

Public Hearing  
U.S. House of Representatives  
**Committee on Agriculture**  
Room 1300 Longworth House Office Building  
Washington, DC

May 13, 2010

PREPARED STATEMENT OF DR. JEAN D. KINSEY, PROFESSOR, APPLIED  
ECONOMICS DEPARTMENT, AND DIRECTOR, THE FOOD INDUSTRY CENTER,  
UNIVERSITY OF MINNESOTA

Good morning Chairman Peterson and committee members. I am Jean D. Kinsey, Professor, Applied Economics Department, and Director of The Food Industry Center, University of Minnesota. Thank you for bringing us together to explore trends in the food and agriculture industry as you prepare for the 2012 Farm Bill.

In my capacity as a professor of agricultural and applied economics for thirty-three years and the director of a research and outreach center focused on changes in the food industry and consumer behavior, I have seen the evolution of this industry and of policies that facilitate efficient production, trade, and a safe, affordable and abundant food supply. I have also seen an evolution in the way food is delivered to consumers and a revolution in consumers' attitudes towards the quality and healthfulness of that food. I will address those trends that are most apparent and that are influenced by public policies set in motion through the Farm Bill or related legislation.

### **Food Industry Consolidation**

It will come as no surprise to you that firms all across the food supply chain have consolidated and become larger, more global, and more competitive. Mergers and acquisitions have been largely horizontal, i.e. retailers buying other retailers, farmers buying out other farmers. In the post-farm gate part of the supply chain it is generally observed that this consolidation started in the early 1990's with the advent of Wal-Mart, a large and extremely price competitive retailer who entered the food retail business. Their use of electronic inventory control and data management allowed them to push efficiencies in procurement and sales beyond that known to other U.S. retail food companies. In order to compete, retail food and food wholesale companies began to merge, learned to manage inventory, and pressured food processors and manufacturers for lower prices and just-in-time delivery. This led to mergers and acquisitions in the food processing sector as a way to counter the bargaining power of the new, larger retail firms. This trend continues today. However, there is some evidence of a reverse trend, one towards smaller, more local, more service oriented companies.

The reverse trend focuses on smaller, niche markets for largely middle to upper income households or to immigrant groups with their own unique food preferences. Retail food stores have been bifurcating since the early 1990's into low price, big box sellers and higher price, boutique sellers of food that is merchandised as organic, local, natural, environmentally friendly, exotic or global. This reverse trend is due in part to the fact that most retail food companies cannot compete with the big box stores on price so to survive as a business, they appeal to a customer who is more interested in service, a pleasant ambiance while shopping, and foods that

come in smaller packages, are specially sourced to be compatible with a social cause, or are prepared to be ready-to-eat. This has turned many stores into semi-restaurants. Another trend is for stores of all types (gas stations, drug stores, department stores) to sell food. Food can be purchased almost anywhere, putting more competitive pressure on the conventional food retailer.

Also, there has been major investment from Europe in retail food stores, where successful companies have little room to expand and find this market profitable. (Aldi from Germany, Ahold from the Netherlands, Tesco and Sainsbury from England) Food retailers in the U.S. have rarely invested off-shore except for Wal-Mart who has expanded into Mexico, China, England and parts of South America. On average, the profitability of the U.S. retail food sector has not been adequate to generate investment capital for global expansion. The run-up in commodity prices and food prices in 2008-2009 and the recent recession have exacerbated this situation as more consumers seek lower priced food and retailers absorb some of the increased costs. In contrast, food processors/manufacturers were able to sustain prices that increased in 2008-2009 and have been largely profitable. They are in a position to negotiate with their suppliers (farmers) for price and quality characteristics.

### **Consumer Attitudes – Food Quality and Health**

There is a level of awareness and concern about the quality and healthfulness of food in the marketplace that exceeds anything in memorable history. How did this come about?

- Authors like Michael Pollan (*Omnivor's Dilemma*), Paul Roberts (*The End of Food*) and many others have been widely read quoted and followed leading to serious questions about the healthfulness, safety and efficacy of the food available to the public.
- The development of organic farming and sustainable agricultural practices have been captured by the rest of the supply chain – food manufacturers and retailers and consumers who demand more organic foods on the belief that they are healthier not only for the environment and the earth, but healthier for the human body. A large increase in the demand for organic foods led to a short supply and questionable marketing practices (labeling) to meet the demand.
- The large demand for organic foods cooled during the recession because they are more expensive, but it has been merged with the demand for foods that are local, natural and not highly processed.
- Advice columns and many in the medical profession, among others, are advocating that consumers eat much more fresh or minimally processed foods. Some processed foods are viewed as artificial at worst and tasteless at best. Some of the advice is to not eat foods with ingredients that you cannot recognize or pronounce. This is putting great pressure on food processing companies to reformulate their products with heightened concerns about the food's shelf-life and safety. Minimally processed foods can be more hazardous due to microbiological contamination since the microbes may not be killed or controlled during the processing.

I participated in an international roundtable discussion sponsored by Ahold and Wageningen University in the Netherlands (Amsterdam) on February 4, 2010. One of the biggest food challenges of the Western world was explored – that of how consumers select a healthy diet? Sixteen thought leaders from top universities, major institutions and food

companies spent a day identifying the issues that consumers have with selecting a healthy diet. Some findings: a.) The perceptions of “healthy food” is that it is expensive, less accessible, less tasty and less convenient. b.) Too many foods are calorie dense and border on being addictive; portion sizes are too big; supermarkets compete on price not quality; food companies are working too much on ingredients and too little on finished foods; and quick service food companies apply aggressive marketing (sometimes to children). c.) Choices are confusing due to labeling inconsistencies and inaccuracies; dietary habits are very hard to change; some people really do not have a choice (no knowledge or low income); future health consequences are not accounted for at the time of food selection. <sup>i</sup>

During the roundtable discussion identifying the issues and problems was relatively easy; there was little disagreement among the global participants. The solutions are harder and involve small but persistent efforts from all parties to the food chain. Communication and education were widely advocated, but to be effective, retailers and food producers alike need to change production and marketing strategies. The environment in which food is produced and offered for sale must change to correspond with changing consumer habits and healthier choices.

Studies of consumers’ motivations to purchase local, natural, organic foods show a desire for:

- Authenticity/ Integrity (integrity of companies, food, information)
  - Consumers distrust company information and those who speak at them.
  - Consumers revert to social networks – friends and individuals for information – blogs, face book etc. A danger here is that everyone is an expert and rumors rapidly become “facts.”
  - *Freshness* is the most important criteria – extremely important to 2/3 of consumers.
  - Attributes important to consumers:
 

▪ hormone –free	35%
▪ all natural	32%,
▪ local	23%,
▪ organic	15-19% (growth in sales slowed to 1%)
▪ gluten free	14%
- **Minnesota Study<sup>ii</sup>** - Reasons to buy local food
  - ~75% Better quality and freshness
  - ~35% Lower environmental impact/lower transportation
  - ~32% Support small business – (Big local businesses? )
  - ~ 30% Help local economy
  - ~ 12% Food safety traceability
  - ~ 10% Better price
  - Reasons to buy local food by demographic attributes
    - Better quality and freshness- increases with age
    - Lower environmental impact/lower transportation -- highest income level and younger ages
    - Support small business –middle age and high income
    - Help local economy –youngest ages

- Food safety traceability – low income
- Better price – young age and low income

The image of lower prices is most puzzling, because many studies show that local food is more expensive. Studies also show that despite fewer miles traveled, local food products sometime use more fuel per pound of food delivered because they use less efficient modes of transportation.<sup>iii</sup> This illustrates the importance of accurate communications about the characteristics of the food in our supply chain.

In addition, there is the **obesity crisis** believed to be largely due to the wide availability of calorie dense foods and supersized portions throughout the food chain. This has often been construed as an unintended consequence of farm policies designed to make food abundant and affordable. Subsidized commodities grown in excess of domestic demand have been good for the export business and for the farmers. There have been many good reasons for these policies. But, these foods find their way into school lunches, into food assistance programs, and into low priced foods that may be replacing other foods, like fruit and vegetables, that have additional nutrients with fewer accompanying calories.

- The obesity crisis is real and is especially troublesome as it relates to children. Recent reports indicate that 27 percent of young people ages 17-24 are too fat to be accepted in the U.S. military.<sup>iv</sup> This is shocking and is a concern for **our national defense**.
- Obese children are developing type II diabetes in record numbers which means that their **health care costs** will be higher throughout their lifetime and their life expectancy is diminished.
- Obese peoples' health care costs are 42 percent more than that of normal weight people, (\$4870 vs. \$3400 per year) putting excess burdens on their households, on their employers and on the public health care bill through Medicare and Medicaid. This is an issue for **federal and state deficits**.
- Obese people are absent from work an average of 5 days more per year than normal weight persons and cost employers an estimated 2.25 times as much due to illness. This is a problem for **productivity** as well as the well-being of workers.<sup>v</sup>
- It is well known that obesity is linked to numerous cardiovascular diseases and cancers. A recent study by the American Institute of Cancer Research, stipulates that 49 percent of endometrial, 35 percent of esophageal and 28 percent of pancreatic cancers are linked to obesity. The costs of health care, loss of productivity and pain and suffering are obviously heightened in these cases.

