

Jayson L. Lusk

Education

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

Academic Appointments

- 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

- Borlaug Council for Agricultural Science and Technology (CAST) Communication Award, 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*, 2014
- Fellow in the Institute for Free Enterprise & Entrepreneurship, Oklahoma State University, 2014-present
- Samuel Roberts Noble Distinguished Fellow, Oklahoma Council of Public Affairs, 2013-present
- Contributed a chapter to an edited volume awarded the Quality of Communication Award, Agricultural and Applied Economics Association, 2012
- 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, 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
- Outstanding Doctoral Dissertation, Gamma Sigma Delta, Kansas State University, 2001
- USDA National Needs Fellowship, Kansas State University, 1998-2000
- 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

Academic, Professional, and Scholarly Societies and Service

- Agricultural and Applied Economics Association, 1998-Present
 - President, 2016-17
 - 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
- Editorial board membership
 - *American Journal of Agricultural Economics* (2006-2009); *Journal of Environmental Economics and Management* (2009-2013); *Food Policy* (2015-present); *Journal of Consumer Affairs* (2012-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
- 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-Present
- Southern Agricultural Economics Association, 1998-Present
 - Director, 2009-2011
 - Member and Chair, 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 50 faculty, 45 staff, 140 graduate students, and 600 undergraduates; Responsible for annual budget of about \$14.5 million.
- President and director, Agricultural and Applied Economics Association
 - Presided over activities of 2,600 member organization with annual budget of over \$1 million and assets of over \$3 million; Spearheaded efforts to improve public outreach; Developed programs and raised funds to promote engagement of early career professionals; 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 100 invited lectures and keynote addresses for diverse audiences; Author of popular blog with over 95,000 annual page views; Extensive media relations experience; Authored articles and given interviews in *New York Times*, *Wall Street Journal*, and *Washington Post*; Appeared on leading 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 community
 - 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 volume on food demand; Served on editorial council of eight leading journals; Principle or Co-Director on over \$4.3 million in external grants; Authored or co-authored more than 190 peer-reviewed journal articles and multiple academic books.
- Active community engagement
 - 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
 - Chaired division-level graduate recruiting committee; Led departmental seminar committee as chair; Successfully nominated colleagues for dozens of awards as awards committee chair; Alternative member of the Institutional Review Board (IRB); Department-level chair and division-level member of promotion and tenure committees.
- 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 since 2004; Major professor to 32 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 since 2013.

Research Summary

Lusk is a food and agricultural economist who studies what we eat and why we eat it. Since 2001, he has published more than 190 articles in peer reviewed academic journals, six books, seven book chapters. He is listed among the top 1% of economists worldwide in terms of citations and in terms of publications over the last 10 years according to IDEAS/RePEc, and his published works have been cited more than 10,500 times with an H-index equal to 51 according to googlescholar. He was listed as one of the top 10 most productive researchers in agricultural economics graduating from 1987 to 2000 (Hilmer and Hilmer, 2007) and as one of the top five most influential authors in environmental and ecological economics from 2000-2009 (Hoepner et al., 2012). 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. Lusk has analyzed the consequences of various policies ranging from food labels, to bans on controversial agricultural technologies, 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-delay, 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 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. *Food Police: A Well-Fed Manifesto about the Politics of Your Plate*. New York: Crown Forum, forthcoming. [link](#)

Lusk, J.L., J. Roosen, and J. Shogren. (editors) *The 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](#)

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

Articles Published in Refereed Journals (*total = 195*)

