

CURRICULUM VITAE

KATHRYN GREGORY ANDERSON

Department of Community and Environmental Sociology
University of Wisconsin-Madison
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EDUCATION

Expected July 2019 PhD Sociology, University of Wisconsin-Madison
Expected March 2019 Delta Certificate in Teaching and Learning
2012 Graduate Certificate on Humans and the Global Environment
2004 M.S. Agricultural and Applied Economics, University of Wisconsin-Madison
1997 B.A. Psychology, Wesleyan University

AREAS OF SPECIALTY

Environmental sociology, economic sociology, gender, race and ethnicity, food systems, mixed methods, inter-disciplinary methods, survey research, participant observation, and interviewing.

AWARDS

2017 Linda Wernecke Marshall Graduate Award in Environmental Studies (for public outreach).
2016 Linda Wernecke Marshall Graduate Award in Environmental Studies (for an innovative dissertation in environmental studies).
2016 UW Campus-wide Teaching Assistant Award for Innovation in Teaching.

PUBLICATIONS

REFEREED JOURNALS

2012 Provencher, B, D. Lewis, and **K.G. Anderson**. Disentangling preferences and expectations in stated preference analysis with respondent uncertainty: The case of invasive species prevention. *Journal of Environmental Economics and Management* 64(2012): 169–182.
2008 Anderson, K.G. and D. Weinhold. Valuing future development rights: The costs of conservation easements. *Ecological Economics* 68:1-2, 437-446.

ARTICLES UNDER PEER REVIEW

Anderson, K.G. Green is the new pink: When masculinity obstructs environmental protection. *Sociology Compass*

ARTICLES AND CHAPTERS IN PREPARATION (*Indicates dissertation article; see last page for description)

Anderson, K.G. Masculinity in Environmental Sociology. In, *Cambridge Handbook of Environmental Sociology*, Edited by Katherine Legun, Michael Bell, Michael Carolan, and Julie Keller. (Invited article. Expected submission: January 2019)

Barford, C. and K.G. Anderson. *Energy Intensity of Crop and Dairy Production on Wisconsin Farms*. Target journal: *Agriculture, Ecosystems, and Environment* (expected submission: February 2019)

*Anderson, K.G. *'You Look Like You Believe in Climate Change': when markets allow 'real' men to cross polarized political lines, and when they don't*. Target journal: *Society and Natural Resources* (expected submission: March 2019)

Anderson, K.G., Wattiaux M. and Silva, E. *Students learn sustainability from other students: focusing on student diversity in the transdisciplinary classroom*. Target Journal: *Sustainability*, Special Issue on *Advances and Innovations in Sustainability Education: Higher Education as an Avenue for Social Change* (expected submission: March 2019)

*Anderson, K.G. *Markets and morals at a mission-driven coop: charting a virtuous feedback cycle of social movement, cooperative behavior, and market success*. Target journal: *Socio-Economic Review* (expected submission: June 2019)

*Anderson, K.G. *A Hopeful Failure: Grassroots Conventionalization in the Organic Dairy Sector*. Target journal: *Organization* (expected Submission: August 2019)

BOOK REVIEWS

In Anderson, K.G. *Farmers Helping Farmers: The Rise of the Farm and Home Bureaus, Preparation 1914-1935*, by Nancy Berlage. *Rural Sociology*