Farm policy alone cannot solve the obesity crisis, but it is incumbent upon policy makers to carefully examine the consequences (intended and unintended) of the supports to agriculture that result in an over abundance of inexpensive, high calorie foods, especially to children.

- The most common comment I hear in conversations with people from all walks of life are, "Why doesn't our government **subsidize the production of fruits and vegetables** like (or instead of ) corn and soybeans?"

- With median farm household incomes between 3 and 21 percent higher than the incomes in non farm households since 1998, it is hard to justify subsidies on the basis of farm income supports.<sup>vi</sup>
- Fresh foods are more expensive and they require more of consumers' time to prepare. Making them available through the support of community and farmers markets helps availability, but not the cost. Imports of fresh produce often lower the price and are one way to improve availability.

### **Farm Bill and National School Lunch Program (NSLP).<sup>vii</sup>**

As you are well aware, the primary legislation that affects the NSLP is the Child Nutrition Act, which is in the process of being reauthorized by Congress currently. This legislation is handled by the Senate Agriculture Committee, but in the House it is handled by the Committee on Labor and Education. However, there are elements of the Farm Bill enacted in 2008 that significantly benefited the NSLP.

- The U.S. Dept. of Agriculture (USDA) is almost certain to adopt the 2005 USDA Dietary Guidelines for Americans as the new nutritional standards for the NSLP, as recommended by a major study by the Institute of Medicine requested by USDA. In particular, this will **require that the NSLP serve more fruits, vegetables, and whole grains. This will raise the cost of school lunch since these are relatively expensive foods.**
- Specifically, the IOM recommendations will require the following:
  - i. 3/4 to 1 cup of vegetables per NSLP serving (varies from grades K-12)
  - ii. 1/2 to 1 cup of fruit per day (varies by grade level)
  - iii. must include ½ cup of orange, dark green leafy vegetables and legumes per week
  - iv. starchy vegetables (ie., potatoes) limited to ½ cup per week, which is much lower than currently for school lunches
  - v. 1 to 2 grains per day; more than 60% must be made with greater than 50% whole grain flour.
- The Obama Administration called for spending \$1 billion more per year on the NSLP. However, the bill that passed the Senate Agricultural Committee and is now before the Senate increases spending by only \$450 million per year, which would work out to **\$0.06 more per school lunch than the current federal reimbursement rate for the NSLP.** The additional six cents is not nearly enough for most school districts to be able to meet the likely new nutritional guidelines, in particular to serve more fruits, vegetables, and whole grains. The School Nutrition Association (SNA) reports that the average cost to prepare and serve a school lunch that meets federal nutritional standards was \$2.92, that is, \$0.24 more than the current reimbursement rate of \$2.68 per meal. The SNA is recommending an increase of \$0.35 per meal. If these programs were funded at a much higher level the NSLP would be in a much better position to meet the new nutritional requirements, plus farmers would benefit from greater sales especially of fruits and vegetables.
- The last Farm Bill contained crucial elements that benefitted the NSLP, particularly in terms of serving more fruits, vegetables, and whole grains. However, most were funded at a very low level or were just pilot programs.

- The Bill provided \$70 million for the Fresh Fruit & Vegetable Programs per year.
- The Bill eased bidding restrictions for school districts that wanted to buy locally grown foods.
- The Bill established a pilot program with \$4 million of funding to provide whole grains in several schools.
- The Farm Bill increased to \$50 million per year the funding to Purchase Fresh Fruits and Vegetables for Schools, in the Dept. of Defense (DOD) Fresh Program. The DOD is involved because the nutritional status of military recruits affects our nation's national security.
- \$10 million was provided for 5 state pilot programs to establish school gardens in "high-poverty" schools.
- (Source: School Nutrition Association)

### **Food Insecurity**

In spite of an abundant and generally affordable food supply, there are still at least 14.6 percent of households without enough food for optimum health and 5.7 percent that are hungry.<sup>viii</sup> While conducting a study of the returns to investing in eliminating hunger it became obvious that poor nutrition, especially in children, is a costly phenomenon. Quite apart from the suffering and embarrassment to individuals, food insecure people suffer more illnesses and hospitalizations; there is more iron-deficiency in children and depression in mothers. Emotional and mental disabilities associated with chronic food insecurity lead to more absences from school and poorer school performance, in turn, leading to the need for expensive special educational programs and lower work productivity in later life. In sum, tolerating hunger in this land of plenty brings with it social and financial costs that can be minimized by programs that ensure food security in rural and urban areas alike.

### **Food Safety**

I have personally been involved in food safety and food defense research through grants from the National Center for Food Protection and Defense, a Center of Excellence at the University of Minnesota funded by the Department of Homeland Security. Most of this research has focused on consumers' attitudes and expectations about food safety, but one study benchmarked food firms in the supply chain as to their preparedness to defend the food they handle and their other assets from a terrorist attack. The benchmark study found that the largest firms (manufacturers and foodservice companies especially) were the most prepared but there was room for much improvement. The weakest area of preparation was the communication and coordination with their supply chain partners. This emphasizes the importance of efforts to **track and trace** the source of food up and down the food chain.

Surveys of consumers regarding their concerns about food safety and defense have shown that they are more concerned about companies and the government being prepared against food terrorism than about attacks with airplanes or other methods.<sup>ix</sup> We have been conducting a continuous survey of U.S. consumers since May 2008 to track the changes in concern about food safety and food defense as stories in the public media rise and fall with various food recalls related to foodborne illnesses. The impact of these recalls and lingering consumer concerns on

retail sales of directly affected foods and their substitutes and complements is an ongoing part of this study. It is an important study since it is the first time we have had the resources to conduct a weekly survey of consumer sentiment related to food safety and develop an index to measure changes over time.

One of the most important and relevant findings in this survey is that consumers confidence in the safety of the U.S. food system is at an all-time low. Following the January nationwide *Salmonella* outbreak linked to peanut butter products, consumer confidence in the ongoing safety of the U.S. food supply had fallen to 22.5%.<sup>x</sup> Consumers do not trust the food producers, processors, or retailers to consistently deliver safe food to their plates. They do not trust the government to protect their food either. In an initial survey in 2007 we learned that 35 percent of consumers ranked the government as the most important party responsible for the safety of food. They ranked processors/manufacturers as the second most responsible party followed by consumers themselves, retailers, then farmers and last, transportation/logistics companies. After the large spinach recall in 2007 farmers' responsibility surpassed the individual consumers in expected responsibility for food safety.<sup>xi</sup> As incidents of foodborne illness reoccurs in fresh produce, this perception is likely to persist.

Tracking confidence in the safety of the food system from May of 2008 to date and constructing an index of the change in confidence has shown that confidence in the current levels of safety fluctuate with media stories about food recalls, but recovers in three to four weeks. Confidence in the preparedness of the food system to defend or render food safety rises and falls with greater magnitude and recovers more slowly. Implications of this research and findings are that both the government and food companies need to work hard to improve their perceived and actual ability to protect consumers from foodborne illnesses. Improved traceability of food ingredients to their origins will help as will increased funding for food inspections and increased penalties for food companies that cause major food safety incidents. The incentives to be vigilant and careful about food safety need to be aligned with the consequences.

Not unlike the health care cost of obesity, the costs of foodborne illness are nontrivial. A new study estimates these cost to range from \$39 - \$365 billion dollars a year with an average estimate of \$152 billion.<sup>xii</sup> Even though the costs of investing in food safety measures seems high and the probability of an event to any given product or company is relatively low, the aggregate annual costs of these incidents are high and are born not only by individual consumers and their families but by employers and the health care system.

### **New Role of Food**

We have traditionally viewed food as the source of nutrition and livelihood for human beings around the world. Indeed, there are many people still starving and the need to increase productivity to feed all the people of the world is a critical and immediate problem.

In the United States and many other countries of the world however, over eating and the problems it produces for healthy lives has come to dominate food concerns. It is as though, in our abundance, we take the production and supply of food for granted. And now, we are asking the food system to deliver many other benefits, to be the bearer of environmental cleanliness and recovery, good health, and good living.

The market for food has fragmented as has the market for other products and various cultures and lifestyles and philosophies about life and the role of government. Our heterogeneous population is segmented not so much by ethnicity, religion and race but by a quest to be unique, to rise above or move apart from mass cultural beliefs and activities. This splintering is

facilitated by social media technology such as blogs and face book. Information about food travels fast whether it is true or not. Consumer frustrations are spread rapidly and food companies and government agencies have little time to react. There are no controls on the facts and fictions that “go viral” on the Internet.