Forthcoming articles

195. Mullally, C. and J.L. Lusk. “Happy Hens, Pricey Eggs: The Economic Impact of Restrictions on Farm Animal Housing in California.” *American Journal of Agricultural Economics*. forthcoming.
194. Thompson, N.M., E.A Devuyt, B.W. Brorsen, and J.L. Lusk. “Randomly Sampling Beef Cattle for Genetic Testing as a Cost-Effective Signal of Quality: A Bayesian Decision Theoretic Approach to Economically Optimal Sample Size Determination.” *American Journal of Agricultural Economics*. forthcoming.
193. Malone, T. and J.L. Lusk. “Using Trap Questions to Determine the Consequences of Inattention Bias for a Carbon Tax on Meat.” *Ecological Economics*. forthcoming.
192. Lusk, J.L. “Evaluating the Policy Proposals of the Food Movement.” *Applied Economic Perspectives and Policy*. forthcoming.
191. Muller, L., A. Lacroix, J.L. Lusk, and B. Ruffieux. “Distributional Impacts of Fat Taxes and Thin Subsidies.” *Economic Journal*. forthcoming. [link](#)
190. 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*. forthcoming. [link](#)
189. 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*. forthcoming.
188. Bell, E., F.B. Norwood, and J.L. Lusk. “Are Consumers Willfully Ignorant About Animal Welfare?” *Animal Welfare*. forthcoming
187. 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*. forthcoming. [link](#)
186. 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*. forthcoming.
185. Lusk, J.L. “Economics and Obesity Policy.” *International Journal of Obesity*. forthcoming. [link](#)
184. Su, L., B. Adam, F. Arthur., and J.L. Lusk. “Auction vs. Choice: An Application to Consumer Willingness to Pay for Rice with Improved Storage Management.” *Journal of Agricultural and Resource Economics*. forthcoming.

183. 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*. forthcoming. [link](#)
182. Andre, R. and J.L. Lusk. "Relief in Haiti after the Earthquake: Haitians' Preferences for Food and Other Basic Commodities." *Development Policy Review*. forthcoming.

Published articles

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. Weaver, A.S. and J.L. Lusk. "An Experiment on Cash and In-Kind Transfers with Application to Food Assistance Programs." *Food Policy*. 68(2017):186-192.
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.R. McFadden, J.B.C. Cherry, L. Martin, A. Bruce. "Neural Antecedents of a Random Utility Model." *Journal of Economic Behavior and Organization*. 132(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](#)
166. Marette, S., J.L. Lusk, and F.B. Norwood. "Choosing for Others." *Applied Economics*. 48(2016):2039-2111. [link](#)
165. Thompson, N. M., E.A Devuyst, B.W. Brorsen, and J.L. Lusk. "Using Genetic Testing to Improve Fed Cattle Marketing Decisions." *Journal of Agricultural and Resource Economics*. 41(2016):286-306. [link](#)
164. Pendell, D.L., J.L. Lusk, T.L. Marsh, K.H. Coble, and S.C. Szmania. "Economic Assessment of Zoonotic Diseases: An Illustrative Study of Rift Valley Fever in the United States." *Transboundary and Emerging Diseases*. 63(2016):203-214. [link](#)
163. Crespi, J., J.L. Lusk, B.J. Cherry, L. Martin, B. McFadden, and A. Bruce. "Neural Activations Correlate with Food-Product Valuations Derived from an Economic Model of Decision Time." *American Journal of Agricultural Economics*. 98(2016):74-91. [link](#)
162. Drichoutis, A.C., J.L. Lusk, and R.M. Nayga, Jr. "The Veil of Experimental Currency Units." *Journal of the Economic Science Association*. 1(2015):182-196. [link](#)
161. Gbègbèlègbè D.S., J. Lowenberg-DeBoer, R. Adeoti, J.L. Lusk, O. Coulibaly. "The Estimated Ex Ante Economic Impact of Bt Cowpea in Niger, Benin and Northern Nigeria." *Agricultural Economics*. 46(2015):563-577. [link](#)
160. McFadden, B.R. and J.L. Lusk. "Cognitive Biases in the Assimilation of Scientific Information on Global Warming and Genetically Modified Food." *Food Policy*. 54(2015):35-43. [link](#)
159. Thompson, N.M., E.A Devuyst, B.W. Brorsen, and J.L. Lusk. "Yield Grade and Quality Grade Outcome Distributions Conditioned on Molecular Breeding Values for Commercial Beef Cattle." *Journal of Animal Science*. 93(2015):2045-2055. [link](#)

