

MARCO COSTANIGRO

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EMPLOYMENT

Associate Professor, Colorado State University	July 2013-present
Assistant Professor, Colorado State University	July 2007-July 2013
Research Assistant, Washington State University	Aug 2003- Aug 2007
Ensign, Italian Navy	Jan 2000-March 2001

ADJUNCT and VISITING POSITIONS

University of Florence, Dipartimento di Gestione dei Sistemi Agrari, Alimentari e Forestali. Visiting Associate Professor. Spring and Summer 2014.

EDUCATION

Ph.D., Economics, May 2007

Washington State University

Dissertation: *Product Characteristics and Reputation Effects in the Wine Market*

Advisor: Jill J. Mccluskey

M.S., Statistics, May 2007

Washington State University

Advisor: Ron Mittelhammer (non-thesis)

M.A., Agribusiness, Aug 2002

Washington State University

Thesis: *Economic Implications of a Molecular Assay for Detection of Seed-Borne Botrytis spp. on Onions*

Advisor: Ray J. Folwell

B.S., Agriculture, Crop Protection, Summer 1999.

University of Bologna, Italy

Thesis: *Molecular Diagnosis of Pseudomonas Syringae pv. tomato through PCR and PCR DOTBLOT*

Advisor: Carlo Bazzi

RESEARCH INTERESTS

Areas of expertise:

Applied Econometrics, Agricultural Marketing and Industrial Organization

Areas of special Interest:

Economics of Information, Food Labeling, Product Quality and Reputation, Wine and Beer Economics

PUBLICATIONS (*)¹

[Google Scholar](#)

1. M. Kibler, D. Pendell, **M. Costanigro**, J. Traub-Dargatz (2017). An estimation of US horse-owner/caregiver Willingness to Pay for Daily Use and Infectious Upper Respiratory Disease Treatment Options. *Equine Veterinary Journal*. Published Online December 12. [Link](#).
2. Berning, J., **M. Costanigro**, and M.P. McCullough (2017). "Can the Craft Beer Industry Tap into Collective Reputation?" *Choices*. Quarter 3. [Link](#):
3. K. Messer, **M. Costanigro**, and H. Kaiser (2017). Labeling Food Processes: the Good, the Bad, and the Ugly. *Applied Economics Perspective and Policy*. 39 (3), 407-427. [Link](#)
4. K. Messer, S. Bligh, **M. Costanigro** and H. Kaiser. Process Labeling of Food: Consumer Behavior, the Agricultural Sector, and Policy Recommendations. Council of Agricultural Science and Technology. Number 56, October 2015. [Link](#)
5. **M. Costanigro**, O Deselnicu, D Thilmany McFadden (2015). Product Differentiation via Corporate Social Responsibility: Consumer Priorities and the Mediating Role of Food Labels. *Agriculture and Human Values* 22 (3), 597-609. [Link](#)
6. **M. Costanigro**, O. Deselnicu, S. Kroll, (2015). Food Beliefs: Elicitation, Estimation, and Implications for Labeling Policy". *Journal of Agricultural Economics*. 6 (1), 108-128. [Link](#)
7. **M. Costanigro**, and J. L. Lusk. (2014). "The Signaling Effect of Mandatory Labels on Genetically Engineered Food." *Food Policy* 49, Part 1 (December): 259–67. [Link](#)
8. **M. Costanigro**, S. Kroll, D. Thilmany and M. Bunning (2014). Is it love for Local/Organic or Hate for Conventional? Asymmetric Effects of Information and Taste on Label Preferences in an Experimental Auction." *Food Quality and Preference*. 31(jan), 94-105. [Link](#)