As a general rule, legislation and regulation lags behind technology and innovation and behind changes in lifestyle and attitudes. A careful examination of the way the Farm Bill influences the well-being of not only farmers and the productivity and efficiency of the food system but the ability to facilitate healthier lives and lower healthcare and education costs is sorely needed and encouraged. Nothing is the way it used to be, except the fact that we must all eat and what we eat determines who we are. And, what we eat is strongly influenced by policies in the Farm Bill.

Thank you for seeking to learn more about the trends in consumers’ perceptions , expectations and needs as it relates to their food and how it is being supplied. I look forward to answering any questions you may have.

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<sup>i</sup> The Roundtable on Encouraging Healthy Food Choices <http://www.roundtablefoodchoices.wur.nl/UK/>

<sup>ii</sup> Durham, Catherine A.; King, Robert P.; Roheim, Cathy A. “Consumer definitions of “locally grown” for fresh fruits and vegetables” IN: *Journal of Food Distribution Research*, v.40, no.1, March 2009, pp.56-62, 2009.

<sup>iii</sup> King, Robert P.; Gomez, Miguel I.; DiGiacomo, Gigi., “Can local food go mainstream?” IN: *Choices*, v.25, no.1, 1st Quarter 2010, 2010. 6p., 28cm. <http://www.choicesmagazine.org/magazine/article.php?article=111>

<sup>iv</sup> Grist, “National Security and the Waistline,” *New York Times, Week in Review*, April 23, 2010. (<http://NYTimes.com>)

<sup>v</sup> Burton et al. *Journal of Occupational and Environmental Medicine*, 1998.

<sup>vi</sup> Jones, Carol Adaire, Daniel Milkove, and Laura Paszkiewicz. *Farm Household Well-Being*, USDA, ERS Briefing Paper February 2010.

<sup>vii</sup> Thanks to Dr. Ben Senauer for the information on the National School Lunch program. His research in this area has been most helpful.

<sup>viii</sup> Nord, Mark, Margaret Andrews, and Steven Carlson. *Household Food Security in the U.S., 2008* USDA, ERS report, November, 2009.

<sup>ix</sup> Thomas F. Stinson, Jean Kinsey, Dennis Degeneffe and Koel Ghosh. “How Would Americans Allocate the Anti-Terrorism Budget? Findings from a National Survey of Attitudes about Terrorism.” IN: *Homeland Security Affairs*, v.3, no. 2, June 2007.

Jean Kinsey, Wes Harrison, Dennis Degeneffe, Gustavo Ferreira, and Sakiko Shiratori, “Index of Consumer Confidence in the Safety of the United States Food System,” *American Journal of Agricultural Economics*, 91:5, 2009, pp 1470-1476.

Dennis Degeneffe, Jean Kinsey, Koel Ghosh, Thomas F. Stinson, “Segmenting Consumers For Food Defense Communication Strategies,” *International Journal Physical Distribution and Logistics Management*, 39:5, 2009, p. 365-403.



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Kinsey J., Stinson T., Degeneffe D., Ghosh K., Busta, F. Consumers Response to a New Food Safety Issue: Food Terrorism. *Global Issues in Food Science and Technology*,” Ed. G.V. Barbosa-Canova GV, Mortimer A, Colonna P, Lineback D, Spiess W, Buckle K, editors. IUFOST World Congress Publication . Elsevier. May 2009 .

Thomas F. Stinson, Koel Ghosh, Jean Kinsey, and Dennis Degeneffe, “Do Household Attitudes About Food Defense and Food Safety change Following Highly Visible National Food Recalls?” *American Journal of Agricultural Economics*, 90:5, 2008, pp 1272-1278.

<sup>x</sup> Press release by The Food Industry Center, University of Minnesota, February 23, 2009.

<sup>xi</sup> Dennis Degeneffe, Research Fellow, Jean Kinsey, Director/Professor, Tom Stinson, Professor, Applied Economics Department, and Koel Ghosh, - Post-Doctorate Researcher, The Food Industry Center, University of Minnesota. *Reinforcing the Circle of Trust: The Impact of Food Safety Incidents on Consumer Confidence*. Presentation at National Grocers Association National Convention & Supermarket Synergy Showcase Paris Hotel, Las Vegas NV February 7, 2008

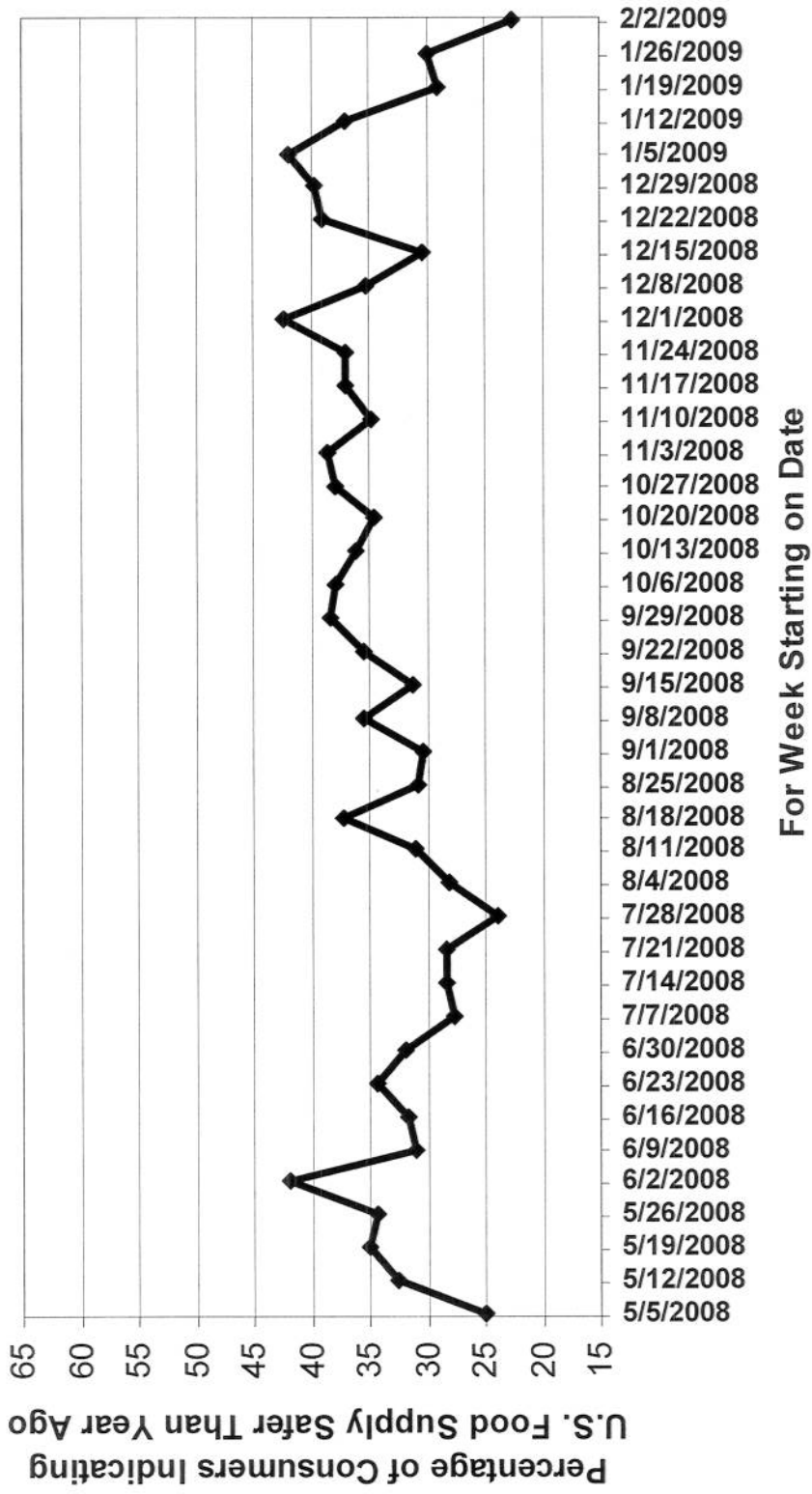
<sup>xii</sup> Robert L. Scharff . “Health-Related Costs from Foodborne Illnesses in the United States, 2010.” Pew Trust study at Georgetown University.

