

VIVIAN HOFFMANN

5140 Richcraft Hall, Carleton University, Ottawa, ON K1S 5B6, vivian.hoffmann@carleton.ca

EXPERIENCE

Associate Professor, Department of Economics and School of Public Policy and Administration (joint appointment), Carleton University, from 2023

Senior Research Fellow, International Food Policy Research Institute, 2020-present

Senior Research Fellow, International Food Policy Research Institute, 2023-2020

Assistant Professor, Agricultural and Resource Economics, University of Maryland, 2008-2013,

Associate Editor, American Journal of Agricultural Economics, 2018-2021

AFFILIATIONS

Carleton University Department of Economics, Adjunct Research Professor, 2021-present

Precision for Development, Collaborating Researcher

Agricultural Technology Adoption Initiative, Affiliate Member

Innovations for Poverty Action, Research Network Member

EDUCATION

Ph.D., Applied Economics, Cornell University, 2008

B.A., Geography, University of British Columbia, 2001

PEER-REVIEWED PUBLICATIONS

[Google Scholar profile](#)

34. **Hoffmann, V.**, Paul, B., Falade, T., Moodley, A., Ramankutty, N., Olawoye, J., Djouaka, R., Lekei, E., de Haan, N., Ballantyne, P. and Waage, J., 2022. [A one health approach to plant health](#). CABI Agriculture and Bioscience, 3(1), pp.1-7.

33. Chowdhury, R., Crost, B. and **Hoffmann, V.**, 2022. [Marketing fortified rice: Effects of aspirational messaging and association with free distribution](#). Food Policy, 112, p.102346.

31. **Hoffmann, V.**, S. Kariuki, J. Pieters, and M. Treurniet. 2022. [Upside risk, consumption value, and the market reward for quality](#). *American Journal of Agricultural Economics*.

30. Baker, Kelly K., **V. Hoffmann**, S. Simiyu, D.K. Sewell, K. Tsai, O. Cumming, and J. Mumma. 2022 [Milk product safety and household food hygiene influence bacterial contamination of infant food in peri-urban Kenya](#) *Frontiers in Public Health*: 2326.

29. Tsai, K., **Hoffmann, V.**, Simiyu, S., Cumming, O., Borsay, G. and Baker, K.K., 2022. [Bacteroides Microbial Source Tracking Markers Perform Poorly in Predicting Enterobacteriaceae and Enteric Pathogen Contamination of Cow Milk Products and Milk-Containing Infant Food](#). *Frontiers in Microbiology*, 12, p.778921.
28. Tran, N., Shikuku, K.M., **Hoffmann, V.**, Lagerkvist, C.J., Pincus, L., Akintola, S.L., Fakoya, K.A., Olagunju, O.F. and Bailey, C., 2021. [Are consumers in developing countries willing to pay for aquaculture food safety certification? Evidence from a field experiment in Nigeria](#). *Aquaculture*, p.737829.
27. Kariuki, S. and **V. Hoffmann**. 2021. [Can information drive demand for safer food? The impact of general and specific food safety information on product choice](#). *Agricultural Economics*.
26. N. Magnan, **V. Hoffmann**, N. Opoku, G. Gajate-Garrido, D. Kanyam. 2021. [Information, technology, and market rewards: Incentivizing aflatoxin control in Ghana](#). *Journal of Development Economics* 151 (2021), p. 102620.
25. **Hoffmann, V.** and K.M. Jones. 2021. [Improving food safety on the farm: Experimental evidence from Kenya on agricultural incentives and subsidies as public health investments](#). *World Development*, 143, p.105406.
24. **Hoffmann, V.**, V. Rao, V. Surendra, and Datta, U. 2021. [Relief from Usury: Impact of a Community-Based Microcredit Program in Rural India](#). *Journal of Development Economics*, 148, p.102567.
23. **Hoffmann, V.**, Moser, M. Herrman, T. 2021. [Demand for aflatoxin-safe maize in Kenya: Dynamic response to price and advertising](#). *American Journal of Agricultural Economics*, 103(1), pp.275-295.
22. **Hoffmann, V.**, Mutiga, S.K., Harvey, J.W., Nelson, R.J. and Milgroom, M.G., 2020. [Observability of food safety losses in maize: Evidence from Kenya](#). *Food Policy*, p.101895.
21. Herrman, T., **Hoffmann, V.**, Muiruri, A. and McCormick C. 2020. [Aflatoxin proficiency testing and control in Kenya](#). *Journal of Food Protection*, 83(1), pp.142-146.
20. de Brauw, A. **Hoffmann, V.** 2020. [The influence of the 2019 Nobel prize winners on agricultural economics](#). *World Development*, 127, p.104793.
19. **Hoffmann, V.**, Moser, C. and Saak, A., 2019. [Food safety in low and middle-income countries: The evidence through an economic lens](#). *World Development*, 123, p.104611.
18. Fischer, K., Herrman, T.J., **Hoffmann, V.** and Lee, K.M., 2019. [Variance Structure of Aflatoxin Contaminated Maize in Incoming Trucks at Commercial Mills in Kenya](#). *Journal of Regulatory Science*, 7, pp.1-5.
17. Pretari, A., **Hoffmann, V.** and Tian, L., 2019. [Post-harvest practices for aflatoxin control: Evidence from Kenya](#). *Journal of Stored Products Research*, 82, pp.31-39.
16. **Hoffmann, V.**, Jones, K. and Leroy, J.L., 2018. [The impact of reducing dietary aflatoxin exposure on child linear growth: a cluster randomised controlled trial in Kenya](#). *BMJ Global Health*, 3(6), p.e000983.

