Dr. Cesar Revoredo-Giha
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Summary of professional skills and expertise

I am an agricultural and resource economist with specialisation in international trade, industrial organisation, and econometrics. In addition, I have worked in a broad number of areas related to food marketing, such as commodity markets, market structure, supplier reputation, supply chains, nutrition and market price determination. I also possess a strong academic and working background in macroeconomics, public finance, and in economic project appraisal (cost benefit analysis). I have strong background in quantitative methods (e.g., microeconometrics using large panel datasets) and in computer programming. My international work experience has provided me with exposure to multicultural environments.

Education and computer skills

1996-2001	University of California at Davis (USA), Ph.D. in Agricultural and Resource Economics. Dissertation title: "Storage and Commodity Price Behavior".
1990-1992	ILADES-Georgetown University. Master of Arts in Economics. Santiago, Chile.
1987-1988	Pontificia Universidad Catolica of Peru. Lima, Peru. Licenciado in Economics.
1983-1987	Pontificia Universidad Catolica of Peru. Lima, Peru. B.A. in Social Sciences with mention in Economics.

I am an advanced user of Windows related software (word processing, spreadsheets, programming in Excel and Access with Visual Basic). In addition, I have experience with statistical and econometric software (LIMDEP, GAMS, RATS, SAS, SPSS, TSP, Shazam) and experience as a programmer (Dbase, Gauss, Fortran, Visual Basic).

Languages

Spanish (native), English (fluent) and French (minimal working knowledge).

Academic awards

1997-1999	Gail and Ruth Olivier Fellowship (University of California, Davis)
1990-1992	Ford Foundation Fellowship (ILADES-Georgetown University)

Membership of professional bodies and other activities

Member of the Agricultural Economic Society (AES), European Association of Agricultural Economist (EAAE). Member of the steering committee of Eurochoices (joint journal of the AES and EAAE)

Full time employment

The Scottish Agricultural College, Land Economy and Environment Research Group, U.K. (Jun 2008 – Present). Title: Senior Economist and Team Leader of Food Marketing Research, **Responsibilities:** Lead the scientific development of Food Marketing Research in SAC and in coordination with the Head of Land Economy Research shape the research portfolio of the team. To develop effective links with representatives of the relevant stakeholder communities. To manage the staff of the team and be responsible for the Team's budget. To develop the capabilities of the team through encouraging staff development and also success in winning funds for research.

The Scottish Agricultural College, Land Economy Research Group, U.K. (Oct 2005 – May 2008). Title: Staff researcher, Food Marketing Research Team, **Responsibilities:** To develop, conduct, manage and report research undertaken in the field of agri-food marketing and policy; to design and develop research for SEERAD and other potential research clients (undertaken in collaboration with appropriate colleagues). Work carried out during this period included the analysis of the impact of the Common Agricultural Policy (CAP) reform on the Scottish Agriculture for the Scottish Executive - Environment and Rural Affairs Department (SEERAD), where I estimated (1) the relative efficiency of Scottish farms by farm type; (2) the change in output due to a change in the CAP support; (3) the performance of the red meat supply chain (sheep and cattle) in Scotland and to what extend this supply chain can be considered a collaborative one.

University of Cambridge, Centre for Rural Economics Research, U.K. (Jan 2004 – Sep 2005). Title: Research associate and affiliated lecturer, **Responsibilities:** My research involved the evaluation of the impact of changes in the EU agricultural policy on the UK agriculture and food sector. Work carried out during this period included a report for Defra (UK Department for Environment Food and Rural Affairs) together with the Rural Business Unit group, evaluating the impact that changes in the EU sugar quota would have on UK sugar industry; a project for Defra evaluating the impact of set-aside after the introduction of the single farm payment; a project for the Environment Agency formulating land use scenarios; an estimation of the use of cereals as feed on UK farms for HGCA (UK Home Grown Cereal Authority) and the formulation of an econometric model to forecast average land prices in England for Bidwells Rural Division. In terms of teaching, I lectured a course on agricultural policy and provided small group teaching (supervisions) on statistics.