**Jean Kinsey, Presentation to House  
Agricultural Committee Hearing,  
May 13, 2010.**

**Confidence in the Safety of the U.S.  
Food System**

Jean Kinsey, Professor, Department of Applied Economics, Director,  
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**Continuous Consumer Food Safety Confidence Tracking**  
**University of Minnesota Food Industry Center**  
**Louisiana State University AgCenter**

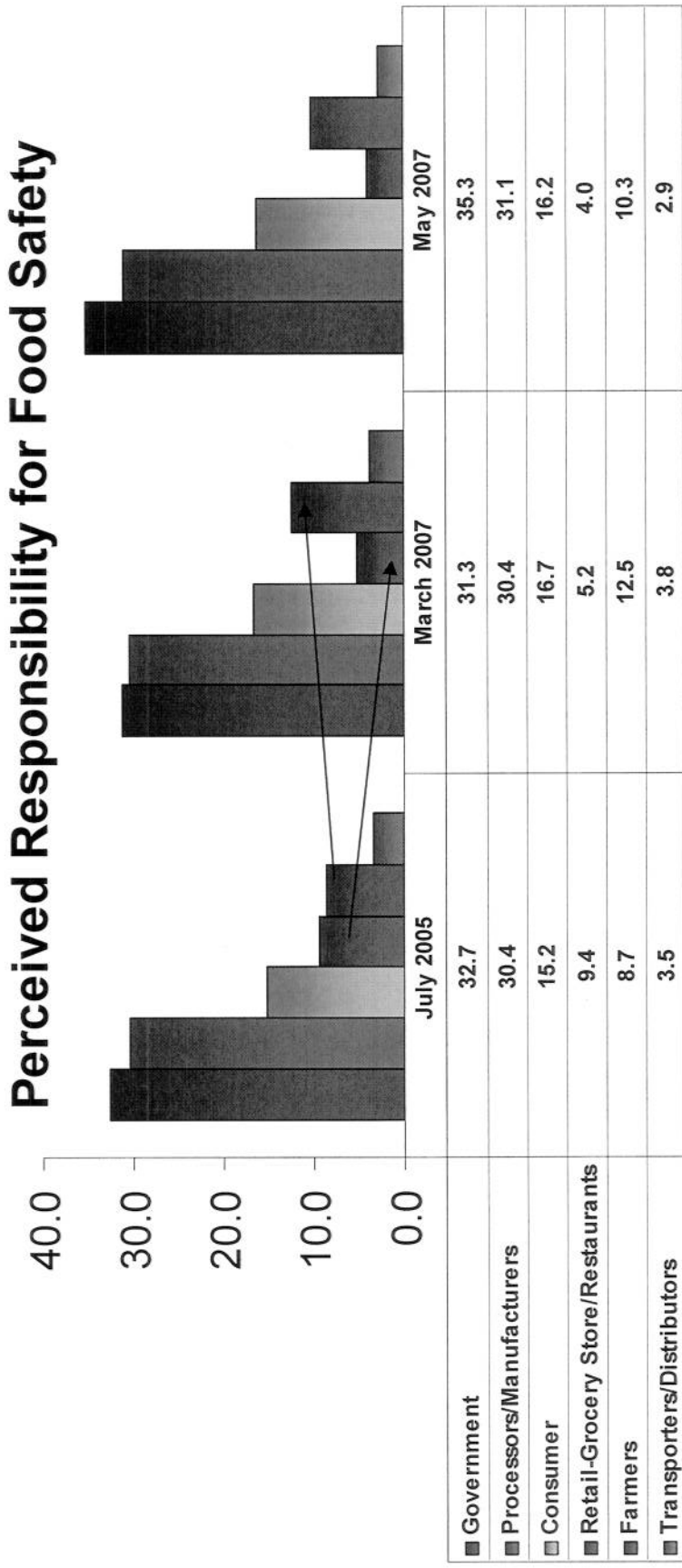


Jean Kinsey, Presentation to House Agricultural Committee Hearing, May 13, 2010.

# Consumer Perceived Responsibility for Food Safety

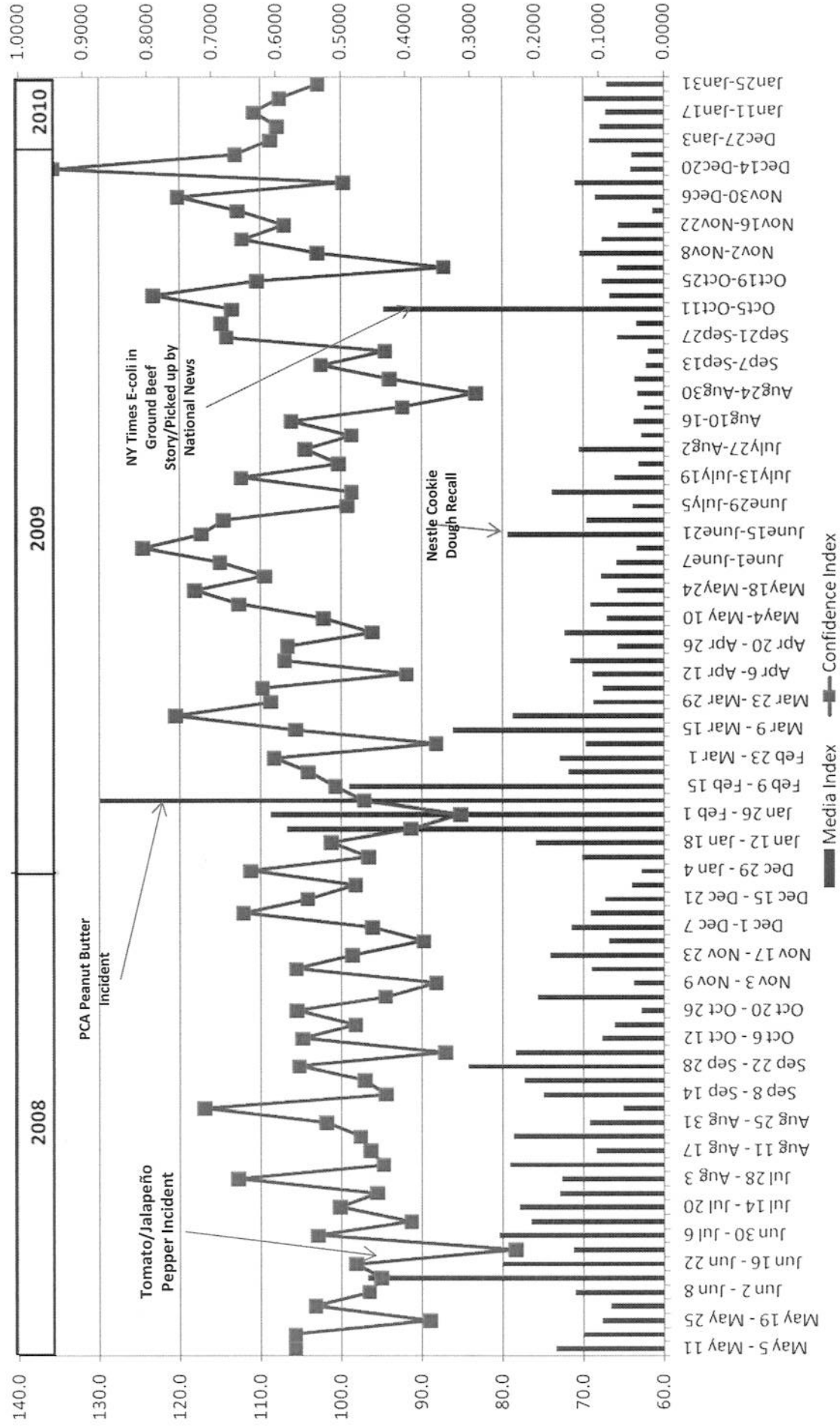
- The *government and food manufacturers* are seen as most responsible for insuring food safety
- Since the spinach incident consumers view *farmers as more responsible* and *retail stores as less*.

