

Jayson L. Lusk

Education

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

Academic Appointments

- Regents Professor and Willard Sparks Endowed Chair 2013 – present
- 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

- 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 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 5% of economists in terms of citations and in terms of publications according to IDEAS and RePEc ([link](#))
- Listed as one of top 5 most influential authors in environmental and ecological economics from 2000-2009 in *Ecological Economics* 77(2012):193-206 ([link](#))
- Listed as one of the top 10 most productive researchers in agricultural economics graduating from 1987 to 2000 in appendix of *American Journal of Agricultural Economics* 89(2007):162-75. ([link](#))
- Outstanding Doctoral Dissertation Award, 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 elect, 2015
 - Director, 2011-2014
 - Co-Chair, AAEA/EAAE Seminar on “Food Environment: The Effects of Context on Food Choice,” Boston, MA, May 2012
 - Chair—Food & Agricultural Marketing Policy Section, 2006
 - Faculty advisor—Graduate Student Section, 2004-2007
- *American Journal of Agricultural Economics (AJAE)*
 - Associate editor, 2006-2009
- *Journal of Environmental Economics and Management (JEEM)*
 - Editorial council, 2009-2013
- *Food Policy*
 - Editorial board, 2015-present
- *Journal of Consumer Affairs*
 - Editorial board, 2012-Present
- *Journal of Agricultural and Resource Economics (JARE)*
 - Editorial council, 2009-2013
- *Journal of Agricultural and Food Industrialization Organization (JAFIO)*
 - Associate editor, 2005-Present
 - Guest editor of special issue on neuroeconomics, 2015
- *Agricultural and Resource Economic Review (ARER)*
 - Editorial board member, 2008-2010
- *Journal of Economics and Psychology*
 - Co-editor of special issue on food consumption, 2015
- *Journal of Agricultural and Applied Economics (JAAE)*

- Editorial board member, 2009-Present
- American Economic Association, 2000-Present
- French National Institute for Agricultural Research, 2012-Present
 - 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
 - Executive Committee, 2009-Present
- Western Agricultural Economics Association, 1998-Present
 - Director, 2006-2009

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, forthcoming March 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 = 167)

Forthcoming articles

167. Muller, L., A. Lacroix, J.L. Lusk, and B. Ruffieux. "Distributional Impacts of Fat Taxes and Thin Subsidies." *Economic Journal*. forthcoming.

166. Marette, S., J.L. Lusk, and F.B. Norwood. "Choosing for Others." *Applied Economics*. forthcoming.

165. Drichoutis, A.C., J.L. Lusk, and R.M. Nayga, Jr. “The Veil of Experimental Currency Units.” *Journal of the Economic Science Association*. forthcoming.
164. Lusk, J.L. and G.T. Tonsor. “How Meat Demand Elasticities Vary with Price, Income, and Product Category.” *Applied Economic Perspectives and Policy*. forthcoming.
163. Thompson, N. 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*. forthcoming
162. 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*. forthcoming. [link](#)
161. 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*. forthcoming. [link](#)

Published articles

160. 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](#)
159. 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](#)
158. 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](#)
157. 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](#)
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(4), 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](#)
102. Briggeman, B.C. and J.L. Lusk. "Playing Fair in the Organic Food Supply Chain." *European Review of Agricultural Economics*. 38(2011):1-29. [link](#)
101. Chang, J.B. and J.L. Lusk. "Mixed Logit Models: Accuracy and Software Choice." *Journal of Applied Econometrics*. 26(2011):167-172. [link](#)

