

## Name: Wim VERBEKE



**Name:** Wim VERBEKE

**Photo:** see attached

**Age:** 49 years

**Nationality:** Belgium

**Current position:** Professor of Agro-Food Marketing and Consumer Behaviour, Ghent University, Belgium

**Research areas:**

- Consumer behaviour
- Determinants of food choice
- Agricultural and food marketing
- Food labelling

**Education:**

- Master of Science in Bio-Science Engineering, Major Agricultural Economics, Ghent University, 1993
- Master of Business Administration in Marketing Management, Vlerick Management School, 1994
- PhD in Applied Biological Sciences: Agricultural Sciences, Ghent University, 1999

**Other responsibilities and positions:**

- Member of the Organising Committee of the 12<sup>th</sup> Congress of the European Association of Agricultural Economists (2008) and of the Programming Committees of several EAAE Seminars (since 2003)
- Work package leader in several EU-funded FP6, FP7 and H2020 research projects, including PROMISS, SeafoodTomorrow, B-GOOD and ProFuture
- Clarivate Analytics / Thomson Reuters Highly Cited Research in Agricultural Sciences in 2015-2019

**Personal home page:**

<http://www.ugent.be/bw/agricultural-economics/en/overview.htm> and  
<https://biblio.ugent.be/person/801001000773>

**Selected publications (max 5):**

Verbeke, W. (2005). Agriculture and the food industry in the information age. *European Review of Agricultural Economics*, 32, 347-368.

Vermeir, I. & Verbeke, W. (2008). Sustainable food consumption among young adults in Belgium: Theory of planned behaviour and the role of confidence and values. *Ecological Economics*, 64, 542-553.

Verbeke, W. (2015). Profiling consumers who are ready to adopt insects as a meat substitute in a Western society. *Food Quality and Preference*, 39, 147-155.

De Graaf, S., Van Loo, E.J., Bijttebier, J., Vanhonacker, F., Lauwers, L., Tuytens, F.A.M., & Verbeke, W. (2016). Determinants of consumer intention to purchase animal-friendly milk. *Journal of Dairy Science*, 99, 8304-8313.

Van Loo, E.J., Hoefkens, C., & Verbeke, W. (2017). Healthy, sustainable and plant-based eating: Perceived (mis)match and involvement-based consumer segments as targets for future policy. *Food Policy*, 69, 46-57.

**Challenges facing the EAAE:**

A major challenge for EAAE is to maintain and strengthen its position as a network and platform where scientists and a wide range of stakeholders related to the agricultural economics profession (e.g. policy makers, regulatory bodies, industry, non-governmental and consumer organisations, and society as a whole) can exchange information, ideas, and visions. More than ever before such networks and platforms will be virtual and global. Another challenge is to maintain and strengthen the appeal of EAAE as an association to young scientists (pre- and post-docs) and young professionals by providing them with opportunities, guidance and support while developing their academic or professional careers, and their academic, research and extension-related skills and networks. Furthermore, it will be challenging to engage as an association with peers in developing economies, to bridge with other international and emerging national associations, and to (re-)connect with associations and their members focused on related disciplinary fields. Finally, EAAE should provide opportunities to its profession to publish research in high-quality and reputable academic journals. EAAE remains in a pole position to play a more active role in science communication, dissemination, policy and public debate.

**What I would like to see achieved in the next Board period (September 2020 – August 2023):**

I would like to contribute to the engagement of more stakeholders, young scientists and professionals; to bridging with established international and emerging national or regional associations; and to (re-)connecting with associations and their members in related disciplinary fields. In line with the position as Treasurer I am applying for, I would obviously like to contribute to further building EAAE as a financially healthy and thriving association that provides the widest possible diversity of benefits to its members. Despite the economic crisis ahead as a consequence of the covid-19 pandemic, which may hit the association through a lower number of seminars organised and members enrolled, my ambition is to maintain the EAAE membership fee at its current level, thus not increasing it for the coming triannual period.