

## John Cranfield – Abbreviated Vita

*Trained as an agricultural economist, John Cranfield's research focuses on the economics of food and agricultural markets and related marketing issues. Specific research themes include consumer behaviour and demand analysis at the individual, household and market level (largely in relation to demand for food and food products) using both secondary data and primary data developed using consumer survey instruments; empirical investigation of the drivers of innovation in the agri-food and biotechnology sectors; and application of micro-economic theory to agri-food marketing issues.*

### EDUCATION

Ph.D. (Agricultural Economics), Purdue University, 1999  
M.Sc. (Agricultural Economics), University of Guelph, 1995  
B.Sc.(Agr.), University of Guelph, 1993

### EMPLOYMENT HISTORY

2009-Present, Professor, Dept. Food, Agricultural & Resource Economics, University of Guelph.  
2005-2009, Associate Professor, Dept. Food, Agricultural & Resource Economics, University of Guelph.  
2001-2005, Assistant Professor, Dept. Food, Agricultural & Resource Economics, University of Guelph.  
1999-2001, Assistant Professor, Dept. of Agribusiness & Agricultural Economics, University of Manitoba.

### RECENT PEER-REVIEWED PUBLICATIONS (lifetime total=48)

Getu Hailu, **John Cranfield** and Rawlin Thangaraj. "Do U.S. Food Processors Respond to Sweetener Related Health Information?" *Agribusiness: An International Journal* (in-press)

Henson, Spencer, **John Cranfield** and Jose Blandon. "Healthy Eating and its Determinants: A Rasch Model Approach." *Social Science and Medicine* (in-press).

**John Cranfield**, Spencer Henson, James Northey and Oliver Masakure. "An Assessment of Consumer Preference for Fair Trade Coffee in Toronto and Vancouver." *Agribusiness: An International Journal* (in-press).

Juliana Ruzante, Valerie Davidson, Spencer Henson, Julie Caswell, **John Cranfield**, Aamir Fazil, Sven Anders, Claudia Schmidt and Jeff Farber. "A Multi-Factorial Risk Prioritization Framework for Food-borne Pathogens" *Risk Analysis* (in-press).

**John Cranfield**, Spencer Henson and James Holliday. "The Motives, Costs, Benefits and Problems of Conversion to Organic Production." *Agriculture and Human Values* (in-press).

Oliver Masakure, **John Cranfield** and Spencer Henson. "Factors Affecting the Incidence and Intensity of Standards Certification Evidence from Exporting Firms in Pakistan." *Applied Economics* (in-press).

Deepananda Herath, **John Cranfield** and Spencer Henson. "Financing Innovation and Commercialization in Canada's Functional Food and Nutraceutical Sector." *Applied Economics* (in-press).

Henson, Spencer, Jose Blandon and **John Cranfield** and Deepananda Herath. 2010. "Understanding the Propensity of Consumers to Comply with Dietary Guidelines Directed at Heart Health." *Appetite* 54(1): 52-61.

Spencer Henson, **John Cranfield** and Deepananda Herath. 2010. "Understanding Consumer Receptivity towards Foods and Non-Prescription Pills Containing Phytosterols as a Means to Offset the Risk of Cardiovascular Disease: An Application of Protection Motivation Theory." *International Journal of Consumer Studies* 34(1): 28-37.

Paul Preckel, **J. Cranfield** and Thomas Hertel. 2010 "A Modified, Implicit, Directly Additive Demand System." *Applied Economics* 42(2): 143-155.

Brian Innes and **John Cranfield**. 2009. "Consumer preference for production-derived quality: analyzing perceptions of premium chicken production methods." Accepted for publication *Agribusiness: An International Journal* 25(3): 395-411.

Getu Hailu, Andreas Boecker, Spencer Henson and **John Cranfield**. 2009. "Consumer Valuation of Functional Foods and Nutraceuticals in Canada: A Conjoint Study Using Probiotics." *Appetite* 52(1):257-265.

**John Cranfield**, B. James Deaton, and Shreenivas Shellikeri. 2009. "Evaluating Consumer Preferences for Organic Food Production Standards." *Canadian Journal of Agricultural Economics* 57(1): 99-117.

Jose Blandon, Spencer Henson and **John Cranfield**. 2008. "Functional foods and natural health products: A review of contemporary issues." *CAB Reviews: Perspectives in Agriculture, Veterinary Science, Nutrition and Natural Resource* 51 (3): 1-11

Spencer Henson, Mamane Annou, **John Cranfield** and Joanne Ryks. 2008. "Understanding Consumer Attitudes towards Food Technologies in Canada." *Risk Analysis* 28 (6): 1601-1617.

