

JEFFREY ANDREW HOELLE

Curriculum Vitae (11/2023)

Department of Anthropology
University of California
Santa Barbara, CA 93106-3210

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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 Program
- 2022-2024 Co-Lead Scholar (w/ C.V.A. Gomes, Fed. Univ. Para, Brazil)
Fulbright Amazonia Initiative
- 2021-2022 Honorary Research Associate, School of Geography and Environment
Academic Visitor, Latin American Centre and Brazilian Studies Programme
Oxford University, U.K.
- 2012-2017 Assistant Professor, Department of Anthropology,
University of California, Santa Barbara

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

Caubóis da Floresta: O Crescimento da Pecuária e a Cultura de Gado na Amazônia Brasileira.
EDUFAC- Editoria da Universidade Federal do Acre (Brazil), 2021. (Portuguese-language translation of
Rainforest Cowboys)

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

Journal Articles

Greenleaf, M, **Hoelle, J.**, Medeiros, M & Tavares, D. Forest Policy and Governance Innovation at the Subnational Scale: Insights from Acre, Brazil's System of Incentives for Environmental Services. *Conservation & Society*. Accepted for publication.

Hoelle, J., Gould, R.K., Tuaro, A. (2021) Beyond “desirable” values: Expanding relational values research to reflect the diversity of human-nature relationships. *People and Nature*. DOI: [10.1002/pan3.10316](https://doi.org/10.1002/pan3.10316)

le Polain de Waroux, Y, Garrett, R.D., Chapman, M, Friis, C., **Hoelle, J.**, Hodel, L., Hopping, K.A, Zaehring, J.G. (2021) The role of culture in land system science, *Journal of Land Use Science*, DOI: [10.1080/1747423X.2021.1950229](https://doi.org/10.1080/1747423X.2021.1950229)

Hoelle, J. & N.C. Kawa. (2021) Placing the *Anthropos* in Anthropocene, *Annals of the American Association of Geographers*, 111 (3), pp. 655-662, DOI: [10.1080/24694452.2020.1842171](https://doi.org/10.1080/24694452.2020.1842171)

Wade, M. & **J. Hoelle**. (2020) A review of edible insect industrialization: Scales of production and implications for sustainability. *Environmental Research Letters*, 15 (12).

Hoelle, J. A Chegada da Cultura Caubói no Acre, Brasil. (2020) *Caderno de Geografia*, 30 (3), pp. 461-483.

Schmink, M., **Hoelle, J.**, Gomes, C.V. & Thaler, G. (2018) From Contested to 'Green' Frontiers in the Amazon? A Long-term Analysis of São Felix do Xingu, Brazil. *Journal of Peasant Studies*, 44, pp. 1-23.

Hoelle, J. (2018) Quantifying Cultural Values Associated with Deforestation in the Brazilian Amazon. *Journal of Land Use Science*, 13 (1), pp. 1-16.

Hoelle, J. (2017) Jungle Beef: Consumption, Production and Destruction, and the Development Process in the Brazilian Amazon. *Journal of Political Ecology*, 24, pp.743-762.

Perz, S., **Hoelle, J.**, Passos, V., Carvalho, L., Cortes, J., Leite, F., Rocha, K., Barnes, G. (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. *Journal of Land Use Science*, 12 (4), pp. 231-251.

Hoelle, J. (2017) Book review: *Conjuring Property: Speculation and Environmental Futures in the Brazilian Amazon*. By Jeremy M. Campbell. *American Ethnologist*, 44 (2), pp. 367-368.

Perz, S., Leite, F., Griffin, L., **Hoelle, J.**, Rosero, M., Carvalho, L., Castillo, J., & Rojas, D. (2015) Trans Boundary Infrastructure and Changes in Rural Livelihood Diversity in the Southwestern Amazon: Resilience and Inequality. *Sustainability*, 7 (9), pp. 12807-12836.

Hoelle, J. (2014) Cattle Culture in the Brazilian Amazon. *Human Organization*, 73 (4), pp. 363-374.

Schmink, M., Duchelle, A., **Hoelle, J.**, Leite, F., Vinício d'Oliveira, M., Vadjunec, J., Valentim, J., & Wallace, R. (2014) Forest Citizenship in Acre, Brazil. 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, pp. 31-47.

