

# CURRICULUM VITAE

## JUTTA ROOSEN

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### EDUCATION

**1991-1994** Agricultural Sciences, University of Bonn, Germany.  
**1994-1995** Master of Arts in Agricultural Economics, Washington State University, USA.  
**1997-1999** Ph.D. in Economics, Iowa State University, USA.

### EMPLOYMENT

**1999 - 2002** Assistant Professor, Unit of Rural Economics, Catholic University of Louvain, Louvain-la-Neuve, Belgium  
**2002 - 2007** C3-Professor, Household and Consumer-oriented Health Economics, University of Kiel, Germany  
**Since 2008** W3-Professor, Chair of Marketing and Consumer Research, TUM School of Management, Technical University of Munich, Germany

### AWARDS

Fellow Award, 2021, by the Agricultural and Applied Economics Association.

Best Paper Award, 2020 Annual Meeting of the German Association of Agricultural Economists for Dehoff, A., J. Roosen. Aufgabengebiete der bayerischen Bäuerinnen - Ein Situationsbericht.

Best Poster Award, TUM School of Management Research Fest 2018 for Bernhard Mohr (PhD student), Irina Dolgoplova (Postdoc), Carola Grebitus, Jutta Roosen: Burgers and Tears: The role of emotions in fast food choices of young adults.

Best Research Paper Award, International Food Marketing Research Symposium 2013 for Hasselbach, J., and J. Roosen: Consumer Heterogeneity in the Willingness to pay for local and organic food.

Best Paper Award, Review of Agricultural Economics 2009 for Roosen, J., S. Marette, S. Blanchemanche and P. Verger, 2009. Does Health Risk Information Matter for Modifying Consumption? A Field Measuring the Impact of Risk Information on Fish Consumption. Review of Agricultural Economics, 31(1): 2-20.

Teaching Award, School for Agricultural and Nutrition Sciences, University of Kiel, Winter term 2006/07.

Best Paper Award for Jonas, A. und J. Roosen, 2005. Eine zweistufige Nachfrageschätzung für Milch: Biomilch, Handelsmarken und Herstellermarken. Annual Meeting of the German Association of Agricultural Economics. Göttingen, October 2005.

Best Paper Award, Journal of Agricultural and Applied Economics Vol. 33, von J. Roosen: 'Regulation in Quality Differentiated Markets: Pesticide Cancellations in U.S. Apple Production,' Journal of Agricultural and Applied Economics, Vol. 33, 2001, 117-133.

## MAJOR RESEARCH GRANTS

Domino: Harnessing the microbial potential of fermented foods for healthy and sustainable food systems (2023-2028), Horizon, EU, WP Leader, Budget 450 000 Euros, Coordinator: Stephane Challou (INRAe), total funds 12 Mio. Euro

Rediscovery of regional ancient grain varieties for the sustainable production of organic food (ReBIOdiscover), BOEL-N, 119 715 Euros, Coordinator: K. Scherf (KIT), total funds ~700 000 Euros.

The role of moralization in the interpretation and use of nutritional evidence (2020-23), Project in the Research Group 2448 Practicing Evidence – Evidencing Practice: Evidenzpraktiken als sozioepistemische Handlungs- und Aushandlungsprozesse, DFG 194 227 Euro, Coordinator: K. Zachmann, total funds ~1 Mio. Euros.

SocialLab (2019-2022): Animal Husbandry: Acceptance through Innovation. BLE, 185 000 Euros, Coordinator Thünen Institute, Market Analysis, total funds 2.5 Mio. Euro.

Women in Agriculture – Social and Entrepreneurial Perspectives. 100 000 Euros. Bavarian State Ministry of Nutrition, Agriculture and Forestry, 2019-20.

Enable 2.0 (2018-2021): Healthy food choices in all stages of life. BMBF, 250 987 Euros, Coordinator H. Hauner (TUM), total funds ~5.8 Mio. Euros.

Evaluation of the Bavarian Implementation of the EU School Program, 168 600. Bavarian State Ministry of Nutrition, Agriculture and Forestry, 2018-22, coordinator, total funds 183 000 Euros.

Don't be a Food Waster (2018). EIT-Food, 103 582 Euro, Coordinator Liesbeth Vranken (KU Leuven), total funds 443 143 Euros.

Freewalk: Develop economic sound free walk farming systems elevating animal welfare, health and manure quality, while being appreciated by society. ERA-Net, 113 517 Euros, Coordinator Marija Klopčič (University of Ljubljana), total funds 1.3 Mio. Euros.