100. Weaber, R.L. and J.L. Lusk. "The Economic Value of Improvements in Meat Tenderness by Genetic Marker Selection." *American Journal of Agricultural Economics*. 92(2010):1456-1471. [link](#)
99. Chang, J.B., J.L. Lusk, and F.B. Norwood. "The Price of Happy Hens: A Hedonic Analysis of Retail Egg Prices." *Journal of Agricultural and Resource Economics*. 35(2010):406-423. [link](#)
98. Brooks, K. and J.L. Lusk. "Stated and Revealed Preferences for Organic and Cloned Milk: Combining Choice Experiment and Scanner Data." *American Journal of Agricultural Economics*. 92(2010):1229-1241. [link](#)
97. Gallardo, R.C., W.B. Brorsen, and J.L. Lusk. "Prediction Markets: A Case Study on Forecasting Cattle on Feed." *Agricultural Finance Review*. 70(2010):414-426. [link](#)
96. Naico, A.T.A. and J.L. Lusk. "The Value of a Nutritionally Enhanced Staple Crop: Results from a Choice Experiment Conducted with Orange-Fleshed Sweet Potatoes in Mozambique." *Journal of African Economies*. 19(2010):536-558. [link](#)
95. Ellison, B., J.L. Lusk, and B.C. Briggeman. "Other-Regarding Behavior and Taxpayer Preferences for Farm Policy." *B.E. Journal of Economic Analysis & Policy*. 10(2010), Article 96. [link](#)
94. Lusk, J.L. and D. Hudson. "Bargaining over Losses." *International Game Theory Review*. 12(2010):83-91. [link](#)
93. Prickett, R.W., F.B. Norwood, and J.L. Lusk. "Consumer Preferences for Farm Animal Welfare: Results from a Telephone Survey of U.S. Households." *Animal Welfare*. 19(2010):335-347. [link](#)
92. Coble, K.H. and J.L. Lusk. "At the Nexus of Risk and Time Preferences: An Experimental Investigation." *Journal of Risk and Uncertainty*. 41(2010):67-79. [link](#)
91. Lusk, J.L. and S. Marette. "Welfare Effects of Food Labels and Bans with Alternative Willingness to Pay Measures." *Applied Economic Perspectives & Policy*. 32(2010):319-337. [link](#)
90. Ellison, B.D., J.L. Lusk, and B.C. Briggeman. "Taxpayer Beliefs about Farm Income and Preferences for Farm Policy." *Applied Economic Perspectives & Policy*. 32(2010):338-354. [link](#)
89. Marette, S., J.L. Lusk, and J. Roosen. "Welfare Impact of Information with Experiments: The Crucial Role of the Price Elasticity of Demand." *Economics Bulletin*. 30(2010): 1585-1593. [link](#)

88. Lusk, J.L. “The Effect of Proposition 2 on the Demand for Eggs in California.” *Journal of Agricultural and Food Industrial Organization*. 8(2010), Iss. 1, Article 3. [link](#)
87. Ubilava, D., K.A. Foster, J.L. Lusk, T. Nilsson. “Effects of Income and Social Awareness on Consumer WTP for Social Product Attributes.” *Technological Forecasting & Social Change*. 77(2010):587-593. [link](#)
86. Lusk, J.L. and F.B. Norwood. “Direct vs. Indirect Questioning: An Application to the Well-Being of Farm Animals.” *Social Indicators Research*. 96(2010):551-565. [link](#)
85. Unnevehr, L., J. Eales, H. Jensen, J.L. Lusk, J. McCluskey, and J. Kinsey. “Food and Consumer Economics.” *American Journal of Agricultural Economics*. 92(2010):506-521. [invited paper published as part of a special issue on the centennial celebration of AAEA]. [link](#)
84. Ehmke, M., J.L. Lusk, and W. Tyner. “Multidimensional Tests for Differences in Economic Behavior across Cultures.” *Journal of Socio-Economics*. 39(2010):37-45. [link](#)
83. Toler, S., B.C. Briggeman, J.L. Lusk, and D.C. Adams. “Fairness, Farmers Markets, and Local Production.” *American Journal of Agricultural Economics*. 91(2009):1272-1278. [link](#)
82. Chang, J.B. and J.L. Lusk. “Fairness and Food Choice.” *Food Policy*. 34(2009):483-491. [link](#)
81. Lusk, J.L. and F.B. Norwood. “Some Economic Benefits and Costs of Vegetarianism.” *Agricultural and Resource Economics Review*. 38(2009):109-124. [link](#) [errata](#)
80. Gallardo, R.C, J.L. Lusk, R. Holcomb, and P. Rayas-Duarte. “Uncertainty in Willingness-to-Pay Estimation: Mexican Millers’ Demand for Wheat Quality and Consistency.” *Journal of Agricultural and Applied Economics*. 41(2009):599-611. [link](#)
79. Rousu, M.C. and J.L. Lusk. “Valuing Information on GM Foods in a WTA Market: What Information is Most Valuable?” *AgBioForum*. 12(2009):226-231. [link](#)
78. Hilmer, C.E. and J.L. Lusk. “Determinants of Citations to the Agricultural and Applied Economics Association Journals.” *Review of Agricultural Economics*. 31(2009):677-694. [link](#)
77. Lusk, J.L. and M.D. Hudson. “Submission Patterns, Submission Policies, and Revealed Preferences for Agricultural Economics Journals.” *Review of Agricultural Economics*. 31(2009):695–711. [link](#)