* Indicates collaborations with students initiated during their graduate program

9. **M. Costanigro**, C. Appleby and S. Menke (2014). "The wine Headache: Consumer Perceptions of Sulfites and Willingness to Pay for Non-Sulfited Wines". *Food Quality and Preference*. 31(Jan), 81-89. [Link](#).
10. Rickard B., **M. Costanigro** and T. Garg (2013). "Economic and Social Implications of Regulating Alcohol Availability in Grocery Stores". *Applied Economics Perspectives and Policy*. 35 (4), 613-633. [Link](#).
11. Deselnicu O.C., **M. Costanigro**, Souza-Monteiro D. M. and D. Thilmany (2013). "A Meta-Analysis of Geographical Indication Food Valuation Studies: What Drives the Premium for Origin-Based Labels?" *Journal of Agricultural and Resource Economics* 38(2), 1-16. [Link](#)
12. Goemans C., **M. Costanigro** and J. Stone* (2012). "The Interaction of Water Restriction and Pricing Policies: Econometric, Managerial and Distributional Implications," *Journal of Natural Resources Policy Research* 4(1), 61-77. [Link](#).
13. **Costanigro, M.**, C. Bond, and J. McCluskey (2012). "Reputation Leaders and Quality Laggards: Incentive Structure in Markets with Private and Collective Reputation," *Journal of Agricultural Economics* 2(1), 245-264. [Link](#).
14. **Costanigro, M.**, D. Thilmany, S. Kroll and G. Nurse (2011). "An In-Store Valuation of Local and Organic Apples: the Role of Social Desirability," *Agribusiness: an International Journal* 27(4), 465-477. [Link](#).
15. **Costanigro, M.**, J.J. McCluskey, and C. Goemans (2010). "The Economics of Nested Names: Name Specificity, Reputations, and Price Premia," *American Journal of Agricultural Economics* 92 (5), 1339-1350. [Link](#).
16. **Costanigro, M.**, J.J. McCluskey, and R.C. Mittelhammer (2009). "Estimating Class-Specific Models under Class Uncertainty: Local Polynomial Regression Clustering in a Hedonic Analysis of Wine Markets," *Journal of Applied Econometrics* 24 (7), 1117-1135. [Link](#).
17. **Costanigro, M.**, J.J. McCluskey, and Ron C. Mittelhammer (2007). "Segmenting the Wine Market Based on Price: Hedonic Regression when Different Prices mean Different Products," *Journal of Agricultural Economics* 58 (3), 454-466. [Link](#).

Books/Books chapters

1. **Costanigro, M.** and J.J. McCluskey (2011). "Hedonic Price Analysis in Food Markets," chapter in the *Handbook on the Economics of Food Consumption and Policy*. Edited by J. Lusk, J. Rosen and J. Shogren, Oxford University Press. [Link](#)

Proceedings and other conference-related material

1. Dawn Thilmany McFadden, O. Deselnicu, and **M. Costanigro**. (2013) “How Consumers Respond to Corporate Social Responsibility Initiatives: A Cluster Analysis of Dairy Consumers”. 44 (1). [Link](#).

Industry fact sheets and other non-peer reviewed articles

1. Oana Deselnicu*, **Marco Costanigro** and Dawn Thilmany. “Creating Loyal Customers Through Social Responsibility. How do Dairy Consumers Value Issue-Based Initiative?” AMR 12-01. June 2012. [Link](#).
2. **Marco Costanigro** and Dawn Thilmany. How Do Consumers Value Apples? A Comparison of Organic and Colorado Proud Labels. AMR11-04 May 2011. [Link](#).
3. **Marco Costanigro** and Oana Deselnicu*. Obtaining and Managing Reputation Price Premia in Markets for Experience Goods: Evidence from Academic Research on the Wine Market. AMR 09-03. September 2009. [Link](#).

INVITED TALKS, CONFERENCE PRESENTATIONS, POSTERS AND SYMPOSIA (*)²

1. A belief-preference model of choice for experience and credence goods. Invited talk at the University of Nebraska, Lincoln, NE. October 13, 2017
2. Consumer behavior and labeling policy from different perspectives. Organizer (with C. Grebitus and J. Kolodinsky) and presenter (with J. Lusk, T. Li, B. McFadden, M. Palma, C. Grebitus, J. Koldinsky). FAMPS and FSN joint track session. AAEA meetings, Chicago, July 20-Aug 1st, 2017
3. Proximities to Attractions and Visitor Reviews in Determining Traveler Behavior: A Choice Experiment on Agritourism. With A. Van Sandt* (presenter) and D. Thilmany. AAEA meetings Chicago, July 20-Aug 1st, 2017
4. Vertical differentiation, perception restructuring, and wine choices: the case of the Gran Selezione in Chianit Wines. With Gabriele Scozzafava and Leonardo Casini. EuAWE meetings. Bologna, IT, June 7 2017.
5. CO Blueprint Food and Agriculture Townhall meeting with the Beverage Industry. Denver, May 25, 2017.
6. The effect of varietal and regional information on consumer taste perceptions: challenges and opportunities for nascent wine regions. With Becca Jablonski (co-presenter) WAEA meetings, Victoria, BC, Canada, June 21-21,2016
7. Vertical differentiation, endogenous quality expectations and consumer choices. How labeling improved quality standards affects perceptions of non-labeled products. With G. Scozzafava and L. Casini. WAEA meetings, Victoria, BC, Canada, June 21-21,2016