Food Safety and the Controversial Interaction of Risk Analysis and Intuition (2017-20), Project in the Research Group 2448 Practicing Evidence – Evidencing Practice: Evidenzpraktiken als sozioepistemische Handlungs- und Aushandlungsprozesse, DFG 197 618 Euro, Coordinator: K. Zachmann, total funds 1 Mio. Euros.

SocialLab (2015-2018): Society's perception of animal husbandry. BLE, 385 000 Euros, Coordinator Thünen Institute, Market Analysis, total funds 2.4 Mio. Euros.

Enable (2015-2018): Healthy food choices in all stages of life. BMBF, 264 480 Euros, Coordinator H. Hauner (TUM), total funds 3.1 Mio. Euros.

Effektive Verbraucherinformation, BStMUV, 2014-15, 45 000 Euro.

Ernährungsbildung in Schulen, Bay. Landesanstalt für Landwirtschaft, 2014-15, 61 000 Euro.

Program Evaluation for the Bavarian Food Marketing Agency (2012-19), Bavarian State Ministry of Nutrition, Agriculture and Forestry, 431 000 Euros.

Evaluation of the Bavarian School Fruit Program. Bavarian State Ministry of Nutrition, Agriculture and Forestry, 2013-16, 160 033 Euros.

TUM.Energy EEBatt (2013-2016): Decentralized stationary energy storage systems. BStMWi, 2013-16, Work package: Strategy and Business Models, 270 000 Euros.

Regional und Bio – Kaufmotive und Kaufverhalten bei Ökoprodukten. Bayer. Staatsministerium für Ernährung, Landwirtschaft und Forsten, Hopfisterei und Lammsbräu, September 2011 – August 2013, 80 000 Euro

Kosten und Nutzen verschiedener Verpflegungssysteme in der institutionellen Ganztagsbetreuung von Kindern. Stadt München. April – Oktober 2011. 46 500 Euro.

Einkauf, Verwendung und Verderb von frischen und verpackten Lebensmitteln in Verbraucherhaushalten (SusTIN), FuE Projekt mit Zweiblich Kommunikation Alexandra Endres und Sandra Strobel GbR, April 2011 – Juli 2011, 21 400 Euro.

Zucker: Von der Produktion zum menschlichen Verzehr. Wirtschaftliche Vereinigung Zucker. Januar – September 2011. 71 500 Euro

Studie und Gutachten zu dem Thema: Digitale Profilbildung und Gefahren für die Verbraucher. Im Auftrag des Verbraucherzentrale Bundesverbands, Aug-Nov 2010, 21 750 Euro

Der Nutzen Internet-basierter Informationsrückkoppelung bei Qualitätssicherungssystemen für die landwirtschaftliche Erzeugung. Bayerisches Staatsministerium für Ernährung, Landwirtschaft und Forsten. Juni 2009-Dezember 2010. 10 000 Euro.

Advances in Farm Animal Genetic Resources (2011-2014): European Science Foundation, Network, Coordinator: Stephane Joost (EPFL), total funds 383 500 Euros.

Network on the Economics of Food Choice and Health (2008-2014) German Science Foundation, Network Grant, Coordinator: Carola Grebitus (University Bonn), total funds 114 450 Euros.

Nutrition Patterns and the Determinants and Health Implications among Adolescents in Germany (2008-2012). German Science Foundation, 60 320 Euros.

ConNet: Consumer Protection in Transborder Shopping (2008-2011). EU regional funds Interreg IVa and Bavarian State Ministry of Justice and for Consumer Protection, 189 260 Euros.

Web 2.0 - Interactive information processes in collaborative consumer policy: The case of food retail. Bavarian Ministry for Justice and Consumer Protection. January 2009 – June 2010.

Explaining Gender Differences in the Perception of Food Risks (2009-2011). German Research Foundation, 88 680 Euros.

Risk, Uncertainty and Regulation: A Comparison between France and Germany in the field of Food Safety and Nutrition (2008-2009). German Research Foundation and Agence Nationale de la Recherche (F), 2008-09, 46 400 Euros.

Price Formation and Shopping Behavior in Food Retail (2008-2011). German Research Foundation, 110 440 Euros.

Evaluation of the “5 a Day” Campaign at the Work Place: Commerzbank Frankfurt. Funding through 5 am Tag e.V., 2 500 Euro.

