

## **EXHIBIT E**

**UNITED STATES DISTRICT COURT  
FOR THE DISTRICT OF VERMONT**

GROCERY MANUFACTURERS ASSOCIATION,  
SNACK FOOD ASSOCIATION, INTERNATIONAL  
DAIRY FOODS ASSOCIATION, and NATIONAL  
ASSOCIATION OF MANUFACTURERS,

Plaintiffs,

v.

Case No. 5:14-cv-117

WILLIAM H. SORRELL, in his official capacity as the  
Attorney General of Vermont; PETER E. SHUMLIN, in his  
official capacity as Governor of Vermont; TRACY  
DOLAN, in her official capacity as Commissioner of the  
Vermont Department of Health; and JAMES B. REARDON,  
in his official capacity as Commissioner of the Vermont  
Department of Finance and Management,

Defendants.

DECLARATION OF DR. JANE KOLODINSKY

1. I am a Professor of Applied Economics at the University of Vermont in Burlington, Vermont. I am Chair of the University's Community Development and Applied Economics Department within the College of Agriculture and Life Sciences. I have held that position since 2000. I am also Co-director of the University's Center for Rural Studies, a position I have held since 1999.

2. I earned my Doctorate in Consumer Economics from Cornell University in 1988, and my Masters of Business Administration from Kent State University in 1983. Prior to that, I graduated *cum laude* from Kent State University in 1981 with a Bachelor's of Science in Dietetics and Nutrition.

3. I have spent many years studying and researching consumer information and behavior, including consumer perception of genetic engineering of food and food ingredients. I have written extensively on consumer perception of foods and food labels, have peer reviewed others' research manuscripts, and have conducted numerous reviews of available literature and consumer surveys on these topics.

4. Attached as Exhibit 1 is a true and correct copy of my current curriculum vitae, detailing my credentials and including a complete list of my publications.

5. I was asked to opine, based on a review of available literature and consumer surveys, on what consumers perceive "natural" to mean when that term is used to describe food products and, more specifically, in relation to genetically engineered food. In particular, I was asked to opine about whether there is evidence that consumers believe "natural" means made without genetic engineering. I was also asked to review the relevant portion of the materials that the Vermont Legislature considered in its evaluation of Act 120.

6. To complete this task, I undertook a literature search and analysis. The steps included:

- a) Use of search terms that included various combinations of: "GMO," "genetic engineering," "consumer behavior," "food label," "consumer perception," "GM," and "natural."
- b) Several databases were searched using the above terms, including Google, Google Scholar, Econlit, JStor, Lexus-Nexis Academic, and ABI Inform. In some cases there were thousands of hits (Google). In other cases there were no hits (Econlit), depending on the search terms. If the word "natural" appeared in the abstract, the article was kept for further review.

Similarly, words including “labels,” “product exposure,” and “genetically modified ingredients,” also were used to retain articles for further review.

- c) In some cases it was easier to discard items as not relevant. For example, research articles about the science of developing genetically engineered organisms were discarded. Articles with titles such as “A genetic engineering solution to the ‘arginine conversion problem’ in stable isotope labeling by amino acids in cell culture” came up in a search that included the words “genetic engineering” and “labeling,” but clearly are not relevant for this review. Websites were discarded. Research articles that focused only on consumer attitudes toward the technology were discarded. Editorials were discarded. To be included for further review, the article or report had to itself be evidence-based or utilize evidence-based research (e.g., articles in Trade Journals). This process resulted in 22 potentially relevant items generated by the searches.
- d) I narrowed down this list to 7 peer reviewed articles that appeared to relate most directly to the task I was asked to complete, as well as one trade journal article, two consumer survey executive summaries, and one consumer survey report. This declaration is based on my review of these articles, the information reviewed by the legislature, and my prior research regarding and experience with these issues.
- e) One of the executive summaries I reviewed was an overview of a frequently cited study conducted by the for-profit Hartman Group titled *Beyond Natural & Organic 2010*. I understand that the Vermont

Legislature had an overview of that study before it when it was considering Act 120. I was unable to obtain the original report as the cost was prohibitive. I reviewed a relevant frequency table from the 2010 Hartman Group report, reviewed the executive summary, and utilized secondary sources that cited that report. In addition, I reviewed an executive summary of the Hartman Group's updated 2012 report on the same topic, titled *Organic and Natural 2012*. It is my understanding that the Vermont Legislature also had an overview of the 2012 Hartman Group report before it when it was considering Act 120. In an effort to locate the full versions of the Hartman reports, I used search terms including "Hartman Group" with the dates 2010, 2012, and 2014. The search terms "Hartman group questions 2012 natural image" led to one additional item funded by the Food Marketing Institute, with research conducted by the Hartman Group. I include this as an additional item in my review.

7. The literature directly addressing consumer perception of "natural" as it relates to genetic engineering and genetically engineered foods is limited. It spans the years 1996-2014. Available studies vary in their use of qualitative and quantitative methodologies, sample sizes, and study areas, which encompass the United States and several European countries.

8. The following surveys, report summaries and articles that I reviewed most directly address consumer perception of the term "natural" as it relates to genetically engineered foods. Based on these materials, I conclude that there is sound empirical evidence that many consumers believe that the word "natural," when used to refer to a food product, means not genetically engineered.

9. As an initial matter, I conclude that the materials considered by the Vermont Legislature in its evaluation of Act 120 contained evidence that referring to a food product as “natural” gives consumers the impression that it was made without genetic engineering. In *Beyond Natural and Organic 2010*, which the Legislature considered, the Hartman Group reported the results of an online survey of a nationally representative sample of 1,679 U.S. adults. Respondents were asked: “What properties do you think are implied or suggested by the term “natural”?” 61% of responders responded that “natural” suggests an “absence of genetically modified foods.”

10. The Legislature also had before it a summary of *Beyond Natural and Organic 2012* that reported that 56% of consumers said “natural” foods contain nothing artificial and that 47% of consumers said “natural” foods are “pure.” The Legislature likewise considered the results of a 2007 Consumer Reports survey of a nationally representative adult sample (n=1004) that found that over 80% of responders indicated that a “natural” label on a food product should mean “All ingredients included occur naturally or in nature.”

11. And, although this precise statistic was not before the Legislature, the summary of the results of *Beyond Natural and Organic 2012* that I independently located reported the results of an online survey of 1,569 adults in the United States (ages 18-69) that indicated that 46% of those interviewed responded that “natural” suggests an “absence of genetically modified foods.” I could not locate the original questions used in this survey.

12. The other materials I reviewed provide additional evidence of consumers’ perceptions of “natural” and genetic engineering. In 2014, Consumer Reports conducted a survey of a nationally representative adult sample (n= 1004), which asked specific questions about food labels and “natural” as it relates to genetic engineering. The survey revealed that a

majority of consumers look for the term “natural” on food labels (59%). A majority of consumers (64%) reported a belief that the use of the word “natural” on a label for packaged and processed foods means “no GMOs,” while 85% indicated the label *should* mean no GMOs.

13. In an overview titled “U.S. Grocery Shopping Trends 2014,” The Food Marketing Institute (“FMI”) sponsored research that was conducted by the Hartman Group. They fielded a survey to 2,116 U.S. primary shoppers (ages 18-74) using an on-line survey and supplemented that survey with other FMI and U.S. population-based data from the Census and USDA. One slide summarized what consumers look for when shopping for food. 22% of responders indicated that they sought “non-GMO” claims on food. The Hartman Group conducted further factor analysis and concluded that “Seeking ‘Non-GMO’” is the single strongest indicator that a consumer has an interest in minimal processing (which I interpret to mean closest to natural), cued by an array of alternative claims such as “Certified organic” or “No preservatives.”

14. In 1996, Frewer, Howard, and Shepard published a study called *The Influence of Realistic Product Exposure on Attitudes Towards Genetic Engineering of Food* in the peer-reviewed journal *Food Quality and Preference*. The study sample included 60 adults in the United Kingdom. Products included in the study were yogurt, tomatoes and chicken drumsticks. Respondents were shown realistic photographs of the foods, accompanied by labels that indicated whether the product was genetically engineered or conventionally produced. Perceived “naturalness” was assessed using the question, “To what extent would you describe the product as natural?” A Likert scale was used for responses, with categories ranging from “extremely unnatural” to “extremely natural.” Analysis of variance was used to compare ratings. “Genetically engineered products were perceived as significantly less natural than their conventional counterparts (P<0.001)” (p. 64).

15. An article by Bredahl (1999) titled *Consumers' Cognitions with Regard to Genetically Modified Foods. Results of a Qualitative Study in Four Countries*, published in the peer-reviewed journal *Appetite*, examined consumer understandings with regard to genetically modified foods. Four hundred consumers were interviewed in Denmark, Germany, the United Kingdom, and Italy. Four yogurts and four beers were included in the study. They had varying characteristics, ranging from “traditionally produced, without additives (both full fat and skim for yogurt),” “produced with additives,” “genetically modified” (for yogurt), “traditionally produced at two different price points,” “produced using modern technology (not genetically modified),” and “produced by means of genetically modified yeast” (for beer). Data were analyzed using hierarchical value maps, which is a “form of graphic representation of data summarized across a group of respondents” (p. 347). Results showed a direct path between the characteristic “genetically modified” and perceptions of yogurt and beer being perceived as “artificial.”

