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EDUCATION:

Doctorate Food distribution and policy, political economies, 2005. Faculty of
Business Administration, Administration, University of Sherbrooke, Sherbrooke, Canada.

MBA (Thesis-Based), Agriculture and food safety, 2002. École des Sciences de la
Gestion, UQAM, Montréal, Canada.

BComm, Bachelor in Commerce, 1992. Royal Military College, Kingston,
Canada.

RECENT ACADEMIC HONOURS

2015 Bill Braithwaite MBA Distinguished Professorial Award
2015 Nominated for 3M Fellowship in Teaching
2014 Founder of the Charlebois-Vezeau Family Scholarships in Food Marketing, University of
Guelph
2012 Founder of the Charlebois-Vezeau Family Scholarships in Economics, University of
Guelph
2012 Emerald Lit Award for Highly Commended Research
2009 Faculty Advisor of the Year, JDC West National Award
2008 Emerald Lit Award for Highly Commended Research
2008 Professor of the Year, Faculty of Business Administration (BSA Award)
2007 Professor of the Year, Faculty of Business Administration (BSA Award)
2006 Professor of the Year, Faculty of Business Administration (BSA Award)
2006 Listed as one of the University of Regina's top professors, *MacLean's* Magazine.

TEACHING EXPERIENCE:**A. University of Innsbruck (Innsbruck, Austria)**

Visiting Professorship, 2014 to 2015 Food Policy and Supply Chain Engineering

E. University of Guelph (Ontario, Canada):

Full Professor, 2010 to present BComm, MBA, PhD Courses

B. NorthWestern University of Agriculture and Forestry (Yangling, Shaanxi Province, P.R. China)

Visiting Professorship, Fall 2013 Agricultural Policies and Food Security

C. University of Helsinki (Helsinki, Finland)

Visiting Professorship, Fall 2012 Agricultural Policies and Food Traceability

D. University of Sao Paulo (Sao Paulo, Brazil)

Visiting Professorship, Spring 2012 Agricultural Policies and Global Trades

F. University of Regina/University of Saskatchewan (Saskatchewan, Canada):

Associate Professor, 2007 to 2010 BBA, MBA, MPA Courses

Assistant Professor, 2004 to 2007

G. Royal Military College (Ontario, Canada)

Lecturer, 2005 to 2007 BBA Courses (Online)

H. University of Ottawa (Ontario, Canada)

Lecturer, January 2004 to June 2004 BComm and MBA Courses

I. HEC Montréal (Quebec, Canada)

Lecturer, 2003 to 2004 BBA Courses

ACADEMIC EXECUTIVE EXPERIENCE:

- A. Dalhousie University (Nova Scotia, Canada)**
Dean, Faculty of Management (July 2016 to present)
- B. University of Guelph (Ontario, Canada)**
Dean (Acting), (December 2011 to June 2012)
Associate Dean, Research and Graduate Studies (July 2010 to August 2015)
Associate Dean, Executive Programs (Interim, November 2012 to June 2014)
Associate Dean, Academics (Interim, December 2010 to October 2012)
- C. University of Saskatchewan/University of Regina (Saskatchewan, Canada)**
Director (Dean-level), (July 2009 to June 2010)
- Johnson-Shoyama Graduate School of Public Policy (Regina Campus)
- D. University of Regina (Saskatchewan, Canada)**
Associate Dean (Director), Faculty of Business Administration
- Kenneth Levene Graduate School of Business (January 2008 to June 2009)

RECENT SCHOLARSHIPS AND GRANTS:

- 2016 OMAFRA, Principal Investigator, Insight Grant (\$97,000)
- 2016 SSHRC Insight Grant, Co-Applicant (\$268,000)
- 2015 SSHRC Insight Grant, Co-Applicant (4A) (\$376,000)
- 2014 SSHRC Insight Grant, Co-Applicant (4A) (\$418,000)
- 2013 SSHRC Connections Grant Recipient (\$52,000)
- 2013 SSHRC general research grant, University of Guelph (\$5,000)
- 2012 Canadian Institute for Health Research (CIHR) Grant Recipient (\$7,400)
- 2012 OMAFRA, Co-investigator, New Directions Grant (\$397,000)
- 2011 OMAFRA, KTT Award, Principal investigator (\$36,000)
- 2007 Dean's Grant for research, Faculty of Business Administration (\$6,000)
- 2006 Research Fellowship award, Saskatchewan Wheat Pool (Viterra, Glencore) (\$50,000)
- 2005 SSHRC general research grant, University of Regina (\$5,200)

RESEARCH ACTIVITY:**A. Peer Reviewed Publications**

1. **Charlebois, S.** (forthcoming). Policy-change triggered environmental uncertainty on a dairy cooperative: The case of Mila in South Tyrol, *Journal of Food Systems Dynamics*.
2. **Charlebois, S., M. M. McCormick, M. Juhasz** (forthcoming). Meat consumption and higher prices: Discrete determinants affecting meat reduction or avoidance amidst retail price volatility, *British Food Journal*.
3. **Charlebois, S., L. Foti** (forthcoming). Using a live case study and co-opetition to explore sustainability and ethics in a classroom: Exporting fresh water to China, *Global Business Review*.
4. Foller-Carroll, A., **S. Charlebois** (2016). The Attitudes of Students and Young Professionals toward VolunTourism: A Study Abroad Perspective, *International Journal of Culture, Tourism, and Hospitality Research*, 10(2), pp.239-250.
5. **Charlebois S., A. Schwab, R. Henn, C.W. Huck** (2016). Food Fraud: An exploratory study for measuring consumer perception towards mislabeled food products and influence on self-authentication intentions, *Trends in Food Science and Technology*, 50(1), 211-218.
6. **Charlebois S., K. Dimitropoulos, C. Haskins, A. Foller-Carroll** (2016). Focus on Better Together: How co-branding can create strong synergies within a global company, *Journal of Brand Strategy*, 5(1), 23-41.
7. Labrecque, J., B. Dulude, **S. Charlebois** (2015). Channel-Based Determinants and Phase-Focused Traits in the Adoption Process of a Sustainable Development Strategy for the Hog Industry in Canada, *British Food Journal*, 117(11), 2630 – 2648.
8. **Charlebois, S.** (2015). GMO Labelling: In the end it's about respect (News). *Nature Biotechnology*, 33(5), 437.
9. **Charlebois S., R. Van Acker** (2015). In the Belly of the "Beast": A look at Monsanto's public engagement awakening, *Public Relations Review*, 41(4), doi:10.1016/j.pubrev.2015.09.005.

