

## **Brenna Ellison**

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Assistant Professor

Department of Agricultural and Consumer Economics

University of Illinois at Urbana-Champaign

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### **EDUCATION**

Ph.D. in Agricultural Economics from Oklahoma State University, 2012

M.S. in Agricultural Economics from Oklahoma State University, 2009

B.S. in Agribusiness from Abilene Christian University, 2008

### **PROFESSIONAL EXPERIENCE**

Aug., 2012 – Present Assistant Professor, Department of Agricultural and Consumer Economics, University of Illinois at Urbana-Champaign

Jan., 2014 – Present Faculty Affiliate, Division of Nutritional Sciences, University of Illinois at Urbana-Champaign

2008 – 2012 Research Assistant, Department of Agricultural Economics, Oklahoma State University

### **PEER-REVIEWED JOURNAL ARTICLES**

1. Ellison, Brenna, and Jayson L. Lusk. 2017. "Examining Household Food Waste Decisions: A Vignette Approach." *Applied Economic Perspectives and Policy*, accepted.
2. Taylor, Mykel R., Glynn T. Tonsor, Nicholas D. Paulson, Brenna Ellison, Jonathan Coppess, and Gary D. Schnitkey. 2017. "Is it Good to Have Options? The 2014 Farm Bill Program Decisions." *Applied Economic Perspectives and Policy*, 39(4):533-546.
3. Ellison, Brenna, Nicholas D. Paulson, Mykel R. Taylor, Glynn T. Tonsor, Jonathan Coppess, and Gary D. Schnitkey. 2017. "Evaluation of Educational Offerings Associated with the 2014 Farm Bill." *Applied Economic Perspectives and Policy*, 39(4):547-558.
4. Ellison, Brenna, Kathleen Brooks, and Taro Mieno. 2017. "Which Livestock Production Methods Matter Most to Consumers?" *Agriculture and Human Values*, 34(4):819-831.
5. Christoph, Mary J., and Brenna Ellison. 2017. "A Cross-Sectional Study on the Relationship between Nutrition Label Use and Food Selection, Servings, and Consumption in a University Dining Setting." *Journal of the Academy of Nutrition and Dietetics*, 117(10):1528-1537.
6. Manero, Joanna, Carter Phillips, Brenna Ellison, Soo-Yeun Lee, Sharon M. Nickols-Richardson, and Karen M. Chapman-Novakofski. 2017. "Influence of Seasoning on Vegetable Selection, Liking and Intent to Purchase." *Appetite*, 116:239-245.

