

Jayson L. Lusk

Education

- Ph.D. Agricultural Economics, *Kansas State University*, 2000
- B.S. Food Technology, *Texas Tech University*, 1997

Academic Positions

- Distinguished Professor and Head 2017 – present
Purdue University, Department of Agricultural Economics
- Regents Professor and Willard Sparks Endowed Chair 2013 – 2017
Professor and Willard Sparks Endowed Chair 2005 – 2013
Oklahoma State University, Department of Agricultural Economics
- Visiting Researcher 2011
French National Institute for Agricultural Research (INRA), Paris
- Associate Professor 2003 – 2005
Purdue University, Department of Agricultural Economics
- Assistant Professor 2000 – 2003
Mississippi State University Department of Agricultural Economics

Awards, Honors, and Achievements

- Lu Ann Aday Award, Purdue University's highest honor for excellence in humanities and social science research, 2020
- Outstanding Journal Article, *Applied Economic Perspectives and Policy*, 2019
- Borlaug Communication Award, Council for Agricultural Science and Technology (CAST), 2017
- Fellow, Western Agricultural Economics Association, 2017
- Senior Fellow, Breakthrough Institute, 2017
- Outstanding Journal Article, *Journal of Entrepreneurship and Public Policy*, 2016
- Fellow, Agricultural and Applied Economics Association, 2015
- Outstanding Journal Article, *European Review of Agricultural Economics*, 2015
- Samuel Roberts Noble Distinguished Fellow, Oklahoma Council of Public Affairs, 2013-2017
- Contributed a chapter to an edited volume awarded the Quality of Communication Award, Agricultural and Applied Economics Association, 2012
- Research Fellow, Organisation for Economic Co-Operation and Development (OECD), Co-operative Research Program Fellowship, 2011
- Regents Distinguished Research Award, Oklahoma State University, 2010
- Sarkeys Distinguished Professor Award, Division of Agricultural Sciences and Natural Resources, Oklahoma State University, 2010
- The Best Economics Paper, Food Safety and Nutrition Section, Agricultural and Applied Economics Association, 2009

- James A. Whatley Award of Merit for Excellence in Agricultural Research, Division of Agricultural Sciences and Natural Resources, Oklahoma State University, 2007
- Hall of Fame Horizon Award (Outstanding Alumni), Department of Animal and Food Sciences, Texas Tech University, 2007
- Outstanding Published Research Award, Western Agricultural Economics Association, 2007
- Outstanding Journal Article, *Journal of Agricultural and Resource Economics*, 2005
- Honorable Mention Outstanding Journal Article, *Review of Agricultural Economics*, 2005
- Listed in top 1% of economists worldwide in terms of citations, H-index, and number of publications according to IDEAS and RePEc
- Published works have been cited more than 17,500 times with an H-index equal to 65
- Most cited author in the *American Journal of Agricultural Economics* from 1999-2008 and from 2009-2018.
- Listed as one of the top 10 most productive researchers in agricultural economics graduating from 1987-2000
- Listed as one of top five most influential authors in environmental and ecological economics from 2000-2009
- Outstanding Doctoral Dissertation, Gamma Sigma Delta, Kansas State University, 2001
- First Place, American Agricultural Economics Association Graduate Student Case Study Competition, 1998
- Outstanding Student, College of Agricultural Sciences & Natural Resources, Texas Tech University, 1997
- Highest Academic Achievement & Outstanding Student, Department of Animal Science & Food Technology, Texas Tech University, 1997

Professional Service and Scholarly Societies

- U.S. Department of Agriculture, National Agricultural Research, Extension, Education, and Economics (NAREEE) Advisory Board
 - Advisory board member, 2018-present
 - Executive committee, 2018-present
- Agricultural and Applied Economics Association, 1998-Present
 - President elect, President, Past-president, 2015-2018
 - Director, 2011-2014
 - Co-Chair, AAEE/EAAE Seminar on “Food Environment.” Boston, May 2012
 - Chair, Food & Agricultural Marketing Policy Section, 2006
 - Faculty advisor, Graduate Student Section, 2004-2007
- Council for Agricultural Science and Technology (CAST)
 - Communications committee, 2019-2020
 - CAST Board of Representatives, 2018-2020
 - Animal Work Group member, 2018-2020
 - Co-editor, CAST Report on Economic Impacts of COVID-19 on Food and Agricultural Markets
 - Author, CAST Task Force Report on Animal Welfare, 2018
- Editorial board memberships
 - *American Journal of Agricultural Economics* (2006-2009); *Journal of Environmental Economics and Management* (2009-2013); *Food Policy* (2015-present); *Journal of Consumer Affairs* (2012-2017); *Review of Agricultural, Food and Environmental Studies* (2018-present); *Journal of Agricultural and Resource Economics* (2009-2012); *Journal of Agricultural and Food Industrialization Organization* (2005-present; co-editor of special issue on neuroeconomics, 2015); *Agricultural and Resource Economic Review* (2008-2010); *Journal of Agricultural and Applied Economics* (2009-2015); *Journal of Economic Psychology* (co-editor of special issue on food consumption, 2015)
- American Economic Association, 2000-Present
- Foundation for Food and Agricultural Research (FFAR)
 - Member, Data Ad Hoc Advisory Council, 2020-Present
- Farm Foundation Roundtable
 - Member, 2020-Present
- French National Institute for Agricultural Research, 2012-2015
 - Member, International Scientific Committee of Research Program on Diet Impacts
- Council on Food, Agricultural and Resource Economics (C-FARE)
 - Member, Blue Ribbon Expert Panel on Consumer Concerns about Food, Health and Safety, 2011-2015
- Southern Agricultural Economics Association, 1998-Present
 - Director, 2009-2011
 - Ph.D. Dissertation Awards Committee, 2008-2011
- Western Agricultural Economics Association, 1998-Present
 - Director, 2006-2009