Deepananda Herath, **John Cranfield** and Spencer Henson. 2008. "Who Consumes Functional Foods and Nutraceuticals in Canada? Results of Cluster Analysis of the 2006 survey of Canadians' Demand for Food Products Supporting Health and Wellness." *Appetite* 51 (2): 256-265.

Deepananda Herath, **John Cranfield**, Spencer Henson and Dave Sparling. 2008. "Understanding the Factors Influencing Innovation and Commercialization in Canada's Functional Food and Nutraceutical Sector." *Agribusiness* 24 (2): 207-230.

Spencer Henson, Oliver Masakure and **John Cranfield**. 2008. "The Propensity for Consumers to Offset Health Risks Through the use of Functional Foods and Nutraceuticals: The Case of Lycopene." *Food Quality and Preference* 19 (4): 395-406.

## **EDITORIAL ACTIVITIES**

Associate Editor, *American Journal of Agricultural Economics*, 2010-present

Member, Editorial Board, *Agribusiness: An International Journal*: 2007-present

Member, Editorial Board, *Canadian Journal of Agricultural Economics*: August 2004-present  
Guest Editor, *Canadian Journal of Agricultural Economics* – Special Issue on Food Economics: 2004-2006

### **PEER REVIEWING ACTIVITIES**

*Agribusiness, : An International Journal, Agricultural Economics, Agricultural Finance Review, Agriculture and Human Values, Agricultural and Resource Economics Review, American Journal of Agricultural Economics, Appetite, Applied Economics, Applied Mathematics Letters, Aquaculture Economics and Management, Australian Journal of Agricultural and Resource Economics, Berkeley Electronic Journal of Economic Analysis and Policy, Canadian Journal of Agricultural Economics, Choices, Contemporary Economic Policy, Economic Modelling, Energy Studies Review, Food Control, Food Policy, International Economic Review, International Food and Agribusiness Management Review, Journal of Agricultural and Applied Economics, Journal of Agricultural and Resource Economics, Journal of Applied Animal Welfare Science, Journal of Toxicology and Environmental Health, Review of Agricultural Economics, Trends in Food Science and Technology*

### **SPECIAL ASSIGNMENTS and RESPONSIBILITIES**

Consultant to the *Western Organisation of Resources Councils, Manitoba Milk Producers, Alberta Milk Producers, British Columbia Dairy Foundation, Saskatchewan Dairy Foundation, Canadian Food Inspection Agency, World Bank, Agricorp, Dairy Farmers of Canada, Canadian Agri-Food Policy Institute, Public Health Agency of Canada, Food and Agriculture Organization, Canadian Beef Cattle Research, Market Development and Promotion Agency.*

### **RESEARCH FUNDING**

- Principal investigator on over \$600,000 of grant funding from various provincial, national and international agencies
- Co-P.I. or investigator on over \$4.4 million of grant funding

### **STUDENT ADVISING**

Since 1999 I have served as advisor or co-advisor to:

- Four undergraduate senior projects
- Five MBA projects
- 16 M.Sc. theses
- Seven Ph.D. thesis

In addition, I have served on over 25 Thesis advisory committees

### **AWARDS**

- Co-advisor (with David Sparling) to Pamela Laughland, co-winner of the 2008 Canadian Agricultural Economics Society Outstanding Master Thesis Award

- Presidential Distinguished Professor and Librarian Award, University of Guelph, 2004-2006.
- Professor of the Year, Awarded by the Faculty of Agricultural and Food Science Students' Organisation, University of Manitoba, 2001.
- Outstanding Professor in the Faculty of Agricultural and Food Science, Awarded by University Teaching Services and The University of Manitoba Students' Union, University of Manitoba, 2001.
- Outstanding Ph.D. Thesis, Department of Agricultural Economics, Purdue University, 2000.
- Outstanding Ph.D. Dissertation, American Agricultural Economics Association, 2000.
- Foundation Graduate Student Travel Grant, American Agricultural Economics Association, 1997.
- Fredrick N. Andrews Doctoral Fellowship, Purdue University, 1995, 1996.
- Graduate Fellowship, Faculty of Graduate Studies, University of Guelph, 1994, 1995.
- Second Place, Undergraduate Paper Competition - American Agricultural Economics Association Annual Meeting, Orlando, Florida August 1993.