Perz, S., Cabrera, L., Carvalho, L., Castillo, J., Chacacanta, Cossio, R., Solano, Y., **Hoelle, J.**, Perales, L., Puerta, I., Cespedes, D., Camacho, I., & Silva, A. (2012) Regional Integration and Local Change: Road

Paving, Community Connectivity, and Social–Ecological Resilience in a Tri-National Frontier, Southwestern Amazonia. *Regional Environmental Change*, 12, pp. 35-53.

Hoelle, J. (2012) Black Hats and Smooth Hands: Elite Status, Environmentalism, and Work among the Ranchers of Acre, Brazil. *Anthropology of Work Review*, 33(2), pp.60-72.
Reprinted: in *Open Anthropology*, 3(1) (2015).

Perz, S., Cabrera, L., Carvalho, L., Castillo, J., Chacacanta, R., Cossio, R., Solano, Y., **Hoelle, J.**, Perales, L., Puerta, I., Cespedes, D., Camacho, I., & Silva, A. (2012) Regional Integration and Local Change: Road Paving, Community Connectivity, and Social–Ecological Resilience in a Tri-National Frontier, Southwestern Amazonia. *Regional Environmental Change*, 12, pp. 35-53.

Hoelle, J. (2011) Convergence on Cattle: Political Ecology, Social Group Perceptions, and Socioeconomic Relationships in Acre, Brazil. *Culture, Agriculture, Food and Environment*, 33(2), pp.95-106.

Public Scholarship

“Biden-Lula meeting: The time is right for U.S. and Brazil to work together for Amazonia” Commentary by Jeffrey Hoelle and Valerio Gomes. *Mongabay.com*, February. 10, 2023.

“Why the Amazon is Burning.” (print edition); “Brazil’s politics are making the Amazon fires worse. But other factors are at play too.” (online) Op-ed by Jeffrey Hoelle, *Los Angeles Times*, August 27, 2019.

“Garimpeiros: the wildcat goldminers of the Amazon rainforest.” Public Exhibition curated by Jeffrey Hoelle and Jonathan Rissmeyer. Ocean Gallery, UCSB Davidson Library, February 9- August 31, 2018.

“Jeff is in the House.” *Agricultural Co-involution* web series of the Culture and Agriculture Section of the AAA, December 16, 2017. Portuguese-language translation: “Jeff dentro de casa” *Amazonia Latitude*, March 26, 2019.

“Gold Glimmers in the Amazon.” Jeffrey Hoelle, Michael Klingler, and Peter Richards. *Sapiens*, December 13, 2016.

“Brazil’s thriving soy industry threatens its forests and global climate targets.” Peter Richards and Jeffrey Hoelle. *The Conversation*, April 17, 2016.

AWARDS AND HONORS

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| 2016 | Book Prize from the Brazil Section, Latin American Studies Association
<i>Rainforest Cowboys: The Rise of Ranching and Cattle Culture in Western Amazonia</i> |
| 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 |

PRESENTATIONS

Invited Lectures and Talks

“Beyond Forest Guardians or Eco-Villains: anthropological research on human-environment interactions in an Amazonian Frontier.” Environmental Governance / Land Use Research Group, School of Geography and Environment, Oxford University. January 26, 2022. (remote)

“The Aesthetics of Cultivation in an Amazonian Frontier.” More-than-human Seminar at the School of Geography and Environment, Oxford University. December 2, 2021. (remote)

“Limpo e Bonito: Aesthetics of Land and Body Cultivation in Frontiers of the Brazilian Amazon” Brazilian Studies Programme Seminar Series. Latin American Centre, Oxford University. Nov 24, 2021.

“Seeing like a Deforester: Settler Taxonomies of Vegetation in the Brazilian Amazon.” Oxford Center for Tropical Forests Seminar, School of Geography and Environment, Oxford University. November 19, 2021.

“Anthropological Research on Human-environment interactions in Amazonia” Universidade Nacional de Brasília “Antropologia da Amazônia” graduate course. Dr. Carlos Sautchuk (instructor). Brasilia, Brazil. October 13, 2021. (remote)

Manuscript workshop for *Forest Lost: Carbon and Inclusion in the Brazilian Amazon*, by Maron Greenleaf (Dartmouth Anthropology). *Invited discussant*. Dartmouth College, October 6, 2021. (remote)

“Beyond Ranchers and Pastoralists: Studying the Diversity and Dynamics of Livestock Husbandry Systems.” School for Advanced Research workshop. *Invited participant*. June 8-10, 2021.

