

# Curriculum Vitae PD Dr. habil Katrin Zander

## Working Experiences

<b>Since Oct 2011</b>	<b>Senior Researcher</b>  Johann Heinrich von Thünen-Institute, Federal Research Institute for Rural Areas, Forestry and Fisheries, Institute of Market Analysis, Braunschweig, Germany  <i>Research on consumer behaviour in the area of agriculture, forestry and fisheries</i>  Projects: <ul style="list-style-type: none"><li>- <i>Expectations of society towards agriculture</i> (SWL), Identification of societal expectations regarding agriculture and development policy recommendations.</li><li>- <i>Evaluation of the EU legislation on organic farming, Consumer perception on organic farming</i> (EU tender), Elicitation of consumer knowledge of organic farming, and knowledge and perception of the EU logo on organic farming by online-survey in six European countries.</li><li>- <i>Development of a communication strategy for fish products from sustainable aquaculture</i> (BLE-BÖLN), Analysis of consumer knowledge and perception of sustainability in aquaculture and preferences for its products using focus groups</li><li>- SUSDIET-Understanding consumer behaviour to encourage a (more) sustainable food choice (SUSFOOD/ERANET-Project), Task: 'Consumer attitudes and behavior regarding Carbon Footprint Labelling'</li><li>- SUCCESS-Strategic Use of Competitiveness towards Consolidating the Economic Sustainability of the European Seafood sector (Horizon 2020)</li></ul>
<b>Jul 2007 – Sep 2011</b>	<b>Senior Researcher</b>  Department of Agricultural and Food Marketing, University of Kassel  Research and evaluation of consumer behaviour with particular emphasis on organic food and farming. Involvement in various research projects, also EU-funded. Coordination of research projects, scientific research.  Projects: <ul style="list-style-type: none"><li>- <i>Preferences and willingness to pay of German consumers for organic wine</i> (BLE-BÖLN), <i>Design and conduction of Choice Experiments</i></li><li>- <i>Foreign supply of organic apples: Relevance for German organic apple growers</i> (BLE-BÖLN), <i>Surveys among stakeholders of the supply chain</i></li><li>- <i>Farmer Consumer Partnerships (CORE Organic Project), Analysis of consumer preferences for ethical values of organic food. Coordination of the transnational project with in total six partner institutions.</i></li></ul>
<b>Oct 2002 – Jun 2007</b>	<b>Researcher</b>  Johann Heinrich von Thünen-Institute, Federal Research Institute for Rural Areas, Forestry and Fisheries, Institute of Farm Economics, Braunschweig, Germany  Economic analyses of organic farming and model based policy impacts assessment, participation in various research projects, also EU-funded

Projects:

- *Diversification, specialisation, cooperation in organic farming: concepts and strategies to improve farm and labour management* (BLE-BÖLN), Analysis of existing data sets and conduction of surveys with farmers
- *Further development of organic farming policy with particular emphasis on EU-enlargement* (EU-CEE-OFP), Conduction of economic analyses of the impact of the EU accession for farm in Central and Eastern European countries.
- *Regional structures of organic agriculture in Germany*, Analysis of data of the agricultural census

## Education and training

<b>12/2015</b>	<b><i>Habilitation (postdoctoral qualification) (PD Dr. habil)</i></b> Department of Agricultural and Food Marketing, Faculty of Organic Farming, University Kassel Title of the habilitation thesis: Ethical consumer behaviour in the food sector
<b>Dec 1997 - Dec 2001</b>	<b><i>PhD student (Dr. rer. hort.)</i></b> Institute of Horticultural Economics, University of Hannover Title of the PhD Thesis: Economic assessment of 'low-input traditional mixed orchards' at farm-level and from society's perspective
<b>Oct 1987 - Jul 1993</b>	<b><i>Studies of Agricultural Economics (Dipl. Ing. agr.)</i></b> University of Göttingen Title of Diploma Thesis: Fruit production in an Andean valley in Bolivia

## Reviewer for scientific journals

- Agriculture and Human Values
- Appetite
- Applied Economic Perspectives & Policy
- Aquaculture
- British Food Journal
- Ecology and Society
- Food Policy
- Food Quality and Preference
- German Journal of Agricultural Economics
- Journal of Agriculture and Rural Development in the Tropics and Subtropics
- Journal of Business Ethics
- Journal of Cleaner Production
- Journal of Consumer Protection and Food Safety
- Journal of Marketing Management
- Organic Farming
- Renewable Agriculture and Food Systems
- Risk Analysis
- Sustainability
- The European Journal of Health Economics
- Trends in Food Science and Technology