Summary of Leadership and Administrative Experiences

- Head, Department of Agricultural Economics, Purdue University
 - Responsible for oversight and leadership of department ranked as high as fourth in the world, consisting of about 45 faculty, 45 staff, 120 graduate students, 500 undergraduates, and 7 affiliated centers; Responsible for annual budget of about \$15 million. Key strategic initiatives and efforts include: Helped raise funds to create three new endowed chair faculty positions; Spearheaded effort and raised funds for a \$1 million facilities renovation focused on undergraduate advising and recruiting; Elevated department internal and external communications and integrated the department with college-wide initiatives; Hired 10 new faculty and more than 10 new staff members in strategic areas;
- President and director, Agricultural and Applied Economics Association
 - Led activities of 2,500-member organization and trust with combined annual budgets of over \$1.1 million and assets of over \$6 million; Spearheaded efforts to improve public outreach; Developed programs and raised funds to promote engagement of early career professionals; Organized early career professionals' conference; Helped lead efforts to define and shape priorities.
- Public outreach on science-based food and agricultural decision making
 - Authored two popular trade books; Given over 200 invited lectures and keynote addresses for diverse audiences; Author of popular blog with 100,000 annual page views; Extensive media relations experience; Authored articles and given interviews in *New York Times*, *Wall Street Journal*, *USA Today*, and *Washington Post*; Appeared on leading national and cable television news shows.
- Board of directors, Western and Southern Agricultural Economics Associations
 - Helped managed association budgets, journal contracts, editors, and annual meetings; played a role in transitioning to higher profile publisher; assisted in dramatically increasing undergraduate student involvement in Southern meetings.
- Leader in research and agricultural community
 - Given testimony to the U.S. Senate Committee on Agriculture, Nutrition, and Forestry; Served on advisory boards and participated in strategic planning meetings for government, private, and industry organizations such as U.S. Department of Agriculture, National Agricultural Research, Extension, Education, and Economics (NAREEE) Advisory Board; Supporters of Agricultural Research (SoAR); Foundation for Food and Agricultural Research (FFAR); French National Institute for Agricultural Research (INRA); Manna Partners; Center for Food Integrity – Consumer Trust Insights Council; National Academies of Science; Agrinovus Indiana; National Dairy Council; Council for Agricultural Science and Technology (CAST); National Pork Board; Noble Research Institute; EY Innovation Studio; Veylinx
 - Planned and coordinated multiple conferences, including first ever joint seminar between American and European agricultural economics associations; Served on international scientific advisory committees; Co-edited leading text on food demand; Served on editorial council of nine leading journals; Principle or Co-Director on over \$4.9 million in external grants; Authored or co-authored 250 peer-reviewed journal articles and multiple academic books.
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- Active community engagement
 - Board of directors of Agribusiness Council of Indiana; Board of directors of Indiana Council of Economic Education; Chair of finance committee for Stillwater Public School District; Served on finance committee of local church; Board member and treasurer of Stillwater K-LIFE; Served as fellow at the Oklahoma Council of Public Affairs.
- University service and leadership
 - Department-level chair and division- and college-level member of promotion and tenure committees; Chaired division-level graduate recruiting committee; Led departmental seminar and awards committees as chair; served on Institutional Review Board (IRB); chaired department head search committee.
- Teaching leadership
 - Co-creator of summer school with the University of Bologna, Italy; co-author of widely adopted undergraduate textbook on agricultural marketing; Created new graduate course taught annually from 2004 to 2017; Major professor to 30 graduate students successfully placed in agribusiness, government, and academia.
- Founder and director of the Food Demand Survey (FoodS) project
 - Created and funded monthly survey tracking food consumer preferences and attitudes with monthly reports providing information for journalists, extension educators, and researchers, 2013-2018.

Research Summary

Lusk is a food and agricultural economist who studies what we eat and why we eat it. Since 2001, he has published 250 articles in peer reviewed academic journals, six books, and seven book chapters. His research has primarily centered on the following topics.

- *Food Policy*: Although food and agricultural policies are often motivated by noble intentions, economic analysis provides a framework for estimating consequences and understanding tradeoffs. Lusk has analyzed the consequences of various policies ranging from food labels, to bans on controversial agricultural technologies, to food assistance programs, to fat and soda taxes.
- *Emerging Food Issues*: Food preferences and technologies are constantly evolving, and as such, much of Lusk's research has focused on providing economic analysis and insight into consumer preferences for emerging food issues such as animal welfare, biotechnology, cloning, nanotechnology, growth promotants, local foods, etc.
- *Consumer Behavior*: Predicting consumers' responses to food marketing and policy initiatives requires an understanding of why people do what they do, which means studying preferences for risk, time, fairness, social status, etc. A key question driving much of Lusk's research is: why do consumers say they will do one thing in a survey but do something entirely different when shopping in the grocery store?
- *Livestock and Meat Technology and Marketing*: Animal agriculture represents the highest share of farm cash receipts, and as such, Lusk has focused much attention on livestock, poultry, and meat marketing and the impacts of technologies on these sectors.
- *Research Methods*: Lusk has created and improved experimental, survey, and statistical methods to better understand how consumers will react to food marketing and policy initiatives. He helped create new consumer research methods such as inferred valuation, incentive compatible conjoint, and calibrated auction-conjoint, and his work has led to further developments in best-worst scaling, choice experiments, and experimental auctions.

Books

Lusk, J.L. *Unnaturally Delicious: How Science and Technology are Serving Up Super Foods to Save the World*. New York: St. Martin's Press, 2016. [link](#)

Lusk, J.L. *The Food Police: A Well-Fed Manifesto about the Politics of Your Plate*. New York: Crown Forum, 2013. [link](#)

Lusk, J.L., J. Roosen, and J. Shogren. (editors) *Oxford Handbook of the Economics of Food Consumption and Policy*. Oxford, UK: Oxford University Press, 2011. [link](#)

Norwood, F.B. and J.L. Lusk. *Compassion by the Pound: The Economics of Farm Animal Welfare*. Oxford, UK: Oxford University Press, 2011. [link](#)

Norwood, F.B. and J.L. Lusk. *Agricultural Marketing and Price Analysis*. Upper Saddle River, NJ: Prentice-Hall, 2007. [link](#)
(translated into Greek: Μάρκετινγκ Τιμές Αυστικών Προϊόντων, Nicosia, Cyprus: Broken Hill Publishers, 2013)
(re-issued in 2018 by Waveland Press)

Lusk, J.L. and J.F. Shogren. *Experimental Auctions: Methods and Applications in Economic and Marketing Research*. Cambridge, UK: Cambridge University Press, 2007. [link](#)

Articles Published in Refereed Journals (total = 250)

