

UNIVERSITY OF GUELPH

Ontario Agricultural College

Andreas Boecker, Ph.D.

Associate Professor and Department Chair,
Department of Food, Agricultural and Resource Economics

LIFETIME CURRICULUM VITAE

1. EDUCATION AND DEGREES

Ph.D. University of Kiel, Kiel, Germany, Agricultural and Food Economics, 1996.

M.Sc. University of Kiel, Kiel, Germany, Agricultural Economics, 1993.

2. EMPLOYMENT HISTORY

Work Experience

Associate Professor, University of Guelph (2009 - Present), Guelph, Canada-Ontario. Department of Food, Agricultural and Resource Economics

Acting Associate Dean, Academic, Ontario Agricultural College (September, 2016 - August, 2017), Guelph, Canada-Ontario.

Assistant Professor, University of Guelph (September, 2005 - December, 2008), Guelph, Canada-Ontario. Department of Food, Agricultural and Resource Economics

Postdoctoral Fellow with teaching obligations, University of Giessen/Department of Agricultural Policy and Market Research (July, 1999 - August, 2005), Giessen, Germany.

Professor (1 year limited), University of Applied Sciences Neubrandenburg/School of Agriculture and Landscape Architecture (September, 2003 - August, 2004), Neubrandenburg, Germany.

Associate Consultant, Triple Line Consulting (November, 1999 - July, 2001), London, United Kingdom.

Visiting Scholar, University of Reading/Department of Agricultural and Food Economics (August, 1998 - June, 1999), Reading, United Kingdom. Funded through DAAD scholarship.

Postdoctoral Fellow with teaching obligations, University of Kiel/Department of Agricultural Economics (October, 1995 - May, 1998), Kiel, Germany.

Sessional Instructor, University of Giessen/Department of Farm Management (October, 1997 - July, 1998), Giessen, Germany.

Associate Consultant, CAP Consulting (October, 1993 - December, 1994), Niebüll, Germany.

Sessional Instructor, Fachhochschule Kiel (University of Applied Sciences Kiel/School of Business and Economics) (February, 1994 - May, 1994), Kiel, Germany.

3. SCHOLARLY HONOURS AND AWARDS

Award

2014-2015: G.P. McRostie Faculty Award, Ontario Agricultural College. In recognition of the importance of effective advising and mentoring by faculty who play a significant role in the education of OAC students.

2002-2003: BEST ARTICLE YOUNG SCIENTISTS in ERAE Volume 29 (2002), European Review of Agricultural Economics (ERAE) and the European Association of Agricultural Economists (EAAE). BEST ARTICLE YOUNG SCIENTISTS in ERAE Volume 29 (2002) for the paper: "Consumer response to a food safety incident: Exploring the role of supplier differentiation in an experimental study", awarded at the triennial EAAE Congress in Copenhagen, Denmark, Aug. 27, 2005.

Honor

2013-2014: Best Overall Research Poster, International Food and Agricultural Management Association, IFAMA. The award was received for the overall best research poster at the 24th Annual IFAMA World Forum and Symposium, 2014 Scientific Research Symposium, Cape Town, South Africa, June 16 2014.

4. GRADUATE STUDENT ADVISING

GRADUATE ADVISING SUMMARY, BY ROLE

Activity	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
Graduate Advising - Primary - Masters			2	3	5	3	2
Graduate Advising - Primary - Masters MRP			1	1	2	4	2
Graduate Advising - Co-Advisor - Masters MRP						1	
Graduate Advising - Committee - Doctoral	2	1	1	1	1		
Graduate Advising - Committee - Masters	1	2	3	4	1	2	4
Totals	3	3	7	9	9	10	8

