

## **LISA HOUSE, 2021 LIFETIME ACHIEVEMENT AWARD WINNER**



Dr. Lisa House is Professor and Chair of the Food and Resource Economics Department (FRED) at the University of Florida (UF). Dr. House began her career in 1995 with the Department of Agricultural Economics at Mississippi State University (MSU) before moving to the UF in 2001. At UF, Dr. House has served as undergraduate coordinator, graduate coordinator, and Director of the Florida Agricultural Market Research Center. In 2017, she was named a UF Research Foundation Professor and in 2019 she became Chair of FRE. Dr. House's career has been characterized by excellence in research and teaching as well as generous service to her profession. She is a former president of the Southern Agricultural Economics Association (SAEA) and a former member of the Board of Directors of the Agricultural and Applied Economics Association (AAEA).

Dr. House's research focuses on understanding why people make certain food choices and the impact of those choices on the agricultural sector. Examples include consumer understanding of, and willingness to pay for, genetically modified foods, how labels impact choices of beverages, and what factors influence choices for healthy foods. Since much of her research utilizes primary data, Dr. House also studies methods to improve data collection. She has published 79 journal articles and contributed to more than 150 professional presentations including 28 presentations at annual meetings of the SAEA. She has attracted over \$19 million in grants over her career, including grants from USDA-NIFA, USDA Higher Education Challenge program, USDA-SCRI and state agencies. Though she has no formal Extension appointment, Dr. House has also co-authored several Extension publications and regularly presents to industry in the State of Florida.

Dr. House has taught 11 different courses at both undergraduate and graduate levels. Since arriving at UF, she has taught approximately 70 classes to nearly 4,000 students. She has also published several case studies for use in undergraduate agribusiness classes. She served as advisor for both the MSU and

UF student chapters of the National Agri-Marketing Association (NAMA) and regularly works with the department's Quiz Bowl teams for SAEA and AAEA. She has won numerous teaching awards including the SAEA Teaching of a Course Award (2004) and the AAEA Teaching Award, 10 or Less Years Experience (2005). In 2009, she was named a North American Colleges and Teachers of Agriculture (NACTA) Teacher Fellow. Dr. House has served as advisor or co-advisor to 16 Ph.D. students, 23 M.S. students, and 31 non-thesis Masters students. She has also served on an additional 48 graduate committees and supervised nine post-doctoral scholars.

Dr. House served as an advisor for the Graduate Student Section of the AAEA and an organizer of the Graduate Student Case Study competition held at the Association's annual meeting. She also served on the Graduate Student Paper Award Committee for the SAEA. She has chaired the AAEA Teaching Award Committee and the SAEA Undergraduate Teaching of a Course Award Committee. She was one of the co-organizers of the Agribusiness Economics and Management Section of the AAEA and served as section president in 2001-2002. She has served as panel manager for several USDA annual grant programs.

Dr. House is a scholar whose work has global influence but her research, outreach, and service efforts also have deep connections to the southern United States. She has served two southern universities, been actively involved in the SAEA, and conducted research on southern agricultural products as varied as citrus (fruit and juice), oysters, blueberries, tomato juice, fresh vegetables, and tung oil. Without a doubt, hers has been a lifetime of achievement in service to southern agriculture.