

ELLEN B. MCCULLOUGH

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Academic Positions

Assistant Professor, Department of Agricultural & Applied Economics (2016–present)
University of Georgia, Athens, Georgia

Education

Ph.D., Applied Economics and Management, Cornell University (2011-2016)
M.Sc., Earth Systems, Stanford University (2003-2004)
B.S., Earth Systems, Stanford University (1999-2003)

Research Interests

Development economics, agricultural development, agricultural productivity, labor productivity, structural transformation, consumer diet transitions

Publications

Journal Articles

Assefa, T. W., McCullough, E. B., & Berhane, G. (Forthcoming). Impacts of a large-scale government effort to improve fertilizer use in Ethiopia. *American Journal of Agricultural Economics*.

Kadam, A., McCullough, E. B., McGavock, T. J., & Magnon, N. (Forthcoming). Who is asking and how? The effects of enumerator gender and survey method in measuring intimate partner violence. *World Development*.

McCullough, E. B. 2025. Structural transformation without industrialization? Evidence from Tanzanian consumers. *American Journal of Agricultural Economics* 107(2): 411-439.

McCullough, E. B., Lu, M., Nogue, Y., Arsenault, J. & Zhen, C. 2024. Nutrient adequacy in Africa would improve with higher income for poorer households and lower cereal prices. *Nature Food* 5(3): 171–181.

Magnan, N., Posey, S., McCullough, E., Hoffman, V., Opoku, N., and Abdul-Haviz, A. 2024. Challenges to groundnut value chain development: lessons from an (attempted) field experiment in Ghana. *Journal of Development Effectiveness* 16(4): 468–484.

McCullough, E. B., Quinn, J. D., and Simons, A. M. 2022. Profitability of climate-smart soil fertility investment varies widely across sub-Saharan Africa. *Nature Food* 3(4): 275-285.

(Research briefing: <https://www.nature.com/articles/s43016-022-00493-z>)

- McCullough, E., Zhen, C., Shin, S., Lu, M., and Arsenault, J. 2022. The role of food preferences in determining diet quality for Tanzanian consumers. *Journal of Development Economics* 155(2022): 102789.
- Ricciardi, V., A. Wane, B.S. Sidhu, C. Goode, D. Solomon, E.B. McCullough, F. Diekmann, J. Porciello, M. Jain, N. Randall, Z. Mehrabi. 2020. A scoping review of research funding for small-scale farmers in water scarce regions. *Nature Sustainability* 3: 836-844.
- McCullough, E.B. 2017. Labor productivity and employment gaps in sub-Saharan Africa. *Food Policy* 67 (February 2017): 133-152.
- McCullough, E.B., P.A. Matson. 2011. Evolution of the knowledge system for agricultural development in the Yaqui Valley, Sonora, Mexico. *Proceedings of the National Academy of Sciences* 113 (17) 4609-4614.
- Gómez, M.I., C.B. Barrett, L.E. Buck, H. De Groote, S. Ferris, H.O. Gao, E.B. McCullough, D.D. Miller, H. Outhred, A.N. Pell, T. Reardon, M. Retnanestri, R. Ruben, P. Struebi, J. Swinnen, M.A. Touesnard, K. Weinberger, J.D.H. Keatinge, M.B. Milstein and R.Y. Yang. 2011. Research principles for developing country food value chains. *Science* 332 (6034): 1154.
- Jacobs, K., L. Lebel, J. Buizer, L. Addams, P.A. Matson, E.B. McCullough, P. Garden, G. Saliba, and T. Finan. 2010. Linking knowledge with action in the pursuit of sustainable water-resources management. *Proceedings of the National Academy of Sciences* 113 (17): 4591-4596.
- Omiti, J.M., D.J. Otieno, T.O. Nyanamba and E.B. McCullough. 2009. Factors influencing the intensity of market participation by smallholder farmers: a case study of rural and peri-urban areas of Kenya. *African Journal of Agricultural and Resource Economics* 3 (1): 57-82.
- Galloway, J.N., M.B. Burke, G.E. Bradford, R. Naylor, W. Falcon, A.K. Chapagain, J.C. Gaskell, E.B. McCullough, H.A. Mooney, K.L. Oleson, H. Steinfeld, T. Wassenaar and V. Smil. 2007. International trade in meat: The tip of the pork chop. *Ambio* 36 (8): 622.
- Burke, M., K. Oleson, E. McCullough, and J. Gaskell. 2009. A global model tracking water, nitrogen, and land inputs and virtual transfers from industrialized meat production and trade. *Environmental Modeling and Assessment* 14 (2): 179.
- Falcon, W.P., R.L. Naylor, W.L. Smith, M.B. Burke and E.B. McCullough, 2004. Using climate models to improve Indonesian food security. *Bulletin of Indonesian Economic Studies* 40 (3).