5. RESEARCH AND SCHOLARSHIP

RESEARCH FUNDING RECEIVED

	Year	Title	Funding Agency	Role	Awarded
1.	2017-2020	Facilitation and Economic Impact of Local/Ontario Food Purchasing in Long-Term Care Homes	GOV-OMAFRA AGREEMENT RESEARCH PROGRAMS	Principal Investigator	\$240,000.00
2.	2016-2018	Understanding opinion leaders in online media to balance the agricultural biotechnology conversation	GOV-OMAFRA AGREEMENT RESEARCH PROGRAMS	Co-Investigator	
3.	2015-2018	Media Analysis of the Agricultural Biotechnology Innovation Value Chain (3 years)	GOV-OMAFRA AGREEMENT RESEARCH PROGRAMS	Principal Investigator	\$106,000.00
4.	2015-2016	Developing an approach to measure and monitor local food consumption in Ontario	GOV-OMAFRA - AGRICULTURE & FOOD RESEARCH FUND	Co-Investigator	
5.	2014-2016	Reducing the uncertainty of costs and benefits: a critical factor in successful traceability implementation (was extended to 24 months)	GOV-OMAFRA - FOOD SAFETY RESEARCH PROGRAM	Principal Investigator	\$71,660.00
6.	2013-2016	Early potatoes: a possible food source to improve Ontarians' health through phytochemicals and starch content affecting glycemic index and glycemic load	GOV-OMAFRA AGREEMENT RESEARCH PROGRAMS	Co-Investigator	
7.	2012-2013	Assessment of on-farm processing cost and value-added marketing performance of Ontario dairy farms	Dairy Farmers of Ontario and Agricultural Management Institute	Principal Investigator	\$30,500.00
8.	2012-2013	Competitiveness of small farms and alternative/direct marketing	Structure and Performance of Agriculture and Agri-Products Industry Policy Research Network	Principal Investigator	\$10,000.00
9.	2011-2012	Enhancing Ontario agribusiness' capacity to capture value from emerging marketing channels for organic food	Ontario Ministry of Agriculture, Food and Rural Affairs	Co-Investigator	
10.	2010-2013	Farm direct marketing performance assessment	Ontario Ministry of Agriculture, Food and Rural Affairs	Co-Principal Investigator	\$200,000.00
11.	2009-2010	Combating the Illegal Harvest of Lake Sturgeon – The Role of Whole Chain Traceability	MITACS-ACCELERATE	Principal Investigator	\$18,000.00
12.	2008-2009	Traceability and Authenticity of Foods from Analytical and Consumer Perspectives (4 years in total)	GOV-ADVANCED FOOD & MATERIALS NETWORK	Co-Principal Investigator	\$90,000.00
13.	2007-2008	Convenience – the root of all evil?	Consumer and Market Demand Policy Research Network	Principal Investigator	\$23,000.00
14.	2007-2008	Traceability and Food Quality in the Livestock Sector	North American Agri-Food Market Integration Consortium	Principal Investigator	\$15,350.00

15.	2006-2007	Distinctly Ontarian Berry Container	Canada Ontario Research and Development IV	Principal Investigator	\$12,275.00
16.	2003-2004	German Consumer Acceptance of Genetically Modified Foods	Illinois-Missouri Biotechnology Alliance (IMBA)	Principal Investigator	\$17,500.00
17.	2000-2001	Young Researcher Scholarship (1 year)	Justus-Liebig University Giessen, Germany	Principal Investigator	\$4,800.00
18.	1998-1999	DAAD Post-doc-Stipend (1 year)	DAAD (Deutscher Akademischer Austauschdienst - German Academic Exchange Service)	Principal Investigator	\$54,000.00
19.	1993-1994	PhD Scholarship (2 years)	Bundesland Schleswig-Holstein	Co-Principal Investigator	\$20,000.00

PUBLICATIONS AND SCHOLARLY ACTIVITY

LIFETIME SUMMARY (Count) according to the following categories:

Category	Total
Articles in Refereed Journals	21
Articles-in-Progress (All)	2
Publications in Refereed Conference Proceedings	21
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings	15
Presentations of Refereed Papers	30
Presentations of Non-Refereed Papers	5
Research Report, Non-Refereed	16
Other Research, Refereed and Publicly Available	1

REFEREED PUBLICATIONS

* Denotes Student Contribution

Refereed Articles (Published)

Whittingham, N., Boecker, A., & Grygorczyk, A. (2019). Personality traits, basic individual values and GMO risk perception of twitter users. *Journal of Risk Research*, 4(2): 1-19.
<https://doi.org/10.1080/13669877.2019.1591491>

Michaels, E. T., & Boecker, A. (2017). Competitive strategies among Ontario farms marketing direct to consumers. *Agricultural and Food Economics*, 5 (10)., doi: <https://doi.org/10.1186/s40100-017-0079-8>.

Mirzaei, O., Micheels, E. T., & Boecker, A. (2016). Product and Marketing Innovation in Farm-Based Businesses: The Role of Entrepreneurial Orientation and Market Orientation. *International Food and Agribusiness Management Review*, 19 (2), 99-129.

Boecker, A., & Asioli, D. (2016). Could there be unintended effects of government support for seafood traceability implementation on business planning? Results of a survey among Italian fishery businesses. *Journal of FisheriesSciences.com*.

