

VERONICA WHITE

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I am a final-year PhD student at the University of Exeter, researching visions for the future of farming in England. I am an environmental social scientist with interests in visual communication, futures studies, and sustainable food system transformation. Beyond academia, I am a confident visual communicator who enjoys finding creative ways to communicate research outputs.

EDUCATION

PhD Sustainable Futures: *University of Exeter* (2023 – Present)

- Funded by the ESRC's South West Doctoral Training Partnership (SWDTP)
- Provisionally titled "Visualising future food: imaginaries of UK food system transformation," supervised by Saffron O'Neill and Angela Cassidy
- Based in the Geography department, affiliated member of the Centre for Rural Policy Research (CRPR) and the Centre for Climate Communication & Data Science (C3DS)

MRes Sustainable Futures: *University of Exeter* (2022 – 2023)

- Grade: Distinction (77%), with 78% for master's dissertation

MSc Food Security and Sustainable Agriculture: *University of Exeter* (2019 – 2020)

- Grade: Distinction (79%), with 85% for master's dissertation

BSc Environmental Sciences with a Year in Industry: *University of East Anglia* (2015 – 2019)

- Grade: First class honours (80%), with 80% for undergraduate dissertation
- Ranked 2nd out of 178 students within graduating class

RESEARCH EXPERIENCE

PhD research project: *University of Exeter* (September 2023 – Present)

- Multi-sited ethnography conducted while cycling 2000 miles across England in Spring 2025, combining interviews with 49 farming women, participant observation, and autoethnographic reflections of cycling through farmed landscapes to explore visions for the future of farming in England.
- Shared my PhD journey widely, including through social media (e.g. [Instagram](#)) and traditional media coverage (e.g. [interview on BBC Farming Today](#), [Farmers Weekly article](#)).
- Presented on my PhD fieldwork at numerous academic and non-academic events, including on the main stage of the Royal Geographical Society (RGS) as part of the Explore Weekend, and at conferences and seminars in the UK, France, and the Netherlands.
- Created a [short overview film of my fieldwork](#) which was selected to be screened at the RGS Winter Film Night, which had over 200 attendees.

Research Associate for the "Changing the heatwave visual discourse in the news media" project: *University of Exeter* (April 2026 – Present)

- Supporting with participant recruitment and qualitative data collection.

MRes independent research project: *University of Exeter* (January – August 2023)

- Conducted eight photo elicitation interviews with university students and six expert interviews with staff to explore student food insecurity during the cost of living crisis.
- Informed by a novel theoretical framework, this project identified a range of factors that influence students' ability to access and afford food.
- Created [research summaries](#) and presented the findings to university management to help inform university policies on student food insecurity.

Research Assistant for the “Agri-Environmental Governance Post-Brexit: Engaging Harder to Reach Farmers” project: *University of Sheffield* (January – July 2021)

- Qualitative research identifying how the Department for Environment, Food & Rural Affairs (Defra) can better engage with “harder to reach” (HTR) farmers in the co-design of policy.
- Conducted 10 expert interviews and analysed 48 interview transcripts to collect data on the role of “skilled intermediaries” in supporting policymakers to engage with HTR farmers.
- Designed a set of engaging graphics to visualise our research findings, as well as writing and designing the [Research Summary](#), which has received very positive feedback.
- Presented the findings of the project to 20 key policymakers within Defra.

MSc independent research project: *University of Exeter* (April – August 2020)

- Qualitative and quantitative textual content analysis to identify trends in the coverage and representation of vegan practices in the British print media between 2010 and 2019.
- Analysed 246 articles from six newspapers, presented the final results in a written report and a [scientific poster](#) incorporating photography and infographics (graded 95%).