Ranked Most Responsible



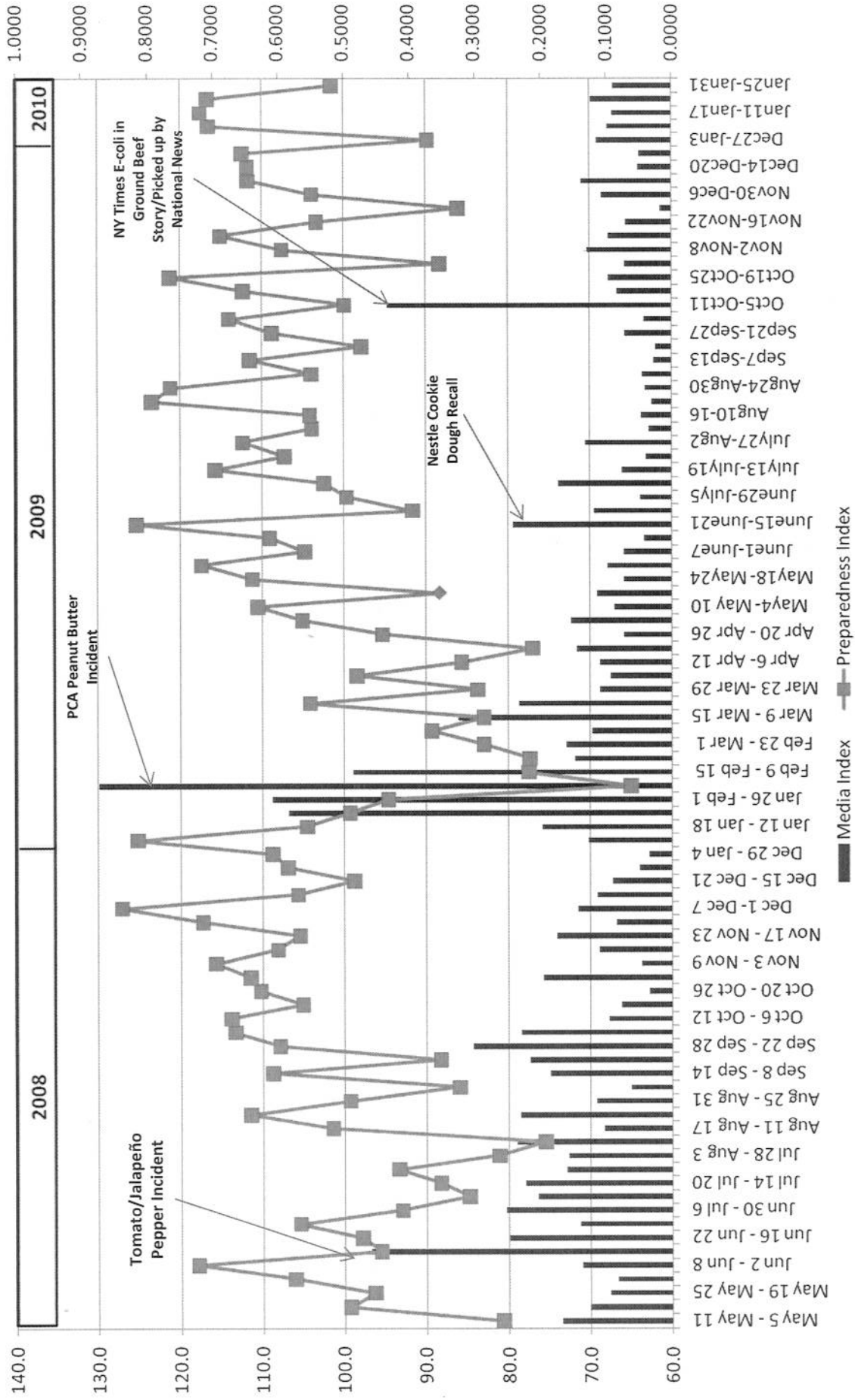
Jean Kinsey, Presentation to House Agricultural Committee Hearing, May 13, 2010.

# CFST Continuous Tracking of Consumer Confidence in Safety/Defense Consumer Confidence Index vs. Media Coverage Index



Jean Kinsey, Presentation to House Agricultural Committee Hearing, May 13, 2010.

# CFST Continuous Tracking of Consumer Confidence in Safety/Defense Perceived Preparedness Index vs. Media Coverage Index



Jean Kinsey, Presentation to House Agricultural Committee Hearing, May 13, 2010.

## RESUME

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**EDUCATION:** Ph.D. - University of California, Davis - Agricultural Economics, 1976  
 M.S. - University of California, Davis - Consumer Economics, 1966  
 B.A. - (cum laude) St. Olaf College (Northfield, MN) - Home Economics, 1963  
 H.S. - (valedictorian) Bloomer High School (Bloomer, WI), 1959

**EXPERIENCE:**

2007- Present Director, The Food Industry Center (A Sloan Foundation Industry Center), University of Minnesota

2001-2007: Co-Director, The Food Industry Center (A Sloan Foundation Industry Center), University of Minnesota

1995 - 2000: Director, The Retail Food Industry Center (A Sloan Foundation Industry Center), University of Minnesota

1998 (1-6) Director of Graduate Studies, Master of Liberal Studies Program, University of Minnesota

1987 - Present: Full Professor, Consumption Economics, Department of Applied Economics, University of Minnesota

1989 - 1992: Director of Graduate Studies, Department of Agricultural and Applied Economics, University of Minnesota

1986 - 1987: Resident Fellow, National Center for Food and Agricultural Policy, Resources for the Future, Washington, D.C.

1982 - 1987: Associate Professor, Consumption and Consumer Economics, Department of Agricultural and Applied Economics, University of Minnesota

1977 - 1982: Assistant Professor, Consumption and Consumer Economics, Department of Agricultural and Applied Economics, University of Minnesota

1975-76: Post Graduate Ag. Research Economist, Department of Agricultural Economics, University of California, Davis

- 1974-75: Lecturer, Department of Agricultural Economics, University of California, Davis (Consumer Economics, Consumer Protection)
- 1973-75: Teaching Assistant/Research Assistant, Department of Agricultural Economics, University of California, Davis
- 1972, 1975: Extension Instructor, University of California, Davis
- 1966-72: Teacher - Department Chair (Home Economics), Cordova High School, Rancho Cordova, CA
- 1964-66: Research Assistant, University of California, Davis
- 1963-64: Teacher (Home Economics), Glendora High School, Glendora, CA

At the University of Minnesota:

Courses Taught:

Economic Organization of the Household (graduate-M.S.)	1978 - 1988
Economics of Consumer Policy (graduate-Ph.D.)	1978 - 1986
Consumption Economics Seminar (graduate-Ph.D.)	1978 - 1986
Welfare Economics (graduate - Ph.D.)	1992
Honors Seminar (Senior)	1992, 1993
Intermediate Microeconomics (undergraduate)	1993
Economics of Food & Consumer Policy (graduate-Ph.D.)	1988 - 1998
Human Capital and Household Economics (graduate/undergrad)	1990 - 1998
Ph.D. Seminar	1999
Consumption Economics (graduate - Ph.D.)	1980, 1999 -2001
Food Marketing Economics	2001 -2008
Information and Behavioral Economics (Ph.D.)	2002 - 2008
Honors Class on Food.com.org.ed	2006 fall

Research Projects:

Consumer Credit Card Use	1976 - 1979
Consumer Credit Law and Education	1976 - 1980
Housing Satisfaction	1977 - 1980
Economics of Information	1979 - 1986
Food Away-From-Home Consumption	1980 - 1986
NC-169 Food and Agricultural Policy	1983 - 1986
Local Crop Storage/Food Storage Marketing II USAID/MN Project in Rwanda	1984 - 1986
Food Prices and the Consumer Sentiment Index	1984 - 1993
Food Consumption Patterns and Demographics	1984 - 2004
Expenditures and Resources of the Elderly	1985 - 1992
Impacts of Agricultural Policy on Consumers' Welfare	1986 - 1995
Impacts of Food Consumption Patterns on Agricultural Production, Price and Policy	1987 - 1989
Food Safety and Nontariff Trade Barriers	1990 - 1995
Desirable Attributes for Value Added Meats	1992 - 1993
Economic Impact of Indian Casinos	1992 - 1994
Consumer Buying Patterns in Retail Food	1996 - Present
Food Demand Chain Structure	2001-Present
Food Accessibility in Urban Neighborhoods	2004-2009
Department of Homeland Security Projects	2004 - Present
• Consumer/Citizen Survey Project	



• Benchmarking Survey Project	2004-Present
Agricultural Conversion Project – ERS	2004 - Present
Predicting Energy Balance in Midlife Women NIH/ERS	2009-2010
Ending Hunger in Minnesota, Returns on Investment	

**GRADUATE THESES OR PROJECTS SUPERVISED:**

- M.S. Rich Sexton, "A Theory of Information and Its Application to the Effect of Labeling on Food Products" (Won ACCI Thesis Award) (1980) (Ph.D. at UM and Professor at UC-Davis.)
- M.S. Siriwan Chutikamoltham, "Income Elasticities for Selected Food Items: An Application of Segmented Regression" (1981) (Ph.D. Harvard Business School)
- M.S. Shelly Hendrickson, "Demand for Beef at Home and Away From Home" (1982) (Worked in marketing for General Mills.)
- M.S. Ronald Larson, "Economics of Food Coupons" (1985) (Ph.D. Purdue, Assistant Professor NC State, Associate Director The Retail Food Industry Center, UM, Assistant Professor, Western Michigan University.)
- M.S. Lorna Vink, "Economics of Senior Citizen Discounts" (1988) (Worked for government planners in Pittsburgh.)
- M.S. Todd Gabe, "The Economic Effects of Tribal Gambling on Rural Minnesota Counties" (1994) (Ph.D. from The Ohio State University.)
- Ph.D. Carlo del Ninno, "Impact of the Value of Time and Household Characteristics on the Determination of the Actual Income of Rural Households in the Philippines" (1987) (Working at the World Bank.)
- Ph.D. Fahima Aziz, "Nutrition and Productivity Analysis: The Efficiency Wage Hypothesis" (1994) (Professor & Department Head, Economics, Hemline University, St. Paul, MN.)
- Ph.D. Fidele Ndayisenga, "The Impact of Farm and Food Firms' Lobbying Expenditures on Transfers to Agriculture" (1994) (Research Associate, Humphry Institute, School of Public Affairs; Economist, Ag. Canada.)
- Ph.D. Yvonne Jonk, "Risk Aversion and the Demand for Health Insurance" (2000)
- M.S. Ming Chen, "A Comparison Study of the Two Most Important Directions of Intergenerational Transfers: From Parents to Adult Children and From Adult Children to Parents" (1996) (Working on Ph.D. at Berkeley.)
- M.S. Min Chang, "Determinants of Demand for Saturated Fat and Dietary Fiber in The U.S. Diet: A Study from the 1996 CSFII Data" (1999) (Working on Ph.D. at Davis)
- Ph.D. Sara Ashman, "Consumer Choice Models with Customer Loyalty Programs in Retail Food Stores" (2001) (Working for SimonDelivers.com - Minneapolis)
- M.S. Nikolaos Katsaras, "Data Mining and the Retail Food Industry - Building Profiles of U.S. Grocery Shoppers" (2000) (Working for Accenture, Berlin, Germany)
- Ph.D. Brian Dietz, "The Information Effect and Uncertainty on Smoking Behavior" (in progress)
- Ph.D. Lisa Mancino, "Americans' Food Choices: The interaction of Information, Intentions, and Convenience" (2003) (Analyst at ERS, USDA, Washington D.C.)

