

AARES Pre-conference Workshop  
**Evidence-based Farm and Food Policy in an Era of Fake News**

Melbourne Convention and Exhibition Centre  
Clarendon St, South Melbourne  
**Tuesday, 12 February 2019**

### OVERVIEW

This full-day pre-conference workshop will focus on the role of scientific evidence and other expert opinion in the determination of agricultural and food production “technologies” in use given the importance of public perceptions and roles played by organized opposition and by food system intermediaries.

The program for the workshop will feature presentations from six highly distinguished speakers, including a who’s who of economists who work on agricultural and food policy around the world:

- *The Benefits of Multiple-Win Technologies in Agri-Food Systems*  
Shenggen Fan, Director-General, IFPRI
- *How Misinformation about Agriculture Threatens Sustainability and Innovation*  
Alison Van Eenennaam, University of California, Davis
- *How Social and Commercial Media Affect Consumer Perception*  
Jill McCluskey, Washington State University
- *Rational Ignorance, Bad News and Food Policy*  
Jo Swinnen, Catholic University of Leuven
- *Should Public Opinion Be Considered in Public Policies Such as GM Labeling?*  
Ellen Goddard, University of Alberta
- *Economic Reasoning and Evidence for Policy Linking Food to Farms*  
Dan Sumner, University of California, Davis

Other distinguished economists will open the discussion on these presentations. More-complete details on the program and participants will be available soon on the Conference website.

The six main presentations will be followed by a general discussion in which all workshop participants will have an opportunity to contribute to the conversation about the way ahead, and how we might make more effective contributions to public policy. The workshop will close with a screening of the film ***Food Evolution***, hosted by Alison Van Eenennaam) who appears in the film.

Total seating capacity in this workshop is limited, and we expect it to attract considerable interest from other groups as well as AARES conference participants. Please register early to make sure of a place.

The organizers of the workshop (Julian Alston and Mal Wegener) are grateful for generous sponsorship support provided in cash by the Gardiner Foundation and in-kind by their home institutions.