

**DR. CHRISTINE M. BRUHN**  
**Consumer Food Marketing Specialist**  
**Director, Center for Consumer Research**  
**University of California, Davis**

Dr. Bruhn has expertise in consumer behavior, food science, and consumer economics. She taught food science and consumer courses at the University of California and California State University before joining Cooperative Extension in 1986. As a Consumer Food Marketing Specialist, Dr. Bruhn studies consumer attitudes toward food safety and quality and conducts educational programs that inform consumers about new products and new technologies. She is past chair of the Food Science Communicators and the Nutrition Division of the Institute of Food Technologists, and served as a Scientific Lecturer for the Institute, from 1992-97 and 2002-2003.

Research conducted by the Center for Consumer Research generates knowledge that lays the basis for effective decision making by consumers at a personal level and for effective policy and actions by public and private organizations. Dr. Bruhn has authored over one hundred twenty professional papers on consumer attitudes toward food. She receives numerous national and international requests to address consumer issues.

**Education**

B.S., M.S. Home Economics, University of California, Davis  
Ph.D. Consumer Behavior, University of California, Davis

**Membership in Professional Associations**

American Dietetic Association  
California Nutrition Council  
Institute of Food Technologists  
Institute of Food Science and Technology, United Kingdom  
International Association for Food Protection  
Phi Tau Sigma Honorary Society  
Society for Nutritional Education

**Recent Recognitions**

Ivan Parker Lecturer, for outstanding efforts in food safety, IAMFES, 1998  
Bawden Memorial Lecturer, British Crop Protection Council, United Kingdom, 1999  
Certificate of Merit, International Association for Food Protection, 2000  
G. Malcolm Trout Visiting Scholar, Michigan State University, 2000  
Institute of Food Science and Technology, Fellow, United Kingdom, 2000  
R.E Engel Award for outstanding contribution and dedication to food irradiation,  
International Consulting Group on Food Irradiation, Food and Agricultural Organization,  
International Atomic Energy Agency, and World Health Organization, 2001  
Fellow, Institute of Food Science and Technology, 2002  
Educator Award, International Association for Food Protection, 2005