Evaluation of the market potential of functional foods for a personalized diet. Innovationsstiftung Schleswig-Holstein und Internationale Stiftung für Ernährungsforschung, 71 000 Euro.

Food diversity: Health and Economic Aspects. German Research Foundation (DFG). 01. April 2007 – 31. March 2008. 39 000 Euro

Evaluation of the “5 a Day” Campaign at the Point of Sale. 5 am Tag e.V. (Summer 2005)

Study on health recommendations for Tuna consumption: Nutritional and economic consequence. Programme national de recherches en nutrition humaine (PNRH – France), Joint with Stéphan Marette and Philippe Verger, INRA-Paris

Willingness-to-Pay for Genetically Modified Food in Dependence of Benefit- and Risk Perception: Integration of Psychometric Data in Choice Models. German Research Foundation (DFG). 01 August 2004 – 31 December 2007.

Evaluation of the “5 a Day” Campaign at the Point of Sale. 5 am Tag e.V. (May-September 2004).

Quality Signals and Consumer Perceptions of Food Quality? Ph.D. student financing within the interdisciplinary project Food Quality and Safety (QUASI) at the University of Kiel. May 2004 – April 2006.

Systemic Risk and the Failure of Incentives in Food, Associated Partner in USDA-NRI Project (NRI 2002-01633), Principal Investigators D.A. Hennessy and H.H. Jensen, Iowa State University – Department of Economics, August 2002 – August 2004. Three week research stay at Iowa State University in March 2004.

Climate Change and International Negotiation – CLIMNEG II. Project Belgian Federal Office for Scientific, Technical and Cultural Affairs, January 2002 – December 2006 (transferred to a colleague in Summer 2002 because of move to Kiel).

Sustainable conservation of animal genetic resources in marginal rural areas: integrating molecular genetics, socio-economic and geostatistical approaches (ECONOGENE). EU-QLK5 Project, September 2001 – 31. August 2004.

The Regulation of Nonpoint Source Pollution. Fonds Scientifique de Recherche 2000. 1 October 2000 – 30 September 2002.

The Contribution of the Environmental Farm Management Plan to Agri-Environmental Management. Région Wallonne, Groupe interuniversitaire de recherches en écologie appliquée (GIREA). 1 November 2000 – 31 December 2001.

Economic Assessment of Apple Pest Management – Fungicide Section. Washington State University, 01 October 1999 – 30 September 2000.

## TEACHING GRANTS

MOOC: Food and Nutrition: The Truth Behind Food Headlines. Funded by EIT Food, 2020, 10 000 Euros.

Project for the Creation of an international double degree program, German Academic Exchange Service, 2011-2012 (with Arhus, Wageningen, Warsaw) 75 000 Euros, 2012-2015 (with Wageningen) 56 800 Euro.

Coordinator of the Programme *EURECA – European Master Programme in Consumer Affairs*, supported by the EU Commission, July 2008 – June 2011, 600 000 Euros structural funds + 720 000 Euros in Student Grants.

Partner in the *Intensive Teaching Program “Food and Consumer”* coordinated by the University Gent (Professor Verhé) and funded by the EU, 2 week course in January 2005.

*Introduction of the Software LINGO in the course for Operations Research (BAPA 2203 Recherche opérationnelle en agriculture)*, Teaching fund, Cath University of Louvain, 2001, 2500 Euros.

## SERVICE TO THE SCIENTIFIC COMMUNITY AND SOCIETY

President, European Association of Agricultural Economists, 2020-23.

Member, Scientific Advisory Board of the Faculty of Agriculture and Forestry, University of Helsinki, 2020-.

Member of the Quality of Research Discovery Award Committee, Agricultural and Applied Economics Association, 2022.

Member, ADAC Test Advisory Board, 2016-.

Vice President, European Association of Agricultural Economists, 2017-20.

Member, Program Committee, Triannual Congress of the European Association of Agricultural Economists 2017 Parma, Italy.

Member of the Review Panel Economic Sciences, Swiss National Science Foundation, 2015-19.

Member, Scientific Advisory Board, World Food System Center, ETH-Zurich, 2015- 2019.

Member, Board of the European Association of Agricultural Economists, 2014-17.

Member, Consumer Commission of Bavaria, 2014-18.

Member, Program Committee, Triannual Congress of the International Association of Agricultural Economists 2015 Milan, Italy.

