

**DANIELE ASIOLI****Address and contacts**


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Department of Agri-Food Economics and Marketing  
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 Earley Gate  
 Whiteknights Road  
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**Current Academic Appointment**

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- Associate Professor in Agri-Food Economics and Marketing 2022 - now  
*Department of Agri-Food Economics and Marketing - School of Agriculture, Policy and Development - University of Reading, United Kingdom*

**Education**

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- PhD Agri-Food Economics and Policy 2009  
*University of Bologna, Italy - University of Guelph, Canada*
  - BSc and MSc Food Science and Technology 2002  
*University of Bologna, Italy*

**Research Interests**


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Agribusiness; Agricultural Economics; Applied Multivariate Statistics; Behavioral Economics; Consumer Co-design; Consumer Research; Consumer Psychology; Data Analysis; Emerging Food Issues; Experimental Design; Experimental Economics; Food Marketing; Food Policy; Individual Differences; Neuroeconomics; New Food Product Development; New Food Technology; Research Methodologies; Sensory Science.

**Awards, Scholarships, Fellowships and Achievements**

- 
- Fellow of the Higher Education Academy (HEA), *United Kingdom*, 2019.
  - Fellowship Erasmus+ Staff Teaching Mobility, *Norwegian University of Life Science, Norway*, 2019.
  - Fellowship Erasmus+ Staff Teaching Mobility, *University of Zagreb, Croatia*, 2015.

- Fellowship European Union FP7 Marie Skłodowska - Curie - IEF “NEFOMET: Innovative methodologies for new food product development: combining sensory science and experimental economics”, *Nofima AS, Norway*, 2014 - 2017.
- Fellowship of the project “CONSUMERCHECK: New practical methods for investigating consumers’ preferences in food studies”, *Nofima AS, Norway*, 2013.
- Fellowship of the project “COIN: New agricultural entrepreneurship between tradition and innovation”, *Cà Foscari University of Venice, Italy*, 2011 - 2012.
- Fellowship of the project “ECROPOLIS: Organic Sensory Information System (OSIS), documentation of sensory properties through testing and consumer research for the organic industry”, *University of Bologna, Italy*, 2009 - 2011.
- Scholarship Marcopolo Visiting PhD student, *University of Guelph, Canada*, 2008.
- Fellowship of the project “CLAMS ORGANIZATION: Analysis of the organizational systems of fishery producers of clams in the lagoons of Ravenna and Goro”, *University of Bologna, Italy*, 2008.
- Scholarship Marcopolo Visiting PhD student, *University of Guelph, Canada*, 2007.
- Fellowship of the project “SUSTAINABLE FISHERIES: Responsible fisheries and sustainability: economic and management implications. Multicriterial evaluation models for responsible fisheries”, *University of Bologna, Italy*, 2006.
- Fellowship of the project “MARINATED ELL PRODUCTION: Production of traditional marinade ell in the Comacchio valley”, *University of Bologna, Italy*, 2006.

### Previous Academic Appointments

- |  |             |
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| • Lecturer in Consumer Studies   | 2018 - 2021 |
| <i>Department of Agri-Food Economics and Marketing - School of Agriculture, Policy and Development - University of Reading, UK</i> |             |
| • Visiting Lecturer  | 2023        |
| <i>University of Bologna, Bologna, Italy</i>   |             |
| • Visiting Lecturer  | 2023        |
| <i>University of Naples Federico II, Italy</i>   |             |
| • Visiting Lecturer  | 2023        |
| <i>Technological University Dublin, Dublin, Ireland</i>  |             |
| • Visiting Lecturer  | 2022        |
| <i>IAMZ – CIHEAM, Zaragoza, Spain</i>  |             |
| • Visiting Lecturer  | 2019 - 2020 |
| <i>Norwegian University of Life Science, Norway</i>  |             |
| • Visiting Lecturer  | 2020        |
| <i>Ho Chi Minh City University of Technology, Vietnam</i>  |             |
| • Visiting Researcher  | 2018 - 2019 |
| <i>Nofima AS, Norway</i>   |             |
| • Visiting Researcher  | 2017        |
| <i>Department of Agricultural Economics and Agribusiness - University of Arkansas, USA</i>   |             |
| • Visiting Researcher  | 2014        |
| <i>Korea University, Republic of Korea</i>   |             |
| • Marie-Sklodowska Curie Research Fellow   | 2014 - 2017 |

- Consumer and Sensory Science - Nofima AS, Norway*  
*School of Economics and Business - Norwegian University of Life Science, Norway*
- Post-Doctoral Fellow 2013  
*Consumer and Sensory Science - Nofima AS, Norway*
  - Post-Doctoral Fellow 2012  
*Department of Management - Ca' Foscari University of Venice, Italy*
  - Post-Doctoral Fellow 2009 - 2011  
*Department of Agricultural Economics and Engineering - University of Bologna, Italy*
  - Visiting PhD student 2007 - 2008  
*Department of Food, Agricultural and Resources Economics - University of Guelph, Canada*
  - PhD student 2005 - 2009  
*Department of Agricultural Economics and Engineering - University of Bologna, Italy*

