

Zachary T. Neuhofer

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

Education

Ph.D. Agricultural Economics, expected Spring 2024

Purdue University, West Lafayette, IN

Fields: Consumer Behavior, Demand Analysis, Agricultural Policy

Committee: Jayson Lusk, Chair; Joe Balagtas; Nicole Widmar; Sofia Villas Boas

Dissertation: Essays in Food Demand

M.S. Food and Resource Economics, August 2019

University of Florida, Gainesville, FL

Fields: Consumer Behavior, Experimental Economics, Health Economics

Committee: Brandon McFadden, Chair; Lisa House; Hayk Kachatryan

Thesis: Does the Revised Nutrition Facts Panel Affect Sugary Beverage Consumption?

An Eye-Tracking Application

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

University of Florida, Gainesville, FL

Peer Reviewed Journal Articles

Neuhofer, Z. T., Lusk, J. L., & Villas-Boas, S. (2023). Can a sustainability facts label reduce the halo surrounding organic labels? *Applied Economic Perspectives and Policy*, forthcoming.

<https://doi.org/10.1002/aapp.13350>

Neuhofer, Z., McFadden, B. R., Rihn, A. L., Wei, X., & Khachatryan, H. (2023). Association between visual attention to nutrition priming and subsequent beverage choice. *Food Quality and Preference*, 104, 104721. <https://doi.org/10.1016/j.foodqual.2022.104721>

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. *Scientific Reports* 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.

[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. *Obesity Sciences and Practice*, 5(6), 581-591.

<https://doi.org/10.1002/osp4.374>

Articles in Review

Neuhofer, Z.T., and Lusk, J. L., (2023). Demand for plant-based meat alternatives and the role of habit formation and variety seeking. Under review at *Journal of the Agricultural and Applied Economics Association*

Extension and Outreach Publications

Neuhofer, Z. T., (2023) Can a sustainability facts label reduce the halo surrounding organic labels? *Purdue Ag Econ Report*.

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

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*.

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

Teaching Experience

Intro to Data Analytics (Undergraduate), Purdue University
Sole Instructor, Spring 2023, Instructor Score 4.18/5

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

Agricultural Price Analysis (Undergraduate), University of Florida
Teaching Assistant, Spring 2019

Economics of Resource Use (Undergraduate), University of Florida
Teaching Assistant, Fall 2018

Presentations

Neuhofer, Z.T. and Lusk, J.L., (2023) Impacts of variety-seeking, substitution, and demographics on demand for plant-based meat alternatives. AAEA Annual Meeting, Washington DC, July 2023.

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

Neuhofer, Z.T. (2022) Can a sustainability facts label reduce the halo surrounding organic labels? Graduate Student Section Seminar Series, Virtual, April 2022.

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, New Orleans, LA, February 2022.

Neuhofer, Z.T. and Lusk, J.L. (2020). Decomposing the value of food labels on chicken. AAEA Annual Meeting, Virtual, August 2020. Selected Presentations.

Neuhofer Z.T.; McFadden Brandon R.; Khachatryan, Hayk; Rihn, Alicia; Wei, Xuan. (2019). Does the revised Nutrition Facts Panel affect sugary beverage consumption? An eye-tracking application. Southern Agricultural Economics Association, Birmingham, AL, February 2019. Selected Presentations.

Awards

- Third Place, Graduate Student Poster Competition, Purdue Agricultural Economics, 2023
- Farm Foundation Agricultural Scholar, 2021
- Graduate Student Spotlight, College of Agriculture, Purdue University, 2021
- Ross Fellowship Recipient, Purdue University
- Highest GPA, Alpha Gamma Rho Fraternity (Spring 2015, Fall 2016)

Service

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

References

Dr. Nicole Olynk Widmar

Professor, Interim Department Head
 Department of Agricultural Economics, Purdue University
 403 W. State Street, West Lafayette, IN, 47907
 (765)-494-2567
nwidmar@purdue.edu

Dr. Jayson Lusk

Vice President and Dean
 Division of Agricultural Sciences and Natural Resources, Oklahoma State University
 139 Agricultural Hall Oklahoma State University, Stillwater, OK, 74078
jayson.lusk@okstate.edu

Dr. Brandon McFadden

Professor and Tyson Endowed Chair in Food Policy Economics
 Department of Agricultural Economics and Agribusiness
 University of Arkansas
 220 Agriculture Building University of Arkansas, Fayetteville, AR, 72701
mcfadden@uark.edu