Books & Book Chapters

Books

- McCullough, E.B., P.L. Pingali, and K.G. Stamoulis (eds). 2008. *The Transformation of Agri-food Systems: Globalization, Supply Chains, and Smallholder Farmers*. London, UK: Earthscan Press, 381pp.

Book Chapters (selected)

- McCullough, E.B. 2018. Agricultural labor is not so unproductive in Africa. In: Christiaensen, Luc, and Lionel Demery (eds). *Agriculture in Africa: Telling Myths from Facts*. Directions in Development. Washington, DC: World Bank, pp 47-56.
- McCullough, E.B. and P.A. Matson. 2012. Linking knowledge with action for sustainable development: a case study of change and effectiveness. In: P.A. Matson (ed). *Seeds of Sustainability: Lessons From the Birthplace of the Green Revolution in Agriculture*, Washington DC: Island Press, pp 63-83.
- Matson, P., Luers, A. and EB McCullough. 2012. Exploring vulnerability in the Yaqui Valley human-environment system. In: P.A. Matson (ed). *Seeds of Sustainability: Lessons From the Birthplace of the Green Revolution in Agriculture*, Washington DC: Island Press, pp 83-92.

- Schoups, G., L. Adams, D. Battisti, E.B. McCullough, and J.L. Minjares. 2012. Water resources management in the Yaqui Valley. In: P.A. Matson (ed). *Seeds of Sustainability: Lessons From the Birthplace of the Green Revolution in Agriculture*, Washington DC: Island Press, pp 197-230.
- McCullough, E.B., P.L. Pingali, and K.G. Stamoulis. 2010. Small farms and the transformation of food systems: an overview. In: R. Haas, M. Canavari, B. Slee, C. Tong, and B. Anurugsa (eds). In: *Looking East Looking West: Organic and Quality Food Marketing in Asia and Europe*. Wageningen, The Netherlands: Wageningen Academic Publishers, pp 47-85.
- Pingali, P.L. and E.B. McCullough. 2010. Drivers of change in global agriculture and livestock systems. In: H. Steinfeld, H. A. Mooney, F. Schneider, and L.E. Neville (eds). *Livestock in a Changing Landscape: Drivers, Consequences, and Responses*. Washington, DC: Island Press, pp 5-10.
- Tobgay, S.K. and E.B. McCullough. 2008. Linking small farmers in Bhutan with urban consumers: the importance of market access. In: E.B. McCullough, P.L. Pingali, and K.G. Stamoulis (eds). *The Transformation of Agri-food Systems: Globalization, Supply Chains, and Smallholder Farmers*. London, UK: Earthscan Press, pp 235-258.
- Omiti, J.M., T. Nyanamba, E.B. McCullough and D. Otieno. 2008. Factors influencing diversification of smallholder agriculture in Kenya. In: E.B. McCullough, P.L. Pingali, and K.G. Stamoulis (eds). *The Transformation of Agri-food Systems: Globalization, Supply Chains, and Smallholder Farmers*. London, UK: Earthscan Press, pp 259-278.

Working Papers

- “Sharing is caring: Redistributing unpaid and care work improves mental well-being for both spouses” with Shivani Gupta, Tamara McGavock, Thomas Assefa and Tigabu Getahun (*revise and resubmit*, *Journal of Development Economics*)
- “The effect of identity based motivations on financial access for unbanked women” with Sundar Bharadwaj and Rachel Ramey (*resubmission invitation*, *Journal of Marketing*)
- “Calling for time: Examining bias in time use measurement using high-frequency phone surveys” with Tamara McGavock and Thomas Assefa
- “Stifled by stigma? Experimental effects of updating husbands’ beliefs on participation in women’s household work” with Tamara McGavock, Thomas Assefa, and Nicholas Magnan
- “Measuring diet outcomes with high-frequency mobile phone interviews in Ethiopia” with Thomas Assefa and Tamara McGavock
- “Diet quality impacts of Nigerian Agri-food and trade policies” with Yawotse Nouve and Khadijat Amolegbe
- “Occupational choice and agricultural labor exits in Sub-Saharan Africa”

