

**Name:** Sinne Smed**Photo:****Age:** 54**Nationality:** Danish**Current position:** Associate Professor**Research areas:**

I have a general interest in consumer behaviour and how stated attitudes and preferences can complement observed data on behaviour. I want to analyse how to regulate, understand and explain consumer and human behaviour in relation to dietary health, climate and the environment. My focus is on applied micro-econometric modelling allowing for behavioural heterogeneity and how to integrate attitudes and other behavioural factors into traditional demand models. During this work I have also worked on solving challenges such as self-selection, incomplete data problems as well as dealt with censoring and endogeneity. My research can be divided into four main topics; 1) Using long panel data, exploring new methods and new combinations of data, 2) Describing the heterogeneity of consumer acquisition, understanding and reaction to information, 3) Understanding the effects and design of optimal regulation of consumer behaviour, 4) To quantify the underlying health, environmental and climate consequences of consumer choice of food.

**Education:**

2008 PhD in Economics Center for applied Microeconometrics, University of Copenhagen. Thesis title "Health, information and consumer behaviour".

2001 M.Sc. Agricultural Science, The Royal Veterinary and Agricultural University, Denmark.

**Other responsibilities and positions:**

I do not on at the moment have any outside the University responsibilities. I have been special advisor for the WHO, mainly on fiscal policies and been a consultant for the World Bank on Fiscal Policies on Diet in the EAP. I have also participated in a range of international commission and advisory boards. Among other things, I was a member of the Dyrnes Commission to assess the taxes on sugar sweetened beverages and snack food in Norway, member of the advisory board for strategies for implication of Healthy, Sustainable, Affordable and Culturally Acceptable Food Baskets into Food Policy of EU Countries and member of the advisory board for evaluation of the Mexican softdrink and junkfood tax.

**Personal home page:**

[Sinne Smed - Staff at Department of Food and Resource Economics \(IFRO\) \(ku.dk\)](#)

**Selected publications (max 5):**

**Bibliometric indicators:** (GS): H-index: 23, i-10 index 36; total number of citations: 1963. (WoS): H-index 13, total number of citations 681.

- Schmacker, R. & Smed, S (2023). Sin Taxes and Self-Control. Forthcoming in American Economic Journal: Economic Policy (August)
- Browning, M., Hansen, L. G., & Smed, S. (2019). Heterogeneous consumer reactions to health news. *American Journal of Agricultural Economics*, 101(2), 579-599.
- Smed S Tetens I Lund TB, Holm L, and Nielsen AM (2018): The consequences of unemployment on diet composition and purchase behavior. A longitudinal study from Denmark. *Public Health Nutrition*. Volume 21, Issue 3 , pp. 580-592
- Smed S., Scarborough P, Rayner M. and Jensen JD (2016): The effects of the Danish saturated fat tax on food and nutrient intake and modelled health outcomes: an econometric and comparative risk assessment evaluation. *European Journal of Clinical Nutrition*, 70(6), 681–686
- Louise D. Edjabou and Smed S. (2013): The effect of using consumption taxes on foods to promote climate friendly diets - The case of Denmark. *Food Policy*, 39, 84-96

**Challenges facing the EAAE:**

It is generally hard to predict exactly which challenges will arise in the future. Nobody could for example predict the outbreak of Covid-19 or the current inflation and energy crisis. However, we know that the world is changing, and the consequences of climate change, the loss of biodiversity and the increasing risk of using more resources than we have available at the planet becomes more and more salient. If nothing is done, this will lead to severe pressure on our agricultural systems, our food production and ultimately on human welfare. The resulting challenges will be very complex and to find ways to counteract this development will be an even more complicated problem to solve. Associations like the EAAE has a very important role to play in this context, both now and in the future, because complex problems are only solved together and satisfactory solutions are only found if we are able to approach the problem from different angles. The EAAE unites agricultural scientists across a variety of disciplines and with distinct skills and competences, which is a necessary part of the solution. However, in a globalised world the competition to get attention is hard, many organisations and institutions offer solutions and call for attention. Additionally, in times of hardship there is a tendency to focus more on solving immediate problems than to work together on reaching more long-term goals. I think that a major challenge or focus point for for the EAAE is to be aware of this, and to find new ways to continue to be the main and most important gathering point for European Agricultural Economists.

**What I would like to see achieved in the next Board period (September 2023 – August 2026):**

I think it is clear from the paragraph above that the main thing that I would like to see achieved during the next three years, is that the EAAE continues to be, and perhaps to a larger extent, an important gathering point for European Agricultural Economists. Basically we need to think about how to become the «go to» or «dont want to miss out on» association. I would like to see for



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example an increase in the number and visibility of topical seminars and webinars offered. I find this an important way to build knowledge and ties between researcher in different countries. We have great opportunities to meet online for short-term series of seminars with either a topical or methodological focus. However I think we need to make an easy framework for arranging such webinars. Personally I often also miss a European based discussion forum on various food and agricultural related issues and topics, and a «Where to find someone who work on.....» I think the EAAE could be a forum or platform for such things as well. In short, I think it would be valuable to consider or re-think what is it that Modern Agricultural Economists need to maintain and grow networks in a European context,... and develop to be THE place to find these things.