

## **Agricultural Economics Society Centenary Conference**

Wadham College Oxford 23-25 March

### **Plenary Session: Implementing empirical research for sustainable and healthy food systems**

**Time and location:** 15:30-16:45, Tuesday 24 March, Room: South Schools, Examinations Schools

**Chair:** Frederic Ang (University of Reading and Co-Editor of the Journal of Agricultural Economics)

**Topic:** What does it take to build food systems that are both sustainable and healthy? Agricultural economists are working to answer this question, but the path from data to policy-relevant insight is fraught with challenges. This session convenes researchers tackling those obstacles head-on, addressing issues of measurement, identification, and data availability from both the production and consumption perspective.

**Format:** Five speakers each deliver a brief presentation of up to eight minutes, followed by an open Q&A with the audience.

#### **Speakers**

Paul Wilson (University of Nottingham) is Professor of Agricultural Economics and Director of the Centre for Food Policy and Foresight at the University of Nottingham, recognised for his expertise in the analysis of farm business performance, he led the contract for DEFRA's English Farm Business Survey (FBS) from 2006-2022 and regularly contributes to Government policy focused conferences and industry presentations. He is the 2025/26 Agricultural Economics Society President, and, following extensive experience in academic school leadership roles, he is currently an ESRC Research Fellow estimating farm household incomes from the Administrative Data | Agricultural Research Collection.

Jutta Roosen (Technical University of Munich) is Professor and Chair of Marketing and Consumer Research at TUM. Her research focuses on consumer behaviour and demand analysis. Her main interest is on cognitive aspects of perception and cultural influences on behaviour. Her work often deals with questions of food quality and safety, nutrition and health behaviour as well as sustainable consumption of energy and food.

Laure Kuhfuss (INRAE) is Junior Professor and Chair on Policy Instruments for a Greener CAP at INRAE (UMR SMART, Rennes) since December 2024. Her research aims to improve the understanding of farmers' behaviour and preferences to inform the design and evaluation of agri-environmental policies. She is an active member of the Research Network on Economic Experiments for the Common Agricultural Policy (REECAP).

Doris Läpple (University of Göttingen) is Professor and Chair of Economics of Sustainable Agri-Food Systems at the University of Göttingen, Germany. Her research focuses on climate change mitigation in agriculture, farmer decision-making, information provision, and agricultural policy, with a recent focus on farmers' protests and their implications for environmental policy design. She serves as Co-Editor of the Journal of Agricultural Economics and is a Board Member of the European Association of Agricultural Economists.

Lucie Maruejols (Kiel University) is Junior Professor for Computational Analytics and Modelling in Agricultural Policy at the Institute of Agricultural Economics at Kiel University. In her research, she investigates how machine learning can be used in Agricultural Economics. In particular, she is interested in agricultural and trade policy issues, analysing food security and the interface between agriculture and energy. This includes the introduction of renewable energy systems in the agricultural sector in Germany and energy poverty in Asia.