Forthcoming articles

250. Anh, S. and J.L. Lusk. “Pecuniary and Non-Pecuniary Effects of Sugar-Sweetened Beverage (SSB) Taxes.” *American Journal of Agricultural Economics*. forthcoming.
249. Chenarides, L., C. Grebitus, J.L. Lusk and I. Printezis. “Who Practices Urban Agriculture? An Empirical Analysis of Participation Before and During the COVID-19 Pandemic.” *Agribusiness: An International Journal*. forthcoming.
248. Chenarides, L., C. Grebitus, J.L. Lusk and I. Printezis. “Food Consumption Behavior During the COVID-19 Pandemic.” *Agribusiness: An International Journal*. forthcoming.
247. Lusk, J.L. and G.T. Tonsor. “Supply and Demand Indicies and Their Welfare Implications.” *Q Open*. forthcoming.
246. Kalaitzandonakes, N., A. Magnier, and J.L. Lusk. “Changes in Consumer Preferences Towards Non-GM Foods Within an Information Rich Environment: The Case of the Washington State Ballot Initiative.” *Applied Economic Perspectives and Policy*. forthcoming.
245. Lusk, J.L., G.T. Tonsor, and L.L. Schulz. “Beef and Pork Marketing Margins and Price Spreads during COVID-19.” *Applied Economics Perspectives and Policy*. forthcoming. [link](#)
244. Wilson, L. and J.L. Lusk. “Consumer Demand for Redundant Food Labels.” *Food Policy*. forthcoming. [link](#)
243. Etumnu, C., K. Foster, N.O. Widmar, J.L. Lusk, and D.L. Ortega. “Does the Distribution of Ratings Affect Online Grocery Sales? Evidence from Amazon.com.” *Agribusiness: An International Journal*. forthcoming. [link](#)
242. Ortega, D.L., J.L. Lusk, W. Lin, and V. Caputo. “Predicting Responsiveness to Information: Consumer Acceptance of Biotechnology in Animal Products in the United States, China, and Europe.” *European Review of Agricultural Economics*. forthcoming. [link](#)

Published articles

241. Lusk, J.L. and B. Ellison. “Economics of Household Food Waste.” *Canadian Journal of Agricultural Economics*. 68(2020):379-386 [link](#)
240. Staples, A. C.J. Reeling, N.J.O. Widmar, and J.L. Lusk. “Consumer Willingness to Pay for Sustainability Attributes in Beer: A Choice Experiment Using Eco-Labels.” *Agribusiness: An International Journal*. 36:591-612. [link](#)
239. Caputo, V. and J.L. Lusk. “What Agricultural and Food Policies Do US Consumer Prefer? A Best-Worst Scaling Approach.” *Agricultural Economics*. 51(2020):75-93. [link](#)
238. van Loo, E.J., V. Caputo, and J.L. Lusk. “Consumer Preferences for Farm-Raised, Lab-Grown, and Plant-Based Meat Products: Does Information Matter?” *Food Policy*. 95(2020):101931. [link](#)
237. Biedny, C., T. Malone, and J.L. Lusk. “Exploring Polarization in U.S. Food Policy Opinions.” *Applied Economic Perspectives and Policy*. 42(2020):434-454. [link](#)
236. Caputo, V., Lusk, J.L., R.M. Nayga, Jr. “Am I Getting a Good Deal? Reference-Dependent Decision Making with the Reference Price is Uncertain.” *American Journal of Agricultural Economics*. 102(2020):132-153. [link](#)
235. Yang, R., K. Raper, and J.L. Lusk. “Impact of Hormone Use Perceptions on Consumer Meat Preferences.” *Journal of Agricultural and Resource Economics*. 45(2020):107-123. [link](#)
234. Ates, A. and J.L. Lusk. “Gluten Free: Where’s the Beef?” *Journal of Agricultural and Applied Economics*. 52(2020):308–334.
233. Neill, C., R.B. Holcomb, and J.L. Lusk. “Estimating Potential Beggar-thy-Neighbor Effects of State Labeling Programs.” *Agribusiness: An International Journal*. 36(2020):3-19. [link](#)
232. Drichoutis, A., J.L. Lusk, R. Nayga, and M. Canavari. “How to Run an Experimental Auction: A Review of Recent Advances.” *European Review of Agricultural Economics*. 46(2019):862-922. [link](#)
231. Conley, K., J.L. Lusk, G. Tonsor, and J. Parcell. “Consulting Activities of Agricultural Economists and Response to University Policies.” *Applied Economic Perspectives and Policy*. 41(2019):650–667. [link](#)
230. Lusk, J.L., N. Thompson, and S.L. Weimer. “The Cost and Market Impacts of Slow Growth Broilers.” *Journal of Agricultural and Resource Economics*. 44(2019):536-550. [link](#)

229. Lusk, J.L. “Income and (Ir)Rational Food Choice.” *Journal of Economic Behavior and Organization*. 166(2019):630-645. [link](#)
228. Ramanathan, R., J.L. Lusk, R. Reuter, G.G. Mafi, and D.L. VanOverbeke. “Consumer Practices and Risk Factors that Predispose to Premature Browning in Cooked Ground Beef.” *Meat and Muscle Biology*. 3(2019):526-531. [link](#)
227. Lusk, J.L. “Consumer Beliefs about Healthy Foods and Diets.” *PLoS ONE*. 14(2019): e0223098. [link](#)
226. Sambucci O., J. Alston, K. Fuller, and J.L. Lusk. “The Pecuniary and Non-Pecuniary Costs of Powdery Mildew, and the Potential Value of Resistant Varieties in California.” *American Journal of Enology and Viticulture*. 70(2019):177-187. [link](#)
225. Su, L., B.D. Adam, F.H. Arthur, J.L. Lusk, and J.F. Meullenet. “The Economic Effects of *Rhizopertha dominica* on Rice Quality: Objective and Subjective Measures.” *Journal of Stored Products Research*. 84(2019):101505. [link](#)
224. Lusk, J.L. “Consumer Perceptions of ‘Natural’ Foods.” *Food Technology*. 73(2019):43-46. [link](#)
223. Paul, A.S., J.L. Lusk, F.B. Norwood, and G.T. Tonsor. “An Experiment on the Vote-Buy Gap with Application to Cage-Free Eggs.” *Journal of Behavioral and Experimental Economics*. 79(2019):102-109. [link](#)
222. Rong, R., T.C. Grijalva, J.L. Lusk, and W.D. Shaw. “Interpersonal Discounting.” *Journal of Risk and Uncertainty*. 58(2019):17-42. [link](#)
221. Lin, W., D.L. Ortega, V. Caputo, and J.L. Lusk. “Personality and Consumer Acceptance of Controversial Food Technology: A Cross-Country Investigation of Genetically Modified Animal Products.” *Food Quality and Preference*. 76(2019):10-19. [link](#)
220. Ates, A.M, J.L. Lusk, and B.W. Brorsen. “Forecasting Meat Prices using Consumer Expectations from the Food Demand Survey (FoodS).” *Journal of Food Distribution Research*. 50(2019):1-28. [link](#)
219. Maples, J.G., J.L. Lusk, and D.S. Peel. “Technology and Evolving Supply Chains in the Beef and Pork Industries.” *Food Policy*. 83(2019):346-354. [link](#)
218. Malone, T. and J.L. Lusk. “Mitigating Choice Overload: An Experiment in the U.S. Beer Market.” *Journal of Wine Economics*. 14(2019):48-70. [link](#)
217. Conley, K. and J.L. Lusk. “What to Eat When Having a Millennial over for Dinner.” *Applied Economic Perspectives and Policy*. 41(2019):56-70. [link](#)