10. Le Vallée, J.C., **S. Charlebois** (2015). Benchmarking Global Food Safety Performances: The Era of Risk Intelligence, *Journal of Food Protection*, 78(10), 1896-1913.
11. **Charlebois, S.**, A. Creedy, M. von Massow (2015). “Back of House”-Focused study on Food Waste in Fine Dining: The case of Delish Restaurants, *International Journal of Culture, Tourism, and Hospitality Research*, 9(3), 134-145.
12. **Charlebois, S.**, M. von Massow (2015). The effectiveness of co-opetition in a live case study approach: Increasing knowledge of an industry while helping others in a competitive MBA classroom environment, *Journal of Applied Research in Higher Education*, 7(2), 64-80.
13. **Charlebois, S.**, A. Summan (2015). A Risk Communication Model for Food Regulatory Agencies in Modern Society, *Trends in Food Science and Technology*, DOI:10.1016/j.tifs.2015.05.004
14. **Charlebois, S.** (2015). Market performance and food safety compliance for small food businesses: The case of Fifth Town Artisan Cheese, *Critical Reviews in Food Science and Nutrition*, DOI:10.1080/10408398.2013.848423.
15. **Charlebois, S.**, A. Summan (2015). Factors Effecting Microbial Food Safety in Canada and Implications on Risk Communications, *Journal of Food Safety*, DOI: 10.1111/jfs.12172
16. **Charlebois, S.**, S. Haratifar (2015). The perceived value of dairy product traceability in modern society: an exploratory study, *Journal of Dairy Science*. DOI: <http://dx.doi.org/10.3168/jds.2014-9247>
17. **Charlebois, S.**, J. Christensen-Hugues (2014), Corporate philanthropy and channel impact in food security: the case “Nourish” by Campbell’s Canada, *British Food Journal*, 117(2), 134-146.
18. **Charlebois, S.**, R. Sterne Hansen, M. Buhr (2014). Sharing and Preparing: Cross-Institutional, Food Security-Based Knowledge in Canada, *International Journal of Sustainable Development & World Ecology*, 21 (6), 532-539
19. **Charlebois, S.**, M. von Massow, W. Pinto (2014). Food Recalls & Risk Perception: An Exploratory Case of The XL Foods and the Biggest Food Recall in Canadian History, *Journal of Food Products Marketing*, 20 (4), 1-17, DOI: 10.1080/10454446.2013.856055

20. Curtis, D., A. Hill, A. Wilcock, **S. Charlebois** (2014). Foodborne and Waterborne Pathogenic Bacteria in selected Organisation for Economic Cooperation and Development (OECD) Countries, *Journal of Food Science*, 79(9), DOI: 10.1111/1750-3841.12646
21. **Charlebois, S.**, Haratifar, S. Kyaw Naing, B. Sterling (2014). Comparison of Global Food Traceability Regulations and Requirements, *Comprehensive Reviews in Food Science and Food Safety*, 13(3), 1104-1023.
22. **Charlebois, S.**, A. Summan (2014). Abattoirs, meat processing and managerial challenges: A Survey for lagging rural regions and food entrepreneurs in Ontario, Canada, *International Journal of Rural Management*, 10(1), 1-20.
23. **Charlebois, S.**, S. Hielm (2014). Empowering the regulators in the development of national performance measurements in food safety, 116 (2) *British Food Journal*, 317-336.
24. Balazic, S., A. Wilcock, A. Hill, **S. Charlebois** (2013). Food safety performance: labelling and indications of allergens, *Food Protection Trends*, 33(4), 54-61.
25. Khan, S., M. Rennie, **S. Charlebois** (2013). Weather risk management by producers: the use of weather derivatives, *Agricultural Finance Review*, 73 (1), 75-89.
26. **Charlebois S.**, Meera Haque, Caleigh Nevin, Alicia Savile, Dana Husain, Maggie Chen Benjamin Bickers, Dave Howard (2012). Planning the impossible with lighting solutions: the strategy to enter Brazil, *International Journal of Marketing Studies*, 4(5), 47-56.
27. Nasser, R., **S. Charlebois** et al. (2011). Canadian consumers' perceptions of trans fats in 2009: Aware of potential negative effects, however limited concern regarding content in snack foods, *Applied Physiology, Nutrition and Metabolism*, 36(4), 526-532.
28. ¹Labrecque, J., J.C. Dufour, **S. Charlebois** (2011). Perceived health value of ready meals and side dishes: regional, youth and gender differences, *Young Consumers*, 12(3), 204 - 215
29. Labrecque, J., **S. Charlebois**, B. Cyrenne (2011). Functional foods: an empirical study on perceived health benefits in relation to pre-purchase intentions, *Nutrition and Food Science*, 41(5), 582-597.

¹ Won International Emerald Lit Award for best article

30. **Charlebois, S.** (2011). Food recalls, systemic causal factors and managerial implications: the case of Premiere Quality Foods, *British Food Journal*, 113(5), 625-636.
31. **Charlebois, S., G. Mackay** (2010). Marketing culture through locally-grown products: The case of the Fransaskoisie Terroir products, *Problems and Perspectives in Management*, 4(4), 145-157.
32. **Charlebois, S., H. Horan** (2010). Institutional and relational determinants in high- and medium-extent food product crises: The inner perspective of a public health crisis, *International Journal of Environmental Health Research*, 20(4), 299-312.
33. **Charlebois, S., R. Giberson** (2010). From classroom to boardroom: how international marketing students earn their way to experiential learning opportunities, and the case of the “Bridges to International Practice” program, *Marketing Education Review*, 20(2), 112-125.
34. **Charlebois, S., J. Labrecque** (2009). Socio-political foundations for food safety regulation and governance of global agri-food systems, *Journal of Macromarketing*, 29(4), 364-370.
35. Tamilia, R., **S. Charlebois** (2009). Wholesaling, the role of the middleman and marketing costs: some forgotten concepts in marketing thought, *Journal of Management Research*, 1(2), ISSN 1941-899X.
36. **Charlebois, S.**, (2009). Equilibrium Point for a Stakeholder Management Strategy in crisis episodes: the case of a crisis in a food processing plant, *Research and Applied Economics*, 1(1), E4, ISSN 1948-5433.
37. **Charlebois, S., G. Elliott** (2009). Mining for mindsets: the anatomy of a successful communication strategy in mining, *Journal of Marketing Communications*, 15(1), 88-103.
38. **Charlebois, S.** (2008). The Gateway to a market-driven agricultural economy: A framework for Demand Chain Management in the food industry, *British Food Journal*, 110(9), 882-896.
39. **Charlebois S.** (2008). Structural and Social Dimensions of an International Joint Venture: The Case of Hypor Canada, *Journal of Chinese Economic and Foreign Trade Studies*, 1(1), 45-67.