158. Pendell, D., T.L. Marsh, K.H. Coble, J.L. Lusk, and S. Szmania. "Economic Assessment of FMDv Releases from the National Bio and Agro Defense Facility." *PLoS ONE*. 10(2015): e0129124. [link](#)
157. Francisco, A.J., A.S. Bruce, J.M. Crespi, J.L. Lusk, B. McFadden, J.M. Bruce, R.L. Aupperle, and S.L. Lim "Are Consumers as Constrained as Hens are Confined? Brain Activations and Behavioral Choices after Informational Influence." *Journal of Agricultural and Food Industrial Organization*. 13(2015):113-119. [link](#)
156. McFadden, B., J.L. Lusk, J. Crespi, B.J. Cherry, L. Martin, R. Aupperle, and A. Bruce. "Can Neural Activation in Dorsolateral Prefrontal Cortex Predict Responsiveness to Information? An Application to Egg Production Systems and Proposition 2 Advertising." *PLoS ONE*. 10(2015), e0125243. [link](#)
155. Cherry, J.B., J.M. Bruce, J.L. Lusk, J.M. Crespi, S.L. Lim, and A.S. Bruce. "Neurofunctional Correlates of Ethical, Food-Related Decision-Making." *PLoS ONE*. 10(2015), e0120541. [link](#)
154. Rigby, D., M. Burton, and J.L. Lusk, "Journal Rankings in Agricultural and Environmental Economics." *American Journal of Agricultural Economics*. 97(2015):490-509. [link](#)
153. Vestal, M., J.L. Lusk, S. Cooper, and C. Ward. "What Are the Consequences of the Equine Slaughter Ban on Horse Prices?" *Journal of Agricultural and Applied Economics*. 47(2015):27-46. [link](#)
152. Lusk, J.L., B. McFadden, B.J. Rickard. "Which Biotech Foods Are Most Acceptable to the Public?" *Biotechnology Journal*. 10(2015):13-16. [link](#)
151. Avitia, J., M. Costa-Font, J.M. Gil, and J.L. Lusk. "A Calibrated Auction-Conjoint Experiment to Elicit Consumer Preferences for Sustainable Farming." *Food Quality and Preference*. 41(2015):1-11. [link](#)
150. Lusk, J.L., J.M. Crespi, J.B.C. Cherry, B.R. McFadden, L.E. Martin, and A.S. Bruce. "An fMRI Investigation of Consumer Choice Regarding Controversial Food Technologies." *Food Quality and Preference*. 40A(2015):209-220. [link](#)
149. Rousu, M., S. Marette, J. Thrasher, and J.L. Lusk. "The Economic Value to Smokers of Graphic Warning Labels on Cigarettes: Evidence from Combining Market and Experimental Auctions Data." *Journal of Economic Behavior and Organization*. 108(2014):123-134. [link](#)
148. Ellison, B., J.L. Lusk, and D. Davis. "The Impact of Restaurant Calorie Labels on Food Choice: Results from a Field Experiment." *Economic Inquiry*. 52(2014):666-681. [link](#)

147. Devuyst, E., M. Devuyst, and J.L. Lusk. "USDA Quality Grades May Mislead Consumers." *Journal of Animal Science*. 92(2014):3142-3148. [link](#)
146. Bruce, A.S., J.L. Lusk, J.M. Crespi, J.B.C. Cherry, B.R. McFadden, C.R. Savage, J.M. Bruce, W.M. Brooks, and L.E. Martin. "Consumer Brain Responses to Controversial Food Technologies and Price." *Journal of Neuroscience, Psychology, and Economics*. 7(2014):164-173. [link](#)
145. Lusk, J.L., J. Roosen, and A. Bieberstein. "Consumer Acceptance of Controversial New Food Technologies: Causes and Roots of Controversies." *Annual Review of Resource Economics*. 6(2014):381-405. [link](#)
144. Costanigro, M. and J.L. Lusk. "The Signaling Effect of Mandatory Labels on Genetically Engineered Food." *Food Policy*. 49(2014):259-267. [link](#)
143. Lusk, J.L. "Are You Smart Enough to Know What to Eat: A Critique of Behavioral Economics as Justification for Regulation." *European Review of Agricultural Economics*. 41(2014):355-373. [link](#)
142. Grijalva, T.C., J.L. Lusk, and Shaw, W.D. "Discounting the Distant Future: An Experimental Investigation." *Environmental and Resource Economics*. 59(2014):39-63. [link](#)
141. Lusk, J.L., T.C. Schroeder, and G.T. Tonsor. "Distinguishing Beliefs from Preferences in Food Choice." *European Review of Agricultural Economics*. 41(2014):627-655. [link](#)
140. Klain, T., J.L. Lusk, G. Tonsor, and T.C. Schroeder. "An Experimental Approach to Valuing Information." *Agricultural Economics*. 45(2014):635-648. [link](#)
139. Drichoutis, A. and J.L. Lusk. "Judging Statistical Models of Individual Decision Making Under Risk Using In- and Out-of-Sample Criteria." *PLoS ONE*. 9(2014)e102269 [link](#)
138. Thompson, N.M., E.A. Devuyst, B.W. Brorsen, and J.L. Lusk. "Value of Genetic Information for Management and Selection of Feedlot Cattle." *Journal of Agricultural and Resource Economics*. 38(2014):139-155. [link](#)
137. Ellison, B., J.L. Lusk, and D. Davis. "The Effect of Calorie Labels on Caloric Intake and Restaurant Revenue: Evidence from Two Full Service Restaurants." *Journal of Agricultural and Applied Economics*. 46(2014):173-191. [link](#)
136. Jarmolowicz, D.P., J.B.C. Cherry, D.D. Reed, J.M. Bruce, J.M. Crespi, J.L. Lusk, A. Bruce. "Robust Relation between Temporal Discounting Rates and Body Mass." *Appetite*. 78(2014):63-67. [link](#)
135. Lusk, J.L., S. Marette, and F.B. Norwood. "The Paternalist Meets His Match." *Applied Economics Perspectives and Policy*. 26(2014):61-108. [link](#)

