CURRICULUM VITAE – **Christian FISCHER**

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Current Research Focus and Expertise
Food supply and value chain economics and management; food systems; rural (in particular mountain areas), agricultural and food industry development; agribusiness; agro-food marketing and market research; sustainable tourism and regional products; natural resources and sustainability.

Academic Degrees
- *Doctorate in Agricultural Economics* (external) at the Institute of Agricultural Policy and Market Research of the University of Giessen. Title: "Identifying Key Factors Affecting Success in International Food Product Markets". Supervisor: Prof. Dr. P.M. Schmitz. 2002.
- *Specialised Masters in Agribusiness Management* (Mastère Spécialisé Management Agro-Industriel – MSMAI); Lyons' Graduate School of Management (E.M.LYON) and École Nationale Supérieure Agronomique (ENSA) Montpellier, France. 2001.
- *Graduate Certificate in International Economics*; University of Adelaide, Australia. 1999.
- *Masters of Science in Food Economics*; University of Giessen, Germany. 1997.

Academic Positions

Jul 2016 to current	*Professor* of Agrofood Economics, Management and Marketing. Faculty of Agricultural, Environmental and Food Sciences, Free University of Bozen-Bolzano, Italy.
Jun 2010 to Jun 2016	*Associate Professor* of Agrofood Economics, Management and Marketing; Faculty of Science and Technology; Free University of Bozen-Bolzano, Italy.
Feb 2008 to May 2010	*Associate Professor* of Value and Supply Chain Management; Institute of Food, Nutrition and Human Health (IFNHH); Massey University, Auckland, New Zealand.
Oct 2002 to Jan 2008	*Assistant Professor* at the Institute for Food and Resource Economics; Department of Agricultural and Food Market Research; University of Bonn, Germany.
Feb 2002 to Sep 2002	*Senior Research Associate* at the Institute of Agricultural Development in Central and Eastern Europe (IAMO); Department of Agricultural Markets, Marketing and World Agricultural Trade, Halle (Saale), Germany.

Private-Sector Positions

Nov 2001 to Jan 2002	*Project Manager* at PlanetHome AG, a HVB Group company, Munich.
May 2001 to Oct 2001	*Senior Researcher* at the Consumer and Retail Practice of The Boston Consulting Group, Munich (food & agribusiness focus).
Oct 1997 to Jan 1999	*Assistant to the Managing Director* of Garibaldi Munich, a medium-sized import company of Italian food & drink products.

Leadership and Management Roles

March 2023 to ongoing	*Vice dean for study programmes*, Faculty of Agricultural, Environmental and Food Sciences, Free University of Bozen-Bolzano, Italy.
January 2019 to ongoing	Co-speaker of the South Tyrolean Food Policy Council ("Südtiroler Ernährungsrat")
November 2016 to May 2018	*President* of the rural producer group "Förderverein Eggentaler Qualitätsprodukte", an association of about 15 farmers
October 2014 to ongoing	*Study course director* of the Bachelor in Agricultural and Agro-environmental Science, Free University of Bozen-Bolzano.

Advisory, Instructor and Expert Evaluator Activities

November 2025	Expert opinion ("Gutachten") on the surplus costs and income losses of integrated apple production for the Department of Agriculture of the Autonomous Province of Bolzano (in German and Italian languages, 6 pages each)
November 2024	Expert opinion ("Gutachten") on the doctoral dissertation ("Promotion") of Magdalena Wachter-Karpfinger for the University of Natural Resources and Life Sciences ("BOKU"), Vienna (in German language, 3 pages).
October 2024	Expert opinion ("Gutachten") on a funding proposal of Loacker – AG. for the Innovation Department ("Amt für Innovation") of the Autonomous Province of Bolzano (3 pages).
July 2024	Expert opinion ("Gutachten") on a funding proposal of b-mechanik GmbH for the Innovation Department ("Amt für Innovation") of the Autonomous Province of Bolzano (3 pages).
March 2024	*External Reviewer* for the Sparkling Science 2.0 research programme of the OeAD GmbH (Agentur für Bildung und Internationalisierung) of the Austrian Ministry of Science, Research and Economy (BMWFW).
September 2023	Expert opinion ("Gutachten") on the sustain**apple** certification criteria catalogue (economic and social section) for the South Tyrolean Apple Consortium (in German language, 9 pages).
May 2023	Expert opinion ("Gutachten") on the market for aquaponic products in South Tyrol (in German language, 7 pages) for the bank of farmer Stefan Gasser, Bolzano.
February 2023	Expert opinion ("Gutachten") on the professorship qualification ("Habilitation") of Dr Bernard Stürmer for the University of Natural Resources and Life Sciences ("BOKU"), Vienna (in German language, 6 pages).
November 2022	Expert opinion ("Gutachten") on the surplus costs and income losses of integrated apple production for the Department of Agriculture of the Autonomous Province of Bolzano (in German and Italian languages, 6 pages each).
August 2018 (5 days)	*International expert* for the impact assessment of the cooperatives development projects in East Shewa and West Arsi Zones of Oromia Regional State, Ethiopia. Contract awarded by the Ethiopian Catholic Church Social and Development Commission Branch Office of Meki (ECC-SDCBOM) and Caritas Austria.
October 2017 (5 days)	*Invited international expert* for the economic development of O'Higgins region (Cachapoal river basin) in the Chilean Andes. Pontificia Universidad Catolica de Chile, Santiago.
December 2017	*External Reviewer* for the Sparkling Science research programme of the Austrian Ministry of Science, Research and Economy (BMWFW).
November 2017 (1 day)	*External PhD examiner* for Sarah Motonyi. University of Copenhagen, Department of Food and Resource Economics.
March 2013 (2 days)	*Invited course instructor*. Landwirtschaftliche Märkte und deren Auswirkungen auf meinen Betrieb. Südtiroler Bauernbund (SBB)-Weiterbildungsseminar. SBB-Zentrale, Bolzano.

