

Long Gao, Ph.D.
Assistant Professor
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EDUCATION BACKGROUND

- **Ph.D.**, Agricultural Economics, Texas A&M University, College Station, TX. 2021
Advisor: Dr. Oral Capps and Dr. Senarath Dharmasena
Dissertation: “Demand Analysis of Dairy Products in the U.S.”
- **M.S.**, Economics, University of Macau, Macau SAR, China. 2014
Thesis: “Empirical Comparisons of the Functional Forms of Inter-Temporal Demand Systems”.
- **B.S.**, Mathematics (Minor: Economics), Xiamen University, Xiamen, China, 2009

RESEARCH FIELDS

- **Primary:** Consumer Demand; Sustainable Agriculture
- **Secondary:** Experimental Economics; Agribusiness Forecasting; Risk Management

WORK EXPERIENCE

- **Assistant Professor of Agribusiness**, Department of Agriculture, Agribusiness, and Environmental Sciences, Texas A&M University – Kingsville, July 2024 - Present
 - 75% teaching, 25% research appointment
- **Post-doctoral Research Associate**, Department of Agricultural & Applied Economics, Texas Tech University, August 2021-May 2024,
 - Supervisor: Dr. Donna McCallister
 - Research on water valuation, crop insurance, and nitrogen fertilizer demand.
- **Research Assistant**, Agribusiness, Food, and Consumer Economics Research Center, Texas A&M University, January 2020 – May 2020,
 - Supervisor: Dr. Oral Capps
 - Conducted demand analysis for dairy products using econometric methods, including Heckman two-step procedure, generalized linear regression, and demand system estimation.
- **Instructor**, Texas A&M University, August 2018 - December 2019
- **Teaching Assistant**, Texas A&M University, August 2015 - May 2018

TEACHING

Texas A&M University – Kingsville

- AGBU3370 Agribusiness Sales and Consulting
- AGBU3310 Agribusiness Supply Chain Management
- AGBU3340 Agribusiness Organization and Management
- AGBU3350 Agribusiness Marketing
- AGBU2301 Principle of Agribusiness Management
- AGBU3380 Environmental Economics
- AGBU2317 Introduction to Agricultural Economics
- AGBU3366 Agricultural Policy
- AGBU4350 Agricultural Finance

- AGBU3371 Farm Management
- AGBU4360 Agricultural Price Analysis

Texas A&M University

- AGE314 Marketing Agricultural and Food Products (Lecture Instructor)
- AGE317 Economic Analysis for Agribusiness Management (Lecture Instructor)
- AGE325 Principles of Farm and Ranch Management (Laboratory Instructor)

CONFERENCE PRESENTATIONS

- “Assessing Financial Viability of South Texas Crops under Conventional and Water-Efficient Practices” Selected Poster for the 80th Annual Subtropical Agriculture & Environments Society Conference, 2026.
- “Evaluating Crop Insurance Programs in the Context of Aquifer Depletion in the Southern High Plains of Texas” Selected Poster for Agricultural & Applied Economics Association (AAEA) and Western Agricultural Economics Association (WAEA) joint annual meeting, 2025.
- “A Comprehensive Forecast and Analysis of the US Nitrogen Fertilizer Demand” Selected presentation for Agricultural & Applied Economics Association (AAEA) annual meeting, 2024.
- “Sustainable Cotton Choices: Consumer Preferences and Willingness to Pay” Selected poster for AAEA annual meeting, 2024.
- “A Laboratory Experiment to Assess the Impact of Risk Preferences on Land Bidding Values” Selected presentation for Western Agricultural Economics Association annual meeting (WAEA), 2023.
- “An Experimental Economics Approach to Valuing Land Prices” Selected presentation for AAEA annual meeting, 2023.
- “A Cross-sectional Analysis of the Demand for Dairy Products”, Selected presentation for Southern Agricultural Economics Association annual meeting (SAEA), 2019.
- “Impacts of Household Socio-demographic Factors and Economic Factors Associated with the Purchase of Dairy Products”, Selected poster for AAEA annual meeting, 2019.

