

## CV Sinne Smed

### Personal Information

Name: Sinne Smed  
Date of birth: 18<sup>th</sup> August, 1968  
Nationality: Danish



### Institutional Affiliation

Department of Food and Resource Economics  
University of Copenhagen  
Email: [ss@ifro.ku.dk](mailto:ss@ifro.ku.dk)

### Current position

Associate Professor in Consumer Behaviour

### Education (formal)

2005 – 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.

### Previous positions (last 20 yrs)

2013 – Pres.: Associate Professor Department of Food and Resource Economics, University of Copenhagen  
2009 – 2013: Assistant Professor Department of Food and Resource Economics, University of Copenhagen  
2008 - 2009: Researcher, AKF, Institute of Local Government Studies, Denmark  
2005 - 2008: PhD Student at AKF, Institute of Local Government Studies, Denmark  
2001 - 2005: Research Fellow at Health and Ethics division, Institute of Food and Resource Economics, University of Copenhagen

### Key qualifications

Sinne Smed has a general interest in consumer behaviour, with particular focus on regulating, understanding and explaining consumer behaviour in relation to dietary health, climate and the environment. Theoretically her focus has been on characteristics and hedonic price models and, specifically modelling how information and fiscal instruments affects consumers’ decisions and the resulting utility implications. Empirically, the focus has been on micro-econometric investigations allowing for behavioural heterogeneity where the challenge often has been to take self-selection, incomplete data as well as censoring into account. Her research can be divided into four main areas: 1) Using long panel data, exploring new methods and new combinations of data, 2) The heterogeneity of consumer acquisition, understanding and reaction to information, 3) The effect and design of optimal regulation of consumer behaviour, 4) The underlying causes and consequences of consumer choice of food

### Selected relevant scientific advisory skills and experiences:

- 2018 - Member of the Program Committee (PC) of the 2021 EAAE Congress.
- 2017 - Member of the Dyrnes commission to assess the taxes on sugar sweetened beverages and snack food in Norway <https://www.regjeringen.no/no/aktuelt/utvalg-skal-vurdere-avgiftene-pa-sjokolade-og-sukkervarer-og-alkoholfrie-drikkevarer/id2619266/>
- 2015 – 2016 Consultant for the World Bank on Fiscal Policies on Diet in the EAP
- 2015 Expert panel member, WHO technical meeting on Fiscal Policies on Diet (<http://apps.who.int/iris/bitstream/10665/250131/1/9789241511247-eng.pdf?ua=1> )
- 2013 – 2017 Member of the advisory board Strategies for Implication of Healthy, Sustainable, Affordable and Culturally Acceptable Food Baskets into Food Policy of EU Countries

- 2014: Organizer of the workshop: Consumer behavior, selfcontrol and intrinsic motivation
- 2014 – 2017: Member of the advisory board for evaluation of the Mexican softdrink and junkfood tax
- 2012-2013 Special adviser for the WHO on development of a new generation of nutrition, physical activity and obesity-prevention policies in Europe

### Teaching Experience

- Applied Economics of consumption. Course responsible (2016-)
- Summercourse BCs level- Econometrics. Course responsible (2012 - 2016)
- Applied Econometrics – MSc-level. Course responsible (2009 – )
- Industrial Organisation – MSc-level. Course Responsible (2011 )

### Refereeing activities

Referee for leading economic and nutritional journals, among others: American Journal of Agricultural Economics, Public Health Nutrition and the Lancet.

### Selected relevant scientific publications

Bibliometric indicators (GS): H-index: 20, i-10 index 31; total number of citations: 1635. (WoS): H-index 11, total number of citations 538 (without self-citations 483).

### Peer – reviewed scientific publications

- Schmacker, R. & Smed, S, Sin Taxes and Self-Control, 28 Jul 2020, German Institute for Economic Research (DIW Berlin), 63 p. (DIW Berlin Discussion Paper; No. 1881).
- Schmacker, R., & Smed, S. (2020). Do prices and purchases respond similarly to soft drink tax increases and cuts?. *Economics & Human Biology*, 37, 100864.
- Smed, S., Edenbrandt, A. K., & Jansen, L. (2019). The effects of voluntary front-of-pack nutrition labels on volume shares of products. *Public health nutrition*, 22(15), 2879-2890.
- Browning, M., Hansen, L. G., & Smed, S. (2019). Heterogeneous consumer reactions to health news. *American Journal of Agricultural Economics*, 101(2), 579-599.
- Nainggolan, D., Pedersen, A. B., Smed, S., Zemo, K. H., Hasler, B., & Termansen, M. (2019). Consumers in a circular economy: economic analysis of household waste sorting behaviour. *Ecological Economics*, 166, 106402.
- Edenbrandt, A. K., Smed, S., & Jansen, L. (2018). A hedonic analysis of nutrition labels across product types and countries. *European Review of Agricultural Economics*, 45(1), 101-120.
- Smed S and LG Hansen (2018): Consumer valuation of health attributes in food. *Journal of Agricultural and Resource Economics* 43(2), pp 251–273
- Edenbrandt, A. K., & Smed, S. (2018). Exploring the correlation between self-reported preferences and actual purchases of nutrition labeled products. *Food Policy*, 77(C), 71-80.
- 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
- Jensen, J. D., & Smed, S. (2018). State-of-the-art for food taxes to promote public health. *Proceedings of the Nutrition Society*, 77(2), 100-105.  
<https://doi.org/10.1017/S0029665117004050>