76. Chang, J.B., J.L. Lusk, and F.B. Norwood. "How Closely Do Hypothetical Surveys and Laboratory Experiments Predict Field Behavior?" *American Journal of Agricultural Economics*. 91(2009):518-534. [link](#)
75. Lusk, J.L. and F.B. Norwood. "Bridging the Gap between Laboratory Experiments and Naturally Occurring Markets: An Inferred Valuation Method." *Journal of Environmental Economics and Management* 58(2009):236–250. [link](#)
74. Lusk, J.L. and F.B. Norwood. "An Inferred Valuation Method." *Land Economics*. 85(2009):500-514. [link](#)
73. Arunachalam, A, S.R. Henneberry, J.L. Lusk, and F. B. Norwood. "An Empirical Investigation into the Excessive-Choice Effect." *American Journal of Agricultural Economics*. 91(2009):810-825. [link](#)
72. Lusk, J.L. and N. Parker. "Consumer Preferences for Amount and Type of Fat in Ground Beef." *Journal of Agricultural and Applied Economics*. 41(2009):75-90. [link](#)
71. Gunderson, M., J.L. Lusk, and B. Norwood. "Getting Something from Nothing: An Investigation of Beef Demand Expansion and Substitution in the Presence of Quality Heterogeneity." *Review of Agricultural Economics*. 31(2009):68-87. [link](#)
70. Lusk, J.L. and B.C. Briggeman. "Food Values." *American Journal of Agricultural Economics*. 91(2009):184-196. [link](#)
69. Ward, C.E., J.L. Lusk, and J.M. Dutton. "Extent and Type of Fresh Beef Branding in Grocery Stores." *Journal of the Food Distribution Research Society*. 39(2008)79-89. [link](#)
68. Ward, C.E., J.L. Lusk, and J.M. Dutton. "Implicit Value of Retail Beef Product Attributes." *Journal of Agricultural and Resource Economics*. 33(2008):364-381. [link](#)
67. Lusk, J.L. and F.B. Norwood. "Public Opinion about the Ethics and Governance of Farm Animal Welfare." *Journal of the American Veterinary Medical Association*. 233(2008):1121-1126. [link](#)
66. Tanner-Ehmke, M., J.L. Lusk, and J.A. List. "Is Hypothetical Bias a Universal Phenomenon? A Multi-National Investigation." *Land Economics*. 84(2008):489-500. [link](#)
65. Lusk, J.L. and A. Rozan. "Public Policy and Endogenous Beliefs: The Case of Genetically Modified Food." *Journal of Agricultural and Resource Economics*. 33(2008):270-289. [link](#)
64. Schroeter, C. and J.L. Lusk. "Economic Factors and Body Weight: An Empirical Analysis." *Journal of Agricultural and Applied Economics*. 40(2008):523-538. [link](#)

63. Roberts, D., T. Boyer, and J.L. Lusk. "Preferences for Environmental Quality under Uncertainty." *Ecological Economics*. 66(2008):584-593. [link](#)
62. Lusk, J.L., D. Fields, and J. Prevat. "An Incentive Compatible Conjoint Ranking Mechanism." *American Journal of Agricultural Economics*. 90(2008):487-498. [link](#)
61. Yee, W.M.S., W.B. Traill, J.L. Lusk, S.R. Jaeger, L.O. House, M. Moore, B. Morrow, and C. Valli. "Determinants of Consumers' Willingness to Accept GM Foods." *International Journal of Biotechnology*. 10(2008):240-259. [link](#)
60. Tanner-Ehmke, M., J.L. Lusk, and W. Tyner. "Measuring the Relative Importance of Country-of-Origin in Consumer Food Preferences in China, France, Niger, and the United States." *Agricultural Economics*. 38(2008):277-285. [link](#)
59. Schroeter, C., J.L. Lusk, and W. Tyner. "Determining the Impact of Food Price and Income Changes on Body Weight." *Journal of Health Economics*. 27(2008):45-68. [link](#)
58. Mayen, C., M. Marshall, and J.L. Lusk. "Fresh-Cut Melon – The Money is in the Juice." *Journal of Agricultural and Applied Economics*. 39(2007):597-609. [link](#)
57. Rozan, A., J.L. Lusk, and M. Campardon. "Acceptabilité des Consommateurs Face à un OGM de Seconde Génération: Le Riz Doré." *Revue d'Economie Politique*. 117(2007):843-852. [link](#)
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19. Jo, J., J.L. Lusk, L. Muller, and B. Ruffieux. “Value of Parsimonious Nutritional Information in a Framed Field Experiment.”
18. Malone, T. and J.L. Lusk. “Brewing Up Development: Government Intervention in Beer.”
17. Malone, T. and J.L. Lusk, “The Excessive Choice Effect Meets the Market: Experiments on Craft Beer Choice.”
16. Lusk, J.L., V. Caputo, R.M. Nayga, Jr. “Am I Getting a Good Deal? Reference-Dependent Decision Making with the Reference Price is Uncertain.”
15. Thompson, N. N.M., E.A Devuyst, B.W. Brorsen, and J.L. Lusk. “Randomly Sampling Beef Cattle as a Cost-Effective Application of Genetic Testing: Optimal Sample Size Determination.”
14. Lusk, J.L., J.M. Crespi. B. McFadden, J.B. Cherry, L. Martin, A. Bruce. “Neural Antecedents of Attribute-Based Demand.”
13. Drichoutis, A.C., A. Vassilopoulos, J.L. Lusk, and R.M. Nayga, Jr. “Fair Farming: Preferences for Fair Labor Certification using Four Elicitation Methods.”
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11. Malone, T. and J.L. Lusk. “What is the Real Consumer Cost of Mandating Animal Welfare? An Ex Post Analysis of the Effect of California’s Proposition 2.”
10. Kalaitzandonakes, N., J.L. Lusk, and A.M. De Maisonneuve. “GM Ballot Initiatives and US Consumer Behavior in the Market Place.”
9. Weaver, A.S., J.L. Lusk, J.L. Campiche, and B.E. Whitacre. “Can Alterations to Food Stamp Policies Encourage Healthy Eating? An Experiment on Effects of Food Stamp Restrictions.”
8. Su, L., B. Adam, J. Lusk, and F. Arthur. “A Comparison of Auction and Choice Experiment: An Application to Consumer Willingness to Pay for Rice with Improved Storage Management.”
7. Andre, R. and J.L. Lusk. “Relief in Haiti after the Earthquake: Haitians’ Preferences for Food and Other Basic Commodities.”

