

Joshua P. Berning

Department of Agricultural and Resource Economics, Colorado State University
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Education

Ph.D., Economics, *Washington State University*, 2008.
M.S., Forest Resources (emphasis in forest economics), *University of Idaho*, 2003.
B.A., Economics, *Valparaiso University*, 1996.

Research Areas

Food marketing, Consumer demand, Consumer health outcomes

Academic Experience

Colorado State University, Department of Agricultural and Resource Economics
Associate Professor, August 2018 to present.

University of Georgia, Department of Agricultural and Applied Economics
Associate Professor and Master of Agribusiness Program Coordinator, August 2016 to August 2018.
Assistant Professor and Master of Agribusiness Program Coordinator, August 2013 to August 2016.

University of Connecticut, Department of Agricultural and Resource Economics
Assistant Professor, August 2010 to July 2013.
Post-Doctoral Fellow, Food Marketing Policy Center, January 2009 to July 2010.

Washington State University, School of Economics Sciences
Post-Doctoral Research Associate, May 2008 to December 2008.
Graduate Research Assistant, August 2006 to May 2008.
Graduate Research Assistant, IMPACT Center, January 2006 to June 2006.

Journal Articles

1. Berning, J. and B. Campbell. 2020. "Market simulations of consumer preferences for the introduction of GM tomatoes," *International Food and Agribusiness Management Review*, pp.1-18.
2. Minor*, J., B. Campbell, C. Waltz, & J. Berning. 2020. "Water Savings and Return on Investment of a New Drought Resistant Turfgrass." *Journal of Environmental Horticulture*, 38(2), 56-62.
3. Berning, J., B. Campbell, and J. Buttshaw*. 2020. "Assessing Consumer Demand for Georgia Lavender-Based Products," *Journal of Agricultural and Applied Economics*, 52(3), pp.461-479
4. Villas-Boas, S., K. Kiesel, J. Berning, H. Chouinard, J. McCluskey, 2020. "Consumer and Strategic Firm Response to Nutrition Shelf Labels," *American Journal of Agricultural Economics*, 102(2), pp.458-479.
5. McCullough, M., J. Berning and J.L. Hanson. 2019. "Learning by brewing: Homebrewing legalization and the brewing industry." *Contemporary Economic Policy*, 37(1): 25-39.

6. Meany, B.*, J. Berning and T. Smith. 2017. "The effect of Sunday alcohol sales bans on teen drinking in Georgia" *Applied Economic Perspectives and Policy*, 40(3): 461-481.
7. Berning, J. and M. McCullough. 2017. "The US brewing industry from farm to pint," *Choices* 32(3): 1-7.
8. Berning, J., M. Costanigro and M. McCullough. 2017. "Can the craft beer industry tap into collective reputation?" *Choices* 32(3): 1-6.
9. Berning, J. and A. Rabinowitz. 2017. "Targeted advertising in the breakfast cereal industry," *Journal of Agricultural and Applied Economics* 49(3): 382-399.
10. Bonanno, A., J. Berning and H. Etemadnia. 2017. "Farmers' markets location and their determinants: An empirical analysis in New England," *Agricultural and Resource Economics Review: 1-28*.
11. Berning, J. and M. McCullough. 2017. "Product line extension among New England Craft Breweries," *Agricultural and Resource Economics Review* 46(1): 73-86.
12. Hanson, J.L., M. McCullough and J. Berning. 2016. "New west, brew west: Home brewing an industry in the west," *Journal of the West* 55(2): 52-62.
13. Castellari, E.* and J. Berning. 2016. "Can providing a morning healthy snack help to reduce hunger during school time? Experimental evidence from an elementary school in Connecticut," *Appetite*. doi:10.1016/j.appet.2016.02.157
14. Smith, T., J. Berning, X. Yang*, G. Colson, and J. Dorfman. 2016. "The Effects of Benefit Timing and Income Fungibility on Food Purchasing Decisions among SNAP Households," *American Journal of Agricultural Economics*. doi: 10.1093/ajae/aav072
15. Berning, J. 2016. "Using self-reported data collection and analysis to facilitate student learning: A case study," *NACTA Journal* 60(2): 151-157.
16. Berning, J. 2015. "The role of physician advice in promoting weight loss," *Economics and Human Biology* 17: 104-115.
17. Yang, T*, G.C.W. Ames and J. Berning. 2015. "Determinants of consumer attitudes and purchasing behaviors on genetically modified foods in Taiwan." *Journal of Food Distribution Research* 46(1).
18. Berning, J. 2014. "The effect of voluntary restrictions on television advertising on the demand for carbonated soft drinks," *Journal of Agribusiness* 32(1): 101-117.
19. Berning, J. and J. Hogan*. 2014. "Estimating the Impact of Education on Household Fruit and Vegetable Purchases." *Applied Economic Perspectives and Policy* 36(3): 460-478.
20. Berning, J. 2014. "The effect of breakfast cereal coupons on the nutritional quality of household purchases." *International Food and Agribusiness Management Review*, 17(A): 41-60.
21. Berning, J. and S. Murphy. 2014. "Does individualized health information regarding alcohol consumption affect consumption among risky drinkers?" *American Journal of Health Promotion*. <http://dx.doi.org/10.4278/ajhp.130411-QUAN-167>; shared lead authorship.
22. Berning, J., R. Huang and A. Rabinowitz*. 2013 "An evaluation of government and industry proposed restrictions on television advertising of breakfast cereals to children" *Journal of Consumer Policy*, 37(4): 507-525.
23. Berning, J. and M.P. McCullough. 2013 "Advertising Soft Drinks to Children: Are Voluntary Restrictions Effective?" *Agribusiness*, 29(4): 469-485.
24. Berning, J. 2012. "Access to local agriculture and weight outcomes," *Agricultural and Resource Economics Review*, 41(1): 57-71.
25. Berning, J., and, D.E. Sprott. 2011. "Examining the effectiveness of nutrition information in a simulated shopping environment," *Journal of Food Distribution Research*, 42(3): 60-76. Awarded Presidential Award for Excellence in Research and Communication, 2011-2012.