University of Georgia, Griffin, USA (May 2001-Dec 2003). Title: Post-doctoral research associate, **Responsibilities:** Research in international trade, marketing, consumer studies, food safety, and agricultural policy related to groundnuts and substitute products. Work carried out

during this period included: (i) modelling the U.S. groundnut industry to evaluate the impact of changes in domestic and world policies; (ii) Analysis of the impact of Argentina's recent currency devaluation on the US domestic groundnut market; (iii) Developing an empirical model for the groundnut market in Rotterdam (e.g., supply, demand, stocks and prices); (iv) two models for Argentina's agricultural markets (one dealing with the estimation of returns for groundnut producers and the other modelling Argentina's agricultural supply); (v) A hedonic price model for groundnuts based on prices in Rotterdam; (vi) modelling the theoretical linkage between forward contracts and agricultural credit markets; (vii) An analysis of the world wheat market to explain the decrease in price variability under a decrease in world wheat stocks.

University of California, Davis, USA (1996-2001). Title: Postgraduate researcher, **Responsibilities:** Research in development economics (nutrition, and price policy in developing countries, analysis of household surveys), international trade (grain stocks and commodity price variability), and market analysis (analysis of the dairy sector in South America).

The World Bank, Washington D.C., USA (1994-1996). Title: Long term consultant with the Latin American Department I (Brazil, Argentina, Chile, Uruguay). **Responsibilities:** I worked in coordination with the Principal Economist for Argentina on two types of tasks. Primary tasks were monitoring macroeconomic developments in the Department I countries, with emphasis in Argentina; collecting, and analysing data for economic reports aimed as background studies for World Bank projects; preparing economic projections; generating monetary policy and public finance indicators to monitor the Argentina's performance and modelling the impact of changes in trade policy due to the implementation of the South America Common Market (Mercosur). In addition, I participated in projects related to the social impact of public expenditure allocation, national and local government public finance reform, and social security analysis, and provided assistance in studies related to Argentina.

Center for Studies on Rural Development, Poverty and Food Policy, Santiago, Chile, (1992-1994). Title: Associate researcher. **Responsibilities:** I was in charge of the IDRC-RIMISP project "Evaluation of agricultural technologies according to their potential adoption and micro-regional impact", supervising two professionals (agronomist, veterinarian) and coordinating a survey of Chilean farmers. I designed the socio-economic survey, processed the data and formulated an economic model to evaluate technology adoption by farmers; this work was disseminated to the officers of the Institute of Agricultural Research in Chile.

ILADES-Georgetown University, Santiago, Chile (1990-1992). Title: Graduate research assistant. **Responsibilities:** Team member in projects related to public sector social spending, including: economic evaluation of infrastructure works (sewerage and water supply for Chilean cities); application of willingness-to-pay methodology for social project financing; evaluation of different alternatives to improve private health insurance for the elderly.

Group for the Analysis of Development (GRADE), Lima, Peru (1988-90). Title: Assistant researcher. **Responsibilities:** Design of software to simulate the impact of agricultural policies (introduction of wheat price bands). Design and programming of a database for macroeconomic

information with a set of customized reports. Research in macro-econometric models and econometric projections.

Bunge and Born Corporation (La Fabril) – Economic Studies Centre, Lima, Peru (April-December 1987). Title: Research assistant. **Responsibilities:** Work on economic reports on the Peruvian economy, estimation of econometric models and other tasks assigned by the analysts of the Centre.

Banco Central de Reserva del Peru – Research Department – International Trade Unit, Lima, Peru (Jan-Mar 1987). Title: Trainee. **Responsibilities:** Work on different tasks as assigned by the unit head.

Participation on Research Projects (since 2004)