6. Drichoutis, A.C., J.L. Lusk, and V. Pappaz. “Elicitation Format and the WTA/WTP Gap: A Study of Climate Neutral Foods.”
5. Vestal, M.K., J.L. Lusk, E.A. DeVuyst, S.R. Cooper, and C.E. Ward. “Quarter Horse Supply and Demand: Welfare Analysis and Impacts of the Equine Processing Ban.”
4. Mullally, C. and J.L. Lusk. “Happy Hens, Pricey Eggs: The Economic Impact of Restrictions on Farm Animal Housing in California.”
3. Kalaitzandonakes, N, J.L. Lusk, and A.M. De Maisonneuve. “The Price of Mandatory Labeling of Genetically Modified Food.”
2. Norwood, F.B. and J.L. Lusk, J.L. “Some Vegetarians Spend Less Money on Food, Others Don’t.”
1. Lusk, J.L. “Distributional Effects of Crop Insurance Subsidies.”

Selected Other Writings, Editorials, and Popular Press

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- Lusk, J.L. “Agricultural and Food Controversies.” *Huffington Post.com*. November 25, 2014 [link](#)
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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

Current Graduate Students (total = 11)

1. Sunjin Ann, Ph.D. (Oklahoma State University), major professor
2. Aaron Ates, M.S. (Oklahoma State University), major professor
3. James Bishop, Ph.S. (Economics, Oklahoma State University), committee member
4. Kelsey Conley, Ph.D. (Oklahoma State University), major professor
5. David Davis, Ph.D. (Oklahoma State University), committee member
6. Molly Depue, M.S. (Oklahoma State University), committee member
7. Jisung Jo, Ph.D. (Oklahoma State University), major professor
8. Seonwoong Kim, Ph.D. (Oklahoma State University), committee member
9. Trey Malone, Ph.D. (Oklahoma State University), major professor
10. Andrew Paul, M.S. (Oklahoma State University), major professor
11. Zhiming Qiu, Ph.D. (Oklahoma State University), committee member
12. Nathan Thompson, Ph.D. (Oklahoma State University), committee member
13. Miah Tran, Ph.D. (University of Nebraska), 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, Bertinoro and Imola, Italy (with R. Nayga and A. Drichoutis)

Presentations

Various invited presentations have been given at Universities such as:

Cornell University; Iowa State University; James Madison University; Kansas State University; Kenyon College; Oklahoma State University; Langston University; Michigan State University; Mississippi 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 Illinois; University of Maryland; University of Massachusetts, Amherst; 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

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

Alberta Agriculture and Rural Development; Allied Social Science Associations annual conference; Agricultural and Applied Economics Association annual conference; American Association of Clinical Endocrinologist; American Farm Bureau; American Feed Industry Association; American Meat Science Association's Reciprocal Meats Conference; Consumer Market Demand Research Network conference, 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; French National Institute for Agricultural Research; Grocers Manufacturers Association; 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 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 annual meeting; PIC Symposium; Pickle Packers International; Southern Agricultural Economics Association annual conference; Southern Economic Association annual conference; South Carolina Farm Bureau; TEDxOStateU; United Soybean Board; U.S. Farmers and Ranchers Alliance; USDA Agricultural Outlook Forum; Truth about Trade and Technology board meeting; 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