

Yaohua Feng, Ph.D.

Assistant Professor and Extension Specialist; Dept. of Food Science
Purdue University

EDUCATION: Ph.D. Food Science. University of California, Davis. 2015.
M.Sc. Food Sensory Science. University of California, Davis. 2012.
B.S. Food Engineering. South China University of Technology. 2010.

PROFESSIONAL EXPERIENCE

Assistant Professor and Extension Specialist (2018 - present). Department of Food Science, Purdue University, West Lafayette, Indiana.

Postdoctoral Research Fellow (2015-2017). Department of Food Science and Technology, University of California, Davis.

Lecturer (2015-2017). Department of Family and Consumer Sciences, California State University, Sacramento.

Consumer Research Scientist (2012 – 2013). Alticor (Amway), Corp., Ada, Michigan.

SERVICE IN PROFESSIONAL AND HONOR SOCIETIES (Recent Examples)

Professional Society Membership: International Association for Food Protection (2013-present), Institute of Food Technologists (IFT; 2012–present)

Other Recent Service to Professional Societies, Granting Agencies, and Organizations

Editorial Board and Management Committee: *Journal of Food Protection* (2018-present).

Editorial Board and Management Committee: *Journal of Food Protection* (2018-present).

Reviewer of numerous manuscripts for *International Food Research, Food Control, Trends of Food Science and Technology, Hospitality and Tourism Management*.

She has been an active member of professional associations and has been an organizer of several well-recognized symposia addressing food safety education. The symposia are listed in the table below:

1. Symposium Organizer: “Inspire Future Consumers through Formal and Informal Food Safety Education” International Association for Food Protection, proposal for 2020 annual meeting
2. Symposium Organizer: “A global perspective on new generation of food processing/preservation techniques for food safety: Riding the tides of clean labels” International Association for Food Protection, proposal for 2020 annual meeting
3. Symposium Organizer: “Culturally Targeted Messages and Methods: The Next Generation of Food Safety Education Strategies” International Association for Food Protection, proposal for 2018 annual meeting
4. Symposium Organizer: “Advancing Food Safety Internationally through the Use of Innovative Technologies: Food Irradiation”, International Association for Food Protection, proposal for 2017 annual meeting
5. Roundtable Organizer: “International Strategies to Deliver Food Safety Education Via the 'trusted Source' - Health Professionals”, International Association for Food Protection, proposal for 2017 annual meeting
6. Symposium Organizer: “An International Perspective on Food Safety Education for Vulnerable Populations”, International Association for Food Protection, proposal for 2016 annual meeting
7. Standard Guide Panel: “Selecting and Using Scales for Sensory Evaluation”, Committee E-18 on Sensory Evaluation, American Society for Testing and Materials

SELECT AWARDS AND HONORS

Scholarship of Engagement Fellow, Purdue University. 2019.
USDA NIFA Postdoctoral Research Fellowship. 2017.
Faculty Travel Award, California State University, Sacramento. 2016.
First Place Student Poster Presentation, California Department of Public Health. 2015.
Jastro-Shield Research Award, University of California, Davis. 2013
“Cup of Challenge” for College Student Research Innovative Award, South China University of Technology. 2009.
Department Undergraduate Scholarship, South China University of Technology. 2007 and 2008.
JinYao scholarship, South China University of Technology. 2007 and 2008.
Undergraduate Leadership Award, South China University of Technology. 2007.

CURRENT RESEARCH MISSION:

To enhance food safety and quality by effective risk messaging and communication and to improve understanding of cultural and social factors that affect food safety behaviors using a socioecological approach.

EXTERNAL RESEARCH FUNDING:

Have acquired over \$1.2M in research and extension funding (as PI or co-PI) from federal agencies, state agencies, commodity and industry groups, and private industry.