40. **Charlebois, S.** (2008). Marketing Agricultural Commodities on Global Markets: A Conceptual Model for Political Economies and Food-Safety Standard Asymmetries Related to Mad Cow, *Journal of International Food and Agribusiness Marketing*, 20(1), 56-74.
41. Camp R. D.. II, **S. Charlebois** (2007). Vertically integrating a network of small and medium enterprises to pursue strategic marketing: The Case of Natural Valley Farms Inc., *Journal of Farm Management*, 13(1), 23-45.
42. Elliott, G., **S. Charlebois** (2007). How Mosaic-Esterhazy applied a crisis communication strategy when it suddenly had the world's attention, *Public Relations Review*, 33(4), 319-325.
43. **Charlebois S.**, Camp R. D. II (2007). Environmental uncertainty and vertical integration in a mature industry: The case of Natural Valley Farms. *Journal of Enterprising Communities*, 1(3), 252-267.
44. **Charlebois S.**, J. Labrecque (2007). Processual learning, environmental pluralism, and inherent challenges of managing a socio-economic crisis: The case of the Canadian mad cow crisis, *Journal of Macromarketing*, 27(2), 115-125.
45. Tamilia R., **S. Charlebois** (2007). The importance of marketing boards in Canada: a twenty-first century perspective, *British Food Journal*, 109(2), 119-144.
46. **Charlebois S.**, W. Langenbacher, R. Tamilia (2007). The role and function of the Canadian Dairy Commission: an empirical survey and its relevancy in today's civil society, *International Food and Agribusiness Management Review*, 10(1), 81-99.
47. ²Labrecque J., **S. Charlebois**, E. Spiers (2007). Is Gene Technology an Emerging Dominant Design? An Actors Network Theory investigation, *British Food Journal*, 109(1), 81-98.
48. **Charlebois, S.**, R. Tamilia, J. Labrecque (2007). Food marketing and obesity: a marketing channel and public policy perspective, *Innovative Marketing*, 3(1), 81-98.
49. **Charlebois S.**, A. Lavack, P. Cooper (2006). Survey research with cattle producers in a crisis environment: methodological challenges and recommendation, *Canadian Journal of Marketing Research*, 23(1), 38-46.

² Won International Emerald Lit Award for best article.

50. Labrecque J., **S. Charlebois** (2006). Conceptual links between two mad cow crises: the absence of paradigmatic change and policymaking implications, *International Food and Agribusiness Management Review*, 9(2), 23-50.

B. Most Recent Research, cases and textbook contributions

1. Kotler P., M. Keller, P. Cunningham (2009). *Marketing Management*. 13th Canadian edition. Pearson Education Canada, author for Powerpoint slides and textbank.
2. Kotler P., M. Keller, (2008). *Marketing Management*. Written two Canadian cases for international markets, Pearson Education Canada.
3. Kotler P., M. Keller, P. Cunningham (2007). *Marketing Management*. 12th Canadian edition. Pearson Education Canada, author for Powerpoint slides and textbank.
4. Lorrain J., M. Roy (2002). *Le défi des entreprises : ajouter de la valeur*, seminar organised by the Eastern townships committee on agribusiness in Quebec, Conference proceedings, Chapter 6, October 3rd, 2002, 82 pages.

C. Works in Progress

1. **S. Charlebois**, J. Christensen-Hughes. *Corporate philanthropy in food distribution: The Case of Campbell's Nourish*, Submitted to the Journal of Business Ethics.
2. Shukla, D., **S Charlebois**. *Defining Ontario competitive advantage in for apple farmers*, submitted to the Journal of Farm Management.
3. **Charlebois S.**, R Tamilya. *A study on the history and future of food packaging: a comprehensive report*, submitted to the Journal of Macromarketing.
4. **Charlebois S.**, R. Tamilya. *Improving marketing readiness and managing crises in agribusiness: The case of the Canadian "mad cow" crisis*. Submitted to Marketing Letters.
5. Nasser, R. and al. *Consumers' perception of organic products: an empirical survey*, the Canadian Journal of Dietetic Research and Practice.
6. Nasser, R. and al. *Consumers' Knowledge of Trans Fatty Acids and Its Impact on Consumer Food Choices*, submitted to the Canadian Journal of Dietetic Research and Practice.