216. Pappalardo, G., R. Selvaggi, and J.L. Lusk. "Procedural Invariance as a Result of Commitment Costs: Evidence from an Economic Experiment on Farmers' Willingness to Pay for Digestate." *Applied Economics Letters*. 26(2019):1243-1246. [link](#)
215. Lusk, J.L. "Consumer Preferences for Cage Free Eggs and Impacts of Retailer Cage Free Pledges." *Agribusiness: An International Journal*. 35(2019):129-148. [link](#)
214. Norwood, F.B., G.T. Tonsor, and J.L. Lusk. "I Will Give You My Vote but Not My Money: Preferences for Public versus Private Action in Addressing Social Issues." *Applied Economic Perspectives and Policy*. 41(2019):96-132. [link](#)
213. Malone, T. and J.L. Lusk. "Releasing the Trap: A Method to Reduce Inattention Bias in Survey Data with Application to U.S. Beer Taxes." *Economic Inquiry*. 57(2019):584-599. [link](#)
212. Lusk, J.L. "Consumer Preferences for and Beliefs about Slow Growth Chicken." *Poultry Science*. 97(2018):4159-4166. [link](#)
211. Ellison, B. and J.L. Lusk. "Examining Household Food Waste Decisions: A Vignette Approach." *Applied Economic Perspectives and Policy*. 40(2018):613-631. [link](#)
210. Malone, T. and J.L. Lusk. "If You Brew It, Who Will Come? Market Segments in the United States Beer Market." *Agribusiness: An International Journal*. 34(2018):204-221. [link](#)
209. Ortega, D., R.S. Shupp, R.M. Nayga, Jr., and J.L. Lusk "Mitigating Overbidding Behavior using Hybrid Auction Mechanisms: Results from an Induced Value Experiment." *Agribusiness: An International Journal*. 34(2018):887-893. [link](#)
208. Malone, T. and J.L. Lusk. "A Simple Diagnostic Measure for Discrete Choice Models: A Note." *European Review of Agricultural Economics*. 45(2018):455-462. [link](#)
207. Kim, S., J.L. Lusk, and B.W. Brorsen. "'Look at Me, I'm Buying Organic': The Effects of Social Pressure on Organic Food Purchases." *Journal of Agricultural and Resource Economics*. 43(2018):364-387. [link](#)
206. Grijalva, T.C., R. Rong, J.L. Lusk, and W.D. Shaw. "Convex Time Budgets and Individual Discount Rates in the Long Run." *Environmental and Resource Economics*. 71(2018):259-277. [link](#)
205. Lusk, J.L. "Separating Myth from Reality: An Analysis of Socially Acceptable Credence Attributes." *Annual Review of Resource Economics*. 10(2018):65-82. [link](#)
204. Kolodinsky, J. and J.L. Lusk. "Mandatory Labels Can Improve Attitudes toward Genetically Engineered Food." *Science Advances*. 4(2018):eaq1413. [link](#)

203. Malone, T. and J.L. Lusk. “An Instrumental Variable Approach to Distinguishing Perceptions from Preferences for Beer Brands.” *Managerial and Decision Economics*. 39(2018):403-417. [link](#)
202. McFadden, B. and J.L. Lusk. “Effects of the National Bioengineered Food Disclosure Standard: Willingness to Pay for Labels that Communicate the Presence of Genetic Modification.” *Applied Economic Perspectives and Policy*. 40(2018):259-275. [link](#)
201. Lusk, J.L., B.R. McFadden, and N. Wilson. “Do Consumers Care How a Genetically Engineered Food was Created or Who Created It?” *Food Policy*. 78(2018):81-90. [link](#)
200. Kalaitzandonakes, N., A. De Maisonneuve, and J.L. Lusk. “The Price of Non-Genetically Modified Food.” *Food Policy*. 78(2018):38-50. [link](#)
199. Mullally, C. and J.L. Lusk. “The Impact of Restrictions on Farm Animal Housing on Egg Prices, Consumer Welfare, and Production in California.” *American Journal of Agricultural Economics*. 100(2018):649-669. [link](#) [lead article]
198. Lusk, J.L, G.T. Tonsor, T.C. Schroeder, D.J. Hayes. “Effect of Quality Grade Labels on Consumer Demand for Pork Chops in the Short and Long Run.” *Food Policy*. 77(2018):91-102. [link](#)
197. Jo, J. and J.L. Lusk. “If It’s Healthy, It’s Tasty and Expensive: Effects of Nutritional Labels on Price and Taste Expectations.” *Food Quality and Preferences*. 68(2018):332-341. [link](#)
196. Lusk, J.L. and J. McCluskey. “Understanding the Impacts of Food Consumer Choice and Food Policy Outcomes.” *Applied Economic Perspectives and Policy*. 40(2018):5-21. [link](#)
195. Depue S.M., M.M. Neilson, J.L. Lusk, G. Mafi, F.B. Norwood FB, R. Ramanathan, D. VanOverbeke. “Preference Evaluation of Ground Beef by Untrained Subjects with Three Levels of Finely Textured Beef.” *PLoS ONE* 13(2018):e0190680. [link](#)
194. Caputo, V, J.L. Lusk, and R. Nayga. “Choice Experiments are Not Conducted in a Vacuum: The Effects of External Price Information on Choice Behavior.” *Journal of Economic Behavior and Organization*. 145(2018):335-351. [link](#)
193. Maples, J.G., J.L. Lusk, and D.S. Peel. “Unintended Consequences of the Quest for Increased Efficiency in Beef Cattle: When Bigger Isn’t Better.” *Food Policy*. 74(2018):65-73. [link](#)
192. Malone, T. and J.L. Lusk. “Consequences of Participant Inattention with an Application to Carbon Taxes for Meat Products.” *Ecological Economics*. 145(2018):218-230. [link](#)

