

**Prof. Klaus Menrad** holds a PhD in agricultural economics of the University of Hohenheim and finalized his habilitation in „Agricultural market analysis and Agricultural marketing“ at the same University in 2003. Before becoming a professor, he was working at Germany’s largest market research company GfK SE (Nuremberg) and the Fraunhofer Institute for Systems and Innovation Research (ISI) (Karlsruhe). Since 2003 he is Professor for Marketing and Management of Renewable Resources at the Weihenstephan-Triesdorf University of Applied Sciences. Between 2012 and 2017 he was Scientific Director of the Straubing Center of Science.

Since around 30 years he and his research group are active in research activities related to food systems, innovations in the agro-food area and bioeconomy, consumer aspects in food and nutrition, as well as sustainable development and bio-based products on national and international level. During that time he has authored and co-authored more than 270 publications of which 50 have been published in peer-reviewed journals. In addition he has worked as reviewer of programmes, projects and scientific articles (in multiple national and international journals) and in differing national and international committees giving policy advice.