- Asioli, D., Boecker, A., & Canavari, M. (2014). On the linkages between traceability levels and expected and actual traceability costs and benefits in the Italian fishery supply chain. *Food Control*, 46, 10-17, doi: 10.1016/j.foodcont.2014.04.048. [Contribution: 40%]
- Boon, H., Kachan, N., & Boecker, A. (2013). Use of Natural Health Products: How does being natural affect choice? *Medical Decision Making*, 33, 282-297, doi: 10.1177/0272989X12451056. [Contribution: 15%]
- Lilavanichakul, A., & Boecker, A. (2013). Consumer Acceptance of A New Traceability Technology: A Discrete Choice Application to Ontario Ginseng. *International Food and Agribusiness Management Review*, 16 (4), 25-49. [Contribution: 49%]
- Nocella, G., Boecker, A., Hubbard, L., & Scarpa, R. (2012). Eliciting consumer preferences for certified animal-friendly foods: Can elements of the theory of planned behavior improve choice experiment analysis? *Psychology & Marketing*, 29 (11), 850-868, doi: 10.1002/mar.20569. [Contribution: 15%]
- Tsui, T., Boon, H., Boecker, A., Kachan, N., & Krahn, M. (2012). Understanding the Role of Scientific Evidence in Consumer Evaluation of Natural Health Products for Osteoarthritis – An Application of the Means End Chain Approach. *BMC Complementary and Alternative Medicine*, 198-207, doi: 10.1186/1472-6882-12-198. [Contribution: 15%]
- Asioli, D., Boecker, A., & Canavari, M. (2011). Perceived Traceability Costs and Benefits in the Italian Fisheries Supply Chain. *International Journal on Food System Dynamics*, 2 (4), 357-375.
- Hailu, G., Boecker, A., Henson, S., & Cranfield, J. (2009). Consumer Valuation of Functional Foods and Nutraceuticals in Canada: A Conjoint Study Using Probiotics. *Appetite*, 52 (2), 257-265.
- Boecker, A., Hartl, J., & Nocella, G. (2008). How Different are GM Food Accepters and Rejecters Really? A Means-end Chains Application to Yogurt in Germany. *Food Quality and Preference*, 19 (4), 383-394.
- Boecker, A. (2008). A Differentiated Account of the Role of Trust in Consumers' Acceptance of Genetically Modified Foods in Germany. *International Journal on Biotechnology*, 10 (2/3), 260-278.
- Boecker, A. (2003). Impact of gender on food-related risk perception: experience makes the difference. *Hauswirtschaft und Wissenschaft*, 51, 65-75.
- Boecker, A. (2002). Consumer response to a food safety incident: Exploring the role of supplier differentiation in an experimental study. *European Review of Agricultural Economics*, 29, 29-50.
- Boecker, A. (2001). Food related risk perception and the impact of information – experimental results. *Berichte über Landwirtschaft*, 79, 620-644.
- Boecker, A., & Albrecht, S. (2001). Consumers' risk perception and response to a food safety incident. *Agrarwirtschaft*, 50, 374-382.
- Boecker, A., & Brodersen, C. M. (2001). Utilization of the internet in German agribusiness: e-hubs as a new form of market organization. *Agrarwirtschaft*, 50, 204-208.
- Bredahl, M. E., Northern, J. R., Boecker, A., & Normile, M. A. (2001). Consumer Demand Sparks the Growth of Quality Assurance Schemes in Europe. *Economic Research Report - Economic Research Service USDA*.
- Boecker, A., & Hanf, C-H. (2000). Confidence lost and –partially- regained: Consumers' response to food scares. *Journal of Economic Behavior and Organization*, 43, 471-485.
- Boecker, A. (1999). A theoretical analysis of food safety and consumer behaviour: why it may not pay to badmouth competitors. *Agrarwirtschaft*, 48, 250-256.

Refereed Books, Monographs, Compilations, Manuals

Books

1. Boecker, A., Herrmann, R., Gast, M., & Seidemann, J. (2004). *Food Quality – Basic Considerations, Criteria, and Options for Action*. Frankfurt: Lang.
2. Boecker, A. (1996). *Consumer search behaviour in food markets with horizontal product differentiation*. Frankfurt: Peter Lang.

Refereed Chapters, Cases, Readings, Supplements

Chapters

1. Boecker, A. (2009). 4. Kapitel: Marktlehre und Marketing – vom Wert der Lebensmittel und landwirtschaftlichen Erzeugnisse.. *Agrarwirtschaft – Ein berufsbezogenes Deutschlehrbuch*.. Pensa, Russland.
2. Hanf, C., & Boecker, A. (2002). Is European Consumers' Refusal of GM Food a Serious Obstacle or a Transient Fashion. *Santanielli V., Evenson, R.E., Zilberman. D. (ed): Market Development for Genetically Modified Foods*. Oxon: CABI Publishing.
3. Boecker, A. (1997). Consumer Search and Surplus in Markets With Differentiated Food Products. *WIERENGA, B., A. VAN TILBURG, K. GRUNERT, J.-B.E.M. STEENKAMP, M. WEDEL (Hg.): Agricultural Marketing and Consumer Behavior in a Changing World*. Dordrecht: Kluwer Academic Publishers.
4. Boecker, A. (1996). Cost structure of hemp processing – with special regard to quality requirements. *Production, Harvest, and Processing of Hemp* (pp. 493-622). Landwirtschaftsverlag: Münster-Hiltrup.