PUBLICATIONS, PAPERS, AND PRESENTATIONS

Peer-reviewed Journal Articles:

1. Chen, H., Martinez, V., Feng, Y. 2020. Food Safety Education Attitude and Practice among Health Professionals in China, Peru and the U.S. *Food Control*. 109:106945
2. Barrett T., Feng Y., Chen H., Chuang E., Feist S., Choate M. 2020. Evaluation of FightBAC's "The Story of Your Dinner" Campaign Video: A Multi-State Study. *Journal of Food Protection*. In press.
3. Feng, Y., Bruhn, C., Elder, G., Boyden, D. 2019. Assessment of knowledge and behavior change of a high school Positive Deviance food safety curriculum, *Journal of Food Science Education*. 18(2):45-51. DOI: 10.1111/1541-4329.12157
4. Feng, Y., Bruhn, C. 2019. Motivators and barriers to cooking and refrigerator thermometer use among consumers and food workers: A review. *Journal of Food Protection*. 82(1):128-50. DOI: 10.4315/0362-028X.JFP-18-245
5. Feng, Y., Ramos, T., Shankar, S., Bruhn, C. 2019. Meat irradiation technology usage: challenges and recommendations from expert interviews. *Food Protection Trends*. 39(1):84-93
6. Yeung, H., Bruhn, C., Blackburn, M., Ganthavorn, C., ..., Barrett, T., Feng, Y. 2019. Evaluation of in-person and on-line food safety education programs for community volunteers. *Food Control*. 99:34-9. DOI: 10.1016/j.foodcont.2018.12.021
7. Whited, T., Feng, Y., Bruhn, C. 2018. Evaluation of the high school food safety curriculum using a positive deviance model. *Food Control*. 96:324-8. DOI: 10.1016/j.foodcont.2018.09.004
8. Feng, Y., O'Mahony, M., 2017. A cross-cultural study of American and Chinese consumers' use of hedonic scales: Comparison of range shrinkage between 9-point hedonic scales and R-index ranking, *Food Quality and Preference*. 60:138-144.
9. Feng, Y., Bruhn, C., 2016 Health and Weight Management. Food safety education for people with diabetes and pregnant women: a positive deviance approach. *Food Control*. V66, 107-115
10. Feng, Y., Bruhn C., Marx, D. 2016. Evaluation of different food safety education interventions. *British Food Journal* 118(4):762-776
11. Feng, Y., Bruhn, C., Marx, D. 2016. Evaluation of the effectiveness of food irradiation messages. *Food Protection Trend*. 36(4):272-283
12. Feng, Y., Gutiérrez-Salomón, A., Angulo, O., O'Mahony, M., Wichchukit, S. 2015. Data from 'words only' and 'numbers only' 9-point hedonic scales are not interchangeable for serial monadic as well as rank-rating protocols: Aspects of memory and culture. *Food Quality and Preference*. 41:12-19
13. Kuesten, C., Bi, J., Feng, Y. 2013. Exploring taffy product consumption experiences using a multi-attribute time-intensity (MATI) method. *Food Quality and Preference*. 30(2):260-273; DOI: 10.1016/j.foodqual.2013.06.007
14. He, X., Yu, S., Shi, W., Feng, Y. 2011. Effects of pulsed electric field treatment on the asparagine-fructose model Maillard reaction. *Food Science (China)*.32(1)

Submitted Peer-reviewed Journal Articles

1. Feng, Y., Archila, J. (Revising to Resubmit). Consumer Handling of Wheat Flour: Food Safety Implications. *Journal of Food Protection*.

2. Bruhn, C., Feng, Y. (Revising to Resubmit). How to Communicate with Consumers When Flavor Preference and Perceived Safety Conflict. *Journal of Food Protection Trends*.
3. Barrett, T., Feng, Y., Wang, H.-H. (Revising to Resubmit). Food safety in the classroom: Evaluation of curriculum alignment to state standard using Delphi technique. *Journal of Food Science Education*.
4. Barrett, T., Feng, Y. (Submitted). Food safety implications of online wheat flour handling recipes.
5. Barrett, T., Feng, Y. (Submitted). Observational Evaluation of Food Safety Curricula on High School Students' Behavior Change.
6. Thomas, M., Feng, Y. (Submitted). Pet Food Safety in the United States: Assessing Pet Owners' Knowledge and Risk Perception.