PUBLICATIONS

- **White, V.** and Hastie, H. (under review). ‘Why can't geographers cry?’ Exploring the fear of death during fieldwork.
- O’Neill, S., **White, V.**, Cann, T.J.B., Simon, F.M., Johnstone-Hack, A., Puttock, S., Hayes, S., Blewett, O., Camargo, C., Coan, T., Gonzalez Espinosa, F., Malla, R., Qureshi, S. and Westwood, N., 2025. [How does GenAI ‘see’ climate change: Exploring the challenges and opportunities of GenAI for climate visual journalism](#). *Digital Journalism*, 1-21.
- Blewitt, O., Hayes, S., Westwood, N., **White, V.** and O’Neill, S., 2025. [Beyond the ‘iconic’ climate visual: investigating absent representations of climate change](#). In: Dahmen, N. and Thompson, T.J. (eds.), *The Routledge Companion to Visual Journalism*. London: Routledge.
- Hurley, P., Lyon, J., Hall, J., Little, R., Tsouvalis, J., **White, V.** and Rose, D.C., 2022. [Co-designing the environmental land management scheme in England: The why, who and how of engaging ‘harder to reach’ stakeholders](#). *People and Nature*, 4 (3), 744-757.
- **White, V.**, Hurley, P., Hall, J., Lyon, J., Tsouvalis, J., Rose, D.C. and Little, R., 2021. [Engaging ‘harder to reach’ farmers: the roles and needs of skilled intermediaries](#). [Research Summary](#). Universities of Sheffield & Reading.

RELEVANT WORK EXPERIENCE

Digital Officer: *RGS-IBG Food Geographies Research Group* (September 2023 – Current)

- Managing the research group website and social media accounts.
- Started the FGRG LinkedIn page and grew it to 700+ followers in 9 months.

Postgraduate Teaching Assistant (PTA): *University of Exeter* (January – December 2024)

- Helped facilitate book-club discussions for the third-year undergraduate module “Environment, Literature, and Activism” convened by Dr. Laura Smith.

Supply Chain Sustainability Industrial Placement: *GlaxoSmithKline (GSK)*, London (2017 – 2018)

- Year-long placement within GSK’s global Environmental Sustainability team, focusing on supply chain sustainability, manufacturing waste and antimicrobial resistance.
- Redesigned the GSK Supplier Sustainability Awards communications strategy, resulting in a 70% increase in submissions from the previous year.

AWARDS

2026	Festival of PGR Research	Poster Competition STEMM second place
2025	University of Exeter	Images of Research PGR runner up
2024	University of Exeter	Dean's Commendation for PGR Academic Citizenship
2024	Climate Creatives Challenge	Commended Entry to the Heatwaves challenge
2024	AI for Net Zero Conference	Poster competition runner up
2023	University of Exeter	Dean's Commendation for Exceptional Performance
2020	University of Exeter	Dean's Commendation for Exceptional Performance
2020	University of Exeter	MSc Food Security & Sustainable Agriculture Best Project Prize
2017	University of East Anglia	Cann Prize for highest performance in Year 2 Assessment

GRANTS, FUNDING, AND SCHOLARSHIPS

2026	ESRC SWDTP	Overseas Institutional Visit funding (£2,200)	<i>Successful</i>
2025	RGS-IBG	Postgraduate Research Awards (£750)	<i>Successful</i>
2025	University of Exeter	Researcher-led Initiative award (£1,000)	<i>Successful</i>
2024	Adventure Queens	The Adventure Queens Grant	<i>Shortlisted</i>
2024	SES	Elodie Sandford Explorer Award	<i>Finalist</i>
2022	ESRC-SWDTP	1+3 PhD Sustainable Futures studentship	<i>Successful</i>
2019	University of Exeter	Global Excellence scholarship	<i>Successful</i>
2015	University of East Anglia	Vice Chancellor scholarship	<i>Successful</i>

SELECTED PRESENTATIONS

Screening of the [Farming Futures Cycle Tour short film](#), with filmmaker Q&A

April 2026	Youth Adventure Trust's Reel Adventures film night
February 2026	Royal Geographical Society's Winter Film Night

The Farming Futures Cycle Tour: initial reflections and findings from a PhD by bike