26. Berning, J. 2011. "Evaluating excise taxes: The need to consider brand advertising," *Choices*, Issue 14E.
27. Berning, J., H.H. Chouinard, and J.J. McCluskey. 2011. "Do positive nutrition shelf labels affect consumer behavior? Findings from a field experiment with scanner data," *American Journal of Agricultural Economics*, 93(2): 364-369, proceedings.
28. Berning, J., H.H. Chouinard, K.C. Manning, J.J. McCluskey and, D.E. Sprott. 2010. "Identifying consumer preferences for nutrition information on grocery store shelf-labels," *Food Policy*, 35: 429-436.
29. Berning, J., H.H. Chouinard, and J.J. McCluskey. 2008. "Consumer preferences for detailed versus summary formats of nutrition information on grocery store shelf labels," *Journal of Agricultural and Food Industrial Organization*, 6(1): Article 6.

Working Papers

Palardy, N*., M. Costanigro, J. Cannon, D. Thilmany, J.P. Berning, J. Bayham, J. Callaway. "Beer Sales in Grocery and Convenience Stores: A Glass Half-Full for Craft Brewers?"

Norris, C*., J.P. Berning, and R. Cleary. "Food Insecurity Among Immigrant Populations in the United States."

Berning, J.P. "Working hard, but not playing hard: Comparing the intensity of work and leisure activities of US immigrants to natives."

Berning, J. P., and B.L. Campbell. "Measuring exaggeration bias in a contingent valuation study conducted in a retail environment."

Reports

Berning, J. and D. Holland. "Measuring the economic impact of agricultural policies in metro and non-metro regions in Washington: a regional general equilibrium approach." Washington State University Working Paper 2006-13.

Berning, J. and D. Holland, 2006. "Changes in the functional distribution of household income in Washington: a comparison using 1990 and 2000 PUMS Census data." Washington State University Working Paper 2006-9.

Comments

Berning, J. and M.P. McCullough. 2017. Choices Theme Overview. "Beer, Policy, and a Changing Global Market."

Berning, J. and M.P. McCullough. 2017. Choices Theme Overview. "Global Craft Beer Renaissance."

Berning, J. and J. Hogan*. "In the U.S., households that have a higher level of educational attainment purchase more fruits and vegetables." *USApp- American Politics and Policy Blog*. London School of Economics and Political Science, July 2, 2014.
<http://bit.ly/11T7vos>

Berning, J., A. Rabinowitz* and R. Huang, 2011. Submission to Federal Trade Commission, Title: Notice Announcing Interagency Working Group on Food Marketed to Children and Request for Comments, Subject Category: Preliminary Proposed Nutrition Principles to Guide Industry Self-Regulatory Efforts; Project No. P094513

Conference Presentations (presenter in bold)

