

## Curriculum vitae

**Name:** Mark A READER  
**Address:** Rural Business Unit  
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**Born:** 1961, South Africa                      **Nationality:** British/Australian/South-African

**Education:** Bachelor of Science (Agriculture) 1st Class Honours  
The University of Western Australia, 1987  
PhD Candidate, The University of Western Australia, 1994-1999

### Employment:

- April 2003 - Present    **The Research Assistant in Rural Economy, Dept of Land Economy, Univ. of Cambridge**  
Research, Teaching, and Economic analyses, relating to UK agriculture. Also including statistics, databases, programming, and web-publishing, for the Farm Business Survey. Developed novel peer clustering method in "Sustainable Intensification Benchmarking". And an innovative projector of farm margins. Policy studies on "Fertiliser Optimisation in Wheat and Oilseed Rape", "Energy Crop Production", "Public Goods from Agri-Environment Schemes" and others. Present agricultural policy supervisions, mentored exchange students, and supervise dissertations. Research lead to a Cambridge University press release, published in The Daily Telegraph. Also published a letter on public goods and propensity to faith in the Weekend FT. Formerly member of the Board of Land Economy. Academic co-chair for big data in AgriTech-East.
- 2000 - March 03    **Informal Research & Part-time Work (Period of Ill-health)**  
Registered a business to research Quality of Life issues. Indexed business newsletters (Indicator Publ., Ashford). Surveyed feedback, and researched opinions, on a guide to Adult Education Classes (IAG Partnership, St Ives/ Learning and Skills Council).
- 1993-99    **Research Officer, CLIMA, University of Western Australia & Dept of Agric W Australia**  
Plant physiology and genetics research on Lupins grown as grain legumes. Researched seed growth under high temperature. Undertook several field trials. Developed and won funding for a project to breed lupins with less seed coat. A successful project with the lines released to farmers. Presented at 2 conferences, and published 3 refereed scientific papers as first author. Also publicised the research in press releases.
- 1992-93    **Taxonomy Database Assistant, University of Cape Town**
- 1990-91    **Travel, Writing (Period of Ill-health)** Compilations for the RHS "Dictionary of Gardening". Built the board, and programmed, a frequency counter interface card for PC-XT (TTL-standard logic) (UCT Dept of Electrical Engineering - with John Greene and John Bell).
- 1989    **Economics Research Officer, Dept of Agriculture Western Australia**  
Researched forecasting techniques for commodity prices. Prepared a ministerial report on the wool industry in Western Australia (SWOT analysis: by interviews with industry leaders). Contributed to Linear Programming models of W.Aus. wheat/sheep farms.
- 1987-88    **Research in Crop Plant Physiology, International Potato Center, Peru**  
Reviewed "Fertilizer Efficiency", and genetic avenues to improve it - with a view to finding tests that could be used for screening in potato breeding. Oversaw field trials in the Peruvian regions.

**Interests:** Public goods, Development, Values & Ethics, Cropping/Farms & "Human Well-being"

## Honours:

- Swan Brewery Prize for best Student in Final Year of B.Sci.(Agric.) - (jointly) (1986).
- Awarded 1st Class Honours in B.Sci.(Agric.), (UWA).
- Won a fully funded PhD Scholarship to "Study Ag-Biotech at a university of my choice - anywhere" (1987), but chose to take my first graduate post in development in Peru.

## Teaching:

- Lecture on Management of farmland and businesses (yearly since 2013).
- Land Economy Undergraduate Degree: i). Farm Management, supervisions since 2009; ii). Biofuels, supervisions since 2009; iii). Agri-Environment, supervisions since 2010; iv). Ag Policy, supervisions, since 2010.
- Excel for 'non-quant-MPhils' for 2008-2012 (inclusive).
- Also supervise Undergraduate Dissertations, and Masters & PhD projects.

## Civic duties:

- Stood for election as councillor, to represent Castle ward, on Cambridge City Council in 2014. (Canvassed thoroughly for 8 months - knocked on 1850 doors - 86% of the electorate - and spoke on the doorstep with 793 households. Achieved a swing of 4.3 percentage points to Labour, the second largest out of 14 contests in the city.) Stood again in 2018 and won 937 votes, losing by only 25 votes.
- Secretary of the Cambridge Labour Party (2015-2017).
- Member of Downing Place United Reformed Church, Cambridge. Non-serving elder. Chair of Finance & Management (2011-2018). From 2010-2014 was a trustee and serving elder.