15. **Hoffmann, V.** and Moser, C. 2017. [You get what you pay for: the link between price and food safety in Kenya](#). *Agricultural Economics*, 48(4), 449-458.
14. Dupas, P., **Hoffmann, V.**, Kremer, M., & Zwane, A. P. 2016. [Targeting health subsidies through a nonprice mechanism: A randomized controlled trial in Kenya](#). *Science*, 353(6302), 889-895.
13. **Hoffmann, V.**, Jones, K., & Leroy, J. 2015. [Mitigating aflatoxin exposure to improve child growth in Eastern Kenya: study protocol for a randomized controlled trial](#). *Trials*, 16(1), 552.
12. Mutiga, S. K., **Hoffmann, V.**, Harvey, J., Milgroom, M. G., & Nelson, R. 2015. [Assessment of aflatoxin and fumonisin contamination of maize in western Kenya](#). *Phytopathology*, 105(9) 1250-1261.
11. Unnevehr, L., & **Hoffmann, V.** 2015. [Food safety management and regulation: International experiences and lessons for China](#). *Journal of Integrative Agriculture*, 14(11), 2218-2230.
10. Grace, D., Mahuku, G., **Hoffmann, V.**, Atherstone, C., Upadhyaya, H. D., & Bandyopadhyay, R. 2015. [International agricultural research to reduce food risks: case studies on aflatoxins](#). *Food Security*, 1-14.
9. Beksinska, M.E., J. Smit, R. Greener, C.S. Todd, M.T. Lee, V. Maphumulo, and **V. Hoffmann**. 2015. [Acceptability and Performance of the Menstrual Cup in South Africa: A Randomized Cross-over Trial comparing the Menstrual Cup to Tampons or Sanitary Pads](#). *Journal of Women's Health*, 24(2), 151-158.
8. Blum, A. G., Null, C., & **Hoffmann, V.** 2014. [Marketing Household Water Treatment: Willingness to Pay Results from an Experiment in Rural Kenya](#). *Water*, 6(7), 1873-1886.
7. Mutiga, S. K., Were, V., **Hoffmann, V.**, Harvey, J., Milgroom, M. G., & Nelson, R. 2014. [Extent and drivers of mycotoxin contamination: Inferences from a survey of Kenyan maize mills](#). *Phytopathology*.
6. **Hoffmann, V.**, J. Fooks, and K.D. Messer. 2014. [Measuring and Mitigating HIV Stigma: A Framed Field Experiment](#). *Economic Development and Cultural Change*.
5. **Hoffmann, V.** and K. Gatobu. 2014. [Growing their own: Unobservable quality and the value of self-provisioning](#). *Journal of Development Economics*. 106: 167-178.
4. Sebastian, A., **V. Hoffmann**, and S. Adelman. 2013. [Menstrual Management in Low Income Countries: Needs and Trends](#). *Waterlines* 32(2): 135-153.
3. **Hoffmann, V.** 2009. [What you don't know can hurt you: micronutrient content and fungal contamination of food in developing countries](#). *Agricultural and Resource Economics Review* 38(2): 1-10.
2. **Hoffmann, V.**, C.B. Barrett, and D.R. Just. 2009. [Do free goods stick to poor households? Experimental evidence on insecticide treated mosquito nets](#). *World Development*. 37 (3): 607-617
1. **Hoffmann, V.** 2009. [Intrahousehold Allocation of Free and Purchased Mosquito Nets](#). *American Economic Review: Papers and Proceedings*. 99(2): 236-41.

