

JEFFREY ANDREW HOELLE

Curriculum Vitae (08/2017)

Department of Anthropology
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ACADEMIC APPOINTMENTS

- 2017- Associate Professor, Department of Anthropology,
University of California, Santa Barbara
- Faculty Affiliate, Department of Geography, Environmental Studies Program,
Latin American and Iberian Studies, Interdepartmental PhD Emphasis in
Environment and Society, Environmental Humanities Initiative
- 2012- 2017 Assistant Professor, Department of Anthropology,
University of California, Santa Barbara
- 2011- 2012 Adjunct Assistant Professor, Department of Anthropology
University of Colorado at Boulder

EDUCATION

- 2011 Ph.D., Anthropology, University of Florida
- 2005 M.A., Latin American Studies, University of Texas at Austin
- 1999 B.A., Psychology and Spanish, Southwestern University

PUBLICATIONS

Books

- 2015 *Rainforest Cowboys: The Rise of Ranching and Cattle Culture in Western Amazonia*. University of Texas Press.

Reviewed in: *American Ethnologist*, *Current Anthropology*, *Journal of Latin American and Caribbean Anthropology*, *Journal of Latin American Geography*, *Journal of Latin American Studies*, *Etudes Rurales*, *Choice*, *Agricultural History*

Journal Articles

- 2017 Jungle Beef: Consumption, Production and Destruction, and the Development Process in the Brazilian Amazon. *Journal of Political Ecology* 24: 743-762
- 2014 Cattle Culture in the Brazilian Amazon. *Human Organization* 73(4): 363–374.
- 2012 Black Hats and Smooth Hands: Social Class, Environmentalism, and Work among the Ranchers of Acre, Brazil. *Anthropology of Work Review* 33(2): 60-72.
re-printed in *Open Anthropology* 3(1), “Hello Anthropocene: Climate Change and Anthropology” (2015)
- 2011 Convergence on Cattle: Political Ecology, Social Group Perceptions, and Socioeconomic Relationships in Acre, Brazil. *Culture, Agriculture, Food and Environment* 33(2): 95-106.

Co-authored Journal Articles

- Forthcoming* From Contested to 'Green' Frontiers in the Amazon? A Long-Term Analysis of São Félix do Xingu, Brazil. *The Journal of Peasant Studies*. Schmink, M., J. Hoelle, C.V. Gomes, & G. Thaler.
- 2017 Tenure diversity and dependent causation in the effects of regional integration on land use: evaluating the evolutionary theory of land rights in Acre, Brazil. Perz, S., J. Hoelle, V. Passos, L. Carvalho, J. Cortes, F. Leite, K. Rocha, & G. Barnes. *Journal of Land Use Science* 12(4).
- 2015 Trans-Boundary Infrastructure and Changes in Rural Livelihood Diversity in the Southwestern Amazon: Resilience and Inequality. Perz, S., F. Leite, L. Griffin, J. Hoelle, M. Rosero, L. Carvalho, J. Castillo, & D. Rojas. *Sustainability* 7(9): 12807-12836.
- 2014 Trans-boundary Infrastructure, Access Connectivity, and Household Land Use in a Tri-national Frontier in the Southwestern Amazon. Perz, S., A. Chavez, R. Cossio, J. Hoelle, F. Leite, K. Rocha, R. Rojas, A. Shenkin, L. Carvalho, J. Castillo & D. Cespedes. *Journal of Land Use Science* ahead-of-print: 1-27.
- 2012 Regional Integration and Local Change: Road Paving, Community Connectivity, and Social–Ecological Resilience in a Tri-National Frontier, Southwestern Amazonia. Perz, S., L. Cabrera, L. Carvalho, J. Castillo, R. Chacacanta, R. Cossio, Y. Solano, J. Hoelle, L. Perales, I. Puerta, D. Cespedes, I. Camacho, & A. Silva. Regional Integration and. *Regional Environmental Change* 12: 35-53.

Book Chapters

- 2014 Forest Citizenship in Acre, Brazil. Schmink, M. A. Duchelle, J. Hoelle, F. Leite, M. Vinício d'Oliveira, J. Vadjunec, J. Valentim, & R. Wallace. *In Forest Under Pressure: Local Responses to Global Issues*, Katila, P., Galloway, G., de Jong, W., Pacheco, P., & Mery, G. (eds.). IUFRO-SFE World Series Volume 32: 31-47.

