

David Ortega

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Dr. David Ortega is Assistant Professor of Global Agri-food Systems in the Department of Agricultural, Food, and Resource Economics. He conducts applied economic research at the nexus of international development, food marketing and agribusiness.

Global Research Interests:

David's global research interests include food demand and emerging markets in China, the economics of food safety, as well as consumer and producer behavior in developing agri-food systems. He is also engaged in various projects aimed at providing decision support to (domestic and international) producers and agribusiness facing an ever-changing set of factors, ranging from production-oriented decisions to environmental concerns and public perceptions of agricultural practices.

Description of Research Proposal:

1. Conduct an in-country evaluation of technology adoption for sustainable agricultural intensification as part of the Malawi Integrating Nutrition in Value Chains project.
2. Perform a countrywide economic assessment of Chinese consumer preferences and willingness to pay for food safety.

Country/Region of Research:

Malawi, China