- RERAD Research Programme 2011-2015. Theme 4 (WP 4.1) and Theme 5 (WP 5.1 (coordinator)).
- "Evaluation of the EU Sugar Reform and Restructuring" SAC Project for the Department for Environment, Food and Rural Affairs (DEFRA), 2010-11.
- "Game Changers" Project for the Scottish Government, 2010-11.
- "Development of the TNS database for Scottish food demand analysis" SAC Project (Development Funds), 2010.
- "Analysis of impacts of the EU's export refunds on developing countries since 2003" SAC Project for the UK Department for International Development (DFID), 2010.
- "Analysis of red and processed meat purchases in Scotland using representative supermarket panel data" SAC Project for the Food Standards Agency - Scotland, 2009.
- "Assessing the potential for undesirable 'land abandonment' (or land use change) to result from further CAP reform or trade liberalisation (FFG0902)" SAC Project for the Department for Environment, Food and Rural Affairs (DEFRA), 2009-10.
- "Provision of a report on Agricultural efficiency at the farm level in the UK and EU Member States 2002 - 2008/09; country and farm type comparisons". SAC Project for the Department for Environment, Food and Rural Affairs (DEFRA), 2010
- "Evaluation of Environmental Impacts of 2003 Common Agricultural Policy (CAP) Reforms and the Likely Implications of the CAP 'Health Check' Regulations in England". SAC Project for the Department for Environment, Food and Rural Affairs (DEFRA), 2010
- "Modelling micro-econometric supply curves for beef, sheep and dairy". SAC Project for the Department for Environment, Food and Rural Affairs (DEFRA), 2010
- "Rural Scotland in Focus" SAC Project (Development Funds), 2009.
- "Assessing the Effect of the Rise in Food Prices on the Purchasing Power of Consumers in Scotland" SAC Project for the Scottish Government.
- RERAD Research Programme 2005-2010. Programme 1 (WP 1.1, WP 1.2, WP 1.3, WP 1.5 (manager)), Programme 3 (WP 3.1).
- "The future of food in Scotland: analysis of responses to the national discussion" SAC Project for the Scottish Government, 2008.

- “Mountain Agrofood products in Europe, their consumers, retailers and local initiatives”. FP6 Project coordinated by ENITAC-Clermont Ferrand for the European Commission. 2006-2009.
- “Key Factors Influencing Economic Relationships and Communication In European Food Chains”. FP6 Project coordinated by Bonn University for the European Commission. 2005-2008.
- “Consumer Insight for Farmers and Small Food Producers in Scotland”. SAC Project for Scottish Enterprise, 2007-2010.
- “Effects of Partial Decoupling in the EU on the Agricultural Single Market”. SAC Project for the Department for Environment, Food and Rural Affairs (DEFRA), 2008.
- “Estimating the Environmental Impacts of Pillar I Reform and the Potential Implications for Axis II funding”. SAC and ADAS project for the Department for Environment, Food and Rural Affairs (DEFRA).
- “The implications of CAP reform and other agricultural supply influences for the Scottish red meat, milk and cereal supply chains. (IMCAPT)”. SAC project for the Scottish Executive Environment and Rural Affairs Department (SEERAD), 2006.
- “Project to Assess Future Options for Set-Aside”. Department of Land Economy, University of Cambridge, Project for the Department for Environment, Food and Rural Affairs (DEFRA), 2005.
- “A Model for Farmland Prices in England”. Department of Land Economy, University of Cambridge, Project for Bidwells Rural Division, 2005.
- “Estimation of Grains used as Feed on Farms in the UK”. Department of Land Economy, University of Cambridge, Project for the Home Grown Cereal Authority (UK), 2004.
- “Economic, Social and Environmental Implications of EU Sugar Regime Reform”. Department of Land Economy, University of Cambridge, Project for the Department for Environment, Food and Rural Affairs (DEFRA), 2004. Available online at http://statistics.defra.gov.uk/esg/reports/sugar/default.asp

Short term employment and consulting work

European Commission, Brussels, Belgium (June 2005). Independent expert in the evaluation of the Calls "FP-6-2004-Citizens-4-5-6" within Priority 7 "Citizens and Governance in the Knowledge-based Society" (area of Emerging dynamic growth regions and their role in a global economy).

International Food Policy Research Institute (IFPRI), Washington D.C. USA (Nov 2002). Consultant with the Environment and Production Technology Division. I updated my 1999 document “Review of recent developments in commodity policies in Latin America”.

International Food Policy Research Institute (IFPRI), Washington D.C., USA (Jan. 2001-Apr. 2001). I prepared together with Alex McCalla the document “Prospects for Global Food Security: A Critical Appraisal of Past Projections and Predictions”, where we reviewed the accuracy of projections related to world food security made by international agencies.