Research Presentations

- 2025: IFPRI Applied Microeconomics and Development Seminar, Washington, DC (scheduled May 15);
- 2023: ASSA Annual Meeting, New Orleans (virtual participation); Tanzania’s Economic & Social Research Foundation Invited Seminar, Dar Es Salaam, Tanzania (virtual participation); AAEEA Annual Meeting, Washington, DC; African Economic Research Consortium PASHFARM Workshop (workshop led virtually); Southern Economic Association Annual Meeting, New Orleans, LA;
- 2022: Agriculture, Nutrition & Health Academy Week (virtual presentation);

MwAPATA-IFPRI Virtual Seminar, Lilongwe, Malawi (virtual presentation); Southern Economic Association 91st Annual Meeting, Houston, Texas; Bill & Melinda Gates Foundation learning lunch (virtual presentation);

2021: Invited Seminar, Online Agricultural and Resource Economics Seminar Series (#OARES); Invited Seminar, Virginia Polytechnic Institute and State University; Agricultural & Applied Economics Association (AAEA), Austin, Texas (virtual presentations); Agriculture, Nutrition & Health Academy Week (virtual presentation);

2020: Invited Seminar, Michigan State University, East Lansing, Michigan; Southern Economic Association (SEA) Annual Conference; Agricultural & Applied Economics Association (AAEA) (virtual participation);

2019: Center for the Study of African Economies (CSAE), Oxford, UK; Agricultural & Applied Economics Association (AAEA), Atlanta, Georgia; African Association of Agricultural Economics (AAAE), Abuja, Nigeria;

2018: Agriculture, Nutrition & Health Academy Week, Accra, Ghana; Agricultural & Applied Economics Association (AAEA), Washington, DC; Conservation Ecology Seminar Series (UGA), Athens, Georgia;

2017: European Association of Environmental and Resource Economics (EAERE), Athens, Greece; International Consortium on Applied Bioeconomy Research (ICABR), Berkeley, CA;

2016: Food and Agriculture Organization of the UN invited seminar, Rome, Italy; Rural Livelihoods Information System expert consultation, Rome, Italy; World Bank Jobs & Development Conference, Washington, DC; African Association of Agricultural & Applied Economics Conference, Addis Ababa, Ethiopia;

2015: IZA-World Bank Conference on Employment and Development, Bonn, Germany; Agriculture in Africa – Telling Facts from Myths Symposium, World Bank and International Food Policy Research Institute, Washington DC; Western Economic Association International, Honolulu, Hawaii; Western Economic Association International Graduate Student Workshop, Honolulu, Hawaii; Agricultural & Applied Economics Association, San Francisco, CA; Cornell University Development Economics Seminar, Ithaca, NY;

2014: Food Systems and Poverty Reduction IGERT Symposium, Ithaca, NY;

2013: African Association of Applied Economics Conference, Hammamet, Tunisia; International Conference on Global Food Security, Noordwijkerhooft, The Netherlands; Agriculture in Africa – Telling Facts from Myths Workshop, Washington, DC; Food Systems and Poverty Reduction IGERT Symposium, Ithaca, NY;

2011: Leverhulme Centre for Integrative Research on Agriculture and Health, Agri-food Policy and Governance for Nutrition and Health Research Conference, London, UK; Shoreline Community College, Seattle, Washington;

Research Funding

“Enhancing the impacts of gender training: Encouraging men to share the load through repeated remote reinforcement messaging”

Co-PI with Tigabu Getahun (PI), Tamara McGavock (Co-PI), and Thomas Assefa (co-Investigator)
\$67,729; Sub-Subaward (via World Vision and IFPRI) of USAID Strengthening PSNP Institutions and Resilience II (SPIR II) grant

