

December 2024

## Chen Zhen

Department of Agricultural and Applied Economics  
University of Georgia  
314B Conner Hall, Athens, GA 30602  
Office (706) 542-0766 Fax (706) 542-0739  
Email: [czhen@uga.edu](mailto:czhen@uga.edu)

### Education

PhD Economics, North Carolina State University, Raleigh, NC, 2006  
Dissertation committee: Michael Wohlgenant (chair), Nick Piggott, Wally Thurman,  
Barry Goodwin

MS Applied Economics, Montana State University, Bozeman, MT, 2001  
Thesis committee: Joseph Atwood (chair), David Buschena, Myles Watts

BA Economics, University of Colorado, Denver, CO, 1999

### Current Appointments

Georgia Athletic Association Professorship in Food Choice, Obesity, and Health Economics,  
Department of Agricultural and Applied Economics, University of Georgia, Athens, GA,  
2015-present

Professor, Department of Agricultural and Applied Economics, University of Georgia,  
Athens, GA, 2021-present

### Past Positions

Associate Professor, Department of Agricultural and Applied Economics, University of  
Georgia, Athens, GA, 2015-2021

Research Economist, Food and Nutrition Policy Research Program, RTI International,  
Research Triangle Park, NC, 2006-2015

### Awards

Best Economics Paper in Food Safety and Nutrition, Agricultural and Applied Economics  
Association, 2022.

Honorable Mention, Best Economics Paper in Food Safety and Nutrition, Agricultural and  
Applied Economics Association, 2015

Best Economics Paper in Food Safety and Nutrition, Agricultural and Applied Economics  
Association, 2011.

2011 RTI President's Award

### Books

Muth, M.K., Okrent, A., Zhen, C., & Karns, S.A. (2019). *Using scanner data for food policy  
research*. (1st ed.) Elsevier Academic Press.

## Journal Articles

- Saed Rezayi, Zhengliang Liu, Zihao Wu, Chandra Dhakal, Bao Ge, Haixing Dai, Gengchen Mai, Ninghao Liu, Chen Zhen, Tianming Liu, Sheng Li (2024). Exploring New Frontiers in Agricultural NLP: Investigating the Potential of Large Language Models for Food Applications. *IEEE Transactions on Big Data*, in press.
- McCullough, E., Lu, M., Nogue, Y., Arsenault, J., and Zhen, C. (2024). Nutrient adequacy for poorer households in Africa would improve with higher income, while lower food prices would have mixed effects. *Nature Food*, 5: 171–181.
- Dhakal, C., Luo, Y., Wang, S., and Zhen, C. (2024). Unemployment insurance benefit reduction and food hardship. *Journal of Policy Analysis and Management*, 43: 530–554.
- Zhen, C., Chen, Y., Lin, B-H., Karns, S., Mancino, L., and Ver Ploeg, M. (2024). Do obese and nonobese consumers respond differently to price changes? Implications of preference heterogeneity for obesity-oriented food taxes and subsidies. *American Journal of Agricultural Economics*, 106: 1058–1088.
- Thapa, K., Rajbhandari-Thapa, J., Hanks, A., Lee, J.S., and Zhen, C. (2024). Sugar sweetened beverage restriction or fruit and vegetable purchase incentive in Supplemental Nutrition Assistance Program (SNAP): Participant’s voice and choice behavior. *Journal of Hunger & Environmental Nutrition*, 19(1): 1–22.
- Zhu, C., Lopez, R.A., Zhen, C., and Zhao, Q. (2023). Consumer responses to nutrition labels in China. *Journal of the Agricultural and Applied Economics Association*, 2: 278–294.
- Ferrier, P., Zhen, C., and Bovay, J. (2023). Price and welfare effects of the Food Safety Modernization Act Produce Safety Rule. *Journal of Agricultural and Resource Economics*, 48: 82–102.
- Rezayi, S., Liu, Z., Wu, Z., Dhakal, C., Ge, B., Zhen, C., Liu, T., & Li, S. (2022) AgriBERT: Knowledge-infused agricultural language models for matching food and nutrition. *Proceedings of the Thirty-First International Joint Conference on Artificial Intelligence (IJCAI) for Good*, 5150–5156.
- McCullough, E., Zhen, C., Shin, S., Lu, M., & Arsenault, J. (2022). The role of food preferences in determining diet quality for Tanzanian consumers. *Journal of Development Economics*, 155: 102789.
- Chen, Y., and Zhen, C. (2022). The potential impact of reducing sodium in packaged food: The case of the Chinese instant noodles market. *Agribusiness*, 38: 3–20.
- Li, W., Finkelstein, E.A., and Zhen, C. (2022). Intended and unintended consequences of salient nutrition labels. *American Journal of Agricultural Economics*, 104: 853–872.
- Zhen, C. (2021). Food deserts: myth or reality? *Annual Review of Resource Economics*, 13: 109–129. [Invited]
- Chen, Y., Lin, B-H., Mancino, L., Ver Ploeg, M., and Zhen, C. (2020). Nutritional quality of retail food purchases is not associated with participation in the Supplemental Nutrition Assistance Program for nutrition-oriented households. *PLOS ONE* 15(12), Article ID e0240263, 14 pages.