“Shearing Gaia: The Cultivation of Land and Body ‘Covers’ in the Brazilian Amazon.” Centre for Latin American Studies “Open Seminar,” Cambridge University, England. January 27, 2020.

“O Cultivo da Terra e do Corpo nas Fronteiras Florestais” Seminário Internacional de Ecologia Política: Justiça SocioAmbiental e Alimentar na Tríplice Fronteira Amazônica. Leticia, Colombia & Tabatinga, Brazil. June 4, 2019.

“Um Estudo Antropológico sobre a Pecuária no Acre.” Universidade Federal do Acre (UFAC), Floresta Campus, Cruzeiro do Sul, Acre, Brazil. August 8, 2018.

“The Anthropology of Rainforest Destruction.” Indiana University, Anthropology and Geography Departments, Center for the Analysis of Social-Ecological Landscapes (CASEL), Bloomington, IN. March 30, 2018.

“Cattle Culture and Deforestation in the Brazilian Amazon.” Butler University, Indianapolis, IN. March 28, 2018.

“A Ascensão da Pecuária e a Cultura do Cowboy na Amazônia Ocidental.” Universidade Federal do Acre. Rio Branco, Brazil. August 11, 2016.
EMBRAPA (Empresa Brasileira de Pesquisa Agropecuária). Rio Branco, Brazil. August 16, 2016.
Universidade Federal do Pará, Núcleo de Ciências Agrárias e Desenvolvimento Rural. Belém, Brazil. August 19, 2016.

“Uso da Terra, desmatamento, e cultura do gado na Amazonia Ocidental.”
IMAZON (Instituto do Homem e Meio Ambiente da Amazônia). Belém, Brazil. August 19, 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.

“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 Center. 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 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. 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)

“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

“‘Covers’ in the Amazonian Frontier.” Panel: “Remote, near and deep sensing: breaking boundaries and transgressing knowledge- practices”. International Society for Ethnology and Folklore (SIEF) Conference. Helsinki, Finland (online) June 22, 2021.

“Amazônia Now”/ “Amazônia Agora: Perspectives on a Region in Crisis”
International virtual conference, November 16-19, 2020 (co-organizer with Marcos Colon)

“Seeing like a Deforester: Agro-cultural Logics in Amazonian Frontiers.” 5th Agrocultures Colloquium: “Amazon’s Rising Violence and Disturbing Trends.” Oxford University, England. February 1, 2020.

“An Anthropological Perspective on Culture and how it might be Integrated into Land System Science.” Global Land Programme, 4th Open Science Meeting, “Transforming Land Systems for People and Nature, Bern, Switzerland. April 24, 2019.

“Bad Hair Days in the Anthropocene: A Comparative Analysis of Land and Body Covers in the Brazilian Amazon.” Session co-organizer: “The Cultural Work of Aesthetics: Brazilian Notions of the Beautiful and the Crafting of Self/Other Dichotomies.” American Anthropological Association Annual Meeting, San Jose, CA. Nov. 15, 2018.

“Integrating Culture into Land System Science.” American Association of Geographers Annual Meeting. New Orleans, LA. April 12, 2018. (presenter and panel organizer)

“Forest, Weeds, and Hair: Nature, Culture, and the Management of ‘Covers’ in Amazonia.” American Association of Geographers Annual Meeting. New Orleans, LA. April 10, 2018. (presenter and session organizer)

“In the Gold Mines of Amazonia.” American Anthropological Association Annual Meeting. Minneapolis, MN. November 18, 2016.

“Seeing like an Amazonian Deforester.” Society of Ethnobiology Annual Conference. Santa Barbara, CA. 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, IL. April 21, 2015. (Presenter, organizer, and chair of panel)

“What’s the Beef? Symbol, Sustenance, and the Hamburger Connection in the Western Amazon.” American Anthropological Association Annual Meeting, Chicago, IL. November 23, 2013.

“Humans in the Landscape: Empirical Approaches to Landscape Change.” American Anthropological Association Annual Meeting, Chicago, IL. 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, CO. March 19-23, 2013.