191. Kim, S., J.L. Lusk, and B.W. Brorsen. “Not Everybody Prefers Organic Food: Unobserved Heterogeneity in U.S. Consumers’ Preference for Organic Apple and Milk.” *Applied Economics Letters*. 25(2018):9-14. [link](#)
190. Su, L., B.D. Adam, J.L. Lusk, and F. Arthur. “Anchoring, Information, and Fragility of Choice Experiments: An Application to Consumer Willingness to Pay for Rice with Improved Storage Management.” *Journal of Agricultural and Resource Economics*. 42(2017):255-274. [link](#)
189. Andre, R. and J.L. Lusk. “Relief in Haiti after the Earthquake: Haitians’ Preferences for Food and Other Basic Commodities.” *Development Policy Review*. 35(2017):O303–O321. [link](#)
188. Bell, E., F.B. Norwood, and J.L. Lusk. “Are Consumers Willfully Ignorant About Animal Welfare?” *Animal Welfare*. 26(2017):399-402. [link](#)
187. Malone, T. and J.L. Lusk, “The Excessive Choice Effect Meets the Market: A Field Experiment on Craft Beer Choice.” *Journal of Behavioral and Experimental Economics*. 67(2017):8-13. [link](#)
186. Thompson, N.M., B.W. Brorsen, E.A. Devuyst, and J.L. Lusk. “Genetic Testing to Signal Quality in Beef Cattle: Bayesian Methods for Optimal Sample Size.” *American Journal of Agricultural Economics*. 99(2017):1287-1306. [link](#)
185. Muller, L., A. Lacroix, J.L. Lusk, and B. Ruffieux. “Distributional Impacts of Fat Taxes and Thin Subsidies.” *Economic Journal*. 127(2017):2066-2092. [link](#)
184. Malone, T. and J.L. Lusk. “Taste Trumps Health and Safety: Incorporating Consumer Perceptions into Discrete Choice Experiments for Meat.” *Journal of Agricultural and Applied Economics*. 49(2017):139-157. [link](#)
183. Lusk, J.L. “Evaluating the Policy Proposals of the Food Movement.” *Applied Economic Perspectives and Policy*. 39(2017):387-406. [link](#)
182. Lusk, J.L. “Economics and Obesity Policy.” *International Journal of Obesity*. 41(2017):831-834. [link](#)
181. Ellison, B. and J.L. Lusk. “A Note on Modeling Household Food Waste Behavior.” *Applied Economics Letters*. 24(2017):1199-1202. [link](#)
180. Drichoutis, A.C., A. Vassilopoulos, J.L. Lusk, and R.M. Nayga, Jr. “Consumer Preferences for Fair Labour Certification.” *European Review of Agricultural Economics*. 44(2017) 455-474. [link](#)
179. Lusk, J.L. and A. Weaver. “An Experiment on Cash and In-Kind Transfers with Application to Food Assistance Programs.” *Food Policy*. 68(2017):186-192. [link](#)

178. Lusk, J.L. “Consumer Research with Big Data: Applications from the Food Demand Survey (FoodS).” *American Journal of Agricultural Economics*. 99(2017):303-320. [link](#) [Presidential Address, Agricultural and Applied Economics Association]
177. Lusk, J.L. “Distributional Effects of Crop Insurance Subsidies.” *Applied Economic Perspectives and Policy*. 39(2017):1-15. [link](#)
176. Lusk, J.L., J.M. Crespi. B. McFadden, J.B. Cherry, L. Martin, A. Bruce. “Neural Antecedents of a Random Utility Model.” *Journal of Economic Behavior and Organization*. 132A(2016):93-103. [link](#)
175. Drichoutis, A. and J.L. Lusk. “What Can Multiple Price Lists Really Tell Us about Risk Preferences?” *Journal of Risk and Uncertainty*. 53(2016):89-106. [link](#)
174. Malone, T. and J.L. Lusk. “Brewing Up Development: Government Intervention in Beer.” *Journal of Entrepreneurship and Public Policy*. 5(2016):325-342. [link](#)
173. Lusk, J.L. and G.T. Tonsor. “How Meat Demand Elasticities Vary with Price, Income, and Product Category.” *Applied Economic Perspectives and Policy*. 38(2016):673-711. [link](#)
172. Jo, J., J.L. Lusk, L. Muller, and B. Ruffieux. “Value of Parsimonious Nutritional Information in a Framed Field Experiment.” *Food Policy*. 63(2016):124-133. [link](#)
171. Malone, T. and J.L. Lusk. “Putting the Chicken before the Egg Price: An Ex Post Analysis of California’s Battery Cage Ban.” *Journal of Agricultural and Resource Economics*. 41(2016):518-532. [link](#)
170. Norwood, F.B. and J.L. Lusk. “Some Vegetarians Spend Less Money on Food, Others Don’t.” *Ecological Economics*. 130(2016):232-242. [link](#)
169. Drichoutis, A.C., J.L. Lusk, and V. Pappaz. “Elicitation Format and the WTA/WTP Gap: A Study of Climate Neutral Foods.” *Food Policy*. 61(2016):141-155. [link](#)
168. Pappalardo, G. and J.L. Lusk. “The Role of Beliefs in Purchasing Process of Functional Foods.” *Food Quality and Preference*. 53(2016):151-158. [link](#)
167. McFadden, B.R. and J.L. Lusk. “What Consumers Don’t Know about GM Food and How that Affects Beliefs.” *Federation of American Societies for Experimental Biology (FASEB) Journal*. 30(2016):3091-3095. [link](#)
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16. Lusk, J.L. "An Experimental Test of the Commitment Cost Theory." *American Journal of Agricultural Economics*. 85(2003):1316-1322. [link](#)
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8. Lusk, J.L. and J.A. Fox. “Consumer Demand for Mandatory Labeling of Beef from Cattle Administered Growth Hormones or Fed Genetically Modified Corn.” *Journal of Agriculture and Applied Economics*. 34(2002):27-38. [link](#)
7. Lusk, J.L. and T.C. Schroeder. “Effects of Meat Recalls on Futures Market Prices.” *Agricultural and Resource Economics Review*. 31(2002):47-58. [link](#)
6. Lusk, J.L., A.M. Featherstone, T.L. Marsh, and A.O. Abdulkadri. “Empirical Properties of Duality Theory.” *Australian Journal of Agricultural and Resource Economics*. 46(2002):45-68. [link](#)
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4. Lusk, J.L., J.A. Fox, T.C. Schroeder, J. Mintert, and M. Koohmaraie. “In-Store Valuation of Steak Tenderness.” *American Journal of Agricultural Economics*. 83(2001):539-550. [link](#)

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10. Lusk, J.L. and M. Perugini. “Editorial for Special Issue on ‘Food Consumption Behavior: Economic and Psychological Perspectives.’” *Journal of Economic Psychology*. 55(2016):1-3. [link](#)
9. Desrochers, P. and J.L. Lusk. “The Inability and Undesirability of Local Croplands to Meet Food Demand.” *Frontiers in Ecology and the Environment*. 13(2015):409-410. [link](#)
8. Bruce, S.A., J.M. Crespi, and J.L. Lusk. “The Behavioral and Neuroeconomics of Food and Brand Decisions.” *Journal of Agricultural and Food Industrial Organization*. 13(2015)1-4. [link](#)
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5. Lusk, J.L. and F.B. Norwood. “A Cautionary Note on the Design of Discrete Choice Experiments: Reply.” *American Journal of Agricultural Economics*. 91(2009):1064-1066.
4. Lusk, J.L. “New Estimates of Demand for Food Safety: A Discussion.” *American Journal of Agricultural Economics* 89(2007):1189-1190.
3. Norwood, F.B., M.C. Roberts, and J.L. Lusk. “Reply: Ranking Crop Yield Models.” *American Journal of Agricultural Economics* 88(2006):1111-1112.
2. Hudson, D. and J.L. Lusk. “Graduate Agribusiness Management Programs: Supply Meets Demand.” *Review of Agricultural Economics*. 26(2004):418-422.
1. Lusk, J.L. “A Comparison of Conjoint Analysis Response Formats: Comment.” *American Journal of Agricultural Economics*. 84(2002):1165-71.