- Mu, L., Chen, Y., and Zhen, C. (2020). SNAP office accessibility and its association with rurality. *Applied Geography*, 120, Article ID 102209, 15 pages.
- Zhen, C., & Zheng, X. (2020). The impact of NuVal shelf nutrition labels on food purchase. *Applied Economic Perspectives and Policy*, 42(4): 870–887.
- Li, W., Zhen, C., & Dorfman, J.H. (2020): Modelling with flexibility through the business cycle: using a panel smooth transition model to test for the lipstick effect, *Applied Economics*, 52: 2694–2704.
- Melo, G, Zhen, C., & Colson, G. (2019). Does point-of-sale nutrition information improve the nutritional quality of food choices? *Economics and Human Biology*, 35: 133–143.
- Zhen, C., Muth, M., Okrent, A., Karns, S., Brown, D., & Siegel, P. (2019). Do differences in reported expenditures between household scanner data and expenditure surveys matter in health policy research? *Health Economics*, 28(6): 782–800.
- Zhen, C., Finkelstein, E.A., Karns, S.A., Leibtag, E., & Zhang, C. (2019). Scanner data-based panel price indexes. *American Journal of Agricultural Economics*, 101(1):311–329.
- Finkelstein, E.A., Li, W., Melo, G., Strombotne, K., & Zhen, C. (2018). Identifying the effect of shelf nutrition labels on consumer purchases: results of a natural experiment and consumer survey. *American Journal of Clinical Nutrition*, 107(4):647–651.
- Ferrier, P.M., & Zhen, C. (2017). The role of income in explaining the shift from preserved to fresh vegetable purchases. *Journal of Agricultural and Resource Economics*, 2(3):329–349.
- Zheng, Y., Zhen, C., Dench, D., & Nonnemaker, J. (2017). U.S. demand for tobacco products in a system framework. *Health Economics*, 26(8):1067–1086.
- Zheng, Y., Zhen, C., Nonnemaker, J., & Dench, D. (2016). Advertising, habit formation, and U.S. tobacco product demand. *American Journal of Agricultural Economics*, 98(4):1038–1054.
- Ruff, R.R., & Zhen, C. (2015). Estimating the effects of a calorie-based sugar-sweetened beverage tax on weight and obesity in New York City adults using dynamic loss models. *Annals of Epidemiology*, 25(5): 350–357.
- Finkelstein, E.A., Strombotne, K.L., Zhen, C., & Epstein, L.H. (2014). Food prices and obesity: a review. *Advances in Nutrition*, 5(6): 818–821.
- Zhen, C., Brissette, I.F., & Ruff, R.R. (2014). By ounce or by calorie: The differential effects of alternative sugar-sweetened beverage tax strategies. *American Journal of Agricultural Economics*, 96(4):1070–1083. [Featured in New York Times, NPR, June 2, 2014]
- Ferrier, P., & Zhen, C. (2014). The producer welfare effects of trade liberalization when goods are perishable and habit-forming: the case of asparagus. *Agricultural Economics*, 45(2):129–141.
- Zhen, C., Finkelstein, E.A., Nonnemaker, J.M., Karns, S.A., & Todd, J.E. (2014). Predicting the effects of sugar-sweetened beverage taxes on food and beverage demand in a large demand system. *American Journal of Agricultural Economics*, 96(1):1–25. [Lead article]