Popular Articles

- 2016 Gold Glimmers in the Amazon. *Sapiens*. Jeffrey Hoelle, Michael Klingler, and Peter Richards. (December 13, 2016)
- Brazil's thriving soy industry threatens its forests and global climate targets. *The Conversation*. Peter Richards and Jeffrey Hoelle. (April 17, 2016)

Book Reviews

- 2017 *Conjuring Property: Speculation and Environmental Futures in the Brazilian Amazon*. Jeremy M. Campbell. *American Ethnologist* 44(2): 367-368.

Reports

- 2014 The "New Amazonian Frontier" and Environmental Governance in São Felix do Xingu, Brazil. M. Schmink, J. Hoelle, C. Gomes, G. Thaler & C. Wood. Unpublished Policy Report for the Gordon and Betty Moore Foundation.

AWARDS AND HONORS

- 2016 Brazil Section Book Prize
Latin American Studies Association, Brazil Section
- 2011 Eric Wolf Student Paper Prize
American Anthropological Association, Society for the Anthropology of Work
- 2010 Robert M. Netting Best Student Paper Award
American Anthropological Association, Culture and Agriculture section

GRANTS AND FELLOWSHIPS

Faculty

- 2017 UCSB Academic Senate, "Cultural Values and Deforestation in the Brazilian Amazon." (\$6,000)
- 2016 UCSB Academic Senate, "Social Theory and Environmental Degradation and the Anthropology of the Familiar." (\$3,200)

- 2014 Hellman Family Faculty Fellowship, “A Cross-Cultural Comparison of Cattle Production and Beef Consumption in Brazil, India, and the United States.” (\$14,100)
- 2013 Gordon and Betty Moore Foundation, “São Felix do Xingu: A Municipality in Transformation.” PI of grant with Marianne Schmink, Charles H. Wood and Carlos Valério Gomes. (\$44,000)
- UCSB Academic Senate, “Cattle Raising, Cowboy Culture, and Environmental Sustainability in the Brazilian Amazon.” (\$5,000)
- UCSB Institute for Social Behavioral and Economic Research (ISBER) Social Science Research Grants Program (SSRGP), “Anthropology of Isla Vista.” (\$1,000)

Graduate Student

- 2009 U.S. Department of State Fulbright Grant
Fulbright-Hays Doctoral Dissertation Research Abroad Fellowship (declined)

University of Florida

- 2010 Latin American Studies Doctoral Teaching Award
2006-2009 Grinter Fellowship, Department of Anthropology
2007-2008 Foreign Language Area Study (FLAS) Fellowship (Brazilian Portuguese)
2008 Doughty Research Award for Applied Research, Department of Anthropology
2007 Summer Research Grant, Working Forests in the Tropics Program

University of Texas at Austin

- 2004 Liberal Arts Graduate Fellowship
2004 International Education Fee Scholarship
2003 FLAS Fellowship (Ngäbere language study in Panama)

PRESENTATIONS

Invited Talks

- 2016 “The City, the Forest, and the *Contri*: Perceptions of Nature in Amazonian Frontiers.” Yale Agrarian Studies Colloquium. New Haven, Connecticut. February 26, 2016.
- “Cattle Culture and Deforestation in the Brazilian Amazon.” Brown University Institute at Brown for Environment and Society (IBES) and the Brazil Initiative. Providence, Rhode Island. February 24, 2016.

