

MEDIA RELEASE

Larsson-Rosenquist Foundation Center for Economics of Breastfeeding Welcomes New Director, Professor Ingvild Almås

Frauenfeld, Switzerland, 21 May 2025 – The Department of Economics at University of Zurich and the Family Larsson-Rosenquist Foundation (FLRF) welcome Professor Ingvild Almås, as the new Director and Chair of the Larsson-Rosenquist Foundation Center for Economics of Breastfeeding (LRF CEB).

Professor Almås joins from the University of Stockholm, following a distinguished academic career in economics in Sweden and Norway. She takes the reins from Professor Anne Brenøe, who held the position since 2018.

“We’re delighted to welcome Professor Almås as the new LRF CEB Director and Chair. She brings a wealth of experience and tenacity that will help drive the center’s research forward. We also wish to extend our heartfelt thanks to Professor Brenøe for her work as inaugural holder of the chair. She laid the groundwork for the center and helped bring its vision to life. We wish her every success with her future endeavors,” says Dr. Katharina Lichtner, Managing Director, FLRF.

Since its endowment in 2018, the LRF CEB has been exploring the economic drivers and impact of breastfeeding. For instance, what is the long-term and perhaps life-long impact of breastfeeding on economic and social well-being? The answers to this, and many other such questions, are crucial to shaping public health policies that promote breastfeeding.

“With global economic uncertainties on the rise, it is more important than ever to understand how breastfeeding contributes to poverty reduction through supporting healthier families and building more resilient communities. These are the basic foundations and cornerstones of sustainable economies,” says Professor David Yanagizawa-Drott, Department of Economics.

The LRF CEB is the first research center in the world to apply behavioral economics to the topic of breastfeeding. It has grown to seven residents and 13 researchers from a broad range of backgrounds and is guided by an international Advisory Board. Professor Almås will assume her role on 1 June 2025.

“I’m thrilled to join this pioneering center and collaborate with such a talented group of researchers. Together, we have a unique opportunity to fill critical knowledge gaps and generate research results that are important for the design of policies to promote child

development, support parents, and address challenges related to poverty and inequalities. It is an inspiring mission, and I am honored to be part of it,” says Professor Almås, Department of Economics.

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About the Larsson-Rosenquist Foundation Center for Economics of Breastfeeding

The Larsson-Rosenquist Foundation Center for Economics of Breastfeeding was established in 2018 with a CHF 10 million endowment from the Family Larsson-Rosenquist Foundation. The center’s vision is to build a holistic understanding of decision-making, market forces, and the cost-benefits of breastfeeding, to ultimately guide policy formation and interventions which improve the well-being of children, families, and society.

www.lrfc.uzh.ch

About the Department of Economics, University of Zurich

Located in the heart of Europe, the Department of Economics at the University of Zurich stands as a global leader in economic research and education. Renowned for its cutting-edge work, the department pioneers innovative research and develops novel methodologies to tackle some of today’s most urgent societal challenges. With a commitment to educate the next generation of economic leaders across academia, government, international organizations, and the private sector, the Department of Economics prioritizes excellence in education and research.

www.econ.uzh.ch

About the Family Larsson Rosenquist Foundation

The Family Larsson-Rosenquist Foundation, established in Switzerland in 2013, is an independent philanthropic organization revitalizing the journey from science to impact. The Foundation’s priority is to increase breastfeeding rates worldwide, so its focus is on helping build innovative, efficient pathways to get there. The team supports and collaborates with researchers, policymakers, practitioners, government leaders, and partner organizations working to ensure every child has an optimal start in life through the benefits of breastmilk.

www.larsson-rosenquist.org

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