7. Christoph, Mary J., Brett R. Loman, and Brenna Ellison. 2017. "Developing a Digital Photography-Based Method for Dietary Analysis in Self-Serve Dining Settings." *Appetite*, 114:217-225.
8. Nikolaus, Cassandra J., Brenna Ellison, Pamela A. Heinrichs, Sharon M. Nickols-Richardson, and Karen C. Chapman-Novakofski. 2017. "Spice and Herb Use with Vegetables: Liking, Frequency, and Self-Efficacy among U.S. Adults." *American Journal of Health Behavior*, 41(1):52-60.
9. Lusk, Jayson L, and Brenna Ellison. 2017. "A Note on Modeling Household Food Waste Behavior." *Applied Economics Letters*, 24(16):1199-1202.
10. Heinrichs, Pamela A., Brenna Ellison, Cassandra J. Nikolaus, Sharon M. Nickols-Richardson, and Karen M. Chapman-Novakofski. 2016. "Vegetables, Herbs and Spices: The Importance of Family and Tasting." *Health*, 8:1554-1565.
11. Christoph, Mary, Brenna Ellison, and Erica Nehrling Meador. 2016. "The Impact of Nutrition Label Placement on Awareness and Use among College Students in a Dining Hall Setting." *Journal of the Academy of Nutrition and Dietetics*, 116(9):1395-1405.
12. Ellison, Brenna, John Bernard, Michelle Paukett, and Ulrich C. Toensmeyer. 2016. "The Influence of Retail Outlet on Consumer Perceptions of and Willingness-to-Pay for Organic Tomatoes." *Journal of Economic Psychology*, 55:109-119.
13. Ellison, Brenna, Brittany R. L. Duff, Zongyuan Wang, and Tiffany Barnett White. 2016. "Putting the Organic Label in Context: Examining the Interactions between the Organic Label, Product Type, and Retail Outlet." *Food Quality and Preference*, 49:140-150.
14. Pratt, Nathan S., Brenna Ellison, Aaron S. Benjamin, and Manabu T. Nakamura. 2016. "Improvements in Recall and Food Choices Using a Graphical Method to Deliver Information of Select Nutrients." *Nutrition Research*, 36(1):44-56.
15. Christoph, Mary, Ruopeng An, and Brenna Ellison. 2016. "Correlates of Nutrition Label Use among College Students and Young Adults: A Review." *Public Health Nutrition*, 19(12):2135-2148.
16. Ellison, Brenna. 2014. "'I'll Have What He's Having': Group Ordering Behavior in Food Choice Decisions." *Food Quality and Preference*, 37:79-86.
17. Ellison, Brenna, Jayson L. Lusk, and David Davis. 2014. "The Effect of Calorie Labels on Caloric Intake and Restaurant Revenue: Evidence from Two Full Service Restaurants." *Journal of Agricultural and Applied Economics*, 46:173-191.
18. Ellison, Brenna, Jayson L. Lusk, and David Davis. 2014. "The Impact of Restaurant Calorie Labels on Food Choice: Results from a Field Experiment." *Economic Inquiry*, 52(2):666-681.
19. Ellison, Brenna, Jayson L. Lusk, and David Davis. 2013. "Looking at the Label and Beyond: The Effects of Calorie Labels, Health Consciousness, and Demographics on Caloric Intake in Restaurants." *International Journal of Behavioral Nutrition and Physical Activity*, 10:21.

20. Lusk, Jayson L. and Brenna Ellison. 2013. "Who is to Blame for the Rise in Obesity?" *Appetite*, 68(1):14-20.
21. Ellison, Brenna, Jayson L. Lusk, and Brian C. Briggeman. 2010. "Taxpayer Beliefs about Farm Income and Preferences for Farm Policy." *Applied Economics Perspectives and Policy*, 32(2):338-354.
22. Ellison, Brenna, Jayson L. Lusk, and Brian C. Briggeman. 2010. "Other-Regarding Behavior and Taxpayer Preferences for Farm Programs." *B.E. Journal of Economic Analysis and Policy: Topics*, 10(1):96.

## POPULAR PRESS PUBLICATIONS

1. Ellison, Brenna, Nick Paulson, and Jonathan Coppess. 2017. "The Value of Decision Tools to Farmers and Landowners." *farmdoc daily*, 7:226, available at <http://farmdocdaily.illinois.edu/2017/12/value-of-decision-tools-to-farmers-and-landowners.html>.
2. Coyle, Bradford D., and Brenna Ellison. 2017. "Will Consumers Find Vertically Farmed Produce 'Out of Reach'?" *Choices*, 32(1).
3. Ellison, Brenna. 2016. "Food Waste: An Introduction to the Issue and Questions that Remain." *Policy Matters*, available at <http://policymatters.illinois.edu/food-waste-an-introduction-to-the-issue-and-questions-that-remain/>.
4. Ellison, Brenna. 2015. "The Changing Landscape of the Organic Food Industry." *Policy Matters*, available at <http://policymatters.illinois.edu/the-changing-landscape-of-the-organic-food-industry/>.
5. Schnitkey, Gary, Brenna Ellison, Nick Paulson, Scott Irwin, and Jonathan Coppess. 2015. "2014 Farm Bill Commodity Program Survey." *farmdoc daily*, 5:156, available at <http://farmdocdaily.illinois.edu/2015/08/2014-farm-bill-commodity-program-survey.html>.
6. Ellison, Brenna. 2014. "Mandatory Nutrition Labels on Restaurant Menus: Coming Soon?" *Policy Matters*, available at <http://policymatters.illinois.edu/mandatory-nutrition-labels-on-restaurant-menus-coming-soon/>.
7. Ellison, Brenna. 2014. "FDA Proposes New Nutrition Facts Label." *Policy Matters*, available at <http://policymatters.illinois.edu/fda-proposes-new-nutrition-facts-label/>.
8. Ellison, Brenna, and Jayson L. Lusk. 2011. "Taxpayer Preferences for USDA Expenditures." *Choices*, 26(2).