D. Most Recent Refereed Conference Proceedings and presentations

1. Quessy, S., **S. Charlebois** et al. *Identification of risk factors for food establishments's risk assessment models*, 5th International ICFMH Conference, Dublin, Ireland, July 19 to 22 2016.
2. Charlebois, S., M. McCormick. *Meat consumption and higher prices: Discrete determinants affecting meat reduction or avoidance amidst retail price volatility*, International Food and Agribusiness Management Conference, Denmark, June 15 to 17 2016.
3. Charlebois, S. *Policy-change triggered environmental uncertainty on a dairy cooperative: The case of Bergmilch Südtirol in Italy*, International Food and Agribusiness Management Conference, Denmark, June 15 to 17 2016.
4. Rutuya, Tuya, B. Ferguson, **S. Charlebois**. *Income elasticity of nutrition between rural and urban - A view of rural-urban gap in China*, Canadian Health Economics Study Group Conference, June 1-3 2016, Ottawa, Canada.
5. **Charlebois, S.**, A. Summan. *Developing a risk communication model in food safety for national regulators: Canada's approach*. Tomorrow People Organization's Public Health International Conference 2015, July 11-13 2015, Bangkok, Thailand.
6. Foller-Carroll, A., **Charlebois, S.** *The Attitudes of Students and Young Professionals toward VolunTourism: A Study Abroad Perspective*, 3rd International Conference on Sustainable Development, June 5-6, 2015, Rome, Italy.
7. **Charlebois, S.**, S. Haratifar. *Dairy value chains the search for authenticity: A case for traceability*, International Institute of Chemical, Biological and Environment Engineering Conference, May 15-16 2015, Singapore.
8. **Charlebois, S.**, K. Dimitropoulos, C. Haskins, A. Foller-Carroll. *PepsiCo Foods Canada's focus on Better Together: From product-centrism to inner branding alliances*, WEI Conference, Vienna, Austria, April 12-15 2015.
9. Pinto, W., B. McKenzie, **S. Charlebois**, S. Elliott, *To Be or Not to Be Baltic, That is the Question: An Exploration of Post-Socialist Nationalism in Collaborative Investment Place Branding*, 39th Annual International Macromarketing Conference, July 2-5 2014, London, England.

10. **Charlebois, S.,** J. Labrecque, B. Dulude, *Channel-Based Determinants and Phase-Focused Traits in the Adoption Process of a Sustainable Development Strategy for the Hog Industry in Québec*, 39th Annual International Macromarketing Conference, July 2-5 2014, London, England.
11. **Charlebois, S.,** A.Creedy, *Supply-Based Food Waste in the Food Service Industry: The case of Milestones Restaurants*, IFAMA's 24th Annual World Symposium, June 16-17, 2014, in Cape Town, South Africa.
12. **Charlebois, S.** *The effectiveness of co-opetition in a live case study approach: Increasing knowledge of an industry while helping others in a competitive MBA classroom environment*, World Academy of Learning in Science, Engineering and Technology, Paris, December 30-31 2013.
13. **Charlebois, S.,** M. von Massow, W. Pinto. *Food recalls and consumer confidence: the XL Foods and the biggest food recall in Canadian history*, International Forum of Food Marketing Research, Budapest, Hungary, June, 20-21 2013.
14. **Charlebois, S.,** J. Christensen-Hughes. *Food security and marketing channels: The case of Nourish*. International Macromarketing Forum, June 7-8, Toronto, Canada, 2013.
15. **Charlebois S.,** S. Hielm. *Empowering the regulators in the development of performance measurements in food safety*, International Food Safety Management 2012, Campden, UK. June 19-20 2012.
16. Shukla, D., **S Charlebois.** *Ontario Apple Industry: Assess Competitiveness by Understanding the Voice of Customer*, IFAMA's 22nd Annual World Symposium, June 11-12, 2012, in Shanghai, China.
17. Khan, S., M. Rennie, **S. Charlebois.** *Weather risk management by agriculture producers: the use of weather derivatives*, IFAMA's 22nd Annual World Symposium, June 11-12, 2012, in Shanghai, China.
18. **Charlebois, S.,** J. Xue. *Rising animal food production and consumption in China and its potential impact on food security and safety*, Global Development Symposium, May 8 2012, in Guelph, Canada.
19. **Charlebois S.** *From classroom to boardroom: the Bridges to International Practice experience*, 25th Annual Teaching Learning Innovation conference, Guelph Ontario, May 1 2012.

20. **Charlebois S.**, E. Elliott. *Embracing competition in the classroom: The case of JDCC*. 25th Annual Teaching Learning Innovation conference, Guelph Ontario, May 1 2012.
21. Labrecque, J., **S. Charlebois**. The story behind snacks: a multicultural study. 21st Annual IFAMA World Forum and Symposium, The Road to 2050: Sustainability as a Business opportunity, Frankfurt, Germany, June 20-23, 2011.
22. **Charlebois S.**, G. Mackay. *Marketing culture through locally-grown products: The case of Fransaskois terroir products*, 20th International Agribusiness Management Association annual conference. Boston, USA. June 19-22 2010.
23. **Charlebois S.**, T. Vermeulen. *Exporting Flax: The challenges of growing at Canmar*, 20th International Agribusiness Management Association annual conference. Boston, USA. June 19-22 2010.
24. Labrecque J., **S. Charlebois**. *Functional foods: an empirical study on perceived health benefits in relation to pre-purchase intentions*, 35th International Macromarketing Conference, Laramie, Wyoming, USA. June 9-12 2010.
25. **Charlebois S.** *Structural and Social Dimensions of an International Joint Venture: The Case of Hypor Canada*. 17th International Agribusiness Management Association annual conference. Parma, Italy. June 22-25 2007.
26. **Charlebois S.** *The impacts of environmental uncertainty on socio-political structures and processes of a marketing channel: The case of the Canadian mad cow crisis*. 2007 International Macromarketing Conference. Washington, USA. June 3 2007.
27. **Charlebois S.**, R. Tamilia, J. Labrecque. *Vecteurs de distribution alimentaire contribuant au problème de l'obésité : une perspective classique à un problème contemporain*, Regina, Canada, ACFAS Ouest, November 18-19 2006.
28. **Charlebois S.**, R. W. Camp II. *Environmental uncertainty and vertical integration in a mature industry: The case of Natural Valley Farms*. 16th International Agribusiness Management Association annual conference. Buenos Aires, Argentina. June 15-18 2006.
29. Maditinos Z., C. Vassiliadis, **S. Charlebois**. *Organization preparation for a crisis management: the 2004 Athens summer Olympics*. International Conference of Trends, Impacts and Policies on Tourism Development. Heraklion, Crete, Greece. June 15-18 2006.