- Muth, M.K., Zhen, C., Taylor, J., Cates, S.C., Kosa, K.M., Zorn, D., & Choiniere, C. (2013). The value to consumers of health labeling statements on breakfast foods and cereals. *Journal of Food Products Marketing*, 19(4), 279–298.
- Finkelstein, E.A., Zhen, C., Bilger, M., Nonnemaker, J.M., Farooqui, A.M., & Todd, J.E. (2013). Implications of a sugar-sweetened beverage (SSB) tax when substitutions to non-beverage items are considered. *Journal of Health Economics*, 32(1), 219–239.
- Adhikari, B., Zhen, C., Kahende, J., Goetz, J. L., & Loomis, B. R. (2012). Price responsiveness of cigarette demand in US: retail scanner data 1994-2007. *Economics Research International*, 2012, Article ID 148702, 10 pages.
- Zhen, C., Wohlgenant, M.K., Karns, S., & Kaufman, P. (2011). Habit formation and demand for sugar-sweetened beverages. *American Journal of Agricultural Economics*, 93(1), 175–193.
- Finkelstein, E.A., Zhen, C., Nonnemaker, J., & Todd, J.E. (2010). The impact of targeted beverage taxes on higher and lower income households. *JAMA Internal Medicine*, 170(22), 2028–2034. [Featured in *USA Today*, December 14, 2010]
- Todd, J., & Zhen, C. (2010). Can taxes on calorically sweetened beverages reduce obesity? *Choices*, 25(3). [Invited]
- Zhen, C., Taylor, J.L., Muth, M.K., & Leibtag, E. (2009). Understanding differences in self-reported expenditures between household scanner data and diary survey data: A comparison of Homescan and Consumer Expenditure Survey. *Review of Agricultural Economics*, 31(3), 470–492.
- Zheng, X., & Zhen, C. (2008). Healthy food, unhealthy food and obesity. *Economics Letters*, 100(2), 300–303.
- Zhen, C., & Wohlgenant, M.K. (2006). Meat demand under rational habit persistence. *Canadian Journal of Agricultural Economics*, 54(4), 477–495.

**Research Support** (excluding projects not in a PI, senior co-PI, or PD role; total = \$6.98MM)

### Grants

- |  |                        |
|--|------------------------|
| 2023-09472 (Role: Co-PI)   | 10/1/2024–9/30/2027    |
| USDA National Institute of Food and Agriculture  | UGA Subaward: \$57,152 |
| Carbon-Neutral Asphalt Pavement: Value-Added Application of Biochars from Woody Biomass and Other Agro-Wastes                                  |                        |
| Collaborators: Xianming Shi (PI, Miami), Kun Zhang (California State-Chico), James Amonette (Pacific Northwest National Lab), Will Secor (UGA) |                        |
| 2023-67023-39111 (Role: PI)  | 7/1/2023–12/31/2026    |
| USDA National Institute of Food and Agriculture  | \$794,626              |
| Using Natural Experiments to Understand the Impact of Summary Nutrition Labels on Nutrition Disparities and Retail Pricing                     |                        |
| Collaborators: Sinne Smed (University of Copenhagen), Eric Finkelstein (Duke-NUS)  |                        |