* **Indicates collaborations with students initiated during their graduate program**

8. Equine Daily Use Values and Owner Willingness to Pay for Infections Disease Treatment Options. With Michelle Kibler*, Dustin Pendell, Josie Traub-Dargatz. WAEA meetings, Victoria, BC, Canada, June 21-21,2016
9. Bonanno A., Bimbo F., Costanigro M, Oude Lansink A. and Viscecchia R.'Credence Attributes' Valuation and Price Dispersion: Quantile Regression vs. Stochastic Frontier – an Application to Health Claims in Yogurts'. 29th International Conference of Agricultural Economists ICAE. August 8 – 14, Milan, Italy
10. “Water Markets in the Western United States: Supply Challenges and Frictions”. WAEA organized Symposium, San Francisco, CA, July 26-28, 2015. Organizer: Marco Costanigro. Presenters: Duncan MacEwan, Jonathan Yoder, Alexander Maas*, Janine Stone*. Discussant: Christopher Goemans.
11. “Including Subjective Beliefs in Empirical Models of Choice and Preferences: Methodological Aspects and Food Policy Implications.” Organizer: Marco Costanigro. Presenters: Marco Costanigro, Jayson Lusk, Gregory Howard, Yuko Onozaka. Discussant: Brian Roe.
12. “Retail wine availability and product diversity.” Presented at the Annual Meeting of the American Association of Wine Economists. With M. Qu, , B.J. Rickard, M. Costanigro, and E. McLaughlin. Presenter: B. Rickard. Mendoza, Argentina. May 28, 2015.
13. “Credence Attributes'Valuation and Price Dispersion: Quantile Regression vs. Stochastic Frontier – an Application to Health Claims in Yogurts”. With A. Bonanno, F. Bimbo, A. Oude Lansink, R. Viscecchia. Presented by A. Bonanno. Selected paper at the AAEA meetings, Minneapolis, Mi, July 27-29, 2014.
14. “Deconstructing Demand: Exploring Heterogeneity in Consumer Responses to Water Policies”. With C.Goemans and J. Stone*. Presented by J. Stone. Selected paper at the WAEA meetings, Colorado Springs, Co, June 22-23, 2014
15. “Ten Thousand Labels: Credence Attributes, Product Differentiation, and Information Flows in the Food System”. AAEA organized symposium, Seattle, WA, August12-14, 2012. Presenters: Marco Costanigro, Vincenzina Caputo, Dawn Thilmany and Glynn Tonsor Discussant: Jayson Lusk Organizer: Marco Costanigro
16. “How Corporate Social Responsibility Initiatives are Emerging in the Dairy Sector: An Analysis of Consumer Perceptions and Priorities”. With O. Deselnicu* and D. Thilmany. Selected paper at the 2012 AAEA meetings, Seattle, WA, August12-14, 2012.
17. “Truthful, Misguiding Labels: The Implications of Labeling Production Processes Rather than their Outcomes”. Selected paper at the 2012 AAEA meetings, Seattle, WA, August12-14 2012. Presenter.
18. “Estimating WTP for Reduced Sulfite Content in Wine”. With C. Appleby* and D. Thilmany. Invited paper at the Wine Marketing and Policy FAMPS session AAEA meetings, Seattle, WA, August12-14 2012. Presenter.
19. “Using Choice Experiments to Understand Consumer Preferences: Three empirical Applications”. Invited seminar for the doctoral students of the Dipartimento di Economia e Ingegneria Agrarie, Universita' di Bologna. Bologna, June 28, 2012.