30. **Charlebois S., R. Tamilia, J. Labrecque.** *The obesity epidemic: a public policy and marketing channel perspective.* 2006 International Macromarketing Conference. Queenstown, New Zealand. June 6th 2006.
31. **Charlebois S., R Tamilia.** *Improving marketing readiness and managing crises in agribusiness: the case of the Canadian mad cow crisis.* 7th International Conference on Management in AgriFood Chains and Networks. Ede, Netherlands, May 31st 2006.
32. Tamilia R., **S. Charlebois** (2005). *Crisis management literature in marketing, the case of the Canadian mad cow crisis.* VI PENSA International Agribusiness conference. Sao Paolo, Brazil. July 27th 2005.
33. Labrecque J., **S. Charlebois** (2005). A conceptual comparative analysis between the 1996 British mad cow crisis and the 2003 Canadian mad cow crisis: a case study. The International Food and Agribusiness Conference. Chicago U.S.A. June 25th 2005.
34. **Charlebois S., J. Labrecque** (2005). *Food Safety and Marketing: An empirical evaluation of the Canadian bovine spongiform encephalopathy (BSE) crisis, and a conceptual link to crisis management literature.* The International conference on marketing and development. Thessaloniki, Greece. June 8th 2005.
35. Tamilia R., **S. Charlebois** (2004). *The relevance of marketing boards in today's global economy: a Canadian perspective.* communication for the Macromarketing annual conference. Journal of macromarketing. Simon Fraser University, Vancouver, Canada, June 2004.
36. Labrecque J., **S. Charlebois** (2004). *The concept of power and dependency within marketing channels in the midst of the Canadian "mad cow" crisis: using the political economy framework.* Administrative Sciences Association of Canada (ASAC), contributed paper. Annual conference. June 2004.
37. **Charlebois S.,** *Les effets d'un événement perturbant sur l'efficacité des relations interorganisationnelles à l'intérieur du canal de distribution des produits bovins canadiens : le cas de la crise de la vache folle canadienne.* Communication, ACFAS. Montréal. May 18 2004.
38. **Charlebois S., LeBlanc R.** (2003). *Le leverageship en commercialisation alimentaire : une approche appliquée du leadership dans un environnement dynamique.* Open scientific communication and conference. ACFAS. Rimouski, May 21st 2003.

E. Books, book chapters and economic reports

1. Sterling, B., S. Haratifar, **S. Charlebois** (2016). Food safety training and its ROI in Canadian companies: An exploratory investigation. Safe Food Canada, 36 pages.
2. **Charlebois, S.**, F. Tapon, M. von Massow, P. Uys, E. van Duren, E. Fraser, *The University of Guelph Food Price Index – 2016*, University of Guelph.
3. **Charlebois, S.**, G. Mackay (forthcoming). *Global food systems: how systemic risks changed how we see food safety*, Wiley Press (in progress).
4. **Charlebois, S.**, F. Tapon, M. von Massow, P. Uys, E. van Duren, W. Pinto (2015). *The University of Guelph Food Price Index – 2015*, University of Guelph, 22 pages.
5. **Charlebois, S.**, F. Tapon, M. von Massow, E. van Duren (2014). *The University of Guelph Food Price Index – 2014*, University of Guelph, 22 pages.
6. **Charlebois, S.**, F. Tapon, M. von Massow, E. van Duren (2013). *The University of Guelph Food Price Index – 2013*, University of Guelph, 12 pages.
7. Solomon, M.R., E.W. Stuart, B. Smith, **S. Charlebois**, M. Mirando (2013). *Marketing, real people, real decisions*, Pearson Education Canada, 4th Canadian Education.
8. **Charlebois, S.**, F. Tapon (2011). *The University of Guelph Food Price Index – 2012*, University of Guelph, 12 pages.
9. **Charlebois, S.**, G. Mackay (2011). *Global food connections: our global food safety systems*, First Scholar Publications, ISBN 978-1-77084-143-7, 271 pages.
10. **Charlebois S.** (2010). *Pas dans mon assiette: manger est-il devenu risqué / Food safety's manifesto: between risks and fears*, Éditions La Presse, ISBN 978-2923-491219. 249 pages.
11. **Charlebois, S.**, L. Watson (2008). Risk communication and public trust, chapter in *The Crisis of Food Brands: Sustaining Safe, Innovative and Competitive Food Supply* published by Gower Publishing, ISBN 978-0566088124, 230 pages.
12. **Charlebois S.**, M. Boyer (2008). *Le Canada et la ronde de négociations de Doha*, Montréal Economic Institute, 85 pages.

13. Solomon, M.R., E.W. Stuart, B. Smith, A. Sirsi, **S. Charlebois**, M. Mirando (2008). *Marketing, real people, real decisions*, Pearson Education Canada, 3rd Canadian Education, 643 pages.
14. **Charlebois S.**, M. Boyer (2007). *L'avenir des commissions de commercialisation au Québec*, Montréal Economic Institute (Fraser Institute), report prepared for the Commission sur l'avenir de l'agriculture et de l'agroalimentaire québécois.
15. **Charlebois S.** (2006). *The impacts of environmental uncertainty on socio-political structures and processes of a marketing channel : the case of the Canadian mad cow crisis*, ISBN 978-0494148488, 241 pages.
16. **Charlebois, S.** (2006). *The meaning of a possible merger between the Saskatchewan Wheat Pool and Agricore United*, economic commentary for the Frontier Centre, December 2006.
17. Prairie Farm Rehabilitation Act (PFRA), *Community Pasture Program Business Plan 2006-2007 to 2010-2011*, wrote plan with Hilary Horan, Presented to the Deputy Minister, Agriculture Canada and Food, May 2006.
18. Prairie Farm Rehabilitation Act (PFRA), *Community Pasture Program Business Plan 2006-2007 to 2010-2011*, reviewed policy intent of first draft, April 2006.
19. Petkanchin V. (2006). *Réforme de la gestion de l'offre laitière au Canada: l'exemple australien*. Montreal Economic Institute, associated with the Fraser Institute, February 1st 2006.
20. Petkanchin, V. (2005). *Dairy production: the costs of supply management in Canada* Montreal Economic Institute, associated with the Fraser Institute, February 1st 2005.

F. Presentations at Faculty/Department Seminar Series

1. *From Gateway to plate, how can Canadian agriculture compete in the Asia-Pacific region in the future*, Faculty of Business Administration, Canada, January 26 2007.
2. *The relevancy of the Canadian Dairy Commission in today's global market*, Faculty of Business Administration, Regina, Canada, March 3 2006.