- 2015 “Land use, Deforestation, and Cowboy Culture in the Brazilian Amazon.” San Diego State University Geography Colloquium. San Diego, California. December 11, 2015.
- “Rainforest Cowboys: Ranching, Deforestation and Cattle Culture in the Brazilian Amazon.” University of California- San Diego Center for Iberian & Latin American Studies. La Jolla, California. December 10, 2015.
- “Seeing like a Deforester: Culture and Land Use in the Brazilian Amazon.” University of California- Santa Cruz Environmental Studies Seminar Series. Santa Cruz, California. November 2, 2015.
- “Deforestation and Cattle Culture in the Brazilian Amazon.” University of California- Berkeley Geography Colloquium. Berkeley, California. October 14, 2015.
- “Rainforest Cowboys: The Rise of Ranching and Cattle Culture in the Brazilian Amazon.” University of Florida Latin American Studies. Gainesville, Florida. October 9, 2015.
- “Rainforest Cowboys: The Rise of Ranching and Cattle Culture in the Brazilian Amazon.” Southwestern University. Georgetown, Texas. September 22, 2015.
- “Rainforest Cowboys: The Rise of Ranching and Cattle Culture in the Brazilian Amazon.” University of Texas- San Antonio Anthropology Fall Lecture Series. San Antonio, Texas. September 21, 2015.
- “Deforestation and Cattle Culture in the Amazon.” University of Texas at Austin Geography Colloquium. Austin, Texas. September 18, 2015.
- “Rainforest Cowboys: The Rise of Ranching and Cattle Culture in Western Amazonia.” Angelo State University Book Lecture. San Angelo, Texas. September 14, 2015.
- “Meat, Demand, and Development.” National Center for Ecological Analysis and Synthesis (NCEAS) Roundtable. Santa Barbara, California. April 29, 2015.
- “Environmental Governance and the New Amazonian Frontier in São Felix do Xingu, Brazil.” Presentation of policy report for The Gordon and Betty Moore Foundation. Palo Alto, California. January 8, 2015. (with Marianne Schmink and Carlos Valério Gomes)
- 2014 “São Felix do Xingu: Transforming Land Use.” Presentation of Research Proposal for The Gordon and Betty Moore Foundation. Palo Alto, California. January 13, 2014. (with Marianne Schmink)
- “A Governança e Uso da Terra no São Felix do Xingu , Para.” [Governance and land use in São Felix do Xingu , Para] Graduate course “Analysis of

Socioenvironmental Problems in Amazonia.” Museu Paraense Emilio Goeldi. Belem, Para, Brazil. August 4, 2014. (with Marianne Schmink)

Academic Conferences

- 2016 “In the Gold Mines of Amazonia.” American Anthropological Association Annual Meeting. Minneapolis, Minnesota. November 18, 2016
- 2015 “Seeing like an Amazonian Deforester.” Society of Ethnobiology Annual Conference. Santa Barbara, California. May 6, 2015. (Presenter and session chair)
- “Meat as Development: Political, Economic, and Cultural Dimensions of Meat Demand in Emerging Countries” Association of American Geographers Annual Meeting. Chicago, Illinois. April 21, 2015. (Presenter, organizer, and chair of panel)
- 2013 “What's the Beef? Symbol, Sustenance, and the Hamburger Connection in the Western Amazon.” American Anthropological Association Annual Meeting, Chicago, Illinois. November 23, 2013.
- “Humans in the Landscape: Empirical Approaches to Landscape Change.” American Anthropological Association Annual Meeting, Chicago, Illinois. November 21, 2013. (Discussant)
- “Ranching in the Rainforest: Policies and Pasture Formation among Three Groups in the Western Brazilian Amazon.” 73rd Annual Society for Applied Anthropology Conference. Denver, Colorado. March 19-23, 2013.
- 2012 “Cattle Culture, Florestania, and Perceptions of the Landscape in Acre, Brazil.” American Anthropological Association Annual Meeting. San Francisco, California. November 13-18, 2012.
- “The Expansion of Ranching and Cattle Culture in Acre, Brazil.” Session: “Developing the Amazon: Local Responses to Global Demands” 72nd Annual Society for Applied Anthropology Conference, Baltimore, Maryland. March, 27-31, 2012. (session co-chair with Nick Kawa)
- 2010 “Social Group Consensus on Cattle Culture in Acre, Brazil.” Society for Amazonian and Andean Studies 2nd Biennial Conference. Gainesville, Florida. 5-6 November, 2010.
- “Cattle Culture in Africa and the Amazon.” (poster) Bridging Conservation and Development in Latin American and Africa: Changing Contexts, Changing Strategies, 59th Annual Center for Latin American Studies Conference, University of Florida, Gainesville, Florida. January 27-30, 2010.
- 2009 “Grupos Sociais e a Pecuária no Acre: Prática, Valores e Identidade” [Social Groups and Cattle Raising in Acre: Practice, Values and Identity] (poster)

University of Florida & Federal University of Acre 7th Annual Cooperation Seminar, Federal University of Acre, Rio Branco, Brazil. July 2-3, 2009.

2008 “Life Histories of Cattle in the Western Amazon.” Society for Amazonian and Andean Studies 1st Biennial Conference, Boca Raton, Florida. September 19-20, 2008.

“Cultural Perspectives on Cattle Ranching in the Western Amazon.” South Eastern Council of Latin American Studies 55th Annual Conference, Tampa, Florida. April 17-19, 2008.

“Cattle Ranching in the Land of the Rubber Tapper: Social Group Perspectives in Acre, Brazil.” Institute of Latin American Studies Student Association (ILASSA) 28th Annual Student Conference on Latin America, UT-Austin, Austin, Texas. February 7-9, 2008.