- Lund, T. B., Holm, L., Tetens, I., Smed, S., & Nielsen, A. L. (2018). Food insecurity in Denmark— socio-demographic determinants and associations with eating-and health-related variables. *The European Journal of Public Health*, 28(2), 283-288.
- Hawkes, C., Alderman, H., Chaloupka, F., Harris, J., Kumanyika, S., Smed, S., ... & Willett, W. (2017). Principles behind evaluations of national food and beverage taxes and other regulatory efforts. *Obesity Reviews*, 18(11), 1374-1375.
- Smed, S., Edenbrandt, A. K., Koch-Hansen, P., & Jansen, L. (2017). Who is the purchaser of nutrition-labelled products?. *British Food Journal*, 119(9), 1934-1952.
- Lund, T. B., Watson, D., Smed, S., Holm, L., Eisler, T., & Nielsen, A. (2017). The Diet-related GHG Index: construction and validation of a brief questionnaire-based index. *Climatic Change*, 140(3-4), 503-517.
- Parlesak, A., Tetens, I., Jensen, J. D., Smed, S., Blenkuš, M. G., Rayner, M., ... & Robertson, A. (2016). Use of Linear Programming to Develop Cost-Minimized Nutritionally Adequate Health Promoting Food Baskets. *PLoS One*, 11(10), e0163411.
- Heike et al., (2016): Country Differences in the History of Use of Health Claims and Symbols, *European Journal of Nutrition & Food Safety*, Vol.: 6, Issue.: 3 (July-September). DOI : [10.9734/EJNFS/2016/20758](https://doi.org/10.9734/EJNFS/2016/20758)
- 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
- Jensen J.D, Smed S., Aarup L and Nielsen E. (2015): The Danish tax on saturated fat – demand effects for meat and dairy products. *Public Health Nutrition*, Vol. 19(17). 3085-3094. DOI: <http://dx.doi.org/10.1017/S1368980015002360>
- Daugbjerg C., S. Smed S., L.M. Andersen and Y. Schvartzman (2014): Improving Eco-labelling as an Environmental Policy Instrument: Knowledge, Trust and Organic Consumption, *Journal of Environmental Policy & Planning*, DOI: [10.1080/1523908X.2013.879038](https://doi.org/10.1080/1523908X.2013.879038)
- Andersen, Laura M. and Sinne Smed (2013): “What is it consumers really want, and how can their preferences be influenced? The case of fat in milk”. *Empirical Economics*, 45(1), 323 – 347 (2) (DOI) 10.1007/s00181-012-0619-8
- Jensen J.D and Smed S. (2013): The Danish tax on saturated fat – short run effects on consumption, substitution patterns and consumer prices of fats. *Food Policy* 42, 18 – 31.
- Smed S., Andersen L.M, Kærgård N. and Daugbjerg C. (2013): A matter of trust: How trust influence Organic consumption, *Journal of Agricultural Science*, 5(7), 91 - 107
- Smed S., Andersen L.M, Kærgård N. and Daugbjerg C. (2013): A matter of trust: How trust influence Organic consumption, *Journal of Agricultural Science*, 5(7), 91 - 107
- J.D. Jensen, S. Smed, M. Mørkbak, K. Vogt-Nielsen and M. Malmgreen (2013): Economic viability of new launched school lunch programs, *British Food Journal* 115 (7), 1038 - 1054
- 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
- Abdul A., Smed S. and Jensen J (2013): Afgifter på sodavand, vil en størrelsesdifferentieret afgift nedsætte forbruget. *Samfundsøkonomen* 2013(3), 10-16
- Smed S and Laura M. Andersen (2012): Information or Prices, Which Is Most Powerful in Increasing Consumer Demand for Organic Vegetables. *International Business Research* 5(12), 175-194 doi:10.5539/ibr.v5n12p

- Smed S., A. Robertson (2012): Are taxes on fatty foods having the desired health impact? *BMJ* editorial, *BMJ* 2012;345:e6885
- Smed S. (2012): Information and consumer perception of the organic attribute – the case of fresh fruit and vegetables. *Agricultural Economics* 43(S1), 33-48
- Smed S. (2008): Health, information and consumer behaviour. Ph.D. dissertation, University of Copenhagen, Denmark
- Smed S., J.D. Jensen and S. Denver (2007): Socio-economic characteristics and the effect of taxation as a health policy instrument *Food Policy*. *Food Policy*, 32(5-6):624-639
- Jensen, J.D., and S. Smed (2007): Cost-effective design of economic instruments in nutrition policy. *International Journal of Behavioral Nutrition and Physical Activity* 2007, 4(10)
- Smed, S. and J.D. Jensen (2005): Food Safety Information and Food Demand. *British Food Journal*, 107(3):173-186
- Smed, Sinne (2005): Demand structure and willingness to pay for organic dairy products. *Cahiers Options Méditerranéées*, Vol 64:33-44.
- Wier, Mette og Sinne Smed (2002): Forbrug af økologiske fødevarer. *Nationaløkonomisk Tidsskrift*, 140:312-326.
- Wier, Mette; M. Lenzen, Jesper Munksgaard og Sinne Smed (2001): Effects of Household Consumption Patterns on CO2 Requirements. *Economic Systems Research*, 13(3):259-274.