

CURRICULUM VITAE

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Nationality: Norwegian
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Position Research manager and Senior researcher at Ruralis – Institute for Rural and Regional Research, Trondheim

Education

2015 PhD in Sociology, Norwegian University of Science and Technology (NTNU).
2006 Cand.polit. (Master of Arts) in Sociology, NTNU.
2002 Cand.mag. (Bachelor of Arts) in Sociology and Psychology, NTNU.

Employment record

2023 - Research Manager, Ruralis, (previously Centre for Rural Research), Trondheim
2015 - Senior Researcher, Ruralis, Trondheim
2008 - 2015 Researcher, Centre for Rural Research, Trondheim
2008 - 2018 3 periods of maternity leave (24,5 months in total)
2007 - 2015 PhD Research Fellow, Centre for Rural Research/NTNU
2007 - 2008 Executive Officer, County administration in Sør-Trøndelag, Department of agriculture and rural development (project work; 2 months fulltime temporary position and thereafter 20 % regular position)
2006 - 2006 Executive Officer, Centre for Rural Research, Trondheim

Research projects:

- AGRILAND+: Locating and utilizing Norway's lost and underused agricultural land reserves. (2025-2028) Project leader
- Civilsamhället som utvecklingskraft för resilienta, hållbara och attraktiva lokala samhällen [Civil society as a driver for resilient, sustainable and attractive local communities] (2024) Project leader, Norway
- KARBONMAT: Designing sustainable business model (SBM) concepts for carbon sequestration in soils to transform the Norwegian food system (2023-2026) WP leader
- GRASS Ceiling: Gender Equality in Rural and Agricultural Innovation Systems (2023-2025) Internal Project leader
- Lys i gamle hus [Light in abandoned houses] (participatory research) (2022-2025) Internal Project leader
- Cocreated career guidance and career learning for youth in rural areas. Selbu as case (2021-2022) Internal Project leader
- Synagri: Developing synergies between the bioeconomy and regional food systems for a sustainable future. (2021-2024) WP leader
- Susfeed - Sustainable feed production from Norwegian bio-resources for livestock and aquaculture. (2021-2025)

- Climplement: How farmers and agricultural actors can implement effective climate solutions (2020-2022) Project leader
- MAIs – Women farmers in the inner territories (2020-2022) Internal Project leader
- Norwegian Local Communities survey (2020-2021) Project leader
- Local crowdfunding for a low-emission society: Investigating the concept of local climate crowdfunding for Norway (2016-2020) WP leader
- Farm-based day care services for people with dementia: quality development through interdisciplinary collaboration (2016-2020)
- Rural communities: between resilience and depletion (2016-2019) Project leader
- Managing the transition to a “smart” bioeconomy (2015-2019) WP leader
- New pathways to a low carbon society: exploring the beef/dairy system as a “community of interest” (2014-2019) Project leader
- Følgeevaluering av bruk av vertskommune med folkevalgt nemnd i Værnesregionen [Participatory evaluation of intermunicipal cooperation organized as “host municipality with an elected committee” in the region of Værnes] (2013-2015) Project leader
- Utredning – demografi og behov som følge av ny kampflybase [Local demography and needs as a result of the new fighter base] (2012-2013)
- KOM OPP Frøya og Froan. Forprosjekt til arbeidspakke «KOMOPP bolyst». [GET UP, municipalities of Frøya and Froan. Preliminary study of the work package “GET UP – will to stay” (2013)
- Lokalsamfunnsundersøkelsen [Local Community Survey] (2011-2015)
- God og lagringsstabil ensilasje til hest for auka verdiskaping og betre helse [Good and storage-stable ensilage for horses for increased value creation and better health] (2010-2013)
- The second home phenomenon and new rural conflicts. Implications for policies for a rural “part-time” repopulation (2007-2012)
- “Trondheimsmodellen”. Gården som ressurs for små og store i byen [«The Trondheim model». The farm as a resource for people in the city] (2009)
- Innlegg regionalmelding KRD [Contribution – White paper: Local growth and hope for the future] (2008)

Publications:

Journal articles and book chapters

- Farstad, M., R.M. Sivertsvik and M. Gustavsson (2026) From food producers to CEOs and everything in between: Women's diverse entrepreneurial orientations and identities in food entrepreneurship in rural Norway. *Journal of Rural Studies* 127, doi 10.1016/j.jrurstud.2026.104350
- Farstad, M., M. Forbord and L. Klerkx (2025) A blessing in disguise: Advisers' experiences with promoting climate change mitigation among Norwegian farmers. *The Journal of Agricultural Education and Extension* 31, pp. 46-70
- Farstad, M., P.P. Otte and E. Palmer (2024) Socio-cultural conditions for social acceptance of bioeconomy transitions: the case of Norway. *Environment, Development and Sustainability* 26, pp. 18559-18574
- Melås, A., M. Farstad and S. Frisvoll (2023) Rural youth – quality of life, civil participation, and outlooks for a rural future. In Johansen, P.H., A. Tietjen, E.B. Iversen, H.L. Lolle and J.K. Fisker (eds.) *Rural quality of life*, pp. 258-273. Manchester University Press, Manchester
- Farstad, M., A.M. Melås and L. Klerkx (2022) Climate considerations aside: What really matters for farmers in their implementation of climate mitigation measures. *Journal of Rural Studies* 96, pp. 259-269

- Farstad, M. and R.M.B. Hårstad (2022) Crowdfunding of GHG mitigation measures in agriculture: A feasible contribution to global climate challenges? Socio-cultural constraints and enablers in Norway. *Geografisk Tidsskrift-Danish Journal of Geography* 122, pp. 117-128
- Gustavsson, M. and M. Farstad (2022) Feminist and gender research in Norwegian farming and forestry (landbruk) contexts: Past and future directions. *Norsk Geografisk Tidsskrift-Norwegian Journal of Geography* 76, pp. 286-299
- Farstad, M., B. Logstein, M.S. Haugen and D. O’connor (2021): Farm-based day care on the market: The case of dementia care services in Norway. *Journal of Rural Studies* 82, pp. 130-137
- Farstad, M. and P.P. Otte (2021): A full package of gains? Lay perspectives on a bioeconomic transition in Norway. *International Journal of Sustainable Society* 13, pp. 73-89
- Farstad, M. and A. Zahl-Thanem (2021): Social transparency in rural areas in Norway: Promoting or restraining the desire to stay? *European Countryside* 13, pp. 550-564
- Farstad, M., H. Vinge and E.P. Stræte (2020): Locked-in or ready for climate mitigation? Agri-food networks as structures for dairy-beef farming. *Agriculture and Human Values* 38, pp. 29-41
- Burton, R.J.F. and M. Farstad (2020): Cultural lock-in and mitigating greenhouse gas emissions: The case of dairy/beef farmers in Norway. *Sociologia Ruralis* 60, pp. 20-39
- Farstad, M., P. Otte and M. Thorseth (2020): Bioøkonomien i møte med samfunnet – empiriske funn og etiske refleksjoner [The bioeconomy meeting the society – empirical results and ethical reflections]. I Burton, R., M. Forbord, M.-B. Ellingsen and E.M. Fuglestad (eds.): *Etter oljen: Vår bioøkonomiske fremtid* [After the oil: our bioeconomic future], pp. 67-82. Cappelen Damm Akademisk, Oslo
- Palmer, E. and M. Farstad (2020): It’s not just counting the women: Gender diversity and systems engineering. *INCOSE International Symposium* 30, pp. 1280-1290
- Farstad, M. (2018): The moral dilemma of second-home owners’ position in the host community. Hall, C.M. and D.K. Müller (eds.): *The Routledge handbook of second home tourism and mobilities*, pp. 258-266. Routledge, London
- Farstad, M. (2016): Relasjonelle kvaliteter i bygd og by: Stereotypiene møter innbyggernes erfaringer [Community qualities in rural and urban areas: Stereotypes encountering local residents’ experiences]. Villa, M. and M.S. Haugen (eds.): *Lokalsamfunn*, pp. 260-282. Cappelen Damm Akademisk, Oslo
- Farstad, M. (2016): Worthy of recognition? How second home owners understand their own group’s moral worth in rural host communities. *Sociologia Ruralis* 56, pp. 408-426
- Farstad, M. (2013): Local residents’ valuation of second home owners’ presence in a sparsely inhabited area. *Scandinavian Journal of Hospitality and Tourism* 13, pp. 317-331
- Farstad, M. and J.F. Rye (2013): Second home owners, locals and their perspectives on rural development. *Journal of Rural Studies* 30, pp. 41-51
- Farstad, M. (2011): Rural residents’ opinions about second home owners’ pursuit of own interests in the host community. *Norsk Geografisk Tidsskrift – Norwegian Journal of Geography* 65, pp. 165-174
- Rye, J.F. and M. Farstad (2011): Idyll i hyttebygda? Lokalbefolkningens perspektiver [Idyllic atmosphere in rural second home host communities? Locals’ perspectives]. Haugen, M.S. and E.P. Stræte (eds.): *Rurale brytninger*, pp. 141-160. Tapir Akademisk Forlag, Trondheim
- Vik, J. and M. Farstad (2009): Green care governance: between market, policy and intersecting social worlds. *Journal of Health Organization and Management* 23, pp. 539-553