2007 “Cultura, Pecuária e Uso da Terra no Acre.” [Culture, Cattle Raising, and Land Use in Acre], (poster) University of Florida & Federal University of Acre 5th Annual Cooperation Seminar, Federal University of Acre, Rio Branco, Brazil. July 5-6, 2007.

“Power and the People: The Role of NGOs in the Contestation of a Hydroelectric Project in Bocas del Toro, Panama.” Session: “Between Insecurities and Solutions: NGO and Social Movement Practices in Latin America and the Caribbean, Part I,” 67th Annual Society for Applied Anthropology Conference, Tampa, Florida. March 28-31, 2007.

2005 “The Legacy of the Civilian/ Military Social Cleavage in Panamanian Politics.” Institute of Latin American Studies Student Association (ILASSA) 25th Annual Student Conference on Latin America, UT-Austin, Austin, Texas. February 10-12, 2005.

UCSB Campus Talks

2016 “Forest, Weeds, and Hair: Nature, Culture, and the Management of ‘Covers’ in Amazonia.” UCSB Thinkspatial Brownbag. October 11, 2016

2015 “Taking Stock of the Anthropocene: An Interdisciplinary Roundtable with UCSB Scholars.” UCSB Interdisciplinary Humanities Center Series: The Anthropocene: Views from the Humanities. Santa Barbara, California. May 28, 2015.

“Depilation and Deforestation: Controlling Nature in the Amazon.” UCSB Interdisciplinary Humanities Center Series: The Anthropocene: Views from the Humanities. Santa Barbara, California. April 9, 2016

Public Lectures

2016 “Cowboys of the Amazon.” Santa Barbara County Archeological Society. Santa Barbara, California. May 2, 2016.

- 2015 “Rainforest Cowboys: the Rise of Ranching and Cattle Culture in Western Amazonia.” San Angelo Stephens Public Library. San Angelo, Texas. September 17, 2015.
- “The Amazon” Holliman, Fort Concho & Santa Rita Elementary Schools. San Angelo, Texas. September 15 & 16, 2015.
- “Rainforest Cowboys: the Rise of Ranching and Cattle Culture in Western Amazonia.” Rotary Club of San Angelo. San Angelo, Texas. September 11, 2015.

TEACHING EXPERIENCE

Graduate

Political Ecology
Issues in Contemporary Anthropology
Research Methods in Cultural Anthropology
Research Seminar in Cultural Anthropology

Undergraduate

Introductory Cultural Anthropology
Environmental Anthropology
Language, Culture, and Place
Gauchos, Cowboys & Indians

GRADUATE STUDENTS SUPERVISED (all in progress)

Pablo Sepulveda (Ph.D. chair)
Ingrid Feeney (Ph.D. chair)
Barbara Quimby (Ph.D. committee member)
James Johnson (Ph.D. committee member)
Jonathan Malandine (Ph.D. committee member)
Matthew Richert (M.A. committee member)
Toni Gonzales (M.A. committee member)

PROFESSIONAL AFFILIATIONS

American Anthropological Association
 Anthropology and the Environment Section; Culture and Agriculture
 Society for the Anthropology of Work; Society for Economic Anthropology
American Association of Geographers
Latin American Studies Association
 Brazil Section

SERVICE

Manuscript Review

Current Anthropology; Global Environmental Change; Human Organization;
Current Opinion in Environmental Sustainability; Journal of Political Ecology;
Culture, Agriculture, Food and Environment; Journal of Cultural Geography;
Journal of Latin American and Caribbean Anthropology; Journal of Latin
American Studies

Proposal Review

NASA Land Cover and Land Use Change Program

Prize Committee

Culture and Agriculture Robert M. Netting Student Paper Award;
Society for the Anthropology of Work Eric Wolf Student Paper Award;
Brazil Section of the Latin American Studies Association Book Prize.

Other

Column Editor, Society for the Anthropology of Work, Anthropology News,
2011-2012

Campus and Departmental Service

2015- Advisory Board, North Campus Open Space Committee
Advisory Board, Environmental Humanities Initiative
Advisory Board, Interdepartmental PhD Emphasis in Environment & Society
Undergraduate Committee, Department of Anthropology
2012- Website Policy Committee, Department of Anthropology
Colloquium Committee (Graduate Proseminar), Department of Anthropology
2012- 2014 Graduate Committee, Department of Anthropology

LANGUAGES

Portuguese and Spanish; basic Ngäbere