#### **Articles Published in Refereed Journals** (total = 46)

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46. Areal, F., Asioli, D. (2023). "Heterogeneous Preferences and Consumer's Willingness to pay for Vitamin D Fortification of Eggs". *Agribusiness: An international Journal*.
  45. Aschemann-Witzel, J., Asioli, D., Banovic, M., Perito, M.A. Peschel, A.O. (2023). "Consumer Understanding of Upcycled Foods – Exploring Consumer-created Associations and Concept Explanations across Five Countries". *Food Quality and Preference*, 112, December, 10503.
  44. Walter, P., Asioli, D., Balcombe K. (2023). "Consumer Food Waste Decisions among United Kingdom and Thai Consumers: A Vignette Approach". *Qopen - A Journal of Agricultural, Climate, Environmental, Food, Resource, and Rural Development Economics*, 3(2): 1-21.
  43. Walter, P., and Asioli, D. (2023). "British and Thai Consumer Plate Waste Behaviour: A Qualitative Comparison". *Food and Applied Bioscience Journal*, 11.
  42. Nguyen, Q.C., Asioli, D., Varela, P., and Næs, T. (2023) "Comparison of Different Ways of Handling Consumer Segments using L-shaped Data". *Journal of Sensory Studies*.38(4):1-14.
  41. Asioli, D., Zhou, X., Halmemies-Beauchet-Filleau, A., Aila Vanhatalo, Givens, I., Rondoni, A., Turpeinen, A., (2023). "Consumers' Valuation for Low-Carbon and Low – Saturated Fat Emission Butter". *Food Quality and Preference*, 108, May, 104859.
  40. Aschemann-Witzel, J., Asioli, D., Banovic, M., Perito, M.A. Peschel, A.O., Stancu, V. (2023). "Defining Upcycled Food: The Dual Role of Upcycling in Reducing Food Loss and Waste". *Trends in Food Science and Technology*, 132, February, 132-137.
  39. Asioli, D., Banovic, M., Barone, A.M., Grasso, S., Nayga, R. (2023). "European Consumers' Valuation for Hybrid Meat: Does Information Matter?". *Applied Economic Perspectives and Policy*, 45(1): 44-62.
  38. Asioli, D., Fuentes-Pila, J., Alarcon, S., Han, J., Liu, J., Hocquette, J.F., Nayga, Jr, R., (2022). "Consumers' Valuation of Cultured Beef Burger: A Multi-Country Investigation Using Choice Experiments". *Food Policy*, 112, October, 102376.
  37. Aschemann-Witzel, J., Asioli, D., Banovic, M., Perito, M.A. Peschel, A.O. (2022). "Communicating Upcycled Foods: Frugality Framing Supports Acceptance of Sustainable Product Innovations". *Food Quality and Preference*, 100, September, 104596.

36. Grasso, S., Asioli, D., Smith, R. (2022). “*Consumer Co-Creation of Hybrid Meat Products: A Cross-Country European Survey*”. *Food Quality and Preference*, 100, September: 104586.
35. Asioli, D., Bazzani, C., Nayga, R. Jr. (2022). “*Are Consumers Willing to Pay for In-Vitro Meat? An Investigation of Naming Effects*”. *Journal of Agricultural Economics*, 73(2): 356-375.
34. Banovic, M., Barone, A. M., Asioli, D., Grasso, S., (2022). “*Enabling Sustainable Plant-forward Transition: European Consumer Attitudes and Intention To Buy Hybrid Products*”. *Food Quality and Preference*, 96, March: 104440.
33. Asioli, D., Nguyen, Q.C., Varela, P., Næs, T. (2022). “*Comparison of Different Ways of Handling L-shaped Data for Integrating Sensory and Consumer Information*”. *Food Quality and Preference*, 96, March: 104426.
32. Rondoni, A., Grebitus, C., Millan, E., Asioli, D. (2021). “*Exploring Consumers’ Perception of Plant-Based Eggs using Concept Mapping and Semantic Network Analysis*”. *Food Quality and Preference*, 94, December: 104327.
31. Rondoni, A., Millan, E., Asioli, D. (2021). “*Plant-based Eggs: Views of Industry Practicioners and Experts*”. *Journal of International Food & Agribusiness Marketing*, 34(5): 564-587.
30. Rondoni, A., Millan, E., Asioli, D. (2021). “*Consumers’ Preferences for Intrinsic and Extrinsic Product Attributes of Plant-based Eggs: An Exploratory Study in the United Kingdom and Italy*”. *British Food Journal*, 123(11): 3704-3725.
29. Barone, A. M., Banovic, M., Asioli, D; Wallace, E., Ruiz-Capillas, C., Grasso, S., (2021). “*The Usual Suspect: How to Co Create Healthier Meat Products*”. *Food Research International*, 143, May: 110304.
28. Asioli, D., Grasso, S., (2021). “*Do Consumers Value Food Products Containing Upcycled Ingredients? The Effect of Nutritional and Environmental Information*”. *Food Quality and Preference*, 91, July 2021, 104194.
27. Asioli, D., Mignani, A., Alfnes, F., (2021). “*Quick and Easy? Respondent Evaluations of the Becker-DeGroot-Marschak (BDM) and Multiple Price List (MPL) Valuation Mechanisms*”. *Agribusiness: An International Journal*: 37(2): 215– 234.
26. Rondoni, A., Asioli, D. Millan, E., (2020). “*Consumers’ Behaviour, Perceptions, and Preferences toward Eggs: A Review of the Literature and Discussion of Industry’s Implications*”. *Trends in Food Science and Technology*, 106 (December): 391-401.
25. Grasso, S., Asioli, D., (2020). “*Consumers’ Preferences for Upcycled Ingredients: A Case Study with Biscuits*”. *Food Quality and Preference*, 84 (September), 10395.
24. Asioli, D., Aschemann – Witzel, J., Nayga, R. Jr. (2020). “*Sustainability-Related Food Labels*”. *Annual Review of Resource Economics*, 12, 171-185.
23. Almli, V., Asioli, D., Rocha, C., (2019). “*Organic Consumer Choices for Nutrient Labels on Dried Strawberries among Different Health Attitude Segments in Norway, Romania and Turkey*”. *Nutrients* 11(12): 2951.
22. Asioli, D., Rocha, C., Wongprawmas, R., Popa, M., Gogus, F., Almli, V., (2019). “*Microwave or Air-dried? Consumers’ Stated Preferences and Attitudes for Organic Dried Strawberries. A Multi-country Investigation in Europe*”. *Food Research International*, 120, 763:775.
21. Asioli, D., Wongprawmas, R., Pignatti, E., Canavari, M. (2018). “*Can Information Affect Sensory Perceptions? Evidence From a Survey on Italian Organic Food Consumers*”. *AIMS Agriculture and Food*, 3(3):327-344.
20. Asioli, D., Berget, I., Næs, T. (2018). “*Comparison of Different Clustering Methods for Investigating Individual Differences using Choice Experiments*”. *Food Research International*, 111: 371-378.