2022-67023-36938 (Role: co-PI)	3/1/2022–2/28/2026
USDA National Institute of Food and Agriculture	\$617,194
The Impact of WIC on Food Purchases, Diet Quality, and Market Prices	
Collaborators: Xiaoyong Zheng (PI, NCSU)	
2019-67023-29672 (Role: PI)	6/1/2019–5/31/2022
USDA National Institute of Food and Agriculture	\$499,991
Building A Public-Use Small Area Panel Price Index Database Using Scanner Data	
Collaborators: Gauri Datta (UGA), Lan Mu (UGA), Abby Okrent (USDA)	
OPP1182843 (Role: co-PI)	11/6/2017–12/31/2022
Bill & Melinda Gates Foundation	\$784,830
Harnessing food demand systems for improved nutrition in Sub-Saharan Africa.	
Collaborators: Ellen McCullough (PI, UGA)	
2017-67023-26234 (Role: PI)	3/15/2017–3/14/2021
USDA National Institute of Food and Agriculture	\$499,630
Promising Strategies for Promoting Healthier Food Purchases Among SNAP Households	
Collaborators: Biing-Hwan Lin (USDA), Travis Smith (UGA), Janani Thapa (UGA), Jung Sun Lee (UGA), Lan Mu (UGA), Shawn Karns (RTI)	
CAS031 (Role: PI)	8/15/2015–11/30/2016
Robert Wood Johnson Foundation Healthy Eating Research	\$74,919
Examining the Effects of Summary Nutrition Shelf Labels on Lower-Income Household Food Purchases	
Collaborators: Xiaoyong Zheng (NCSU), Eric Finkelstein (Duke-NUS), Kiersten Strombotne (Yale), Biing-Hwan Lin (USDA)	
71637 (Role: PI)	2/01/2014–7/31/2015
Robert Wood Johnson Foundation Healthy Eating Research	\$170,000
Assessing the Impact of Food Restrictions Under the Supplemental Nutrition Assistance Program on Food Choices by Children and Families	
Collaborators: Biing-Hwan Lin (USDA), Lisa Mancino (USDA), Michele Ver Ploeg (USDA), Ryan Ruff (NYU)	
0271400.018 (Role: PI)	10/01/13–9/30/14
RTI Internal Research and Development Grant	\$85,000
Tools to Conduct Comparative Food and Nutrition Policy Studies in China and Indonesia	
Collaborators: James Hersey (RTI), Kelly Wohlgenant (RTI), Mary Muth (RTI)	
70754 (Role: PI)	3/01/13–8/31/14
Robert Wood Johnson Foundation Healthy Eating Research	\$169,972
Understanding How Food Pricing and Access Affect the Diets of Children and Their Families	
Collaborators: Biing-Hwan Lin (USDA), Abigail Okrent (USDA), Ian Brissette (NYSDOH)	

1R21HL108121-01 (Role: PI) NIH Heart, Lung and Blood Institute Geospatial and Time Series Analysis of Food Prices and Obesity Collaborators: Eric Finkelstein (Duke-NUS), Ephraim Leibtag (USDA)	8/01/11–5/31/14 \$472,832
66971 (Role: PI) Robert Wood Johnson Foundation Healthy Eating Research Studying the Effect of Beverage Taxes on Children’s Energy Intake and Tax Revenue Collaborators: Eric Finkelstein (co-PI, Duke-NUS), Ephraim Leibtag (USDA)	11/01/09–10/30/11 \$149,977
3916-01 (Role: PI of RTI subaward) New York State Department of Health (client) Centers for Disease Control and Prevention (funding source) Evaluating Trends in the Pricing and Purchase of Sugar-Sweetened Beverages in Upstate New York State Markets Collaborators: Ian Brissette (NYSDOH), Ryan Ruff (NYU)	2/04/10–2/29/12 \$179,524 (RTI subaward)
65062 (Role: PI transferred from Eric Finkelstein in July 2009) Robert Wood Johnson Foundation Healthy Eating Research Examining Higher and Lower Income Household Food Purchasing Behavior and Whether It May be Responsible for Childhood Obesity Collaborators: Eric Finkelstein (PI, Duke-NUS), James Nonnemaker (RTI), Jessica Todd (USDA)	9/1/08–8/31/11 \$299,994
59-5000-7-0117 (Role: PI) U.S. Department of Agriculture, Economic Research Service, Food Assistance and Nutrition Research Program Measuring Consumption Response to Prices in a Dynamic Model of Consumer Food Purchase Behavior Collaborators: Michael Wohlgenant (co-PI, NCSU), Xiaoyong Zheng (NCSU)	9/13/2007–9/30/2010 \$250,000