SELECTION OF CONFERENCE PRESENTATIONS

- 2018 Anderson, K.G. *Green is the New Pink: How masculinity preempts environmental sustainability*. AFHV/ASFS, Madison, WI
- 2018 Anderson, K.G. *A Hopeful Failure: Why economic concentration is NOT a foregone conclusion, and why it's happening*. AFHV/ASFS, Madison, WI.
- 2016 Anderson, K.G. *Resisting the cost-price squeeze? Changing Economies and Collective Behavior in a Mission-driven Organic Dairy Co-op*. Workshop on Social Movements, Economic Innovation, and Institutional Change. UCLA.
- 2016 Anderson, K.G. *Cultivating Cooperation: Can Joining an Ideological Agricultural Coop Make you More Cooperative?* ASA Annual Meeting, Regular Session.
- 2014 Anderson, K.G. *Economic Institutions and Environmental Crisis in Comparative Perspective*. Presentation at the Society for the Advancement of Socio-economics Annual Meeting, Chicago.
- 2012 Anderson, K.G. *Livestock, Community, Water Pollution, and Politics: Case studies from Wisconsin, France, the Netherlands, and Poland*. Presentation at the XIII World Congress of Rural Sociology, Lisbon, Portugal.
- 2011 Anderson, K.G. *What Happens When Science Meets Policy?: Regulating water pollution from livestock in four countries*. Presentation at the 2011 Conference of the European Society of Rural Sociologists, Chania, Greece.
- 2010 Anderson, K.G., D. Lewis, and R. Provencher. *Stewardship Behavior of Lakeshore Residents*. Wisconsin Lakes Convention.

- 2008 Anderson, K.G. *Applying the Basics of Program Evaluation to your Project*. Wisconsin Tobacco Control Annual Conference. Madison, WI.
- 2006 Anderson, K.G. and E.J. Reis. *The Effects of Climate Change on Brazilian Agricultural Land Use and Profitability*. Paper presented at the LBA-ECO Science Meeting, Brasilia, Brazil.
- 2006 Anderson, K.G. and E.J. Reis. *A Spatial Econometric Approach to Understanding Climate Change and Land Use: Integrating Socio-economic with Edaphic data in a GIS*. Seminar presented at IPEA, Rio de Janeiro, Brazil.
- 2004 Anderson, K.G. *Price Effects of Conservation Easements: A Primer in Economic Theory and a Review of the Empirical Evidence*. Seminar presented at the National Land Conservation Conference: Land Trust Alliance Rally, Providence, RI.

RESEARCH REPORTS AND OUTREACH PUBLICATIONS

- 2009 Lewis, D.J., and K.G. **Anderson**. Eurasian watermilfoil depresses shoreline property values: Evidence from Vilas County. *The Lake Connection* (May).
- 2009 Anderson, K.G., Provencher, R.W., and Lewis, D.J. (2009). Results of the 2008 Survey of Vilas County Lakeshore Property Owners. Outreach publication for colleagues at the WI Department of Natural Resources, survey participants, and the general public.
- 2008 Ahrens, D., K.G. **Anderson**, A. Jovaag, D. Kuo, and K. Palmersheim. *Exposure to Secondhand Smoke in Wisconsin Homes*. Paul C. Carbone Comprehensive Cancer Center, Tobacco Surveillance and Evaluation Program, Madison, Wisconsin.
- 2007 Anderson, K.G. and E.J. Reis. *The Effects of Climate Change on Brazilian Agricultural Profitability and Land Use: Cross-Sectional Model with Census Data*. Instituto de Pesquisa Econômica Aplicada (IPEA), Rio de Janeiro, Brasil. Report to IPAM
- 2006 Anderson, K.G. and L. Andersen. *Herramientas de Conservación: Un Menú de Instrumentos para el Corredor Amboró-Madidi*. *Informe de Desarrollo Humano*. Programa de Naciones Unidas para el Desarrollo, Bolivia.
- 2003 Elliott, M., D. Golinelli, K. Hambarsoomian, J. Perlman, K. Becker, K.G. **Anderson**, C. Kollross, and S. Wenzel. Sampling with Field Burden Constraints: An Application to Sheltered Homeless and Low Income Housed Women. RAND Document Dru-3057-NIDA: vii, 13.
- 2002 LaTourrette, T.K, M. Bernstein, P. Holtberg, C.G. Pernin, B.A. Vollaard, M. Hanson, K.G. **Anderson**, and D.S. Knopman. Assessing Gas and Oil Resources in the Intermountain West: Review of Methods and Framework for a New Approach. RAND Document MR-1553-WFHF: xxiii, 75

GRANTS

- 2018 University of Wisconsin Online Course Development Grant. \$15,000
- 2015 Center for Integrated Agricultural Studies field research grant. \$2,000
- 2015 Wisconsin Collective for Ethnographic Research. \$3,000
- 2011 NSF IGERT research grant. \$21,749