The World Bank, Eastern and Central Europe Region, Washington D.C., USA (May 1999-Sep 1999). Team member of the project: "Farm restructuring through elderly farmer retirement". I processed socio-economic data (LSMS) for Romania, built a simulation model to study alternatives for early retirement of farmers and prepared the first version of the paper; the paper was presented in a Rural Development workshop in Bucharest.

International Food Policy Research Institute (IFPRI), Washington D.C., USA (Jul 1998-Sep 1998). Consultant with the Environment and Production Technology Division. I prepared the document "Review of recent developments in commodity policies in Latin America", where I made a comparative study of food policy related to 15 commodities throughout Latin America.

Wheat Procurement Office - Ministry of Agriculture, Santiago, Chile. (1993). Consultant for the project "Price policy for traditional agricultural products in Chile," where I analysed the competitiveness of some basic Chilean products such as wheat, corn, rice, and dairy products, their markets and the role of government intervention.

United Nations, Economic Commission for Latin America, Industrial Policy Division, Santiago, Chile. (1993). Consultant for the design and programming of a database of Latin American capital good suppliers.

Chilean Committee of Wood Products, Santiago, Chile. (1993). Consultant for the design and programming of a database of wood products and suppliers.

International Labor Office, PREALC, Santiago, Chile (1993). Team member of the project "Social Debt Measurement". I co-authored, with Ricardo Infante a study about the impact of social expenditure on poverty and income distribution in Latin American countries.

Institute of Agricultural Cooperation (Organization of American States), Santiago, Chile (1992). Consultant in charge of the project: "Experimental design methodologies applied for the centres of adjustment and transference of technology in Chile".

Teaching experience

Recent teaching

I will be contributing on the MSc. in Food Security teaching six sessions on Food economics from January-March 2011.

Previous teaching experience

I contributed to the MSc. in Ecological Economics teaching a class on 'Private Cost Benefit Analysis' in the course of 'Cost Benefit Analysis' taught by Professor Dominic Moran and also a class on 'Agricultural Trade Negotiations' in the MSc. in Rural Development led by Dr. Michael MacLeod.

I was affiliated lecturer at the Department of Land Economy, University of Cambridge. During 2004, I taught the Agriculture Section (i.e., Agricultural Policy) of the course "Agriculture, Forestry and Rural Development". I was supervisor and examiner of the same course. In addition, I was supervisor (i.e., small group teaching) on Statistics as part of the Paper "Accounting and Data Analysis".

I collaborated as examiner for Tripos (undergraduate studies) and M.Phil. dissertations.

I collaborated with the Cambridge International Land Institute (CILI) lecturing on Agriculture in the UK and about the Common Agricultural Policy. As part of CILI program I lectured a group from the Universiti Putra (Malaysia).

During the period 2003-04 I was supervisor of the ILADES-Georgetown University Master of Arts in Economics thesis "A Welfare Analysis of The Sugar Stabilization Fund in Colombia". This thesis will be published by ILADES as one of the best thesis of 2004.

At the undergraduate level, I was a teaching assistant for the econometrics, statistics and macroeconomics courses at the Catholic University in Peru (1988-90), and for the futures market course at the University of California-Davis, in the U.S. (1998).

At the graduate level, I was a teaching assistant for a master's level course in econometrics at the ILADES-Georgetown University in Chile (1992).

Journal reviewer

I have reviewed papers for the following journals: Agricultural Economics Review, American Journal of Agricultural Economics, Journal of Agricultural and Applied Economics, Review of Agricultural Economics, Eurochoices, Supply Chain Management: an International Journal, Journal of Agricultural Economics, Journal of Economic Dynamics and Control, Regional Studies and World Development.

Publications

Fischer, C., Hartmann, M., Reynolds, N., Leat, P., Revoredo-Giha, C., Henchion, M., Gracia, A. and Albisu, L. M. (2010). Determinants of Sustainable Agri-food Chain Relationships in Europe (book chapter). **In:** Agri-food chain relationships / edited by Christian Fischer, Monika Hartmann, CABI.

Revoredo-Giha, C. and Leat, P. (2010). Enhancing the Integration of Agri-food Chains: Challenges for UK Malting Barley. (book chapter). **In:** Agri-food chain relationships / edited by Christian Fischer, Monika Hartmann, CABI.