BOOK CHAPTERS

Hoffmann, V., A. deBrauw, C. Moser and A. Saak., 2019. “Leveraging Incentives for Safe and Nutritious Foods”, *Encyclopedia of Food Security and Sustainability*, J. Anderson, E. Berry, R. Birner, et al. (eds). Elsevier Reference Modules

Jordan, D., R. Brandenburg, G. Payne, D. Hoisington, N. Magnan, J. Rhoads, M. Abudulai, K. Adhikari, J. Chen, R. Akromah, W. Appaw, W. Ellis, M. Balota, K. Mallikarjunan, K. Boote, G. MacDonald, K. Bowen, B. Bravo-Ureta, J. Jelliffe, A. Budu, H. Chalwe, A. Mweetwa, M. Ngulube, A. Dankyi, B. Mochia, **V. Hoffmann**, A. Muitia, Q. Mwangwela, S. Njoroge, D. Okello, and N. Opoku, 2018. “Preventing mycotoxin contamination in groundnut cultivation” 2018. In [Achieving sustainable cultivation of grain legumes. Volume 2: Improving cultivation of particular grain legumes](#) (pp. 203-234). Burleigh Dodds Science Publishing.

Ayelew, A, **V. Hoffmann**, J. Lindahl, and E.N. Ezekiel. 2016. [The Role of Mycotoxin Contamination in Nutrition: The Aflatoxin Story](#). in Covic, N. and S. L. Hendriks (Eds). *Achieving a Nutrition Revolution for Africa: The Road to Healthier Diets and Optimal Nutrition*. ReSAKSS Annual Trends and Outlook Report 2015. International Food Policy Research Institute (IFPRI).

REPORTS, POPULAR PRESS, AND POLICY-ORIENTED PUBLICATIONS

Hoffmann, V. and Baral, S. 2020. [Foodborne Disease in Kenya: County-level Cost Estimates and the Case for Greater Public Investment](#). Voice for Change Partnership Research Report

Scollard, P., **V. Hoffmann**, K. Kago, and M. Parker, 2020. [Post-harvest losses in Potato in Nyandarua County](#). Voice for Change Partnership Research Report

Gatere, L., **V. Hoffmann**, M. Murphy, P. Scollard, 2020. [Food Safety in Tomatoes Produced in Laikipia County](#). Voice for Change Partnership Policy Brief

Hoffmann, V. [What must be done to get toxin out of Kenya’s food supply](#), *The Conversation*. November 26, 2019

Harcourt Brown, L., S. Alonso, J. Lindahl, H. Varnell, **V. Hoffmann**, D. Grace. 2018. [Regulatory compliance in the Kenyan dairy sector: Awareness and compliance among farmers and vendors](#), Project Note. Washington, DC: International Food Policy Research Institute (IFPRI).

Grace, D., S. Alonso, F. Mutua, **V. Hoffmann**, T. Lore, and J. Karugia. 2018. [Food Safety in Kenya: Focus on Dairy](#), IFPRI Project Note

Ridolfi, C., **V. Hoffmann**, S. Baral. 2018. [Post-harvest losses in fruits and vegetables: The Kenyan context](#), IFPRI Working Paper

Baral, S. and **V. Hoffmann**. 2018. [Tackling post-harvest loss in Ghana: Cost-effectiveness of technologies](#), IFPRI Working Paper

Yen, E. **V. Hoffmann**, D. Grace, J. Karugia, R. Aguda. 2018. [Food safety in Kenya: Focus on fruits and vegetables](#), IFPRI Project Note

Hoffmann, V., C. Ridolfi, and M. Nwafor. 2017. [Where to focus post-harvest loss efforts? A review of recent evidence, with application to Ghana](#), IFPRI Project Note

PAPERS UNDER REVIEW

Hoffmann, V., Harigaya, T. and Doan, M. “Self-selection versus population-based sampling for evaluation of agronomy training”, *Revise and resubmit, Journal of Development Effectiveness*

Rutsaert, P., M. Murphy, **V. Hoffmann**, and J. Donovan. “Farmer decision making for hybrid maize seed and the varietal turnover problem: Effects of brand loyalty, price discounts, and seed-attribute information”

UNPUBLISHED MANUSCRIPTS

Hoffmann, V., P. Jakiela, M. Kremer and R. Sheely. “There’s No Place Like Home: Theory and Evidence on Decentralization and Politician Preferences”, [presented at the 2017 NBER Summer Institute Political Economy Workshop](#).