134. Smithson, K., Corbin, M., J.L. Lusk, and F.B. Norwood. "Predicting State-Wide Votes on Ballot Initiatives to Ban Battery Cages and Gestation Crates." *Journal of Agricultural and Applied Economics*. 46(2014):107-124. [link](#)
133. Lusk, J.L. "Are Sugar-Sweetened Beverage Taxes a Cost-Effective Means of Reducing Weight?" *Canadian Journal of Diabetes*. 38(2014):9-10. [link](#)
132. Lusk, J.L. "Lunch with Pigou: Externalities and the 'Hidden' Costs of Food." *Agricultural and Resource Economics Review*. 42(2013):419-435. [link](#)
131. Miller, J.C., K.H. Coble, and J.L. Lusk. "Evaluating Top Faculty Researchers and the Incentives that Motivate Them." *Scientometrics*. 97(2013):519-533. [link](#)
130. McFadden, B.R. and J.L. Lusk. "Effects of Cost and Campaign Advertising on Support for California's Proposition 37." *Journal of Agricultural and Resource Economics*. 38(2013):174-186. [link](#)
129. Tonsor, G.T., T.C. Schroeder, and J.L. Lusk. "Consumer Valuation of Alternative Meat Origin Labels." *Journal of Agricultural Economics*. 64(2013):676-692. [link](#)
128. Lusk, J.L. "Role of Technology in the Global Economic Importance and Viability of Animal Protein Production." *Animal Frontiers*. 3(2013):20-26. [link](#)
127. Vestal, M., J.L. Lusk, E.A. Devuyst, and J.R. Kropp. "The Value of Genetic Information to Bull Buyers: A Combined Revealed, Stated Preference Approach." *Agricultural Economics*. 44(2013):337-347. [link](#)
126. Grebitus, C. J.L. Lusk, and R. Nayga, Jr. "Explaining Differences in Real and Hypothetical Experimental Auctions and Choice Experiments With Personality." *Journal of Economic Psychology*. 36(2013):11-26. [link](#)
125. Lusk, J.L. and B. Ellison. "Who is to Blame for the Rise in Obesity?" *Appetite*. 68(2013):14-20. [link](#)
124. Kovalsky, K. and J.L. Lusk. "Do Consumers Really Know How Much They Are Willing to Pay?" *Journal of Consumer Affairs*. 47(2013):98-127. [link](#)
123. Ellison, B., J.L. Lusk, and D. Davis. "Looking at the Label and Beyond: The Effects of Calorie Labels, Health Consciousness, and Demographics on Caloric Intake in Restaurants." *International Journal of Behavioral Nutrition and Physical Activity*. 10(2013), Article 21. [link](#)
122. Grebitus, C. J.L. Lusk, and R. Nayga, Jr. "Local Foods – Is a Mile a Mile? Effect of Distance of Transportation on Willingness to Pay for Food." *Ecological Economics*. 88(2013):67-75. [link](#)