Renwick, A. and Revoredo-Giha, C. (2010). Measuring cross-subsidisation of the Single Payment Scheme in England (book chapter). **In:** The Common Agricultural Policy After the Fischer Reform / edited by Sorrentino A., Henke R., Severini S., Ashgate Publishing Company.

Revoredo-Giha, C. and Leat, P. (2010). Red Meat Producers' Preferences for Strategies to Cope with the CAP Reform in Scotland (book chapter). **In:** The Common Agricultural Policy After the Fischer Reform / edited by Sorrentino A., Henke R., Severini S., Ashgate Publishing Company.

Revoredo-Giha, C., Lamprinopoulou, C.; Leat, P., Kupiec-Teahan, B., Toma, L., Cacciolatti, L. (2010) "How differentiated is the Scottish beef? An analysis of supermarket data panel" **In**: Baourakis G., Mattas K. and Kalogeras N. (eds) (2010), Recent Trends in the Food Industry and the Food Chain, *Journal of Food Products Marketing*, Special issue.

Watts, D., Leat, P., Revoredo-Giha, C. (2010). Local Food Activity in Scotland: Empirical Evidence and Research Agenda. *Regional Studies*, 1–19.

Fischer, C., Hartmann, M., Reynolds, N., Leat, P., Revoredo-Giha, C., Henchion, M., Albisu, L. M. and Gracia, A. (2009). Factors influencing contractual choice and sustainable relationships in European agri-food supply chains. *European Review of Agricultural Economics* 36(4): 541-569.

Fischer, C., Hartmann, M., Reynolds, N., Leat, P., Revoredo-Giha, C., Henchion, M., Albisu, L. M. and Gracia, A. (2009). Sustainability of Business Relationships in EU Agri-food Chains and Opportunities for Improvement. *Eurochoices*, 8(3): 20-21.

Revoredo-Giha, C., Milne, C., Leat, P. (2009) Efficiency of Scottish Farms: A Stochastic Cost Frontier Analysis. *Agricultural Economic Review*, 10(2).

Leat, P., Revoredo-Giha, C. and Kupiec-Teahan, B. (2009) Improving Market Orientation in the Scottish Beef Supply Chain through Performance-related Communications: The Case of the McIntosh Donald Beef Producer Club and Qboxanalysis. **In**: Market Orientation: The Metamorphosis of Food and Agricultural Production and Marketing, Hingley and Lindgreen eds., Gower Publishing.

Carter, C. and Revoredo-Giha, C. (2009) Eastham's Commodity Storage Model in a Modern Context, *Oxford Economic Papers*, 61, (4): 801-822.

Revoredo-Giha, C. (2008) Agricultural Trade Liberalization and the Least Developed Countries (book review). *European Review of Agricultural Economics*, 35(1): 252-105.

Revoredo-Giha, C. (2008). El Modelo de Inventarios de Mercancías Considerando la Interacción entre Procesadores y Especuladores. *Economía*, Vol. XXXI, Nº 62.

Leat, P. and Revoredo-Giha, C. (2008). Building collaborative agri-food supply chains: The challenge of relationship development in the Scottish red meat chain. *British Food Journal*, 110(4/5): 395-411.

Fischer, C., Hartmann, M., Bavorova, M., Hockmann, H., Suvanto, H., Viitaharju, L., Leat, P., Revoredo-Giha, C., Henchion, M., McGee, C., Dybowski, G., Kobuszynska, M. (2008).

Business relationships and B2B communication in selected European agri-food chains – first empirical evidence. *International Food and Agribusiness Management Review*, 11 (2): 73-99.

Carter, C. and Revoredo-Giha, C. (2007) The Working Curve and Commodity Storage under Backwardation, *American Journal of Agricultural Economics*, 89(4): 864–872.

Revoredo-Giha, C. (2007). "Chapter 5: Policy and Institutional Environments" Co-authored with Reed Hertford, **In**: Research Futures: Projecting Agricultural R&D Potentials for Latin America and the Caribbean. Philip G. Pardey, Stanley Wood and Reed Hertford, Editors, Inter-American Development Bank with the Regional Fund for Agricultural Technology, FONTAGRO and the International Food Policy Research Institute, IFPRI.

