

Brenda Aileen Mamani Escobar

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Languages: Spanish (native language), English (fluent), Portuguese (fluent)

RESEARCH INTEREST

Food Science, Sustainable Agriculture, Food Production, Food Policy, Consumer Demand, Behavior Economics, and Econometrics.

EDUCATION

***Ph.D.** second year in Agricultural and Applied Economics*

Texas Tech University

Advisor: Darren Hudson and Chenggang Wang

***M.S.** in Sustainable Tropical Agriculture*

2022

Zamorano University

Advisor: Luis Sandoval Mejia

Thesis: "Knowledge, preferences and willingness to pay for coffee sustainability attributes in Honduran consumers"

***B.S.** in Food Science and Technology*

2017

Zamorano University

EMPLOYMENT HISTORY

Research assistant

2022-2023

Zamorano University

Consultant

2022

CLAC & Fairtrade International, on-line work

Intern within the Agricultural Economics Department

2022

Texas Tech University, Lubbock, TX

Farm Supervisor – Swine Feeding

2018-2019

Smithfield, Waverly, VA

Elaboration Supervisor's Assistant and Environmental Control and Industrial Safety Chief within the Production Plant

2018

National – Bolivian Brewery, La Paz, Bolivia

Chief of Production Assistant at the Meat Production Plant

2017

Tusequis Ltda., La Paz, Bolivia

PUBLICATIONS

Mamani Escobar, B., Sandoval, L., Palma M.A., Carpio, C., Garcia, M.D. (2023). Coffee sustainability in developing countries: the Honduran domestic coffee market. International

Food and Agribusiness Management Review. Knowledge, preferences, and willingness to pay for coffee sustainability attributes in Honduran consumers. [Master]. Zamorano Latin American Agricultural School. 1-18. <https://www.wageningenacademic.com/doi/epdf/10.22434/IFAMR2022.0126?role=tab>

Mamani Escobar, B., Carpio C., Sandoval, L. (2022). Living wages of specialty coffee farm workers in Honduras and El Salvador. 25.

Mamani Escobar, B. (2022). Knowledge, preferences, and willingness to pay for coffee sustainability attributes in Honduran consumers. [Master]. Zamorano Latin American Agricultural School.

Mamani Escobar, B. & Sandoval, L. (2022). ¿Realmente entendemos el concepto de café sostenible? Innovare: Revista de Ciencia y Tecnología, 11(2). 121-123. <https://doi.org/10.5377/innovare.v11i2.14792>

Mamani Escobar, B., Redrovan, D., Villeda, E., & Hernández Santana, A. (2021). ¿Somos conscientes del efecto de las redes sociales en nuestra nutrición? Innovare: Revista de Ciencia y Tecnología, 10(3), 178–180. <https://doi.org/10.5377/innovare.v10i3.12990>

Mamani Escobar, B. (2017). Development of drink prototype made of apple and quinoa (*Chenopodium quinoa* Willd) [Bachelor's Degree]. Zamorano Latin American Agricultural School. <https://bdigital.zamorano.edu/server/api/core/bitstreams/18c4a08f-22d6-43fb-933d-9df970361f76/content>

REPORTS

Sandoval, L., Morales S., **Mamani Escobar, B.** (2023). “Reducción de la contaminación por plástico en alimentos para llevar y entrega a domicilio en Honduras.”

Carpio, C., Zamora, M., **Mamani Escobar, B.** (2022). “Actualización de costos de producción de café en seis países de Latinoamérica: México, Honduras, Nicaragua, Colombia, Perú y Brasil.”

CONFERENCE PRESENTATIONS

Mamani Escobar, B., Carpio, C., Hudson, D., Chenggang, W. (2025). Willingness to pay for lettuce agronomically biofortified with Vitamin C: a semi hypothetical choice experiment [Poster]. Southern Agricultural Economics Association Annual Meeting.

Mamani Escobar, B., Carpio, C., Simpson, C., Thompson, L., Rueda, D. (2024). Consumer demand for lettuce agronomically biofortified with Vitamin C [Poster]. Agricultural and Applied Association Annual Meeting.

