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Dr. Hobbs is a Professor in the Department of Agricultural and Resource Economics at the University of Saskatchewan, where she has been a faculty member for over 20 years. Her research focuses on consumer behaviour, supply chain economics, and food policy. She has published over 120 journal articles and 6 co-authored books on topics ranging from consumer responses to new food technologies, transaction costs in agri-food supply chains, public and private standards for food safety and food quality, and the regulation of health foods. She earned her Ph.D. from the University of Aberdeen in the UK, and holds an M.A. from the University of Calgary, and a B.Sc. (Econ) from Aberystwyth University, UK. In recognition of her contributions to research and the agricultural economics profession in Canada, Professor Hobbs was appointed a Fellow of the Canadian Agricultural Economics Society in 2017.