20. "Estimating WTP for Reduced Sulfite Content in Wine". With C. Appleby and D. Thilmany. Selected paper at the WAEA meetings, Park City, Utah. June 20-22, 2012. Presented by D. Thilmany.
21. "Local, Organic, Conventional-Asymmetric Effects of Information and Taste on Label Preferences in an Experimental Auction". With Stephan Kroll, Dawn Thilmany and Marisa Bunning. AAEA and EAAE joint conference "Food Environment: The Effect of Context on Food Choice". Boston, Ma. May 30-31, 2012. Presenter.
22. "Examining the Links between Wine Distribution Laws, Alcohol Consumption, and Traffic Fatalities". With B. Rickard, and T. Garg*. AAEA and NAREA joint meetings, Pittsburgh, July 24-26, 2011. Presented by T. Garg.
23. "What Determines the Success of a Geographical Indication? A Meta-analysis of Price Premia and WTP studies for GIs in Food Products". With O. Deselnicu*, D. Souza-Monteiro and D. Thilmany. AAEA and Narea joint meetings, Pittsburgh, PA, July 24-26, 2011. Presenter.
24. "Wine Distribution Laws, Alcohol Consumption and Traffic Fatalities in the US". With B. Rickard, and T. Garg. Academy of Wine Business Research, Bordeaux Management School. June 8th, 2011. Presented by B. Rickard.
25. "Local and Organic: Substitutes or Complements? An in Store Valuation of Labels for Apples". With Kroll S., Thilmany D., and Nurse, G. Selected Presentation at AAEA conference in Denver, Co, July 25-27 2010. Presenter.
26. "Do Taste Buds Trump Labels and Information? A Sensory Test and Economic Experiment on Organic and Local Apples". With Kroll S., Thilmany D., and Bunning, M. Selected Presentation at AAEA conference in Denver, Co, July 25-27 2010. Presented by S. Kroll.
27. "Quantile Regression in Hedonic Modeling". With Jeremy Carter*. Selected poster at AAEA conference in Milwaukee, Wi. July 26-28 2009
28. "My Name or Our Name? Firm and Collective Reputation in the Wine Industry". With Jill McCluskey. NEC-63/FAMPS joint meetings. San Diego, Ca. Feb 1-3, 2009. Presenter.
29. "Valuing collective and firm reputation in the wine market: my name or our name?" With Jill McCluskey. Selected paper presented at the AAWE meeting in Portland, Oregon August 14-16, 2008. Presenter.
30. "Collective versus Brand Reputations in Wines", selected paper presented at the AARES Organized Symposium at the 2007 AAEA, WAEA, and CAES Joint Annual Meeting in Oregon, July 29 - August 1, 2007. Presenter.
31. "Wine Valuation by Price Segments", selected poster at the 2006 American Agricultural Economics Association Annual Meeting in Long Beach, July 23-26.
32. "Identifying Submarkets in the Wine Industry: a Multivariate Approach to Hedonic Regression". Selected paper presented at the 2006 American Agricultural Economics Association (AAEA) Annual Meeting in Long Beach, CA, July 23-26. Presenter.
33. "Segmenting the Wine Market based on Price: Hedonic regression when different prices mean different products". Selected paper at the Western Agricultural Economics Association (WAEA) meetings, San Francisco, CA 2005. Presenter.
34. "Price Segmentation of Wine", Academic Showcase Juried Poster Session Washington State University, 2005.
35. "Price as a Signal of Quality: Segmenting the California and Washington Wine Markets based on Price", selected paper at the 2005 Australian Agricultural and

Resource Economics Society meetings in Coffs Harbour, Australia. Presented by J. McCluskey.

36. "Urban Market improvement and Social Capital in Arsi and Bale". End of mission report and recommendations submitted to the Arsi and Bale Rural Development Project and F.A.O., fall 2002.
37. "Economic Implications of a Molecular Assay for Detection of Seed-Borne Botrytis spp. on Onions". Selected poster at the 2002 National Allium Research Conference Pasco, WA, 2002