## PUBLISHED ABSTRACTS

1. Christoph, Mary, and Brenna Ellison. 2016. "The Impact of Nutrition Label Usage on Food Selection and Consumption in a University Dining Setting." *The FASEB Journal*, 30(1S):422.8.

2. Nickols-Richardson, Sharon M., Brenna Ellison, and Karen M. Chapman-Novakofski. 2015. "Vegetable Preferences, Cooking Methods, Purchasing Frequency and Self-Efficacy: Gender Differences in a Convenience Sample of Adults." *Journal of the Academy of Nutrition and Dietetics*, 115(9S):A75.
3. Christoph, Mary, and Brenna Ellison. 2015. "Who Reads Nutrition Labels? Label Usage by College Students in a Dining Hall Setting." *The FASEB Journal*, 29(1S):904.5.
4. Ferrell, Kyle W., Foy Mills, Jr., and Brenna Ellison. 2012. "Agricultural and Environmental Sciences Students' Views of U.S. Food and Agricultural Policy," *NACTA Journal*, 56(1):20-21.
5. Gallaher, Kent, Foy Mills, Jr., and Brenna Ellison. 2008. "Engagement, Self-Efficacy and Retention among Agricultural and Environmental Science Students: Preliminary Implications of Incorporating StrengthsQuest," *NACTA Journal*, 52(2):81-82.

## **UNDER REVIEW**

1. Nikolaus, Cassandra J., Sharon M. Nickols-Richardson, and Brenna Ellison. " 'It's easy to just toss it because you can get something else.' A Qualitative Study of Young Adults' Perceptions of Wasted Food." submitted to *Appetite*.
2. Ellison, Brenna, Olesya Savchenko, Cassandra J. Nikolaus, Erica Nehrling, and Brittany R.L. Duff. "Evaluation of a Food Waste Reduction Campaign in a University Dining Hall." submitted to *Food Policy*.
3. Nikolaus, Cassandra J., Megan Schierer, Brenna Ellison, Heather A. Eicher-Miller, Craig Gundersen, and Sharon M. Nickols-Richardson. "Greater Grit is Associated with Lower Odds of Food Insecurity Among U.S. Parents and Their Adolescents." submitted to *Journal of Nutrition*.

## **WORKING PAPERS**

1. Heinrichs, Pamela A., and Brenna Ellison. "Fresh or Frozen? Consumer Preferences and Willingness to Pay for Vegetables."
2. Fairbairn, Anna, Hope Michelson, Brenna Ellison, and Victor Manyong. "Mineral Fertilizer Quality in Tanzania: Implications for Smallholder Farmers and Markets."
3. Nikolaus, Cassandra J., Ruopeng An, Brenna Ellison, and Sharon M. Nickols-Richardson. "Food Insecurity Among College Students in the U.S.: Systematic Review and Meta-Analysis."
4. Kirwan, Barrett, Brenna Ellison, Atul Nepal, Heidi Kratsch, and James Schrader. "Consumers' Willingness to Pay for Bioplastic Plant Containers: An Experimental Auction Approach."
5. Cox, Ginnefer O., Yiming Feng, Brenna Ellison, Brittany Duff, Alejandro Lleras, Youngsoo Lee, and Soo-Yeun Lee. "Efficacy of Sodium and Fat Labeling and its Contributions to Consumer Acceptability and Food Choice."

