Goal and Objectives

The main goal of the proposed research is to develop a formal computational system with behaviorally-consistent depictions of the food system—both supply and demand—to identify and test Behavior-Based Interventions (BBIs) that eliminate food-underserved areas, while supporting market development of locally/regionally produced food. Fulfilling this goal necessitates achieving the following objectives: (1) To gain insight into the behavior of, and interactions among, the agents involved in food supply chains; and the behavioral reactions of these agents in response to policy internventions that mitigate or eliminate food-underserved areas; and (2) To develop a behavioral-consistent computational system capable of identifying the most effective BBIs.