19. Pomarici, E., Asioli, D., Vecchio, R., Naes, T. (2018). "Young Consumers' Preferences for Water Saving Wines: An Experimental Study". *Wine Economics and Policy*, 7:65-76.
18. Varela, P., Berget, I., Hersleth, M., Carlehøg, M., Asioli, D., Næs, T. (2017). "Projective Mapping Based on Choice or Preference: An Affective Approach to Projective Mapping". *Food Research International*, 100 (Part 2): 241-251.
17. Asioli, D., Aschemann-Witzel, J., Caputo, V., Vecchio, R., Annunziata, A., Næs, T., Varela, P., (2017). "Making Sense of the "Clean Label" Trends: A Review of Consumer Food Choice Behavior and Discussion of Industry Implications". *Food Research International*, 99(1):58-71.
16. Asioli, D., Varela, P., Almli, V. L., Hersleth, M., Olsen N.V., Næs, T., (2017). "A Discussion of Recent Methodologies for Combining Extrinsic and Sensory Properties in Consumer Studies". *Food Quality and Preference*, 56(B):266-273.
15. Asioli, D., Næs, T., Øvrum, A., Almli, V. L. (2016). "Comparison of Rating-based and Choice-based Conjoint Analysis Models. A Case Study Based on Preferences for Iced Coffee in Norway". *Food Quality and Preference*, 48, Part A: 174-184.
14. Asioli, D., Almli, V. L., Næs, T., (2016). "Comparison of Two Different Strategies for Investigating Individual Differences Among Consumers in Choice Experiments. A Case Study Based on Preferences for Iced Coffee in Norway". *Food Quality and Preference*, 54:79-89.
13. Asioli, D., Alfnes, F. (2016). "The Norwegian Food Market: Main Issues and Trends". *British Food Journal*, 118(10):2358.
12. Hemmerling, S., Asioli, D., Spiller, A., (2016). "Core Organic Taste: Preferences for Naturalness-related Sensory Attributes of Organic Food Among European Consumers". *Journal of Food Products Marketing*, 22(7):824-850.
11. Boecker, A., Asioli, D., (2016). "Could There Be Unintended Effects of Government Support for Seafood Traceability Implementation on Business Planning? Results of a Survey Among Italian Fishery Businesses". *Journal of Fisheries Science*, 10(3):66-76.
10. Asioli, D., Canavari, M., Malaguti, L., Mignani, C. (2016). "Fruit Branding: Exploring Factors Affecting Adoption of the New Pear Variety Angelys® in Italian Large Retail". *International Journal of Fruits Science*, 16(3): 284-300.
9. Bazzani, C., Asioli, D., Canavari, M., Gozzoli, E. (2016). "Consumer Perceptions and Attitudes Towards Farmers' Markets: The Case of a Slow Food "Earth Market"®. *Economia Agroalimentare*, 3:283-302.
8. Asioli, D., Boecker, A., Canavari, M. (2014). "On the Linkages Between Traceability Levels and Expected and Actual Traceability Costs and Benefits in the Italian Fishery Supply Chain". *Food Control*, 46:10-17.
7. Asioli, D., Næs, T., Granli, B.S., Almli, V. L. (2014). "Consumer Preferences for Iced Coffee Determined by Conjoint Analysis: An Exploratory Study with Norwegian Consumers". *International Journal of Food Science & Technology*, 49(6): 1565-1571.
6. Asioli, D., Canavari, M., Pignatti E., Obermowe, T., Sidali, K. L., Vogt, C., Spiller, A. (2014). "Sensory Experiences and Expectations of Italian and German Organic Consumers". *International Journal of Food and Agribusiness Marketing*, 26(1): 13 – 27.
5. Asioli, D., Canavari, M., Pignatti E. (2012). "Sensory Attributes and Marketing: Italian Organic Producers' Perspective". *Die Bodenkultur - Journal for Land Management, Food and Environment*, 63(2):7-16.