2012 through 2017	*Invited referee* by the Italian Ministry of Education, Rome for the evaluation of several PRIN proposals and VQR products.
March 2011 (1 day)	*Invited academic expert* for the evaluation of research proposals within the public good agriculture research programme (Stimulus) of the Irish Ministry of Agriculture, Marine and Food, Dublin.
September 2008 (7 days)	*Invited expert* for delivery of a 5-day workshop on "Market and Marketing Research in Agribusiness". Agricultural University of Ashgabat. Invited by OSCE (Organisation for Security and Co-operation in Europe). Turkmenistan.
April 2008 (2 days)	*Adviser* to the agriculture study of the final report on 'Trade Sustainability Impact Assessment of the Negotiations of a Partnership and Cooperation Agreement between the EU and China' Commissioned by EU Commission, DG Trade Sub-contracted by Development Solutions Ltd.
May/Jun 2006 (12 days)	*Team leader of the agricultural-product case study team*, sub-contracted by Development Solutions Ltd (together with S. Schornberg, J. Schiefer). EU Commission, DG Trade. Study on the future opportunities and challenges of EU-China Trade and investment relations. Tender No 2005/S 248-244397.
Mar/Jul 2005 (40 days)	*Member of German case study team*, sub-contracted by Agra CEAS Consulting (together with M. Hartmann, J. Simons, S. Schornberg). EU Commission, DG Agri. Evaluation of the Common Market Organisations (CMOs) for pigmeat, poultrymeat and eggs. Tender No AGRI – 2003 – Evaluation – G4 – 7.
Jan/Feb 2004 (7 days)	*European Consultant* for the Uganda National Banana Research Programme (UNBRP), operated by the National Agricultural Research Organisation (NARO), Kampala, Uganda.
Jul/Aug 2002 (17 days)	*International Consultant* for the Swiss Project for Horticultural Promotion – Kosovo, Intercooperation, Pristina, Kosovo.

Participation in European Commission-funded Research Projects

- Title: Promoting Agroecology through co-creating value chain innovations and improved multi-level Policies in a beyond-growth Europe (AgroPolis)
  Programme/Call: AGROECOLOGY Partnership
  Partners/Consortium: Nordland Research Institute (Norway, project coordinator), Stockholm Environment Institute (Sweden), Institut für Klimaschutz, Energie und Mobilität e. V. (Germany), Free University of Bozen-Bolzano (Italy), FUNPASOS Fundación por la Sostenibilidad Participativa (Spain), Agricultural Institute of Slovenia, Department of Agricultural Ecology and Natural Resources (Slovenia)
  Contract code:
  Duration: April 2026 to March 2029
  Project budget: €1.64 million
  Function: local principal investigator

- Title: Schaffung eines innovativen Beschäftigungsnetzwerkes für ländliche Arbeitsmarkt-randgruppen und Stärkung der gemeinschaftlichen bäuerlichen Direktvermarktungsfähigkeit am Beispiel der Eggentaler Regio-Kiste
  Programme: European Social Fund (ESF), Ziel 2 "Regionale Wettbewerbsfähigkeit und Beschäftigung", Achse II – Beschäftigungsfähigkeit, Zugang zum Erwerbsleben, aktives Altern, e. Umsetzung aktiver und präventiver Arbeitspolitiken, unter besonderer Berücksichtigung der Eingliederung von MigrantenInnen ins Erwerbsleben, des aktiven Alterns und der Unternehmensgründungen
  Partners: Gemeinden Deutschnofen, Welschnofen, Karneid, Ortsgruppen der Südtiroler Bauernjugend Organisation und der Südtiroler Bäuerinnen Organisation
  Project code: Fasz.Nr. 2/11/2012
  Duration: January to December 2013
  Project budget: €85,000
  Function: project coordinator.

- Title: Key factors influencing economic relationships and communication in European agri-food chains (FOODCOMM).
  Partners: University of Bonn, Germany; SAC Aberdeen, Scotland; Teagasc Dublin, Ireland;

University of Helsinki, Finland; Cita Zaragoza, Spain; IAFE Warsaw, Poland; IAMO Halle, Germany
Programme: EU FP6 STREP, Task 18: Improving the economic relationships along the food chains.
Duration: March 2005-April 2008
Contract code: SSPE-CT-2005-006458 FOODCOMM
Project budget: €1.9m (EU financial contribution: €945,000)
Function: Co-ordinating consortium member and Lead Scientist.

