

Jorge Campos González, B.Sc., M.Sc., PhD, AFHEA

Senior Research Fellow in Agricultural, Environmental and Food Economics

UKRI AI Metascience Fellow 2026-2027

School of Agriculture, Policy, and Development (SAPD)

University of Reading, UK,

[UoR-Staff Profile](#), [CentAUR](#), [Google Scholar](#), [LinkedIn](#)

Current appointments

- Senior Research Fellow, Department of Agri-food Economics & Marketing (SAPD)
- UKRI AI Metascience Fellow, February 2026 - January 2028. *sustAInable: AI-Driven Research for Sustainable Agri-Food Futures* (SAPD).

Education

- PhD in Agricultural, Environmental and Food Economics, University of Reading, UK, 2022.
- MSc in Agricultural Economics, Pontificia Universidad Católica de Chile, 2009,
- BSc Degree in Agricultural Engineering/Agronomy, Universidad de Concepción, Chile, 2004

Previous academic & professional appointments

- Post-Doctoral Researcher in Livestock Systems in the [PATHWAYS](#) project (Sept 2024 – Dec. 2025). Multi-dimensional (environmental, economic, animal welfare, and social) evaluation of sustainable transition in livestock systems across Europe.
- Post-Doctoral Researcher in Agri-Food Economics in the [UK-King Prawn](#) project¹ (Aug 2022 – Aug 2024). Modelling economic, environmental, spatial, and consumer preferences to evaluate changes resulting from farm diversification of enterprises (recirculating aquaculture systems powered by anaerobic digestion) in arable and dairy UK farms.
- Consultancy roles at SAPD (2022 - 2023)
 - Economic evaluation of underground robotics applications in agriculture (Hypertunnel, Oct-Dec 2023).
 - Statistical analysis and modelling of research data (Royal Horticultural Society, June – August 2023)
 - Supporting the DEFRA project on valuing animal welfare (October 2023. Recognition under the University of Reading's Celebrating Success Scheme)
- Post-Doctoral Researcher in the [Robot Highways](#) project² (Feb – July 2022). Macro-economics (supply-chain impacts, trade-flows between actors) and micro-economics (economics of traditional and robotics-based harvesting, pest control, packhouse operations, and forecasting) of robotics adoption in the berries sector.
- Post-Doctoral Researcher in Human Capital and Migration (Part-time, 2023 - 2024), Centre for Integral Territorial Development, CEDIT, Chile (www.centrocredit.cl)
 - Evaluating labour skills drain and attractiveness at the regional level.
- Research Assistant in Data Science, SAPD, (2019 – 2021)
 - Programming in R and Python to enhance web-based healthy food apps in the QUISPER project³. I also performed data analytics using raw data from accelerometer devices, programming and modelling of measuring radio signal strength in rural communities in Python.
- Head of Department of Information Assurance, Ministry of Social Development, Chile, 2014 – 2017
 - Management of social policy's targeting tools.

¹ The UK King Prawn Project investigates the economics of prawn farming at the farm level in the UK. Funded by the Transforming the UK Food System for Healthy People and a Healthy Environment (TUKFS) Strategic Priorities Fund (SPF) Programme.

² Robot Highways was a global demonstration of robotic and autonomous technologies that fuse multiple application technologies across a single farming system. Funded by Innovate UK.

³ QUISPER (Quality Information Services and Dietary Advice For Personalised Nutrition In Europe). Funded by EIT FOOD

- Leadership of a multidisciplinary team (IT engineers, geographers, and statisticians).
- Research Economist, Ministry of Social Development, Chile, 2012 – 2014
 - Data analysis of targeting tools, Social Policy and program evaluation
- Agricultural Economist, Ministry of Agriculture, Chile, 2009 – 2012
 - Sector competitiveness analysis, Agri-Food sector contribution to national GDP.