4. Wongprawmas, R., Canavari, M., Rainer, H. Asioli, D. (2012). “*The Perception of European Gatekeepers Toward Thai Fruit and Coffee Products with EU Geographical Indications*”. International Journal of Food and Agribusiness Marketing 24 (3):185-200.
3. Asioli, D., Boecker, A., Canavari, M. (2011). “*Perceived Traceability Costs and Benefits in the Italian Fisheries Supply Chain*”. International Journal of Food System Dynamics. 4(2):357-375.
2. Hingley, M., Mikkola, M., Canavari, M., Asioli, D. (2011). “*Local and Sustainable Food Supply: The Role of European Retail Consumer Co-operatives*”. International Journal of Food System Dynamics. 4(2):340-356.
1. Asioli, D., Canavari, M., Castellini, A., De Magistris, T., Gottardi, F., Lombardi, P., Pignatti, E., Spadoni R. (2011). “*The Role of Sensory Attributes in Marketing Organic Food: Findings From a Qualitative Study on Italian Consumers* “. Journal of Food Distribution Research. XLII (1): 16 - 21.

### Courses Taught

#### University of Reading, United Kingdom

BSc, Module convenor:

AP2EQ5 - Research Methods and Data Analysis	2018 - now
AP3EC4 - Contemporary Issues in Consumer Behaviour and Marketing	2018 - now
AP1EF2 - The Food Business	2021 - now
AP2EE4 - Economics III	2020

BSc, Sessional lecturer:

AP3EB3 - Supply Chain Management	2023
FB2IFC - Issues in Food Choice	2023

MSc, Sessional lecturer:

APME79 - Nudging & Behavioral Change	2020 – 2022
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#### University of Bologna, Italy

2023

PhD summer school in “Production and Consumption of Vegetable Processed Products”, Sessional lecturer:

“Consumer Behaviour, and Marketing of Vegetables Processed Products”

#### University of Naples Federico II, Italy

2023

MSc Summer School, Lecturer

“Applied discrete choice experiments on innovative food products”

#### Technical University Dublin, Ireland

2023

Erasmus Mundi Joint Master’s degree “Food Innovation and Product Design”

“Consumer Valuation for Innovative Food Products: Methods and Case Studies”

#### IAMZ – CIHEAM, Spain

2022

MSc, Sessional lecturer:

“Logistics of Food Products”

#### Ho Chi Minh City University of Technology, Vietnam

2020

BSc, Sessional lecturer:

*“Experimental Design and Data Processing”*

Norwegian University of Life Science, Norway 2019

MSc, Sessional lecturer:

*“Sensory Analysis and Consumer Research”*

Universidad Politécnica de Madrid, Spain 2018

MSc, Sessional lecturer:

*“Consumer valuation for new food products; Choice Experiments: An introduction”*

University of Zagreb, Croatia 2015

MSc, Sessional lecturer:

*Consumer behaviour; New food product development; Choice Experiments*

University of Bologna, Italy 2011

BSc, Sessional lecturer:

*“Marketing Management”***Graduate and Undergraduate Students Advising***PhD Students**Completed (total = 3)*

1. Ponjan Pinpart, University of Reading, UK, supervisor.
2. Agnese Rondoni, University of Reading, UK, co-supervisor.
3. Charles Domician, University of Reading, UK, co-supervisor.

*Current (total = 5)*

1. Aniket Gawai, University of Reading, UK, supervisor.
2. Maxwell Dzudzor, University of Reading, UK, supervisor.
3. Dharmendra Pothuri, University of Reading, UK, co-supervisor.
4. Opeyemi Ilori, University of Reading, UK, co-supervisor.
5. Asmaa Alhujaili, University of Reading, UK, co-supervisor.

*MSc Students**Completed (total = 14)*

1. Patcharawan Meeasa, University of Reading, UK, supervisor, 2020.
2. Frederick Sippings, University of Reading, UK, supervisor, 2020.
3. Jia Han, University of Reading, UK, supervisor, 2020.
4. Maria Pappa, University of Reading, UK, supervisor, 2021.
5. Dillon Fabian Fallil, University of Reading, UK, supervisor, 2021.
6. Lizzy Cullen, University of Reading, UK, supervisor, 2021.
7. Epa Ndahimana, University of Reading, UK, supervisor, 2021.
8. Tambi Arrey Emmanuel Besong, University of Reading, UK, supervisor, 2022.
9. Mihiri Kalansuriya, University of Reading, UK, supervisor, 2022.
10. Megan Powell, University of Reading, UK, supervisor, 2022.