Hoffmann, V., R. Lapeyre, C. Null, O. Rostapshova. “Does community ownership help or hinder management of a common good? Experimental evidence from Kenya”, [presented at Michigan State University Department of Agricultural Economics seminar series](#).

Hoffmann, V., S. Adelman and A. Sebastian. “Gateway technologies: Learning by doing something else”, presented at the American University Public Policy Department Seminar

TEACHING EXPERIENCE

Carleton University: Selected Topics in Economic Policy for the Environment and Food Systems

University of Maryland: Graduate Development Microeconomics; Undergraduate Honors Seminar on Evaluating Global Development Assistance; Agricultural Development, Population Growth and the Environment (upper-level undergraduate)

Cornell University Applied Economics Math Camp (for incoming PhD students)

GRADUATE STUDENT PLACEMENTS (MAJOR ADVISEES)

Sean Sylvia, PhD (2014), initial placement: Renmin University of China; current position: Associate Professor, Department of Health Policy and Management, Gillings School of Global Public Health, University of North Carolina, Chapel Hill

Ashwini Sebastian, PhD (2014), initial placement: Food and Agriculture Organization; current position: World Bank Young Professionals Program; current position: Agriculture Economist, World Bank

Romina Ordoñez, PhD (2016), initial placement: Economist, IDB Invest (private sector arm of the Inter-American Development Bank Group)

RESEARCH FUNDING AND FUNDRAISING ACTIVITIES

Co-lead, One Health for Human Health Initiative, CGIAR Trust Fund. \$21,000,000, 2022-2024

Connecting smallholder farmers to premium groundnut markets and aflatoxin-mitigating technologies through innovative aggregator contracts, 2019-2023. Co-Investigator. Peanut Innovation Lab, University of Georgia, \$122,050

Increasing coffee production and smallholder farmer incomes: Impact evaluation, 2017-2023. Co-Principal Investigator. Benckiser Stiftung Zukunft, \$3,047,203

Integrating value chains to improve food safety and increase smallholder incomes in Kenya, 2016-2017. Principal Investigator. Agricultural Technology Adoption Initiative (ATAI), \$49,465.

Sustaining food supplies and improving health: Integration of small farmers into modern value chains with food safety standards in Kenya, 2016-2019. Co-Principal Investigator. NWO-WOTRO Science for Global Development, \$251,630.

Aflatoxin and Child Stunting Links, 2012-2017. Principal Investigator. UK Department for International Development (DFID), £1,179,019.

Measuring and mitigating the risk of mycotoxins for poor milk and maize producers and consumers in Kenya, 2012-2016. Co-Principal Investigator. Finland Ministry of Foreign Affairs, €661,802.

Poverty and Empowerment Impacts of the Bihar Rural Livelihoods Project. Co-Principal Investigator. International Initiative for Impact Evaluation, 2011-2016, \$541,000

Menstrual Management and Sanitation Systems, 2011-2014. Principal Investigator. Bill and Melinda Gates Foundation, \$1,299,704

Food safety and the role of information in Kenyan maize markets, 2011. Co-Principal Investigator. University of Maryland ADVANCE Seed Grant Program, 2011, \$20,000

Reducing HIV Stigma in India: Measuring the Effectiveness of Various Interventions, 2009-2010. Principal Investigator. Maryland Population Research Center, \$15,000

Chlorine Dispensers: Scaling for Results, 2009-2013. Co-Investigator. International Initiative for Impact Evaluation, 2009-2013, \$370,150

Ethnicity, Institutions, and the Provision of Public Goods, 2008-2010. Co-Principal Investigator. Japanese International Cooperation Research Institute, \$200,000

CONFERENCES AND SEMINARS ORGANIZED

CGIAR International Year of Plant Health Webinar Series: [Unleashing the Potential of Plant Health: A One Health Approach](#), March 31, 2021

Catalyzing the use of aflatoxin control technologies in Kenya and Ghana: Research findings and opportunities for action, Nairobi and Accra (via video link), November 26, 2019

PRESENTATIONS

2022: University of Toronto Hospital for Sick Children, Centre for Global Child Health, March 16.