Non-refereed papers/abstracts (examples from past 4 years)

1. Feng, Y., Chuang, E., Feist, S. 2019. Evaluation of story of your dinner education campaign video and blog-style recipes. Abstract P1-71. Presented at the Annual Meeting of the International Association for Food Protection. Louisville, KY. July 21-24, 2019.
2. Chen, H., Marteniez, V., Feng, Y. 2019. Health professionals as a trusted source for food safety education: a pilot study in China and Peru. Abstract P1-90. Presented at the Annual Meeting of the International Association for Food Protection. Louisville, KY. July 21-24, 2019.
3. Chen, H., Feng, Y., Gibson, K. 2019. Evaluation of food safety education among Indiana veteran farmers. Abstract P1-72. Presented at the Annual Meeting of the International Association for Food Protection. Louisville, KY. July 21-24, 2019.
4. Barrett, T., Feng, Y. 2019. Evaluation of food safety recommendations in egg noodle online video streaming and blog recipes. Abstract P1-68. Presented at the Annual Meeting of the International Association for Food Protection. Louisville, KY. July 21-24, 2019.
5. Chuang, E., Feng, Y. 2019. What is it like to have a shared-use kitchen: a pilot study with young adults. 2019. Abstract P1-73. Presented at the Annual Meeting of the International Association for Food Protection. Louisville, KY. July 21-24, 2019.
6. Barrett, T., Feng, Y. 2019. Food safety in the classroom: evaluation of curriculum alignment to state standard using Delphi method. Abstract P1-70. Presented at the Annual Meeting of the International Association for Food Protection. Louisville, KY. July 21-24, 2019.
7. Barrett, T., Feng, Y. 2019. Evaluation of food safety curricula on students' food handling behaviors: an observation study. Abstract P1-69. Presented at the Annual Meeting of the International Association for Food Protection. Louisville, KY. July 21-24, 2019.
8. Feng, Y. 2019. Barriers and motivators to thermometer use among food workers and consumers. Consumer Food Safety Education Conference, Orlando, FL. March 7-8, 2019.
9. Feng, Y. Davis, E., Feist, S. 2019. The Story of Your Dinner: What's been learned in two years of consumer & health educator engagement. Consumer Food Safety Education (CFSE) Conference, Orlando, FL. March 7-8, 2019.
10. Chen, H., Feng, Y. 2019. Food safety education among health professionals in China and the US. 2019. Consumer Food Safety Education Conference, Orlando, FL. March 7-8, 2019.
11. Barrett, T., Feng, Y. 2019. Use of observation to measure effectiveness of positive deviance curriculum among youths. Consumer Food Safety Education Conference, Orlando, FL. March 7-8, 2019.
12. Barrett, T., Feng, Y. 2019. Food safety content assessment of egg noodle online shared video recipes. Consumer Food Safety Education Conference, Orlando, FL. March 7-8, 2019.