2010	NSF Water Sustainability and Climate in the Yahara Watershed (non-PI research personnel). \$4,991,000
2010	NSF: Social-ecological dynamics of aquatic species invasions on a lake-rich landscape (non-PI research personnel). \$1.5 million
2008	NSF LTER Social Science Supplement (with co-PIs Bill Provencher and Dave Lewis): The Impact of Lake Shoreline Development Restrictions on the Development of Nearby Non-Shoreline Forest Parcels. \$20,000
2010-2012	NSF IGERT Graduate Education Research Traineeship. \$60,000

EMPLOYMENT

Spring 2019	Project Assistant. Designing an Online Course in Community engagement with Environment, Natural Resources, and Society. Community and Environmental Sociology Department, UW-Madison
2015-2016	Research Assistant. Valuation and Evaluation in Higher Education. The University of Wisconsin-Madison Graduate School, PI Daniel Kleinman
Fall 2014	Project Assistant. Designing a Multi-disciplinary Course in Food Systems and Sustainability. The University of Wisconsin-Madison Dairy Science Department and Nelson Institute for Env'tl Studies, PI Michel Wattiaux
Spring 2013	Research Assistant. Energy Use in Wisconsin Agriculture. The University of Wisconsin-Madison Center for Sustainability and the Global Environment, Nelson Institute for Environmental Studies, PI Carol Barford
2010-2012	Fellow. National Science Foundation, Interactive Graduate Education and Research Traineeship (NSF IGERT). The University of Wisconsin-Madison Center for Sustainability and the Global Environment, PI Jonathon Patz
2008-2010	Economics specialist. National Science Foundation North Temperate Lakes – Long Term Ecological Research Program. The University of Wisconsin-Madison, PIs Steve Carpenter and Bill Provencher
2007-2008	Assistant Researcher and Program Evaluation Specialist. University of Wisconsin Comprehensive Cancer Center, PI Karen Palmersheim
2005-2007	Research Fellow. Institute of Applied Economic Research (IPEA), Rio de Janeiro, Brasil, PI Eustaquio Reis
2005	Research Fellow. Human Development Report. United Nations Development Programme, La Paz, Bolivia, PI Lykke Andersen
2002-2004	Research Assistant. Agricultural and Applied Economics Department. University of Wisconsin-Madison, PI Bill Provencher
2000-2002	Research Assistant, The RAND Corporation, Santa Monica, CA
1999	Farmer, Darthia Farm, Gouldsboro, ME

TEACHING EXPERIENCE

Summer 2019	<i>Online course: Community engagement with Environment, Natural Resources, and Society</i> (UW-Madison CES 248): Creator and instructor
Fall 2018	<i>Environment, Natural Resources, and Society</i> (UW-Madison CES 248): Creator and instructor
Summer 2018	<i>Environment, Natural Resources, and Society</i> (UW-Madison CES 248): Creator and instructor
Spring 2018	<i>Environment, Natural Resources, and Society</i> (UW-Madison CES 248): Creator and instructor
Fall 2017	<i>Environment, Natural Resources, and Society</i> (UW-Madison CES 248): Creator and instructor
Spring 2017	<i>Introduction to Community and Environmental Sociology</i> (UW-Madison CES 140): Instructor
Fall 2016	<i>Foundations of Agroecology</i> (UW-Madison CES 375): Co-creator and co-instructor
Spring 2015	<i>Food Systems, Sustainability, and Climate Change</i> (UW-Madison Dairy Sci 375): Co-creator and co-instructor
Summer 2014	<i>Government and Natural Resources</i> (UW-Madison Env't St 449): Teaching assistant
Spring 2014	<i>Introduction to Community and Environmental Sociology</i> (UW-Madison CES 140): Teaching assistant
Fall 2013	<i>Statistics for Sociologists</i> (UW-Madison SOC 360): Teaching assistant
Spring 2009	<i>Economics of Species Extinction</i> : Invited guest lecturer, UW-Madison Zoology 360
2009-present	<i>Economics of Environmental Sustainability</i> : Annual Faculty Development Workshop, Edgewood College, Madison, WI
2007	<i>Introdução ao ArcGIS para Economistas (An Introduction to ArcGIS for Economists)</i> : Invited professional development workshop, Institute for Applied Economic Research (IPEA), Rio de Janeiro, Brasil