Acquired Grants and Awards

- *Highly Commended Paper Award 2009*, Emerald Literati Network of Excellence. For co-authored article published in the *International Journal of Wine Business Research*.
- Nomination for the Best Paper Award, IAMA 18th Annual World Forum and Symposium, Monterey, California, USA, June 14-17 2008.
- Nomination for the Best Paper Award at the IAMA 17th Annual World Forum and Symposium (together with Fritz, M.), Parma, June 23-26 2007.
- *Best Paper Award* of the AIEA2 International Conference. University of Laval, Quebec, Canada, August 23-24 2004.
- Various travel grants from the H. Wilhelm Schaumann Stiftung and the Deutsche Forschungsgemeinschaft (DFG) for participation in international conferences.

University Teaching (course responsible or major interventions)

- *Agricultural Development, Sustainable Tourism and Regional Products*. 60-teaching-hour course (6 ECTS) for master students of Smart Sustainable Agriculture Systems in Mountain Areas (SAM). Free University of Bozen-Bolzano. Winter semester 2025/26.
- *Economic Development, Sustainable Tourism and Regional Products*. 60-teaching-hour course (6 ECTS) for master students of Environmental Management of Mountain Areas (EMMA). Free University of Bozen-Bolzano. Summer semester 2020, 2021, 2022, 2023, 2024, 2025.
- *Nahrungsversorgungssysteme heute und morgen – Globale Herausforderungen und lokale Lösungen für die Welternährung. Teil 2: Nachhaltigkeit* (Food systems today and tomorrow – global challenges and local solutions for feeding the world. Part 2: Sustainability). 18-teaching-hour course (3 ECTS) for the general public (Studium Generale). Summer semesters 2020, 2022, 2023, 2024, 2025.
- *Nahrungsversorgungssysteme heute und morgen – Globale Herausforderungen und lokale Lösungen für die Welternährung. Teil 1: Grundlagen* (Food systems today and tomorrow – global challenges and local solutions for feeding the world. Part 1: Fundamentals). 18-teaching-hour course (3 ECTS) for the general public (Studium Generale). Winter semesters 2019/20, 2021/2022; Summer semesters 2023, 2024, 2025.
- *Food Value Chain Management.* 60-teaching-hour course (6 ECTS) for master students of Food Sciences for Innovation and Authenticity. Winter semesters 2018/19, 2019/20, 2020/21, 2021/22, 2022/23, 2023/24, 2024/25, 2025/26.
- *Agrarökonomie und -politik*. 60-teaching-hour course (6 ECTS) for bachelor students of agricultural, food and environmental sciences. Free University of Bozen-Bolzano. Winter semesters 2019/2020, 2021/2022, 2022/23, 2023/24, 2024/25, 2025/26.
- *Agricultural Economics and Policy*. 60-teaching-hour course (6 ECTS) for bachelor students of agricultural and agro-environmental sciences. Free University of Bozen-Bolzano. Summer semesters 2018, 2019, 2020.
- *Landwirtschaftliche Betriebswirtschaft* (Agribusiness economics and management). 30-teaching-hour course for bachelor students of agricultural and agro-environmental sciences. Free University of Bozen-Bolzano. Winter semester 2018/19.
- *Landwirtschaftliche Betriebslehre und Agribusiness-Management* (Farm and agribusiness management). 40-teaching-hour course for bachelor students of agricultural and agro-environmental sciences. Free University of Bozen-Bolzano. Summer semester 2017, Winter semesters 2016/17, 2017/18.
- *Supply/Value Chain and Innovation Management*. 30-teaching-hour course for master students of International Horticultural Science (IMaHS). Free University of Bozen-Bolzano. Winter semesters 2016/17, 2017/18, 2018/19, 2019/20, 2020/21, 2021/22, 2022/23, 2023/24, 2024/25, 2025/26.