- Norris, C***, J. Berning and R. Cleary. “Food Insecurity and the Immigrant Effect.” AAEA Annual Meeting, Virtual, Aug 10 - 11, 2020.
- Norris, C*, J. Berning and R. Cleary. “Determinants of Food Access in the Denver Metropolitan Area” WAEA, Virtual (did not participate) June 28-30, 2020.
- Palardy, N.P.***, J.R. Callway, M. Costanigro, J. Berning and J. Cannon. “Retail Distribution Strategies of Colorado Breweries After Senate Bill 243.” Third Annual Colorado Craft Brewers Summit; Colorado State University; Nov 4 – 5, 2019.
- Palardy, N.P.***, M. Costanigro, and J. Berning. “The Colorado Beer Industry in a Changing Regulatory Landscape.” AAEA Annual Meeting; Atlanta, GA; July 21- 23, 2019.
- Berning, J.** and B. Campbell. “Measuring exaggeration bias in a contingent valuation study conducted in a retail environment.” AAEA Annual Meeting; Atlanta, GA; July 21- 23, 2019.
- Campbell, B.**, V. Shonkwiler, and J. Berning. 2019. “Information Sources Driving Purchasing of Lavender Products.” Southern Agricultural Economics Association: Birmingham, AL; Feb. 4-5.
- Campbell, B.** and J. Berning. “Produce Buyer Perceptions of Local, Organic, and GMO Labeling.” AAEA Annual Meeting; Washington, D.C.; Aug 5- 7, 2018.
- Campbell, B.** and J. Berning. “Impact on GMO Turfgrass Introductions on Varying Consumer Markets.” AAEA Annual Meeting; Washington, D.C.; Aug 5- 7, 2018.
- Berning, J., B. Campbell, and **J. Buttshaw.*** “Assessing Consumer Demand for Georgia Lavender-Based Products.” Southern Agricultural Economics Association: Jacksonville, FL; Feb. 3-6, 2018.
- Minor, J.,* **B. Campbell**, C. Waltz, and J. Berning. “Water Savings and Return on Investment of a New Drought Resistant Turfgrass.” Southern Agricultural Economics Association: Jacksonville, FL; Feb. 3-6, 2018.
- Rodriguez Gomez, M.J.***, J. Berning, and B. Brewer., “An Analysis of Brewery Input use Efficiency in the United States” AAEA Annual Meeting, BEER Section, Chicago, IL, July 30- August 1, 2017.
- Steele, W.M.***, J. Berning, and B. Brewer, “Factors of Production used to Brew Beer” AAEA Annual Meeting, BEER Section, Chicago, IL, July 30- August 1, 2017.
- Campbell, B** and J. Berning, “Consumer Knowledge, Perception and Acceptance of GMOs” SAEA Annual Meeting, Mobile, AL, February 4-7, 2017.
- Campbell, B** and J. Berning, “Consumer Preference and Market Simulations for Food and Non-Food GMO Introductions” SAEA Annual Meeting, Mobile, AL, February 4-7, 2017.
- X. Yang***, J. Berning and T. Smith. “Food-at-Home Purchases: SNAP Expenditure Patterns by Food Type” Wholesome Wave 2016 Transforming Food Access Summit, Atlanta, GA, January 11, 2016.
- Berning, J.** and M. McCullough “Here Today, Gone Tomorrow: An Analysis of Entry and Exit by Breweries in New England.” Beeronomics 2015: The Economics of Beer and Brewing, 4th Biennial Conference, September 7-9, 2015.
- Meany, Brendan* and **J. Berning** “Drinking and the blues: The effect of Sunday alcohol sales band on teen drinking behaviors in Georgia.” Beeronomics 2015: The Economics of Beer and Brewing, 4th Biennial Conference, September 7-9, 2015.
- McCullough, M.**, J. Berning, J. Hanson and H. Block “Home Brewing Legalization and the Craft Brewing Industry.” Beeronomics 2015: The Economics of Beer and Brewing, 4th Biennial Conference, September 7-9, 2015.

- Hoke, O*.**, Y. Liu and J. Berning. “Product variety and firms’ market power in the US beer industry.” *Beeronomics 2015: The Economics of Beer and Brewing*, 4th Biennial Conference, September 7-9, 2015.
- Berning, J., G. Colson, J. Dorfman, **T. Smith** and X. Yang*. “The Effects of Benefit Timing and Income Fungibility on Food Purchasing Decisions among SNAP Households” AAEA Annual Meeting, San Francisco, CA, July 26-28, 2015. *Invited*.
- Yang, T.***, J. Berning, G. Colson and T. Smith. “Does Ethnicity Matter for Food Choices? An Empirical Analysis of Asian Immigrant Time Use” AAEA Annual Meeting, San Francisco, CA, July 26-28, 2015.
- Johnson, S*., **J. Berning**, G. Colson and T. Smith. “Impact of Farm to School Programs on Students' Consumption of Healthful Foods: An Empirical Analysis in Georgia” AAEA Annual Meeting, San Francisco, CA, July 26-28, 2015.
- Castellari, E.***, J. Berning and R. Huang. "Can providing a morning healthy snack help to reduce hunger during school time? Experimental evidence from an elementary school in Connecticut" AAEA - EAAE Joint Seminar, Naples, Italy, February 28, 2015.
- Shepherd, A.***, and J. Berning. “A feasibility study of a Georgia micro-malting operation” SAEA Annual Meeting, Atlanta, GA, February 1-4, 2015.
- Dudacek, M.*, and **J. Berning**. “An analysis of producer participation in the Georgia Grown State Marketing Program” SAEA Annual Meeting, Atlanta, GA, February 1-4, 2015.
- Yang, T.***, G.C.W. Ames and J. Berning. “Determinants of Consumer Attitudes and Purchasing Behaviors on Genetically Modified Foods in Taiwan” FDRS Annual Meeting, Salt Lake City, UT, November 1-4, 2014.
- Berning, J. and **M. McCullough**. “Quality Competition in the Craft Beer Industry: An empirical analysis of New England” AAEA Annual Meeting, AEM and FAMPS Section, Minneapolis, MN, July 27-29, 2014.
and
FDRS Annual Meeting, Salt Lake City, UT, November 1-4, 2014.
- Berning, J.**, A. Bonanno and M. McCullough. “Retail Beer Prices Across Channels and Locations: A Hedonic Analysis” AAEA Annual Meeting, AEM and FAMPS Section, Minneapolis, MN, July 27-29, 2014.
- Berning, J.** “Using Self-Reported Data Collection and Analysis to Facilitate Student Learning: A Case Study” SAEA Annual Meeting, Dallas, TX, February 1-4, 2014.
- Castellari, E*.**, J. Berning and R. Huang. “Hunger-driven Food Choices: An Experiment to Test the Effect of Providing Pre-lunch Snacks on School Lunch Choices” AAEA & CAES Joint Annual Meeting, Washington, D.C., August 4-6, 2013.
- Zheng, H.*** and J. Berning. “Analysis of Retailer Pricing in the Presence of Coupons: An Examination of Breakfast Cereal Industry” AAEA & CAES Joint Annual Meeting, Washington, D.C., August 4-6, 2013.
- Berning, J., **A. Bonanno** and H. Etemadnia. “Farmers’ markets location determinants: An empirical analysis in New England” AAEA Annual Meeting, Washington, D.C., August 4-6, 2013.
and
NAREA Annual Meeting, Morgantown, WV, June 3-4, 2014.
- Wright, N.***, S. Swallow and J. Berning. “Connecticut Grown Forest Products: An Assessment of Willingness to Pay.” NAREA Annual Meeting, Ithaca, NY, June 22-25, 2013.
- Hogan, J.*** and J. Berning. “What is the Relationship between Education and Food