16. A study by Rozin et al. (2004), titled *Preference for Natural: Instrumental and Ideational/moral Motivations, and the Contrast between Food and Medicines*, published in *Appetite* used a sample of undergraduate students at the University of Pennsylvania and the current Philadelphia jury pool. Using four versions of a questionnaire, respondents were asked about preferences for naturalness in four types of substances: “raw foods, medicines, processed foods, and food/medicines” (p. 151). One question is of particular relevance: “Now assume that both the natural and commercial (commercially grown) apples are chemically identical and thus taste the same and have the same health value. Now, which would you prefer to eat?” (p. 151). Consumers were asked, using a 0-2 scale, whether they would prefer to eat the more “processed” food, whether they were “indifferent,” or whether they would prefer the more “natural” food.

For both raw foods and processed foods, a majority of both the student and jury pool sample preferred to eat the “natural” option (52-74%). The authors concluded, “there is a tendency for participants to prefer the natural versions averaged across all four types of substances” (p.151). More directly on point to the question at hand, the authors concluded that “a majority of natural preferers do not abandon their preference even when chemical identity is stipulated” (p. 152). This means that even if the end products are substantially equivalent, consumers still perceive the more processed food as less “natural.” Thus, even if genetically engineered foods were found to be substantially equivalent to their non-genetically engineered counterparts, this study suggests that consumers would nevertheless view the genetically engineered foods as less “natural” than those counterparts.

17. Another study by Rozin (2004), titled *The Meaning of “Natural” Process More Important than Content*, in the peer reviewed journal *Psychological Science*, used the same sample as Rozin et al. (2004), above to examine consumer perceptions of the meaning of the word “natural.” In this study, a six point “natural” scale was used, ranging from 0 = “not natural at all” to 6 = “completely natural.” The study explored how “processing” relates to consumers’ perception of “naturalness.” To do this, the study asked respondents to rate the “naturalness” of paired items, and the author calculated the average percentage reduction in the pairings in perceived “naturalness.” The following items were presented: wild versus domesticated organism (e.g., wild strawberry versus organic strawberry); wild versus commercial farming (e.g. wild strawberry versus commercially grown strawberry); and organic versus single-gene-transfer genetic engineering (8 examples of organic plants and animals were paired with 8 examples of genetically modified plants and animals). The items were presented (some in random order/some in systematic order) and respondents rated the “naturalness” of each item. Rozin

then calculated the average reduction in “naturalness.” The author found that genetic engineering results in the largest mean percentage reduction in consumer perceptions of naturalness as compared to other transformations (p. 655). In other words, this study shows that consumers view genetically engineered foods as less “natural” than foods subject to other types of processing.

18. Another study by Rozin (2006), titled *Natural Judgments by lay Americans: Process dominates content in Judgment of Food or Water Acceptability and Naturalness*, was published in the peer-reviewed journal *Judgment and Decision Making*. Using a sample of 196 adults, Rozin examined consumer ratings of the “naturalness” of water and tomato paste on a 100 point scale (0 = not natural at all; 100 = completely natural). Several versions of the products were presented, with subtractions and additions (back into) of additives such as minerals (for water) and sugar (for tomato paste). Ratings of naturalness declined in every case as the items became more processed. Depending on the particular transformation, consumers rated the products with one transformation (for example, adding one additive) between 13 and 27 scale points lower on the “naturalness scale” than the product with no transformations. After two transformations (even when the second transformation returned the products to their original form), the product ratings of “naturalness” declined between 2 and 7 scale points further on the “naturalness scale” (p. 94). Rozin concluded that “these results support the process sufficient hypothesis: process changes without content changes produces substantial drops in naturalness” (p. 95). Similar to the 2004 Rozin study, this study indicates that, even where the final product may be deemed substantially equivalent to the original, consumers nevertheless view the more processed food as less “natural” than the original.

19. A 2012 study titled *European and American Perspectives on the Meaning of Natural*, published in the peer reviewed journal *Appetite*, examined European and American perspectives on the meaning of natural (Rozin, Fischler, and Shields-Argeles, 2012).

Approximately 180 adults in each of six countries (France, Germany, Italy, Switzerland, the U.K, and the United States) were interviewed by phone. Respondents were asked, as an open-ended question, to define “natural.” The top descriptors included:

- “no processing” (687 mentions),
- “no additives” (604 mentions),
- “origin in nature (found or from)” (293 mentions),
- “pure” (105 mentions), and
- “human, not commercial” (105 mentions).

(Rozin, Fischler, and Shields-Argeles, 2012; p. 451). The authors conclude that “given that a major feature of natural is no processing and no additives, GMOs stand as strongly opposed to natural” (p. 453).

20. A study by Kronberger et al., (2014) titled *How Natural is “More Natural”? The Role of Method, Type of Transfer, and Familiarity for Public Perceptions of Cisgenic and Transgenic Modification*, published in the peer-reviewed journal *Science Communication* (2014), included 3 separate studies, the first and third being germane to this review. The first study included 188 randomly assigned Austrian students. The study differentiated between cisgenic and transgenic transformations. Cisgenic alterations involve interventions at the genetic level that do not involve more than one species. Transgenic alterations involve interventions at the genetic level that involve more than one species. Study I was an experiment that varied three factors: type of animal hybrid (familiar = mule/ unfamiliar = geep, zorse), method of gene transfer (sexual procreation versus genetic modification), and reference to natural existence (yes/no). Using MANCOVA analysis (multivariate analysis of co-variance), results showed

that the method of gene transfer mattered and that genetic modification (which does not occur in nature) was perceived as less acceptable than sexual procreation (which does occur in nature) and imagined as more negative (p. 115). These results show that, regardless of whether the genetic modification comes from the same or a different species, consumers perceive the process of genetic engineering as different from a transformation that could occur in nature through sexual procreation.

21. Study III used a survey methodology, and included 13,520 European respondents from the Eurobarometer Biotechnology and the Live Sciences. Respondents were provided a scenario about apple diseases (scab and mildew) that included a cisgenic solution – “artificially introduce a gene that exists naturally in wild/crab apples which provides resistance to mildew and scab (cisgenics)” and “introduce a resistance gene from another species such as a bacterium or animal into an apple tree to make it resistant to mildew and scab (transgenics)” (p 120). Respondents were asked whether they felt each option was “fundamentally unnatural” using a scale of 1 = totally disagree to 4 = totally agree.” Seventy-eight percent of respondents rated the transgenic option unnatural and 57% rated the cisgenic option unnatural. This shows a majority of consumers view genetic engineering as unnatural regardless of whether the transfer is cisgenic or transgenic. In other words, a majority of consumers viewed genetic engineering as “unnatural” even when the gene that was introduced was from the same species.

22. One non-peer-reviewed article in the trade journal Dairy Foods provided an industry perspective on natural as it related to genetic engineering. Carper (2014) says “attitudes about what makes a food natural have changed.” (Carper, 2014; p. 32). Today, consumers seek “transparency and authenticity about where food comes from and how it is made” (Carper, 2014; p.33). Carper cited the 2010 Hartman report, which found that “Consumers are seeking an ideal

of natural that would mean that the food and beverages they buy are healthy, whole, real, and minimally processed.”

23. These studies confirm that consumers have a preference for “natural” foods. They further confirm that the process of how a food is made, not just the content of the food product or the substantial equivalence of the final food product to a less-processed counterpart, is an important component in whether consumers believe a food is “natural.”

24. Additionally, the literature reveals that consumers consistently associate genetic engineering with being “less natural” than other forms of food production or processing.

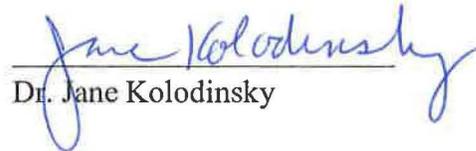
25. Finally, the Hartman Group and Consumer Reports surveys in particular provide direct evidence that consumers believe that a “natural” label on a food product means that the food was not produced with genetic engineering. An even higher number of consumers believe that’s what the “natural” label should mean.

26. In addition, recent results from the 2013 Vermonter Poll, which have not been published, confirm that “natural” labels on genetically engineered foods would be misleading to Vermont citizens in particular. The Vermonter Poll is a statistically representative, statewide telephone poll conducted annually by the University of Vermont Center for Rural Studies. As Co-director for the Center for Rural Studies, I have access to the data from that survey. In the 2013 Vermonter Poll, respondents were asked: “Do you think that a bottle of syrup labeled “all natural” contains ingredients that are derived from genetically modified organisms?” A majority of Vermonters (54%) responded “no” to that question, indicating that a majority of Vermont consumers perceive “natural” labels to mean produced without genetic engineering.

27. I was not able to locate any literature or surveys that suggested that consumers believe a “natural” food label includes the likelihood that a food was produced with genetic engineering. Nor do any of these surveys indicate that most consumers believe, as a general matter, that genetically modified foods are natural.

28. Based on the literature discussed herein, as well as my research and general experience with matters related to food labeling and consumer perception, it is my opinion that labeling GE food products as natural is misleading to consumers.

I swear under penalty of perjury that the foregoing statements made by me are true and correct to the best of my knowledge.