11. Victoria Fojtl, University of Reading, UK, supervisor, 2023.
12. Richard Stephenson, University of Reading, UK, supervisor, 2023.
13. Eriko Takeuchi, University of Reading, UK, supervisor, 2023.
14. Chenwei Zang, University of Reading, UK, supervisor, 2023.

### *BSc Students*

#### *Completed (total = 41)*

1. Mattia Morelli, University of Bologna, Italy, co-supervisor, 2010.
2. Luca Malaguti, University of Bologna, Italy, co-supervisor, 2011.
3. Chiara Balboni, University of Bologna, Italy, co-supervisor, 2011.
4. Elisabetta Gozzoli, 2011, University of Bologna, Italy, co-supervisor, 2011.
5. Ellie Beavan, University of Reading, UK, supervisor, 2019.
6. Clare Bailey, University of Reading, UK, supervisor, 2019.
7. Katrina Carter, University of Reading, UK, supervisor, 2019.
8. William J Holland, University of Reading, UK, supervisor, 2019.
9. Guy Lloyd, University of Reading, UK, supervisor, 2019.
10. David Price, University of Reading, UK, supervisor, 2019.
11. Olivia Jump, University of Reading, UK, supervisor, 2019.
12. William Holland, University of Reading, UK, supervisor, 2019.
13. Raweya Al Naseeb, University of Reading, UK, supervisor, 2020.
14. Rory Harris, University of Reading, UK, supervisor, 2020.
15. Lily O Jamieson, University of Reading, UK, supervisor, 2020.
16. Ashraf Nouh, University of Reading, UK, supervisor, 2020.
17. Vansika Parekh, University of Reading, UK, supervisor, 2020.
18. Rolando Saulli, University of Reading, UK, supervisor, 2020.
19. Jiranan Sornnok, University of Reading, UK, supervisor, 2020.
20. Jim Keane, University of Reading, UK, supervisor, 2020.
21. David Aniculaesei, University of Reading, UK, supervisor, 2021.
22. Charles T Ellis, University of Reading, UK, supervisor, 2021.
23. Olivia Hall, University of Reading, UK, supervisor, 2021.
24. Panagiota Kallenou, University of Reading, UK, supervisor, 2021.
25. Florence Knight, University of Reading, UK, supervisor, 2021.
26. Rahul S Patel, University of Reading, UK, supervisor, 2021.
27. Brendon Reynolds, University of Reading, UK, supervisor, 2021.
28. Luca Salinardi, University of Reading, UK, supervisor, 2021.
29. Xavier Yeats-Brown, University of Reading, UK, supervisor, 2021.
30. Masie Bruce, University of Reading, UK, supervisor, 2021 - 2023.
31. Christos Gillourou, University of Reading, UK, supervisor, 2022.
32. Disha Tilokani, University of Reading, UK, supervisor, 2022.
33. Lucy Osborne, University of Reading, UK, supervisor, 2022.
34. Sophie Eckley, University of Reading, UK, supervisor, 2022.
35. Aledja Beqiri, University of Reading, UK, supervisor, 2022.
36. Ahmed, Zara, University of Reading, UK, supervisor, 2023.
37. Hou, Peidong, University of Reading, UK, supervisor, 2023.



38. Underwood, Ruby, University of Reading, UK, supervisor, 2023.
39. Warburton-Smith, Tristan, University of Reading, UK, supervisor, 2023.
40. Willis, Lauren, University of Reading, UK, supervisor, 2023.
41. Green, Carraig, University of Reading, UK, supervisor, 2023.

*Current (total = 2)*

1. Mohammed Miller, University of Reading, UK, supervisor, 2024.
2. Nikkie Hobbins, University of Reading, UK, supervisor, 2024.

*Visiting Students and Researchers*

*Completed (total = 3)*

1. Sabrina Spartano, University of Pisa, Italy, supervisor, 2020.
2. Giacomo Rossetti, University of Bologna, Italy, supervisor, 2023.
3. Anna Kristina Edenbrandt, Swedish University of Agricultural Science, Sweden, supervisor, 2023.