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7. Lusk, J.L. “Consumer Information and Labeling.” in *US Programs Affecting Food and Agricultural Marketing*. W.J. Armbruster and R.D. Knutson (eds). New York: Springer Science + Business Media, 2012. [link](#)
6. Lusk, J.L. “Consumer Preferences for Genetically Modified Food.” in *GM Food and Global Welfare*. C. Carter, G. Moschini, and I. Sheldon (eds). Frontiers of Economics and Globalization. Volume 10, Bingley, UK: Emerald, 2011.
5. Lusk, J.L. “Experimental Auction Markets for Studying Consumer Preferences.” in *Consumer Driven Innovation in Food and Personal Products*. H. MacFie and S. Jaeger (eds). Cambridge, UK: Woodhead, 2010.
4. Lusk, J.L. and K.O. Coble. “Risk Aversion in the Presence of Background Risk: Evidence from the Lab” in *Risk Aversion in Experiments*. J.C. Cox and G.W. Harrison (eds). Research in Experimental Economics. Volume 12. Bingley, UK: Emerald, 2008.
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1. Purcell, W. and J.L. Lusk. “Demand for Red Meats: Principles, Research Evidence, and Issues.” in *Economics of Red Meat and Dairy Industries*. S. Koontz (ed). The Veterinary Clinics of North America: Food Animal Practice. Volume 19. No. 2. Philadelphia, PA: W.B. Saunders Company, 2003.

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Grant Activity (total funded research projects = 21; total award amount = \$4,949,519)

Summary of Funded Research

Duration of Grant	Title	Source of Grant	Contract Amount	Collaborators	Role
8/20-7/22	v	FFAR-Microsoft ⁸	\$506,743	---	PD
4/19-4/22	u	Texas A&M ⁷	\$83,482	Palma, Caputo	PD
5/19-5/22	t	Miss State ⁶	\$45,163	Maples, Peel, Tonsor	PD
1/15-12/17	s	USDA NIFA	\$485,432	Tonsor	PD
1/15-12/17	r	Kansas State ⁵	\$129,982	Tonsor, Norwood et al.	PD
9/11-8/15	q	Cornell ⁴	\$145,762	Reisch et al.	PD
2/11-1/13	p	USDA NIFA	\$499,677	Bruce, Crespi	PD
1/11-12/15	o	USDA NNF	\$234,000	Epplin et al.	Co-PD
4/10-3/12	n	Kansas State ³	\$96,513	Tonsor et al.	PD
8/08-7/09	m	Texas Tech U ²	\$11,351	Thompson et al.	PD
8/09-7/14	l	USDA NNF	\$234,000	Epplin et al.	Co-PD
1/08-12/10	k	USDA NRI	\$205,379	Briggeman	PD
1/08-12/10	j	USDA NRI	\$201,049	Norwood	Co-PD
6/07-8/07	i	Am. Farm Bur.	\$23,961	Norwood	Co-PD
5/06-8/07	h	OK Beef Co.	\$8,610	Ward	Co-PD
10/03-9/04	g	USDA RBCS	\$1,000,000	Akridge, Boelhje et al.	Co-PD
6/04-5/06	f	Purdue ARP	\$32,000	Tanner-Ehmke	PD
9/03-8/05	e	USDA NRI	\$83,999	Norwood	PD
9/02-9/04	d	NICPRE	\$12,916	---	PD
9/00-8/05	c	USDA IFAFS	\$780,000	House, Traill et al.	PD ¹
6/01-6/03	b	USDA NRI	\$112,000	Schroeder	PD
3/01-3/02	a	USDA ARS	\$17,500	---	PD
Total			\$4,949,519		

^vFood and Agricultural Vulnerability Index; ^uChoice Behavior and Demand for Alternative Genetically Engineered Foods: A Neuro-economics Investigation; ^tConsumer and Societal Impacts of More Efficient Animal Protein Production; ^sUsing Consumer Tracking Survey to Understand and Forecast Changes in Consumer Demand for Disaggregated Meat Products; ^rCauses and Consequences of the Unfunded Mandate Following Differences in Voting and Buying Behavior; ^qAccelerating grape cultivar improvement via phenotyping centers and next generation markers; ^pNeuroeconomics of Controversial Food Technologies; ^oFood and Agricultural Sciences National Needs Graduate Fellowships in Agricultural Management and Economics; ⁿEx Post Impact of MCOOL; ^mPilot Program to Enhance U.S. Beef Exports to Vietnam; ^lFood and Agricultural Sciences National Needs Graduate Fellowships in Agricultural Management and Economics; ^kConsumer Preferences for Fairness and Distribution of Outcomes across the Agricultural Supply Chain and within the Farm Sector; ^jU.S. Consumer Preference for Farm Animal Well-Being; ⁱConsumer Preferences for Farm Animal Welfare; ^hConsumers' Revealed Preferences for Branded Fresh Beef Products; ^gAgricultural Innovation and Commercialization Center; ^fEconomic Dimensions of International Consumer Preferences; ^eEffects of a Ban on Antibiotic Drug Use in Livestock Production; ^dEffects of Beef Quality Heterogeneity on Commodity Promotion; ^cAcceptance of GM Food in the US and EU; ^bExperimental Auctions and External Validity; ^aEconomics of Golden Rice Production; ¹Lusk was PD prior to moving to Purdue; ²Lusk is PD on subcontract, original source of funds (\$102,000) is from USDA AMS. ³Lusk is PD on subcontract, original source of funds (\$376,341) is from USDA AFRI. ⁴Lusk is PD on subcontract, original source of funds (\$2,091,357) is from USCA SCRI; both amounts do not include matching. ⁵Lusk is PD on subcontract, original source of funds (\$484,414) is from USDA AFRI. ⁶Lusk is PD on subcontract, original source of funds (\$495,000) is from USDA AFRI. ⁷Lusk is PD on subcontract, original source of funds (\$495,000) is from USDA AFRI. ⁹Listed amount includes \$221,743 from FFAR and a match from Microsoft