2021: One Health for Plant Health, CGIAR International Year of Plant Health Webinar Series, March 31; Food Safety Innovation Lab Webinar: Behavioral Drivers of Food Safety, April 27; Panelist, #IFADiNNovationTalk, Digital agriculture and the rural poor: Challenges and opportunities in delivering results, May 5; Global Nutrition Coordination Plan (GNCP) Mycotoxins Webinar, May 21; Department of Economics, University of Ottawa, October 22; Nutrition for Growth (N4G) Summit side event, Food Safety: A Foundation for Nutrition and Growth, December 6, 2022.

2020: Panelist, Food Safety in informal markets. EatSafe – Evidence and Action toward Safe, Nutritious Food. Global Alliance for Improved Nutrition, Webinar, August 19, 2020; Evidence for Policy, Advocacy and Partnerships: Food safety - tracking national and county budgets for accountability. Voice for Change Partnership Webinar 8th July 2020.

2019: First International Food Safety Conference, Kenyatta University, Nairobi, May 20-24, 2019; Government of Kenya Food Safety Coordinating Workshop, Naivasha, Kenya, November 12; Horticulture Round Table on Food Safety, Nairobi, Kenya, November 5.

2018: International Livestock Research Institute, Nairobi, Kenya; International Conference of Agricultural Economists, Vancouver, Canada; Applied and Agricultural Economics Association annual meeting, Washington, D.C.

2017: World Bank Development Research Group; Gordon Research Conference on Mycotoxins & Phycotoxins, Easton MA; The First Africa-wide Postharvest Food Loss Reduction Conference and Exhibition, Nairobi, Kenya

2016: Global Center for Food Systems Innovation, Michigan State University; Workshop on Engaging the Health and Nutrition Sectors in Aflatoxin Control in Africa, Addis Ababa, Ethiopia; Peanut Mycotoxin Innovation Lab Annual Research Meeting, Tamale, Ghana

2015: First International Congress on Postharvest Loss, Rome, Italy

2014: American University Economics, Michigan State University Agricultural Economics

2013: University of Wisconsin, Applied and Agricultural Economics Association Annual Meeting, University of Virginia Environment and Development Conference, International Food Policy Research Institute, Celebrating Womanhood: Menstrual Hygiene Management (WSSCC)

2012: Northeastern Universities Development Economics Consortium Conference, International food Policy Research Institute, American University School of Public Affairs, World Bank Poverty and Applied Micro Seminar Series

2011: International Food Policy Research Institute

2010: University of California, Davis

2009: World Bank South Asia Region Workshop on Impact Evaluation of Agriculture and Rural Livelihoods, Northeast Agricultural and Resource Economics Association Annual Meeting

2008: Lafayette College, Carleton University, Simon Fraser University, Center for Global Development, University of Maryland, Resources for the Future, Duke University, University of South Carolina, Loyola University Chicago

2007: North Eastern Universities Development Consortium Conference, Economic Science Association North American Meetings, American Agricultural Economics Association Annual Meeting, The Future of Food: A Multidisciplinary Graduate Research Conference (Tufts University)

2006: Mbarara University of Science and Technology, Uganda

2005: Research for Poverty Alleviation (REPOA), Tanzania

PROFESSIONAL SERVICE

Grant review: Agricultural Technology Adoption Initiative; Bill and Melinda Gates Foundation; International Initiative for Impact Evaluation (3ie); National Science Foundation (US); National Science Foundation (Switzerland), United States Agency for International Development Development Innovation Ventures

Journal review: African Journal for Food, Agriculture, Nutrition and Development; Agriculture and Food Security; American Economic Journal: Applied Economics; American Journal of Agricultural Economics; American Journal of Public Health; BMJ Open; B.E. Journal of Economic Analysis & Policy; The Campbell Collaboration; Economic Development and Cultural Change; Environmental and Resource Economics; Food Policy; Food Security; Global Food Security; Health Policy and Planning; Journal of African Economies; Journal of Agricultural Economics; Journal of Development Economics; Journal of the European Economic Association; Journal of International Development; Journal of Public Economics; Journal of Regulatory Science; Social Science and Medicine; World Bank Economic Review; World Development

Committees: IFPRI: Institutional Review Board for Research on Human Subjects, since 2015; Tool Pool Task Force, Chair, 2017-2019; Hiring Committee, 2017 and 2020 (searches for: MTID Division Director, Associate Research Fellow, Director for Africa). University of Maryland Agricultural and Resource Economics: Faculty Hiring Committee, 2008 and 2009; Library Committee, 2009-2010; Seminar Committee, 2010-2011; Awards Committee, 2010-2011; Graduate Placement Committee, 2011-2012.

Languages

English (native), French (intermediate), German (intermediate), Swahili (basic)

Citizenship

Canada