



DR. CONRAD P. LYFORD

Professor,
Agricultural & Applied Economics

The way we use and consume food and health products can be fundamentally improved. We're making ourselves sick by not doing this right.

RESEARCH EXPERTISE

- Agribusiness
- Behavioral Economics
- Health Improvement
- Food Security

PROFESSIONAL PREPARATION

- B.S. Texas A&M University, 1988
- M.S. Texas A&M University, 1991
- Ph.D. Michigan State University, 1998

FAVORITE ARTICLE

Thapa, J.R., Lyford, C., McCool, B., Pence, B., McCool, A., Belasco, E. (2017). Improving cancer risk awareness including obesity as a risk factor for cancer in a small U.S. community. *Journal of Cancer Education* 32, 827–835.
<https://doi.org/10.1007/s13187-016-1060-z>

WHAT MAKES THE DAVIS COLLEGE GREAT?

“The Davis College provides a greatly supportive and connected opportunity to contribute and make a difference. The students are great, and it's rewarding to do your bit to help them along towards success. With the staff and other faculty, together it is almost like a good family. This is why so many choose to work their whole career here.”