PUBLICATION

- Samuel, O. O., Donna, M., **Long, G.**, Leonardo, B., & Krishna, J. S. (2025). Assessing Heat Stress Impacts on Cotton Yield and Revenue: A Multilevel Regression Approach in the Southern US. *Journal of Sustainable Agriculture and Environment*, 4(2), e70070.
- Capps Jr, O. J., & Gao, L. (2023). A Comparison of Demand System Models Peculiar to A Granular Array of Dairy Products. *Journal of Food Distribution Research*, 54(3), 30-65.

WORKING PAPER

- “South Texas as A Microcosm for 21st Century Water Resource Challenges: Perspectives from Precipitation, Surface Water, and Groundwater-Dependent Systems” (co-authors: Benjamin Turner and Consuelo Donato, manuscript preparation, expected submission date: Summer 2026, target journal: Agricultural Water Management)
- “A Comprehensive Forecast and Analysis of the US Nitrogen Fertilizer Demand” (co-author: Donna McCallister, Revising, Summer 2026, target journal: Nutrient Cycling in Agroecosystems)
- “Evaluate Crop Insurance Regarding the Depletion of the Aquifer in the Southern High

Plains of Texas” (co-authors: Donna McCallister and Rebecca McCullough, Revising, expected submission date: Summer 2026, target journal: Agricultural Finance Review)

- “An Experimental Economics Approach to Valuing Land Prices” (co-authors: Donna McCallister and Ryan Williams, Revising, expected submission date: Summer 2026, target journal: Journal of Agricultural and Applied Economics)
- “Sustainable Cotton Choices: Consumer Preferences and Willingness to Pay” (co-authors: Donna McCallister and Qi Kang, Revising, expected submission date: Fall 2026, target journal: Journal of Agricultural and Applied Economics)
- “Economic Comparison of Alternative Management Practices in Grapefruit Production: Breakeven and Sensitivity Analysis” (co-authors: Molly Rector and Benjamin Turner, Research in progress, expected submission date: Fall 2026)
- “Economic Analysis of Cover Crop Practices in Citrus Production” (co-authors: Joel Cabrera, Research in progress, expected submission date: Fall 2026)
- “Demand Analysis of Citrus Fruits in the U.S.” (co-authors: Oral Capps, Research in progress, expected submission date: Spring 2027)
- “A Data-Driven Market and Supply Chain Analysis of the Texas Seafood Industry” (co-authors: Chengcheng Fei, Xingguo Wang, Research in progress, expected submission date: Spring 2027)
- “Market Analysis of Wildlife-Related Agritourism in the United States” (co-authors: Samuel, O. O., Research in progress, expected submission date: Spring 2027)

GRANTS (PI, CO-PI, & PROPOSAL CONTRIBUTOR)

Awarded: NA

Pending:

- USDA NIFA AFRI, FY 26- 29, “Empowering Small and Medium-sized Citrus Farms with Decision Tools for Sustainability”, \$649,999.29, Long Gao (PI), Tolulope Agunbiade, Xingguo Wang, Chengcheng Fei, Under Review
- USDA NIFA AFRI Strengthening Agricultural Systems, FY 27-31, “Sustainable soil and crop management innovations for improved and profitable fruit crop production in the southern US”, \$9,992,311, Davie Kadyampakeni (PI), Aditi Satpute, Mamoudou Setamou, Long Gao, etc., Under Review
- USDA AFRI EWD, FY 27-31, “FARM-DATA REEU: Food and Agricultural Research using Modeling and Data Analytics” \$649,733, Blessing Nsofor (PI), Long Gao, Diane Friend, Kolawole Ogundari, Under Review.
- USDA NIFA OREI, FY 26-30, “Advance in Organic Citrus Production: Strategies for Enhancing Tree Health and Improving Orchard Productivity” \$ 3,244,332, Aditi Satpute (PI), Mamoudou Setamou, Madhura Kunta, Long Gao, Under Review.

