

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 (*graduate student)*

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

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 (*graduate student)*

- "Who is asking and how? The effects of enumerator gender and survey method in measuring intimate partner violence" with Aditi Kadam*, Tamara McGavock, and Nicholas Magnan (*resubmitted, under review, World Development*)
- "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 (*under review*)
- "The effect of identity based motivations on financial access for unbanked women" with Sundar Bharadwaj and Rachel Ramey*
- "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"
- "Who is asking and how? The effects of enumerator gender and survey method in measuring intimate partner violence" with Aditi Kadam*, Tamara McGavock, and Nicholas Magnan (*resubmitted, World Development*)
- "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 (*under review, 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* (abstract here)

“Stifled by stigma? Experimental effects of updating husbands’ beliefs on participation in women’s household work” with Tamara McGavock, Thomas Assefa*, and Nicholas Magnan (abstract here)

“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” (available here)

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); AAEA 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)

Second Place recipient, George Warren Award for outstanding manuscript by a graduate student at Cornell's Charles H. Dyson School of Applied Economics and Management (2015)

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 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)

Agricultural & Applied Economics Seminar Series (AAEC 8020), University of Georgia (Spring 2019, Fall 2019, Spring 2020)

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 (expected May 2025)

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

MAB Committees:

Committee Member: Elizabeth Davis (2018), Scott Maw (2019)

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