- Purchases among Food Insecure Households” AAEA Annual Meeting, Seattle, WA, August 12-14, 2012.
- Berning, J.**, R. Huang and A. Rabinowitz*. “Does breakfast cereal advertising target young children?” AAEA Annual Meeting, Seattle, WA, August 12-14, 2012.
- Huang, R.**, H. Liu, J. Berning and A. Rabinowitz*. “Star Wars and Cereal Wars: Implications of food marketing with movie tie-ins.” 34th ISMS Marketing Science Conference, Boston, MA, June 7-9, 2012.
- Berning, J.** “The effect of retail grocery coupons for breakfast cereals on household purchasing behavior.” AAEA/EAAE conference on Food Environment: The Effects of Context on Food Choice, Boston, MA, May 30-31, 2012.
- Huang, R.**, J. Berning and A. Rabinowitz*. “An evaluation of government proposed restrictions on television advertising of food products to children.” AAEA/EAAE conference on Food Environment: The Effects of Context on Food Choice, Boston, MA, May 30-31, 2012.
- Berning, J.**, “Does physician advice lead to weight loss?” EEA Annual Conference, Boston, MA, March 9-11, 2012.
- Berning, J.**, “Access to local agriculture and obesity.” NAREA Symposium: Food and Health Trends—Economic Conditions, Healthy Alternatives, Local Foods, and School Lunches, presented at the AAEA & NAREA Joint Annual Meeting, Pittsburgh, PA, July 24-26, 2011.
- Zheng, H*** and J. Berning, “The effect of retail grocery coupons for breakfast cereals on household purchasing behavior.” AAEA Selected paper presented at the AAEA & NAREA Joint Annual Meeting, Pittsburgh, PA, July 24-26, 2011.
- McCullough, M.** and J. Berning, “Coordinating on reducing advertising: Carbonated soft drinks industry and combating obesity.” AAEA Selected paper presented at the AAEA & NAREA Joint Annual Meeting, Pittsburgh, PA, July 24-26, 2011.
- Berning, J.**, “Voluntary restrictions on television advertising for carbonated soft drinks: The impact on consumer demand.” Selected paper presented at the 1st joint EAAE/AAEA seminar, 115th EAAE seminar *The economics of food, food choice and health*, Freising, Germany, September 15-17, 2010.
- Berning, J.**, “Does television advertising cause us to buy more carbonated soft drinks?” University of Connecticut, Department of Agricultural and Resource Economics, Departmental Seminar, April 2, 2010.
- Berning, J.**, H.H. Chouinard, and J.J. McCluskey “Do positive nutrition shelf labels affect consumer behavior? Findings from a field experiment with scanner data,” selected paper presented at the Allied Social Science Associations Annual Meeting, Atlanta, GA, January 2-5, 2010. *Invited*.
- Berning, J.**, H.H. Chouinard, and J.J. McCluskey, “Measuring the Impact of Nutrition Labels on Food Purchasing Decisions: A Field Experiment with Scanner Data.” selected paper presented at the Food and Agricultural Marketing Policy Section (FAMPS) AAEA Annual Meeting, Milwaukee, WI, July 26-28, 2009.
- Berning, J.**, H.H. Chouinard, and J.J. McCluskey, “The demand for nutrition information,” selected paper presented at the Information, Policy and the Food System, FAMPS/FSN Policy Conference, Economic Research, USDA, Washington DC, March 10, 2008.
- Berning, J.**, H.H. Chouinard, and J.J. McCluskey, “Identifying consumer preferences for shelf-label information,” selected paper, 2007 AAEA, WAEA, and CAES Joint Annual Meeting in Portland, Oregon, July 29 - August 1.

Berning, J. “Economic impact of the Lewis and Clark bicentennial on communities in North Central Idaho,” 10th International Symposium on Society and Resource Management, 2004.