  
Dr. Jane Kolodinsky

Dated: November 14, 2014

# EXHIBIT 1

**JANE KOLODINSKY**

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Development and Applied Economics  
University of Vermont  
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**PH.D. CONSUMER ECONOMICS, CORNELL UNIVERSITY** **1988**  
**Minors:** Marketing, Agricultural Economics

**M.B.A. GRADUATE SCHOOL OF MANAGEMENT, KENT STATE UNIVERSITY** **1983**  
**Concentration:** Marketing

**B.S. DIETETICS AND NUTRITION, KENT STATE UNIVERSITY** **Cum laude, 1981**

**WORK EXPERIENCE**

**CHAIRPERSON, 2002-** Dept. of Community Development and  
INTERIM CHAIRPERSON, 1995, 2000-2002 Applied Economics, **University of Vermont**  
**DIRECTOR, CENTER FOR RURAL STUDIES, 2009-** BURLINGTON VT  
CO-DIRECTOR-1999-2009 Center for Rural Studies  
**PROFESSOR, 1999-**  
ASSOCIATE PROFESSOR, 1993-1999  
ASSISTANT PROFESSOR, 1987-1993

INTERIM DIRECTOR, MASTERS OF **UNIVERSITY OF VERMONT, BURLINGTON VT**  
PUBLIC ADMINISTRATION PROGRAM, 2002  
INTERIM CHAIRPERSON, PLANT AND SOIL SCIENCE, 2003-04

SPECIAL PROJECTS, PROVOST'S OFFICE, Jan 1999-2001 **University of Vermont**  
DEC 1997-SEPT 1998 Office of the Provost

TEACHING ASSISTANT, 1984-86 **Cornell University, Ithaca, NY**  
RESEARCH ASSISTANT, 1984-85 Dept. of Consumer Economics and Housing  
RESEARCH ASSISTANT, 1981-83 **Kent State University,**  
Graduate School of Management

**ADMINISTRATIVE EXPERIENCE**

**CHAIR, DEPARTMENT OF COMMUNITY DEVELOPMENT AND APPLIED ECONOMICS, 2002-**  
► Responsible for 17 FTE and 3.0 research faculty department, including budgets, curriculum, research, and personnel  
► Led department in development of new major in Public Communication; grew from 0 to over 250 students in 5 years  
► Led department transition to two new majors and five minors; enrollments grew from 52 to almost 500 currently  
► Research funding increased 12 fold over first 3 years; has been maintained at over 1 million dollars FY04-FY13  
► Faculty publications increased 12 fold since my appointment and have been at 50+ refereed articles for the past 4 years

**DIRECTOR, CENTER FOR RURAL STUDIES 2009--; CO-DIRECTOR: 1999-2009**  
► Responsible for ~ \$750,000 budget externally funded grants per year  
► Responsible for all personnel issues relating to a staff of ten permanent and temporary employees, ranging in job classification from administrative assistant, to research assistant, technology assistant, research associate, and post-doctoral associate  
► State Data Center for the U.S. Census  
► Responsible for grant writing, fund raising and public relations for Center  
► Center focus is on providing research for policy making, evaluation research and outreach

**MEMBER, Incentive Based Budgeting Steering Committee; Chair, Non-Degree subcommittee, 2013-2014**  
► Led subcommittee on Continuing Education, Summer, and Distance Learning to generate three+ scenarios for incentive based budgeting initiative (IBB)

► Member of University wide committee which drafted the IBB guidelines for UVM

**CHAIR, UNIVERSITY FOOD SYSTEM INITIATIVE STEERING COMMITTEE, 2010-2012**

**Member, Food Systems Spire of Excellence Proposal Writing Committee, 2010, Member Food Systems Steering Committee, 2012-, Member, Food Systems Masters Steering Committee, 2012-  
Member, Food Systems Masters Curriculum Committee 2012-**

**INTERIM DIRECTOR, MASTER OF PUBLIC ADMINISTRATION PROGRAM, 2002**

- ▶ Led transition of program into the CALS and CDAE
- ▶ Hired Director; program has been stabilized with enrollment of ~40 students

**INTERIM CHAIRPERSON, PLANT AND SOIL SCIENCE, 2003-04**

- ▶ Led transition of department from retirement of former chair to hiring of new chair

**SPECIAL ADVISOR TO THE PROVOST, DEC. 1997-SEPTEMBER 1998, SPECIAL PROJECTS, JAN. 1999-JAN. 2000**

- ▶ Coordinator of enrollment management for first year students and transfer students
- ▶ Led the development and continuation of a University Seminar for all first year students
- ▶ Coordinated development of an electronic version of *Straight Talk*, the first year student's University Catalog
- ▶ Administered the Living/Learning Center, The Environmental Program, and Military Studies Program
- ▶ Director of the Vermont Scholar's Program, the Instructional Incentive Grants Program, and the Kroepsh-Maurice Teaching Awards Program
- ▶ Coordinator of Assistant Deans across Campus

**ADMINISTRATIVE INTERN, ESCOP/ACOP LEADERSHIP DEVELOPMENT PROGRAM 1996-97**

- ▶ Three phase leadership development program with 75 other individuals from Land Grant Institutions throughout the United States
- ▶ Led an effort in the CDAE department and the College of Education to develop a curriculum in *Leadership and Community Economic Development*

**CO-CHAIR, UNIVERSITY OF VERMONT FACULTY SENATE ACADEMIC AFFAIRS COMMITTEE (1995-98)**

- ▶ Coordinated implementation of university wide minors
- ▶ Initiated streamlined procedure for declaring a minor
- ▶ Coordinated review of major academic changes and new academic initiatives
- ▶ Initiated development of new policies and procedures for academic change for Policy Handbook
- ▶ Water Resources subcommittee, 1994; Cross College Minor Subcommittee, chair, 1994-95

**MEMBER, EXECUTIVE COUNCIL OF THE UNIVERSITY OF VERMONT FACULTY SENATE (1995-98)**

- ▶ Worked with chairs of all Faculty Senate committees and the chair of the Faculty Senate, the UVM governance system
- ▶ Addressed a variety of issues facing the University, ranging from cultural diversity, hiring of a new president, and motions raised by individual faculty members, to issues of computing at the university level, student enrollments and quality
- ▶ Executive Council Representative to the Provost Search, 1997

**CHAIR, UNIVERSITY OF VERMONT, FACULTY SENATE AD HOC COMMITTEE TO REVISE ACADEMIC POLICY AND PROCEDURES RELATING TO ACADEMIC AFFAIRS (1996-98)**

- ▶ Led the effort to rewrite procedures followed when adding, changing, or deleting curricula
- ▶ Coordinated effort across campus, working with faculty and administration

**INTERIM CHAIRPERSON, DEPARTMENT OF COMMUNITY DEVELOPMENT AND APPLIED ECONOMICS, UNIVERSITY OF VERMONT, 1995 [4 months, with 3 months follow-up with new chair]**

- ▶ Responsible for 21 faculty members and 7 staff members
- ▶ Led transition of merged department to new leadership
- ▶ Managed department budget: brought spending on adjunct faculty under control
- ▶ Began trend in increased faculty teaching equivalents
- ▶ Led faculty to vote for new policies relating to adjunct faculty sponsors and hiring and teaching overloads
- ▶ Advised new chairperson during her transition into leadership
- ▶ Responsible for faculty hiring

**CHAIR, COLLEGE OF AGRICULTURE AND LIFE SCIENCES and UVM CURRICULUM COMMITTEE, (1990-94)**

- ▶ Coordinated over 75 changes to curriculum in six departments
- ▶ Developed college wide guidelines for submitting curricular changes
- ▶ Developed, implemented, and evaluated college wide study to determine appropriate requirements in the natural sciences
- ▶ Coordinated the merger of three departments into a single department at the college level

**CHAIR, COLLEGE OF AGRICULTURE AND LIFE SCIENCES, UVM HATCH COMPETITIVE REVIEW PANEL, 1994, 1995, member 1996, 1997**

- ▶ Member of panel that reviews 18-20 proposals each year to allocate Federal funds

**CHAIR, CURRICULUM COMMITTEE, DEPARTMENT OF COMMUNITY DEVELOPMENT AND APPLIED ECONOMICS, UVM, 1994--96****CHAIR, SOCIAL SCIENCE CLUSTER AD HOC CURRICULUM COMMITTEE, 1993****CHAIR, SOCIAL SCIENCE CLUSTER AD HOC CONSUMER ECONOMICS TASK FORCE, 1992****MEMBER, SOCIAL SCIENCE CLUSTER INSTRUCTIONAL DEVELOPMENT COMMITTEE, 1992****MEMBER, COMMUNITY DEVELOPMENT AND APPLIED ECONOMICS PROPOSAL COMMITTEE, 1993**

- ▶ Developed curriculum for a new major in Community Development and Applied Economics with three concentrations: Consumer Economics, International Development/Agricultural Economics, Small Business
- ▶ Researched and wrote a report outlining the importance and trends of Consumer Economics as a discipline
- ▶ Coordinated curricular changes leading to final approval of new curriculum
- ▶ Collaborated with a team of 5 faculty to write a proposal for a substantial revision of three units into a single department of Community Development and Applied Economics

**OTHER UNIVERSITY SERVICE**

Refereed program co-chair, 2014 UVM Food Systems Summit

Member, Tobacco Free UVM committee, 2013-

Member, UVM Spires of Excellence Team, Food Systems, 2009- Chair, 2010-2012

Food Systems Masters Committee Steering Committee, 2012- ; P.I. on USDA Higher Education Challenge Grant to develop the M.S.

