

SHUOLI ZHAO

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CONTACT INFORMATION

Department of Agricultural Economics
University of Kentucky
317 C.E. Barnhart Bldg.
Lexington, KY 40546-0276

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

Research Assistant Professor, December 2019 – June 2020

Department of Agricultural and Applied Economics
Division of Applied Social Sciences
University of Missouri, Columbia

Postdoctoral Fellow, August 2018 – November 2019

Department of Agricultural and Applied Economics
Division of Applied Social Sciences
University of Missouri, Columbia

PROFESSORSHIP/AWARD

Bill Gatton Foundation Early Career Professorship, Martin-Gatton College of Agriculture, Food and Environment, University of Kentucky, 2024-2026.

Research Activity Award, Martin-Gatton College of Agriculture, Food and Environment, University of Kentucky, 2021-2023.

Alumni Society Graduate Student Professional Development Award, College of Food, Agricultural, and Natural Resource Sciences, University of Minnesota – Twin Cities, 2017.

RESEARCH

Peer-Reviewed Publications

(* denotes corresponding author)

Katare, B., and **S. Zhao**. 2024. Behavioral Interventions to Motivate Dietary Shifts toward Plant-Based Diet in an Online Shopping Environment. *Proceedings of the National Academy of Sciences of the United States of America (PNAS)*. Forthcoming.

- Nouve. Y., **Zhao, S.***, and Y. Zheng. 2024. Decoding the Misconception: Exploring Measurement Bias in Self-Rated Assessments of Diet Quality. *Food Quality and Preferences*. Published Online, 120: 105234.
- Lee, K., and **S. Zhao***. 2024. Do Household Headship and Gender Affect Diet Quality under the Supplemental Nutrition Assistance Program (SNAP). *American Journal of Health Promotion*, 38(3), 349-354.
- Zhao, S.***, Segovia, M. S., Palma, M. A., Nayga Jr, R. M., and R. L. Rainey. 2023. Do Consumers Support Beginning and Female Farmers. *Journal of the Agricultural and Applied Economics Association*, 2(3), 582-596.
- Li, Q., **Zhao, S.**, Çakır, M., and Z. Yu. 2023. Association of Supplemental Nutrition Assistance Program Retailers with Child Food Insecurity during the COVID-19 Pandemic. *JAMA Pediatrics*, 177(4), 430-31.
- Zhao, S.**, Wang, L., Hu, W., and Y. Zheng. 2023. Meet the Meatless: Demand for New Generation Plant-Based Meat Alternatives. *Applied Economic Perspectives and Policy*, 45(1): 4-21.
- Cuffey, J., Chenarides, L., Li, W., and **S. Zhao**. 2023. Consumer Spending Patterns for Plant-Based Meat Alternatives. *Applied Economic Perspectives and Policy*, 45(1): 63-85.
- Katare, B., **Zhao, S.***, Cuffey, J., Marshall, M., and C. 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.
- Zhao, S.***, Lai, Y., Ye, C., and K. Lee. 2022. Machine Learning Applications in Household-Level Demand Prediction. *Applied Economics Letters*, 1-7.
- Zheng, Y., Wang, L., **Zhao, S.**, and W. Hu. 2022. Product Sales and Unintentional Name Association With the Coronavirus Pandemic. *Journal of the Agricultural and Applied Economics Association*, 1(2), 136-50.
- Cuffey, J., Lepczyk, C., **Zhao, S.**, and N. 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, S.***, and C. Yue. 2020. Risk Preferences of Commodity Crop Producers and Specialty Crop Producers: An Application of Prospect Theory. *Agricultural Economics*, 51(3), 359-72.
- Zhao, S.***, and C. 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, R., Yue, C., **Zhao, S.**, Gallardo, K., McCracken, V., Luby, J., and J. McFerson. 2018. Using Market Segmentation Analysis to Identify Consumer Preferences for Fresh Peach Attributes. *HortScience*, 53(11), 1664-68.
- Choi, J., Yue, C., Luby, J., **Zhao, S.**, Gallardo, K., McCracken, V., and J. McFerson. 2017. Estimation of Market Equilibrium Values for Apple Attributes. *China Agricultural Economic Review*, 10(1), 135-51.

