

## **SHUOLI ZHAO**

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### **EDUCATION**

University of Minnesota, PhD (Applied Economics), 2018  
University of Minnesota, MSc (Applied Economics), 2014  
Shandong Agricultural University, BSc (Food Safety and Quality), 2011

### **ACADEMIC POSITIONS**

Assistant Professor, July 2020-...  
Department of Agricultural Economics, University of Kentucky  
Postdoctoral Fellow/Research Assistant Professor, August 2018 – June 2020  
Department of Agricultural and Applied Economics, University of Missouri, Columbia

### **RESEARCH**

#### Peer-Reviewed Publications

Cuffey, Joel, Lauren Chenarides, Wenying Li, **Shuoli Zhao**. (2022) "Consumer Spending Patterns for Plant-Based Meat Alternatives." *Applied Economic Perspectives and Policy* Forthcoming.

**Zhao, Shuoli**, Lingxiao Wang, Wuyang Hu, Yuqing Zheng. (2022) "Meet the Meatless: Demand for New Generation Plant-Based Meat Alternatives." *Applied Economic Perspectives and Policy* Forthcoming

Katare, Bhagyashree, **Shuoli Zhao**, Joel Cuffey, Maria Marshall, Corinne Valdivia. (2022) "Preferences Toward COVID-19 Diagnostic Testing Features: Results From a National Cross-Sectional Survey." *American Journal of Health Promotion* 36(1): 185-89.

Cuffey, Joel, Christopher Lepczyk, **Shuoli Zhao**, Nicholas Fountain-Jones. (2021) "Cross-sectional association of *Toxoplasma gondii* exposure with BMI and diet in US adults." *PLoS Neglected Tropical Diseases* 15(10): e0009825.

**Zhao, Shuoli**, and Chengyan Yue. (2020) "Risk Preferences of Commodity Crop Producers and Specialty Crop Producers: An Application of Prospect Theory." *Agricultural Economics* 51(3): 359-72.

**Zhao, Shuoli**, and Chengyan Yue. (2020) "Investigating Consumer Community Supported Agriculture Purchasing Decision: An Application of Cumulative Prospect Theory." *Journal of Agricultural and Resource Economics* 45(1): 124-44.

Zhou, Ruchen, Chengyan Yue, **Shuoli Zhao**, Karina Gallardo, Vicki McCracken, James Luby, and James McFerson. (2018). "Using Market Segmentation Analysis to Identify Consumer Preferences for Fresh Peach Attributes." *HortScience* 53(11): 1664-68.

Choi, Jong, Chengyan Yue, James Luby, **Shuoli Zhao**, Karina Gallardo, Vicki McCracken, and James McFerson. (2017). "Estimation of Market Equilibrium Values for Apple Attributes." *China Agricultural Economic Review* 10(1): 135-51.

Yue, Chengyan, **Shuoli Zhao**, Karina Gallardo, Vicki McCracken, James Luby, and James McFerson. (2017). "U.S. Growers' Willingness to Pay for Improvement in Rosaceous Fruit Traits." *Agricultural and Resource Economics Review* 46(1): 103-22.

**Zhao, Shuoli**, Chengyan Yue, James Luby, Karina Gallardo, Vicki McCracken, James McFerson, and Desmond R. Layne. (2017). "U.S. Peach Producer Preference and Willingness to Pay for Fruit Attributes." *HortScience* 52(1): 116-21.

**Zhao, Shuoli**, Chengyan Yue, Mary H. Meyer, and Charles R. Hall. (2016). "Factors Affecting U.S. Consumer Expenditures of Fresh Flowers and Potted Plants." *HortTechnology* 26(4): 484-92.

Yue, Chengyan, **Shuoli Zhao**, Christopher Cummings, and Jennifer Kuzma. (2015). "Investigating Factors Influencing Consumer Willingness to Buy GM Food and Nano-Food." *Journal of Nanoparticle Research* 17(7): 1-19.

Yue, Chengyan, **Shuoli Zhao**, and Jennifer Kuzma. (2015). "Heterogeneous Consumer Preferences for Nanotechnology and Genetic-modification Technology in Food Products." *Journal of Agricultural Economics* 66(2): 308-28.

Wang, Yumeng, **Shuoli Zhao**, Zhihai Yang, and Donald J. Liu. (2015). "Food versus Crude Oil: What do Prices Tell Us? Evidence from China." *China Agricultural Economic Review* 7(3): 435-47.

#### Book Chapters

**Zhao, Shuoli**, Chengyan Yue, Jennifer Kuzma. (2020) "Consumer Expectations and Attitudes toward Nanomaterials in Foods." *Handbook of Food Nanotechnology*, Elsevier, 705-733.