March 2026	CCRI Winter School, Cheltenham, UK
December 2025	University of Bath Environment, Transport, and Sustainability (EnTS) research group seminar
November 2025	Okehampton Green Drinks
October 2025	Postcards from the Field opening event for RGS Explore
October 2025	WWOOF Annual General Meeting
September 2025	University of Exeter Geography departmental seminar
September 2025	Food & Communication Conference, Lille, France
August 2025	Royal Geographical Society Annual Conference, Birmingham, UK
May 2025	University of East Anglia seminar

How does Gen-AI "see" climate change? Reflections on a transdisciplinary experiment

December 2024	AI for Net Zero Conference
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University student's ability to access and afford food during the cost of living crisis

April 2024	Royal Geographical Society Postgraduate Mid-Term Conference
March 2024	University of Exeter's Cornwall Student Experience Committee
January 2024	University of Exeter's Cost of Living Working Group

Engaging 'harder to reach' farmers: the roles and needs of skilled intermediaries

November 2022	SWDTP Student Conference
December 2021	Centre for Rural Policy Research (CRPR) seminar
May 2021	Presentation for Defra policy makers

MEDIA EXPERIENCE

2026	Podcast	Ready, Steady, Green!
2025	Podcast	Tough Girl Challenges
2025	Podcast	Seek Travel Ride
2025	Podcast	Spinning Stories
2025	Radio	BBC Farming Today , discussing initial findings from PhD fieldwork by bike
2025	Radio	BBC Radio Cornwall , discussing successful PhD fieldwork by bike
2025	Radio	BBC Radio Devon, discussing plans for the Farming Futures Cycle Tour
2025	Radio	BBC Radio Cornwall, discussing plans for the Farming Futures Cycle Tour
2024	Radio	BBC Radio Cornwall , discussing cycling and research
2024	Video	Interview with Sustrans for campaign promoting the National Cycle Network
2024	Radio	BBC Radio Cornwall , discussing cycle ride to graduation

SELECTED MEDIA COVERAGE

2025	University of Exeter's Veronica White to finish cycle tour , South West Farmer
2025	Cycling researcher seeks views from female farmers , BBC
2025	Researcher to cycle across England to hear women in farming , Farmers Weekly
2025	How to tackle an epic ride in safety , Cycling Weekly
2024	Student cycling 125 miles to graduation ceremony , Independent

WORKSHOPS & EVENTS

2026	Workshop	<i>Collage Your PhD</i> , part of the University of Exeter PGR Festival of Research
2026	Workshop	<i>Designing research posters</i> , workshop for NWSSDTP PhD students
2026	Workshop	<i>Communicating qualitative data</i> , workshop for University of Keele PGR Cafe
2025	Conference	<i>Beyond Farm to Fork</i> , one-day event for University of Exeter PhD students
2022	Workshop	<i>Using Affinity Publisher to design reports</i> , for researchers at the CRPR

RELEVANT VOLUNTEERING

2026	Food	Regular volunteer at FoodCycle Exeter
2026	Farming	Lambing volunteer at Caradoc Farm, Herefordshire
2026	Event	Creative Comms volunteer at the Oxford Real Farming Conference
2024	Event	General event volunteer at the Oxford Real Farming Conference
2022	Event	General event volunteer at EuroScience Open Forum (ESOF22)
2021	Farming	Dairy volunteer at the Floating Farm, Schiedam, The Netherlands
2019	Farming	Organic farm volunteer in Suffolk and Cornwall
2018	Event	Event steward at the Norwich Science Festival
2017	Sustainability	Environment Officer at the Union of UEA Students, Norwich

TECHNICAL SKILLS

- Experienced in qualitative methods of data collection and analysis, including semi-structured interviews, photo elicitation interviews, participant observation, auto-ethnography, text- and image-based content analyses, and thematic analysis
- Proficient at using NVivo for qualitative coding of text and images
- Confident public speaker, graphic designer, photographer, and videographer

References available on request