Invited Seminars/Presentations

- CSU, HORT Graduate Seminar *Nutrition Labeling in Grocery Stores*, November 5, 2019.
- “Learning by Brewing: Homebrewing Legalization and the Brewing Industry” Colorado State University, Department of Agricultural and Resource Economics, March 6, 2018.
- UGA, HORT 4096 *Marketing Organic Produce*, October 1, 2017.
- UGA, HORT 4096 *Marketing Organic Produce*, October 17, 2016.
- UGA, CRSS 4010 *Sustainable Agricultural Management Systems*, guest lecturer, January 30, 2015.
- “An Analysis of the Craft Beer Industry in New England” Oklahoma State University, Department of Agricultural Economics, Stillwater, OK, November 7, 2014.
- “Retail Beer Prices Across Channels and Locations: A Hedonic Analysis” Washington State University, School of Economic Sciences, Pullman, WA, October 3, 2014.
- “Estimating the Impact of Education on Household Fruit and Vegetable Purchases” Department of Foods and Nutrition, University of Georgia, September 10, 2014.
- “Farmers’ markets location determinants: An empirical analysis in New England” Wageningen University, The Netherlands, December 5, 2013. Presented by Alessandro Bonanno
- “Food label communication: Making information more accessible to consumers” Canadian Agricultural Economic Society Organized Symposium: New and Emerging Issues in Economics of Food, AAEE & CAES Joint Annual Meeting, Washington, D.C., August 4-6, 2013.
- “Targeted advertising in the breakfast cereal industry” University of Georgia, Agricultural and Applied Economics, 2013
- “Teaching philosophy and research agenda for the Oregon State Food System” Oregon State University, Agricultural and Resource Economics, 2013
- “Advertising, labeling and taxes: Dealing with obesity in the US” *The Politics of Food*, Three Rivers Community College, May 6, 2011.
- “Do positive nutrition shelf labels affect consumer behavior? Findings from a field experiment with scanner data” University of Vermont, Community Development and Applied Economics, 2010
- “Consumer preferences for detailed versus summary formats of nutrition information on grocery store shelf labels” Michigan State University, Department of Agricultural, Food, and Resource Economics, 2008
USDA, Economic Research Service, 2008
Cornell University, Applied Economics and Management, 2008
Arizona State University, Morrison School of Agribusiness and Resource Management, 2008
Texas Tech University, Department of Agricultural and Applied Economics, 2008
Penn State, Department of Agricultural Economics, Sociology and Education, 2008
North Dakota State University, Department of Agribusiness and Applied Economics, 2008
University of Connecticut, Department of Agricultural and Resource Economics, 2008
- “Economic lessons along the trail,” Idaho Environmental Education Summit, 2005.

Other Presentations (presenter in bold)

- Norris, C.***, J. Berning, D. Goldhamer, and M. Carolan. “Denver City Food Environment Dataset.” CSU Extension Internship Poster Presentations. October 24, 2019.
- Chambers, C.* and **J. Berning**, “Is the Physical Activity of Immigrants Influenced by Moving to America? An Empirical Analysis Using Metabolic Equivalence Time Use Data.” Agricultural and Applied Economics Association Annual Meeting, Boston, MA, July 31-Aug. 2, 2016. (poster)
- Perry, G***, C. Lacy, J.K. Bernard and J. Berning. “The Aquaponics System: A Tool for Urban Economic Development.” Food Distribution Research Society 2014 Conference, Salt Lake City, Utah, November 1-5, 2014. (poster)
- Colson, G., J. Berning**, and **T. Smith**, “Job Market Tips for M.A.B. and M.S. Students,” Department Seminar, UGA Ag and Applied Economics, September, 2014.
- Berning, J, G. Kostandini, N. Magnan** and **T. Smith**. “Data Opportunities and Pitfalls,” Department Seminar, UGA Ag and Applied Economics, August, 2014.
- Murphy, S** and J. Berning. “Does Individualized Health Information Regarding Alcohol Consumption Affect Consumption Among Risky Drinkers?” AcademyHealth Annual Research Meeting, San Diego, CA, June 8-10 2014. (poster)
- Perry, G*** and J. Berning. “The Aquaponics System: A Tool for Urban Economic Development.” UGA Sustainability Science Symposium and Workshop. February 29, 2014. (poster)
- Berning, J.** Mini-symposium. J. Phil Campbell Sr. Research Education Center, January 3, 2014
- Berning, J.** and **B. Campbell**, “Integrating technology into resource and extension to build stronger local economies and a healthier next generation.” Next Generation Connecticut, April 11, 2013. (poster)
- Worthley, T.**, J. Volin, S. Swallow, J. Berning, N. Wright*, and N. Cyrus*. “Feasibility of a Local Wood Products Network for Rural Lands in Urbanizing Regions: a Pilot Study in Southern New England.” USDA AFRI Seed Grant 2011-02691. (poster)

