

## AARON A. ADALJA

Agricultural and Resource Economics  
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### EDUCATION

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

### DISSERTATION

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

Committee: Drs. Sébastien Houde (Chair), Erik Lichtenberg, Robertson Williams III

### FIELDS OF INTEREST

Food and Agricultural Economics, Empirical Industrial Organization, Environmental Economics, Labeling and Quality Disclosure Regulation, Food Safety

### RESEARCH EXPERIENCE

Graduate Research Assistant, University of Maryland, Supervisor: Dr. Erik Lichtenberg,  
August 2014 - December 2016

Graduate Research Assistant, University of Maryland, Supervisor: Dr. Lars Olson, June 2013  
- August 2014

Pathways Student Trainee (Economics), Rural Economy Branch, USDA Economic Research  
Service, Supervisor: Dr. Sarah Low, June 2014 - August 2014

Graduate Research Assistant, University of Maryland, Supervisor: Dr. James Hanson, August  
2010 - December 2012

Research Assistant, Department of Menu Research & Development, The Culinary Institute of  
America, Supervisor: Dr. Christopher Loss, 2007 - 2009

## TEACHING EXPERIENCE

Instructor, University of Maryland, AREC326: Intermediate Applied Microeconomics, scheduled for Spring 2017

Teaching Assistant, University of Maryland, AREC610: Microeconomic Applications in Agricultural and Resource Markets, Supervisor: Dr. Robert Chambers, Spring 2013

Tutor, The Culinary Institute of America, Math and Writing, 2008

Instructor, Progressive Corporation, SAS Marketing Fundamentals, 2006 - 2007 (quarterly)

## PREVIOUS EMPLOYMENT

Chef de Partie, Per Se, Thomas Keller Restaurant Group, 2008 - 2010

Product Analyst, Agency & Direct Marketing, Progressive Corporation, 2003 - 2007

Database Developer, Distelhorst Lab, Case Western Reserve University, 2001 - 2002

Photography Editor, *The Observer*, Case Western Reserve University, 2000 - 2003

## PUBLICATIONS

Marine, Sasha C., David A. Martin, Aaron Adalja, Sudeep Mathew, and Kathryne L. Everts (2016). "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.

Adalja, Aaron, James Hanson, Charles Towe, and Elina Tselepidakis (2015). "An Examination of Consumer Willingness to Pay for Local Products," *Agricultural and Resource Economics Review*, 44(3), 253-274.

## PAPERS

Adalja, Aaron (2016). "Who Pays for Voluntary Quality Certification? Evidence from the Non-GMO Project Verified Label," University of Maryland, College Park: October. (Job market paper)

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

Adalja, Aaron, and Erik Lichtenberg (2015). "Produce Growers' Cost of Complying with the Food Safety Modernization Act," University of Maryland, College Park: May. Submitted to *Food Policy*.

## OTHER PUBLICATIONS AND REPORTS

Greene, Catherine, Seth J. Wechsler, Aaron Adalja, and James Hanson (2016). *Economic Issues in the Coexistence of Organic, Genetically Engineered (GE), and Non-GE Crops*, EIB-149, U.S. Department of Agriculture, Economic Research Service, February.

Low, Sarah A., Aaron Adalja, Elizabeth Beaulieu, Nigel Key, Steve Martinez, Alex Melton, Agnes Perez, Katherine Ralston, Hayden Stewart, Shellye Suttles, Stephen Vogel, and Becca B.R. Jablonski (2015). *Trends in U.S. Local and Regional Food Systems*, AP-068, U.S. Department of Agriculture, Economic Research Service, January.

Adalja, Aaron and Chalida U-tapao (2013). “Harnessing Wastewater for Renewable Energy in Washington, D.C.” *Teaching Socio-Environmental Synthesis with Case Studies*, National Socio-Environmental Synthesis Center, November.

Adalja, Aaron, James C. Hanson, and Amy G. Crone (2011). “Assessing the Need for a Statewide Farmers’ Market Association in Maryland,” Fact Sheet 934, University of Maryland.