- *Economic Development of Rural Areas*. 40-teaching-hour course for master students of Environmental Management of Mountain Areas (EMMA). Free University of Bozen-Bolzano. Winter semester 2016/17, Summer semesters 2018, 2019.
- *Sustainable Tourism and Regional Products*. 30-teaching-hour course for master students of Environmental Management of Mountain Areas (EMMA). Free University of Bozen-Bolzano. Winter semester 2014/15, 2015/16, 2016/17, Summer semesters 2018, 2019.
- *Sustainable Tourism and Rural Development*. 12-hour teaching module for bachelor students of Tourism, Sport and Event Management. Free University of Bozen-Bolzano. Summer semester 2016.
- *Fruit Market Analysis and Consumer Behaviour*. 30-teaching-hour course for master students of International Horticultural Science (IMaHS). Free University of Bozen-Bolzano. Winter semester 2014/15, 2015/16.
- *Agricultural Markets and Marketing*. 47-teaching-hour course for bachelor students of agriculture. Free University of Bozen-Bolzano. Summer semesters 2013, 2014, 2015, 2016.
- *Introduction to Marketing*. 47-teaching-hour course for bachelor students of engineering. Free University of Bozen-Bolzano. Winter semester 2012/13.
- *Einführung in die Agrar- und Umweltökonomie und -politik* (Introduction to Agricultural and Environmental Economics and Policy). 95-teaching-hour course for bachelor students of agriculture. Free University of Bozen-Bolzano. Summer semesters 2012, 2013, 2014, 2015, 2016.
- *Fruit Marketing and Consumer Behaviour*. 60-teaching-hour course for master students of fruit science. Free University of Bozen-Bolzano. Winter semesters 2011/12, 2012/13, 2013/14.
- *Versorgungskettenmanagement in der Landwirtschaft* (Supply Chain Management in Agriculture). 26-teaching-hour Summer School course for bachelor students of agriculture. Free University of Bozen-Bolzano. July 2011.
- *Versorgungskettenmanagement* (Supply Chain Management). 36-teaching-hour course for master students at the School of Economics and Management. Free University of Bozen-Bolzano. Summer semesters 2011, 2012, winter semesters 2012/13, 2013/14.
- *Introduction to Business Management and Marketing*. 95-teaching-hour course for bachelor students of agriculture and engineering. Free University of Bozen-Bolzano. Winter semester 2010/11.
- *Retail Food Marketing* (visiting professor, postgraduate block course, 2010, Massey University, Palmerston North campus).
- *Supply Chain Management* (30-teaching-hour postgraduate block course, 2010, Massey University, Auckland campus).
- *Executive Supply Chain Management* (30-teaching-hour postgraduate block course, 2008, 2009, Massey University, Auckland campus).
- *Supply Chain Management Decision-Making* (30-teaching-hour postgraduate block course, 2008, 2009, Massey University, Auckland campus).
- *Supply Chain Management Administration* (20-teaching-hour postgraduate block course, 2008, 2009, Massey University, Auckland campus).
- *Agribusiness Management* (visiting professor, postgraduate block course, 2009, Massey University, Palmerston North campus).
- *Agribusiness Supply Chain Management* (visiting professor, undergraduate programme, 2008, 2009, Massey University, Palmerston North campus).
- *International Agribusiness* (visiting professor, undergraduate programme, 2008, 2009, Massey University, Palmerston North campus).
- *Advanced Marketing and Market Analysis – module: 'quantitative tools for food-market assessment'* (competitor benchmarking, market and customer segmentation, market potential appraisals and demand analysis) (winter semesters 2005/06, 2006/07, University of Bonn).
- *International Food Marketing* (interventions in "Lebensmittelmarketing" (Food Marketing)) (summer semesters 2004 and 2006, University of Bonn).
- *Marketing Research A* (Winter semester 2006, School of Economics and Management, Free University of Bozen/Bolzano, Italy).
- *Quantitative Methods of Market Research II – inductive and dependence techniques* (summer semesters 2003, 2004, 2005, 2006, 2007, University of Bonn).
- *Quantitative Methods of Market Research I – descriptive and interdependence techniques* (winter semesters 2003/04, 2004/05, 2005/06, 2006/07, University of Bonn).

Academic Publications

Public speeches by invitation (keynotes, plenary presentations, panel discussions etc)

- „Die Wirtschaft verändert sich. Und wir?". Invited speaker at the panel discussion organized by the South Tyrolean Farmers Organization (SBB) at the Agrialp trade fair. Messe Bozen. 21 November 2025.
- Member of live TV panel discussion „Bauernland in Bauernhand" as part of the TV series „Nachgeschaut" of RAI Südtirol. 23. Juni 2025. Völs, Südtirol.
- Global, regional, egal? Die Bedeutung der Herkunft bei Lebensmittelkauf und Ernährung. Vortrag auf der Tagung anlässlich des Internationalen Tages der Hauswirtschaft. 21. März 2025. Tisens, Südtirol.
- The apple supply/value chain in South Tyrol. Invited lecture for master students at the University of Nottingham, School of Biosciences, UK. Online via MS Teams (1 hour). 5 March 2025.
- ff Talks – Landwirtschaft neu gedacht Mehr High Tech oder Slow Farm? Ein Diskussionsabend über die Zukunft auf unseren Tellern. Auftaktgespräch. H1 Eventspace, Messe Bozen (Abendveranstaltung der Messe Hotel). 22. Oktober 2024, 19:00–21:30 Uhr. https://www.ff-talks.com/eventreihen/landwirtschaft-neu-gedacht-21/#top.
- Global, Regional, Egal? Die Bedeutung der Herkunft bei der Lebensmittelvermarktung. Keynote presentation at the annual assembly of producers of food products with the quality seal South Tyrol (Vollversammlung der Produzenten des Qualitätszeichen Südtirol). 27 September 2024. Kurhaus Meran, South Tyrol.
- Global, Regional, Egal? Die Bedeutung der Herkunft bei Lebensmitteleinkauf und Ernährung. Diskussionsabend des Freitagssalon in Zusammenarbeit mit der Stadtbibliothek Brixen. 28 June 2024.
- Gemeinsam ackert man weniger allein. Zwischen regionalen Kreisläufen und globalen Realitäten: Ein ganzheitlicher Blick auf das Südtiroler Ernährungssystem. Nudging & Trends in der Gastronomie. Tandemdiskussionen mit Bettina Schmid. Eurac, Bolzano. 13 June 2024.
- The apple supply/value chain in South Tyrol. Invited lecture for master students at the University of Nottingham, School of Biosciences, UK. Online via MS Teams (2 hours). 25 March 2024.
- Potenzial von Marketing und Labelling bei Weideprodukten. Invited speech at the conference "Weiden im Berggebiet nachhaltig bewirtschaften – Neues aus Forschung und Beratung zu Klimawandel, Weidemanagement, Artenvielfalt und Vermarktung". Free University of Bozen-Bolzano, Competence Center for Economic, Ecological and Social Sustainability. Vahrn. 18 December 2023.
- Die Zukunft des Speckknödels – Ein nachhaltiger Blick auf Regionalität und Lebensmittel in Südtirol. Teilnehmer in Podiumsdiskussion. EURAC, Institut für Regionalentwicklung & IDM Südtirol. 23 June 2023.
- Are agritourism farms really more sustainable than regular farms? Case evidence from Italy/Austria. Keynote speech via Zoom (together with PhD student G. Grillini). 16th World Agri Tourism Day – Virtual Conference. 14/15 May 2023
- The apple supply/value chain in South Tyrol. Invited lecture for master students at the University of Nottingham, School of Biosciences, UK. Online via MS Teams (2 hours). 9 March 2023.
- Global, regional, ganz egal? Zur Bedeutung der Herkunft bei Lebensmitteleinkauf und Ernährung. Sustainability Festival 2022. unibz, Bozen. 8 June 2022 https://sustfest.bz/programme/
- Ein klimafreundliches Ernährungssystem für Südtirol. Webinar „Südtirol ein Klimaland?". Verein POLITiS Centro Studi. 1 June 2022. Online on ZOOM. https://www.politis.it/141.html
- Agrartirol 2050: Entwicklungsperspektiven für die regionale Landwirtschaft. Südtiroler Bauernbund, Vortrag zur Landwirtschaft. 27 May 2022. Kulturhaus Mals, Vinschgau.
- Ernährungssicherheit. Gesunde und nachhaltige Ernährung für alle, wie kann das gelingen? Blufink. conflict kitchen AgriCulture. 17 February 2022. Online on ZOOM. https://www.blufink.com/conflict-kitchen/
- Agrarmärkte und Wertschöpfungsketten. Vortrag im Rahmen des Kurses „Funktionärslehrgang Landwirtschaft 2021/22" des Südtiroler Bauernbunds (SBB) und des Südtiroler Raiffeisenverbandes. 9 December 2021.
- Agrar- und Ernährungswirtschaft im globalen Kontext. Vortrag im Rahmen des Kurses „Funktionärslehrgang Landwirtschaft 2021/22" des Südtiroler Bauernbunds (SBB) und des Südtiroler Raiffeisenverbandes. 9 December 2021.