G. Most Recent Unrefereed Conference Presentations

1. *The meaning of accountability in an era of food fraud: The currency of trust*, April 12 2016, Keynote speech, North American Food Safety Summit, Toronto, Canada.
2. *Les défis de l'agriculture au Québec*, Université de Sherbrooke, Sherbrooke, Canada, 9 février 2016.
3. *L'avenir du guide alimentaire: une stratégie*, Faculté des sciences naturelles, Université de Montréal, Montréal, Canada, 24 janvier 2016.
4. *Food safety and fraud: Implications for Canadian consumers and Safe Food Canada*, Toronto, Canada, November 27 2015.
5. *GMO labelling and the future of risk communication in food management*, Canadian Science to Policy Conference, Ottawa, Canada, November 26 2015.
6. *The GMO debate, and supply chain implications*, 7th International Conference on Coexistence between Genetically Modified (GM) and non-GM based Agricultural Supply Chains, Amsterdam, Netherlands, November 19, 2015.
7. *Is this the death of the grocery store?* Canadian Federation Independent Grocers Annual Convention, Keynote speech, Toronto, Canada, September 29 2015.
8. *Les enjeux du domaine agroalimentaire au Canada*, Congrès annuel de la Coop Fédérée, 23 septembre 2015.
9. *The pursuit of happiness in food processing: A global perspective*. International Food Science Conference, London, England, April 2-3 2015.
10. *Marketing boards in cranberries: A viable option?*, International Cranberry Convention, Keynote, March 30 2015, Québec City, Canada.
11. Food security and the role of research, 10th Annual Summit of Universities Fighting World Hunger, University of Guelph, February 21 2015.
12. *Le commerce international en agriculture et la voie maritime: Un mariage qui fonctionne*, Société de Développement Économique du St-Laurent, November 25 2014, Montréal, Québec, Canada.

13. *Genetics, food safety and the future of risk intelligence*, SAP Centre, University of Sherbrooke, Orford, Québec, November 13 2014.
14. *Report on global food traceability systems*, International Food Safety Conference, Dubai, United Arab Emirates, November 7 2014.
15. *Waffles in the warehouse: the future of food banks in Canada*, Kitchener-Waterloo Food bank, September 23 2014, Kitchener-Waterloo, Canada.
16. *L'innovation et la phobie des instances publiques en matière de salubrité alimentaire: Impact et attentes/Innovation and our food regulators' phobia*, AQIA 5th Annual Convention, September 17 2014, Levis, Quebec.
17. *What will your dinner plate look like in 2050?*, University of Guelph, special lecture series, September 3 2014, Guelph, Ontario.
18. *Report on global food traceability systems*, 17th International Food Science Academy Conference, Montreal, Canada, August 19 2014.
19. *The Power of Benchmarking Nations in food traceability*, International Food Technology Conference, June 23 2014, New Orleans, U.S.
20. *Banking on Food Banks: Focusing on Wellness*, Ontario Food Banks Association, June 5 2014, Kitchener, Canada.
21. *From Science to Policy: The Future of Raw Milk Cheese in Canada*, Guelph Food Science Symposium, April 22 2014, Guelph, Ontario.
22. *Major challenges in agri-food marketing and changing customer needs: What this means to Canada and Saskatchewan*, SIA Annual Conference, April 10 2014, Saskatoon, Saskatchewan, Canada
23. *Regards croisés entre le libre-échange et la souveraineté alimentaire au Québec*, Conférence Annuelle de l'Ordre des Agronomes du Québec, March 20 2014, St-Hyacinthe, Québec.
24. *Supply Management and the Challenges: Beyond Trades*, 3rd Canadian Food Summit, March 18-19 2014, Toronto, Canada.
25. *Food Safety, Canada and the World*, 3rd Canadian Food Summit, March 18-19 2014, Toronto, Canada.

26. *How Canada performs in food traceability : Benchmarking Canada with the World*, 10th North American Food Safety Summit, March 6 2014, Toronto, Ontario.
27. *La filière bovine en transition: Le Québec et le Monde*, Journée Bovine, February 27 2014, Rouyn, Québec, Canada.
28. *The future of trades, global food security and safety*, Ontario Food Protection Association Annual Conference, November 20 2013, Toronto.
29. *Agricultural policies and the meaning of food trades*, Shandong Agricultural University, November 9 2013, Tian, Shandong Province, China.
30. *Unlocking China's potential in agriculture: a Canadian Perspective*, Northwest A&F University, Agri-Science Forum, November 7 2013, Yangling, Shaanxi Province, China.
31. *In conversation with George Stroumboulopoulos on global food security*, Toronto, October 16 2013.
32. *Modernizing food safety in Canada*, CFIA symposium, Ottawa, Ontario, June 4 2013.
33. *Agribusiness, food security and hunger*, All-Parties alliance against Hunger, Parliament Building, Ottawa, May 7 2013.
34. *The future of agriculture: NOW?*, McDonald College, McGill University, March 12 2013.
35. *Benchmarking global food safety systems*, North American Food Safety Symposium, March 7 2013.
36. *Growing the Canadian chicken industry*, Strategic session for the Canadian industry, Chicken Farmers of Canada, December 4 2012, Toronto, Ontario.
37. *The slow death of the Canadian hog industry*, 34th Saskatchewan Pork Symposium, Saskatoon, Saskatoon, November 14 2012.
38. *The meaning of food security and safety in modern farming*, Keynote speech, International Farm Progress Show, June 22 2012, Regina, Canada.
39. *Les fermes disparaissent au Québec: doit-on s'inquiéter?*, Groupe Agro-Alimentaire du Québec, St-Hyacinthe, 19 juin 2012.

