

RACHELE DE CIANNI

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EDUCATION and EXPERIENCE

Visiting scholar	Michigan State University, <i>Advisor: Prof. Vincenzina Caputo</i>	Jan 2024- Present
PhD	Agricultural Economics, University of Turin and University of Eastern Piedmont, Italy <i>Advisor: Prof. Teresina Mancuso</i>	Oct 2021-Oct 2024
Master	Food Science and Technology, University of Turin, Italy	2017-2020
Exchange	Agricultural University of Athens, Greece	2019
Bachelor	Biological science, University of Turin	2014-2017

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FIELD OF INTEREST

Experimental and Agricultural Economics, Agribusiness, Food marketing, Food Policy, Food Science, Econometrics, Choice modelling

PUBLICATIONS

Peer-Reviewed Journal Article Publications

1. **De Cianni, R.**, Pippinato, L., Zanchini, R., Brun, F., Di Vita, G., & Mancuso, T. (2022). Parental behaviour in choosing snacks for children aged six to ten: the role of mothers' nutritional awareness. *British Food Journal*, DOI: [10.1108/BFJ-09-2021-1010](https://doi.org/10.1108/BFJ-09-2021-1010)

2. **De Cianni, R.**, Pippinato, L., & Mancuso, T. (2023). A systematic review on drivers influencing consumption of edible mushrooms and innovative mushroom-containing products. *Appetite*, 182, 106454. DOI:[10.1016/j.appet.2023.106454](https://doi.org/10.1016/j.appet.2023.106454)
3. Di Vita, G., Spina, D., **De Cianni, R.**, Carbone, R., D'Amico, M., & Zanchini, R. (2023). Enhancing the extended value chain of the aromatic plant sector in Italy: a multiple correspondence analysis based on stakeholders' opinions. *Agricultural and Food Economics*, 11(1), 15. DOI:[10.1186/s40100-023-00257-8](https://doi.org/10.1186/s40100-023-00257-8)
4. **De Cianni, R.**, Varese, G. C., & Mancuso, T. (2023). A Further Step toward Sustainable Development: The Case of the Edible Mushroom Supply Chain. In *Foods* (Vol. 12, Issue 18). DOI:[10.3390/foods12183433](https://doi.org/10.3390/foods12183433)
5. Mancuso, T., **De Cianni, R.**, Di Vita, G. A., Spada, E., Brun, F., Spadaro, D. C., & Zanchini, R. (2024). Understanding Italian consumers' perceptions of tomato agricultural innovation: Exploring the nexus between sustainability, health and consumer beliefs. *Journal of Cleaner Production*, 435, 140528. DOI:[10.1016/j.jclepro.2023.140528](https://doi.org/10.1016/j.jclepro.2023.140528)
6. **De Cianni, R.**, Mancuso, T., Rizzo, G., & Migliore, G. (2024). Health or the environment? Understanding which informative message is more effective in replacing red meat with mushroom-based alternatives. *Appetite*, 199, 107405. <https://doi.org/10.1016/j.appet.2024.107405>
7. Spada, E., **De Cianni, R.**, Di Vita, G., & Mancuso, T. (2024). Balancing Freshness and Sustainability: Charting a Course for Meat Industry Innovation and Consumer Acceptance. *Foods*, 13(7), 1092. <https://doi.org/10.3390/foods13071092>
8. Di Vita, G.; Zanchini, R.; **De Cianni, R.**; Pippinato, L.; Mancuso, T.; Brun, F. (2024). Sustainable Livestock Farming in the European Union: A Study on Beef Farms in NUTS 2 Regions. *Sustainability*, 16, 1098. <https://doi.org/10.3390/su16031098>

Papers in Progress and under Review

1. "From Food Waste to Food Value: Consumer Acceptance and Policy Support for Upcycled Foods", with Dr. Vincenzina Caputo. Submitted to: *Choices Magazine*
- 1.. "How Information Framing Shapes Fast-Food Choices and Menu Emissions: A BBCE Approach" with Dr. Vincenzina Caputo and Dr. Andrea Pellegrini. Targeted journal: *Food Policy*
2. "Policy Levers for Upcycled Foods" with Dr. Vincenzina Caputo and Dr. Jiayu Sun. Targeted journal: *Journal of Economic Behaviour and Organization*
3. "Exploring Consumer Sentiments and Beliefs About Meat Alternatives" with Zhengliang Yang, Dr. Vincenzina Caputo. Targeted Journal: *Food Quality and Preference*

4. “Application of the SOR Model to test the willingness to pay for mushrooms-based protein” with Prof. Teresina Mancuso, Prof. Giuseppina Migliore, Dr. Giuseppina Rizzo.
Targeted Journal: *Agriculture and Food Economics*

