

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 **Research Assistant, 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. Former member of the Board of Land Economy.
- 2000 - March 03 **Informal Research & Part-time Work, Illness**
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 / Learning and Skills Council, St Ives).
- 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 new varieties 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 **Illness, Travel, Writing** Compilations for the RHS “Dictionary of Gardening”. Hardware / programming on PC-XT (in the 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 ag 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, twice (unsuccessfully).
- Secretary of the Cambridge Labour Party (2015-2017, 2018-2019).
- Former member of Downing Place United Reformed Church, Cambridge and non-serving elder. Chair of Finance & Management (2011-2018). From 2010-2014 was a trustee and serving elder.

Research Interests

- Performance & Ecological-Footprint
- Wellbeing & Happiness
- Public Goods: Development / Progress / Religions
- Farming
- Autarky, BioEnergy, and AI

Publications

Journal Articles:

- Reader, M., Wilson, P., Ramsden, S., and Hodge, I., Lang, B. (*working paper - abandoned*). 'Farms like Mine': A Novel Method in Peer Matching for Agricultural Benchmarking.
- Reader, Mark., Revoredo-Giha, Cesar., 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
- 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.
- 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.
- 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:

- Reader, M., Wilson, P., Ramsden, S., Hodge, I., and Lang, B. (2019). 'Farms like Mine': A Big Data Method in Peer Matching for Agricultural Benchmarking. Contributed Paper, presented at the *93rd Annual Conference of the Agricultural Economics Society*. University of Warwick: Coventry. 16 April 2019.
- Reader, M., Lang, B., Wilson, P., Ramsden, S., and Hodge, I. (2019). 'Farms like mine' a novel method in peer matching for farm benchmarking. Presentation at the '*Farm Business Survey Seminar 2019*'. Defra: London.
- Wilson, P., and Reader, M. (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 or www.youtube.com/watch/?v=Nqx2Vys9IKY
- Reader, M., Wilson, P., 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.

- Reader, M.A., Revoredo, C., 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., 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.
- 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.

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

Internet Presence

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