40. *Weather derivatives and its purpose in Nordic countries: A Canadian perspective*, Southwestern University, Shandong Province, Republic of China, June 14 2012.
41. *International marketing, trades and China: The road to 2050*, Globalization and marketing strategy international conference, The 8th Royal Bank International Research Conference, Antai College of Economics and Management, Shanghai Jiao Tong University, June 10 2012.
42. *The cost of food and its impact on investments*, Keynote speech, 10th Annual National Conference, Canadian Institute of Financial Planners, May 27-30 2012.
43. *The value of food trades: The Brazil-Canada story*, School of Economics, Business and Accountancy, University of Sao Paulo, Sao Paulo, Brazil, April 23 2012.
44. *Food safety and the era of accountability*, Ontario Independent Meat Processors General meeting, April 20 2012, Cambridge, Ontario.
45. *L'avenir l'agriculture au Québec, Perspectives 2012 (CRAAQ)*, April 17 2012, St-Hyacinthe, Québec, Paneliste.
46. *The era of accountability in food safety, 8th Annual North American Summit on Food Safety*, Keynote speech, Toronto, March 7-8 2012.
47. *Research, Development and Commercialization: Foundations of Food Industry Viability*, Canadian Food Summit 2012, Toronto, February 7 2012.
48. *Outlook 2035: the future of agriculture and food in Canada*, 18th Annual Environmental Sciences Symposium University of Guelph, Endnote speaker, January 21 2012.
49. *The future of food safety, locally and globally*, Guelph Chamber of Commerce, Panellist, January 18 2012.
50. *The role of food banks in Ontario: responding to market failures*, Ontario Food Bank Managers Association, Guelph, January 15 2012.
51. *Food safety is dead, long live food safety*, Food Safety Symposium 2011, Keynote speech, November 8 2011, Vancouver BC.

52. *Global food safety systems: a North American perspective*, University of Helsinki, Viikki Food Science, and Hanken University, October 26 2011.
53. *Agricultural policies in Canada: Changes ahead*, Schulich School of Business, Guest Speaker, October 12 2011, Toronto, Ontario.
54. *Emergency management research: the nature of food recalls*, OMAFRA, September 19 2011, Arboretum, University of Guelph.
55. *Traçabilité alimentaire: un concept qui divise...encore*, Provincial Conference on Food Traceability, June 14 2011, St-Hyacinthe, Québec.
56. *A food and health workshop, with a twist of food safety*, Canadian Nutritionist National Conference, June 2 2011, University of Guelph, Guelph, Ontario.
57. *The future of food safety: managing risks instead of managing fears*, President's Leadership Series, University of Simon Fraser, April 26 2011, Vancouver, BC.
58. *World food safety performance 2010*, Safe Food Canada 2011, Guelph Food Technology Centre Symposia, February 24 2011, Toronto, Ontario.
59. *The state of global food security*, Ontario Agricultural College Leadership Dinner, February 5 2011, Guelph, Ontario.
60. *Outlook 2035: The future of agriculture*, International Farm Progress Show, Keynote speech, June 15 2010, Regina SK.
61. *World food security and the health of Canadian citizens: Any relationship?*, presentation to the Ministry of Health's executive team, Province of Saskatchewan, June 15 2010.
62. *Leadership in the Public Service: The past, the present and the future*, Saskatchewan Federal Council, PRTC, University of Regina, May 19 2010.
63. *La « faim » du monde en 10 minutes*, presentation to the Institut Français, University of Regina, April 30 2010.
64. *Le rôle économique des OGM, une aventure biotechnologique*, Interdisciplinary panel on food systems, Montreal Qc, April 7 2010.

H. Unrefereed Publications

1. **Charlebois, S., J.C. LeVallée** (2014). *Food safety performance world ranking, 2014 report, 3/e*. Conference Board of Canada and the University of Guelph.
2. **Charlebois, S.** (2010). *Food safety performance world ranking, 2010 report, 2/e*. Johnson-Shoyama Graduate School of Public Policy, 97 pages.
3. **Charlebois, S., C. Yost** (2008). *Food safety performance world ranking, How Canada is doing*. Research Network on Food Systems. Published May 21, 168 pages.
4. Librowicz M., M. Doyon (2003). *Working committee on beef pricing policies at the retail level during the mad cow disease crisis in 2003*. Ministry of agriculture of the province of Quebec, 54 pages.

I. Public policy papers

1. Charlebois, S., M. Juhasz (2015). *How Canada can increase FDI in food processing: And business case*. Department of Foreign Affairs and Trades, Canada.
2. Bontain, B., **S. Charlebois**, R. Osborne (2013). *XL Foods : Modernizing Canada's food recall system*, support for Task Force on Canada's largest food recall in history, Agriculture and Agri-Food Canada.
3. **Charlebois, S., T.Astray** (2012). *The future of the Canadian Dairy Industry: Growing forward*, Frontier Centre for Public Policy, 36 pages.
4. **Charlebois, S.** (2011). *Le Canada à la Trace*, Policy Options, 11 pages, Ottawa, Canada.
5. **Charlebois, S., R. Pedde** (2008). *A bushel half-full: Reforming the Canadian Wheat Board*, published by the C.D. Home Institute, 28 pages, November 2008.
6. **Charlebois, S.** (2008). *Farm Credit Canada's challenges to move away from farming and into processing, a diagnostic of the Toronto, Edmonton and Montreal market*, 122 pages.
7. **Charlebois, S.** (2008). *Buy local program for the province of Saskatchewan*, Ministry of Agriculture, Province of Saskatchewan, 98 pages.
8. **Charlebois, S.** (2008). *A distribution strategy for processors and farmers of the province of Saskatchewan*. Ministry of Agriculture, Province of Saskatchewan, 105 pages.

9. **Charlebois, S.** (2007). *The Gateway to a market-driven agricultural economy: A framework for Demand Chain Management in the food industry*, The Saskatchewan Institute of Public Policy, Policy paper no.49, ISBN 978-0-7731-0602-4, 22 pages.
10. **Charlebois S.** (2005). *A conceptual comparative analysis between the British and the Canadian mad cow crisis: the cost of learning*, The Saskatchewan Institute of Public Policy, Policy paper no.35, ISBN 0-7731-0538-7, 38 pages.

J. Research interests:

Marketing channels, food distribution, food safety, marketing boards, genetically modified organisms, vertical integration, political economies.

K. Recent research service

Co-Chair, *National Food Security Fora*, Saskatoon and Guelph, May 2013 and February 2014, funded by SSHRC.

SSHRC Adjudicator, Doctoral Fellowship, 2012-2013

Member of Editorial Review Board, *Journal of Economic and Administrative Sciences*, since 2012.

Member of the Editorial Review Board, *Journal for Advancement of Marketing Education*, since 2011.

Reviewer for *International Journal on Food System Dynamics*, since 2010.

Reviewer for *International Journal of Business and Management*, since 2010.

Reviewer for *Food Policy*, since 2008.

