2017 AARES Distinguished Fellow

Professor Ellen Goddard

Professor Ellen Goddard is Cooperative Chair in Agricultural Marketing and Business, University of Alberta (since December 2000). She obtained her Bsc and Msc in Agricultural Economics from the University of Guelph and a PhD in Agricultural Economics from La Trobe University in Melbourne. She previously worked at the University of Melbourne, Australia (1997 to 2000) and the University of Guelph (1983 to 1997). She led a national research network on Consumer and Market Demand for Food for Agriculture and Agri-Food Canada for ten years ending in 2014. Over the past 30 years Professor Goddard's research has been focused on economic modeling of consumer behaviour in domestic and international markets for food products (particularly meat and other livestock products) for policy analysis purposes. Her current research includes various aspects of how people (farmers and the public) behave - including responses to food safety incidents, demand/supply for credence attributes, traceability and certification and responses to the introduction of new technologies in agriculture. A common theme in her research is the importance of trust – in farmers, in input suppliers, in government, in scientists (and in veterinarians) – in, for example, ameliorating public concerns about the use of genetic technologies, antibiotics, hormones and vaccination in livestock industries.

Professor Goddard has been a continuous and long-time member of AARES, with distinguished AARES academic, policy and service contributions ranging from Service as the Chair of the Victorian Branch, service on various awards committees, and most recently an invited speaker at the 2013 and 2015 AARES Conferences and on the 2016 AARES at the AAEA organized symposium. She also regularly sends her postgraduate students to AARES conferences.

Perhaps Professor Goddard's most significant contributions are as an economist who is able to bridge the gap between life sciences, economics and policy. She has brought economics into research on animal and meat science, genomics, consumer and health sciences.