Real Food Challenge committee, Faculty advisor 2012-

UVM Center for the Study of Aging, Steering Committee, 2011-

UVM Transportation Research Center Board of Advisors, 2010-

Chair, President's Commission on the Status of Women, 2008-09, member 2009-10

Search Committee, Director of Continuing Education and Extension System, 2003

Search Committee, University of Vermont Registrar, 2000

UVM Faculty Standards Committee, Faculty Senate, 1999-2000

UVM Assistant University Marshall, 1995, 1996, 1997

UVM Honorary Degrees Committee 1995, 1996, 1997, 1998

UVM Athletic Council 1994-98

UVM Athletic Department Search Committee, Soccer coach, 1995

UVM Financial Benefits Committee, 1992-96

UVM Multi-disciplinary Committee on Aging, 1988-92; Center on Aging Member 1992-

UVM Graduate Faculty, 1988-

Advisor, Omicron Nu, 1989-1993

United Way representative, 1989-93

UVM Faculty Senate Representative, 1987-89, 1997-98

**COLLEGE AND DEPARTMENT SERVICE (College of Agriculture and Life Sciences-CALS; Department of Community Development and Applied Economics-CDAE)**

CALS Vogelmann Research Award committee, 2005-

Northeast Center for Food Entrepreneurship Board, UVM 2001- 2005

Task Force on Genetically Modified Organisms, 1999-2000

CALS Ad hoc Committee to Implement a Core Curriculum, 1997-98

McConnell Foundation Grant Steering Committee, 1994-97

Bickford Professorship selection committee, 1996-

CALS Ad hoc committee to develop a Ph.D. in the Life Sciences, 1996

CALS Nominating Committee 1992, 1995

CALS Faculty Standards Committee 1994-97

CALS Hatch Review Advisory Committee, 1993-, Chair, 1994, 1995.

CALS Ad hoc committee to review distribution requirements in the College of Agriculture, 1994-95

CALS Curriculum Committee 1989-92, 1992-95, chair 90-91, 92-93, co-chair 94-95

CALS Social Science Cluster Ad hoc curriculum committee, Chair 1993

CALS Proposed Social Sciences Department, Proposal Writing Committee, 1993

CALS Proposed Social Sciences Department, Consumer Economics Task Force, chair 1992

CALS Proposed Social Sciences Department, Instruction Committee, 1992

CALS NUTSC search committee, Community Nutritionist, 1990-91  
 CDAE Faculty Search Committee, 1996  
 CDAE Graduate Committee, 1994-96, chair 1995-96  
 CDAE Curriculum Committee 1994-96, 1997-98, chair 1994,95,96  
 MCSD Graduate Program Development Committee, 1990-91  
 MCSD Consumer Studies Curriculum Committee, 1987-93  
 MCSD Committee on Research 1988-93  
 CALS Statistical and Computer Services Review Committee, 1990  
 CALS AREC Chairperson review committee, 1990  
 MCSD Search Committee, Merchandising position, 1989-90  
 MCSD Consumer Studies Strategic Planning Committee, chair, Advertising and Consumer Research Center, 1987

## **PROFESSIONAL SERVICE**

### **Section Chair, Food Safety and Nutrition (FSN), American Applied Economics Association (AAEA), 2013-14**

- ▶ Responsible for oversight of all section activities
- ▶ **Chair elect, 2013**-Responsible for developing FSN track sessions for the 2014 AAEA meetings

### **American Council on Consumer Interests (ACCI)**

**Annual Conference Co-Chair, 2008, Joint Conference with the American Agricultural Economics Association**

**Immediate Past President and Executive Board, 2002**

**President, 2000**

- ▶ Responsible for organization with 600 members world wide
- ▶ Responsible for contract with University of Missouri, home base for ACCI headquarters
- ▶ Coordinated a 12 member Board of Directors
- ▶ Supervised Executive Director

**President Elect, 1999**

Chair, Mid Career Award, 2004-2007  
 National Program Chair, 1999  
 Associate Editor, *Journal of Consumer Affairs*, 1999-2002  
 Board of Directors, American Council on Consumer Interests (ACCI) 1992-94, 1999-  
 Editorial Board, *Advancing the Consumer Interest* 1992-95  
 Manuscript Review Committee, American Council on Consumer Interests, 1989-  
 Thesis, Dissertation Awards Committee, ACCI, 1994-96, 1997-  
 Applied Consumer Economics Award Committee, ACCI 1993-96  
 International Consumer Affairs Committee, ACCI 1992-94  
 Ad hoc ACCI Membership Survey Committee, chair, 1993-94  
 Career Opportunities Center, chair, American Council on Consumer Interests, 1989-92  
 Editorial Board, *Journal of Consumer Affairs* 1992—99, 2000-02, 2011-  
 Editorial Board, *Nutrition Reviews*, 2013-  
 Editorial Board, *The Journal of Human Sciences and Extension*, 2013-  
 Editorial Board, *Journal of the Community Development Society*, 2009-2012  
 Editorial Board, *International Journal of Consumer Studies*, 2004—2010, Reviewer, 2011-  
 Editorial Board, *Journal of Family and Economic Issues*, 1995-99, 2000---  
 Editorial Board, *International Journal of Electronic Banking* 2006-  
 Panel of Reviewers, *Journal of Sustainable Development*, 2013  
 Reviewer, *Journal of Food Distribution Research*, 2014  
 Reviewer, *Critical Reviews in Food Science*, 2014  
 Reviewer, World Medical & Health Policy, 2014  
 Panel of Reviewers, *Family and Consumer Sciences Research Journal* 1993-2005 Reviewer, 2003, 2004, 2006—  
 Reviewer, National Science Foundation, 2013  
 Reviewer, *Journal of Food Science and Nutrition*, 2014  
 Reviewer, *Social Science and Medicine*, 2014  
 Reviewer, *British Food Journal*, 2014  
 Reviewer, *Journal of Agriculture, Community Development and Food Systems*, 2010—  
 Reviewer, *Journal of International Food and Agribusiness Marketing*, 2013  
 Reviewer, *Journal of Hospitality Marketing and Management*, 2010-  
 Reviewer, *Ecology of Food and Nutrition*, 2010  
 Reviewer, *Obesity*, 2010  
 Reviewer, *Appetite*, 2010-  
 Reviewer, *Journal of the American Dietetics Association*, 2009-

Reviewer, *Annals of Behavioral Medicine*, 2009  
 Reviewer, *Food Policy*, 2008-  
 Reviewer, *Journal of Preventative Medicine*, 2008—  
 Reviewer, *Preventive Medicine*, 2012-  
 Reviewer, *Business and Society*, 2008  
 Reviewer, USDA National Research Initiative (NRI), 2006- 09  
 Reviewer, *Research on Aging*, 1999, 2005, 2008  
 Reviewer, *Women's Health*, 1999  
 Reviewer, American Agricultural Economics Association conference, 1998  
 Reviewer, *The Gerontologist*, 1997, 1998  
 Reviewer, *Family Economics Review*, 1993, 1995  
 Reviewer, *Journal of Gerontology: Social Sciences*, 1992,93,94,96,98  
 Reviewer, *Journal of Family and Economic Issues*, 1993-97  
 Reviewer, *American Review of Canadian Studies* 1990  
 Reviewer, *Journal of Consumer Affairs* 1989, 90, 91  
 Reviewer, *Advancing the Consumer Interest* 1988, 89  
 Reviewer, Quality of Life and Marketing Conference, Blacksburg, VA, 1989  
 Reviewer, *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, 1991-2003  
 Advisor, Kappa Omicron Nu, 1989-92

### COMMUNITY SERVICE

American Heart Association, Vermont Affiliate Advocacy Committee, 2012-  
 YMCA Community Transformation, "Eat Well, Play More" Leadership Team, 2013-  
 Vermont Attorney General, Obesity Task Force, 2010-2012  
 Vermont Organic Fiber Company, Board of Directors, 2004-2009  
 Governor's Initiative: Fit and Healthy Kids Advisory Board, 2004, 2005  
 VNA Robert Woods Johnson Long Term Care Advisory Committee, 2002-03  
 Champlain Valley Agency on Aging, Board of Directors, 1995-99, Marketing Committee chair, 96-97,  
 Development committee 2001  
 Burlington Meals on Wheels, Board of Directors, 1993-98  
 Nutrition committee, 1995, 1996, 1997, chair, 1997-98  
 Seventh Generation, Green Home Stores, Board of Advisors, 1993-96

### ACADEMIC AND PROFESSIONAL HONORS

- ▶ FSLI (Food Systems Leadership) Faculty Fellow, 2007-08
- ▶ Vogelmann Award for Research Excellence, UVM, CALS, 2005
- ▶ UVM Vermonters in Pursuit of Research Excellence Award, 2000
- ▶ Fulbright Senior Fellowship, Institute for Social Medicine, Germany, 1998
- ▶ American Council on Consumer Interests, Mid Career Award for Professional Achievements and Service to the Organization, 1997
- ▶ State Agricultural Experiment Station, College of Agriculture Leadership Development Program (ESCOPE/ACOP), 1996-97
- ▶ HERS Women in Higher Education Administration program Fellowship, 1995-96
- ▶ GSOEP/PSID data analysis program scholarship, 1995
- ▶ University of Vermont, College of Agriculture and Life Sciences, Carrigan Teaching Award for outstanding teaching, 1994
- ▶ 1989 American Council on Consumer Interests Dissertation Award
- ▶ Omicron Nu Honor Society
- ▶ Canon, Rollins, Eastwood, Warren, Maltby and Cutler Fellowship, 1986 87
- ▶ Alpha Mu Alpha Marketing Honor Society, 1983
- ▶ AHEA outstanding senior award, KSU chapter, 1981
- ▶ Stokely Van Kamp outstanding senior award, 1981