- Food-Management im globalen Kontext – The Big Picture. Vortrag im Rahmen des Kurses „Food-Management für Südtiroler Gastbetriebe 2021/22" des Hotel- und Gaststättenverbands Südtirol (HGV). 12 November 2021.
- Potentiale der urbanen und vertikalen Landwirtschaft. Sustainability Web Festival 2021. Online on ZOOM. Unibz Bolzano. 18 May 2021.
- Developments in the consumption of alternative proteins. Sustainability Web Festival 2021. Unibz Bolzano. 13 May 2021. https://www.youtube.com/watch?v=S1mNQ2fJdCs
- Nahrungsversorgungssysteme studieren – Helfen, die Welternährung von morgen zu sichern. Naturwissenschaftliche Webinar-Reihe für Schüler*innen organized by the Education Department of the Autonomous Province of Bolzano. 30 March 2021.
- The long way of an apple: a food loss and waste case study. Sustainability Web Festival 2020. Unibz Bolzano. 28 April 2020. https://www.youtube.com/watch?v=nm1sHNSGDgc
- Nachhaltig erfolgreich in der Landwirtschaft. Invited speaker at the panel discussion organized by the South Tyrolean Farmers Organization (SBB) at the Agrialp trade fair. Messe Bozen. 9 November 2019.
- Möglichkeiten der Produktdifferenzierung zur Steigerung der Wertschöpfung bei Trinkmilch. Keynote speaker at the *Österreichische Milchwirtschaftliche Tagung*. Gmunden, Austria. 12–13 September 2019.
- Agriculture and tourism sector linkages: Global relevance and local evidence for the case of South Tyrol. Invited speaker, organised session on agritourism. 8th AIEAA (Italian Association of Agricultural Economists) Conference. Pistoia, Italy. 13–14 June 2019.
- Konsumtendenzen im Trinkmilchmarkt und Möglichkeiten der Produktdifferenzierung. Invited speaker at the *AFEMA („Arbeitsgruppe zur Förderung von Eutergesundheit und Milchhygiene in den Alpenländern e.V.") Tagung*. Bolzano, Italy. 14–15 February 2019.
- Agriculture and Tourism: Relevance and Evidence. Keynote speaker at the *1st World Congress on Agritourism*. Eurac Research. Bolzano, Italy. 7 November 2018.
- Das Südtiroler "Eggentaler Kistl" als Beispiel für lokale Wirtschaftskreisläufe im Alpenraum. Invited speaker for the presentation and invited speaker at the panel discussion at the *„75 Jahre Berggebietsentwicklung: Wo stehen wir in Bezug auf die Stärkung von nachhaltigen Ernährungssystemen und Wertschöpfungsketten?*" Schweizerische Arbeitsgemeinschaft für die Berggebiete (SAB). Altdorf, Switzerland. 18 October 2018.
- Milch – globaler Albtraum oder lokaler Alp-Traum? Invited speaker at a panel discussion. *13. Galtürer Almbegegnungen*. Galtür, Austria. 26 September 2018.
- Landwirtschaftliche Betriebswirtschaft: Richtige Anwendung von Fachbegriffen. Invited speaker at a seminar for agricultural managers at the South Tyrolean Farmer Organization (SBB). Bozen. 9. February 2018.
- Is large-scale sustainable food production possible? Invited speaker at the panel discussion *CARE's Talks. The ethical Chef Days*. Alta Badia, Dolomites. 16 January 2018.
- Reputationsmanagement in der Speckbranche: Notwendigkeit, Forschungserkenntnisse und Ansatzpunkte. Keynote speaker at the *Symposium 20 Jahre Südtiroler Speck g.g.A.*. Handelskammer Bozen. 1. Dezember 2017.
- Trends in der Landwirtschaft. Invited speaker at the panel discussion organized by the South Tyrolean Farmers Organization (SBB) at the Agrialp trade fair. Messe Bozen. 23 November 2017.
- Mountain products as an economic development strategy. Invited international speaker at the seminar "*Taller sobre estrategias para el desarrollo sostenible del ecosistema de montana de la cuenca andina del Chahapoal*". Santiago di Chile. 24 October 2017.
- European Union mountain development policies and programmes. Invited international speaker at the seminar "*Taller sobre estrategias para el desarrollo sostenible del ecosistema de montana de la cuenca andina del Chahapoal*". Santiago di Chile. 24 October 2017.
- Vielfalt als Perspektive für die Südtiroler Landwirtschaft?! Keynote speaker at the 9. Global Forum Südtirol. Neo-ökologische Vielfalt: Südtirols Chance zur Einzigartigkeit. Eurac Research Bozen. 22 September 2017.
- Nachhaltige Nahrungsversorgungs- und -wertschöpfungsketten der Zukunft: Was und wie essen wir 2050? Invited speaker at the AFB (Arbeiter-, Freizeit- und Bildungsverein) International Symposium "Klimawandel und die Auswirkungen auf die Beschäftigung". Cusanus Akademie, Bressanone. 26 May 2017.