## Research Interests

- Farming and farm incomes
- Farm benchmarking (for smaller farm eco-footprints)
- Rural development, and agricultural bioenergy
- "Institutions, norms & values" and Religions: experimental approaches
- Data mining / tools for analysis of complex data-sets [ - watching brief - ]
- Social media and web-publishing
- Ecosystems and novel crops / structural change
- Economics of public goods/sustainability

# Publications

## Journal Articles:

- Reader, Mark., Revoredo-Giha, Cesar., Lawrence, Rachel J., Hodge, Ian D., and Lang, Ben G.A. (2018). Farmers' Spending on Variable Inputs Tends to Maximise Crop Yields, Not Profit. *International Journal of Agricultural Management*. 7(1):1-11. [bit.ly/2Ns6bdx](https://bit.ly/2Ns6bdx)  
Pre-print [agrxiv.org/6fcxt](https://agrxiv.org/6fcxt).
- Reader, Mark. (2013). Public Support for Agriculture: Perceptions of Farming and Environment among the British in 2012. *International Journal of Agricultural Management*. 3(1):53-58.
- Udagawa, C., Hodge, I., Reader, M. (2013). Farm Level Costs of Agri-environment Measures: The Impact of Entry Level Stewardship on Cereal Farm Incomes. *Journal of Agricultural Economics*. 65(1):212-233.
- Hodge, Ian and Reader, Mark. (2010). The introduction of Entry Level Stewardship in England: Extension or dilution in agri-environment policy? *Land Use Policy*. 27:270-282.
- Revoredo Giha, C., Renwick, A., Lang, B., and Reader, M. (2006). EU Reform of the Sugar Beet Regime: Implications for UK Agriculture. *EuroChoices*. 5(1):32-39.
- Dracup M., Reader M.A. & Palta J.A. (1998). Variation in Yield of Narrow-Leafed Lupin Caused by Terminal Drought. *Australian Journal of Agricultural Research*. 49:799-810.
- Dracup M., Thomson B., Reader M.A., Kirby E.J.M., Shield I. & Leach J. (1998). Daylength Responses, Flowering Time, and Seed Filling in Lupins. *Australian Journal of Agricultural Research*. 49:1047-55.
- Reader M.A., Dracup M. & Atkins C.A. (1997). Transient High Temperatures During Seed Growth in Narrow-Leafed Lupin (*Lupinus angustifolius* L.) I. High Temperatures Reduce Seed Weight. *Australian Journal of Agricultural Research*. 48:1168-78.
- Reader M.A., Dracup M. & Atkins C.A. (1997). Transient High Temperatures During Seed Growth in Narrow-Leafed Lupin (*Lupinus angustifolius* L.) II. Injurious High Pod Temperatures are Likely in Western Australia. *Australian Journal of Agricultural Research*. 48:1179-86.
- Reader M.A., Dracup M. & Kirby E.J.M. (1995). Time to Flowering in Narrow-Leafed Lupin. *Australian Journal of Agricultural Research*. 46:1063-77.

## Conferences:

- Wilson, P., Reader, M., and Huggett, G. (2017). International webinar and demonstration of "Comparing Farm Sustainability: *Introducing the new Sustainable Intensification (SI) Benchmarking Tool*". Defra project LM0302 'Sustainable Intensification Research Platform Project 2'. [BenchMarkMyFarm.co.uk/About](https://BenchMarkMyFarm.co.uk/About) or [www.youtube.com/watch/?v=Nqx2Vys9IKY](https://www.youtube.com/watch/?v=Nqx2Vys9IKY)
- Reader, M., Wilson, P., Lawrence, R., Lang, B., Hodge, I. and Ramsden, S. (2017). SIP Benchmarking. Presentation for Defra project LM0302 'Sustainable Intensification Research Platform Project 2'. *Sustainable Intensification in Practice*. The Morley Agricultural Foundation, Wymondham, Norfolk, UK, 25th October 2017.
- [PERSONAL OPINION] Reader, Mark. (2016). Beyond Frugality and Productivity: what next after the market and capitalism? Paper presented at the "Association of Christian