Grants

- USDA, NIFA. “Food Insecurity of US Immigrants,” PI. Amount: \$196,603. Period May 2020 – May 2022.
- University of Kentucky Center for Poverty Research and USDA FNS, “Understanding Food-Related Hardships among Older Americans,” PI. Amount: \$49,430. Period: May 2020 – August 2021.
- USDA-AMS-Agricultural Marketing Service. “Emerging market opportunities for Colorado craft beverages. How will access to grocery stores influence consumer choices, marketing strategies, and supply chains?”, Collaborator. Amount: \$136,000. Period: 2018 – 2020.
- Georgia Department of Agriculture, Specialty Crop Block Grant, “Assessing production practices, distribution channels, and promotional tools of Georgia Grown Lavender”, Co-PI. Amount: \$45,000. Period: 2017 – 2019.
- University of Kentucky Center for Poverty Research and USDA ERS, “The Effects of Benefit Timing and Income Fungibility on Food Purchasing Decisions Among SNAP Households”, PI. Amount: \$39,766. Period: August 2014 - December 2015.
- USDA-CT Specialty Crop Block Grant, “Increasing the Value of CT Specialty Crops through Increased Labeling and Access.”, Co-PI. Amount: \$73,163. Period: 2014-2016.
- University of Connecticut, College of Natural Resources Equipment Competition,

“Mobile Social Science Research Lab”, PI. Amount: \$30,321.
 Cornell Center for Behavioral Economics in Child Nutrition Programs (BEN Center),
 "Hunger-driven food choices: An experiment to test the effect of providing pre-lunch
 snacks on school lunch choices”, PI. Amount: \$20,000. Period: May 2012- August 2013.
 USDA, NIFA, “Feasibility of a Local Wood Products Network for Rural Lands in
 Urbanizing Regions: A Pilot Study in Southern New England”, Co-Investigator. Amount:
 \$149,980. Period: 09/01/2011-08/31/2013.
 University of Connecticut, Faculty Large Grant: “A Pilot Study to Examine the
 Relationship of Economic Insecurity and Household Behavior as it Relates to Obesity.”
 PI. Amount: \$15,890. Period: 07/01/2011 - 06/30/2012.
 USDA NIFA, Hatch Grant, project # CONS00876, “The Effects of Grocery Store
 Coupons on the Healthfulness of Household Purchases.” PI. Period: 10/01/2011 -
 9/30/2013.

Graduate Research Advisor

Jonathan Balchus, MAB. 2015. (UGa)
 Joshua Buttshaw, MAB. 2018. (UGa)
 Sarah Brown, MAB. 2015. (UGa)
 Chelsea Chambers, MS. 2016. (UGa)
 Drew Dickerson, MAB. 2015. (UGa)
 Maggie Dudacek, MAB. 2014. (UGa)
 John Hogan, M.S. 2012. (UConn)
 Omer Hoke, Ph.D. Independent Study, Spring 2013. (UConn)
 Simone Johnson, M.S. 2015. (UGa)
 Linshan Li, MAB. 2014. (UGa)
 Leigh Lister, MAB. 2016. (UGa)
 Yang Li, MS. 2014. (UGa)
 Audrianna Marzette, MAB. 2015. (UGa)
 Brendan Meany, M.S. 2015. (UGa)
 Cole Nicholson, MAB. 2017 (UGa)
 Caroline Norris, MS. 2020 (CSU)
 Alec Shepherd, MAB. 2014. (UGa)
 Anna Torrance, MAB. 2017. (UGa)
 Alex Wright, MAB. 2014. (UGa)
 Nicholas Wright, M.S. 2013. (UConn)
 Tongyang Yang, M.S. 2015. (UGa)
 Xiaosi Yang, PhD. 2016. (UGa)
 Siwen Zhou, PhD. 2023 (CSU)

Graduate Committee Member

Joanna Brown, M.S. 2014. (UGa)
 Elena Castellari, Ph.D. 2014. (UConn)
 Maria Coman, M.S. 2011. (UConn)
 Nathaniel Cyrus, M.S. 2013. (UConn)
 Grace Melo Guerrero, M.S. 2013. (UGa)
 Xueqian Lu, M.S. 2016. (UGa)
 Alexander Maas, M.S. 2011. (UConn)
 Josh Minor, MAB. 2017. (UGa)

Ben Morris, MAB. 2016. (UGa)
Nathan Palardy, PhD. 2021 (CSU)
Gena Perry, MAB. 2014. (UGa)
Lindelley Rajo, MAB. 2016. (UGa)
Eric Rama, MAB. 2014. (UGa)
Hofner Rusiana, MS. 2015. (UGa)
Carlos Ruiz, MAB. 2014. (UGa)
William Shields, MS. 2016 (UGa)
Kourosh Talebpour, M.S. 2011. (UConn)
Kelly Thompson, MAB. 2017. (UGa)
Alexis VonRhade, M.S. 2012. (UConn)
Yiwei Yan, M.S. 2014. (UGa)
Hualu Zheng, PhD. 2014. (UConn)
Chen Zhu, PhD. 2013. (UConn)

Graduate Teaching

Economic Tools for Decision Makers (UGa), Spring 2014, 2015, 2016, 2017, 2018
Food Marketing and Merchandising (UGa), Fall 2013, 2014, 2015, 2016, 2017
Microeconomic Applications to Food Markets (UConn), Spring 2012.
Empirical Industrial Organization (guest lecturer, 3-weeks, UConn), Spring 2009.
Economics of Marketing (guest lecturer, 5-weeks, Washington State), Spring 2007.