## GRANTS

1. USDA – AFRI Foundational Program, Small and Medium-Sized Farms Program Area. “Innovative Food Dehydration Technologies for Improving Product Quality, Energy Efficiency, and Sustainability.” 2018-2021. PI – Hao Feng, Co-PIs – Mosbah Kushad and Brenna Ellison. \$499,856.
2. USDA – ERS Cooperative Agreement. “Food Loss and Waste for Produce: Farm Gate to Retail Dock Loss and Waste.” 2017-2018. PI – Brenna Ellison. \$60,000.
3. The Mushroom Council. “Blended Burgers: Sales, Consumption, and Waste in a Local High School.” 2017-2018. PI – Brenna Ellison. \$42,900. *\*contingent upon The Mushroom Council identifying a partner institution*
4. USDA – FSA Cooperative Agreement. “Analysis of Educational Factors Influencing Farmer Decision Making and Satisfaction Regarding Safety Net Tools.” PI – Jonathan Coppess, Co-PIs – Gary Schnitkey, Nick Paulson, Brenna Ellison. \$25,000.
5. Division of Nutritional Sciences Vision 20/20 Program, University of Illinois. “Mitigating Food Waste in the Home: Combining Education and Behavioral Economics for Better Health.” 2015. PI – Brenna Ellison. \$20,000.
6. Illinois Transdisciplinary Obesity Prevention Program (I-TOPP). “Using Digital Photos to Investigate Food Selection and Consumption in College Students.” 2015. PI – Brenna Ellison. \$5,600.
7. Arlys Conrad International Teaching Enhancement Grant, University of Illinois. “ACE International Business Immersion Program (IBIP): Connecting with Greece.” 2015. PI – Brenna Ellison. \$10,000.
8. McCormick’s Science Institute. “Efficacy of Using Spices and Spice Blends to Increase Vegetable Consumption.” 2014-2018. PI – Karen Chapman-Novakofski, Co-PIs – Sharon Nickols-Richardson, Soo-Yeun Lee and Brenna Ellison. \$165,000.
9. Illinois Transdisciplinary Obesity Prevention Program (I-TOPP). “How Close is Enough? Assessing the Impact of the Proximity of Calorie-Labeling on Food Choice in University Dining Halls.” 2014. PI – Brenna Ellison. \$9,926.
10. American Jersey Cattle Association/National All-Jersey, Inc. “Are Consumers Buying What Jersey Producers are Trying to Sell? Understanding Consumer Preferences for Milk and Enhancing the All-Jersey and Queen of Quality Brands.” 2013. PIs – Brenna Ellison and Kathleen Brooks. \$5,950.
11. College of ACES, University of Illinois. “Efficacy of Nutritional Labeling Information and its Contributions to Attention, Perception, and Taste.” 2013. PI – Soo-Yeun Lee, Co-PIs – Youngsoo Lee, Brenna Ellison, Brittany Duff, and Alejandro Lleras. \$40,000.
12. Provost’s Social and Behavioral Science Research Committee, University of Illinois. “Proposal for Interdisciplinary Research Group – Consumer Sciences Initiative.” 2013. PIs – Brittany Duff, Brenna Ellison, Soo-Yeun Lee, Alejandro Lleras, Scott Morris, Michelle Nelson, Cliff Shin, Tiffany Barnett White. \$2,200.

13. Scholars' Travel Fund, University of Illinois:
- a. NACUFS Annual Meeting, Anaheim, CA. 2016. \$750.
  - b. AAEA Annual Meeting, San Francisco, CA. 2015. \$750.
  - c. AAEA Annual Meeting, Minneapolis, MN. 2014. \$550.
  - d. EAEE-AAEA Joint Seminar, Naples, Italy. 2014. \$1050.
  - e. AAEA Annual Meeting, Washington, D.C. 2013. \$650.

### **INVITED SEMINARS**

- 2018 Illinois Specialty Crop Growers Conference, Springfield, IL;
- 2017 National Grocers Association Loss Prevention Share Group Regional Meeting, Chicago, IL; Institute of Sustainability, Energy, and Environment (iSEE) workshop on "Using Campus as a Living Laboratory," University of Illinois at Urbana-Champaign; Department of Economics, Illinois State University, Normal, IL.
- 2016 Eastern Illinois Dietetic Association, Urbana, IL; Department of Agricultural Economics, University of Nebraska-Lincoln; Missouri Livestock Symposium and Nutrition Educators Conference, Kirksville, MO.
- 2014 Applied Economics and Statistics Department, University of Delaware; Food Science and Human Nutrition Pioneer Seminar Series, University of Illinois at Urbana-Champaign.
- 2013 Morrison School of Agribusiness, Arizona State University; Division of Nutritional Sciences, University of Illinois at Urbana-Champaign.
- 2011 School of Economic Sciences, Washington State University; National Coalition for Food and Agricultural Research (NC-FAR) Lunch and Learn Seminar series, Washington, D.C.