**Grant Activity as Principal Investigator** (*total funded research projects = 5; total award amount = Euros 1,080,800*)

<b>Year</b>	<b>Duration (months)</b>	<b>Title</b>	<b>Source</b>	<b>Total Amount (Euros)</b>
2007	4	Assessing the qualitative business value of a traceability system in the fishery supply chain: A comparison between Northern Adriatic Sea and Great Lakes	University of Bologna	5,400
2008	4	Assessing the quantitative business value of a traceability system in the fishery supply chain: A comparison between Northern Adriatic Sea and Great Lakes	University of Bologna	5,400
2013	6	CONSUMERCHECK	Research Council of Norway	11,000
2014 - 2017	24	NEFOMET	European Commission	218,000
2020 - 2023	36	MILDSUSFRUIT: Innovative mild processing tailored to ensure sustainable and high-quality organic fruit products	Susfood2: Core Organic	841,000
<b>Total</b>				<b>1,080,800</b>

**Grant Activity as Co-Investigator** (*total funded research projects = 13; total award amount = Euros 6,138,804*)

<b>Year</b>	<b>Duration (months)</b>	<b>Title</b>	<b>Source</b>	<b>Total Amount (Euros)</b>
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2019	12	HEALTH-SNAP: Healthy eating by freshly made snacks personalized according to individual preferences	European Institute of Technology (EIT)	350,000
2019	12	Dairy products with reduced saturated fatty acids	European Institute of Technology (EIT)	100,000
2019	6	“Made with food by-products” – The role of “food waste claim” on consumers’ preferences and willingness to pay for sustainable snacks made with defatted sunflower seeds	Pump Priming Research Grant – University of Reading	1,750
2020	12	ONCOFOOD: New food solutions for cancer patients	European Institute of Technology (EIT)	526,438
2020	12	HEALTH-SNAP: Healthy eating by freshly made snacks personalized according to individual preferences	European Institute of Technology (EIT)	703,301
2020	12	SMART TAGS for improving consumer interaction in food value chain	European Institute of Technology (EIT)	696,453
2020	12	Consumer attitudes towards healthier processed meat products	European Institute of Technology (EIT)	389,583
2020	12	Impact on sustainability, shelf life and nutritional value by vertically farmed leafy greens via a new local supply chain	European Institute of Technology (EIT)	729,415
2020	6	Prospective in choice experiments	Pump Priming Research Grant – University of Reading	4,061
2022	8	Putting comfort into healthy and sustainable food: Co-creating appealing presentations of healthy and sustainable food to promote its consumption-	Institute for Food, Nutrition and Health (IFNH)	1,566
2022 – 2024	36	Hi-Fi Bread: Increasing UK Dietary Fibre - The Case for the Great White British Loaf	Transforming UK Food Systems for healthy people and a healthy environment	1,824,939

2023 – 2027	48	Efficacy, application and consumer acceptance of plant-based proteins for metabolic health	FoodBioSystems DTP	NA
2023 - 2025	24	Realigning UK Food Production and Trade for Transition to Healthy and Sustainable Diets	UKRI	696,804
<b>Total</b>				<b>6,138,804</b>

### Seminars Released

University of Naples Federico II (Italy, 2023); University of Bologna (Italy, 2022); University of Naples Federico II (Italy, 2022); Ho Chi Minh City University of Technology (Vietnam, 2021); HealthGrainForum (Finland, 2021); Aarhus University (Denmark, 2021); University of Parma (Italy, 2020); Nofima AS (Norway, 2020); Nofima AS (Norway, 2019); University of Reading (UK, 2019); University of Verona (Italy, 2018); Parthenope University of Naples (Italy, 2017); University of Arkansas (USA, 2017); Norwegian University of Life Science (Norway, 2016); Technical University of Munich (Germany, 2016); University of Bologna (Italy, 2015); Norwegian University of Life Science (Norway, 2015); Korea University (Republic of Korea, 2014); Nofima AS (Norway, 2012), University of Bologna (Italy, 2012); University of Bologna (Italy, 2010).

### Visiting Researcher

University of Naples Federico II, Italy (July, 2023); University of Bologna, Italy (June, 2023); University of Naples Federico II, Italy (May, 2023); Technical University of Dublin, Ireland (May, 2023); University of Verona, Italy (April, 2023); University of Bologna, Italy (December, 2022); University of Naples Federico II, Italy (June, 2022); Ho Chi Minh City University of Technology, Vietnam (January, 2020); Nofima AS, Norway (June, 2019); Nofima AS, Norway (June, 2018); Universidad Politécnica de Madrid, Spain (February, 2018); University of Verona, Italy (March, 2018); Parthenope University of Naples, Italy (June, 2017); University of Arkansas, US (January-June 2017); Technical University of Munich, Germany (Germany, 2016); University of Zagreb, Croatia (December, 2015); Korea University, Republic of Korea (May, 2014); Nofima AS, Norway (June, 2012)

### Conferences/Workshops/Webinar Presentations

1. “XIX<sup>th</sup> European Symposium on the Quality of Eggs and Egg Products” and the “XXV<sup>th</sup> European Symposium on the Quality of Poultry Meat”, Poland, 2023.
2. XVII EAAE Congress, Rennes, France, 2023.
3. American Agricultural Economics Association (AAEA) Annual Meeting, USA, 2023.
4. 15<sup>th</sup> Pangborn Sensory Science Symposium, France, 2023.
5. EUROSENSE Conference, Finland, 2022.
6. EAAE Seminar 183: Experimental and Behavioural Economics Research in Agri-Food and the Environment, Croatia, 2022.
7. American Agricultural Economics Association (AAEA) Annual Meeting, United States, 2022
8. The Annual Conference of the Agricultural Society Conference (AES), Belgium, 2022.
9. European Federation of Animal Science (EAAP) Webinar Series, 2022.
10. American Agricultural Economics Association (AAEA) Annual Meeting, United States, 2021.
11. XVI EAAE Virtual Congress, Czech Republic, 2021.

