

PUBLICATION LIST

Articles in peer-reviewed journals

- Jürkenbeck, K., Spiller, A., & **Schulze, M.** (2021). Climate change awareness of the young generation and its impact on their diet. *Cleaner and Responsible Consumption*, 3, 100041.
<https://doi.org/10.1016/j.clrc.2021.100041>
- Schulze, M.**, Spiller, A., & Risius, A. (2021). Co-ops 2. 0: Alternative retail strategies to support a sustainable transition in food retailing. *Frontiers in Sustainability*, 2, 675588.
<https://doi.org/10.3389/frsus.2021.675588>
- Schulze, M.**, Spiller, A., Risius, A. (2021). Do consumers prefer pasture-raised husbandry from dual-purpose cattle when considering meat products? A discrete choice experiment for the case of minced beef. *Meat Science*, 177, 108494. <https://doi.org/10.1016/j.meatsci.2021.108494>
- Schulze, M.**, Risius, A., Spiller, A. (2021). Public perceptions of undercover investigations in livestock farming: An end that justifies the means? *Animal Welfare*, 30(1): 39–47.
<https://doi.org/10.7120/09627286.30.1.039>
- Kiefer, A., Elsässer, M., Grant, K., Lindner, R., Trček, U., Risius, A., **Schulze, M.**, Spiller, A., Dentler, J., Wacker, K., Sponagel, C., Weber, J., Bahrs, E. (2020). Green areas protection in disadvantaged low mountain ranges using an organic free-range cattle concept in the southern Black Forest as an example (*original title* Grünlandschutz in benachteiligten Mittelgebirgsregionen durch ein Bio-Weiderindkonzept am Beispiel des Südschwarzwaldes). *Berichte über Landwirtschaft*, 98(3): 1–39.
- Schulze, M.**, Spiller, A. & Risius, A. (2019). Food retailers as mediating gatekeepers between farmers and consumers in the supply chain of animal welfare meat – studying retailers’ motives in marketing pasture-based beef. *Food Ethics* 3(1): 41–52.
- Schulze, M.**, Risius A. & Spiller, A. (2018). A public perspective of undercover investigations in animal husbandry – an interaction between agriculture, animal welfare organizations and governmental control (*original title* Heimliche Stallaufnahmen aus gesellschaftlicher Sicht im Wechselspiel zwischen Landwirtschaft, Tierschutzorganisationen und staatlichen Kontrollmechanismen). *German Journal of Agricultural Economics, Special Issue: Future Options for Animal Husbandry in Europe* 67(4): 267–280.

Conference contributions

- Esbjerg, L., Esbjerg, L., Brønd Laursen, K., **Schulze, M.** (2021). Retailers as Drivers of Change? On the Role of Retailers in ongoing Attempts to reorient Markets for Animal Welfare. The 7th Nordic Retail and Wholesale Conference (NRWC), Umeå, Sweden on the 9th – 11th November 2021
- Esbjerg, L., Brønd Laursen, K., **Schulze, M.** (2021). Gatekeepers to animal welfare: On the central role of retailers in the ongoing attempts to reorient markets for farm animal welfare. Contribution to the Interdisciplinary market studies workshop: ‘Flowing Markets’ (IMSW 2021), 02.–04.06.2021, online
- Schulze, M.**, Risius, A. (2019, October). Food retailing as a pioneer for sustainably produced meat products (*original title* Der Lebensmitteleinzelhandel als Wegbereiter nachhaltig erzeugter Fleischwaren). Contribution to the 2nd Animal Welfare Conference: Transformation processes in intensive livestock production systems – what do we want and what do we want to change?, in Goettingen, Germany.
- Schulze, M.**, Risius, A. (2019, September). Personal values and attitudes as predictors of food retailer’s motivations to engage in animal welfare initiatives? Contribution to the Corporate Responsibility Research Conference, Rethinking Value Creation for Sustainability, in Tampere, Finland.
- Schulze, M.**, Risius, A. (2019, March). Goods availability as barrier in the marketing of organic beef – the perspective of the food retailing sector (*original title* Warenverfügbarkeit als Hemmnis in der

Vermarktung von Biorindfleisch – die Perspektive des Lebensmitteleinzelhandels). Contribution to the 15th Conference on Organic Farming – Innovative thinking for a sustainable agricultural and food industry, in Witzenhausen, Germany.

Schulze, M., Risius, A. & Spiller, A. (2019, March). Hidden recordings in livestock stable – societal concerns in a legal grey area: What can we learn from it and are there alternatives to improve animal welfare? (*original title* Heimliche Aufnahmen in landwirtschaftlichen Ställen – Gesellschaftliche Bedenken in einer rechtlichen Grauzone: Was können wir daraus lernen und gibt es Alternativen zur Verbesserung des Tierwohls?). Contribution to the BMBF exam week, Wohlergehen von Tieren – ethische, wissenschaftliche und biologische Perspektiven, in Muenster, Germany.

Contributions to practice-oriented newspapers

Schulze, M., Risius, A. (2021). Consumer viewpoints: Marketing potential of pasture-raised beef from dual-purpose breeds (*original title* Worauf Verbraucher beim Kauf Wert legen: Vermarktungspotential von Weiderindfleisch von Zweinutzungsrassen). *Fleischwirtschaft* 06/2021, 86–87.

Risius, A., **Schulze, M.**, Ohlau, M., Spiller, A. (2021). Beef: Nature conservation and pasturage matter (*original title* Rindfleisch: Naturschutz und Weidegang zählen). *Top Agrar* 05/21, 28–29.

Spiller, A., Jürkenbeck, K., **Schulze, M.**, Zühlsdorf, A. (2021). Less meat, more future (*original title* Weniger Fleisch, mehr Future). In: *Fleischatlas 2021*, Heinrich-Boell-Foundation, printing company Kaufmann, Lahr, Germany.

Consultation by Prof. Achim Spiller und **Maureen Schulze** for article: Food retailing makes the rules (*original title* Der LEH macht die Spielregeln). *Top Agrar*, 03/2019: 126–129.

Schulze, M. & Risius, A. (2019). Organic beef marketing: Perspectives for the food trailing business (*original title* Biorindfleisch-Vermarktung: Perspektiven für den Lebensmitteleinzelhandel). *Lebendige Erde*, 03/2019: 25.

Additional scientific publications

Esbjerg, L., Brønd, K.L. & **Schulze, M.** (2020). Gatekeeper for dyrevelfærd: om detailkædernes centrale rolle for udviklingen af dyrevelfærden i dansk svineproduktion. In: Tove, C., Sandø, S. *Styrkelse Af Grisenes Velfærd Gennem Markedsdrevne Initiativer*, Københavns Universitet, Institut for fødevarer- og ressourceøkonomi: 61–72.

Zühlsdorf, A., Jürkenbeck, K. **Schulze, M.** & Spiller, A. (2021): Politicized Eater: Youth Report on the Future of Sustainable Food (*original title* Politicized Eater: Jugendreport zur Zukunft nachhaltiger Ernährung), Goettingen.