Not Awarded:

- USDA NIFA AFRI, FY 26-31, “Adoption and Diversification for Agricultural Prosperity and Transformation (ADAPT): Linking AI Technology, Alternative Enterprise, and Well-being in Rural Resilience”, \$649,993.30, Long Gao (PI), Blessing Nsofor, Diane Friend, Benjamin Turner, Rejected
- Texas A&M University System Research Excellence Funds, FY 26-27, “Demand Interrelationships for Milk Products, Plant-Based Milk Alternatives, and Other

Beverages and Implications for Nutrition and Policy”, \$179,015, Rafael Bakhtavoryan (PI), Oral Capps, Long Gao, Jenna Anding, Rejected.

- Texas A&M University System Research Excellence Funds, FY 26-27, “Wrapping the Wrapper Starts with Bleaching the ‘Greenwashing’”, \$209,857, Zhuoyu Wang (PI), Steven Chumbley, Long Gao, etc., Rejected
- EPA, FY 26-30, “Innovative and Cost-Effective Solutions for Nutrient Load Reduction”, \$999,930.67, Jianhong Ren (PI), Aditya Singh, Tonoy Das, Long Gao, Haibin Su, Rejected
- Texas Sea Grant, FY 26-28, “A Data-Driven Market and Supply Chain Analysis of the Texas Seafood Industry”, \$188,649 (TAMUK portion \$75,630) Xingguo Wang (PI), Long Gao, Chengcheng Fei, Rejected.
- Texas A&M AgriLife IHA, FY 25-26, “Enhancing the Sustainability of the Texas Citrus Industry Through Market-Driven Insights”, \$ 143,395, Long Gao (PI), Chengcheng Fei (Co-PI), Rejected.
- Texas A&M AgriLife IHA, FY 25-26, “The Implication of Expanding Grass-Fed Beef Market on US Agricultural Markets and Land Use”, \$ 274,409, Chengcheng Fei (PI), Long Gao (Co-PI), Rejected.

Proposal Contributor:

- USDA NIFA AFRI, 2023-2026 “Developing Data-Driven Marketing Incentives for Sustainable Cotton Production throughout the Supply Chain” Donna McCallister (PI), Syed Badruddoza (Co-PI), and Laura Fischer (Co-PI), Long Gao (Proposal Contributor), Awarded.
- National Science Foundation, "NSF Engineering Research Center for Advancing Sustainable and Distributed Fertilizer Production (CASFER)," Gerardine Botte (PI), Donna McCallister (Co-PI), and others, Long Gao (Proposal Contributor), Awarded.

SERVICE

- University Council for Student Learning Outcomes, Texas A&M University-Kingsville
- Department Undergraduate Curriculum Committee, Department of Agriculture, Agribusiness, and Environmental Sciences, Texas A&M University -Kingsville
- Department Website Committee, Department of Agriculture, Agribusiness, and Environmental Sciences, Texas A&M University -Kingsville

CERTIFICATION

- Certificate in Professional Development for Distance Education Courses, Texas A&M University- Kingsville
- Certificate in the Effective Teaching Practice Framework, The Association of College and University Educators (ACUE)

STUDENTS MENTORING

Undergraduate:

- Molly Rector
 - Oct.2024-May.2025, “A Data Organization and Analysis of Crop Budgets in South Texas”.
 - May.2025-Dec.2025, “Breakeven and Sensitivity Analysis of Crop Productions in South Texas”.

- Adrianna Salinas
 - Oct. 2024- Mar. 2025, Proposal for “Demand Analysis of the Citrus Products in the United States”.

Graduate:

- Molly Rector, Jan. 2026 – present, “Grapefruit Market Analysis”.

OTHER INFORMATION

- Languages: English (Fluent), Chinese (Native)
- Computer Skills: SAS, EViews, Python, Stata, Simetar, oTree, and Microsoft Office
- Professional Membership: Agricultural & Applied Economics Association (AAEA), Southern Agricultural Economics Association (SAEA), Western Agricultural Economics Association (WAEA)