12. HealthGrain Forum (HGF), Italy, 2021.
13. The Annual Conference of the Agricultural Economics Society (AES), United Kingdom, 2021.
14. 5<sup>st</sup> International Scientific Conference on Cultured Meat, The Netherlands, 2019.
15. Foodnavigator: Online Conference on Clean Label 2019, United Kingdom, 2019.
16. American Agricultural Economics Association (AAEA) Annual Meeting, United States, 2019.
17. EAAE Seminar 168: Behavioural Perspectives in Agricultural Economics and Management, Sweden, 2019.
18. American Agricultural Economics Association (AAEA) Annual Meeting, United States, 2018.
19. 37<sup>th</sup> Meeting of the European Group of Process Tracing Studies in Judgment and Decision Making, Denmark, 2018.
20. Foodnavigator: Online Conference on Clean Label 2018, United Kingdom, 2018.
21. 3<sup>st</sup> Norwegian Food Market Conference, Norway, 2017.
22. StatFood2017 Conference, Italy, 2017.
23. XV EAAE Congress, Parma, Italy, 2017
24. 1<sup>st</sup> Afrosense Conference, South Africa, 2015.
25. 11<sup>th</sup> Pangborn Sensory Science Symposium, Goteborg, Sweden, 2015.
26. 2<sup>st</sup> Norwegian Food Market Conference, Norway, 2015.
27. 3<sup>rd</sup> International Food Marketing Research Symposium, Denmark, 2014.
28. 1<sup>st</sup> Norwegian Food Market Conference, Norway, 2013.
29. MAPP Workshop, Denmark, 2012.
30. 5<sup>th</sup> International European Forum on System Dynamics and Innovation in Food Networks, Austria, 2011.
31. 4<sup>th</sup> International European Forum on System Dynamics and Innovation in Food Networks, Austria, 2010.
32. 9<sup>th</sup> Wageningen International Conference on Chain and Network Management, The Netherlands, 2010.
33. Food Traceability Safety and Traceability Symposium, Canada, 2007.

### **Speakers Conferences Invitations**

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- Guest Plenary Speaker: “*The 15<sup>th</sup> Pangborn Sensory Science Symposium*”, 20<sup>th</sup> – 24<sup>th</sup> August 2023, Nantes, France, 2023.
- Guest Plenary Speaker: “*XIX<sup>th</sup> European Symposium on the Quality of Eggs and Egg products*” and “*XXV<sup>th</sup> European Symposium on the Quality of Poultry Meat*”, 7<sup>th</sup> – 9<sup>th</sup> September 2023, Kraków, Poland, 2023.

### **Conferences/Workshops/Symposiums Organization**

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- Organizer: “*2<sup>st</sup> Norwegian Food Market Conference*”, Norway, 2015.
- Promoter and Organizer: “*Workshop in Choice experiment in food, environment and economics sciences*”, Norway, 2015.
- Promoter and Organizer: “*Consumer-led product development. The interactions of intrinsic and extrinsic product attributes*”, Pangborn Conference, Sweden, 2015.
- Co-Organizer: “*Food Traceability Safety and Traceability Symposium – Session “Traceability in the Seafood Sector*”, Canada, 2007.

### **Research Projects Experiences**

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- European projects:
  - MILDSUSFRUIT: Innovative mild processing tailored to ensure sustainable and high quality organic fruit products, *University of Reading (UK)*, 2021-2023.
  - SMART TAGS for improving consumer interaction in food value chain, *University of Reading (UK)*, 2020.
  - Consumer attitudes towards healthier processed meat products, *University of Reading (UK)*, 2020.
  - Impact on sustainability, shelf life and nutritional value by vertically farmed leafy greens via a new local supply chain, *University of Reading (UK)*, 2020.
  - ONCOFOOD: New food solutions for cancer patients, *University of Reading (UK)*, 2020.
  - HEALTH-SNAP: Healthy eating by freshly made snacks personalized according to individual preferences, *University of Reading (UK)*, 2019 and 2020.
  - Dairy products with reduced saturated fatty acids, *University of Reading (UK)*, 2019.
  - ECOBERRIES: Ensuring quality and safety of organic food along the processing chain, *Nofima AS (Norway)*, 2016-2018.
  - NEFOMET, *Nofima AS (Norway)*, 2014-2017.
  - ECROPOLIS, *University of Bologna (Italy)*, 2009-2011.
  - E-TRUST: Building trust for quality assurance in emerging markets for food chains, *University of Bologna (Italy)*, 2009.
- National projects:
  - Realigning UK Food Production and Trade for Transition to Healthy and Sustainable Diets, *University of Reading (United Kingdom)*, 2023-2025.
  - Increasing UK Dietary Fibre - The Case for the Great White British Loaf, *University of Reading (United Kingdom)*, 2022-2024
  - Neither Real nor Hypothetical: Prospective Choice Experiments, *University of Reading (United Kingdom)*, 2020.
  - “Made with food by-products” – The role of “food waste claim” on consumers’ preferences and willingness to pay for sustainable snacks made with defatted sunflower seeds, *University of Reading (United Kingdom)*, 2019.
  - CONSUMERCHECK, *Nofima AS (Norway)*, 2013.
  - COIN, *Cà Foscari University of Venice (Italy)*, 2011-2012.
  - ANGELYS, *University of Bologna (Italy)*, 2011.
  - CLAMS ORGANIZATION, *University of Bologna (Italy)*, 2008.
  - TRACEABILITY IN GREAT LAKES, *University of Bologna (Italy)*, 2007-2008.
  - SUSTAINABLE FISHERIES, *University of Bologna (Italy)*, 2006.
  - MARINATED ELL PRODUCTION, *University of Bologna (Italy)*, 2006.