#### **GRANTS**

Funded (Control): \$1,423,347 (\$695,478)

Assessing Opportunities and Challenges of Plant-Based Meat Alternatives: A Comprehensive Analysis of Consumer Preferences, Market Trends, and Production Responses. USDA NIFA Agriculture and Food Research Initiative (AFRI). 2022-2024. \$649,886. Role: **PI** (with Co-Is Pates N., Woods T., A., Mark T., B., Zheng Y.)

Are There Racial Disparities in Monthly Glucose Cycle? The Role of SNAP Participation, Payment Timing, and Food-Related Hardship on Diabetes Control. CHET/UNITE, University of Kentucky. (2021 - 2022). \$24,688. Role: **PI**.

Integrating Post-Covid Cut Flower Demand into Market Education. KY Department of Agriculture. 2021-2025. \$120,240. Role: **Co-Investigator** (with PI Woods, T. and Co-I Columbia, S.).

Southeast Dairy Business Innovation Initiative. USDA Agricultural Marketing Service, subaward through the University of Tennessee. 2021-2026. \$408,685. Role: **Co-Investigator** (with PI Woods, and Co-Is T., Burdine, K., Dant, C., and Morgan. M).

Diversifying Income and Adding Value by Manufacturing Dairy Products-Phase 3. USDA Agricultural Marketing Service, subaward through the University of Tennessee. \$168,944. Role: **Co-Investigator** (with PI Woods, T. and Co-I Burdine, K.)

The Impact of COVID-19 on Food Access (Under Core 2). UK CURE COVID-19 Pilot Program. UK Center for Clinical and Translational Science, University of Kentucky. 2020-2021. \$10,000. Role: **Co-PI** (with PI Zheng, Y).

Motivating Children's Healthy Eating in School: The Use of Monetary Incentives and Framing. 2020-2021. Research and Creative Works Strategic Investment Program Tier 3. \$30,000. Role: **Collaborator** (with PI Segovia, M. and Collaborator Nayga, R.M).

Modeling Crop Insurance Coverage Decision. Research Council Grant, University of Missouri. 2019-2020. \$10,904. Role: **Co-PI** (with PI Skevas, T).

### **TEACHING**

Department of Agricultural Economics, University of Kentucky

AEC 500 – Applied Consumer Economics

AEC 490 – Quantitative Methods and Price Analysis: Spring 2021/2022

Teaching Evaluation: 4.67/5 (2021)

Division of Applied Social Science, University of Missouri

AAE 9040 – Advanced Microeconomics Theory and Application: Fall 2018/2019

Teaching Evaluation: 4.67/5 (2018); 4.89/5 (2019)

Department of Applied Economics, University of Minnesota

APEC3480 – Applications of Excel in Economics and Management: Fall 2017

Teaching Evaluation: 5.77/6

### **SERVICE**

Guest Editor: *Applied Economic Perspectives and Policy*, 2021-2022

Peer-Reviewed Referee: *American Journal of Agricultural Economics (AJAE)*, *Review of Development Economics*, *European Review of Agricultural Economics*, *Agricultural Economics*, *Agribusiness*, *China Agricultural Economics Review (CAER)*, *Sustainability*, *HortScience*

### **PRESENTATIONS**

- 2021 National Agricultural Marketing Summit, USDA AMS, Grapevine, TX  
Clinical Research Update, UK Center for Clinical and Translational Science, Lexington, KY  
Agricultural and Applied Economics Association (AAEA) Annual Meeting
- 2020 Agricultural and Applied Economics Association (AAEA) Annual Virtual Meeting
- 2019 Southern Agricultural Economics Association (SAEA) Annual Meeting. Birmingham, AL
- 2018 The Division of Applied Social Science, University of Missouri, Columbia, MO  
Department of Agricultural Economics, Zhejiang University, Hangzhou, China  
School of Economics and Business, China Agricultural University, Beijing, China  
School of Economics and Business, Huazhong Agricultural University, Wuhan, China
- 2017 Agricultural and Applied Economics Association (AAEA) Annual Meeting, Chicago, IL  
International Turfgrass Society, New Brunswick, NJ  
American Floral Endowment (AFE), Invited Workshop, Quito, Ecuador  
Agricultural and Applied Economics Seminar, Applied Economics, University of Minnesota
- 2016 Agricultural and Applied Economics Association (AAEA) Annual Meeting, Boston, MA  
American Society for Horticultural Science (ASHA) Annual Meeting, Atlanta, GA
- 2014 Agricultural and Applied Economics Association (AAEA) Annual Meeting, Minneapolis, MN

### **AWARD**

Research Activity Award, College of Agriculture, Food and Environment, University of Kentucky, 2021-2022

Alumni Society Graduate Student Professional Development Award, CFANS, UMN, 2017