

CURRICULUM VITAE

Yaohua Betty Feng, MS, PhD

Office: (765) 494-0331

E-mail: yhfeng@purdue.edu

RESEARCH FOCUS

Dr. Feng is dedicated to the research and extension of pre- and post-harvest interventions to enhance microbial safety of foods. She uses interdisciplinary tools to investigate gaps in food safety practice compliance and develop novel food safety strategies to empower food handlers and consumers to behavioral change. She is also interested in mitigating microbial contamination in food production by using innovative processing technologies and designing culturally tailored educational interventions.

CURRENT POSITION

Assistant Professor, Food Safety Extension Specialist 2018
Purdue University, West Lafayette
Department of Food Science

EDUCATION

Ph.D., Food Science, Specialization in Consumer Science and Program Evaluation, 2015
University of California, Davis
M.S., Food Science, Specialization in Sensory Science and Food Psychology, 2012
University of California, Davis
B.S., Food Engineering, 2010
South China University of Technology, China

PREVIOUS APPOINTMENTS

Postdoctoral Research Fellow 2015 – 2017
University of California, Davis
Department of Food Science and Technology
Lecturer 2015 – 2017
California State University, Sacramento
Department of Family and Consumer Sciences
Consumer Research Scientist 2012 – 2013
Alticor (Amway), Corp.

PUBLICATIONS AND PRESENTATIONS

Peer-Review Journal Articles

- 2017 Shankar, S., **Feng, Y.**, Bruhn, CM., Barriers and Motivators for Food Irradiation Usage in The Meat Supply Chain, Food Control, submitted
- 2017 **Feng, Y.**, O'Mahony, M., 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 Qual and Pref, V60, 138-144
- 2016 **Feng, Y.**, Bruhn, CM., Health and Weight Management. Food safety education for people

with diabetes and pregnant women: a positive deviance approach, *Food Control*, V66, 107-115

- 2016 **Feng, Y.**, Bruhn CM., Marx, D. Evaluation of different food safety education interventions, *British Food J.*, V118.4, 762-776
- 2016 **Feng, Y.**, Bruhn, CM., Marx, D. Evaluation of the effectiveness of food irradiation messages, *Food Prot. Trend*, V36.4, 272-283
- 2015 **Feng, Y.**, Gutiérrez-Salomón, A., Angulo, O., O'Mahony, M., Wichchukit, S. 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. *J of Food Quality and Preference*, 2015, V41, 12-19
- 2013 Kuesten, C., Bi, J., **Feng, Y.** Exploring taffy product consumption experiences using a multi-attribute time–intensity (MATI) method. *J of Food Quality and Preference*, 2013, V30, 260-273
- 2011 He, X., Yu, S., Shi, W., **Feng, Y.** Effects of pulsed electric field treatment on the Asparagine-Fructose Model Maillard Reaction. *J of Food Science (China)*, 2011, V32(1)

Oral presentations (in reverse chronology)

- 2017 “International Strategies to Deliver Food Safety Education via the ‘Trusted Source’ --Health Professionals” International Association for Food Protection Annual Conference, Tampa
- 2017 “Motivators and Barriers to Food Industry and Consumer Use of Irradiation” International Association for Food Protection Annual Conference, Tampa
- 2017 “Motivating high school students to follow safe food handling: an effective food safety curriculum” Consumer Food Safety Education Conference 2017, Washington D.C.
- 2017 “A case study identifies the barriers for health professional to deliver a food safety curriculum” Consumer Food Safety Education Conference 2017, Washington D.C.
- 2016 “Are TV celebrity chefs good food handling role models” Culinary Institute of America, California
- 2016 “Food safety interventions for people with diabetes: Positive deviance approach” International Association for Food Protection Annual Conference, Missouri
- 2016 “Aspects of food safety education and communication: Positive deviance approach and food irradiation messaging” STEC CAP Grant Annual Conference, Nebraska
- 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 2016, Washington
- 2016 “Effective food safety curriculum for STEC teachers — Motivating students to practice safe food handling” 6th Annual STEM Forum and Expo by National Science Teachers Association, Colorado

- 2016 “Bring the food safety education back to high school” School Food Forum, California
- 2016 “Food safety in the classroom: Introducing a new curriculum using positive deviance approach” California Association of Family and Consumer Sciences CA-AAFCS Biennial Conference, California
- 2016 “Food safety education: Protecting pregnant women and other vulnerable populations” California WIC (Women, Infants and Children) Association Annual Conference, California
- 2015 “A novel approach to safe food handling education – positive deviance” California Agriculture in the Classroom Conference, California
- 2015 “Utilizing positive deviance approach to food safety education with high-risk customers” Department of Food Science and Technology. University of California, Davis
- 2014 “A case study of reaching high-risk foodborne illness audience – people with diabetes and pregnant women” Consumer Food Safety Education Conference, Virginia
- 2011 “Psychology illusion and consumers preference: An introduction of food sensory science” Harbin University of Science and Technology, China