GRANT ACTIVITY**Funded projects**

<i>CSU VPR office. CSU & the Fermented Beverage Industry. A Field to Foam Research Forum</i>	2017-2018 Co-PI \$15,000
<i>USDA-AMS: Improving Direct to consumer Markets and Farm Viability through their assessment, coordination, and development in Northern Colorado.</i>	2016-2019 Collaborator \$238,953
<i>NIFA-AFRI: Rural Community Impacts Of Farm To School: Food Supply Chains, Educational Programming, And Household Food Purchases.</i>	2017 2019 Co-PI \$499,420
<i>Colorado Wine Industry Development Board: Colorado Blend Sensory Panels, Valuation and Labeling. Specialty Crop Grant subcontract from the Colorado Wine Industry Development Board</i>	2014-2015 Co-PI \$23,000
<i>Colorado Wine Industry Development Board: The Grape & Wine Industry's Impact on the Colorado Economy: An Update</i>	2012-2013 Co-PI \$31,000
<i>Surepure: Willingness to pay for reduced sulfite content in wine</i>	2011 PI \$5,000
<i>Aurora Organic Dairy: Consumer Ranking and Valuation of Credence Attributes in Fluid Milk</i>	2010-2011 Co-PI \$20,000
<i>Colorado Water Institute: Estimating the Cost Effectiveness of Water Conservation Efforts</i>	2009-2010 Co-PI \$35,000
<i>USDA Markets and Trade Program: Organic, Locality and Food Miles - Implications for Trade, Supply Chains, Environment and Consumer Welfare. Funded by USDA NRI Markets and Trade Program</i>	2007-2010 Co-PI \$462,000

Proposals not funded

- October 2017, \$1,237,939. Using Treated Produced Water from Oil and Gas Energy Production for Crop Irrigation: Examining Physical, Social and Economic Barriers. With T. Borch, J. Ippolito, C. Goemans, T. Opsal. INFEWS T3.
- Spring 2016, \$499,893. The Development and Use of Environmental Impact Indices in Food Labeling: A Pilot Study of the U.S. Meat Sector. CO-PI: Dustin Pendell, Keith Paustian, John Shehan. USDA-NIFA,
- Fall 2012-15, \$473,000. Building Economically Sustainable Food Systems to Improve Food Security. Proposal to the USDA NIFA Food Security CAP grant program. Subcontract Co- principal investigator. Texas A & M.
- Summer 2009, \$35,000. Estimating the Cost Effectiveness of Water Conservation Efforts. Funded by Colorado Water Institute. Co-Principal investigator (with Chris Goemans).
- Summer 2007, \$462,000, Organic, Locality and Food Miles - Implications for Trade, Supply Chains, Environment and Consumer Welfare. Funded by USDA NRI Markets and Trade Program. Collaborator.

UNIVERSITY TEACHING

1. AREC/ECON 335 (3). Introduction to Econometrics (undergraduate)
Fall 07, Fall 08, Fall 09, Fall 10, Fall 11, Fall 12, Spring 2015, Dec 2015 (FTU, Hanoi), Spring 2016.
2. AREC 310 (3). Agricultural Marketing (undergraduate)
Fall 08, Spring 10, Spring 11, Spring 12
3. AREC/ECON 735 (2). Econometrics Theory II (Ph.D.)
Spring 10-Spring 18, yearly.
4. AREC/ECON 635 (3). Econometrics Theory I (Ph.D.)
Fall 2014 (co-taught)
5. AREC 792 (3). Advanced Agriculture Economics (Ph.D.). (co-taught)
Horizontal and vertical product differentiation, hedonics.
Fall 10, Fall 13, Fall 14, Fall 16.
6. AREC/ECON 736B (1) Advanced Econometrics Methods: Panel data.
Spring 15, Spring 16, Spring 17

Course Evaluations

Course	Semester	Enrollment	Course Mean^{a,b}	Teacher Mean^{a,b}
AREC/ECON 335	Fall 2007	33	3.8	3.96
AREC 310	Fall 2008	46	4.02	4.03
AREC/ECON 335	Fall 2008	29	4.05	3.96
AREC/ECON 735	Spring 2009	5	3.94	3.99
AREC/ECON 335	Fall 2009	34	4.13	4.2
AREC 310	Spring 2010	46	4.04	3.79
AREC/ECON 735	Spring 2010	29	4.22	4.11
AREC/ECON 335	Fall 2010	35	4.16	4.36
AREC 310	Spring 2011	53	3.19	3.29
AREC/ECON 735	Spring 2011	24	3.77	4.1
AREC/ECON 335	Fall 2011	28	4.4	4.61
AREC 310	Spring 2012	58	3.93	4
AREC/ECON 735	Spring 2012	23	3.96	4.12
AREC 735	Spring 2013	4	4.67	4.33
ECON 735	Spring 2013	11	3.89	4.22
AREC 635	Fall 2014	4	4.5	5.0
ECON 635	Fall 2014	21	3.81	4.52
AREC 792	Fall 2014	2	4.5	5
ECON 335	Spring 2015	7	4.57	4.57
AREC 335	Spring 2015	18	4.14	4.07
ECON 736B	Spring 2015	9	4.56	4.56
AREC 736B	Spring 2015	8	4.14	4.25
AREC 710	Fall 2016	2	5	5
AREC 735	Spring 2017	2	5	5
ECON 735	Spring 2017	1	4	4
AREC 736B	Spring 2017	2	4.5	4.5
ECON 736B	Spring 2017	3	4.67	4.33