**Cooperative Agreements**

58-4000-2-0094 (Role: PI) U.S. Department of Agriculture, Economic Research Service U.S. Consumer Demand for Fish and Seafood Collaborators: Abby Okrent (USDA)	9/29/2022–8/30/2024 \$87,500
58-4000-6-0052 (Role: PI) U.S. Department of Agriculture, Economic Research Service The Effects of Pricing Strategies on the Nutritional Quality of Food Purchases by SNAP and non-SNAP Households Collaborators: Biing-Hwan Li (USDA)	8/16/2016–9/01/2018 \$30,000

58-5000-5-0009 (Role: Co-PI)	9/22/2015–9/30/2018
U.S. Department of Agriculture, Economic Research Service	\$200,000
Heterogeneity in SNAP Benefit Redemption: Causes and Characteristics	
Collaborators: Travis Smith (PI, UGA), Jeffery Dorfman (Co-PI, UGA)	
59-3000-4-0031 (Role: PI)	8/11/2014–9/30/2016
U.S. Department of Agriculture, Economic Research Service	\$60,000
Economic Evaluation of the Food Safety Modernization Act (FSMA)	
Collaborators: Peyton Ferrier (USDA), John Bovay (USDA)	
59-3000-2-0077 (Role: PI)	6/08/2012–9/30/2014
U.S. Department of Agriculture, Economic Research Service	\$30,000
The Shift from Preserved to Fresh Produce Consumption	
Collaborators: Peyton Ferrier (USDA)	
58-5000-3-0069 (Role: PI)	9/10/2013–9/30/2018
U.S. Department of Agriculture, Economic Research Service	\$218,026
Understanding the Statistical Properties of IRI Store-based and House-based Scanner Data	
Collaborators: Mary Muth (co-PI, RTI), Shawn Karns (RTI), Derick Brown (RTI), Peter Siegel (RTI), Kristen Capogrossi (RTI)	

**Contracts**

Nestlé Nutrition Institute (Role: PD)	2/01/2014–4/16/2014
A Systematic Review of the Economics Literature on the Effects of Targeted Food and Beverage Taxes	\$30,000
HHSF223201110005B (Role: PD)	9/09/2011–7/30/2014
The Food and Drug Administration, Center for Tobacco Product	\$897,805
Estimating Policy Scenario Impacts and Comparison of Policy Scenarios	
08555-005-00-01-RTI (Role: PD of RTI subaward)	10/01/2011–10/31/2012
Urban Institute (client), U.S. Department of Agriculture, Food and Nutrition Service (funding source)	\$59,430
WIC Food Cost Report and Market Analysis	
HHSF223200710273G (Role: PD)	9/18/2009–12/31/2010
The Food and Drug Administration, Center for Food Safety and Applied Nutrition	\$199,921
The Costs to Farms of Controlling Human Health Risks in the Products They Produce	
53-3K06-06-1302 (Role: PD)	9/26/2007–9/30/2008
U.S. Department of Agriculture, Economic Research Service	\$67,164
Comparing Food-at-Home Expenditure Estimates Across Data Sets	

**Student Placement** (chair or co-chair only, degree, completion year, and current placement)

Shaonan Wang (PhD, 2023, PE Fellow, US CDC)

Yufeng Luo (PhD, 2022, assistant prof., UIBE, Beijing)  
Chandra Dhakal (PhD, 2022, economist, CDC Foundation)  
Wenyong Li (PhD, 2020, assistant prof., Auburn)  
Lei Xian (MS, 2020, Analyst, Nordstrom)  
Yu Chen (PhD, 2019, economist, US CDC)  
Soye Shin (PhD, 2019, assistant prof., Duke-NUS Medical School)  
Grace Melo (PhD, 2017, assistant prof., Texas A&M)

### **Professional Services**

Instructor and organizer (with Sinne Smed), PhD course on *Using Scanner Data in Food and Nutrition Policy Research*, University of Copenhagen, Copenhagen, Denmark, Dec 4–8, 2023.