13. Bruhn, C., Feng, Y. 2019. Strategies to reach television chefs with safe handling information. Consumer Food Safety Education Conference, Orlando, FL. March 7-8, 2019.
14. Feng, Y. 2018. Barriers and strategies to safe food handling among financially disadvantaged families: an observation and self-report study. Abstract T6-09. Presented at the Annual Meeting of the International Association for Food Protection. Salt Lake City, UT. July 8-11, 2018.
15. Feng, Y., Lieberman, V., Harris, LJ. 2018. An examination of microbiological risks associated with almond soaking and drying. Abstract P2-81. Presented at the Annual Meeting of the International Association for Food Protection. Salt Lake City, UT. July 8-11, 2018.
16. Feng, Y., Bruhn, CM., Feist, S., 2018. Evaluation of story of your dinner food safety campaign video in 2016 and 2017. Abstract P2-80. Presented at the Annual Meeting of the International Association for Food Protection. Salt Lake City, UT. July 8-11, 2018.
17. Bruhn, CM., Feng, Y. 2018. Strategies to reach television chefs with safe handling information. Abstract P2-25. Presented at the Annual Meeting of the International Association for Food Protection. Salt Lake City, UT. July 8-11, 2018.
18. Feng, Y. 2018. Needs Assessment of Culturally Tailored Food Safety Education for Financially Disadvantaged Families. Institute for Food Technologists (IFT) Annual Conference, Chicago, IL. July 15-18, 2018.
19. Feng, Y., Bruhn, C. 2017. International strategies to deliver food safety education via the 'trusted source' --health professionals. Abstract RT8. Presented at the Annual Meeting of the International Association for Food Protection. Tampa, FL. July 9-12, 2017.
20. Feng, Y., Bruhn, C. 2017. Motivators and barriers to food industry and consumer use of irradiation. Abstract S71. Presented at the Annual Meeting of the International Association for Food Protection. Tampa, FL. July 9-12, 2017.
21. Feng, Y., Bruhn, CM. 2017. Evaluation of positive deviance food safety curriculum among high school students: a pilot study. Abstract P2-101. Presented at the Annual Meeting of the International Association for Food Protection. Tampa, FL. July 9-12, 2017.
22. Feng, Y., Bruhn, CM. 2017. Health professionals' motivators and barriers to food safety education. Abstract P2-100. Presented at the Annual Meeting of the International Association for Food Protection. Tampa, FL. July 9-12, 2017.
23. Feng, Y., Bruhn, CM., Feist, S., Choate, M. 2017. Evaluation of Fight BAC food safety campaign: the story of your dinner. Abstract P2-102. Presented at the Annual Meeting of the International Association for Food Protection. Tampa, FL. July 9-12, 2017.
24. Feng, Y., Lieberman, V., Harris, LJ. 2017. Microbiological impacts of soaking and activation of almonds. Almond Board Conference, Sacramento, CA. December 10-12, 2017
25. Feng, Y., Bruhn, CM. 2017. Is food safety education a part of nutrition education: Health professionals' barriers to food safety. Annual Meeting of California Academy of Nutrition and Dietetics. Sacramento, CA. April 27-29, 2017
26. Feng, Y., Bruhn, CM. 2017. Focusing on the benefits of food safety innovations: A case study of food irradiation. Consumer Food Safety Education Conference. Washington D.C. January 25-27, 2017.
27. Feng, Y., Bruhn, C. 2017. Motivating high school students to follow safe food handling: an effective food safety curriculum. Consumer Food Safety Education Conference, Washington D.C. January 25-27, 2017.