- Qualität und Innovation von bäuerlichen Produkten im Eggental. Invited speaker at the Jahresversammlung of the South Tyrolean Farmers Association (SBB) Welschnofen. Welschnofen. 5 May 2017.
- Rindfleisch mit geschützter EU Herkunftsangabe: Europaweite Übersicht und ökonomische Analyse. Plenary speaker at the Workshop "Direkt- und Regionalvermarktung von Qualitätsfleisch". Freie Universität Bozen. 21 February 2017.
- The future food supply chain: how and what we eat tomorrow and where it will come from. Presentation by invitation at South Tyrolean high schools. Either at the schools or at the Free University of Bolzano. About 4 to 5 presentations per year during the last 5 years.
- Zukünftige Herausforderungen der Südtiroler Obstwirtschaft: kleinbäuerliche Betriebe auf internationalen Märkten. Invited speaker at the Jahresversammlung of the South Tyrolean Farmers Association (SBB) Eppan. Appiano. 2 February 2017.
- Reputation des Apfelanbaus in Hinblick auf das Südtiroler Obstbaumuseum. Invited speaker at the Klausurtagung Südtiroler Obstbaumuseum. Renon. 26 November 2016.
- Managing industry reputation to sustain market success: the case of the South Tyrolean apple industry. Invited speaker at the *XI Giornate Scientifiche SOI* (Società di Ortoflorofrutticoltura Italiana). Bolzano. 14–16 September 2016.
- Spezial- und Premiummilchkonzepte für die Südtiroler Berglandwirtschaft. Invited speaker to management and board members of dairy processing cooperatives Brimi and Mila/Bergmilch Südtirol. Bolzano. 20 July 2016.
- *Podiumsdiskussion Brixen im Dialog: „Die Zukunft is(s)t regional*". Invited guest to a public panel discussion. Together with Member of European Parliament Herbert Dorfmann, Director of the South Tyrolean Farmers Association (SBB) Sigfried Rinner and others. Bressanone. 13 May 2016.
- Spezial- und Premiummilchkonzepte für die Südtiroler Berglandwirtschaft. Invited speaker to management and board members of dairy processing cooperatives Brimi and Mila/Bergmilch Südtirol. Bressanone. 9 May 2016.
- Agrartirol 2050: Entwicklungsperspektiven für die Südtiroler Landwirtschaft. Invited speaker at the *Jahresteilversammlung der Landwirtschaftlichen Hauptgenossenschaft*. Bressanone. 27 April 2016.
- Agrartirol 2050: Entwicklungsperspektiven für die Südtiroler Landwirtschaft. Invited speaker at the *Jahresteilversammlung der Landwirtschaftlichen Hauptgenossenschaft*. Schlanders. 20 April 2016.
- Agrartirol 2050: Entwicklungsperspektiven für die Südtiroler Landwirtschaft. Invited speaker at the *Jahresteilversammlung der Landwirtschaftlichen Hauptgenossenschaft*. Brunico. 18 April 2016.
- Reputationsmanagement in der Agrar- und Ernährungswirtschaft: Notwendigkeit und Ansatzpunkte. Invited speaker to management and board members of the Consortium Südtiroler Speck. Bolzano. 6 April 2016.
- Das Tierwohl und seine Bedeutung für die Südtiroler Verbraucher. Invited speaker at the *9. Südtiroler Berglandwirtschaftstagung*. Bressanone. 15 January 2016.
- Marktforschung durch Universitätsstudenten: Einige Beispiele im Bereich Getränke. Invited speaker at the *TIS Innovation Park WakeUp Workshop*. Bolzano. 24 July 2015.
- Die Herausforderungen für die Südtiroler Landwirtschaft in der Zukunft. Invited speaker at the *Jahresversammlung des Südtiroler Bauernbundes Ortsgruppe Leifers/Pfatten*. 6 March 2015.
- Die Zukunft der Landwirtschaft in Südtirol. Impulse presentation und panel discussion at the *Bioland Südtirol Seminar 2015*. Renon, Bolzano. 23 January 2015.
- Bäuerliche Familienbetriebe: Heute und Morgen – in Europa, im Alpenraum und in Südtirol. Plenary presentation at the conference *Bäuerliche Familienbetriebe: Heute und Morgen*, organised by the South Tyrolean Farmer Association (SBB), the European Academy Bolzano Eurac and the Free University of Bolzano (unibz). Bolzano. 31 October 2014.
- The role of trust in agri-food logistics and supply chain management. Keynote at *The International Forum on Agri-food Logistics*. Polznań, Poland. 9–13 September 2014.
- Lokale Wirtschaftskreisläufe am Beispiel des Eggentaler Kistls. Invited speaker at the *Vinschger Berglandwirtschaftstagung*. Burgeis, South Tyrol. 5 May 2014.
- Das Eggentaler Kistl – eine gemeindeübergreifende landwirtschaftliche Entwicklungsinitiative. Invited speaker at the *Raiffeisenkasse Welschnofen Jahresversammlung*. Welschnofen/Nova Levante. 29 April 2014.

