

## Curriculum Vitae

### XIANGHONG LI

Department of Agricultural Economics  
Kansas State University  
Manhattan, KS 66506

Phone: (785) 532-3509

E-mail: [xhli@ksu.edu](mailto:xhli@ksu.edu)

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#### EDUCATION

Ph.D. Agricultural and Resource Economics, University of California, Davis, 2005.  
M.S. Agricultural Economics, China Agricultural University, 1998.  
B.S. Managerial Economics, China Agricultural University, 1995.

#### FIELDS OF INTEREST

Agricultural Land Value, Production Economics, Agricultural Trade and Policy, Development Economics, Applied Econometrics

#### PROFESSORIAL EXPERIENCE

2015 June– Present **Extension Assistant professor**, Department of Agricultural Economics, Kansas State University.  
2010– 2015 May **Adjunct Faculty**, Department of Agricultural Economics, Kansas State University.  
2006– 2010 **Research Assistant Professor**, Department of Agricultural Economics, Kansas State University.  
2005– 2006 **Research Associate**, Department of Agricultural Economics, Kansas State university.

#### TEACHING

Spring 2021-Present **Instructor**, Department of Agricultural Economics, Kansas State University  
*AGEC 610 - Current Agriculture and Natural Resource Policy Issues*  
Spring 2010 **Instructor**, Department of Agricultural Economics, Kansas State University  
*AGEC 605 - Price Analysis and Forecasting*  
Fall 2007 **Instructor**, Department of Agricultural Economics, Kansas State University  
*STAT 706 - Basic Elements in Statistics for Economics*  
Fall 2007 **Instructor**, Department of Agricultural Economics, Kansas State University  
*Review of Mathematics for Economists*

## JOURNAL ARTICLES

- Li, X., H.H. Peterson, and T. Xia. "Demand for Organic Milk across Marketing Channels." *Agricultural Resource Economics Review* 47(3) (March 2018):505-532.
- Heng, Y., H.H. Peterson, and X. Li. "Consumer Responses to Multiple and Superfluous Labels. In the Case of Eggs." *Journal of Food Distribution Research* 47(2) (July 2016): 62-82.
- Heng, Y., H.H. Peterson, and X. Li. "Consumer Attitudes toward Farm Animal Welfare: the Case of Laying Hens." *Journal of Agricultural and Resource Economics* 38(3) (December 2013): 418-434.
- Zheng, Y., X. Li, and H.H. Peterson. "In Pursuit of Safe Foods: Chinese Preferences for Soybean Attributes in Soymilk." *Agribusiness* 29(3) (July 2013):377-391.
- Li, X., H.H. Peterson, and T. Xia. "U.S. Consumer Demand for Organic Fluid Milk by Fat Content." *Journal of Food Distribution Research* 43(March 2012):50-58.
- Peterson, H.H., and X. Li. "Consumer Preferences for Product Origin and Processing Scale: The Case of Organic Baby Foods." *American Journal of Agricultural Economics* (January 2011): 590-596.
- Xia, T., and X. Li. "Consumption Inertia and Asymmetric Price Transmission." *Journal of Agricultural and Resource Economics* 35(August 2010): 209-227.
- Carter, C.A., and X. Li. "China's Horticultural Trade Patterns: Implications for World Markets." *Journal of International Agricultural Trade and Development*, 2005 (1): 1-15.
- Carter, C.A., and X. Li. "Changing Trade Patterns in Major OECD Countries." *Applied Economics* 36(14) (August 2004): 1501-11.
- Carter, C.A., and X. Li. "Implications of World Trade Organisation Accession for China's Agricultural Trade Patterns." *Australian Journal of Agricultural and Resource Economics*, 46(2) (June 2002): 193-207.

## BOOK CHAPTER

- Carter, C.A., and X. Li. "China's Horticultural Trade Patterns: Implications for World Markets" in Dragan Miljkovic ed., *New Topics in International Agricultural Trade and Development*. New York: Nova Science Publishers, Inc., 2006.

## GRANTS

- "Consumer Preferences for HRW-based Asian-style and Instant Noodles." Kansas Wheat Commission, 2015-2016, \$9,500 (Co-PI: Tian Xia).
- "The Impacts of Imports and Consolidation on the U.S. Organic Food System." National Research Initiative Markets and Trade Program, USDA, 2008-2010, \$300,000 (Co-PI: Hikaru Hanawa Peterson).