Eastling, A., **Mamani Escobar, B.**, Carpio, C., Simpson, B., Singh, S. and Thompson, L. (2024). A transdisciplinary study of agronomic biofortification of lettuce: Color characteristics of hydroponically grown butterhead lettuce (*Lactuca sativa* L. “Salanova”) biofortified with ascorbic acid. Presented at the Undergraduate Research Conference – Center for Transformative Undergraduate Experiences. April 10, 2024. Second place in Agriculture 2024

LEDA Outstanding Impact Award. Ashley was part of the 2023-2024 USDA REEU Nutrition BEST (Nutrition Bench to Community Engaged Scholars in Texas) Program.*

Lopez, M., Mejia, W., Sandoval L., Morales, S., **Mamani Escobar, B.** (2024). Visual attention to sustainability messages and self-reported willingness to pay for sustainable takeout and delivery packaging in Honduras [Presentation]. Agricultural and Applied Association Annual Meeting.*

Sandoval, L., Mendoza, J., **Mamani Escobar, B.** (2024). Do consumers Favor Companies that Advertise Sustainable Business Practices? A study of the Honduras' Egg Market. IFAMA'S Annual Conference.*

Sandoval, L., **Mamani Escobar, B.**, Hernandez A. (2023). Comparison of visual attention and purchase intention of traffic light and warning disc supplementary nutritional labels in the Zamorano University student population. 2nd Inter-conference Symposium and 6to Congreso Regional de Economía Agraria. DOI:10.13140/RG.2.2.15065.80489.*

Mamani Escobar, B. (2022). Beyond coffee preferences: knowledge of sustainable labels and sustainability concerns among undergraduate students [Poster-Paper]. IFAMA'S Annual Conference.

https://www.researchgate.net/publication/361509790_Beyond_coffee_preferences_knowledge_of_sustainable_labels_and_sustainability_concerns_among_undergraduate_students

* Presentation by a co-author

GRANTS AND FUNDING

Grants

Travel Grant \$500 (Awarded)

Agricultural and Applied Economic Association (AAEA), Year 2024

Role: Presenter

LEADERSHIP AND SERVICES

Service

Zamo Raiders Association, Arbor Day, Student Activities Board, Planting
Texas Tech University, Spring 2025

Agricultural Economics Graduate Student Association, Treasurer
Texas Tech University, Fall 2024-Summer 2025

Zamo Raiders Association, Arbor Day, Student Activities Board, Planting
Texas Tech University, Spring 2024

Zamo Raiders Association, Service Week, Student Activities Board, Volunteer
Texas Tech University, Fall 2024

Agricultural Economics Graduate Student Association, Vice President
Texas Tech University, Fall 2023-Summer 2024

Manuscript Review

Olivier, L., Ouafo, M.R., Ndjigui, P., Bitom, D., Mfoumbeng, M.P. (2023). Methodological approach for the evaluation and mapping of the agronomic suitability of soils in tropical zones: Case study of the Bambouto volcanic massif (Western Cameroon) and the Bokito district (Central Cameroon). PLOS Sustain Transform 2(7): e0000067. <https://doi.org/10.1371/journal.pstr.0000067>

McCulloch, J. and Ge, J. (2025). Predicting Adoption of Agri-Environmental Schemes by Farmers in the European Union. PLOS Sustainability and Transformation. ISSN 2767-3197 (In Press)

SCHOLARSHIPS AND AWARDS

Distinguished Graduate Student Assistantship (DGSA)
Texas Tech University, Academic Year 2024-2025

Distinguished Graduate Student Assistantship (DGSA)
Texas Tech University, Academic Year 2023-2024

SKILLS

Software

Word, Excel, PowerPoint, Outlook, Adobe Acrobat Reader, Moviemaker, Nitro Pro, One Note, Publisher, Tableau, JASP, STATA, Qualtrics.

MEMBERSHIP

Agricultural Economics Graduate Student Association at Texas Tech University, Zamo Raiders Student Association, Southern Agricultural Economics Association Agricultural & Applied Economics Association.

REFERENCES

Dr. Darren Hudson (PhD Advisor)
Professor and Agricultural Competitiveness Chair
Department of Agricultural and Applied Economics, Texas Tech University
Email: Darren.Hudson@ttu.edu

Dr. Chenggang Wang (PhD Advisor)
Associate Professor
Department of Agricultural and Applied Economics, Texas Tech University
Email: chenggang.wang@ttu.edu

Dr. Carlos Carpio
Department Head
Agricultural Economics and Agricultural Business, Extension Economics, New Mexico State
University
Email: ccarpio@nmsu.edu

Dr. Luis Sandoval
Assistant Professor
Department of Agricultural and Applied Economics, Texas Tech University
Email: luis.sandoval@ttu.edu