- M.S. Taro Nagashima, "Market for Genetically Modified Soybeans in Japan" (2003) (Working for Cargill in division of organic food procurement.)
- Ph.D. Ya-Ming Liu, "Market Structure and the Practice of Hospital Outpatient Department for Diabetes Patients under Single-Payer-System in Taiwan" (2003) (Associate Professor, Economics, National Taipei University, Taiwan)
- M.S. Min Xiu, "Supermarket Development in China" (2005) (Account specialist at Excel Energy)
- M.S. Emily Smith, "Women's BMI: Socio-demographic Factors, Family Health History and Food Attitudes," (2006). (Researcher at Ameriprise.)
- Ph.D. Glen Jones, "A Probabilistic Strengthening of Nonparametric Compensated Demand Test," (2006)( Financial Analyst for United Health Care.)
- M.S. Katya Kaynts, "Being Prepared: Costs and Benefits of Disaster Anticipation in the Food Industry" (2007) (Financial analyst for Supervalu. )
- Ph.D. Minh Wendt "Economic, Environmental, and Endowment Effects on Childhood Obesity and School Performance." (2009) (Economist at Economic Research Service, USDA.)
- Ph.D. Swati Agiwal "Essays on Safety in the U.S. Food Supply," (In progress)
- Ph.D. Sakiko Shiatori "Impact of Nutrition Information on Consumers' Food Purchases" (In progress)

#### STUDENTS ADVISED:

Undergraduates: 201 (Sum of number each year since 1977/78.)  
 Masters students: 43 (Sum of number each year since 1980.)  
 Ph.D. students: 44 (Sum of number each year since 1982.)

As Director of Graduate Studies I provided program and administrative advice to around 80 students each year between 1989 and 1992.

Graduate Oral Examination Committees since 1980: (11 outside Applied Economics)  
 M.S. 18, Ph.D. 57

#### PUBLIC SERVICE:

- 1975-76 Member of Consumer Advisory Committee to the Director of the Department of Food and Agriculture, State of California.
- 1976 Member of California Fresh Bartlett Pear Marketing Order Board.
- Nov. 1978 Presented paper on "Direct Marketing" to Minnesota Governor's Food Conference on Food and Nutrition.
- 1978-80 Presented several talks about consumer credit or food costs at extension meetings.
- 1983-84 Board Member - Consumer Appeals Board, Ford Motor Company.
- Spring 1985 Task Force Member for Council for Agricultural Science and Technology, co-author on CAST Report No. 104, May 1985.
- 1985 Faculty Mentor for University of Minnesota's Women in Development Graduate Student Fellowship Program (included travel with a student to Barbados).
- 1985-1995 Editorial Board - Journal of Consumer Affairs.
- 1986-1992 Editorial Board - Lifestyles: Family and Economic Issues.
- 1987-88 Credit Committee Chair - University of Minnesota Credit Union.

1995	Member of Food and Consumer Issues Working Group, 1995 Farm Bill Project, National Center for Food and Agricultural Policy and the HHH Institute of Public Affairs.
1994-1997	Member of Data Task Force of the American Agricultural Economics Association.
1991-1997	Board Member - Federal Reserve Bank of Minneapolis (Chair, 1996,1997).
1995-2000	Member of the Board of Advisors to the Strategic Management Research Center, Carlson School of Management.
1998-2000	Editorial Board, <u>CHOICES</u>
1999-2004	Trustee, Board of Trustees, National Center for Food and Agricultural Policy, Washington, D.C.
1999-2001	Editorial Advisory Board, <u>International Food and Agribusiness Management Review</u>
2001-present	Editorial Council, <u>Journal of Agribusiness</u>
2004-2005	National Academy, Institute of Medicine Committee to Review the WIC Food Packages

**ORGANIZATIONAL MEMBERSHIP: (Past and Current\*)**

- International Food and Agribusiness Management Association (IAMA)**
- International Association of Agricultural Economists**
- American Economics Association\***
- Committee on the Status of Women in the Economics Profession
- Association for Comparative Economics**
- Food Distribution Research Society\***
- American Council for Consumer Interests\***
  1. President - 1983.
  2. Member - Board of Directors - 1982-85.
  3. Several committees including: Nominations Chair - 1985-86; Planning Committee for an International Research Conference - 1983-86, 1987-90, Distinguished Fellows Committee - 1992-93.
  4. Named Distinguished Fellow - 1997
- American Agricultural Economics Association\***
  1. Chair, Committee on Opportunity and Status of Women - 1984.
  2. Nomination Committee - 1984-86.
  3. Selected Paper Reviewer - 1979-85.
  4. Elected to the Foundation Board - 1987; (Vice President for Projects - 1988-90).
  5. Elected Director on Executive Board, 1992-95. (Committee Representative to AAEEA Committee(s) on the Status and Opportunities for Blacks; Economics, Statistics and Information; and Finance).
  6. Nominating Committee, 1995; Data Task Force, 1994-95.
  7. President - elect; President, Past President, AAEEA - 2000-2002.
  8. Named AAEEA Fellow - 2000.
- North Central Regional Committee - 151 (Vice President, 1987-89).**

**HONORS:**

- Fellowship from The National Center for Food and Agricultural Policy, Resources for the Future, Washington D.C. (1986-1987).
- Listed in International Who's Who of Professional and Business Women (1988).
- Presented the 1987 Muresk Lecture in Perth, Australia: "Changing Food Markets: The Impact on Agriculture." A public lecture sponsored by the students and friends of the Muresk Institute of Agriculture; Northam, Western Australia; October 29, 1987.
- Elected offices:
  - President and Board, ACCI, 1982-85
  - Foundation Board of AAEEA, 1987-89;
- Faculty Consultative Committee to the Dean of the College of Agriculture, University of Minnesota,

1988-90;

- Director on Executive Board of AAEA, 1992-95.
- Appointed Director on Board of Directors, Federal Reserve Bank of Minneapolis, 1991-1997(1994, Deputy Chair; 1996, 1997 Chair).
- Honorable Mention for 1992 "Quality of Communication Award" by the AAEA for the book, Food Trends and the Changing Consumer, 1991.
- Member of the Minneapolis Committee on Foreign Relations, 1993 - Present.
- Former Choices article selected by peer review to appear in a "Best of Choices" issue in 1996. Article entitled "Seven Trends Driving U.S. Food Demands," from Choices, Third Quarter, 1992, pp. 26-28.
- Named Distinguished Fellow of The American Council on Consumer Interests in April, 1997.
- Named Fellow of the American Agricultural Economics Association, August, 2000.
- Elected President of the American Agricultural Economics Association, 2000-2002.
- Appointed to Expert Panel of Institute of Medicine under The National Academies for a study of policies related to the federal food program for Women Infants and Children (WIC). 2004
- Alumni Achievement Award from St. Olaf College. November 2009.