## EXTENSION AND OUTREACH PUBLICATIONS AND ACTIVITIES

- “2024 Non-Irrigated Crop Leasing Arrangements in Kansas.” November 2024. Available at: [2024 Non-Irrigated Crop Leasing Arrangements In Kansas | AgManager.info](#). (with L. Tsoodle).
- “Kansas Custom Rates 2024.” June 2024. Available at: [Custom Rates Survey | AgManager.info](#). (with L. Tsoodle).
- “2024 Fence Material and Construction Cost in Kansas.” January 2021. Available at: [2023 Fence Material and Construction Cost in Kansas | AgManager.info](#). (with L. Tsoodle).
- “2023 Pasture Leasing Arrangements In Kansas.” October 2023. Available at: [https://www.agmanager.info/sites/default/files/pdf/KansasPastureLeasingArrangements\\_2023.pdf](https://www.agmanager.info/sites/default/files/pdf/KansasPastureLeasingArrangements_2023.pdf). (with L. Tsoodle).
- “Bluestem Pasture Release 2023”, July 2023, Available at: [https://www.agmanager.info/sites/default/files/pdf/BluestemReport\\_2023.pdf](https://www.agmanager.info/sites/default/files/pdf/BluestemReport_2023.pdf). (with L. Tsoodle).
- “2022 Input Cost Survey in Kansas.” January 2023. Available at: [2022 Input Cost Survey in Kansas | AgManager.info](#), (with L. Tsoodle).
- “2021 Irrigated Farm Leasing Arrangements in Kansas.” March 2022. Available at: [https://www.agmanager.info/sites/default/files/pdf/Irrigate\\_2021\\_FINAL.pdf](https://www.agmanager.info/sites/default/files/pdf/Irrigate_2021_FINAL.pdf). (with L. Tsoodle).
- “Bluestem Pasture Release 2021”, June 2021, Available at: <https://www.agmanager.info/land-leasing/land-buying-valuing/land-use-value-research/bluestem-pasture-report-2021>. (with L. Tsoodle).
- “2020 Non-Irrigated Crop Leasing Arrangements in Kansas.” November 2020. Available at: <https://agmanager.info/land-leasing/land-buying-valuing/land-use-value-research/2020-non-irrigated-crop-leasing>. (with L. Tsoodle).
- “2020 Sheep and Goat Industry Survey Analysis.” October 2020. Available at: [sheep-and-goat-report\\_final-7\\_2183c7f4002e6262e1aa5bff0000620720.pdf \(ks.gov\)](https://www.ks.gov/files/2020/10/2020-Sheep-and-Goat-Industry-Survey-Analysis-Report-Final-7-2183c7f4002e6262e1aa5bff0000620720.pdf). (with L. Tsoodle).
- “Kansas Custom Rates 2020.” June 2020. Available at: <https://agmanager.info/machinery/papers/custom-rates-survey>. (with L. Tsoodle).
- “2019 Fence Material and Construction Cost in Kansas.” May 2020. Available at: <https://agmanager.info/land-leasing/land-buying-valuing/land-use-value-research/2019-fence-material-and-construction-cost>. (with L. Tsoodle).
- “2019 Pasture Leasing Arrangements In Kansas.” March 2020. Available at: <https://agmanager.info/land-leasing/land-buying-valuing/land-use-value-research/2019-pasture-leasing-arrangements-kansas>. (with L. Tsoodle).
- “Input Cost Survey in Kansas.” February 2019. Available at: <https://agmanager.info/land-leasing/land-buying-valuing/land-use-value-research/input-cost-survey-lkansas>, (with L. Tsoodle).

- “Kansas Custom Rates 2018.” August 2018. Available at:  
<http://www.agmanager.info/machinery/papers/custom-rates-survey>. (with L. Tsoodle).
- “2017 Irrigated Crop Leasing Arrangements in Kansas”, April 2018, Available at:  
<https://agmanager.info/land-leasing/land-buying-valuing/land-use-survey-center/2017-irrigated-farm-leasing-arrangements>, (with L. Tsoodle).
- “2016 Non-Irrigated land Leasing Arrangements in Kansas”, March 2017, available at:  
<https://www.agmanager.info/land-leasing/land-rental-rates/2016-non-irrigated-crop-leasing-arrangements-kansas>. (with L. Tsoodle).
- “2015 Pasture Leasing Arrangements in Kansas”, February 2016. Available at:  
<https://www.agmanager.info/2015-pasture-leasing-arrangements-kansas>. (with L. Tsoodle).
- “2015 Kansas Bluestem Pasture”, January 2016. Available at: <https://www.agmanager.info/bluestem-pasture-release-2015>. (with L. Tsoodle).
- Developed new rating models for an Umbrella Insurance product. 2010. (worked with private sector to develop insurance products).
- Review of “Actual Revenue History (ARH) Dry Pea and Lentil Pilot Crop Insurance Program” for the Board of Directors, Federal Crop Insurance Corporation. 2009. (with G.A. Barnaby).
- Review of “Actual Revenue History (ARH) Sugar Beet Pilot Crop Insurance Program” for the Board of Directors, Federal Crop Insurance Corporation. 2009. (with G.A. Barnaby).
- Review of “Actual Revenue History (ARH) Naval Orange Pilot Program” for the Board of Directors, Federal Crop Insurance Corporation. 2009. (with G.A. Barnaby).
- Developed new rating models for genetically engineered crop. 2008. (worked with private sector to develop insurance products).
- “Energy Use in the Kansas Agricultural Sector”, 2006 (with K. Dhuyvetter, T. Kastens, J. Mintert, and R. Nelson).