2022-2023

- “Viral replication of women’s savings groups in Africa (Malawi, Tanzania and Nigeria)”
Co-Investigator with Sundar Baradwaj (PI) and Rachel Ramey
\$189,000; Care International 2020-2023
- “Changing climate and livelihoods adaptation in Ethiopia”
Principal Investigator with Adam Milewski (co-PI)
\$14,200; Grants on the Edge Program, UGA College of Agricultural & Environmental Sciences and Office of the Vice President for Research 2019-2020
- “Her Time: a time use study of women participating in livelihoods programs in Ethiopia”
Principal Investigator with Tamara McGavock (co-PI) and Nicholas Magnan (co-Investigator)
\$300,000; Care International and World Vision International 2019-2022
- “Harnessing Food Demand Systems for improved nutrition in Sub-Saharan Africa”
Principal Investigator with Chen Zhen (co-PI)
\$784,000; Bill & Melinda Gates Foundation and the UK Foreign, Commonwealth & Development Office 2017-2022

Awards and Recognition

- Outstanding Faculty Award, Agricultural & Environmental Economics Club at the University of Georgia, 2018-19 Academic year (2019)
- Carl Eicher Award for Best Doctoral Dissertation on Africa for 2015-2017, International Association of Agricultural Economists (IAAE) (2018)
- Outstanding Doctoral Dissertation Award for 2017, Agricultural & Applied Economics Association (AAEA) (2018)
- Ecological Society of America Sustainability Science Award (awarded to *Seeds of Sustainability: Lessons from the Birthplace of the Green Revolution* in recognition of an outstanding contribution to sustainability science) (2013)
- Trainee, Integrative Graduate Education and Research Traineeship (IGERT) in Food Systems and Poverty Reduction (Cornell University IGERT funded by the National Science Foundation) (2012-2014)
- “Holy Cow” merit award for contributions to mission of the Bill & Melinda Gates Foundation (2010)

Professional Service

- Peer Reviewer for Journals: *Agrekon*; *Agricultural Economics*; *Agriculture and Food Security*; *Agricultural and Resource Economics Review*; *American Journal of Agricultural Economics*; *Economics & Human Biology*; *Economic Development & Cultural Change*; *Environment and Development Economics*; *Food Policy*; *Food Security*; *Global Environmental Change*; *Global Food Security*; *Journal of African Economies*; *Journal of Agribusiness*; *Journal of Development Economics*; *Nature Food*; *Oxford Development Studies*; *PLoS One*; *World Development*.
- Other Peer Reviewer Service: African Economic Conference; Agricultural & Applied Economics Association conference; International Association of Agricultural Economists conference; Structural Change in African Agriculture and Rural Spaces Conference; African Green Revolution Forum;
- Secretary-Treasurer, Africa Section, Agricultural & Applied Economics Association (2018-2020)
- DW Brooks Speaker Selection Committee, College of Agricultural & Environmental Sciences, University of Georgia (2020)

Teaching

The World Food Economy (AAEC 4730), University of Georgia (Spring 2017-2025) (Fall 2023, 2024)

Advanced Agricultural Development and Rural Economies (PhD Field Course), University of Georgia (2019, 2020, 2022, 2024)

Food Fights (AAEC 2710), University of Georgia (Spring 2020-2022)

Development Economics Workshop (AAEC 8030), University of Georgia (Fall 2022-2023)

Advising

Ph.D Committees:

Chaired (completed): Thomas Assefa (2022), Meichen Lu (2022), Yawotse Nouve (2022), Aditi Kadam (2023)

Chaired (current): Godwin Nutsugah, Shivani Gupta

Committee Member: Will Thompson (2018), Zhongyuan Liu (2018), Soye Shin (2019), Niyun Chen (2019), Shruti Sharma (2021), Akash Ishar (2022), Rachel Ramey (Marketing Department, 2023), Sean Posey (2023)

MS Committees:

Chaired (completed): Brice Karickhoff (2020), Imani Matos (2022), Dewan Abdullah Al Rafi (2025)

Committee Member: Victoria Wright (2019), Dikshit Poudel (2020), Adedayo Adediron (2023), Amos Ogunola (2024)

Post Doctoral Fellows:

Supervised: Thomas Assefa (2022-2023)

Other Professional Experience

Associate Program Officer, Agricultural Development Program (2009–2011)

Research Analyst, Agricultural Development Program (2008–2009)

Bill & Melinda Gates Foundation, Seattle, Washington

Research Economist, Agricultural & Development Economics Division (2005–2008)

Food and Agriculture Organization of the United Nations, Rome, Italy

Research Fellow, Center for Environmental Science and Policy, Freeman-Spogli Institute for International Studies, Stanford University (2004–2005)

Stanford University, Stanford, CA