121. Brooks, K. and J.L. Lusk. "Public and Private Preferences for Animal Cloning Policies." *Journal of Agricultural and Resource Economics*. 37(2012):485-501. [link](#).
120. Lusk, J.L. and S. Marette. "Can Labeling and Information Policies Harm Consumers?" *Journal of Agricultural and Food Industrial Organization*. 10(2012):1-13. [link](#)
119. Lusk, J.L. "The Political Ideology of Food." *Food Policy*. 37(2012):530-542. [link](#)
118. Lusk, J.L. and C. Schroeter. "When do Fat Taxes Increase Consumer Welfare?" *Health Economics*. 21(2012):1367-1374. [link](#) (see also the [comment/reply](#))
117. Hilmer, C.E., M.J. Hilmer, and J.L. Lusk. "A Comparison of Salary Structures Between Economics and Agricultural Economics Departments." *Applied Economic Perspectives and Policy*. 34(2012):489-514. [link](#)
116. Lusk, J.L. and F.B. Norwood. "Speciesism, Altruism, and the Economics of Farm Animal Welfare." *European Review of Agricultural Economics*. 39(2012):189-212. [link](#)
115. Drichoutis, A., R.M. Nayga, J.L. Lusk, and P. Lazaridis. "When a Risky Prospect is Valued More than its Best Possible Outcome." *Judgment and Decision Making*. 7(2012):1-18. [link](#)
114. Corrigan, J.R., A.C. Drichoutis, J.L. Lusk, R.M. Nayga, M.C. Rousu. "Homegrown Value Auctions with Repeated Rounds and Price Feedback: An Adversarial Collaboration." *American Journal of Agricultural Economics*. 94(2012):97-115. [link](#)
113. Lusk, J.L. and F.B. Norwood. "Animal Welfare Economics." *Applied Economic Perspectives and Policy*. 33(2011):463-483. [invited feature article] [link](#)
112. Lusk, J.L. "The Market for Animal Welfare." *Agricultural and Human Values*. 28(2011):561-575. [link](#)
111. Norwood, F.B. and J.L. Lusk. "Social Desirability Bias in Real, Hypothetical, and Inferred Valuation Experiments." *American Journal of Agricultural Economics*. 93(2011):528-534. [link](#)
110. Brooks, K. and J.L. Lusk. "Consumers Attitudes towards Farm Animal Cloning." *Appetite*. 57(2011):483-492. [link](#)
109. DeVuyst, E.A., J.T. Biermacher, J.L. Lusk, R. Mateescu, J.B. Blanton, Jr., J.S. Swigert, J.D. Springer, J.D. Donnell, B.J. Cook, and R.R. Reuter. "Relationships between Fed Cattle Traits and Igenity Panel Scores." *Journal of Animal Science*. 89(2011):1260-1269. [link](#)
108. Lusk, J.L. and F.B. Norwood. "Non-Market Valuation by Prediction Markets." *Applied Economics Letters*. 18(2011):715-718. [link](#)

107. Norwood, F.B., and J.L. Lusk. "A Calibrated Auction-Conjoint Valuation Method: Valuing Pork and Eggs Produced under Differing Animal Welfare Conditions." *Journal of Environmental Economics and Management*. 62(2011):80-94. [link](#)
106. Lusk, J.L. and K. Brooks. "Who Participates in Home Scan Panels?" *American Journal of Agricultural Economics*. 93(2011):226-240. [link](#)
105. Lusk, J.L. "External Validity of the Food Values Scale." *Food Quality and Preference*. 22(2011):452-462. [link](#)
104. Lusk, J.L. and B.C. Briggeman. "Selfishness, Altruism, and Inequality Aversion towards Consumers and Farmers." *Agricultural Economics*. 42(2011):121-139. [link](#)
103. Ubilava, D., K.A. Foster, J.L. Lusk, and T. Nilsson. "Differences in Consumer Preferences when Facing Branded vs. Non-Branded Choices." *Journal of Consumer Behavior*. 10(2011):61-70. [link](#)
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Lusk, J.L. and K. Brooks. “Public Acceptance of Animal Cloning in the Food Supply Chain.” *Feedstuffs*. Vol. 81, No. 17, April 27, 2009, pg 5.