### **Other European Project Management Experiences**

- CONNECT, 2004-2006; FISH.LOG, 2004-2006; ADRI.BLU, 2004-2006; ADRI.FISH, 2004-2005  
*Emilia Romagna Regional Government, Italy.*
- MOTOR, 2012-2014; *Ravenna Provincial Government, Italy.*

### **Patents**

- Software:  
*ConsumerCheck – A free open source data analysis tool, Norway, 2013-2018.*

- Food products:  
*Salty savory snack bar*, Italy, 2015-2017.

### Scientific Affiliations - Associations

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Agricultural & Applied Economics Association (AAEA).  
European Association of Agricultural Economists (EAAE).  
Agricultural Economics Society (AES).

### Academic, Professional and Scholarly Service

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- Program Director of BSC in Food Business and Marketing (FBM) -  
*University of Reading, UK* 2020 - now
- Expert evaluator for Horizon Europe 2020 - now
- Academic organizer of PhD Conference - *University of Reading, UK* 2019 - now
- Responsible Seminar Series – *Department of Applied Economics and Marketing - University of Reading, UK* 2019 - 2021
- Member of the Scientific Advisory Board of "Economia Agro-Alimentare" 2023 - now
- Associate Editor:  
Q Open – A Journal of Agricultural, Climate, Environmental, Food,  
Resource, and Rural Development Economics 2020 - now
- Member of the editorial board of Food Quality and Preference 2021 - now
- Guest Editor:  
British Food Journal (BFJ), Special issue 2016  
“2<sup>nd</sup> Norwegian Food Market Research Conference”, Norway
- Peer Review Service:  
Food Quality and Preference; Food Policy; Journal of Cleaner Production; European Review of  
Agricultural Economics; Journal of Consumer Policy; Q Open – A Journal of Agricultural, Climate,  
Environmental, Food, Resource, and Rural Development Economics; Agribusiness: An International  
Journal; Wine Economics and Policy; Food Control; Economia Agroalimentare; Food Research  
International; Journal of Food Science; Journal of Food Science and Technology; Journal of  
Consumer Affairs; Advances in Data Analysis and Classification; Appetite; Nature Food;  
Poultry Science; Bio-based and Applied Economics; Agricultural and Resource Economics Review.
- External Examiner (PhD):  
Chris Bryant (University of Bath, UK) 2020  
Petjon Ballco (University of Zaragoza, Spain) 2020
- Internal Examiner (PhD):  
Nur Muhammad (University of Reading, UK) 2019  
Oana Tanasache (University of Reading, UK) 2021  
Natthamon Suwannaprom (University of Reading, UK) 2023
- Confirmation of Registration (CoR):  
Natthamon Suwannaprom (University of Reading, UK) 2020  
Vicky Gerrard (University of Reading, UK) 2022  
Aline Rolim Alves da Silva (University of Reading, UK) 2023

### **Consultancies and Food Industries Experiences**

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- Apofruit, Italy; Scardovari Consortium, Italy; Romagnola SRL, Italy; Surgital SPA, Italy; Macefruit, Italy; Valio Ltd, Finland; Orkla Foods Norge, Norway; Tine SA, Norway; Pepsico, UK; ASDA, UK; Tesco; UK, Lacey Family Farm, UK; Symrise, UK; Ella Kitchen, UK; Hotel Chocolate, UK; The Big Penny, UK; Resource Thinking, Switzerland; ABP Group, UK; Coop Italian, Italy.

### **ICT and Data Analysis Skills**

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- Office Programs: *Word, Excel and PowerPoint.*
- Internet Explorer, Firefox and Google Chrome.
- Statistical software packages: *STATA, JASP, SPSS, XLStat, Nlogit, ConsumerCheck, Ngene, R, PanelCheck, Minitab and Unscrambler.*
- Online Survey Platforms: *Qualtrics and EyeQuestion.*
- References managers: *EndNote and Mendeley.*

### **Language skills**

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- Italian: *Native.*
- English: *Excellent capacities in writing, reading, listening and speaking.*

### **References**

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