### GRANT RECORD

- ▶ 65 grants on which I was P.I. totaling more than \$3.5 million between 1987-2014.
- ▶ Grants received from 25 different funding agencies, organizations, and foundations including USDA, US Department of the Interior, NIFA, U.S. DOT, the Quebec government, private industry, VT State Agencies, non-profit and non-governmental organizations

**PUBLICATION RECORD****Refereed JOURNALS and BOOK CHAPTERS**

- Batista, G., B. Lee, **J. Kolodinsky** and S. Heiss (submitted June 2014). A mixed-methods approach to exploring health care accessibility among rural seniors. *Journal of Transport and Health* (IF 1.75)
- Leeman, Calancie, Jilcott Pitts, Evenson, Schreiner, Fleischhacker, Byker, Owens, McGuirt, Barnidge, Dean, Johnson, **Kolodinsky**, Piltch, Pinard, Quinn, Whetstone, Kettel-Khan, Ammerman. (under revision). Nutrition-related policy and environmental strategies to prevent obesity in rural communities: A systematic review of the literature. *Health Education and Behavior*. (IF1.682)
- (100) Kolodinsky, Jane** (in press). Food Labeling. Food Issues. New York: Sage.
- Kolodinsky, Jane** (in press). Community Supported Agriculture. Food Issues. New York: Sage.
- Kolodinsky, Jane** (in press). Childhood Obesity. Food Issues. New York: Sage.
- Vatovec, C., P. Brown, M. Erten, T. James, **J. Kolodinsky**, B. Sprague, and M. Wood (accepted). Ductal carcinoma in situ: a brief review of treatment variation and impacts on patients and society. *Critical Reviews in Eukaryotic Gene Expression*.
- Sitaker, Marilyn **Jane Kolodinsky**, Stephanie Jilcott Pitts, and Rebecca Seguin (In press). Do entrepreneurial food systems innovations impact rural economies and health? Evidence and gaps. *Journal of Entrepreneurship, Special Issue on Rural Entrepreneurship*.
- Conner, D., Becot, F., **Kolodinsky, J.**, Resnicow, S. and Finley Woodruff, K. (2014). Fostering the Next Generation of Agri-food Entrepreneurs in Vermont: Implications for University Based Education. *NACTA Journal*, 58 (3), 221-229.
- Kolodinsky, Jane** (2014). Mother/Child Food Preparation, Race/Ethnicity and Weight in the United States. International Federation of Home Economics. in The economic and social situation of families in the context of Home Economics IFHE monograph in honor of the 20th Anniversary of the International Year of Family.
- Donna B Johnson, Emilee Quinn, Marilyn Sitaker, Alice Ammerman, Carmen Byker, Wesley Dean, Sheila Fleischhacker, Jane Kolodinsky, Courtney Pinard, Stephanie B Jilcott Pitts and Joseph Sharkey (2014). Developing an agenda for research about policies to improve access to healthy foods in rural communities: a concept mapping study. *BMC Public Health*. 14(1):592. (IF 2.08)
- Becot, F., Conner, D., **Kolodinsky, J.** and Mendez, E. (2014). Measuring the Cost of Production and Pricing on Small Diversified Farms: Juggling Decisions Amidst Uncertainties. *Journal of the American Society of Farm Managers and Rural Appraisers*. 2014 JOURNAL OF THE ASFMRA: 174-191.
- Watts, Richard A., Sarah Heiss, Michael Moser, **Jane Kolodinsky**, Rachel K. Johnson (2014). Tobacco Taxes vs Soda Taxes: A Case Study of a Framing Debate in Vermont *Health Behavior & Policy Review*. 1(3):191-196
- (90) Kolodinsky, Jane** (2014). Food Safety. Contributor. Consumer Survival: An Encyclopedia of Consumer Safety and Protection (Reiboldt, W., & Horn Mallers, M., eds. Consumer Survival [2 volumes]: An Encyclopedia of Consumer Rights, Safety, and Protection [Wendy Reiboldt, Melanie Horn Mallers] pp. 460-464 ABC-CLIO Publishers.
- Kolodinsky, Jane** (2014). Food Labeling. Contributor. Consumer Survival: An Encyclopedia of Consumer Safety and Protection (Reiboldt, W., & Horn Mallers, M., eds). Pp. 452-460. ABC-CLIO Publishers.
- Kolodinsky, Jane**, DeSisto, Thomas, Proppen, David, Putnam, Mathew, Roche, Erin, and Sawyer, W. (2013). It's not how far you go, it's whether you can get there: Modeling the effect of mobility on quality of life in a northern rural climate. *Journal of Transport Geography*. 31 (2013) 113-122 (IF 2.53)
- Kolodinsky, J.**, R. Johnson, R. Watts, S. Heiss, and M. Moser (2013). Exercising Our Right to Health with Excise Taxes on Sugary Beverages. *Food Politic: Journal of Food News and Culture*. May 7. Available: <http://www.foodpolitic.com/exercising-our-right-to-health-with-excise-taxes-on-sugary-beverages/>
- Berlin, Linda, **Jane Kolodinsky**, and Kim Norris (2013). Farm-to-School: Implications for Child Nutrition. *Journal of School Health*. 83(8): 589-95. (IF 1.34)
- Roche, Conner, **Kolodinsky**, Buckwalter, Berlin, Powers (2012). Social cognitive theory as a framework for considering farm to school programming. *Childhood Obesity*. (8: 4), 322-328.
- Li, M., Q. Wang, and **J. Kolodinsky** (2012). "Estimating the optimal premium rates for credential food attributes: A case study in the northeast United States," *Journal of Food Distribution Research*. Volume 43, Issue 2: 51-63.
- Becot, F., Nickerson, V., Conner, D. & **Kolodinsky, J.** (2012). Costs of Food Safety Certification on Fresh Produce Farms in Vermont. *HortTechnology*, 22(5). (IF .44)
- Kolodinsky, J.**, Roche, E., DeSisto, T., Sawyer, W., and D. Proppen (2012). Understanding Quality of Life in a Northern Rural Climate. *Journal of the Community Development Society*. DOI:10.1080/15575330.2012.720580
- Anderson, L., Chase, L., Mastrangelo, C., Kestenbaum, D., and **J. Kolodinsky** (2012). Eco-labeling motor-coach operators in the North American travel tour industry: analyzing the role of tour operators. *Journal of Sustainable Tourism* Ifirst, 1-15. <http://dx.doi.org/10.1080/09669582.2012.709859>. (IF 1.92)
- 80 Kolodinsky, Jane**, Naomi K Fukagawa, Erin Roche, Cynthia Belliveau, and Hayley Johnson (2012). Walking the Talk of Food Systems at a Small Land Grant University. *Journal of Agriculture, Food Systems, and Community Development (JAFSCD)*. Spring. <http://dx.doi.org/10.5304/jafscd.2012.023.015>, pp. 1-11.
- Kolodinsky, Jane** (2012). A Systems Approach to Food Future Proofs the Home Economics Profession. Book Chapter. Pendergast, D., McGregor, S. & Turkki, K. (2012). *Creating Home Economics Futures: The Next 100 Years*. Australian Academic Press: Brisbane. ISBN:9781921513961