Revoredo-Giha, C. and Fletcher, S. (2005). "Determinants of price premium in the Rotterdam groundnut market" **In:** "Food Quality Products in the Advent of the 21st Century: Production, Demand and Public Policy", *Cahiers d'Options Mediterraneennes* Vol. No.64.

Revoredo-Giha, C., Renwick, A., Lang, B. and Reader, B. (2006). "EU Reform of the Sugar Beet Regime: Implications for the UK Agriculture". *Eurochoices*, 5(1).

Revoredo-Giha, C. and Fletcher, S. (2005) "Supplier reputation and price premium: The case of groundnuts in Rotterdam". *Agricultural Economics Review*, 6(2).

Revoredo-Giha, C. (2004). "Trends in the Marketing of Organic Grains and Oilseeds in the US." In: (Ed.) G. Baourakis, Marketing Trends for Organic Food in the 21st Century, World Scientific Publishing Co., London.

Revoredo-Giha, C. and Fletcher, S. (2002) "World Peanut Market: An Overview of the Past 30 Years,". Research Bulletin 437, Department of Agricultural and Applied Economics, University of Georgia, May.

McCalla, A. and Revoredo-Giha, C. (2001) "Prospects for Global Food Security: A Critical Appraisal of Past Projections and Predictions," International Food Policy Research Institute. *2020 Vision Discussion Paper* 35. October.

Carter, C., Smith, V. and Revoredo-Giha, C. (1999) "The Longer-Run Dynamics of World Wheat Prices: The Role of Stocks". **In:** (Ed.) J.M. Antle and V.H. Smith, The Economics of World Wheat Markets, CABI Publishing, London.

di Silvestre, F., Niño de Zepeda, A., Monardes, A. and Revoredo-Giha, C. (1996) "Selection of technological alternatives: an application of multiobjetive programming". *Investigacion Agraria, Serie Economia* (Spain), v. 11(3) p. 575-603, December.

Morisset, J. and Revoredo-Giha, C. (1996) "Savings and Education: A life cycle model applied to a panel of 74 countries". *Journal of Educational Planning and Administration*, September. A previous version published as World Bank Working Paper (WPS 1504.)

Morisset, J. and Revoredo-Giha, C. (1995) "In Search of Price Rigidities: Recent Sector Evidence from Argentina". *World Bank Working Paper Series*, December, (WPS 1558.)

Revoredo-Giha, C. (1995) "Impact of changes in wheat world prices over the domestic consumers: The case of the supply chain wheat-flour-bread in Chile". *Investigacion Agraria, Serie Economia* (Spain), Vol. 10, December.

Revoredo-Giha, C., di Silvestre, F., Niño de Zepeda, A. and Monardes, A. (1995) "Ex-Ante Evaluation of Technologies based on their Micro-Regional Impact". International Research Network for Production Systems Methods. Docent Materials N. 4., Santiago, Chile.

Cox, T., Monardes, A. and Revoredo-Giha, C. (1993) "Technology adoption in the Chilean coastal dry soil". CEDRA.

Infante R. and Revoredo-Giha, C. (1993) "Social expenditures and the income level of poor families". **In:** Policies to serve the social debt (R.Infante, editor), ILO-PREALC, Santiago.

Book Reviews

"Food Security Indicators, Measurement, and the Impact of Trade Openness" (2009). *European Review of Agricultural Economics*, 36(2): 400-28.

"Agricultural Trade Liberalization and the Least Developed Countries" (2008) by Niek Koning and Per Pinstrup-Andersen. *European Review of Agricultural Economics* 35(1).

"Economics of Rural Land-Use Change" (2007) by K. P. Bell, K. J. Boyle, and J. Rubin. *Journal of Agricultural Economics*, 58 (2): 377–378.

"Agricultural Trade Reform & the Doha Development Agenda" (2007) by K. Anderson and W. Martin (Editors). *Journal of Agricultural Economics*, 58 (1): 160–162.

"Land and Forest Economics" (2005) by G. Cornelis Van Kooten and Henk Folmer. *Journal of Agricultural Economics*, 56(2):318.

"The International Sugar Agreements" (2005) by Albert Viton. *Journal of Agricultural Economics*, 56(1):155-157.