Graduate Student Advising

Completed Graduate Students (total = 82)

1. Kurt Lacey, Ph.D., 2001, (Mississippi State University), committee member
2. Jody Hill, MABM¹, 2001, (Mississippi State University), major professor
3. Patrick Sullivan, MABM, 2001, (Mississippi State University), major professor
4. Ashley Renck, Ph.D., 2002, (Mississippi State University), committee member
5. Edgar Cevallos, MABM, 2002, (Mississippi State University), major professor
6. Clay Seale, MABM, 2002, (Mississippi State University), major professor
7. Ty Feldkamp, M.S., 2002, (Kansas State University), committee member
8. Mustafa Jamal, M.S., 2005, (Purdue University), committee member
9. Leatta McLaughlin, M.S., 2005, (Purdue University), major professor
10. Carlos Mayen, M.S., 2005, (Purdue University), committee member
11. Michael Meagher, M.S., 2005, (Purdue University), committee member
12. Tomas Nilsson, Ph.D., 2005, (Purdue University), committee member
13. Ross Pruitt, M.S., 2005, (Purdue University), major professor
14. Tim Zimmer, M.S., 2005, (Purdue University), major professor
15. Mariah Tanner Ehmke, Ph.D., 2005, (Purdue University), major professor
16. Dana Marchelino, M.S., 2006, (Purdue University), committee member
17. Christiane Schroeter, Ph.D., 2006, (Purdue University), major professor
18. Michael Gunderson, Ph.D., 2006, (Purdue University), committee member
19. Troyer, Andrea, M.S., 2006, (Oklahoma State University), major professor
20. Basu, Debasmita, M.S., 2007, (Oklahoma State University), committee member
21. Dutton, Jennifer, M.S., 2007, (Oklahoma State University), committee member
22. Tim Zimmer, Ph.D., 2007, (Purdue University), committee member
23. Wilson, Natalie, M.S., 2007, (Oklahoma State University), major professor
24. Karina Gallardo, Ph.D., 2007, (Oklahoma State University), committee member
25. Sika Gbegbelegbe, Ph.D., 2008, (Purdue University), committee member
26. Tong Zhang, Ph.D., 2008, (Oklahoma State University), committee member
27. Rob Prickett, M.S., 2008, (Oklahoma State University), committee member
28. Lacey Seibert, M.S., 2008 (Oklahoma State University), committee member
29. Stephen Toler, M.S., 2008 (Oklahoma State University), committee member
30. Helen Barela, M.S., 2008 (Oklahoma State University), major professor
31. Phumsith Mahasuweerachai, Ph.D., 2009. (Oklahoma State University), committee member
32. Abdul Naico, M.S., 2009 (Oklahoma State University), major professor
33. Jae Bong Chang, Ph.D., 2009 (Oklahoma State University), major professor
34. Brenna Ellison, M.S., 2009. M.S. (Oklahoma State University), major professor
35. Jae Hong Park, Ph.D., 2010. (Oklahoma State University), committee member
36. Mary Wilson, M.S., 2010. (Oklahoma State University), committee member
37. Freddy Ballen, M.S., 2010. (Oklahoma State University), committee member
38. Kate Brooks, Ph.D., 2010. (Oklahoma State University), major professor
39. Max Corbin, M.S., 2011 (Oklahoma State University), committee member
40. Matthew Padgett, M.S., 2011 (Oklahoma State University), committee member
41. Rock Andre, M.S., 2011 (Oklahoma State University), major professor
42. Tyler Klain, M.S., 2011 (Oklahoma State University), major professor

¹ MABM represents the Masters of Agribusiness Management program at Mississippi State

43. Lianfan Su, Ph.D., 2011 (Oklahoma State University), committee member
44. Hung-Ju Chien, Ph.D., 2012 (Oklahoma State University), major professor
45. Brenna Ellison, Ph.D., 2012 (Oklahoma State University), major professor
46. Kristen Kovalsky, M.S., 2012 (Oklahoma State University), major professor
47. Angelica Serrano Paez, Ph.D., 2012 (Oklahoma State University), committee member
48. Amanda Simpson, M.S., 2012 (Oklahoma State University), committee member
49. Mallory Vestal, Ph.D., 2012 (Oklahoma State University), major professor
50. Brian Williams, Ph.D., 2012 (Oklahoma State University), committee member
51. Trey Malone, M.S., 2013 (Oklahoma State University), committee member
52. Cole Lamson, M.S., 2013 (Oklahoma State University), committee member
53. Dhruva Bhandari, Ph.D., 2013 (Economics, Oklahoma State University), committee member
54. Lori Allmon, M.S., 2014 (Oklahoma State University), committee member
55. Katie Smithson, M.S., 2014 (Oklahoma State University), major professor
56. Brandon McFadden, Ph.D., 2014 (Oklahoma State University), major professor
57. Amanda Weaver, Ph.D., 2014 (Oklahoma State University), major professor
58. Lance Gagelman, M.S., 2015 (Oklahoma State University), committee member
59. Monika Ghimire, Ph.D., 2015 (Oklahoma State University), committee member
60. Seonwoong Kim, Ph.D., 2015 (Oklahoma State University), committee member
61. Molly Depue, M.S., 2015 (Oklahoma State University), committee member
62. Aaron Ates, M.S., 2015 (Oklahoma State University), major professor
63. Nathan Thompson, Ph.D., 2015 (Oklahoma State University), committee member
64. James Bishop, Ph.D., 2016 (Economics, Oklahoma State University), committee member
65. Amy Boline, M.S., 2016 (Oklahoma State University), committee member
66. David Davis, Ph.D., 2016 (Oklahoma State University), committee member
67. Josh Maples, Ph.D., 2016 (Oklahoma State University), co-major professor
68. Clint Neill, Ph.D., 2016 (Oklahoma State University), committee member
69. Andrew Paul, M.S., 2016 (Oklahoma State University), major professor
70. Jisung Jo, Ph.D., 2016 (Oklahoma State University), major professor
71. Ahmad Ghaith, Ph.D., 2017 (Oklahoma State University), committee member
72. Sara Lehman, M.S., 2017 (Oklahoma State University), committee member
73. Kelyn Jacques, M.S., 2017(Oklahoma State University), committee member
74. Trey Malone, Ph.D., 2017 (Oklahoma State University), major professor
75. Eryn Robert, M.S., 2017 (Oklahoma State University), committee member
76. Sunjin Ahn, Ph.D. (Oklahoma State University), committee member
77. Aaron Ates, Ph.D. (Oklahoma State University), committee member
78. Kelsey Conley, Ph.D. (Oklahoma State University), committee member
79. Ruoye Yang, Ph.D. (Oklahoma State University), committee member
80. Aaron Staples, M.S. (Purdue University), committee member
81. Jacob Schmiess, M.S. (Purdue University), major professor
82. Lacy Wilson, M.S. (Purdue University), major professor