Chair, Program Committee, Triannual Congress of the European Association of Agricultural Economists 2014 Ljubljana, Slovenia, ~ 650 participants.

Member, Program Committee, EAAE/EAAE/CAES Seminar 'Social Networks, Social Media and the Economics of Food', 28-30 Mai 2014, Montreal.

Member, Program Committee, Triannual Congress of the International Association of Agricultural Economists 2012, Iguacu, Brazil.

Member, Program Committee, EAAE/AAEA Seminars 'Food Environments: The Effect of Context on Food Choice', 30-31 Mai 2012, Tufts University, Boston.

Chair, Local Organizing Committee, EAAE /AAEA Seminars 'The Economics of Food, Food Choice and Health', Weihenstephan, 15-17 September 2010. 120 participants.

Member, Future Panel of the Bavarian Government. 2010-2011.

Chair, Consumer Commission of Bavaria, 2009 - 2013.

Member, Scientific Advisory Board 'Nutrition' of the Bavarian Ministry of Nutrition, Agriculture and Forestry, 2008-13.

Member, Program Committee, 12th Congress of the European Association of Agricultural Economics, September 2008 in Gent, Belgium.

Member at Large, American Association of Agricultural Economics – Food Safety and Nutrition Section, 2001-03 and 2007-09.

Member, Working Group on Agricultural Research of the German Council of Science and Humanities 2004-06.

Member, Local Organizing Committee, EAAE Seminar 'New Policies and Institutions for European Agriculture'. Gent (Belgium), September 2003.

## EDITORIAL BOARDS

Co-editor, Food Policy 2021-.

Member Editorial Advisory Board, Food Policy, 2007-2020.

Member International Editorial Board, Bio-based and Applied Economics, 2021-.

Member Scientific Board, Review of Agricultural, Food and Environmental Studies, 2018-  
Member Editorial Board, Agricultural Economics, 2013-18.  
Member Editorial Board, Journal of Agricultural and Applied Economics, 2009-14.  
Member Editorial Board, European Review of Agricultural Economics, 2003-11.  
Member Editorial Board, Hauswirtschaft und Wissenschaft (Home Economics), 2007-2009.  
Member Editorial Board, Book Series 'Studien zur Haushaltsökonomie' (Home Economics),  
Peter Lang, Frankfurt a. M., 2004-08.

## AD HOC REVIEWS FOR

**JOURNALS:** Agribusiness – An International Journal, Agricultural and Resource Economics Review, American Journal of Agricultural Economics, Appetite, Applied Economics, Cahiers d'Économie et Sociologie Rurales, Canadian Journal of Agricultural Economics, Contemporary Economic Policy, Économie Rurale, Energy Research & Social Sciences, Environment and Development Economics, Environmental and Resource Economics, Ernährungsumschau, Eurochoices, European Journal of Law and Economics, European Review of Agricultural Economics, Food Policy, German Journal of Agricultural Economics, International Food and Agribusiness Management Review, Journal of Agricultural and Environmental Ethics, Journal of Agricultural and Food Industrial Organization, Journal of Agricultural and Resource Economics, Journal of Economic Behavior and Organization, Industry and Innovation, Social Science and Medicine.

**ORGANIZATIONS:** Alexander von Humboldt Stiftung, American Association of Agricultural Economics, Agence National de la Recherche (Frankreich), Bundesministerium für Bildung und Forschung, Dutch Research Council (NWO), Fritz-Thyssen Foundation, German Association of Agricultural Economics, German Research Foundation, Italian Committee for Research Evaluation, Leibniz Gemeinschaft, Methusalem Program (Belgium), Studienstiftung des deutschen Volkes, Swiss National Science Foundation, Universities in Austria, Denmark, Finland, Germany, Sweden, USA.

## MEMBERSHIP

Agricultural & Applied Economics Association, European Association of Agricultural Economists, Gamma Sigma Delta Honor Society of Agriculture, German Association of Agricultural Economics.

## UNIVERSITY SERVICE

Academic Director, Master Program in Consumer Science (formerly Consumer Affairs), Technical University Munich, 2009 - .

Dean of Studies, TUM School of Life Sciences, Study Division Agricultural and Horticultural Sciences, 2017-2020.

Vice Dean, TUM School of Management, Technical University Munich, 2013-16, 2016-19.

Member, Senate, University of Kiel 2006-07.

Member, Faculty Council, School of Agricultural and Nutrition Sciences, University Kiel, 2004-07.