- Agrartirol 2050: Entwicklungsperspektiven für die Südtiroler Landwirtschaft. Invited speaker at the *Koordinierungsausschuss Landwirtschaft, Raiffeisenverband Bozen*. Bolzano. 4 February 2014.
- Reputationsmanagement als neue Herausforderung der Südtiroler Apfelanbaubranche. Keynote speaker at the *61. Südtiroler Obstbautagung*. Merano. 14 January 2014.
- Das Eggentaler Kistl: Ein Konzept zur lokalen Landwirtschaftsentwicklung. Keynote speaker at the *Eggentaler Wirtschaftsschau*. Birchabruck. 21 September 2013.
- Reputationsmanagement als neue Herausforderung der Apfelanbaubranche in Südtirol. Invited speaker at the Tagung *Regionale Produkte und Tourismus: Perspektiven für Obst- und Weinbau*. Europäische Akademie Bozen (EURAC), Bolzano. 23 May 2013.
- Optimisation of collaboration, partnerships and business relationships. Invited speaker at the *Alpine Spring Festival, Expert Meeting on mountain farming, quality products and Expo 2015*. Europäische Akademie Bozen (EURAC). Bolzano. 5 March 2013.
- Abschlusspräsentation: Typische Lebensmittel für das Eggental. Ortsbauerngruppe Deutschnofen, *Jahresversammlung unter Anwesenheit von Landeshauptmann Luis Durnwalder*. Deutschnofen/Nova Ponente. 21 February 2013.
- Innovation vom Markt zum Markt: Markt- und Marketingforschung für KMUs in der Lebensmittelbranche. Invited speaker at the *TIS Innovation Park Wake-up Workshop*, Bozen, 21 October 2011.
- Factors influencing contractual choice and sustainable relationships in European agri-food chains. Plenary presentation at the *International EAAE-SYAL Seminar: Spatial Dynamics in Agri-food Systems: Implications for Sustainability and Consumer Welfare*. Parma, Italy. 27–29 October 2010.
- The future food value chain. Invited speaker at the *Future Food Farming Forum – New Zealand Inc. meeting tomorrow's markets*. Massey University. Palmerston North. 23 November 2009.
- Economic relationships and communication in European agri-food chains: main findings from the FOODCOMM project. Invited speaker at the *FOODCOMM International Workshop*. Brussels, Belgium. 27 May 2008.
- Food quality and product export performance – an empirical investigation of the EU situation. Plenary presentation given at the *105th European Seminar of the EAAE 'International Marketing and International Trade of Quality Food Products'*. Bologna, Italy. 8–10 March 2007.
- Invited podium speaker at podium discussion "Qualität: die richtige Richtung, oder die letzte Chance?", of the "Bauernjugend Bezirk Unterland". Bozen/Bolzano, Italy. 31 May 2006.
- Managing international trade of food products: a survey of German and Australian companies. Seminar presented at the Gatton campus of *The University of Queensland*. Brisbane, Australia. 1 February 2006.
- Die Wettbewerbsfähigkeit der EU Ernährungsindustrie ('The competitiveness of the EU food processing sector'). Presentation by invitation given within the *Main Seminar of Agricultural Economics*. University of Hohenheim, Stuttgart. 28 April 2005.

