



Sustainable Ventures

Winner of the Prize, "Our Daily Bread, What Does It REALLY Cost?" 2006

Dr. Murray Rudd is a Canada Research Chair in Ecological Economics at Sir Wilfred Grenfell College, Memorial University of Newfoundland (Canada). He has a B.Sc. (Agr.) and M.Sc. in Agricultural Economics from the University of British Columbia. His Ph.D. in Environmental Sciences (Agricultural and Rural Policy / Economics of Consumers and Households) is from Wageningen University in the Netherlands.

Murray spent twelve years as a fish farmer and an aquaculture and fisheries consultant in Canada and Southeast Asia. His concerns over the lack of sustainability of the Asian shrimp farming industry prompted him to return to graduate school in 1996 and focus on how personal choices and institutional structure affect ecological, economic and social sustainability. Before joining Sir Wilfred Grenfell College in 2006, Murray was a Senior Economist with Fisheries and Oceans Canada. He also spent two years as Center Director of the Center for Marine Resource Studies (Turks and Caicos Islands) with the School for Field Studies, an affiliate of Boston University.

Murray's current research program focuses primarily on three issues: assessing the 'non-market' economic value of natural capital; quantifying the costs of environmental conservation to private and public sectors; and incorporated the full spectrum of true economic values in policy models that explore when, where, and how to best invest societal resources to achieve ecological and socio-economic sustainability. Part of his research will focus on untangling consumer preferences for healthy, risk-reducing, natural, and 'ethical' Atlantic Canadian foods.

Murray lives in Corner Brook, a town of about 23,000 people on the rugged west coast of Newfoundland. Outside of work, he enjoys distance running, a variety of other outdoor activities, cooking and – appropriately – baking.

My official contact info is:

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