- Economists - Annual Meeting", Sidney Sussex College, Cambridge, UK, 2nd July 2016  
<http://www.christian-economists.org.uk/publications.html>
- Reader, M.A., Revoredo, C., Lawrence, R.J., Lang, B.G.A., Hodge, I.D. (2015). Estimating Optimal Fertiliser Usage in Wheat Production. "The Farm Business Survey Seminar 2015: Research Evidence and Future Directions". 9th Sept 2015, Nobel House, London
- Reader, M.A., Revoredo Giha, C., Lawrence, R.J., Lang, B.G.A. & Hodge, I.D. (2015). Loss-Making Marginal Spending on Crop Variable Inputs. 89th Annual Conference of the Agricultural Economics Society, 13-15th April 2015, University of Warwick, UK.
- Holmes, Helen F.; Thomas, Steve; Reader, Mark; Hanke, David; Chiurugwi, Tinashe; Mutasa-Göttgens, Effie S.; Hedden, Peter. (2013). The Role of Gibberellins in the Control of Bolting and Flowering in Sugar Beet. (Conference Poster). Plant Science 2013, Dundee. [www.plantsci.org.uk/events/uk-plantsci-2013](http://www.plantsci.org.uk/events/uk-plantsci-2013)
- Renwick, A.W., Revoredo-Giha, C., Philippidis, G., Bourne, M., Reader, M.A. & Lang, B. (2012). "Sugar and Spice and all things nice? Assessing the Impact of the 2006 EU sugar regime reforms," 86th Annual Conference of the Agricultural Economics Society. 16-18 April 2012, UK 134706. University of Warwick, Coventry UK.
- Reader M.A. (2012). Religions May Contribute Economic Public Goods. International conference on "Biological and Cultural Evolution and Their Interactions", Aarhus. (paper accepted, but declined invitation).
- Reader M.A. (2008). Trust in People is Influenced by Occupation of Respondent - An Exploratory Analysis. Presentation at the Economic and Social Data Service (ESDS) International Conference. London.
- Reader M.A. & Renwick A.W. (2004). The Future of Farming and Food: Consensus or Conflict? AES Conference. April 2004. The Agricultural Economics Society, London.
- Reader M.A. (1996). High Pod Temperatures Decrease Seed Weight. Conference paper. 8th International Lupin Conference. May 1996. Asilomar, California.
- Reader M.A. WA Department of Agriculture Workshops on "Lupin Yield Variability" & "Lupin Seed Quality".
- Reader M.A. (1993-1999). University of Western Australia workgroup seminars on "Flowering Time in Lupins", "Pod Temperatures in Field Crops in WA" (twice), "Effects of High Pod Temperatures on Seed Growth", "A Project to Reduce the Amount of Seed Coat in Lupins"

## **Book Chapter:**

- Dracup, M., Turner, N.C., Tang, C., Reader, M. & Palta, J. (1998). Responses to Abiotic Stresses. In: "Lupins as Crop Plant: Biology, Production and Utilization". Eds Gladstones J., Atkins CA. & Hamblin, John. ISBN: 0851992242. CABI Publishing, Wallingford, Oxfordshire. Wrote the section on temperature stresses (cold and heat).