Knowledge Transfer Articles

Revoredo-Giha, C., Leat P., Kupiec-Teahan, B. and Lamprinopoulou-Kranis, C. How to Expand the Market for Ethical Food Products? Knowledge Scotland Research Briefing (forthcoming December 2010)

Leat P., Revoredo-Giha, C., and Lamprinopoulou-Kranis, C. Drivers for the sustainability of malting barley in Scotland. Knowledge Scotland Research Briefing (forthcoming December 2010).

Barnes, A. and Revoredo-Giha, C. (2009). Comparing Scottish Farm-level Efficiencies with Other UK Countries. Knowledge Scotland Research Briefing

Revoredo-Giha, C., Renwick, A., Williams, F. and Lamprinopoulou, C. (2010). How resilient is the rural economy to the current economic crisis? **In:** Skerratt, S., Hall, C., Lamprinopoulou, C., McCracken, D., Midgley, A., Renwick, A., Revoredo, C., Thomson, S., Williams, F. and Wreford, A. (2010), Rural Scotland in Focus 2010, Edinburgh: Rural Policy Centre, Scottish Agricultural College.

Revoredo-Giha, C. and Kupiec-Teahan, B. (2009). Food choice and health: the role of economic factors. Knowledge Scotland Research Briefing.

Revoredo-Giha, C. (2009). The Role of Consumer Information on Food System Sustainability. ABSORB.

Renwick, A. and Revoredo-Giha, C. (2009). Price Competition or Price Setting? A Study Of Supermarket Pricing For Fresh Produce. Knowledge Scotland Research Briefing.

Revoredo-Giha, C. and Leat P. (2009). Enhancing Food Chain Sustainability through Improving Business Relationships And Communication. Knowledge Scotland Research Briefing.

Revoredo-Giha, C. (2008). Understanding the surge in inflation. Scottish Farmer. October.

Revoredo-Giha, C. (2008). Consumer insight: an important ingredient in good marketing. Scottish Farmer. October.

Contributed papers and posters in conferences

"An analysis of Marketing Channels of Local Food in Scotland" Co-authored with David Watts and Philip Leat. Paper presented at International EAAE-SYAL Seminar – Spatial Dynamics in Agri-food Systems Parma (Italy), October - 2010.

"Promoting Mountain Quality Food Products (MQFPs) – Analysing possibilities beyond labelling policy" Co-authored with P. Leat, C. Lamprinopoulou, and B. Kupiec-Teahan. Paper presented at 9th European IFSA Symposium "Building sustainable rural futures", Working Group 4.1: Mountain food products: A special system of provision, 4-7 July 2010 in Vienna, Austria.

"Scotland's Food and Drink Policy and sustainability issues in the supply chain: stakeholders' views" Co-authored with Beata Kupiec-Teahan, Philip Leat and Chrysa Lamprinopoulou. Paper

presented at the 119th EAAE Seminar "Sustainability in the Food Sector: Rethinking the Relationship between the Agro-Food System and the Natural, Social, Economic and Institutional Environments" Capri, Naples (Italy) June 30-July 2, 2010.

"A Structural Change Analysis of the Cost Efficiency of Farms in Scotland 1989-2008" Co-authored with Philip Leat and Catherine Milne. Paper presented at the 114th Seminar of the EAAE "Structural Change in Agriculture: Modeling Policy Impacts and Farm Strategies" Berlin, April 15–16, 2010.

"Distribution of Beef Cattle in Scotland: How Important is Agricultural Policy?" Co-authored with Alan Renwick, Cesar Revoredo-Giha, Steven Thomson, Philip Leat and Sian Ringrose. Paper presented at the 114th Seminar of the EAAE "Structural Change in Agriculture: Modeling Policy Impacts and Farm Strategies" Berlin, April 15–16, 2010.

"A Comparison of Farm Level Efficiencies across UK countries" Co-authored with Johannes Sauer and Andrew Barnes. Paper presented at The 84th Annual Conference of the Agricultural Economics Society Edinburgh 29th to 31st March 2010.

"An Analysis of the Consumption of Sausages in Scotland using Supermarket Data" Co-authored with Beata Kupiec-Teahan, Wendy Wrieden, Victoria Davis, Anne Milne and Philip Leat Cacciolatti. Paper presented at The 84th Annual Conference of the Agricultural Economics Society Edinburgh 29th to 31st March 2010.