- Yue, C., **Zhao, S.**, Gallardo, K., McCracken, V., Luby, J., and J. McFerson. 2017. U.S. Growers' Willingness to Pay for Improvement in Rosaceous Fruit Traits. *Agricultural and Resource Economics Review*, 46(1), 103-22.
- Zhao, S.**, Yue, C., Luby, J., Gallardo, K., McCracken, V., McFerson, J., and D. R. Layne. 2017. U.S. Peach Producer Preference and Willingness to Pay for Fruit Attributes. *HortScience*, 52(1), 116-21.
- Zhao, S.**, Yue, C., Meyer, M. H., and C. R. Hall. 2016. Factors Affecting U.S. Consumer Expenditures of Fresh Flowers and Potted Plants. *HortTechnology*, 26(4), 484-92.
- Yue, C., **Zhao, S.**, Cummings, C., and J. Kuzma. 2015. Investigating Factors Influencing Consumer Willingness to Buy GM Food and Nano-Food. *Journal of Nanoparticle Research*, 17(7), 1-19.
- Yue, C., **Zhao, S.***, and J. Kuzma. 2015. Heterogeneous Consumer Preferences for Nanotechnology and Genetic-Modification Technology in Food Products. *Journal of Agricultural Economics*, 66(2), 308-328.
- Wang, Y., **Zhao, S.**, Yang, Z., and D. J. Liu. 2015. Food versus Crude Oil: What do Prices Tell Us? Evidence from China. *China Agricultural Economic Review*, 7(3), 435-447.

Book Chapters

- Zhao, S.**, Yue, C., and J. Kuzma. 2020. Consumer Expectations and Attitudes toward Nanomaterials in Foods. In *Handbook of Food Nanotechnology* (pp. 705-733). Elsevier.

Under Review/Working Paper

- Zhao, S.***, Li, Q., Cuffey, J., Li, W., and B. Katare. Racial Disparity in Children's Diet Quality: An Evaluation of School Meals Program in the United States. Under Review at the *Journal of Health Economics*
- Hosni, H., Segovia, M., **Zhao, S.**, Skevas, T., and M. Palma. Current Pesticide Labels are not Effectively Communicating Risks to Consumers. Revise and Resubmit at *Scientific Reports*.
- Zhao, S.***, Segovia, M., and R. Nayga. The Mediating Effect of Cognitive Load on Economic Decision-Making under Scarcity. Under Review at the *Journal of Economic Behavior & Organization*.
- Liang, W., Li, W., Li, Q., and **S. Zhao**. Intrahousehold Resource Allocation and Child Food Insecurity in the United States. Revise and Resubmit at the *Review of Economics of the Household*.
- Nouve, Y., Zheng, **Zhao, S.***, Kaiser, H., and D. Dong. Limited Potential of Plant-Based Meat Alternatives to Significantly Reduce Animal Meat Consumption in the United States. Under Review at *Nature Sustainability*.
- Cuffey, J., and **S. Zhao**. Time Preferences under Scarcity: An Examination of Monetary and Food Choices. Under Review at *Food Quality and Preference*.
- Varziri, A., **Zhao, S.***, and T. Woods. Consumer Preferences toward Local vs. Carbon: A Study of Value-added Dairy Products. Under Review at the *Journal of Cleaner Production*.
- Varziri, A., **Zhao, S.***, and T. Woods. Cage-Free, Free-Range, or Pasture-Raised? Consumer Preferences for Happy Hens. Revise and Resubmit at *Agribusiness*.

Feizy, S., Cuffey, J., B. Katare, and **Zhao, S.***, Racial Disparities in Diabetes Management under SNAP Participation: A Cross-Sectional Study in the United States. Under Review at *Preventing Chronic Disease*.

Working Paper

Segovia, M., **Zhao, S.**, Palma, M., Nayga, R., and R. Rainey. Do Consumers Discriminate Against Minority Entrepreneur Farmers?

Zhao, S., and Q. Li. The Association between SNAP Retail Environment, Diet Quality, and Health Outcomes.

Zhao, S., Skevas, T., Chai, Y., and J. Tack. Evaluating Crop Insurance Decision-Making under Cumulative Prospect Theory.

Palash, P.D., **Zhao, S.**, Li, W., and H. Wang. Double Hurdle Latent Class Growth Model: An Application in Consumer Responses to the Introduction of Plant-Based Meat Alternatives

Selected Works in Progress

Segovia, M., **Zhao, S.**, and R. Nayga. Motivating Children's Healthy Eating at School Lunch through Team and Individual Competition.

Zhao, S., Varziri, A., and T. Woods. Evaluating Habit Formation of Recycling Behavior at Retail: A Field Experiment with Glass-Bottled Milks.

Katara, B., Cuffey, J., and **S. Zhao**. Food Hardship and SNAP Cycle for Diabetes Control.

Li, Q., **Zhao, S.**, and M. Çakır. The Association of SNAP Retailer Entry and Exit with Food Insecurity, Diet Quality, and Health.

Zhao, S., Lee, K., Zheng, Y., and B. Talia. Voluntary Participation of Food Certifications: Evidence from the Non-GMO Organization Program.

Zhao, S., Nouve, Y., Li, Q., and Y. Zheng. The Value of Redundant Labeling: Evidence from Non-GMO and Organic Certifications.