## **PRESENTATIONS AND CONFERENCE PAPERS**

- Li, X. and L. Tsoodle. “Kansas Bluestem Pasture”. Presented at Winter Forage Conference, Emporia, KS. December 11, 2018.
- Li, X. and L. Tsoodle. “2017 Kansas Bluestem Pasture Results.” Presented at Risk and Profit Conference, Department of Agricultural Economics, Kansas State University, Manhattan, KS. August 17-18, 2017.
- Li, X. and L. Tsoodle. “2016 Kansas Custom Rates Survey Preliminary Results.” Presented at Risk and Profit Conference, Department of Agricultural Economics, Kansas State University, Manhattan, KS. August 18-19, 2016.

- Xia, T. and X. Li. "Why Do Manufacturers of Leading National Brands Produce Private Labels for Food Retailers?" Selected poster. Agricultural and Applied Economics Association Annual Meeting, San Francisco, CA, July 2015.
- Xia, T. and X. Li. "Successive Market Power and Contracts of Finished Products." Selected poster. Agricultural and Applied Economics Association Annual Meeting, Minneapolis, MN, July 2014.
- Peterson, H.H. and X. Li. "Retail Outlet Selection And Preferences For Private Labels: The Case of Milk." Presented paper at the Western Agricultural Economics Association annual meeting, Monterey, California, June 2013.
- Heng, Y., H.H. Peterson, and X. Li. "Consumers' Preferences for Farm Animal Welfare: the Case of Laying Hen." Selected Paper at the Agricultural and Applied Economics Association annual meeting, Seattle, WA, August 2012.
- Li, X., H.H. Peterson, T. Xia. "U.S. Consumer Demand for Differentiated Eggs." Selected Poster, 2012 AAEA Annual Meeting. Seattle, WA, August 12-14, 2012.
- Li, X. and H.H. Peterson. "The Evolving Demand for Organic Milk." Presented Paper at the Food Distribution Research Society annual conference, Portland, OR, October 2011.
- Zheng, Y., X. Li, and H.H. Peterson. "Consumer Preferences for Attributes of Organic Processed Foods: The Case of Soymilk in the United States." Selected Poster at the Agricultural and Applied Economics Association annual meeting, Pittsburgh, PA, July 2011.
- Zheng, Y., H.H. Peterson, and X. Li. "In Pursuit of Safe Foods: Chinese Preferences for Soybean Attributes in Soymilk." Selected Paper at the Western Agricultural Economics Association annual meeting, Banff, Canada, June 2011.
- Peterson, H.H. and X. Li. "Consumer Preferences for Product Origin and Processing Scale: The Case of Organic Baby Foods." Presented at Agricultural and Applied Economics Association Annual Meeting, Denver, July 2010.
- Xia, T. and X. Li. "Consumption Inertia and Asymmetric Price Transmission." Selected paper. Presented at Agricultural and Applied Economics Association Annual Meeting, Milwaukee, July 2009.
- Li, X. and H.H. Peterson. "The Impacts of Imports and Consolidation on the U.S. Organic Food System." Poster presented at the USDA-CSREES Agribusiness Markets and Trade Project Directors meeting, Milwaukee, WI, July 2009.
- Xia, T. and X. Li. "Nontraditional Food Retailers and Market Concentration: Different Implications for Producers and Consumers." Selected poster, American Agricultural Economics Association Annual Meeting at Orlando, Florida, July 2008.
- Li, X. and C.A. Carter. "Administration and Trade Liberalization: the Impacts of Tariff Quota Implementation on Market Access." Selected Paper, American Agricultural Economics Association Annual Meeting, July 2005.