28. Feng, Y., Bruhn, C. 2017. A case study identifies the barriers for health professional to deliver a food safety curriculum. Consumer Food Safety Education Conference, Washington D.C. January 25-27, 2017.
29. Feng, Y., Bruhn, C. 2016. Aspects of food safety education and communication: Positive deviance approach and food irradiation messaging. STEC CAP Grant Annual Conference. Lincoln, NE. June 14-16, 2016.
30. Feng, Y., Bruhn, C. 2016. Teaching food safety in a more effective way: Introducing a new curriculum using positive deviance approach. American Association of Family and Consumer Sciences AAFCS. Seattle, WA. June 22-25, 2016.
31. Feng, Y., Bruhn, C. 2016. Effective food safety curriculum for STEC teachers — Motivating students to practice safe food handling. 2016. 5th Annual STEM Forum and Expo by National Science Teachers Association. Denver, CO. July 27-29, 2016.
32. Feng, Y., Bruhn, CM. 2016. Effective food safety education: protecting at-risk patients from foodborne illness. Annual Meeting of California Academy of Nutrition and Dietetics. CA
33. Whited, T., Feng, Y., Bruhn, CM. 2016. Why a more effective food safety curriculum is needed: An on-line survey results from high school students. Abstract P1-142. Presented at the Annual Meeting of the International Association for Food Protection. St. Louis, Missouri. July 31- August 3, 2016.
34. Feng, Y., Bruhn, C. 2016. Food safety interventions for people with diabetes: Positive deviance approach. Abstract S51. Presented at the Annual Meeting of the International Association for Food Protection. St. Louis, Missouri. July 31- August 3, 2016.
35. Feng, Y., Bruhn, CM. 2016. Consumers' acceptance of meat irradiation with educational messages. Beef Industry Safety Summit. Austin, TX. March 1-3, 2016.
36. Feng, Y., Bruhn, CM. 2016. Effective food safety education: protecting at-risk patients from foodborne illness. Annual Meeting California Academy of Nutrition and Dietetics. CA.
37. Feng, Y., Bruhn, CM. 2015. Utilizing a positive deviance approach to food safety education with high-risk consumers. Annual Meeting of Institute of Food Technologists. Chicago, IL. July 11-14, 2015.
38. Feng, Y., Bruhn, C. 2015. Food safety in the classroom: Introducing a new curriculum using positive deviance approach. California Association of Family and Consumer Sciences CA-AAFCS Biennial Conference. CA.
39. Feng, Y., Bruhn, C. 2015. A novel approach to safe food handling education – positive deviance. California Agriculture in the Classroom Conference, Long Beach, CA. October 22-24, 2015.
40. Feng, Y., Bruhn, CM. 2015. Evaluation of three food safety educational interventions with high-risk consumers. STEC CAP Grant Annual Conference. Manhattan, KS. June 3-5, 2015
41. Feng, Y., Bruhn, CM. 2015. Effect of food irradiation messages on purchase intent. STEC CAP Grant Annual Conference. Manhattan, KS. June 3-5, 2015.
42. Feng, Y., Bruhn, CM. 2015. Reaching the right audience: A case study of why and how public health professionals can protect high-risk consumers from foodborne illness. S3 Symposium on Food Systems and Public Health. Sacramento, CA. May 13-15, 2015.
43. Feng, Y., Bruhn, CM. 2015. Why and how to protect consumers from foodborne illness – a case study of food safety education with high-risk consumers. Beef Safety Summit. Dallas, TX. March 3-5, 2015.

Submitted Non-refereed papers/abstracts

1. Feng, Y. 2020. Evaluation of Pet Owners' Knowledge and Practice of Handling Pet Food. The Annual Meeting of the International Association for Food Protection. Cleveland, OH. August 2-5, 2019.
2. Chen, H., Feng, Y., Gibson, K., Chastain, C. 2020 Evaluating the effectiveness of online newsletters in delivering food safety information among Indiana veteran farmers. The Annual Meeting of the International Association for Food Protection. Cleveland, OH. August 2-5, 2019.
3. Chen, H., Feng, Y., Benjamin, T., Guan, W., Ellett, J. 2020. Identifying Challenges and Educational Resources Needs for Indiana Produce Growers on Value-Added Production. The Annual Meeting of the International Association for Food Protection. Cleveland, OH. August 2-5, 2019.
4. Chen, H., Feng, Y., Shaw, A. 2020. Review of Food Safety Education Programs for Produce Growers. The Annual Meeting of the International Association for Food Protection. Cleveland, OH. August 2-5, 2019.
5. Karnpanit, W., Feng, Y., Torres, E. J., Roychowdhury, I., Jongmevasna, W., Atisook, K. 2020. Organophosphate Pesticides exposure and risk assessment from the consumption of vegetables in Thailand. The Annual Meeting of the International Association for Food Protection. Cleveland, OH. August 2-5, 2019.
6. Barrett, T., Feng, Y., Evans, E., Gould, V., Redmond, E., Wie, S., Ilic, S. 2020. Evaluation of Dietetic Students' Food Safety Knowledge and Attitudes: A Multistate Study. The Annual Meeting of the International Association for Food Protection. Cleveland, OH. August 2-5, 2019.
7. Barrett, T., Archila, J., Feng, Y. 2020. Content Analysis of Online Flour-based Recipes: Cookies, Cookie Dough, and Egg Noodles. The Annual Meeting of the International Association for Food Protection. Cleveland, OH. August 2-5, 2019.
8. Feng, Y. 2020. Barriers and strategies to food safety education among financially disadvantaged families. National Conference on Health Communication, Marketing, and Media. Atlanta, GA. August 10-12, 2019.