GRANTS

Currently Funded: \$34,556,752 (Total); \$1,598,488 (Direct Control)

Title of Project: Universal Free School Meals for America's Youth: Evidence from the Community Eligibility Provision on Food Spending, Diet Quality, and Health

Source of Support: USDA NIFA Agriculture and Food Research Initiative (AFRI)

Amount of Request: \$799,990 (Total and Direct Control)

Effective and Expiration Dates: 2024-2028

Role: PI (with Co-PIs Li, Q., and Thompson, M.)

Title of Project: A Comprehensive Study of Non-GMO and Bioengineered Disclosures: Consumer Preference, Producer Impact, and Certifier Choice

Source of Support: USDA NIFA AFRI – Economics, Market, and Trade

Amount of Request: \$799,970 (Shared Control)

Effective and Expiration Dates: 2024-2027

Role: Co-PI (with PI Zheng, Y., and Co-PIs Mark, T.)

Title of Project: Assessing Opportunities and Challenges of Plant-Based Meat Alternatives: A Comprehensive Analysis of Consumer Preferences, Market Trends, and Production Responses
Source of Support: USDA NIFA Agriculture and Food Research Initiative (AFRI)
Amount of Request: \$649,886 (Total and Direct Control)
Effective and Expiration Dates: 2022-2024
Role: PI (with Co-PIs Pates N., Woods T., A., Mark T., B., Zheng Y.)

Title of Project: 2022 Southeast Dairy Business Innovation Initiative
Source of Support: USDA NIFA Agricultural Marketing Service
Amount of Request: \$7,053,333 (Total); \$148,612 (Direct Control)
Effective and Expiration Dates: 2022-2025
Role: Co-PI (with PI Eckelkamp, E. and 30 other Co-PIs and Co-Is)

Title of Project: Southeast Dairy Business Innovation Initiative – American Rescue Plan
Source of Support: USDA NIFA Agricultural Marketing Service
Amount of Request: \$19,000,000 (Total); \$408,685 (Shared Control)
Effective and Expiration Dates: 2022-2026
Role: Co-I (with PI Eckelkamp, E., Co-PI Woods, T., and 33 other Co-PI/Is)

Title of Project: 2021 Southeast Dairy Business Innovation Initiative
Source of Support: USDA NIFA Agricultural Marketing Service
Amount of Request: \$6,133,333 (Total); \$166,944 (Shared Control)
Effective and Expiration Dates: 2021-2024
Role: Co-I (with PI Eckelkamp, E., Co-PI Woods, T., and 33 other Co-PI/Is)

Title of Project: Integrating Post-Covid Cut Flower Demand into Market Education
Source of Support: KY Department of Agriculture
Amount of Request: \$120,240 (Total)
Effective and Expiration Dates: 2021-2025
Role: Co-I (with PI Woods, T. and Co-I Columbia, S.)

Completed: \$ 75,592

Title of Project: Are There Racial Disparities in Monthly Glucose Cycle? The Role of SNAP Participation, Payment Timing, and Food-Related Hardship on Diabetes Control
Source of Support: CHET/UNITE, University of Kentucky
Amount of Request: \$24,688 (Total and Direct Control)
Effective and Expiration Dates: 2021-2022
Role: PI

Title of Project: The Impact of COVID-19 on Food Access
Source of Support: UK CURE COVID-19 Pilot Program
Amount of Request: \$10,000 (Total and Shared Control)
Effective and Expiration Dates: 2021-2022
Role: Co-PI (with PI Zheng, Y)

Title of Project: Motivating Children's Healthy Eating in School: The Use of Monetary Incentives and Framing

Source of Support: Mizzou Research and Creative Works Strategic Investment Program Tier 3

Amount of Request: \$30,000 (Total and Shared Control)

Effective and Expiration Dates: 2020-2022

Role: Co-PI (with PI Segovia, M. and Collaborator Nayga, R.M)

Title of Project: Modeling Crop Insurance Coverage Decision

Source of Support: Research Council Grant, University of Missouri

Amount of Request: \$10,904 (Total and Shared Control)

Effective and Expiration Dates: 2019-2020

Role: Co-PI (with PI Skevas, T)

TEACHING

Department of Agricultural Economics, University of Kentucky

AEC 500 – Applied Consumer Economics: Spring 2022-..

Teaching Evaluation: 4.8/5 (2022)

AEC 490 – Applied Data Analysis: Spring 2021-...

Teaching Evaluation: 4.7/5 (2021)

AEC 300 – Special Topics in Agricultural Economics: Spring 2023-...

Division of Applied Social Science, University of Missouri

AAE 9040 – Advanced Microeconomics Theory and Application: Fall 2018-19

Teaching Evaluation: 4.7/5 (2018); 4.9/5 (2019)

Department of Applied Economics, University of Minnesota

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

Teaching Evaluation: 5.8/6

SERVICE AND PROFESSIONAL ACTIVITIES

Journal Editorship

Special Issue Editor: *Applied Economic Perspectives and Policy*

Grant Review Service

Review Panel: USDA National Institute of Food and Agriculture Competitive Grants Program, Peer review panel for Economics, Market, and Trade.