Undergraduate Research Advisor (UConn)

Michael Canaan. Summer, Fall 2012.
Charles Cota. Spring 2011.
Steven Feeney. Spring 2013.
Matthew Goldenberg. Summer 2011.
Samantha Graf. Summer 2013.
Montana Heon. Summer 2013.
Andrew Marcus. Spring 2011.
 Winner: Connecticut Center for Entrepreneurship and Innovation (CCEI) Business Plan
 Competition, \$10,000.
Lauren Marotta. Summer 2011.
Wesley Nichols. Fall 2012.
Connor Sullivan. Spring 2011.

Undergraduate Teaching

Agribusiness Management (CSU), Spring 2019, 2020
Agribusiness Marketing (UGa), Spring 2015, 2016, 2017, 2018
Applied Resource Economics (UConn), Spring 2013.
Business Management (UConn), Spring 2010, 2011, 2013; Fall 2011, 2012.
Business Strategies and Policy in Food Industries (UConn), Fall 2009, 2010.
First Year Odyssey: A Discussion of Food, Glorious Food!, Fall 2014, 2017.
Price Theory and Futures Trading, (co-instructor, UConn), Fall 2009.
Society and Natural Resources (teaching assistant, Idaho), Fall 2001, Spring 2002.
Economics for Natural Resource Managers (teaching assistant, Idaho), Fall 2001, 2002.

Student Awards

- AAEA Annual Meeting Graduate Student Case Study Competition, Co-Advisor, 2017. 3rd place.
Mary-Kate Bagwell and Rance Paxton
- IFAMA Annual Meeting Graduate Student Case Study Competition, Co-Advisor, 2017. 2nd place.
Mary-Kate Bagewell, Gabrielle Buone and Rance Paxton
- FABricate Food and Agribusiness Entrepreneurial Initiative, Faculty Advisor, 2017, 1st place
Agricultural or Food Related Business and People's Choice Award
Lizzy Isgar and Antonio Rodriguez
- AAEA Annual Meeting Graduate Student Case Study Competition, Co-Advisor, 2015. 3rd place.
Sarah Brown and Leigh Lister
- Wright, A. "Poop for thought: How anaerobic digestion protects Georgia's natural resources." EPA Environmental Youth Symposium for Colleges and Universities in the Southeast, Atlanta, GA, September 12, 2014. (presentation); *First Place Award*
- Wright, A. "Poop for thought: Make more money with your poultry litter." AAEA Annual Meeting, Graduate Student Extension Case Study Competition, Minneapolis, MN, July 27-29, 2014. (presentation); *Third Place Award*
- Perry, G. "Economic and Community Development Opportunities for an Aquaponics System." AAEA Annual Meeting, Graduate Student Extension Case Study Competition, Minneapolis, MN, July 27-29, 2014. (presentation); *Finalist*

Outreach Activities

- Colorado Blueprint to End Hunger, Data and Evaluation committee, Member, 2020 – present.
UGA, Starting a New Food Business Workshop, "Marketing for a New Food Business." April 11, 2017.
- Campbell, B.** and J. Berning. 2016. "Examining the Impact of Local, GMO, and Organic Labeling on Consumer Preference and Product Market Shares." New York Produce Show and Conference, New York City, NY, Dec. 7th.
Online at: https://www.youtube.com/watch?v=l-oV_LqdVLQ&t=1s
- eXtension's *Healthy Food Choices in Schools* Community of Practice.
Presenter, "Overview: Food Marketing and Management" FarmTek Technology Center CEA School. East Windsor, Connecticut November 6, 2013. Audience: 75-100.
- Feasibility Study of Micro-Malting Operation in Georgia, 2014.

Professional Service

- Priorities and Solutions Project with AAEA, C-FARE, and USDA, Steering Committee member 2016.

Agricultural and Applied Economics Association

- AAEA Annual Meeting, Selected Presentations Committee, *Topic Leader*, 2016.
AAEA Nominating Committee, *Member* (2015-2018).
BEER Section, *Chair-elect, Chair, and Past Chair*, 2018-2020.
Invited Paper Session, *Organizer*, "The When, Where and How of SNAP Spending: New Evidence from the Food Acquisition and Purchase Survey (FoodAPS)." AAEA Annual Meeting, 2015.
Invited Paper Session, *Moderator/Discussant*, "Time Poor: Temporal Factors in Food Acquisition Among Resource-Limited Households in the USA." AAEA Annual Meeting, 2020.
Food and Agricultural Marketing Policy Section, *Chair-elect, Chair, and Past Chair*, 2014-2016.

Track Session Organizer, “The Changing Landscape of the Beer Industry: Input Usage and Consumer Preferences.” AAEA Annual Meeting, 2017.

Track Session Organizer, “The Development of the US Brewing Industry.” AAEA Annual Meeting, 2014.

Track Session Organizer, “Food marketing and nutrition: An industrial organization perspective.” AAEA Annual Meeting, 2012.

Reviewer, Invited sessions, AAEA Annual Meeting, 2012, 2013 (2 sections), 2014, 2015, 2016, 2020, 2021 (2 sections)

American Marketing Association

Section Reviewer, American Marketing Association, Summer Marketing Educators’ Conference, 2007

Beeronomics Society

Scientific Committee, Beeronomics Conference, Seattle, WA., 2015.

Food Distribution Research Society

Director (2014-2016).