#### PROFESSIONAL FOREIGN TRAVEL:

Rwanda, Africa, 1984	Russia, 2000
Barbados, Caribbean, 1985	South Africa, 2003
Australia (Perth), 1987	Senegal, 2003
Italy 1992; 1996; 1997; 2000	China 2005
Germany; Austria; 2006,2009	Netherlands, 2007,2010
France, 1997	Ethiopia 2008
Spain, 1999	

#### PUBLICATIONS:

- Unnevehr, Laurian, James Eales, Helen Jensen, Jason Lusk, Jill McCluskey and Jean Kinsey  
Food and Consumer Economics *American Journal of Agricultural Economics* (2010) 92(2): 506-521.
- Seltzer, Jon, Jeff Rush and Jean Kinsey, "Westland/Hallmark: 2008 Beef Recall; A Case Study," Published on the Web site of The Food Industry Center, University of Minnesota. <http://foodindustrycenter.umn.edu>, 2009.
- Seltzer, Jon, Jeff Rush and Jean Kinsey, "Natural Selections: 2006 E Coli O157:H7 Recall, A Case Study," Published on the Web site of The Food Industry Center, University of Minnesota. <http://foodindustrycenter.umn.edu>, 2009.
- Jean Kinsey, Wes Harrison, Dennis Degeneffe, Gustavo Ferreira, and Sakiko Shiratori, "Index of Consumer Confidence in the Safety of the United States Food System," *American Journal of Agricultural Economics*, 91:5, 2009, pp 1470-1476.
- Dennis Degeneffe, Jean Kinsey, Koel Ghosh, Thomas F. Stinson, "Segmenting Consumers For Food Defense Communication Strategies," *International Journal Physical Distribution and Logistics Management*, 39:5, 2009, p. 365-403.
- Kinsey J., Stinson T., Degeneffe D., Ghosh K., Busta, F. Consumers Response to a New Food Safety Issue: Food Terrorism. *Global Issues in Food Science and Technology*," Ed. G.V. Barbosa-Canova GV, Mortimer A, Colonna P, Lineback D, Spiess W, Buckle K, editors. IUFoST World Congress Publication . Elsevier. May 2009

- Thomas F. Stinson, Koel Ghosh, Jean Kinsey, and Dennis Degeneffe, "Do Household Attitudes About Food Defense and Food Safety change Following Highly Visible National Food Recalls?" *American Journal of Agricultural Economics*, 90:5, 2008, pp 1272-1278.
- Seltzer, Jon, Jeff Rush and Jean Kinsey, "Castleberry's 2007 Botulism Recall, A Case Study," Published on the Web site of The Food Industry Center, University of Minnesota. <http://foodindustrycenter.umn.edu>, 2008.
- Wendt, Minh and Jean Kinsey, 'Food Accessibility in the Inner City, What Have we Learned: A literature Review,' Working Paper 2008-01, The Food Industry Center, University of Minnesota. <http://foodindustrycenter.umn.edu>, 2008.
- Kinsey, Jean. "Food Policy" revised chapter in Encyclopedia of rural America, 2<sup>nd</sup> Edition, Ed. Gary Goreham 2008
- Mancino, Lisa and Jean Kinsey, *Is Dietary Knowledge Enough? Hunger, Stress and Other Roadblocks to Healthy Eating*, USDA, ERS, Economic Research Report, Number 62, August 2008,. <http://www.ers.usda.gov/Publications/ERR62/ERR62.pdf>
- Thomas F. Stinson, Jean Kinsey, Dennis Degeneffe, and Koel Ghosh. "Defending America's Food Supply against Terrorism: Who's Responsible? Who Should Pay?" IN: *Choices*, v. 22, no.1, 1<sup>st</sup> Quarter, 2007, pp. 67-71.
- Thomas F. Stinson, Jean Kinsey, Dennis Degeneffe and Koel Ghosh. "How Would Americans Allocate the Anti-Terrorism Budget? Findings from a National Survey of Attitudes about Terrorism." IN: *Homeland Security Affairs*, v.3, no. 2, June 2007.
- Kinsey, Jean; Kaynts, Kateryna; and Koel Ghosh.. "Defending the Food Supply Chain: *Retail Food, Foodservice and their Wholesale Suppliers.*" Working Paper 2007-02, The Food Industry Center, University of Minnesota. December 2007.
- Minh Wendt and Jean Kinsey. "Do Eating Patterns Follow a Cohort or Change Over a Lifetime? Answers Emerging From the Literature." Working Paper 2007- 01, The Food Industry Center, University of Minnesota. November 2007.
- Stinson, Tom; Kinsey, Jean; Degeneffe, Dennis; and Koel Ghosh.. "A Segmentation of U.S. Consumers on Attitudes Relating to Terrorism and their Communication Preferences: *Findings from a National Survey of Attitudes of U.S. Residents about Terrorism.*" Working Paper 2006-03, The Food Industry Center, University of Minnesota. October 2006.
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- Kinsey, Jean. "Food safety in three dimensions: safety, diet quality, and bio-security. *Choices*, v.20, no.4, 4th Quarter 2005, pp.269-273, 2005.
- Mohtadi, Hamid and Jean Kinsey. 2005. "Information Exchange and Strategic Behavior in Supply Chains: Application to the Food Sector," *American Journal of Agricultural Economics*, 83:3, August , 582-599.

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- Kinsey, Jean. "Does Food Safety Conflict with Food Security?" The Food Industry Center, Working Paper 04-01, January. 2004
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- Kinsey, Jean. 2000. "Clusters of Food Consumers: Where Do they Buy? Where Do They Eat?" Invited Column in *Cereal Food World* 45 (4): 178-179.

- Kinsey, Jean and Sara Ashman. 2000. "Information Technology in the Retail Food Industry." *Technology and Society* 22: 83-96.
- Kinsey, Jean. 2000. "Electronic Technology: New Opportunities and New Demands for Retail Food Stores." *Journal of Food Distribution*, 31 (1, January): 50-55.
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- Kinsey, Jean. "The Benefits of Food Safety - an Economists View," Invited Column in *Cereal Foods World* 44 (4 April): 204-205.
- Ben Senauer and Jean Kinsey. 1999. "The Efficient Consumer Response Initiative: Implications for Vertical Relationships Throughout the U.S. Food System." In *Vertical Relationships and Coordination in the Food System*, Ed. By G. Galizzi and L. Venturini, New York: Physica-Verlag Co., 1999, pages 443-452.
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- Jean Kinsey and Brad Bowland. "How Can the US Food System Deliver Food Products Consistent with the Dietary Guidelines? An Economist's View," *Food Policy*, 1999 pp. 237-253.
- Jean Kinsey. "Agricultural Trade Liberalization - Impact on Consumers," in *Increasing Understanding of Public Problems and Policies - 1998*, Conference Proceedings, National Public Policy Education, Chicago: The Farm Foundation, 1999, pp. 117-123.
- Kinsey, Jean. "The Federal Reserve - A Friend of Agriculture," *CHOICES*, Third Quarter, 1998, p.1. (Guest Editorial)
- Kinsey, Jean. "Concentration of Ownership in Food Retailing: A Review of the Evidence about Consumer Impact," August, 1998. University of Minnesota, The Retail Food Industry Center, Working Paper 98-04.
- Andrea Carlson, Jean Kinsey, Carmel Nadav. "Who Eats What, Where and When?" 1998. University of Minnesota, The Retail Food Industry Center, Working Paper 98-05.
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- Jean Kinsey and Ben Senauer, "Food Marketing in an Electronic Age: Implications For Agricultural Producers," St. Paul, University of Minnesota, The Retail Food Industry Center Working Paper 96-02, July, 1996, 16 pp. (Also in Proceedings of III CONGRESS of the Polish Association of the Agricultural and Agribusiness Economists, Olsztyn, 9/26-28/96, pp. 11-117 and Proceeding of the Fifth Joint Conference of Agriculture, Food and Environment by The Universities of Minnesota, Padua, Perugia, Bologna, Abano Terme - Podova, Italy, 6/17-18.1996 in Working Paper 96-4, Center for International Food and Agricultural Policy, University of Minnesota, November, 1996.)
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- Ndayisenga, Fidele and Jean Kinsey, "Transfers to Agriculture: Links to Lobbying," Working Paper WP95-1, Center for International Food and Agricultural Policy, University of Minnesota, January, 1995. 30 pp.
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- Conference on Research in the Consumer Interest, Columbia, MO, American Council on Consumer Interests, 1988, pp. 405-411.
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- Kinsey, Jean, "Demographic and Lifestyle Trends That Impact Food Consumption Patterns," in Consumer Demand and Welfare: Implications for Food Agriculture Policy, University of Minnesota, Agricultural Experiment Station (Monograph for NC-169), March 1986, pp. 32-43.

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- Senauer, Benjamin, Jean Kinsey, and Terry Roe, "The Cost of Inaccurate Consumer Information: The Case of the EPA Mileage Figures," Journal of Consumer Affairs 18:2, Winter 1984, pp. 193-212.
- Baumann, Hannelore and Jean Kinsey, "Hog Prices and the Value of Information: A Logit Analysis," Staff Paper 84-14, Department of Agricultural and Applied Economics, University of Minnesota, July 1984.
- Kinsey, Jean, "Probit and Tobit Analysis in Consumer Research," The American Council on Consumer Interests 30th Annual Conference Proceedings, April 1984, pp. 155-161.
- Kinsey, Jean, "Youth in the Context of Education, Productivity and Equity," Youth, Home Economics, Agriculture and Third World Development, Center for Youth Development and Research, University of Minnesota, March 1983, pp. 47-52.
- Kinsey, Jean, "Working Wives and the Marginal Propensity to Consume Food Away From Home," American Journal of Agricultural Economics 65(1), February 1983, pp. 10-19.
- Kinsey, Jean and Sylvia Lane, "Race, Housing Attributes and Housing Satisfaction," Housing and Society 10:3, 1983, pp. 98-116.
- Kinsey, Jean, "Food Away From Home Expenditures by Source by Household Income," paper presented at 1981 Summer Meetings of American Agricultural Economics Association, Clemson University, Clemson, SC. Abstracted in American Journal on Agricultural Economics, December 1981, p. 1044.
- Kinsey, Jean, "Determinants of Credit Cards Held: Application of Tobit Analysis," Journal of Consumer Research 8:2, September 1981, pp.172-182.
- Kinsey, Jean and Ray McAlister. "Consumer Knowledge of the Costs of Open-end Credit," Journal of Consumer Research, Winter 1981, pp. 249-270.
- Roe, Terry, Benjamin Senauer, and Jean Kinsey, "The Cost of Inaccurate Consumer Information: The Case of the EPA Mileage Figures," Staff Paper 81-23, Department of Agricultural and Applied Economics, University of Minnesota, August 1981.
- Senauer, Benjamin, Terry Roe, and Jean Kinsey, "The Cost of Inaccurate Automobile Mileage Information," Staff Paper 81-22, Department Agricultural and Applied Economics, University of Minnesota, August 1981.
- Lane, Sylvia and Jean Kinsey, "Housing Tenure and Housing Satisfaction," Journal of Consumer Affairs 14:2, Winter 1980, pp. 341-365.
- Kinsey, Jean, "Credit Card Use Among Rural and Urban Minnesota Households," Minnesota Agricultural Economist No. 619, Agricultural Extension Service, University of Minnesota, May 1980.