^a Students ratings scale between 2006 - 2010: Strongly Agree = 5, Agree = 4, Neutral =3, Disagree = 2, Strongly Disagree = 1

^b Students ratings scale between 2011 Current: Excellent = 5, Above Average = 4, Average =3, Below Average = 2, Poor = 1.

Ph.D Committee Chair (completed)

- Oana Deselnicu Summer 2012
Dissertation: The Value and Role of Food Labels: Three Essays Examining Information Flows in the Food System for Experience and Credence Attributes
- Janine Stone(co-advised with Chris Goemans) Summer 2015
Dissertation: Three Essays Exploring Heterogeneity in Water Policy Preferences and Responses.

Masters Committee Chair (completed)

- Chris Appleby Summer 2012
Thesis: Measuring Consumer Willingness to Pay for Reduced Sulfur Dioxide Levels in Wine: a Conjoint Analysis

Other graduate student committees

Anders Van Sandt (Ph.D. AgEcon 2017)
Michelle Kibler (Ph.D. AgEcon 2016)
Janine Stone (Ms 2012)
Chris Huber (Ms 2012)
Wenjing Hu (PhD AGECON, 2012)
Anthony Underwood (Phd ECON, 2013)
Amelia Maass (Ms 2012)
Adam Solomon (Ms 2012)

SERVICE

Peer Reviewer includes: Agribusiness: an International Journal, Agricultural and Resource Economics Review, American Journal of Agriculture Economics, Applied Economic Perspective and Policy, Australian Journal of Agriculture Economics, Canadian Journal of Agriculture Economics, Empirical Economics, European Review of Agriculture Economics, Food Policy, Food Quality and preference, Journal of Agricultural Economics, Journal of Applied Econometrics, Journal of Wine Economics, Review of Agricultural and Food Economics, Journal of Economic Psychology, Local Environment

National and Regional

2015 AAEA meetings, Abstract reviewer.
2014 AAEA FAMPS member at large.
2012 AAEA meeting, Seattle. Topic Leader, Research Methods/Econometrics/Stats sessions.
WAEA meetings 2012. Abstract reviewer.
AAEA Employment Services Committee, 2010-2011

College

External committee member for search of department head of Horticulture and Landscape Architecture, 2015-16.
Information Technology Committee, 2010-2015.
Volunteer at RAM Welcome, 2007, 2008, 2009, 2010
I.T. staff member hiring committee, 2010

Academic Unit

Chair of the Graduate Program	2015-present
Ag. Finance Position Search Committee member	2014
Agribusiness Association (advisor)	2012
Agribusiness Association (junior advisor)	2011-2012
Graduate Program Review Committee	2011-present
Awards Committee	2009-present
Quantitative Methods Core Exam	2009-present (2 exams per year),
Graduate Committee	2008-present
Graduate Admission Committee	2008-2015

Graduate Program Review of Quantitative Methods 2009-2010

HONORS and AWARDS

Spring 2017 Team Research Award. College of Agricultural Science. Colorado State University.

LANGUAGES

- Italian (native)
- English
- Spanish
- French

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Other

F.A.O. Volunteer, Marketing and Rural Finance Service (AGSM) ROME, Fall 2002
Asela, Ethiopia, Fall 2002. Rural Market Infrastructure Development in Arsi and Bale. A joint collaboration with Arsi and Bale Rural Development Project, F.A.O. and University of Bologna.

President, School of Economic Sciences Graduate Student Association, WSU (2005-2006)

Vice-President, School of Economic Sciences Graduate Students Association, WSU (2004-2005)

Professional Affiliations (past and present):

Agricultural & Applied Economics Association, American Association of Wine Economists, Agricultural Economics Society, Western Agricultural Economics Association