“Cattle Culture, Florestania, and Perceptions of the Landscape in Acre, Brazil.” American Anthropological Association Annual Meeting. San Francisco, CA. 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, MD. March, 27-31, 2012. (session co-chair)

“Social Group Consensus on Cattle Culture in Acre, Brazil.” Society for Amazonian and Andean Studies 2nd Biennial Conference. Gainesville, FL. November, 5, 2010.

“Grupos Sociais e a Pecuária no Acre: Prática, Valores e Identidade.” (poster) University of Florida & Federal University of Acre 7th Annual Cooperation Seminar, Federal University of Acre, Rio Branco, Brazil. July 2-3, 2009.

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

“Cultural Perspectives on Cattle Ranching in the Western Amazon.” South Eastern Council of Latin American Studies 55th Annual Conference, Tampa, FL. 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, TX. February 7-9, 2008.

“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.

UCSB Campus Talks

“The Anthropology of Rainforest Destruction”

The Pacific Views: Library Speaker Series, 8th floor of Davidson Library. UCSB. February 13, 2018

“Forest, Weeds, and Hair: Nature, Culture, and the Management of ‘Covers’ in Amazonia” Sustainability’s Eco- Nerd Night, Rincon Brewery, Isla Vista, CA. March 6, 2018

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

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

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

Public Lectures

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

“Rainforest Cowboys: The Rise of Ranching and Cattle Culture in Western Amazonia.” San Angelo Stephens Public Library. San Angelo, TX. September 17, 2015.

“The Amazon.” Holliman, Fort Concho & Santa Rita Elementary Schools. San Angelo, TX. September 15 & 16, 2015.

“Rainforest Cowboys: The Rise of Ranching and Cattle Culture in Western Amazonia.”
Rotary Club of San Angelo. San Angelo, TX. September 11, 2015.

GRANTS AND FELLOWSHIPS (since 2013)

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| 2023 | Fulbright Amazonia Initiative
Selected as Co-Lead Scholar of Inaugural Cohort (\$45,000) |
| 2020 | “Social Dimensions of Covid-19 in Isla Vista, California” (\$38,842)
UCSB Office of Research & Division of Social Sciences |
| 2019 | “Cultivating Socio-Ecological Communities” (\$25,000)
UCSB Office of Sustainability- “Sustainability Champion” |
| 2014 | “A Cross-Cultural Comparison of Cattle Production and Beef Consumption in Brazil, India, and the United States.” (\$14,100) Hellman Family Faculty Fellowship |
| 2013 | “São Felix do Xingu: A Municipality in Transformation.” (\$44,000)
Co-PI of grant with Marianne Schmink, Gordon and Betty Moore Foundation |

TEACHING EXPERIENCE

Graduate courses

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

Undergraduate courses

- Introductory Cultural Anthropology
- Environmental Anthropology
- Language, Culture, and Place
- Amazonia

GRADUATE STUDENTS SUPERVISED

- Pablo Sepulveda (Ph.D. chair)
- Ingrid Feeney (Ph.D. chair)
- McKenzie Wade (Ph.D. chair)
- Russell Nysten (M.A. co-chair with Raquel Pacheco)
- Matthew Richert (Ph.D. committee member)
- Jordan Lafayette- Blanchard, Geography, Lancaster University (Ph.D. comm. member)
- Jordan Thomas (M.A. chair), awarded 2020
- Michael Ioannides (M.A. committee member), awarded 2020
- Jessi Love Nichols- Linguistics (Ph.D. Committee member), Graduated 2019
- Barbara Quimby- SDSU Geography (Ph.D. committee member), Graduated 2019
- Lumari Pardo Rodriguez- Geography (Ph.D. Committee member), Graduated 2018

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
- Society for the Anthropology of Lowland South America

SERVICE

- *Sapiens*, Advisory Board, 2019-2023
- *Amazonia Latitude*, Editorial Board, 2019- 2023
- Article review (2016-2023): *American Anthropologist*; *Culture, Agriculture, Economic Anthropology*; *Food and Environment*; *Current Anthropology*; *Current Opinion in Environmental Sustainability*; *Development and Change*; *Human Organization*; *Global Environmental Change*; *Journal of Cultural Geography*; *Journal of Latin American and Caribbean Anthropology*; *Journal of Latin American Studies*; *Journal of Political Ecology*
- Reviewer, NASA Land Cover and Land Use Change Step-1 Proposal Panel. Rockville, Maryland. January 27-29, 2016.

LANGUAGES

English, Portuguese and Spanish