LANGUAGES AND COMPUTER SKILLS

Spanish, Portuguese, and some French
R, Stata, SAS, NVivo, MAXQDA, ArcGIS

SERVICE

Board Member	<i>We Own It</i> (a non-profit that organizes the members of cooperatives for economic and energy democracy), 2018-present
Volunteer	350 Madison Tar Sands team, 2018-present
Contributing Member	UW Sociology Department Committee on Evaluation and Improvement of Instruction, 2016

Contributing Member	UW Sociology Department Curriculum Committee, 2015
Chair	UW Sociology Department Student Mentoring Committee, 2012-2014
Organizer	Community and Environmental Sociology monthly speaker series, 2014
Reviewer	Ecological Economics
Reviewer	Michigan Journal of Sociology

REFERENCES

Dr. Michael Bell (Sociology advisor)	Professor of Community and Environmental Sociology University of Wisconsin-Madison	(608) 265-9930 michaelbell@wisc.edu
Dr. Myra Marx Ferree (committee member)	Professor of Sociology and Gender and Women's Studies University of Wisconsin-Madison	(608) 263-5204 mferree@ssc.wisc.edu
Dr. Erin Silva (Environment & Resources advisor)	Assistant professor of Organic and Sustainable Agriculture University of Wisconsin-Madison	608-890-1503 emsilva@wisc.edu
Dr. Daniel Kleinman (committee member)	Emeritus Professor of Sociology (University of Wisconsin-Madison); Associate Provost for Graduate Affairs (Boston University)	617-358-8737 dlklein@bu.edu

DESCRIPTION OF DISSERTATION CHAPTERS IN PREPARATION

Chapter 1 – *What's Behind Conventionalization of the Organic Dairy Market: The fall of a holdout values-based sector.* This chapter documents the structural forces and key leverage points in the organic dairy sector that together contributed to the “conventionalization” that began accelerating after 2012. Conventionalization is occurring both in the sense of replacing wholistic agroecological approaches with input-substitution, as well as transitioning from a regime of distributed leadership and market share, in which small and medium famers are empowered, to a landscape in which market control is concentrated among distributors, retailers, and a smaller group of large farms focused on short-term profitability. Target journal: *Rural Sociology*

Chapter 2 – *Markets and morals at a mission-driven coop: charting a virtuous feedback cycle of social movement, cooperative behavior, and market success.* This chapter advances new theory on the feedbacks between markets and social movements. Using a case study of the Organic Valley Cooperative, I find that cooperation and market success are self-reinforcing. Organic Valley's social movement institutions generate cooperation, which leads to farmers' economic gains through supply management, which reinforces a spirit of cooperation. Target journal: *Organization* (expected submission: July 2019)

Chapter 3 – *'Organification' of a 'Conventional' Identity: Feedbacks between markets, policy, and daily practice.* This chapter introduces the concept of “organification,” my term for the fascinating ideological transition that many conventional farmers have undergone as they engaged in the material, bodily practice of organic, despite cynically transitioning to organic purely for profit-motives. Target journal: *Society and Natural Resources* (expected submission: May 2019)

Chapter 4 – *‘You Look Like You Believe in Climate Change’: when markets allow ‘real’ men to cross polarized political lines, and when they don’t.* This ethnomethodological chapter advances theory about how markets can re-gender practices, with concrete ecological results. I explore the puzzling question of how formerly conventional farmers can embrace organic yet deny climate change. The market premium created by the National Organic Standards transformed organic farming from feminine to acceptably masculine, but the cover of legitimacy does not extend to perceiving risk from human-caused climate change. Target journal: *Society and Natural Resources* (expected submission: March 2019)

Chapter 5 – *A Hopeful Failure: Grassroots Conventionalization in the Organic Dairy Sector.* This case study of two dairy producers associations advances an institutional theory of organizations that illuminates the mechanisms through which association institutions are coopted to reproduce race and class disparities and propagate an industrial agricultural model antithetical to environmental sustainability, economic democracy, and rural community wellbeing. Target journal: *Socio-Economic Review*