Professional Service

VP of Communication: Food Distribution Research Society (FDRS), 2022-2025

Treasurer: *AAEA Institutional and Behavioral Economics Section (IBES)*, 2022-2023

Abstract Reviewer: *AAEA Annual Meeting, AAEA IBES Best Paper Award, AAEA Health Economics Section Paper Competition, FDRS Student Competition, FDRS Best Master's Thesis Competition, SAEA Best Master's Thesis Competition*

AEC Department-Level Service

Graduate Program Committee, 2023-...

Undergraduate Program Committee, 2020-2023

Conference Facility Renovation Committee, 2021-2022

Special Doctoral Prelim Exam Committee, 2022

Hiring Committee for Regional Economics Faculty Position, 2022-2023

Peer-Reviewed Referee

American Journal of Agricultural Economics (AJAE), European Review and Agricultural Economics, Review of Development Economics, European Review of Agricultural Economics, Agricultural Economics, Agribusiness: An International Journal, China Agricultural Economics Review (CAER), Sustainability, HortScience, Journal of Agricultural and Applied Economic Association (JAAEA), Journal of Food Distribution Research, PLOS ONE, Journal of Asian Economics, British Food Journal, Choices, Food Control, Journal of Agricultural and Resource Economics (JARE), Journal of Public Health

Affiliations

American Economic Association

Economic Science Association

Agricultural and Applied Economics Association

Southern Agricultural Economics Association

Western Agricultural Economics Association

PRESENTATIONS

- 2024 Department of Agricultural Economics, University of Tennessee, Knoxville, TN
Graduate Institute of Bio-Industry Management, National Chung Hsing University
Agricultural and Applied Economics Association (AAEA) Annual Meeting, New Orleans, LA
Southern Agricultural Economics Association (SAEA) Annual Meeting, Atlanta, GA
- 2023 Department of Agricultural Economics, National Taipei University
Agricultural and Applied Economics Association (AAEA) Annual Meeting, Washington, D.C.
European Association of Agricultural Economics (EAAE) Congress, Rennes, France
Southern Agricultural Economics Association (SAEA) Annual Meeting, Oklahoma City, OK
The UNited In True racial Equity (UNITE) Research Showcase, University of Kentucky
- 2022 Economic Science Association (ESA) North American Meeting, Santa Barbara, CA
Agricultural and Applied Economics Association (AAEA) Annual Meeting, Anaheim, CA
Southern Agricultural Economics Association (SAEA) Annual Meeting, New Orleans, LA
The Advanced with Field Experiment 2022 Conference, U. Chicago, IL
- 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, Austin, TX
- 2020 Agricultural and Applied Economics Association (AAEA) Annual Virtual Meeting
Southern Agricultural Economics Association (SAEA) Annual Meeting, Louisville, KY
- 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

MEDIA COVERAGE

- “Meat industry not threatened by plant-based alternatives, study suggests.” [Ohio State News](#), Apr. 11, 2022
- “Meat alternative sales are up, but not enough to bite into meat sales” [St. Louis Public Radio](#), Mar. 7, 2022
- “UK research: Plant-based meat alternatives growing but not enough to impact beef industry” [Times-Tribune](#), Feb. 27, 2022
- “Free COVID-19 tests available to order as U.S. website launches Wednesday” [Spectrum News](#), Jan. 18, 2022
- “Study Finds Americans Value More Options When it Comes to COVID-19 Testing” [UKnow@UKY News](#), Nov. 3, 2021

GRADUATE AND POST-GRADUATE ADVISING

Postdoctoral Scholar Advising

- Azita Varziri, PhD Graduated from the University of Kentucky, 2023-...
- Yawotse Dzidula-Enyo Nouve, PhD Graduated from the University of Georgia, 2022-...
- Keehyun Lee, PhD graduated from Texas A&M University, 2021-2023

Graduate Advising

- Teshager Sisha, PhD, Expected 2025
- Joseph W. Lucas, MS, Expected 2024
- Saber Feizy, PhD, 2022

Committee Member

- Olivia Gibson, MS, Expected 2024
- Favour Esene, MS, 2023
- Azita Varziri, PhD, 2022
- Leo Kyaw Zin, MS, 2022
- Solomon Odiase, MS, 2022
- Laxmi Devi Adhikari, MS, 2022 (PhD in Agricultural Economics, Purdue University)
- Lingxiao Wang, PhD, 2021 (Postdoctoral Research Associate, University of Wisconsin-Madison)
- Lan Tran, PhD, University of Missouri, Columbia, 2022
- Emma Boase, MS, University of Missouri, Columbia, 2018 (Manager, PwC New Zealand)