Reviewer for *Économie & Solidarités*, since 2008.

Member of the Editorial Board, *British Food Journal*, since 2007.

Member of the Editorial Board, *International Food and Agribusiness Management Review*, since 2006.

Member of the Editorial Policy Board, *International Macromarketing Society*, since 2007.

Member of the Editorial Board, *Journal of Agricultural Policy Research*, since 2007.

Reviewer for VI International PENSA Sustainable Agri-food and Bioenergy, Chains / Networks Economics and Management, October 24-26 2007, Ribeirão Preto, Brazil

Track Chair, Agribusiness and Food, 32nd *International Macromarketing Conference*, Washington, June 2007.

Reviewer for the Administrative Science Association of Canada annual conference, 2007-2013.

Reviewer for the 17th *International Agribusiness Management Association Conference*, Parma, Italy, June 22-25 2007.

Member of the Editorial Board, *Gestion*, since 2006.

Academic Assessor for Pearson Education Canada. 2006, assessed the textbook P. Kotler, K.L. Keller, *Marketing Management*, Pearson Education, Toronto. 2006.

Reviewer for the 16th *International Agribusiness Management Association Conference*, Buenos Aires, Argentina, June 15-18 2006.

UNIVERSITY SERVICE:

A. University of Regina/University of Saskatchewan/University of Guelph

2011-present	Member, Food Institute Advisory Board, University of Guelph
2011-2014	Chair, CME Accreditation steering committee
2010-2014	Member, Research Services Council, University of Guelph
2010-2014	Member, Graduate Studies Council, University of Guelph
2010-2013	Senator, University of Guelph
2011-2012	Member, Council of Deans, University of Guelph
2010-2012	Chair, CME Sustainability committee
2010-2012	Chair, BComm Program Committee, College of Management and Economics, University of Guelph
2010-2012	Chair, Internationalism Advisory Committee, College of Management and Economics, University of Guelph
2010-2014	Chair, CME Research Advisory Council, College of Management and Economics, University of Guelph
2010-2014	Chair, PhD Management Steering Committee, College of Management and Economics, University of Guelph
2010-2012	Chair, Academic Review Committee, College of Management and Economics, University of Guelph

2010-2014	Member, Dean's Council, College of Management and Economics, University of Guelph
2009-2010	Member of VP (Academic) Council, University of Regina
2009-2010	Member, University Leadership Team, University of Regina

RECENT MEDIA, MAGAZINES AND NEWSPAPER ARTICLES:

Over 700 publications over the last 10 years, available upon request.

ACADEMIC FELLOWSHIPS AND AFFILIATIONS:

2014-present	Visiting Professor in Supply Chain Engineering and Food Policy, University of Innsbruck, Austria.
2013-present	Member, Advisory Council, Global Food Traceability Center (Washington D.C.).
2013	Visiting Professor, College of Economics and Management, Northwest Agriculture and Forestry University, Yangling, Shaanxi Province, China.
2012-2013	SSHRC Doctoral Fellowship adjudicator.
2012	Visiting Professor, Faculty of Economy, Business and Accounting, University of Sao Paulo, Sao Paulo, Brazil.
2012-present	Member, National Scientific Committee, Canadian Food Inspection Agency
2011-present	Member, National Advisory Board, Canadian Food Inspection Agency
2010-Present	Author/Reviewer for the <i>Conference Board of Canada</i>
2009-2012	Special Advisor on Agricultural Policy, Agriculture and Agri-Food Canada
2010-2011	Visiting Professor, Johnson-Shoyama Graduate School of Public Policy, University of Saskatchewan, Canada
2009-2010	Special Advisor on Food Safety, United States Department of Agriculture
2009-2010	Special Advisor on Food Safety, Health Canada
2009-2010	Ethics committee, Genome Prairie
2008-Present	Author/Reviewer for the <i>C.D. Howe Institute</i>
2008-Present	Associate Researcher, Montreal Economic Institute
2007-2010	Faculty Fellow in Food Systems, Viterra

RECENT COUNSELING EXPERIENCE

2015	Sobeys' Canada (\$20,000)
2015	Department of Foreign Affairs and Trades (\$40,000)
2014	Eska Waters, Exporting to China (\$20,000)
2014	PepsiCo Foods Canada, Synergies between divisions (\$25,000)
2014	Agriculture Canada, Evaluation of the Canadian Integrated Food Safety Initiative, Risk-Based Inspection Oversight Initiative (\$116,000)
2013	Target Canada, Food safety practices from a Canadian perspective (\$5,000)

2012	City of Guelph, Vision 20/20 economic development strategic plan (\$42,000)
2012	Metalumen (\$32,000)
2012	Ontario Independent Meat Processors (\$15,000)
2010	D & D Farms (\$12,000)
2010	Health Canada (\$35,000)
2009-2010	Ministry of Social Services, Saskatchewan (\$45,000)
2009	Ministry of Agriculture, Saskatchewan (\$39,000)
2009	Buy-Local strategies for Saskatchewan, Northern Saskatchewan COOP (\$23,000)
2009-2010	Ministry of Highways and Infrastructure, Saskatchewan (\$34,000)
2008-present	Farm Credit Canada, AgValue project (\$63,000)
2008	PRTC, Climate Venture project (\$21,000)
2008	<i>Progress2Capital</i> , Entrepreneur mentorship
2008	Saskatchewan Agriculture, “Buy-local” project (\$28,000)
2008	Saskatchewan Agriculture, Distribution project (\$92,400)
2008	Canmar Grains, Exporting barley to Mexico project (\$25,000)
2007	Saskatchewan Communication Network (SCN), Market intelligence for Satellite Service (\$20,000)
2006	Ekoresources (Ukraine), Glaucosite project (\$26,000)
2006	Saskatchewan Wheat Pool, Canola project in Australia (\$19,000)
2006	SpiritAir, Market intelligence report (\$23,000)
2005	iQMedix, CliniciQ market intelligence project (\$18,000)
2005	PFRA, Community Pasture project (\$21,000)
2004	Association des Détaillants en Alimentation du Québec, Recy-Qc project (\$9,000)
1998-2000	Pearson Education, Marketing intelligence and editor strategy (\$18,000)

Dr. Sylvain Charlebois
June 13 2016