- Kolodinsky, Jane** (2012). Persistence of Health Labeling Information Asymmetry in the United States: Historical Perspectives and 21st Century Problems. *Journal of Macromarketing*. Advance Publication, April 26, 2012, DOI: 10.1177/0276146711434829. 32 Issue 2 June 2012 pp. 193 - 207. (1.14)
- Conner, D., King, B., Kolodinsky, J., Roche, E., Koliba, C. and Trubek, A. (2012). You can know your school and feed it too: Vermont farmers' motivations and distribution practices in direct sales to school food services. *Agriculture and Human Values*. Online first publication: <http://www.springerlink.com/openurl.asp?genre=article&id=doi:10.1007/s10460-012-9357-y> (1.54)
- Reynolds, T., **Kolodinsky, J.** and B. Murray (2012). Consumer preferences and willingness to pay for compact fluorescent lighting: Policy implications for energy efficiency promotion in Saint Lucia. *Energy Policy*. Volume 41, Pages 712-722. (3.19)
- Pollak, N., L. Chase, C. Ginger and **J. Kolodinsky** (2012). The Northern Forest Canoe Trail: Economic impacts and implications for community development. *Journal of Community Development*. 1-14, Volume 43, Issue 2, pages 244-258 Available: <http://www.tandfonline.com/doi/pdf/10.1080/15575330.2011.583354>
- Schmidt, M., **J. Kolodinsky**, T. DeSisto, and F. Conte (2011). Supporting a Local Food System: Evaluating a Model that Connects Farmers to Markets to Increase Farm Profitability and Local Food Access. *Journal of Agriculture, Food Systems and Community Development*. 1(4): 1-19. Available: <http://dx.doi.org/10.5304/jafscd.2011.014.017>
- King, Benjamin, David Conner, Christopher Koliba, Amy Trubek and **Jane Kolodinsky** (2011). Mapping Farm to School Networks Implications for Research and Practice. *Journal of Hunger & Environmental Nutrition*. 6(2): 133 – 152.
- Roche, Erin, and **J. Kolodinsky** (2011). Overcoming barriers to provide local produce in school lunches in Vermont. *Journal of Agriculture, Food Systems, and Community Development*. Volume 1, Issue 3 /Winter 2010–2011. Available: [http://www.agdevjournal.com/attachments/article/166/JAFSCD\\_School\\_Lunches\\_in\\_Vermont\\_June-2011.pdf](http://www.agdevjournal.com/attachments/article/166/JAFSCD_School_Lunches_in_Vermont_June-2011.pdf)
- Kolodinsky, Jane**, and Amanda Goldstein (2011). Time-Use and Food Pattern Influences on Obesity. *Obesity*. Advance on-line publication: May 26, 2011; doi:10.1038/oby.2011.130 (4.28)
- 70 Kolodinsky, Jane** (2011). Diet/Nutrition. In *Green Culture*, Robbins, P. Wehr, K. Golson, K., and J. Geoffrey, eds. (Thousand Oaks, CA: Sage).
- Zhang, W, Wang, Q., and **J. Kolodinsky** (2010). The digital divide in Internet information searching: A double-hurdle model analysis of household data from Vermont, *First Monday*, Volume 15, Number 11 - 1 November 2010. Available: <http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/3118>
- Kolodinsky, Jane**, Amanda Goldstein, and Erin Roche (2010). Childhood Obesity, Food Choice and Market Influence. In Bagchi, Debasis, editor. *Global Perspectives on Childhood Obesity*. Elsevier.
- Kolodinsky, Jane**. (2010). So You Want to be an Expert Witness? *Journal of Consumer Affairs* 44(3): 607-610.
- Baker, D., K. Hamshaw and **J. Kolodinsky** (2009). Who Shops at the Market? Using Consumer Surveys to Grow Farmers' Markets: Findings from a Regional Market in Northwestern Vermont. *Journal of Extension*. December 2009 // Volume 47 // Number 6 // Feature Articles // 6FEA2.
- Baker, D., C. Koliba, **J. Kolodinsky**, K. Liang, E. McMahon, T. Patterson, and Q. Wang (2009). "Moving toward a trans-disciplinary approach in the land grant system: A case study." *NACTA Journal* 53: 34-42.
- Kolodinsky, J.**, Travis Reynolds, Mark Cannella, David Timmons, and Daniel Bromberg (2009). U.S. Consumer Demand for Restaurant Calorie Information: Targeting Demographic and Behavioral Segments in Labeling Initiatives. *American Journal of Health Promotion*. Sept/Oct 2009, V24, I1, 11 (2.5)
- Kolodinsky, Jane** and Erin Roche (2009). Objective Measures as a Predictor of Late Payments in High Risk Borrowers. *International Journal of Consumer Studies*: Special Issue on Housing. 33:5: pp. 591-95.
- Kolodinsky J**, Goldstein A, Hyman J, Roche E. (2009). [Household food and beverage purchasing](#). *J Am Diet Assoc*. June; 09(6):982-3. (3.24)
- Kolodinsky, Jane** and Travis Reynolds (2009). Social Marketing and Segmentation of Overweight Americans. *International Journal of Behavioral Nutrition and Physical Activity*. Mar 8; 6-13.
- 60 Kolodinsky, Jane**, (2008). Affect or Information? Labeling Policy and Consumer Valuation of rBST Free and Organic Characteristics of Milk," *Food Policy*. <http://dx.doi.org/10.1016/j.foodpol.2008.07.002>. (2.4)
- Kolodinsky, Jane**, Jennifer Greene, Marina Michellanas, (2008). The Use of Nutritional Labels by College Students in a Food-Court Setting, *Journal of American College Health*. [Volume 57, Number 3 / November - December 2008](#) (1.57)
- Kolodinsky, Jane**, JoAnne Labrecque, Maurice Doyon, Frédéric Oble, François Bellavance, Marie Marquis and Travis Reynolds (2008). Gender and cultural differences in the acceptance of functional foods: A comparison of American, Canadian and French college students, *Journal of American College Health*, 57(2): 143-49. (1.57)
- Hogarth, Jeanne, **Jane Kolodinsky** and Tatiana Gabor (2008). Consumers' Electronic Payment Choices, *International Journal of Electronic Banking*, 1(1): 16-35.
- Esposito, Valerie and **Jane Kolodinsky** (2007). Consumer Attitudes and Policy Directions for GM Labeling and Pollen Drift Regulation: Evidence from the 2006 Vermonter Poll, *AgBio Forum*, 10(2): 86-93.
- Hogarth, Jeanne, **Jane Kolodinsky** and Marianne Hilgert (2007), Financial Education and Community Development Finance, Julia Sass Rubin, Ed. Russell Sage, Chapter 3 (refereed) pp. 72-94.
- Reynolds, Travis, Thomas P. DeSisto, Byron Murray and **Jane Kolodinsky** (2007). Promoting energy efficiency in small island states: overcoming barriers to the adoption of compact fluorescent lighting in Saint Lucia. *International Journal of Consumer Studies*. doi: 10.1111/j.1470-6431.2007.00594.x (.66)

Becker, K.M., Parsons, R.L., and **Kolodinsky, J.** (2007). A Cost and Returns Evaluation of Alternative Dairy Products to Determine Capital Investment and Operational Feasibility of a Small-Scale Dairy Processing Facility. *Journal of Dairy Science*. 90(5): 2506-2516.

**Kolodinsky Jane** (2007). Consumer Issues and Biotechnology. In Brossard, D., Shanahan, J. & Nesbitt, T.C. (Eds.), *The media, the public, and agricultural biotechnology*. Wallingford, UK: CABI Publishing: pp 161-178.

**Kolodinsky, Jane**, R. Johnson, L. Berlin, and J. Harvey-Berino (2007). Knowledge and food choice of college students: Better eaters have higher knowledge of dietary guidance, *Journal of the American Dietetic Association*, 107: 1409-1413.

50 Schmidt, M. & **Kolodinsky, J.** (2007). Micro-enterprise Development Program Success: A path analysis of factors that lead to and mediate client success. *Journal of Developmental Entrepreneurship*, 12(1), 47-69.

Schmidt, M.C., **J. Kolodinsky**, G. Carstens, F. Schmidt, M. Larson, and C. MacLachlan. (2007). Short term change in attitude and motivating factors to change abusive behavior of male batterers after participating in a group intervention program based on the pro-feminist and cognitive-behavioral approach. <<http://crs.uvm.edu/staff/jfv05.pdf>> *Journal of Family Violence* 22(2).

Dai, Jie, **Jane Kolodinsky**, Bob Parsons and Grace Matriu (2006). Markets Really Exist for Organic and BST-Free Milk. *Hoard's Dairyman*, November, p. 755

Labrecque, JoAnne, Maurice Doyon, François Bellavance and **Jane Kolodinsky**, (2006). Acceptance of functional foods: A comparison of French, American and French Canadian consumers, *Canadian Journal of Agricultural Economics*, 54(4): 647-662.

**Kolodinsky, J.**, J. Isham, and G. Kimberly, (2006), "The Effects of Volunteering for Non-profit Organizations on Social Capital Formation: Evidence from a Statewide Survey," *Non-Profit and Volunteer Quarterly*, 35: 367-383.

**Kolodinsky, J.**, C. Stewart, and A., Bullard, (2006), "Measuring Economic and Social Impacts of Membership in a Community Development Financial Institution, *Journal of Family and Economic Issues*, 27(1): 27-47.

Krukowski, R., Harvey-Berino, **Kolodinsky, J.** Narsana, R. & DeSisto, T. (2006). An Investigation into the Current Use and Possible Future Utilization of Food Labeling. *Journal of the American Dietetic Association*. 106(6): 917-920.

Schmidt, M.C., **Kolodinsky, J.**, Flint, C., and Whitney, B. (2006). The Impact of Microenterprise Development Training on Low-Income Clients. *Journal of Extension*, 44(2). Article Number 2FEA1. Available: <http://www.joe.org/joe/2006april/a1.shtml>

Stewart, Caryl, Bullard, Antonia, and **Jane Kolodinsky** (2005). Credit and Homeownership: Vermont Development Credit Union, in *Solutions for America: Inventing Civic Solutions*, (Charlottesville, VA: Pew Partnership for Civic Change: 33-43.

40 Cranwell, M., **J. Kolodinsky**, C. Donnelly, D. Downing, and O. Padilla Zakour. (2005). A Model Food Entrepreneur Assistance and Education Program: The Northeast Center for Food Entrepreneurship. *Journal of Food Science Education*, 4(4): 56-65.

**Kolodinsky, J.**, M. Murphy, A. Baehr, and S. Lesser (2005). "Time Price Differentials in the Rent-to-Own Industry: Implications for Empowering Vulnerable Consumers," *International Journal of Consumer Studies*, 29(2): 119-124.

Cranwell, M., **J. Kolodinsky**, K. Anderson, and F. Schmidt. (2004). "Evaluating a Domestic Violence Task Force: Methods to Strengthen a Community Collaboration." *Journal of Extension*. 42(6): available: <http://www.joe.org/joe/2004december/a8.shtml>.

**Kolodinsky, J.**, and Hogarth, Jeanne, (2004), "The Adoption of Electronic Banking Technologies by American Consumers, *International Journal of Bank Marketing*, November, 22(4): 238-259.

**Kolodinsky, J.**, T. DeSisto, (2004) "Influences of Question Wording on Levels of Support for Genetically Modified Organisms," *International Journal of Consumer Studies*, 28(2): 154-167.