- Farstad, M. and R. Heggem (2008): Like barn leker best? Om mannlige bønders holdninger til kvinner i landbruket [Birds of a feather flock together? On male farmers' attitudes towards women in agriculture]. Almås, R., M.S. Haugen, J.F. Rye and M. Villa (eds.): *Den nye bygda*, pp. 85-102. Tapir Akademisk Forlag, Trondheim

Other selected publications

- Ruud, T. and M. Farstad (2025) Hvordan fremme gjenbruk av ubrukte bygninger? Analyse av lokale satsinger knyttet til det nasjonale prosjektet Lys i gamle hus [How to promote the reuse of unused buildings? Analysis of local initiatives related to the national project Light in abandoned houses]. R-4/2025. Ruralis – Institutt for rural- og regionalforskning, Trondheim
- Farstad, M. and M.U. Remøy (2024) Forbrukerholdninger relatert til utvikling av mer bærekraftige verdikjeder for fôr [Consumer attitudes related to the development of more sustainable feed value chains]. R-8/2023. Ruralis – Institutt for rural- og regionalforskning, Trondheim
- Forbord, M. and M. Farstad (Eds.), J. Brobakk, R. Burton, L. Kokemohr, B. Logstein, A.M. Melås, Klaus Mittenzwei and P.P. Otte (2022) Tilrettelegging for reduserte klimagassutslipp på norske gårder. Et ressurshefte med funn fra forskningsprosjektet Climplement [Organizing for reduced climate gas emissions on Norwegian farms. Instruction booklet based on results from the Climplement research project]. R-13/22. Ruralis – Institutt for rural- og regionalforskning, Trondheim
- Farstad, M. and A.M. Melås (2022) Funn fra en kvalitativ studie om bønders gjennomføring av klimatiltak [Findings from a qualitative study on farmers' implementation of climate mitigation measures]. R-7/22. Ruralis – Institutt for rural- og regionalforskning, Trondheim
- Buland, T.H., R.M. Sivertsvik and M. Farstad (2022) Hvordan fremme en samskapt karriereveiledning i distriktskommuner? Med Selbu som case [How to promote cocreated career guidance in rural areas? With Selbu as case]. R-9/22. Ruralis – Institutt for rural- og regionalforskning, Trondheim
- Zahl-Thanem, A., M. Farstad og A. Blekesaune (2021) Lokalsamfunnsundersøkelsen 2021. Dokumentasjonsrapport med frekvenser [The Norwegian Local Communities Survey 2021. Documentation report with frequencies]. R-8/21. Ruralis – Institutt for rural- og regionalforskning, Trondheim
- Otte, P.P. (red.), N. Mæhle, S. Hansen, M. Farstad, O. Soldal, P.E. Stoknes og C. Banet (2021): Coolcrowd – en veiledning for lokal folkefinansiering av klimatiltak i landbruket [Coolcrowd – a road map for local crowdfunding of climate mitigation measures in agriculture]. R-2/2021. Ruralis – Institutt for rural- og regionalforskning, Trondheim
- Farstad, M. (2015): Hytteeierne og bygda. Interesser, moral og vern om lokale ressurser. Doktoravhandling [Second home owners and the countryside. Interests, morality and protection of local resources. PhD dissertation]. NTNU, Trondheim
- Farstad, M. and A. Gjertsen (2015): Bruk av styringsløsningen vertskommune med felles folkevalgt nemnd i Værnesregionen. Følgeevalueringens sluttrapport. [Intermunicipal collaboration based on the "Host municipality with shared democratic committee" model in the region of Værnes. Final report]. R-02/15. Norsk senter for bygdeforskning, Trondheim
- Rønning, L. and M. Farstad (2014): Bruk av styringsløsningen vertskommune med felles folkevalgt nemnd i Værnesregionen. Med innbyggerne i fokus. Delrapport 2 [Intermunicipal collaboration based on the "Host municipality with shared democratic committee" model in the region of Værnes. Consequences for the inhabitants. Interim report 2]. R-09/14. Norsk senter for bygdeforskning, Trondheim
- Heggem, R., M. Farstad and B.E. Flø (2014): Når postnummeret har betydning for overvekt [When the postal code is significant to overweight]. *Tidsskrift for Den norske legeforening* 134, p. 1585-1586