Poster Presentations (in reverse chronology)

- 2017 **Feng, Y.**, Lieberman, V., Harris, LJ. Microbiological Impacts of Soaking and Activation of Almonds, Presented at 2017 Almond Board Conference, Sacramento
- 2017 **Feng, Y.**, Bruhn, CM. Evaluation of Positive Deviance Food Safety Curriculum among High School Students: A Pilot Study, Presented at 2017 International Association for Food Protection (IAFP) Conference, Tampa
- 2017 **Feng, Y.**, Bruhn, CM. Health Professionals’ Motivators and Barriers to Food Safety Education, Presented at 2017 International Association for Food Protection (IAFP) Conference, Tampa
- 2017 **Feng, Y.**, Bruhn, CM., Feist, S., Choate, M. Evaluation of Fight BAC Food Safety Campaign: The Story of Your Dinner, Presented at 2017 International Association for Food Protection (IAFP) Conference, Tampa
- 2017 **Feng, Y.**, Bruhn, CM. Is food safety education a part of nutrition education: Health professionals’ barriers to food safety, Presented at 2017 Annual Meeting of California Academy of Nutrition and Dietetics, California
- 2017 **Feng, Y.**, Bruhn, CM. Focusing on the benefits of food safety innovations: A case study of food irradiation. Consumer Food Safety Education Conference, Washington D.C.
- 2016 **Feng, Y.**, Bruhn, CM. Effective Food Safety Education: Protecting at-risk patients from foodborne illness, Presented at 2016 Annual Meeting of California Academy of Nutrition and Dietetics, California

- 2016 Whited, T., **Feng, Y.**, Bruhn, CM. Why a more effective food safety curriculum is needed: An on-line survey results from high school students. Presented at 2016 International Association for Food Protection (IAFP) Conference, Missouri
- 2016 **Feng, Y.**, Bruhn, CM. Consumers' Acceptance Of Meat Irradiation With Educational Messages, Presented at 2016 Beef Industry Safety Summit, Texas
- 2015 **Feng, Y.**, Bruhn, CM. Effective Food Safety Education: Protecting At-Risk Patients From Foodborne illness, Presented at 2016 Annual Meeting of California Academy of Nutrition and Dietetics, California Oregon
- 2015 **Feng, Y.**, Bruhn, CM. Utilizing a positive deviance approach to food safety education with high-risk consumers. Presented at Institute of Food Technologists (IFT) 15, Illinois
- 2015 **Feng, Y.**, Bruhn, CM. Evaluation of three food safety educational interventions with high-risk consumers. STEC CAP Grant Annual Conference, Kansas
- 2015 **Feng, Y.**, Bruhn, CM. Effect of food irradiation messages on purchase intent. STEC CAP Grant Annual Conference, Kansas
- 2015 **Feng, Y.**, Bruhn, CM. 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, California
- 2015 **Feng, Y.**, Bruhn, CM. Why and how to protect consumers from foodborne illness – a case study of food safety education with high-risk consumers, Beef Safety Summit, Texas
- 2014 **Feng, Y.**, Bruhn, CM. Comparison between positive deviance and conventional reading approaches to food safety education. Consumer Food Safety Education Conference, Virginia
- 2014 **Feng, Y.**, Bruhn, CM. Investigating positive deviance intervention to change high-risk consumer food safety awareness and behavior. STEC CAP Grant Annual Conference, Nebraska
- 2014 **Feng, Y.**, Bruhn, CM. Investigating positive deviance intervention to change consumer food safety awareness and behavior. International Association for Food Protection Conference, Indiana

PROFESSIONAL SERVICE

- 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 2017
- Scholarship Review Committee Member: 2017 Consumer Food Safety Education Conference 2016
- Symposium Organizer: "Advancing Food Safety Internationally through the Use of Innovative Technologies: Food Irradiation", International Association for Food Protection, proposal for 2017 annual meeting 2016

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	2016
Symposium Organizer: "An International Perspective on Food Safety Education for Vulnerable Populations", International Association for Food Protection, proposal for 2016 annual meeting	2015
Standard Guide Panel: "Selecting and Using Scales for Sensory Evaluation", Committee E-18 on Sensory Evaluation, American Society for Testing and Materials	2013