Hogarth, J., M. Hilgert, and **J. Kolodinsky**, (2004), "Consumers' Problems with Credit Cards and their Exit Behaviors," *Journal of Services Marketing*, 18(1): 19 – 34. available:

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**Kolodinsky, J.**, T. DeSisto, and J. Labrecque (2003), "Understanding the Factors related to concerns over genetically engineered food products: are national differences real?," *International Journal of Consumer Studies*, 27(4): 266-276.

**Kolodinsky, Jane**, Michelle Cranwell, and Ellen Rowe (2002), "Bridging the Generation Gap across the Digital Divide - Teens Teaching Internet Skills to Senior Citizens," *Journal of Extension*, 40(3): <http://www.joe.org/joe/2002june/rb2.html>.

**Kolodinsky, J.**, J. Nam, J. Lee, and M. Drzewiczewski, (2001), "Degree of Frailty and Elders' Satisfaction with Personal Care Services in a Community Setting," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Vol 14: 154-65.

Hogarth, Jeanne, Marianne Hilgert, **Jane Kolodinsky**, and JinKook Lee (2001), "Consumer Credit Card Complaints: An Exploration of Consumer Complaining Behavior, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Vol 14: 88-107.

30 **Kolodinsky, Jane** (2001), "Satisfaction with the Quality of Community Based Long Term Care Services: Disabled Rural Elders and Adults, *International Journal of Consumer Studies*, 25(2): 168-79.

Shirey, Lee, and **Jane Kolodinsky** (2000), A Comparison of the Labor Supply Decisions Between Females Who Co-reside With an Elder and Females Who Do Not," *Journal of Family and Economic Issues*, 21(2): 149-176. (.46)

**Kolodinsky, Jane** (1999), "Consumer Information in the Health Care Arena," *Public Health Forum*, No. 26: October 1999.

**Kolodinsky, Jane**, and Lee Shirey (1999), "Elder's Satisfaction with Community Based Health Care Services," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Vol 12: 170-78.

**Kolodinsky, Jane** (1999), "Consumer Satisfaction with a Managed Health Care Plan," *Journal of Consumer Affairs*, 44(3): 223-236. (1.03)

**Kolodinsky, Jane** (1999), "Use of and Satisfaction with Managed Care: A Comparison by Gender, *Journal of Consumer Studies and Home Economics*, 23(1): 19-25.

**Kolodinsky, Jane**, David Conner, and Qingbin Wang, (1998), "rBST labeling and notification: lessons from Vermont" *Choices*, a

Journal of the American Agricultural Economics Association, 13(3, third quarter): 38-40.

**Kolodinsky, Jane** (1997), "Gender Differences in Satisfaction with Primary Care Physicians in a Managed Care Health Plan," *Women and Health*, 26(4): 67-86. (1.0)

**Kolodinsky, Jane** (1997), "Consumer Satisfaction with Community Supported Agriculture," *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, 10: 131-138.

**Kolodinsky, Jane** and David Conner (1997), "Problems, Complaint Action, and Resolution of Problems in a Managed Care Health Benefits Plan: Implications for Consumer Education," *Journal of Consumer Education*, 15: 49-56.

20 Wang, Q., C. Halbrendt, **J. Kolodinsky** and F. Schmidt (1997) "Willingness to pay for rBST-free milk: A two-limit Tobit model analysis," *Applied Economic Letters*, 4:619-21. (.23)

**Kolodinsky, J.**, Q. Wang, and C. Torre (1997), "Length of Co-Residence of Elders with Adult Relatives: A Survival Analysis Using GSOEP Data," *Vierteljahrshefte zur Wirtschaftsforschung (Quarterly Journal of Economic Research)*, 1(66): 145-50.

Conner, David and **Jane Kolodinsky** (1997), "Can You Teach an Old Dog New Tricks: An Evaluation of Extension Training in Sustainable Agriculture," *Journal of Sustainable Agriculture*, 10(4): 5-20.

**Kolodinsky, Jane** and Leslie Pelch (1997), "Factors Affecting Consumer Decisions to Join a Community Supported Agriculture Farm (CSA)," *Journal of Sustainable Agriculture*, 10(2/3): 129-141.

**Kolodinsky, J.** and J.A. LaBrecque (1996), "The Allocation of Time to Grocery Shopping: A Comparison of Canadian and U.S. Households," *Journal of Economic and Family Issues*, 17(3/4): 393-408.

**Kolodinsky, Jane** (1996), "Issues in the Measurement of Women's Household Time Use: Some Thoughts from the Field," *Family and Consumer Sciences Research Journal*, 24(4):385-93.

**Walsh, R.** and **J. Kolodinsky**, (1995), "Expenditures for Health Care Among Older, Single Women in the United States: Impact on Economic Status and Implications for Public Policy," *Journal of Income Distribution*, 5(2): 229-42.

**Kolodinsky, Jane** (1995), "Consumer Satisfaction with Primary Care Physicians in a Managed Care Health Plan," *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, 8: 104-110.

Moe, J.K., R.K. Johnson, and **J. Kolodinsky** (1995), "The Impact of Conditions Associated with Women's Employment on the Diet Quality of Young Children," *Journal of Consumer Studies and Home Economics*, 19: 219-233.

**Kolodinsky, Jane** (1995), "Usefulness of Economics in Explaining Consumer Complaints," *Journal of Consumer Affairs*, 29(1): 29-54.

**10 Kolodinsky, Jane** (1994), "The Conflict Between Household Work and Paid Work," in *Youth, Family and Household: Global Perspectives on the Development and Quality of Life*, I. Kettschau, B. Methfessel, and H. Schmidt-Waldherr, editors, Germany: Schneider Verlag Hohengehren GmbH: 97-113.

Iskow, Julie, and **Jane Kolodinsky** (1993), "Specialty Product Marketing: A Research Update," *Journal of Food Distribution Research*, 24(1): 183-84.

**Kolodinsky, Jane** (1993), "Complaints, Redress, and Subsequent Purchases of Medical Services by Dissatisfied Consumers," *Journal of Consumer Policy*, 16: 193-214.

**Kolodinsky, Jane** (1992), "Cents Off Coupons and the Consumer: Are They Worth the Effort?" *Journal of Consumer Studies and Home Economics*, 16(4): 389-98.

Walsh, Roberta, and **Jane Kolodinsky** (1992), "Prices, Income, and the Economic Status of Older, Single Women: Implications for Health Care and Housing Policies," *Forum for Social Economics*, 22(1): 48-59.

**Kolodinsky, Jane** (1992), "Household Demands and Female Labor Force Activity: Meeting the Needs of Younger and Older Workers," in *Families in Transition*, Nancy Leidenfrost, editor, (Upper Marlboro, MD: International Federation of Home Economics): 31-36.

**Kolodinsky, Jane** (1992), "A System for Estimating Complaints, Complaint Resolution, and Subsequent Purchases of Personal and Professional Services," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Vol. 5: 36-44.

**Kolodinsky, Jane** (1990), "Time as a Direct Source of Utility: The Case of Price Information Search," *The Journal of Consumer Affairs*, 24(1): 89-109.

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### Refereed Papers/Presentations

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**Kolodinsky, Jane** (1997), "Co-residence of Elders with Adult Children and Labor Supply of Family Members in the U.S. and Germany," University of Bremen, Department of Sozial Politik, October.

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**Kolodinsky, Jane** (1996), "Celebrating Visions of a Healthier Community: Consumer Patterns and Consumption," The Sustainable Communities Program at Living and Learning, University of Vermont, December 4, 1996.

**Kolodinsky, Jane** (1996), "Strategic Planning for Meals on Wheels of Burlington VT," moderator for a panel discussion, Burlington, VT April 16, 1996.

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**Kolodinsky, J.,** R. Morse, and B. Slusher (1994), "ACCI: Past, Present, and Future," presented at the 1994 meetings of the American Council on Consumer Interests.

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DeSisto, T. & Kolodinsky, J. (2005). *Diet and Activity Patterns of Rural Women:*

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**Kolodinsky, Jane**, Craig Donnan, Michele Cranwell, and Gavin Schmidt (1999), "Consumer Attitudes Toward a Downtown Supermarket: Burlington Vermont," Prepared for the City of Burlington, Community and Economic Development Office.

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**Kolodinsky, Jane**, and the Center for Rural Studies (1995), "Final Report: Vermont Natural Resources License Plate Study," completed for the Lake Champlain Basin Program and the Vermont Department of Fish and Wildlife: 6 pp.

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**Kolodinsky, Jane**, Julie Iskow, JoAnne Labrecque, and David Russo (1994), "An Analysis of the Specialty Product Market for Maple Syrup: the 'Sweeter' Choice for Consumers?" Report to the Canadian Embassy, 26pp

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**Kolodinsky, Jane** and Thomas Arnold (1989), "Developing a Sliding Fee Scale for Vermont Health Insurance," completed for The Vermont Health Insurance Plan and presented to the Vermont Health Insurance Board, June 13, 1989. 74 pp.

**Kolodinsky, Jane** (1987), "A Market Analysis of the Demand for Dairy Food Away from Home in Dual Earner Households," paper completed for the New York State Board of Agriculture and Markets and the New York State Milk Promotion Order, November.