Non-Refereed Technical Reports

1. 2014-2015: Boecker, A., & Asfaha, T., Economic Analysis of the Canadian BSE Surveillance Program., submitted to Canadian Food Inspection Agency.
Description: Report has been submitted to the Canadian Food Inspection Agency.
2. 2014-2015: Boecker, A., Amendments of the Health of Animals Regulations Introducing Livestock Traceability: A Cost-Benefit Analysis., submitted to Canadian Food Inspection Agency.
Description: Report has been submitted to the Canadian Food Inspection Agency.
3. 2012-2013: Boecker, A., Report on Farmer User-testing of Performance by Marketing Channel Tool., submitted to Ontario Ministry of Agriculture, Food and Rural Affairs.
4. 2012-2013: Boecker, A., Cost-benefit analysis for the proposed Imported Food Sector Regulations., submitted to Canadian Food Inspection Agency.
5. 2011-2012: Boecker, A., Proposed Regulations Amending the Health of Animals Regulations - Pig Identification – CFIA ID 20125 – A Cost-Benefit Analysis., submitted to Canadian Food Inspection Agency in January 2012.
Description: Report submitted to the Canadian Food Inspection Agency.
6. 2010-2011: Boecker, A., Long Term Cost Sharing Framework: Gaps in Cost-Benefit information for Priority Sectors., submitted to Agriculture and Agri-Food Canada.
Description: Report submitted to Agriculture and Agri-Food Canada.
7. 2008-2009: Boecker, A., Blandon, J., Henson, S., Cranfield, J., Hailu, G., R. Aluko The Role of Experience in Determining Consumer Concerns about High Blood Pressure., submitted to Working Paper, University of Guelph, International Food Economy Research Group..
Description:
8. 2008-2009: Skaggs, R., Boecker, A., & Crawford, T., Evolving Standards and Industries in an Era of Market Integration: Opportunities and Obstacles within the North American Livestock Complex., submitted to North American Agrifood Market Integration Consortium.

9. 2005-2006: Boecker, A., Hartl, J., Kliebisch, C., & Engelken, J., Proposing a homogeneity test for externally segmented laddering data to identify significant differences between segments., submitted to University of Giessen.

Description: Discussion Papers in Agricultural Economics No. 75, Giessen: Department of Agricultural Policy and Marketing

10. 2005-2006: Boecker, A., Hartl, J., & Albrecht, S., Consumer Acceptance of Genetically Modified Foods in Germany., submitted to Research report, prepared for the Missouri-Illinois Biotechnology Alliance..

Description:

11. 2002-2003: Boecker, A., Extending the Application of Experimental Methods in Economic Analysis of Food Safety issues: A Pilot Study on the Impact of Supply Side Characteristics on Consumer Response to a Food Scare., submitted to University of Giessen.

Description: Discussion Papers in Agricultural Economics No. 66, Giessen: Department of Agricultural Policy and Marketing

12. 2002-2003: Boecker, A., Perception of Food Hazards – Exploring the Interaction of Gender and Experience in an Experimental Study., submitted to University of Giessen.

Description: Discussion Papers in Agricultural Economics No. 67, Giessen: Department of Agricultural Policy and Marketing, University of Giessen.

13. 2000-2001: Boecker, A., Globalisierung, Kartelle in der Ernährungswirtschaft und die Möglichkeit der Neuen Industrieökonomie zur Feststellung von Kollusion., submitted to University of Giessen.

Description: Institut für Agrarpolitik und Marktforschung, Agrarökonomische Diskussionsbeiträge Nr. 62

14. 1997-1998: Boecker, A., & Hanf, C., Identification of priorities in modernization of agricultural and food processing sectors, formulation of strategies for Poland., submitted to EU Phare Project.

Description: Country report on German Agricultural Policy as part of EU Phare Project P9312-05-09/553

15. 1997-1998: Brinkmeyer, D., & Boecker, A., Competitiveness of the Schleswig-Holstein brown shrimp fishery., submitted to Schleswig-Holstein Ministry for Food, Rural Areas, Agriculture Tourism.

16. 1997-1998: Boecker, A., Hanf, C., & Turss, O., Impact of product differentiation on the value added chain in the food industries., submitted to University of Kiel.