Instructor and organizer (with Ellen Mccullough), workshop on *Estimating Large Demand Systems Using Household Survey Data*, Abuja, Nigeria, Sept 26, 2019.

Editorial Board, *Applied Economic Perspectives and Policy*, 2022–2025.

Editorial Council, *Journal of Agricultural and Applied Economics*, 2018–2020.

Associate Editor, *Applied Economic Perspectives and Policy*, 2015–2019.

Reviewer, National Institute of Food and Agriculture 2019 and 2020, National Institute of Health 2016, Robert Wood Johnson Foundation Healthy Eating Research 2010 and 2011.

Referee for *American Journal of Agricultural Economics*, *Journal of Agricultural and Resource Economics*, *Applied Economics and Policy Perspectives*, *Journal of Environmental Economics and Management*, *Review of Industrial Organization*, *Canadian Journal of Agricultural Economics*, *Agricultural Economics*, *Agribusiness: An International Journal*, *Journal of Agricultural and Applied Economics*, *Food Policy*, *China Agricultural Economic Review*, *Health Economics*, *Economics & Human Biology*, *Health Affairs*, *Obesity*, *Pediatric Obesity*, *Public Health Nutrition*, *BMC Public Health*, *Southern Economic Journal*, *National Tax Journal*

Co-topic leader (with Carlos Carpio) for Demand and Price Analysis, Agricultural and Applied Economics Association Annual Meetings 2013–2014.

### **Invited Talks**

*Will Restricting SNAP Benefits to Healthier Foods Improve Overall Nutrition?* Centre for Health Economics & Policy Innovation Seminar Series, Imperial College London, June 11, 2024.

*Do Obese and Nonobese Consumers Respond Differently to Price Changes? Implications of Preference Heterogeneity for Using Food Taxes and Subsidies to Reduce Obesity.* Spring Seminar Series, Department of Agricultural Economics, Texas A&M University, April 21, 2023.

*Do Obese and Nonobese Consumers Respond Differently to Food Price Changes? The Implications of Preference Heterogeneity for Nutrition-Oriented Pricing Strategies.* USDA Economic Research Service, October 5, 2022, virtual.



*Price Indexes - Methods of Calculating from Scanner Data and Research Applications*. The Workshop on Using Scanner Data for Food Economics Research, Anaheim, CA, August 3, 2022.

*Do Obese and Nonobese Consumers Respond Differently to Food Price Changes? The Implications of Preference Heterogeneity for Nutrition-Oriented Pricing Strategies*. Auburn University, October 15, 2021, Auburn, AL.

*Using Scanner Data to Predict Outcomes of Innovative Public Health Policy Proposals*, Huazhong Agricultural University, May 24, 2019, Wuhan, China.

*Using Product-Level Cigarette Demand Model to Predict Effects of Innovative Tobacco Control Policies*, China Agricultural University, October 19, 2017, Beijing, China.

*Do Differences in Reported Expenditures between Commercial Household-based Scanner Data and Government Surveys Matter in a Structural Model of Food Demand?* Conference on “Applying IRI Store and Household Scanner Data in Food Policy Studies”, April 18, 2016, Washington, DC.

*Predicting Impacts of Targeted Beverage Taxes: Research Challenges and Potential Solutions*, Institute of Medicine Committee on Valuing Community-Based, Non-Clinical Prevention Policies and Wellness Strategies, September 19, 2011, Washington, DC.