- Farstad, M., L. Rønning and S. Frisvoll (2014): Bruk av styringsløsningen vertskommune med felles folkevalgt nemnd i Værnesregionen. Administrativ og faglig styring. Delrapport 1 [Intermunicipal collaboration based on the “Host municipality with shared democratic committee” model in the region of Værnes. Administrative and professional government. Interim report 1]. R-05/14. Norsk senter for bygdeforskning, Trondheim
- Frisvoll, S., M. Farstad, B.E. Flø, O. Storstad and J. Vik (2014): Kommunefloka – skjer det noe uten tvang? [The municipality complication – will anything happen without coercion?] *Plan* 02/2014, pp. 10-15
- Vik, J. and M. Farstad (2012): Hest, hestehold og føring: Status for hesteholdet i Norge. Kommentert frekvensrapport [Horses, horse-husbandry and feeding: State of affairs for the horse-husbandry in Norway. Commented frequency report]. R-2/2012. Norsk senter for bygdeforskning, Trondheim
- Rye, J.F. and M. Farstad (2010): *Bygdefolks syn på hytte-boomen. Delresultater fra undersøkelsen By, bygd og fritidsboliger 2008* [Rural residents’ views on the second home boom. Some results from the survey City, countryside and second homes 2008. N-04/10. Norsk senter for bygdeforskning, Trondheim
- Farstad, M. and R. Almås (2009): Fra økt konfliktpotensial til vinn/vinn: Hvordan kan bygdefolk flest tjene på fritidsboligbrukernes tilstedeværelse i bostedskommunen? [From conflict potential to win/win: How could rural residents in general benefit from second home owners’ presence in their municipality of residence.] *Utmark* 01/09, <http://www.utmark.org>
- Farstad, M., J.F. Rye and R. Almås (2009): *By, bygd og fritidsboliger 2008. Kommentert frekvensrapport* [City, countryside and second homes 2008]. R-10/09. Norsk senter for bygdeforskning, Trondheim
- Farstad, M. and J. Vik (2009): *Trondheimsmodellen for Inn på tunet* [The Trondheim model for green care]. N-03/09. Norsk senter for bygdeforskning, Trondheim
- Farstad, M., J.F. Rye and R. Almås (2008): *Fritidsboligfenomenet i Norge. Fagnotat om utvikling i bruk av fritidsboliger, utarbeidet på oppdrag fra Kommunal- og regionaldepartementet* [The second home phenomenon in Norway. Report on development in use of second homes]. N-11/08. Norsk senter for bygdeforskning, Trondheim.
- Farstad, M. (2006): *Opplevelsesbasert næringsvirksomhet og forbruk – en begrepsliggjøring* [Experience-based business development and consumption – a conceptualisation]. N-10/06. Norsk senter for bygdeforskning, Trondheim
- Farstad, M. (2006): *Stolthet tross fordom – en studie av bønders yrkesstolthet* [Pride despite prejudice – a study on farmers’ professional pride]. R-05/06. Norsk senter for bygdeforskning, Trondheim

Conference papers

- Farstad, M., R.M.B. Hårstad and I. Hugøy (2026): Farmer perspectives on carbon credit trading systems as a financial tool in Norwegian agriculture. Paper presented at The 7th Nordic Conference for Rural Research (Nordic Ruralities), 19.-21. May, Joensuu, Finland
- Farstad, M. and R. Helliwell (2024): Exploring the consequences of the developing bioeconomy for food system actors of various size and the dynamics between them. Paper presented at The 6th Nordic Conference for Rural Research (Nordic Ruralities), 03.-05. Desember, Kiruna, Sverige
- Palmer, E. and M. Farstad (2020): It’s not just counting the women. Paper presented at INCOSE International Workshop 2020, 25.-28. January, Torrance, CA, USA
- Farstad, M. and P. Otte (2019): Socio-cultural conditions enabling social acceptance of a bioeconomic transition: Norway as case. Paper presented at XXVIII European Society for Rural Sociology Congress, 25.-28. June, Trondheim, Norway.