PRESENTATIONS and WORKSHOPS

Presentations at National and International Conferences

1. **De Cianni, R.**, Pippinato, L., Varese, G. C., & Mancuso, T. (2022). *Edible mushrooms firms: first insights from a European survey*. Paper presented at the 15th Annual Conference of the EuroMed Academy of Business – *Sustainable Business Concepts and Practices*, 21–23 September 2022, Università di Palermo, Palermo, Sicily, Italy.
2. **De Cianni, R.**, Zanchini, R., Spada, E., Di Vita, G. A., & Mancuso, T. (2023). ***Impact of certifications, price, nutritional claim and colour attributes on consumer choices of tomatoes***. Paper presented at the IV Convegno AISSA #under 40, 12–13 July 2023, Campus di Fisciano, Università di Salerno, Salerno, Italy.
3. **De Cianni, R.**, Mancuso, T., Rizzo, G., & Migliore, G. (2023). *Effect of framing message to replace meat consumption with mushrooms and mushroom products*. Paper presented at the LIX Convegno SIDEA – *Agricoltura, alimentazione e mondo rurale di fronte ai cambiamenti dello scenario globale: politiche e strategie per la sostenibilità e la resilienza*, 21–22 September 2023, Marina di Orosei (NU), Sardinia, Italy
4. **De Cianni, R.**, Yang, Z., Caputo V. *Exploring Consumer Sentiments and Beliefs About Meat Alternatives*. 2025 AAEA & WAEA Joint Annual Meeting, Denver, CO, July 27- 29, 2025.
5. **De Cianni, R.**, Caputo V., Pellegrini, A. *Consumer Preferences for Plant-Based and Upcycled Foods in Fast-Food Restaurants*. 2025 AAEA & WAEA Joint Annual Meeting, Denver, CO, July 27- 29, 2025.

Professional Development

1. Master in Agricultural Economics and Policy, University of Naples Federico II, Italy, April-May, 2022
2. International Workshop on Survey Design in Applied and Agricultural Economics, Michigan State University, May 20-24, 2024

Organization of academic workshops and sessions

Tutor: International Workshop on Survey Design in Applied and Agricultural Economics, Michigan State University, May 26-30, 2025

GRANT COLLABORATION (submitted and in progress)

1. U.S. Department of Agriculture - National Institute of Food and Agriculture (NIFA) – Agriculture and Food Research Initiative Competitive Grants Program (AFRI). Title: ***“Consumer Acceptance of Gene Editing: Evolving Regulations and Opportunities for US Food”***. Research Area: Markets and Trade. Collaborators: Michelle Segovia (Principal Investigator, University of Delaware), Vincenzina Caputo (Co-Principal Investigator, Michigan State University), Elisa De Marchi (Co-Principal Investigator, University of Milan). Role: Collaborator. Submitted October 3, 2024: \$800,000. In progress.
2. Project GREEN (Generating Research and Extension to meet Economic and Environmental Needs), Michigan’s plant agriculture research initiative housed at Michigan State University. Title: ***“Strengthening Michigan local Agriculture by Means of Geographical Indication Programs”***. Collaborators: Vincenzina Caputo (Principal Investigator, Michigan State University), Alan Ker (Co-Principal Investigator, Michigan State University), Chris Bardenhagen (collaborator, Michigan State University Extension). Submitted January 10, 2025: \$100,000. Not received.
3. M-AAA Project (Michigan Alliance for Marketing Agriculture). Title: ***“Assessing Pork Industry Practices and Consumer Perceptions to Strengthen Michigan’s Swine Industry Image”***. Collaborators: Jamie Luke (Principal Investigator, Michigan State University), Vincenzina Caputo (Co-Principal Investigator, Michigan State University). Submitted January 23, 2025: \$150,000. Not received.

OUTREACH ACTIVITIES

1. Organization of an outreach dinner to present to the stakeholders the results of the project “The Market Potential of High-Oleic Soybeans: Interviews with Stakeholders”, April 16, 2025. Project report [Link](#).
2. Organization of outreach event: visit of a dairy farm (Preston Farms) with MSU graduate students and the Food Choice Lab led by Dr. Vincenzina Caputo. December 5, 2024. [Link](#).

TEACHING EXPERIENCE

1. International Agriculture and Food Policy (SAF0441). University of Turin, Italy. Graduate, Spring 2022 and 2023. Assistance with preparing lecture notes, organizing final exams, and grading.

2. Economics of lands and Agrifood sector (MAS5088H), University of Turin, Italy. Fall 2023. Undergraduate. Assistance with organizing final exams, and grading

PROFESSIONAL SERVICE and MEMBERSHIP

Referee: Appetite, Food and Humanity, Food Quality and Preference, Agricultural and food economics

Member: Agricultural & Applied Economics Association (AAEA)

PROFESSIONAL SKILLS

Software and Tools: R, STATA, SPSS, QUALTRICS, NGENE, NLOGIT6

Languages: Italian, English

REFERENCES

Dr. Vincenzina Caputo, Professor and Homer Nowlin Endowed Chair, Michigan State University, vcaputo@msu.edu

Dr Giuseppe Di Vita, Professor, University of Catania, giuseppe.divital@unict.it

Dr. Teresina Mancuso, Associate Professor, University of Turin, teresina.mancuso@unito.it