## **Media Interviews**

New York Times (2014), NPR (2014), WHYY (2010), WNYC (2010), KUNC (2015), California Magazine (2016)

## **Technical Reports**

Sweitzer, M., Byrne, A. T., Page, E. T., Carlson, A., Kantor, L., Muth, M. K., Karns, S., & Zhen, C. (2024). Development of the food-at-home monthly area prices data (Report No. TB-1965). U.S. Department of Agriculture, Economic Research Service.

Ver Ploeg, M., & Zhen, C. (2022, May). Changes in SNAP benefit levels and food spending and diet quality: Simulations from the National Household Food Acquisition and Purchase Survey. Report to Center on Budget and Policy Priorities. Available at: <https://www.cbpp.org/research/food-assistance/changes-in-snap-benefit-levels-and-food-spending-and-diet-quality>

Bovay, J., Ferrier, P., & Zhen, C. (2018, August). Estimated costs for fruit and vegetable producers to comply with the Food Safety Modernization Act’s produce rule, EIB-195, U.S. Department of Agriculture, Economic Research Service.

Sweitzer, M., Brown, D., Karns, S., Muth, M. K., Siegel, P., & Zhen, C. (2017, September). Food-at-home expenditures: comparing commercial household scanner data from IRI and government survey data, TB-1946, U.S. Department of Agriculture, Economic Research Service.

Muth, M. K., Sweitzer, M., Brown, D., Capogrossi, K., Karns, S., Levin, D., Okrent, A., Siegel, P., & Zhen, C. (2016, April). Understanding IRI household-based and store-based scanner data, TB-1942, U.S. Department of Agriculture, Economic Research Service.

- Muth, M. K., Bradley, S. R., Coglaiti, M. C., Hersey, J. C., Karns, S. A., Wohlgenant, K. C., & Zhen, C. (2014, February). Analysis of food product reformulation, 2009–2011. Prepared for U.S. Food and Drug Administration, Center for Food Safety and Applied Nutrition.
- Muth, M. K., Cates, S. C., Karns, S. A., Siegel, P. H., Wohlgenant, K. C., & Zhen, C. (2013, March). Comparing attitudinal survey responses from proprietary and government surveys. Prepared for U.S. Department of Agriculture, Economic Research Service.
- Anater, A. S., Wohlgenant, K. C., Cates, S. C., Hersey, J. C., Muth, M. K., Zaccaro, D. J., & Zhen, C. (2012, September). Evaluation planning and tools for front of package nutrition labeling (Report No. 0212050.020.000.001). Prepared for Department of Health and Human Services, Office of the Assistant Secretary for Planning and Evaluation.
- Watson, K. A., Dench, D. L., Girlando, M. E., & Zhen, C. (2012, February). Assessment of the retail beverage environment. Prepared for New York State Department of Health.
- Zhen, C., Ball, M. J., & Muth, M. K. (2012, February). Produce industry baseline food safety practices. Prepared for Food and Drug Administration Center for Food Safety and Applied Nutrition.
- Zhen, C. (2012, February). Implications of sugar-sweetened beverage taxes on beverage demand in New York State. Prepared for New York State Department of Health.
- Muth, M. K., Zhen, C., Coglaiti, M. C., Karns, S. A., & Viator, C. L. (2011, November). Food processing sector study. Prepared for Food and Drug Administration Center for Food Safety and Applied Nutrition.
- Cates, S. C., Zhen, C., Karns, S. A., Kosa, K. M., Muth, M. K., & Siegel, P. H. (2011, November). Measuring consumption response to prices in a dynamic model of consumer food purchase behavior: Homescan panel survey. Prepared for USDA Economic Research Service.
- Zhen, C., Karns, S. A., Ball, M. J., & Muth, M. K. (2011, January). Costs to farms of controlling human health risks in the products they produce. Prepared for Food and Drug Administration Center for Food Safety and Applied Nutrition.
- Beach, R. H., Zhen, C., Thomson, A. M., Rejesus, R. M., Sinha, P., Lentz, A. W., Vedenov, D. V., & McCarl, B. (2009, December). Climate change impacts on crop insurance. Prepared for U.S. Department of Agriculture, Risk Management Agency.
- Beach, R. H., Vedenov, D. V., Zhen, C., & Lentz, A. W. (2009, July). Program Impact Model documentation, validation, and stress testing. Prepared for U.S. Department of Agriculture, Risk Management Agency.
- Beach, R. H., Zhen, C., Rejesus, R. M., Sinha, P., Lentz, A. W., & Vedenov, D. V. (2009, April). Climate change impacts on crop insurance: Program Impact Model. Prepared for U.S. Department of Agriculture, Risk Management Agency.
- Beach, R. H., Zhen, C., Rejesus, R. M., Sinha, P., Lentz, A. W., & Vedenov, D. V. (2009, March). Climate change impacts on crop insurance: Expected climate change impacts report. Prepared for U.S. Department of Agriculture, Risk Management Agency.