## MISCELLANEOUS PUBLICATIONS

Berlin, Linda, .Kim Norris, **Jane Kolodinsky**, and Abbie Nelson (2010). Farm-to-School: Implications for Child Nutrition, Opportunities for Agriculture Working Paper Series, University of Vermont, Food Systems Research Collaborative. Volume 1, 1.

**Kolodinsky, J** (2001), "Targeting the Right Market for your Product," *Venture, A Newsletter for the Small Entrepreneur*, Northeast Center for Food Entrepreneurship, 3(2): p 3.

**Kolodinsky, J** (2000), "Consumer Boycotts by Monroe Friedman," book review in *Journal of Public Policy and Marketing*, 19(1): 5-6.

**Kolodinsky, J.** and L. Shirey (1998), "The Satisfaction GPA: Elders' Rating of Satisfaction with Community Based Care," *Timelines, News from the Center for the Study of Aging at the University of Vermont*, Fall, 1998.

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**Kolodinsky, Jane** (1997) "Getting Out of the Workforce: The "Why and "How" of Retirement," *Vermont Maturity*, June: 24-25.

*Cultivating Connections* (1997), "Industrial Hemp: Assessing the Economic Viability of Production and Marketing," (2): 3-4.

Mole, M., C. Halbrendt, Q. Wang, and **J. Kolodinsky** (1997), "Willingness to Pay for Hemp Based Products: Evidence from a Consumer Survey," *Symposium Magazine*, Nova Institute: 60.

*Cultivating Connections* (1996), "The Consumer Experience of the CSA Partnership", II(3 Summer): 3,6.

Iskow, J., **J. Kolodinsky**, and D. Russo (1994), "Summary of Research Results: An Economic Analysis of the Demand for Maple Syrup," *New England Country Folks*, February 28, 1994: 24.

Iskow, J., **J. Kolodinsky**, and D. Russo (1994), "An Economic Analysis of the Demand for Maple Syrup," *Maple Digest*, 6A(1): 26-28.

**Kolodinsky, Jane** (1991), Book Review, Jeff Richards, *Deceptive Advertising*, (Hillsdale, NJ: Lawrence Erlbaum Associates, 1990), In *Journal of Consumer Affairs*, 25(2), 424-35.

**Kolodinsky, Jane** (1991), "Consumer Complaining Can Bring About Changes," *Vermont Science*, 15(1), summer, p. 2.

Walsh, Roberta and **Jane Kolodinsky** (1991), "Single, Older Women's Economic Status Most Vulnerable," *Vermont Science*, 15(1), summer, p. 2.

**Kolodinsky, Jane** (1991), "Canadian and American Coupon Use Differs," *Vermont Science*, 15(1), summer, p. 3.

## Graduate Student Theses (Major Advisor)

In progress	Geoffrey Castle
2013	<b>Li, Minghao</b> Consumer willingness to pay for credence food attributes : determinants and implications
2013	<b>Putname, Mathew</b> A structural equation modeling approach to obesity : using matched data from the National Health and Nutrition Examination Survey and the American Time Use Survey
2013	<b>Pharis, Megan</b> Promoting childhood nutrition through intervention programming : an assessment using social cognitive theory
2012	<b>Davidoff, Chelsea Lee</b> Diversification of dairy farms in the northeast United States and creating taste of place for Vermont
2012	<b>Faye Conte</b> Impacts of the built food environment and consumer food choice on meal patterns and obesity in northern New England
2012	<b>Smith, Abby Barrett</b> Taste of place and the regional audience : origin labels, consumer behavior, and the spatialization of quality
2011	<b>Erin Buckwalter</b> , "Farm to School Implications for Childhood Nutrition"
2011	<b>DeSisto, Thomas Patrick</b> Conceptualizing human body weight in a health production framework
2011	<b>Cristina Mastrengelo</b> "Environmental labeling of Bus Tour Operations"
2010	Elizabeth Reaves, "Planning for Community Economic Sustainability: A Hybrid Approach"
2010	<b>Ben King</b> , Direct local food procurement in farm to school programs : examining feasibility through farmers' perspectives and a system map
2009	<b>Amanda Goldstein</b> , "Towards the Transdisciplinary: The Need to Combat the Obesity Epidemic Using a Holistic, Collaborative Approach"
2008	<b>Roche, Erin</b> , "Individual investment in health: an evaluation of policies and programs"
2007	<b>Travis Reynolds</b> , "Willingness to Pay for Compact Florescent Light Bulbs in an Island Economy"
2007	<b>Alison Weber</b> , "Performance of Mortgage Loans in Vulnerable Populations"

- 2006 **Sheradin, Meaghan**, “The assessment of critical qualities and resources needed to establish a dairy processing facility : the case of the Westfield Dairy Group”
- 2006 **Helen Labun**, “Marketing local foods in a conventional setting”
- 2006 **Amy Diller**, “Brownfield Development”
- 2006 **Charles Kerchner**, “Assessing the role of market incentives in sustaining rural communities: case studies of Vermont and the Dominican Republic”
- 2005 **Michelle Cranwell Schmidt**, “Impact of Microbusiness Development on Participants”
- 2005 **Shanahan, Colleen**, “A diffusion of innovation approach to web presence small food businesses”
- 2005 **Croom, Erin**, “Farm to school programs as leverage points to changing the school food system”
- 2005 **Dai, Jie**, “Consumer valuation of non-nutrient attributes of milk : how consumer characteristics play a role”
- 2002 **Kimberly, Garrett**, “The Economic Value of the Non-Profit Sector in Vermont”
- 2002 **Narsana, Rashmi, (Winner, 2003 ACCI Master’s Thesis Award)** “Information Search and Genetically Modified Products”
- 2001 **Drzewiczewski, Melissa J.**, “Rural Elders’ Satisfaction with Community Based Care”
- 1998 **Shirey, Lee, (Winner, 2000 ACCI Master’s Thesis Award)** “Co-Residence of Elders with Adult Children”
- 1998 **Skinner, Elizabeth** “The Impact of the *Seal of Quality* and *Vermont Makes It Special* Labeling Programs on Buyer Behavior”
- 1997 **Torre, Christine (winner 1998 ACCI Master’s Thesis Award)** “The Cost of Informal Care-giving in Co-residing Households: The Case of Elders and Adult Daughters”
- 1997 **Conner, David** “Using Labels to Make Purchasing Decisions: The Role of rBST Labels in Vermont”
- 1997 **Dienno, Adele** “An Analysis of Consumer Demand for Public Transportation in a Small Rural System”
- 1996 **Pelch, Leslie (finalist 1996 ACCI Master’s Thesis Award)** “An Economic Analysis of Community Supported Agriculture Consumers”

#### **Graduate Student Theses (member of committee)**

- 2014 Geoffrey Batista**
- 2014 **Katherine Coale**, “The Fate of *Listeria Monocytogenes* when Challenged Against the Microbial Communities Found on the Surface of Soft-Ripened Raw Milk Cheeses”
- 2012 **Nam, Richard Hyun** “Intra-household vehicle allocation using the 2009 National Household Travel Survey 2011”
- 2011 **Kelly Hamshaw**, “Community Development in Manufactured Housing Communities”
- 2011 **Frank, Jeff** “Experiments on subjective preference : toward a new methodology and applications of subjective Income”
- 2011 **Pokalo, Gwen** “The needs of microentrepreneurs and preparing future entrepreneurs : the microbusiness retail incubator as a mechanism for community development”
- 2010 **David Propen**, “Transportation and Climate Change”
- 2009 **Kelly Goonan**, “Northern Forest Indicators and Standards”
- 2008 **Mark Gately**, “Dynamic Modeling to Inform Environmental Management: Applications in Energy Resources and Ecosystem Services”
- 2008 **Marina Michealles**, “The distribution of local food through consumer cooperatives in the Northeast ”
- 2007 **Noah Pollack**, “Economic Impact of the Northern Forest Canoe Trail”
- 2007 **Daniel Baker**, “Natural Resource Planning: Honduras, Katrina, and other Applications”
- 2006 **Katherine Parlo**, “Evaluation of Energy Efficiency Electricity Programs”
- 1989 **Botero, Julian** “An Analysis of the Market for Exotic Fruits in the U.S.”
- 1989 **Prevo, Kathy** Masters of Home Economics Education, oral and written comprehensive exam, no thesis
- 1994 **Lang, Susan** “The Economic Impact of Dairy Breeding Practices in VT ELFAC Dairy Farms”
- 1995 **Moe, Gilian** “The Impact of Conditions Associated with Women’s Employment on the Diet Quality of Young Children”
- 1996 **McFee, Barry** “Ownership Factors Associated with the Conversion of Vermont Non-industrial Private Forest Land (NIPF)”

# EXHIBIT 2

## Reference List

Brendahl, L. "Consumers' Cognitions with Regard to Genetically Modified Foods. Results of a Qualitative Study in Four Countries." *Appetite* 33.3 (1999): 343-360

Caper, J, "A Chorus of No's" *Dairy Foods*. June 2014: 32-35

Frewer, L.J., Howard, C., and Shepard, R., "The Influence of Realistic Product Exposure on Attitudes Towards Genetic Engineering of Food" *Food Quality and Preference*. 7.1 (1996): 61-67

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Rozin, P. "The Meaning of Natural: Process More Important Than Content." *Psychological Science* 16.8 (2005): 653-658

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Rozin, P, Fischler, C, and Shields-Argeles, C, "European and American Perspectives on the Meaning of Natural." *Appetite*. 59 (2012): 448-455