Research

- **Perr-review articles**
 - **Campos-González, J.**, L. Smith, S-L. Aagaard Schild, N. Adams, A. Adrosio, H. Mai-Lis Andersen, , A. van den Pol-van Dasselaar, K. Vanmierlo, C. van Wagenberg, J. Woodrow, D. Yanez, J. Yngvesson, N. Yoxall, P.M. Aubert. 2026. Developing Future Pathways for Sustainable Livestock Systems in Europe. *Futures (Under review)*
 - **Campos-González, J.**, Y. Gadanakis, T. Sanders, M. Mancini and I. Bateman. Transforming arable and dairy farming systems by adopting Anaerobic Digestion (AD) and Recirculating Aquaculture Systems (RAS) to address the demand for sustainable profitability, environment, and diets. *Cogent Food & Agriculture* 11(1) doi: [10.1080/23311932.2025.2579888](https://doi.org/10.1080/23311932.2025.2579888)
 - Sutcliffe, C., R. Naylor, T. Blanusa and **J. Campos-González**. 2025. Getting hands-on with hedges – do interactions with plants matter for secondary school pupils' environmental perceptions? *Plants, People, Planet* 8(2) <https://doi.org/10.1002/ppp3.70139>
 - **Campos-González, J.**, Y. Gadanakis, T. Sanders, M. Mancini and I. Bateman. 2025. Transforming arable and dairy farming systems by adopting Anaerobic Digestion (AD) and Recirculating Aquaculture Systems (RAS) to address the demand for sustainable profitability, environment, and diets. *Cogent Food & Agriculture*, 11 (1). pp. 1-24. ISSN: 2331-1932 | doi: <https://dx.doi.org/10.1080/23311932.2025.2579888>
 - Morello, T., Y. Gadanakis, **J. Campos-González**, M. Mancini, K. Howe, D. Tingley, and I. Bateman. 2025. Sequestering Carbon Without Reducing Food Production: The Role of Recirculating Aquaculture Systems in Mitigating Carbon Leakage. *Ecological Economics*, 237, 108692, <https://doi.org/10.1016/j.ecolecon.2025.108692>
 - **Campos-González, J.** 2025. The impact on the skill premium of the task content of jobs: Evidence from online job ads. *Estudios de Economía*, 52 (1). Pp 133-189 <https://estudiosdeeconomia.uchile.cl/index.php/EDE/article/view/78262>
 - **Campos-González, J.** 2025. Natural disasters and technological upgrading: Estimating the impacts on demand for ICT labour with text. *Nat Hazards* 121, 911-957 (2025) <https://doi.org/10.1007/s11069-024-06863-z>
 - **Campos-González, J.** 2024. Why should we be concerned about balancing the supply and demand of skilled workers? *Societal Impacts*, 3, 100057, DOI: <https://doi.org/10.1016/j.socimp.2024.100057>
 - **Campos-González, J.** and K. Balcombe. 2024. The race between education and technology in Chile and its impact on the skill premium. *Economic Modelling*, 131, 2024, 106616, DOI: <https://doi.org/10.1016/j.econmod.2023.106616>
 - Y. Gadanakis, Y., **J. Campos-González**, and P. Jones. 2024. Linking Entrepreneurship to Productivity: Using a Composite Indicator for Farm-Level Innovation in UK Agriculture with Secondary Data. *Agriculture* 14(3), 409, DOI <https://doi.org/10.3390/agriculture14030409>
 - Iakovidis, D., Y. Gadanakis, **J. Campos-González, J.**, and J. Park. 2024. Optimising Decision Support Tools for the Agricultural Sector. *Environ Dev Sustain* (2024). <https://doi.org/10.1007/s10668-024-04743-x>
 - Pérez-Silva, R. and **J. Campos-González**. 2021. Agriculture 4.0? Studying the evidence for routinisation in Chilean agriculture. *International Journal of Agriculture and Natural Resources* 48(3):233-247 DOI: <https://dx.doi.org/10.7764/ijanr.v48i3.2339>