- Zhen, C., Goetz, J. L., & Loomis, B. R. (2009, February). The price responsiveness of cigarette demand in the United States: Results from retail scanner data. Prepared for the Centers for Disease Control and Prevention, Office on Smoking and Health.
- Zhen, C., Wohlgenant, M. K., Zheng, X., Karns, S. A., Muth, M. K., & Cates, S. C. (2008, September). Measuring consumption response to prices in a dynamic model of consumer food purchase behavior: First-year activity report. Prepared for the U.S. Department of Agriculture, Economic Research Service.
- Zhen, C., Taylor, J. L., Muth, M. K., & Siegel, P. H. (2008, September). Comparing food-at-home expenditures across datasets. Prepared for the U.S. Department of Agriculture, Economic Research Service.
- Zhen, C., Muth, M. K., Karns, S. A., Nielsen, S. J., & Viator, C. L. (2008, August). Consumption of imported foods. Prepared for Economics Team, Division of Social Sciences, Office of Regulations, Policy and Social Sciences, Center for Food Safety and Applied Nutrition, FDA.
- Zhen, C., Muth, M. K., Karns, S. A., Nielsen, S. J., & Viator, C.L. (2008, February). Consumption of imported foods. Prepared for the Food and Drug Administration, Center for Food Safety and Applied Nutrition.
- Beach, R. H., Kuchler, F., Leibtag, E., & Zhen, C. (2008). The effects of avian influenza news on consumer purchasing behavior: A case study of Italian consumers' retail purchases. Prepared for the U.S. Department of Agriculture, Economic Research Service.
- Beach, R. H., Kuchler, F., Leibtag, E., & Zhen, C. (2007, March). The effects of avian influenza news on consumer purchasing behavior. Prepared for the U.S. Department of Agriculture, Economic Research Service.
- Beach, R. H., & Zhen, C. (2007, March). Review of international data available for analysis of effects of avian influenza on meat consumption. Prepared for the U.S. Department of Agriculture, Economic Research Service (through subcontract to Nielsen).
- Beach, R. H., & Zhen, C. Contractor and cooperator report. The effects of avian influenza on poultry sales: An analysis of Italian scanner data. Washington, DC: U.S. Department of Agriculture, Economic Research Service.
- Muth, M. K., Zhen, C., Beach, R. H., Karns, S. A., Taylor, J. L., & Viator, C. L. (2007, May). Pork slaughter and processing sector facility-level model. Prepared for the U.S. Department of Agriculture, Food Safety and Inspection Service.
- Beach, R. H., Zhen, C., Piggott, N. E., Wohlgenant, M. K., Viator, C. L., & Cates, S. C. (2007, February). An economic analysis of the effectiveness of the pork checkoff program. Prepared for the National Pork Board.
- Muth, M. K., Siegel, P. H., & Zhen, C. (2007, February). ERS data quality study design. Prepared for the U.S. Department of Agriculture, Economic Research Service.
- Zhen, C., Atwood, J. A., & Buschena, D. E. (2004, December). Improving statistical model of crop yield forecasting using AVHRR-NDVI satellite data. Staff paper 2004-3, Department of Agricultural Economics and Economics, Montana State University.