- Kinsey, Jean, Terry Roe, and Benjamin Senauer, "Imperfect Information, Consumer Theory and Allocative Error in Consumption," Staff Paper 80-8, Department of Agricultural and Applied Economics, University of Minnesota, April 1980.
- Kinsey, Jean, "The Future Relevancy of Truth in Lending: A Challenge to Consumer Educators," The American Council on Consumer Interests 26th Annual Conference Proceedings, April 25-28, 1979, pp. 163-178.
- McAlister, Ray and Jean Kinsey, "Impact of Perceived Costs and Household Characteristics on Credit Cards Help," The American Council on Consumer Interests 25th Annual Conference Proceedings, April 25-28, 1979, pp. 166-178.
- Kinsey, Jean, "Increasing Consumer Debt Ratios and Perceived Financial Wellbeing," The Journal of Consumer Credit Management X:1, Summer 1978, pp. 4-14.
- Kinsey, Jean and Sylvia Lane, "The Effect of Debt on Perceived Household Welfare," Journal of Consumer Affairs 12:1, Summer 1978, pp. 48-62.
- Kinsey, Jean, "The Consumer Movement and Farm and Food Policy," Minnesota Agricultural Economist, University of Minnesota, March 1978.
- Hammond, Jerome and Jean Kinsey, "Food Expenditures Affects Households Unevenly," Minnesota Agricultural Economist, No. 597, Agricultural Extension Service, University of Minnesota, March 1978.
- Kinsey, Jean, "Discrete Dependent Variables: A Guide to Alternative Estimating Techniques With an Annotative Bibliography of Logit Analysis," Staff Paper 77-12, May 1977.

#### **Book Reviews:**

- Kinsey, Jean. 1997. Book Review for the *Journal of Consumer Affairs* 31 (2 Winter). Apple, Rima D. 1996. *Vitamina: Vitamins in American Culture*. New Brunswick, NJ: Rutgers University Press, 245 pp.
- Kinsey, Jean. 1994. Book Review for *American Journal of Agricultural Economics* 76 (3): 678-680. "Food Diet and Economic Change Past and Present." Catherine Giessler and Derek J. Oddy, eds. 1991. Leicester, London: Leicester Press (New York: St. Martin's Press), 225 pp.
- Kinsey, Jean. 1993. Book Review for *Journal of Consumer Affairs* 27 (2, Winter): 424-427. Leah A. Haus. *Globalizing the GATT: The Soviet Union's Successor States, Eastern Europe and the International Trading System*.
- Kinsey, Jean. 1983. Book Review for *Journal of Consumer Affairs* 17 (1): 231-233. Arnold A. Heggestad, ed., *Regulation of Consumer Financial Services*.

#### **Grants:**

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| 1985-Present | "Consumer Behavior and Food Consumption Trends," (revised periodically) UM Experiment Station - Base support |
| 1991-1992    | "Regulation of Food Safety and Quality Standards and International Trade," USDA, \$15,608                    |
| 1992-1994    | "National Need Fellowships," USDA, \$54,000  |
| 1992-1994    | "Economic and Energy Implications of OHMIC Heating," EPRI, NSP, \$80,472                                     |
| 1992-1993    | "Consumer Preferences for Meat Attributes," Minnesota Beef Council and AURI, \$25,435                        |
| 1993-1996    | "Pesticide Tolerance as Non-Tariff Barriers in Food Trade," USDA, \$24,854.                                  |

1994-1997 “The Retail Food Industry Center,” one of 12 industry study centers in the U.S. funded by the Alfred P. Sloan Foundation, \$1.633 million for three years.

1996 Three “National Need Fellowships,” USDA, \$124,000.

1998-2001 “The Retail Food Industry Center,” one of 15 industry study centers in the U.S. funded by the Alfred P. Sloan Foundation, \$1.5 million for three years.

2002-2004 “The Food Industry Center,” one of 19 industry study centers in the U.S. funded by the Alfred P. Sloan Foundation, \$1.2 million for three years.

2003-2004 “Building Senegal’s Trade in Horticultural Commodities with the U.S.” Through the Office of Agricultural International Programs, University of MN, funded by USAID and ATRIP. My portion of this \$700,000 grant is about \$210,000.

2004-2006 Consumer Survey, National Center for Food Protection and Defense, funded by the Department of Homeland Security. Grant Award \$135,833.

2004-2007 Benchmarking Survey, National Center for Food Protection and Defense, funded by the Department of Homeland Security. Grant Award \$443,903.

2004 – 2007 Supermarket Characteristics and Operating Costs in Low-Income Areas, funded by the Economic Research Service. Grant Award \$50,000.

2004- 2006 Predicting Energy Balance in Midlife Women, funded by the National Institute of Health. Grant Award \$281,846.

2004- 2008 Agricultural Conversion Factors Revisions, funded by the Economic Research Service. Grant Award \$250,000.

Role of Info Transmissions and Coordination in Supply Chain Resiliency  
\$48,600

2008-2010 Continuous Tracking and Analyzing Consumer Confidence in the U.S. Food Supply Chain  
Award \$348,138

Cross Cultural Differences in Attitudes Toward Food Safety and Food Defense  
Award \$170,365

Diagnostic Tools and Gap Analysis for Food Firms Defense Practices  
Award \$118,800

A Probabilistic and Cost-Based Index of Food Threats  
Award \$175,448

Castleberry’s Case Studies  
Award \$40,023

Africa Organics and Natural Foods Technical Assistance  
\$70,263

Preventing Age-Related Weight Gain in Midlife Women  
\$1,353,576

Total Grants: \$8,447,764

**CONSULTING: Jean Kinsey**

Consultant, analyst or expert witness regarding the economic value of lost household services and wages in cases of wrongful death or injury, 1986 – 2003.

- Conducted research on consumer demand for particular types of food and their substitutes.
- Federal Reserve Bank - Minneapolis, 1978 - 1986. (Consultant on Consumer Credit Education).
- U.S.A.I.D. project on Food Storage and Marketing in Rwanda, Africa, 1984.
- U.S.A.I.D. project on Women in Development in Barbados, 1985.
- U.S.A.I.D. project on Opening Markets in Senegal 2002-2003.
- Southwest Publishers: reviewed a textbook, 1984.
- Robert R. Nathan Associates, Inc. - Washington, D.C. 1984.
- AT&T 1987-1990 Consumer Advisory Panel, Moderator, North Central Region
- University Research Consortium, Minneapolis, MN 1988-present (Study of consumer choice of snack foods away from home for Briggs and Morgan P.A. in Minneapolis, MN and Pillsbury, Madison and Sutro in San Francisco.)
- Director, Board of Directors, Federal Reserve Bank, Minneapolis, 1991-1997 (Deputy Chair, 1994, 1995, Chair, 1996, 1997)
- Attorney General's Office State of Minnesota, 1995-1997
- Board of Managers, PJM, LLC. Philadelphia, PA 2003-present
- Board of Trustees, International Food Policy Research Institute, Washington D.C. 2005-2010



**Jean Kinsey - Federal  
Grants since 2007**

<b>Granting Institution and project</b>	<b>Grant Award</b>	<b>Grant Timeline</b>
<b>National Center for Food Protection and Defense - Center of Excellence of the Department of Homeland Security</b>		
Diagnostoc Tool for food Defense	\$103,219	9/1/07-9/30/08
Cross Cultural Differences in Attitudes toward food Safety and Defense	\$170,365	9/1/07-5/30/09
Continuous Tracking of Consumer Confidence in Safety of the food system in the U.S.	\$464,607	9/1/07-5/30/09 ext. 6/2010
Probabalistic Costbased index of food threats	\$357,367	9/1/07-5/30/09
<b>USDA - ERS</b>		
Preventing Age-Related Weight Gain in Midlife Women ERS	\$1,353,576	1/2007 - 1/2011