

Zachary T. Neuhofer

403 West State Street, • West Lafayette, IN, 47907 • (863)-452-7883 • zneuhofo@purdue.edu

Education

Purdue University, West Lafayette, IN

Ph.D. Agricultural Economics, Expected Spring 2023

Fields: Consumer Behavior, Demand Analysis, Agricultural Policy

Advisors: Dr. Jayson Lusk, Chair; Dr. Joseph Balagtas; Dr. Nicole Widmar;

Dr. Sofia Villas-Boas

Dissertation Topic:

- Essays in Food Demand

University of Florida, Gainesville, FL

M.S. Food and Resource Economics, August 2019

Fields: Consumer Behavior, Experimental Economics, Health Economics

Advisors: Dr. Brandon McFadden, Chair; Dr. Lisa House; Dr. Hayk Kachatryan

Thesis Topic:

- Does the Revised Nutrition Facts Panel Affect Sugary Beverage Consumption: An Eye-Tracking Application

University of Florida, Gainesville, FL

B.S. Food and Resource Economics, Cum Laude, August 2017

Academic Experience

Purdue University, West Lafayette, IN

Graduate Research Assistant (August 2019-Present)

University of Florida, Gainesville, FL

Graduate Research Assistant, (July 2017 – July 2019)

Peer Reviewed Journal Articles

Neuhofer, Z.T., Lusk, J.L. Most plant-based meat alternative buyers also buy meat: an analysis of household demographics, habit formation, and buying behavior among meat alternative buyers. *Sci Rep* **12**, 13062 (2022). <https://doi.org/10.1038/s41598-022-16996-5>

Arias-Granada, Y., **Neuhofer, Z. T.**, Bauchet, J., Ebner, P., & Ricker-Gilbert, J. (2021). Foodborne diseases and food safety in sub-Saharan Africa: Current situation of three representative countries and policy recommendations for the region. *African Journal of Agricultural and Resource Economics*, *16*(2), 169–179.

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[https://doi.org/10.53936/afjare.2021.16\(2\).12](https://doi.org/10.53936/afjare.2021.16(2).12)

Neuhofer, Z. T., and Lusk, J. L. (2021). Decomposing the Value of Food Labels on Chicken. *Journal of Agricultural and Applied Economics*, 53(2), 229–245.
<https://doi.org/10.1017/aae.2021.2>

Neuhofer, Z., McFadden, B. R., Rihn, A., Wei, X., Khachatryan, H., and House, L. (2020). Can the updated nutrition facts label decrease sugar-sweetened beverage consumption? *Economics and Human Biology*, 37, 100867. <https://doi.org/10.1016/j.ehb.2020.100867>

Dumoitier, A., Abbo, V., **Neuhofer, Z. T.**, and Mcfadden, B. R. (2019). *A review of nutrition labeling and food choice in the United States*. July, 1–11. <https://doi.org/10.1002/osp4.374>

Working Papers

Neuhofer, Z.T., Lusk, J. L., and Villas-Boas, S., (2022). Can a Sustainability Facts Label Reduce the Halo Surrounding Organic Labels? Under review at *Food Policy*

Neuhofer, Z. T., McFadden, B. R., Rihn, A., Wei, X., and Khachatryan, H, (2022). Association between Visual Attention to Nutrition Priming and Subsequent Beverage Choice. Revise and resubmit at *Food Quality and Preference*

Outreach Publications

Neuhofer, Z. T., (2022) Chicken labels: How do consumer beliefs impact preference for labels? *Purdue Ag Econ Report*, 2022(4).

Ortez, M., Nguyen, N., **Neuhofer, Z. T.**, (2021) Sustainability, productivity, and market access of smallholder sugarcane farmers: The Case for Central America. *Purdue Ag Econ Report*, 2021(4).

Arias-Granada, Y., Bauchet, J., Ricker-Gilbert, J., and **Neuhofer, Z.** (2020). *Feed the Future Innovation Lab for Food Safety (FSIL). Food Safety Programs and Academic Evidence in Senegal.*

Teaching Experience

Purdue University

The Macroeconomic, Trade, and Policy Environment (Graduate), Teaching Assistant Fall 2021

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University of Florida

Agricultural Price Analysis (Undergraduate), Teaching Assistant	Spring 2019
Agricultural Price Analysis (Undergraduate), Guest Lecturer	Spring 2019
Economics of Resource Use (Undergraduate), Teaching Assistant	Fall 2018

Invited Presentations

Neuhofer, Z. T., and Lusk, J. L., (2022) Are plant-based meat alternatives replacing meat?
AAEA Annual Meeting 2022. Selected Posters

Neuhofer, Z. T., (2022) Can a Sustainability Facts Label Reduce the Halo Surrounding Organic Labels? *GSS Seminar Series.*

Neuhofer, Z. T., Lusk, J.L., and Villas-Boas, S., (2022) Can a Sustainability Facts Label Reduce the Halo Surrounding Organic Labels? *Southern Agricultural Economics Association. Selected Presentations.*

Neuhofer, Z. T., & Lusk, J. L. (2020). Decomposing the Value of Food Labels on Chicken.
AAEA Annual Meeting 2020. Selected Presentations.

Neuhofer Zachary T.; McFadden Brandon R.; Khachatryn, Hayk; Rihn, Alicia; Wei, Xuan.
(2019). Does the Revised Nutrition Facts Panel Affect Sugary Beverage Consumption? An Eye-Tracking Application *Southern Agricultural Economics Association. Selected Presentations.*

AAEA Case Study Competition (August 2018)

Additional Skills

- Coding/model development in R, NLogit, SAS, and Stata
- Data management in Excel
- Proficiency in Word and Power Point.
- Qualtrics

Awards

- Farm Foundation Agricultural Scholar (2021)
- Graduate Student Spotlight, Purdue University (2021)
- Graduate Assistant Recipient, Purdue University
- Ross Fellowship Recipient, Purdue University
- Graduate Assistantship Recipient, University of Florida

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- Four-Time Dean's List, University of Florida, (Spring 2015-Fall 2016)

- Twice Recipient Highest GPA, Alpha Gamma Rho Fraternity (Spring 2015, Fall 2016)

Service

- Graduate Student Organization, Agricultural Economics Department, Purdue University, Vice President (June, 2022-present)
- College of Agriculture Graduate Student Advisory Council, Purdue University, (August, 2021-May, 2022)
- College of Agriculture Curriculum and Student Relations Committee, Purdue University, (August, 2021-May, 2022)
- Graduate Student Organization, Agricultural Economics Department, Purdue University, President, (June 2021-May, 2022)
- Graduate Student Organization, Agricultural Economics Department, Purdue University, Social Chair, (June, 2020-May, 2021)
- Graduate Student Organization, Food and Resource Economics Department, University of Florida, Master's Representative, (August 2018- July 2019)
- Parish Finance Council, Student Representative, St. Augustine Catholic Church (January 2018- July, 2019)
- College of Agricultural and Life Sciences Ambassador, University of Florida, (2015-16)
- Vice Noble Ruler for Alumni Relations, Alpha Gamma Rho Fraternity, (2016)
- Peer Review – Agricultural Finance Review, Journal of Agricultural and Applied Economics

Affiliations

- Purdue University
- University of Florida
- American Agricultural Economics Association
- Southern Agricultural Economics Association
- Catholic Research Economists Discussion Organization
- Alpha Gamma Rho Fraternity
- Farm Foundation