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Grant Activity (total funded research projects = 14; total award amount = \$4,314,131)

Summary of Funded Research

Duration of Grant	Title	Source of Grant	Total Contract Amount	Collaborators	Role
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	Adam, Brorsen, Epplin, Holcomb, Huhnke, Wu	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	Adam, Brorsen, Epplin, Holcomb, Huhnke, Wu	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	American Farm Bureau	\$23,961	Norwood	Co-PD
5/06-8/07	^h	OK Beef Council	\$8,610	Ward	Co-PD
10/03-9/04	^g	USDA RBCS	\$1,000,000	Akridge, Boelhje, Fulton, Marshall	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, Morrow, Moore, Traill	PD ¹
6/01-6/03	^b	USDA NRI	\$112,000	Schroeder	PD
3/01-3/02	^a	USDA ARS	\$17,500		PD
Total			\$4,314,131		

^sUsing Consumer Tracking Survey to Understand and Forecast Changes in Consumer Demand for Disaggregated Meat Products; ^rCauses and Consequences of the Unfounded 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.

Graduate Student Advising

Completed Graduate Students (total = 57)

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. (Oklahoma State University), committee member
59. Monika Ghimire, Ph.D. (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

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 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)

Presentations

Various invited presentations and named lectures have been given at Universities such as: Auburn University; Cornell University; Iowa State University; James Madison University; Kansas State University; Kenyon College; Oklahoma State University; Langston University; Michigan State University; Mississippi State University; Montana State University; North Carolina State University; North Dakota State University; Ohio State University; Paris School of Economics, France; Purdue University; Sungkyunkwan University, South Korea; Susquehanna University; Technical University of Munich, Germany; Texas A&M University; Texas Tech University; Toulouse School of Economics, France; University of Alabama, Birmingham; University of Alberta; University of Arizona; University of Arkansas; University of Bologna, Italy; 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, France; University of Reading, UK; University of Wisconsin; University of Wyoming; Wageningen University, Netherlands; Virginia Tech University; West Texas A&M University

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

Alberta Agriculture and Rural Development; Allied Social Science Association; Agricultural and Applied Economics Association; American Association of Clinical Endocrinologist; American Enterprise Institute; American Farm Bureau; American Feed Industry Association; American Meat Science Association's Reciprocal Meats Conference; Breakthrough Institute's Breakthrough Dialog, California Cattlemen's Association, Consumer Market Demand Research Network, Ottawa Canada; Conference of the French Association of Experimental Economics, Grenoble, France; Delaware Secretary of Agriculture; Global Food Safety Conference; European Association of Agricultural Economics tri-annual congress; FoodBev Forum; Farm Foundation; French National Institute for Agricultural Research; Grocers Manufacturers Association; GrowCanada; Impact Analysis and Decision Strategies Conference (NC-1003); International Consortium on Agricultural Biotechnology Research; Illinois Transdisciplinary Obesity Prevention Program; International Quality Grains Conference; Institute of Medicine, National Academies of Science; International Production and Processing Expo; Iowa Farm Bureau Federation; Iowa Grocery Industry Association; Iowa Soybean Association; Journées d'Économie Expérimentale; Merck Cattle Feeders Business Summit; National Cattlemen's Beef Association; National Pork Board; National Pork Producers Council; Oscar Mayer Meat Science Summit; Journée du Pôle Alimentation Parisien, Paris France; Meat and Poultry Research Conference; National Coalition for Food and Agricultural Research (NC-FAR) hill staffer's seminar series; Northeastern Agricultural and Resource Economics Association; PIC Symposium; Pickle Packers International; Southern Agricultural Economics Association; Southern Economic Association; South Carolina Farm Bureau; Soybean Association's Leadership College; TEDxOStateU; United Soybean Board; U.S. Farmers and Ranchers Alliance; USDA Agricultural Outlook Forum; Truth about Trade and Technology; Winter Workshop on Behavioral and Experimental Economics of Food Consumption, Autrans, France; Workshop on Valuation Methods in Agro-Food and Environmental Economics, Barcelona Spain; World Congress of Environmental Economists; Zoetis

Reviewer for Peer Review Journals including

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