### **CONFERENCE PRESENTATIONS**

- 2017 American Economic Association annual meeting (invited paper presentation); Midwest International Economic Development Conference (presentation); AAEA annual meeting (presentation); National Association of College & University Food Services (NACUFS) annual conference; Society for Nutrition Education and Behavior (SNEB) annual meeting (2 presentations).
- 2016 AAEA annual meeting (4 presentations); National Association of College & University Food Services (NACUFS) annual conference; Experimental Biology annual meeting.
- 2015 EAEE-AAEA Joint Seminar on Consumer Behavior in a Changing World; Northeast Agricultural and Resource Economics Association (NAREEA) annual meeting; AAEA annual meeting (3 presentations); National Association of College & University Food Services (NACUFS) annual conference; Illinois Transdisciplinary Obesity Prevention Program (I-TOPP) Symposium; Experimental Biology annual meeting (poster); Food & Nutrition Conference & Expo (FNCE); New York Produce Show.

- 2014 Association for Education in Journalism and Mass Communication (AEJMC) annual meeting; AAEA annual meeting; Northeast Agricultural and Resource Economics Association (NAREA) annual meeting.
- 2013 AAEA annual meeting (2 presentations).
- 2012 AAEA annual meeting; NACTA/DOCE Conference; AAEA/EAAE Joint Food Environment Symposium.
- 2011 AAEA annual meeting (poster); Oklahoma State University Research Symposium; Southern Agricultural Economics Association (SAEA) annual meeting.
- 2010 Oklahoma State University Research Symposium.
- 2008 NACTA Conference.

## **HONORS RECEIVED**

Hughes Teaching Enhancement Award, ACE Department, University of Illinois, 2015.  
 Incomplete List of Teachers Ranked as Excellent, University of Illinois  
     Spring, 2013; Fall, 2013 (Ranked Outstanding); Spring, 2014; Spring, 2015; Fall, 2015; Spring, 2016;  
 USDA-NIFA National Needs Fellowship, Oklahoma State University, 2010-2012  
 2<sup>nd</sup> Place – Institutional & Behavioral Econ. Section Student Paper Competition, 2012  
 2<sup>nd</sup> Place – OSU Research Symposium, Social Sciences, 2011  
 Williams Graduate Thesis Award, Oklahoma State University, 2009  
 Distinguished Graduate Fellowship, Oklahoma State University, 2008 & 2009

## **TEACHING EXPERIENCE**

*University of Illinois at Urbana-Champaign*  
 ACE 592, Economic Research Methodology  
 ACE 436, International Business Immersion Program (co-taught with N. Paulson)  
 ACE 398, Business Planning (co-teach with N. Paulson)  
 ACE 398, Food Marketing and Behavior  
 ACE 431, Agri-Food Strategic Management

*Oklahoma State University*  
 AGECE 3213, Quantitative Methods in Ag Economics

## **SERVICE ACTIVITIES**

Profession: AAEA Nominating Committee, 2016-2019  
 AAEA Outstanding Master's Thesis Award Committee, 2016-2018  
 Food Safety and Nutrition Section, AAEA  
     Member-at-Large, 2014-2016  
     Secretary/Treasurer, 2017-2020