## PRESENTATIONS

“Voluntary Non-GMO Food Labeling: Consumer WTP and Firm Behavior,” presented at 2016 AAEA Annual Meeting, Boston, MA, August 2, 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.

“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.

“Impacts of the Food Safety Modernization Act on On-Farm Food Safety Practices in Small and Sustainable Produce Growers,” presented at 2015 AAEA & WAEA Joint Annual Meeting, San Francisco, CA, July 27, 2015.

“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.

“An Examination of Consumer Willingness to Pay for Local Products,” presented at 2013 AAEA & CAES Joint Annual Meeting, Washington, D. C., August 5, 2013.

“Adoption and Coexistence of GE, Conventional non-GE, and Organic Crops,” poster presented at 2013 AAEA & CAES Joint Annual Meeting, Washington, D. C., August 6, 2013.

## **FELLOWSHIPS AND GRANTS**

USDA Economic Research Service, Innovative Research Grant - Cooperative Agreement, “Foodborne Illness Outbreaks, Collective Reputation, and Voluntary Adoption of Industry-wide Food Safety Protocols by Fruit and Vegetable Growers” (with Elina. T. Page and Erik Lichtenberg), \$25,000, 2016

Bruce and Mary Ann Gardner Dissertation Enhancement Award, for “Voluntary Non-GMO Food Labeling: Consumer Tastes, Firm Behavior, & Welfare Analysis,” University of Maryland, 2014

Graduate School Merit Fellowship, University of Maryland, 2013

Department of Animal and Avian Sciences (Jorgensen Family Foundation), University of Maryland, “Consumer Preferences and Willingness to Pay for Grass-Fed Beef” (with James Hanson, Charles Towe, and Elina Tselepidakis), \$4,879, 2012

## **HONORS AND AWARDS**

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 & Applied Economics Association, 2016

Outstanding Graduate Assistant Award, University of Maryland, 2016

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

Staff Scholarship, Thomas Keller Restaurant Group, 2009

Management Award, The Culinary Institute of America, 2008

High Impact Leader Scholarship, The Culinary Institute of America, 2007

Endowed Scholarship, The Culinary Institute of America, 2007

President’s Scholarship (75% tuition), Case Western Reserve University, 1999 - 2003

National Merit Scholarship, Case Western Reserve University, 1999

## **AFFILIATIONS**

Agricultural and Applied Economics Association

American Economic Association

## PROFESSIONAL SERVICE

Referee: *Agricultural and Resource Economics Review*, 2016

Discussant: *The Atlantic* “Feeding Future Generations: Supporting Sustainable Global Food Production,” October 13, 2011

## DEPARTMENT AND UNIVERSITY SERVICE

Member, Search Committee for the AGNR Associate Dean for Academic Programs, University of Maryland, 2016

President, Association of Agricultural and Resource Economists at University of Maryland, College Park, August 2013 - July 2014

## MEDIA COVERAGE

Agricultural and Applied Economics Association (2016). *The High Cost of Keeping Food Safe* [Press release]. <http://www.aaea.org/about-aaea/media--public-relations/press-releases/the-high-cost-of-keeping-food-safe>

## COMPUTER SKILLS

R, Stata, SAS, LaTeX, VBA, Mathematica

## REFERENCES

Dr. Sébastien Houde (primary advisor), Department of Agricultural and Resource Economics, 2222B Symons Hall, University of Maryland, College Park, MD 20742; 301-405-9881; [shoude@umd.edu](mailto:shoude@umd.edu)

Dr. Erik Lichtenberg, Department of Agricultural and Resource Economics, 2102 Symons Hall, University of Maryland, College Park, MD 20742; 301-405-1279; [elichten@umd.edu](mailto:elichten@umd.edu)

Dr. James Hanson, Department of Agricultural and Resource Economics, 2212 Symons Hall, University of Maryland, College Park, MD 20742; 301-405-8122; [jhanson1@umd.edu](mailto:jhanson1@umd.edu)