Current Graduate Students (total = 4)

1. Alison Grant, Ph.D. (Purdue University), major professor
2. Chloe Henson, Ph.D. (Purdue University), co-major professor
3. Zach Neuhofer, Ph.D. (Purdue University), major professor
4. Kendra Rash, Ph.D. (Purdue University), major professor

Courses Taught

Oklahoma State University

AGEC 5101- Research Methodology
AGEC 5233 - Primary Data Collection and Analysis
AGEC 6300 - Advanced Demand Analysis

Purdue University

AGEC 526 - International Food and Agribusiness Marketing
AGEC 429 - Agribusiness Marketing Workshop
AGEC 692 - Quantitative Methods in Survey Research

Mississippi State University

AEC 8312 - Economic and Social Environment of Agribusiness Firms
AEC 4113 - Agribusiness Firm Management
AEC 3133 - Introductory Agribusiness Management

Kansas State University

AGEC 505 - Agricultural Market Structures

Extraneous Courses Taught

Experimental Auctions: Theory and Applications in Marketing and Consumer Preferences Analysis, (with R. Nayga and A. Drichoutis)

Reviewer for Peer Review Journals including

AgBioForum, Agribusiness: An International Journal, Agricultural and Resource Economics Review, Agricultural Economics, American Economic Review, American Journal of Agricultural Economics, American Journal of Health Economics, American Journal of Public Health, Applied Economic Perspectives & Policy, Applied Economics, Australian Journal of Agricultural and Resource Economics, B.E. Journals in Economic Analysis & Policy, Canadian Journal of Agricultural Economics, Contemporary Economic Policy, Decision Sciences, Ecological Economics, Econometrica, Empirical Economics, Environmental and Resource Economics, European Review of Agricultural Economics, Experimental Economics, Food Policy, Health Economics, International Food and Agribusiness Management Review, Journal of Agribusiness, Journal of Agricultural & Food Industrial Organization, Journal of Agricultural and Applied Economics, Journal of Agricultural and Resource Economics, Journal of Agricultural Economics, Journal of Applied Econometrics, Journal of Behavioral Decision Making, Journal of Choice Modelling, Journal of Consumer Affairs, Journal of Economic Behavior and Organization, Journal of Economic Education, Journal of Economic Psychology, Journal of Environmental Economics and Management, Journal of Food Quality and Preference, Journal of Health Economics, Journal of Law and Economics, Journal of Risk and Uncertainty, Land Economics, Management Science, Marketing Science, Meat Science, Nature Food, Obesity, PLoS ONE, Proceedings of the National Academies of Science, Public Opinion Quarterly, Resource and Energy Economics, Review of Agricultural Economics, Review of Economics and Statistics, Risk Analysis, Science, Southern Economic Journal, Theory and Decision

Presentations

Various invited presentations and named lectures have been given at Universities such as: Auburn University; Cornell University; Iowa State University; James Madison University; Johns Hopkins University; Kansas State University; Kenyon College; Lethbridge College; Oklahoma State University; Langston University; Michigan State University; Mississippi State University; Montana State University; North Carolina State University; North Central Texas College; North Dakota State University; Ohio State University; Paris School of Economics; Purdue University; Sungkyunkwan University; Susquehanna University; Technical University of Munich; Texas A&M University; Texas Tech University; Toulouse School of Economics; University of Alabama, Birmingham; University of Alberta; University of Arizona; University of Arkansas; University of Bologna; University of California, Davis; University of Connecticut; University of Delaware; University of Florida; University of Georgia; University of Guelph; University of Idaho; University of Illinois; University of Maryland; University of Massachusetts, Amherst; University of Minnesota; University of Napoli Federico II; University of Nebraska; Université Paris-Descartes; University of Reading; University of Wisconsin; University of Wyoming; Wageningen University; Virginia Tech University; West Texas A&M University

Other invited and keynote talks have been given for groups like the following:

Academy of Nutrition and Dietetics; Alberta Agriculture and Rural Development; Allied Social Science Association; Agricultural and Applied Economics Association; Agriculture and Agri-Food Canada; American Association of Clinical Endocrinologist; American Enterprise Institute; American Farm Bureau (including state associations in Indiana, Iowa, Mississippi, Missouri, South Carolina, South Dakota); American Feed Industry Association; American Meat Science Association; American Veterinary Medical Association; Animal Agriculture Alliance; Bayer; Breakthrough Institute; California Cattlemen's Association; Corn Refiners Association; Corteva; Council for Agricultural Science and Technology; Delaware Secretary of Agriculture; Elanco; Global Food Safety Conference; European Association of Agricultural Economics tri-annual congress; Farm Foundation; Federal Reserve Bank of Atlanta; Federal Reserve Bank of Chicago; French National Institute for Agricultural Research; FoodBev Forum; Food Marketing Institute; Foundation for Food and Agricultural Research; French Association of Experimental Economics; Grocers Manufacturers Association; GrowCanada; Impact Analysis and Decision Strategies Conference (NC-1003); International Consortium on Agricultural Biotechnology Research; Illinois Transdisciplinary Obesity Prevention Program; International Food Information Council; International Quality Grains Conference; International Production and Processing Expo; Iowa Grocery Industry Association; Iowa Soybean Association; Merck; Land O'Lakes; National Academies of Science; National Cattlemen's Beef Association; National Grain and Feed Association; National Pork Board; National Pork Producers Council; Oscar Mayer; Journée du Pôle Alimentation Parisien; Meat and Poultry Research Conference; National Chicken Council; National Coalition for Food and Agricultural Research (NC-FAR) hill staffer's seminar series; National Academies of Science; Nebraska Cooperatives Council; Northeastern Agricultural and Resource Economics Association; PIC Symposium; Pickle Packers International; Southern Agricultural Economics Association; Southern Economic Association; Soybean Association Leadership College; TEDxOStateU; TEDxPurdue; United Soybean Board; United States Soybean Export Council; U.S. Farmers and Ranchers Alliance; USDA Agricultural Outlook Forum; U.S. Senate Committee on Agriculture, Nutrition, and Forestry; Truth about Trade and Technology; Zoetis