Institutional and Behavioral Economics Section, AAEA  
 Past Chair, 2017-2018  
 Chair, 2016-2017  
 Chair-Elect, 2015-2016  
 Member-at-Large, 2014-2015  
 EAAE-AAEA Joint Seminar on Consumer Behavior in a Changing World  
 U.S. lead, International Scientific Committee, 2013-2015  
 AAEA Undergraduate Student Section Paper Competition Judge, 2013  
 Campus: Faculty Senate, 2014-2016  
 Food (in)Security Strategy Task Force, 2017-2018  
 College: Library Committee, 2013-2015  
 Department: Search Committee, 2012-2013; 2013-2014 (2 searches); 2014-2015;  
 2016-2017 (3 searches including Department Head Search – internal &  
 external committees);  
 Seminar Committee Co-Chair, 2013-2015;  
 Undergraduate Programs Committee, 2013-2015; 2016-2018;  
 Chair, 2014-2015; 2017-2018  
 Graduate Case Study Competition Advisor, 2013  
 ACE Club Advisor, 2014 – present  
 National Agricultural Marketing Association (NAMA) co-advisor, 2014 – present  
 National Grocers Association (NGA) Undergraduate Case Study Competition  
 Advisor, 2014 – present  
 Department Faculty Advisory Committee (elected), 2016-2018

## **REFEREE SERVICES**

*Agricultural Economics, Agricultural and Resource Economics Review, American Journal of Agricultural Economics, Appetite, Applied Economic Perspectives and Policy, BMJ Open, Canadian Journal of Agricultural Economics, Current Developments in Nutrition, European Review of Agricultural Economics, Food Policy, Food Quality and Preference, International Food and Agribusiness Management Review, International Journal of Hospitality Management, Journal of the Academy of Nutrition and Dietetics, Journal of Agricultural and Applied Economics, Journal of Agricultural Science, Journal of Consumer Policy, Journal of Economic Psychology, Journal of General Psychology, Journal of Nutrition Education and Behavior, Obesity, Public Health Nutrition, Texas Journal of Agricultural and Natural Resources, USDA Economic Research Service*

## **SUPERVISION OF GRADUATE AND UNDERGRADUATE STUDENTS**

- *Undergraduate Students Supervised*
  - Rachel Zook, James Scholar Undergraduate Student in ACE (Project Advisor), May 2013.
  - Angela Hamann, Undergraduate Student in ACE (Project Advisor), May 2014. *Research Project earned 2<sup>nd</sup> Place in AAEA Undergraduate Student Paper Competition.*



- Hao Yu, James Scholar Undergraduate Student in ACE (Project Advisor), May 2015.
- *Master's Students Supervised*
  - Pamela Heinrichs, M.S. ACE, Spring 2016.
  - Bradford Coyle, M.S. ACE, Spring 2017.
  - Anna Fairburn, M.S. ACE, Summer 2017 (co-advised with H. Michelson).
  - Rachel Richardson, M.S. ACE, in progress.
  - Samantha Forrest, M.S. ACE, in progress.
- *Master's Thesis Committees*
  - Rhiannon Jerch, M.S. ACE, Summer 2013.
  - Thais Zimbres, M.S. Advertising, Spring 2014.
  - Maria Cucagna, M.S. ACE, Spring 2014.
  - Hilary Sirles, M.S. ACE, Spring 2015.
  - Andres Bautista, M.S. ACE, Summer 2015.
  - Sean Hennessy, M.S. ACE, Summer 2016.
  - Collin Reeser, M.S. ACE, Summer 2016.
  - Angela Hamann, M.S. ACE, Fall 2017.
  - Claire Munaretto, M.S. ACE, Spring, 2017.
  - Ryan Highfill, M.S. ACE, Summer 2017.
  - Joanna Manero, M.S. Division of Nutritional Sciences, Fall 2017.
  - Kirsten Kaiser, M.S. ACE, in progress.
- *Ph.D. Students Supervised*
  - Mary Christoph, I-TOPP Scholar; Kinesiology and Community Health, Summer, 2016.
  - Elizabeth Kim, ACE, in progress.
  - Cassandra Nikolaus, FSHN, in progress (co-advising with S.M. Nickols-Richardson).
- *Ph.D. Dissertation Committees*
  - Nathan Pratt, Division of Nutritional Sciences, Fall 2014.
  - Catherine Metzgar, Food Science and Human Nutrition (FSHN), Spring 2016.
  - Linlin Fan, ACE, in progress.