<u>Articles in scientific journals (peer-reviewed) – published or forthcoming</u>

- Calvia, M., Rivaroli, S., Fischer, C., Malorgio, G. (2026): Greenhouse gas emissions from agriculture in the EU-27: A small-sample semi-elasticity approach. *Open Agriculture*. (In press)
- Kipkoech, B., M. P., Fischer, C. (2026): Diet composition and staple-food dependence as structural determinants of global dietary diversity and nutrition security. *Agriculture & Food Security*. (In press)
- Kipkoech, B., Calvia, M., Fischer, C. (2026): Why food choice matters everywhere: the changing role of dietary diversity across country income groups. *Agriculture & Food Security*. (In press)
- Hoffmann, C. Fischer, C., Streifeneder, T. (2026): Farmer or tourism entrepreneur? An economic assessment of commercial agritourism in South Tyrol/Italy. *Tourism Recreation Research*. (In press)
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- Kipkoech, B. Ruto, E., Fischer, C. (2026): Global diet not likely to become carnivorous as animal-source calorie consumption shares and human trophic levels stabilize in the long run. *Frontiers in Sustainable Food Systems*, Vol. 10, 101962, 5 pages. https://doi.org/10.3389/fsufs.2026.1727309
- Kipkoech, B., Korir, L., Fischer, C., Ruto, E. (2025): Empirical analysis of Kenyan household diet deprivation through ReDD and human trophic level indices. *Journal of Agriculture and Food Research*, Vol. 22, 101962, 10 pages. https://doi.org/10.1016/j.jafr.2025.101962
- Grillini, G., Streifeneder, T., Stotten, R., Schermer, M., Fischer, C. (2025): How tourists change farms: the impact of agritourism on organic farming adoption and local community interaction in the Tyrol-Trentino mountain region. *Journal of Rural Studies*, Vol. 114, No. 103531. DOI: 10.1016/j.jrurstud.2024.103531
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- Grillini, G., Sacchi, G., Streifeneder, T., Fischer, C. (2023): Differences in sustainability outcomes between agritourism and non-agritourism farms based on robust empirical evidence from the Tyrol/Trentino mountain region. *Journal of Rural Studies*, Vol. 104, No. 103152. 13 pages. DOI: 10.1016/j.jrurstud.2023.103152
- Fischer, C. (2023): Ensuring satisfaction in rural youth soccer: The consequences of age-unbalanced teams, and suggested remedies. *International Sports Studies*, Vol. 45, No. 1, 59–73. DOI: 10.30819/iss.45-1.06
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- Shahzad M.A., Fischer C. (2022): The decline of part-time farming in Europe: an empirical analysis of trends and determinants based on Eurostat panel data. *Applied Economics*. Vol. 54, No. 42, 4812–4824. DOI: 10.1080/00036846.2022.2036687
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- Fischer, C., Bossi Fedrigotti, V. (2020): 'An Apple A Day'… Is Going Away. What Can We Do to Stop the Decline in Per Capita Apple Consumption? *American Journal of Biomedical Science & Research*. Vol. 10, No. 3, 226–227.
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- Some gems in a modest food culture. Published Letter to the Editor. *Financial Times*. Page 6. April 16–17 2005.

Reviewer Activities

- Journals: *Open Agriculture*, *World Development*, *Cleaner and Responsible Consumption*, *Journal of Cleaner Production*. *PLOS ONE*, *Geoforum*, *Natural Resources Forum*, *Sustainability*, *Horticulturae*, *Agriculture*, *International Journal of Social Economics*, *Intercathedra Quarterly*, *Emerging Markets Finance and Trade*, *Journal of Rural Studies*, *Economia Agro-Alimentare*, *Annals of Public and Cooperative Economics*, *British Food Journal*, *Sustainability*, *European Journal of Law and Economics*, *Supply Chain Management: An International Journal*, *European Review of Agricultural Economics*, *International Journal of Physical Distribution & Logistics Management*, *African Journal of Agricultural Research*, *Applied Economics*, *Food Economics*, *International Food and Agribusiness Management Review*, *International Journal of Wine Business Research*, *Journal of Environmental Management*, *Food Security*, *Quarterly Journal of International Agriculture*.
- Conferences: 20th Annual IAMA World Forum and Symposium (Boston), 27th International Conference of Agricultural Economists 2009 (Beijing), 19th Annual IAMA World Forum and Symposium (Budapest), 18th Annual IAMA World Forum and Symposium (Monterey, USA), 105th European Seminar of the EAAE 'International Marketing and International Trade of Quality Food Products' 2007 (Bologna), 11th European Association of Agricultural Economists Conference 2005 (Copenhagen), 45th Annual Meeting of German Agricultural Economists, AIEA2 International Conference 2004 (Quebec), 25th International Conference of Agricultural Economists 2003 (Durban).
- Numerous doctoral, MSc and BSc theses.

Memberships in Editorial Boards of Scientific Journals

- *Horticulturae*. Editor in Chief of Section Horticultural Economics, Policy, Business Management and Marketing (since October 2021)
- S*upply Chain Management: An International Journal* (since November 2016)
- *Economia Agro-Alimentare* / *Food Economy* (since January 2015)
- *Food and Applied Bioscience Journal* (since January 2013)

Memberships in Professional Associations

- European Association of Agricultural Economists (EAAE)
- International Association of Agricultural Economists (IAAE)
- International Society for Horticultural Science (ISHS)

Languages and Computer Skills

Languages

- German: native
- English: fluent in speaking and writing (C2, certified)
- French: fluent in speaking and writing (C1, not certified)
- Italian: upper intermediate knowledge (B2, certified)

Software packages

- Microsoft Office (including Access)
- Adobe Acrobat, Dreamweaver
- IBM SPSS & AMOS
- STATA, Lighthouse Studio (Sawtooth Conjoint)

Bolzano, February 2026