- Farstad, M., E.P. Stræte and H. Vinge (2017): Resistance against effective solutions – and consequently limited scope for significant change towards a low-carbon transition within the beef/dairy supply chain. Paper presented at HopefulNESS – The 13th Nordic Environmental Social Science Conference, 06.-08. June, Tampere, Finland
- Farstad, M. and P. Otte (2017): What makes the bioeconomy attractive for the general public in Norway? The importance of perceived consumer benefits from naturalness over global environmental concerns. Paper presented at HopefulNESS – The 13th Nordic Environmental Social Science Conference, 06.-08. June, Tampere, Finland
- Farstad, M. and R. Burton (2016): Where good farming is less farming: The dominant lifestyle goals of Norway's dairy/beef farmers. Paper presented at XIV World Congress of Rural Sociology, 10.-14. August, Toronto, Canada
- Farstad, M. and R. Heggem (2016): Public acceptability of bioeconomic development in Norway. Paper presented at XIV World Congress of Rural Sociology, 10.-14. August 2016, Toronto, Canada
- Farstad, M. and B. Logstein (2016): The (in)significance of local schools to community qualities in rural areas. Paper presented at 4th Nordic Conference for Rural Research, 22.-24. May, Akureyri, Iceland
- Farstad, M. (2015): Why farmers farm the way they farm. Paper presented at XXVI European Society for Rural Sociology Congress, 18.-21. August 2015, Aberdeen, Scotland
- Farstad, M. (2014): "Everyone knows everyone else" – promotional or restraining for the wish to stay in rural communities? Paper presented at the 3rd Nordic Conference for Rural Research, 08.-10. September 2014, Trondheim, Norway
- Farstad, M. (2012): Local residents' valuation of second home owners' presence in a sparsely inhabited area. Paper presented at XIII World Congress of Rural Sociology, 29. July - 04. August 2012, Lisbon, Portugal
- Farstad, M. (2010): Regard versus demand: second home owners' opinions about their own position in the host community. Paper presented at The 19th Nordic Symposium in Tourism and Hospitality Research, 22.-25. September 2010, Akureyri, Iceland
- Farstad, M. (2009): Happy together or better apart? Different valuations of second home-tourists' social involvement in the host community. Paper presented at The XXIII European Society for Rural Sociology Congress, 17.-21. August 2009, Vaasa, Finland

Other relevant experience

2018 - :	Member of the scientific committee for Nordic Conference for Rural Research
2022-2023:	Staff representative of the board of Ruralis
2019-2022:	Thematic leader on Community issues at Ruralis
2024:	External examiner in energy, environment and society (master thesis) at University of Stavanger, Norway
2023:	Member of assessment committee at The Norwegian Research Council regarding proposal to Regionalt Forskningsfond ARKTIS
2023:	Eksternal examiner in sociology (master thesis) at NTNU, Trondheim
2022:	External examiner in energy, environment and society (master thesis) at University of Stavanger, Norway
2021:	External examiner in energy, environment and society (master thesis) at University of Stavanger, Norway
2019:	Member of judging committee evaluating candidate for Senior researcher position, Center for Regional- & Turismeforskning, Denmark
2019:	External examiner in sociology (bachelor examination papers) at NTNU, Trondheim
2015-2017:	Co-supervisor for 2 master students, Department of Sociology and Political science and Department of Geography respectively, NTNU, Trondheim
2016:	External examiner in sociology (bachelor theses) at NTNU, Trondheim

- 2009-2015: Board Member (Leader 2014-2015) of the Researchers' Union (Forskerforbundet)
Local at Centre for Rural Research, Norway
- 2014: Member of the scientific committee and the local committee for the 3rd Nordic
Conference for Rural Research, Trondheim, Norway, September 2014.
- 2013: Participation at Network seminar on nature based tourism, 11.-12. March, Trondheim
- 2012-2026: Reviewer for Journal of Rural Studies, Sociologia Ruralis, Scandinavian Journal of
Hospitality and tourism, European Countryside, Agriculture and Human Values,
International Journal of Sustainable Society, Agricultural Systems, Norwegian
Journal of Geography (20 papers in total)
- 2011: External examiner in media studies (master thesis) at University of Bergen, Bergen