- **Campos-González, J.** and W. Foster. 2012. Effects of contracts and work relationships on salaries and income distribution of workers in the Chilean agricultural sector, 1996 and 2006. *Cien. Inv. Agr.* 39(1):5-17, DOI: <http://dx.doi.org/10.4067/S0718-16202012000100001>
- **Campos-González, J.** and W. Foster. 2013. The consequences for poverty measurement in Chile of adjusting household income from surveys to national accounts. *Estudios Públicos*, 130:53-94. <https://www.estudiospublicos.cl/index.php/cep/article/view/277>
- **Conference Proceedings & Data Repositories**
 - **Campos-González, J.,** Y. Gadanakis, R. Pérez-Silva, and D. Iakovidis. 2024. How fast is Agriculture 4.0 advancing in the UK? An analysis using employment routine intensity. In: D. Paparas, Y. Gadanakis, K. Behrendt (eds.) *Proceedings of the 7th Symposium on Agri-Tech Economics for Sustainable Futures*. Global Institute for Agri-Tech Economics, Harper Adams University. HAU Publications, Newport, United Kingdom, 28-29 September 2024. Available in <https://centaur.reading.ac.uk/121659/>
 - **Campos-González, J.** and K. Balcombe. 2023. Data and materials for "The race between education and technology in Chile and its impact on the skill premium". *Mendeley Data*, V1, DOI: <https://doi.org/10.17632/8424ky469w.1>
 - **Campos-González, J.,** Y. Gadanakis, M. Mancini, and I. Bateman. 2023. Modelling the economic performance of Recirculating Aquaculture Systems (RAS) at the farm level. *Proceedings of the 97th Annual Conference, Agricultural Economics Society – AES, No 334548*. DOI [10.22004/ag.econ.334548](https://doi.org/10.22004/ag.econ.334548)
 - Iakovidis, D., Y. Gadanakis, **J. Campos-González, J.,** and J. Park. 2023. How can the design of Decision Support Tools for different agricultural stakeholders be improved? *Proceedings of the 97th Annual Conference, Agricultural Economics Society – AES*. DOI: [10.22004/ag.econ.334568](https://doi.org/10.22004/ag.econ.334568)
- **Research Grants Awarded**
 - *SOILBIOMASS+*, *Co-creating Sustainable Biomass Production and Soil Health Restoration for Diverse European Landscapes*. Horizon Europe 2026, Coordinator (PI) – WP Leader (48m, €5M, 18 partners. Starting Sept 26)
 - *AI4CEA: Co-creating AI-based Intelligent Solutions for Sustainable Controlled Environment Agriculture in Europe*. PI - British Academy Horizon Europe Pump Priming Collaboration between UK and EU Partners (Nov25-March26, £10K). (PPHE26/100269)
 - *sustAInable: AI-Driven Research for Sustainable Agri-Food Futures*. UKRI Metascience AI Fellowship 2025-2027. (PI-£260k).
 - *Estimating a Prototype Enhancing Agricultural Productivity Measurement*. Centre for Effective Innovation in Agriculture (CEIA) - Harper Adams University. June 25 – Jan 26. Co-I (£25k)
 - *PhD Scholarship*. 2018-2021. The National Agency of Investigation and Research, Chile, sponsored the fee and maintenance stipend (£130k).
 - *M.Sc. Scholarship*. 2008-2009. The National Agency of Investigation and Research, Chile, sponsored the fee and maintenance stipend (£60k).
- **Reviewer**
 - Applied Economics (2024 -)
 - International Journal of Agriculture and Natural Resources (2024 -)
 - Structural Change and Economic Dynamics (2024 -)
 - Economic Modelling (2025 -)
 - Frontiers in Sustainable Food Systems (2025 -)

Continuous Professional Development (CDP)

- **Conferences/Workshops record after PhD completion**

- 8th Symposium on Agri-Tech Economics for Sustainable Futures. Global Institute for Agri-Tech Economics, Harper Adams, 15-16 January 2026. Talk: “*Estimating a Prototype Enhancing Agricultural Productivity Measurement for the UK*”
- EEAP 2025, Innsbruck, Austria, August 25th 2025. Presenting "*Behind the Scores: Evaluating Sustainability Constructs and Farm Structural Factors in European Livestock Systems*".
- LEAP Conference 2025, 7th April 2025, University of Oxford. Presenting my work on integrating consumers' attitudes towards UK-grown King Prawn, integrating anaerobic digestors (AD) and recirculating aquaculture systems (RAS) at arable and dairy farms, will allow me to showcase how circular economy principles can be leveraged for farm diversification and environmental sustainability.
- Agriculture, Food and Health Theme Writing Retreat, January 29-31, 2025, Wokefield States, Berkshire, UK.
- 7th Symposium on Agri-Tech Economics for Sustainable Futures. Global Institute for Agri-Tech Economics, Harper Adams University and School of Agriculture, Policy and Development, University of Reading, Reading, UK, 28-29 September 2024. Presenter on Agriculture 4.0 deployment in the UK and Member of the Symposium Scientific Committee
- The 97th Annual Conference, Agricultural Economics Society (AES) 2023, University of Warwick, UK. Presenter of Economics of Diversification at arable and Dairy farms in the UK.

Teaching training & experience

- Associate Fellow Higher Education Academy, AFHEA
- Contributing to BSc/MSc programmes, School of Agriculture, Policy and Development, University of Reading, 2021 - 2025
 - *The Food Business (2025)*
 - *Agriculture in Practice (2024 - 2025)*
 - *Business Planning and Control (2022 – 2024)*
 - *International Development: Global and Local Issues (2024)*
 - *Policy Analysis (MSc - 2019)*
- Lecturer (part-time), *Introduction to Econometrics*, Department of Agricultural Economics, School of Agriculture and Forestry, Pontificia Universidad Católica de Chile (2010 – 2011)

Languages, analytical and software skills

- Languages: English (fluent), Spanish (native)
- Analytical skills: Econometrics (time-series, cross-sectional, others), Data Science (SVM, Topic Modelling), Spatial Analysis
- Software: R, Python, GRET, STATA, Stan, Qualtrics, QGIS