Southern Agricultural Economics Association

Annual Meeting, Teaching Section, Topic leader, 2014.

Annual Meeting, Invited paper sessions, Reviewer, 2014.

Western Agricultural Economics Association

Graduate Student Thesis award, Reviewer, 2019.

Annual Meeting, Invited paper sessions, Reviewer, 2020.

Reviewer (ad-hoc)

Agribusiness: An International Journal; Agricultural Economics; Agricultural and Resource Economics Review; American Journal of Agricultural Economics; American Journal of Health Economics; Applied Economic Perspectives and Policy; Behavioral Science and Policy; Canadian Journal of Agricultural Economics; China Agricultural Economics Review; Ecological Economics; Choices; Economic Research Service; European Review of Agricultural Economics; Food Policy; Journal of Agribusiness; Journal of Agricultural and Applied Economics; Journal of Agricultural and Resource Economics; Journal of Consumer Policy; Journal of Environmental Economics and Management; Journal of Food Distribution Research; Journal of Policy Analysis and Management; Letters in Spatial and Resource Sciences; Managerial and Decision Economics; Marine and Coastal Fisheries; Marine Resource Economics; Pediatrics; Small Business Innovation Research (SBIR) program

Colorado State University, 2018 - Present

University Grievance Committee 2019 – Present

CAS Student Affairs Committee 2019 – Present

College of Agricultural Science, CSU

Student Affairs Committee 2018 – Present

College Search Committee 2019

Preparing Tomorrow’s Leaders for Global Challenges Committee 2020 – Present

Department of Agricultural and Resource Economics, CSU
Undergraduate Committee 2018 - Present

University of Georgia 2013 - 2018

Academic Affairs Faculty Symposium, 2014
Advisory committee member, Entrepreneurship Program
Faculty Search Committee, Family and Consumer Sciences, 2018
Obesity Initiative, Member
Sustainable Food Systems Initiative, Member

College of Agricultural and Environmental Science, UGA

Associate Dean for Research Faculty Search Committee, 2017.
Faculty Advisory Group, J. Phil Campbell Sr. Research and Education Center (JPC-REC), 2013-
Member, Undergraduate Affairs Committee, 2015-2017.
Faculty member, Certified Program in Organic Agriculture
Faculty member, Sustainable Foods System Initiative
Advisory committee member, FABricate Entrepreneurship Program

Department of Agricultural and Applied Economics, UGA

Communications Committee, 2014-
Agribusiness and Ag Econ Curriculum Review Committee, 2018.
Department of Agricultural and Applied Economics, Strategic Planning, 2013-2014.
Department Seminar Committee Co-Organizer, 2017-
Faculty Hiring Committee, 2014, 2015.
Faculty Hiring Committee Chair, 2018.
Post-tenure Review Committee, 2018.
Publications List Committee, 2015-2016.

University of Connecticut 2010 - 2013

University Graduate Faculty Council, 2011 (ad-hoc).
College of Agriculture and Natural Resources Academic Planning Committee, 2013
Department Faculty Hiring Committee, 2010, 2012.
Department Graduate Qualifying Examination Committee, 2010-2013.
Department Graduate Admissions Committee, 2010-2013.
Panel Judge, Graduate Student Research Forum, University of Connecticut, 2011

Professional Development

LEAD 21, Class 12, 2016-2017.
New Faculty Tour participant, University of Georgia, 2014.
New Faculty Learning Community participant, University of Connecticut, 2009.
Graduate Research Seminar participant, Washington State University, 2007-2008.
Visiting Graduate Student Workshop in Experimental Economics, Interdisciplinary
Center for Economic Science at George Mason University, August 2006.

Honors, Scholarships, and Awards

Department of Agricultural and Applied Economics, Graduate Student Association Outstanding
Faculty Award, 2015, 2016

Presidential Award for Excellence in Communication, Top Journal Article 2011-2012,
Journal of Food Distribution Research.
Honorable Mention, Best PhD student paper, International Symposium on Society and
Resource Management, 2004.
IGERT Fellow, University of Idaho 2003-2004.
Charles A. Connaughton Scholarship recipient, University of Idaho, 2003.
White House Intern, Spring 1996.

Industry Experience

Economic Consultant, Economic Modeling Specialists Inc. and CCBenefits, 2002-2005.
Inside Sales, Insight Technologies, 2000-2001.
Humanities Instructor, Aeon Corporation, Japan, 1998-1999.
Inside Sales, IBM, 1996-1998.

Volunteer Experience

Assistant Baseball Coach, Coventry Youth Baseball Association, Coventry, CT, 2012, 2013.

Head Basketball Coach, Boys, Fort Collins Recreation, Fort Collins, CO. 2019. (Won Team Sportsmanship Award).

Head Basketball Coach, Boys Youth League, Oconee County Parks and Recreation Department, Watkinsville, GA, 2018.

Head Basketball Coach, Girls Youth League, Oconee County Parks and Recreation Department, Watkinsville, GA, 2015, 2016, 2017.

Head Flag-Football Coach, Boys Youth League, Oconee County Parks and Recreation Department, Watkinsville, GA, 2017.

World of Work! Speaker, Rocky Branch Elementary School, Watkinsville, GA, December 2, 2015.