## Reports:

- Wilson, P., Reader, M., Lang, B., Hodge, I. and Ramsden, S. (2017). Design and Development of a Sustainable Intensification Benchmarking System to Stimulate Information-sharing Between Groups of Farmers. Report for Defra project LM0302 'Sustainable Intensification Research Platform Project 2: Opportunities and Risks for Farming and the Environment at Landscape Scales'.
- Lang, Ben G.A., and Reader, Mark A. (DRAFT: 2016). The Farm Business Survey (FBS) Fertiliser Module: Management Information for Farmers. Funded by the Board of 'Rural Business Research'. University of Cambridge, UK.
- Reader, M.A., and Lawrence, R.J. (2016). The Economic Margin: Farmers Maximising Yields but Not Financial Returns. *Landmark*. NIAB-TAG: Cambridge, UK.
- Renwick, A., Revoredo-Giha, C., Philippidis, G., Lang, B., and Reader, M. (2011). Assessment of the Impact of the 2006 EU Sugar Regime Reforms. Report for the 'Department for Environment Food and Rural Affairs': London.
- Lang, B. and Reader M. (2010). June Survey and FBS Data Matching Exercise: Research Project to Compare Data from the JUNE SURVEY and Comparable Data from the Farm Business Survey. Report for 'DEFRA': London
- Hodge I., Lang B., Reader M., Nicholls D., Wreford A. (2009). Prospects and Opportunities for Rural Land Management on The Crown Estate. [www.landecon.cam.ac.uk/research/environmental-economy-policy-group/centres/rbu](http://www.landecon.cam.ac.uk/research/environmental-economy-policy-group/centres/rbu) (courtesy of The Crown Estate).
- Hodge, I. and Reader, M. (2007). Maximising the Provision of Public Goods from Future Agri-Environment Schemes. Final Report for the 'Land Use Policy Group' (UK). Project No: 15932.
- Reader, M.A. and Lang, B.G.A. (2006). Update of "CAP Reform: Arable Decoupling" using data from the Special Study Cereal Production (2004/05) and the Farm Business Survey (2004/05). For the 'Department for Environment, Food and Rural Affairs': London.
- Reader, M.A., Renwick, A.W., Lang, B.G.A. and Bauen, A. (2005). Farm Level Economic Impacts of Energy Crop Production. Report for the 'Department for Environment, Food and Rural Affairs': London.
- Barnes A., Moran D., Lewis D. and Reader M. (2004). The Scope for Regulatory Incentives to Encourage Increased Efficiency of Input Use by Farmers. Scottish Agricultural College and Rural Business Unit: for the 'Department for Environment, Food and Rural Affairs': London.
- Renwick, A.W., Revoredo, C.L., Lang, B.G.A., Reader, M.A., Manley, W., and Silcock, P. (2004). Economic, Social and Environmental Implications of EU Sugar Regime Reform. Report for 'Department for Environment Food and Rural Affairs': London.

## Internet Presence

<p><a href="http://FarmBusinessSurvey.co.uk">FarmBusinessSurvey.co.uk</a></p>	<p>Includes a dynamic benchmarking tool for farmers and advisors. With a ground-breaking projector of farm margins. Tabular results for UK farming. Since 2007.</p>
<p><a href="http://BenchmarkMyFarm.co.uk">BenchmarkMyFarm.co.uk</a></p>	<p>Benchmarking of Farm Sustainability. In beta 2017/18/19. With leading peer-clusters, as 34D.</p>
<p><a href="http://VillagePublicGoods.org/Africa">VillagePublicGoods.org/Africa</a></p>	<p>Web application/ database. Aimed to generate a sense of agency in visitors - and to solicit views on what is deficient for any population centre in Africa. Over 2.0 million impressions (GH, KE, UG). 2009-2014.</p>
<p><a href="https://twitter.com/World_Farmer">Twitter.com/World_Farmer</a></p>	<p>Tweets and Feeds on agriculture &amp; society around the world.</p>
<p><a href="http://mar58.uk">mar58.uk</a> / <a href="http://reader-m.blogspot.com">reader-m.blogspot.com</a></p>	<p>Personal webpages (links)</p>
<p><a href="http://FarmBenchmark.com">FarmBenchmark.com</a></p>	<p>Social networking site for farmers and crop margins around the world. To solicit subscriptions &amp; user data. Coded/Hosted. Reviewed/beta-tested over 2013-2014.</p>
<p><a href="https://github.com/MarkReader">github.com/MarkReader</a></p>	<p>Authored, on public repository, an R function for weighted histograms, with population frequencies and censored bins. Building on the R packages "Hmisc" and "weights" <i>wtd.hist.pctWTS.cens2</i></p>
<p><a href="http://uk.linkedin.com/in/mark-reader-71b91612">uk.linkedin.com/in/mark-reader-71b91612</a></p>	<p>My linkedin profile</p>
<p><a href="http://scholar.google.com/citations?user=Q5jayUQAAAAJ">scholar.google.com/citations?user=Q5jayUQAAAAJ</a></p>	<p>My Google Scholar Profile</p>