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Dr. Catherine Chan. Ph.D. Agricultural Economics; M.S. Plant and Soil Sciences; and B.A. Microbiology. She is currently Chair and Professor at the University of Hawaii, Department of Natural Resources and Environmental Management. Previously she was a faculty at the Universities of Vermont and Delaware. She worked also at CGIAR/ISNAR and Farmland Industries, Inc. International experiences include working with academic/research institutions and/or communities of Iraq, Albania, East Timor, Mozambique, China, Bulgaria, Slovakia, India and Nepal. She received an Honorary Doctorate from Agricultural University in Tirana after a productive collaboration. She published 5 books and over 60 refereed journal articles that cover the areas of non-market valuation, agricultural marketing, agricultural trade, consumer preferences, and biotechnology. She has obtained over \$3 million extramural grants as Principal Investigator.