, 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 Virtual Sustainability Roundtable, Cornell SC Johnson College of Business, October 16, 2020
- 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 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

### ***Other Outreach Venues***

- 2024 Moderator, Rémy Cointreau Sustainability Panel Discussion, New York, NY May 8, 2024
- 2024 Presenter, Family Meal Speaker Series, Blue Hill at Stone Barns, March 14, 2024
- 2021 Panelist, Diet and Health Priorities in Foodservice in the post-COVID Age, Ideation Fresh Foodservice Forum, New York, NY, December 16, 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