"How differentiated is Scottish Beef? An Analysis of Supermarket Data Panel" Co-authored with Chrysa Lamprinopoulou, Philip Leat, Beata Kupiec-Teahan, Luiza Toma, and Luca Cacciolatti. Paper presented at 112th EAAE Seminar "A resilient European food industry and food chain in a challenging world", Chania, Greece (September 3-6, 2009).

"Use of Supermarket Scanner Data to Measure Bread Consumption and Nutrition Choice in Scotland" Co-authored with Chrysa Lamprinopoulou, Luiza Toma, Beata Kupiec-Teahan, Philip Leat and Luca Cacciolatti. Paper presented at XXVII IAAE Conference "The New Landscape of Global Agriculture" in Beijing (August 16-22, 2009).

"Food production, distribution and culture: public views, interests and concerns" Co-authored with Beata Kupiec-Teahan and Philip. Paper presented at the Agricultural Economics Society Annual Conference Dublin, 30th March to 1st April 2009.

"Cereal Prices, Bread Consumption and Health in Scotland" Co-authored with Chrysa Lamprinopoulou, Luiza Toma, Beata Kupiec-Teahan, Philip Leat and Luca Cacciolatti. Paper presented at the Agricultural Economics Society Annual Conference Dublin, 30th March to 1st April 2009.

"Measuring cross-subsidisation of the single payment scheme in England". Co-authored with Aland Renwick. Paper presented at the 109th EAAE Seminar "The CAP after the Fischler

reform: national implementations, impact assessment and the agenda for future reforms", Viterbo, Italy, November 20-21st, 2008.

"Red meat producers' preferences for strategies to cope with the cap reform in Scotland". Co-authored with Philip Leat. Paper presented at the 109th EAAE Seminar "The CAP after the Fischler reform: national implementations, impact assessment and the agenda for future reforms", Viterbo, Italy, November 20-21st, 2008.

"Enhancing the integration of agri-food supply chains: theoretical issues and practical challenges in the UK malting barley supply chain" Co-authored with Philip Leat. Paper presented at the 12th Congress of the European Association of Agricultural Economists – EAAE 2008, Ghent, Belgium, 26-29 August, 2008.

"Agri-food chain relationships in Europe – empirical evidence and implications for sector competitiveness" Co-authored with Philip Leat and the FOODCOMM Consortium. Paper presented at the 12th Congress of the European Association of Agricultural Economists – EAAE 2008, Ghent, Belgium, 26-29 August, 2008.

"Retailers Price Behaviour In The UK Fresh Fruit And Vegetable Market" Co-authored with Alan Renwick. Paper presented at the 82nd Agricultural Economics Society Annual Conference at The Royal Agricultural College, Cirencester, Gloucestershire, UK, 31 March- 2 April, 2008.

"Collaborative supply chain initiatives as devices to cope with income variability in the Scottish red meat sector" Co-authored with Philip Leat. Paper presented at the 108th EAAE Seminar "Income stabilisation in a changing agricultural world: policy and tools". Warsaw, Poland, 8-9 February, 2008

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"The transmission of animal welfare attributes through the marketing chain" co-authored with Philip Leat. Paper presented at the workshop "Welfare goals from the perspective of extensively managed sheep" in Aberdeen, Scotland, 22-23 February, 2007

"Linkages between Agriculture, Trade And The Environment in Romania in the Context of the European Union Accession," co-authored paper with Luiza Toma and Erik Mathijs. Contributed paper for the Agricultural Economics Society Annual Conference, Paris, 30-31 March, 2006.

"UK Sugar Beet Farm Productivity under Different Reform Scenarios: A Farm Level Analysis" Paper co-authored with A. Renwick and M. Reader. Paper presented at the 99th Congress of the European Association of Agricultural Economists, "The Future of Rural Europe in the Global Agri-Food System", Copenhagen, Denmark, August 24-27, 2005

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"Contract Marketing after the 2002 Farm Act: The Case of Peanuts." Co-authored paper with D. Nadolnyak, and S. Fletcher. Paper accepted for presentation at the 2005 American Agricultural Economics Association Annual Meeting, 2005, July 24-27 Providence, Rhode Island (USA).

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