



## Academic, Professional, and Scholarly Societies

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- Agricultural and Applied Economics Association, 1998-Present
  - Chair-elect, Chair—Food & Agricultural Marketing Policy Section, 2005-2006
  - Faculty advisor—Graduate Student Section, 2004-2007
  - Member—Communications and Publications Committee, 2003-2006
    - Member—Task Force on AAEA Publications, 2005
  - Member—Nominating Committee, 2006-present
  - Member—Task Force on Association Outreach, 2007
  - Member—Task Force on *Review of Agricultural Economics*, 2008
- *American Journal of Agricultural Economics (AJAE)*
  - Associate editor, 2006-Present
- *Journal of Environmental Economics and Management (JEEM)*
  - Editorial council, 2009-Present
- *Journal of Agricultural and Resource Economics (JARE)*
  - Editorial council, 2009-Present
- *Journal of Agricultural and Food Industrialization Organization (JAFIO)*
  - Associate editor, 2005-Present
- *Agricultural and Resource Economic Review (ARER)*
  - Editorial board member, 2008-Present
- *Journal of Agricultural and Applied Economics (JAAE)*
  - Editorial board member, 2009-Present
- American Economic Association, 2000-Present
- Southern Agricultural Economics Association, 1998-Present
  - Ph.D. Dissertation Awards Committee, 2008-present
  - Executive Committee, 2009-Present
- Western Agricultural Economics Association, 1998-Present
  - Director, 2006-Present

## Books

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Lusk, J.L., J. Roosen, and J. Shogren. (editors) *Handbook of the Economics of Food Consumption and Policy*. Oxford, UK: Oxford University Press, under contract, in progress.

Lusk, J.L. and F.B. Norwood. *Economics of Farm Animal Welfare*. Oxford, UK: Oxford University Press, under contract, in progress.

Lusk, J.L. and J. Shogren. *Experimental Auctions: Methods and Applications in Economic and Marketing Research*. Cambridge, UK: Cambridge University Press, 2007.

Norwood, F.B. and J.L. Lusk. *Agricultural Marketing and Price Analysis*. Prentice-Hall, 2007.

## Chapters in Books

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- 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, forthcoming
- 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). Bingley, UK: Emerald, Research in Experimental Economics, Volume 12, 2008.
- Norwood, B., J.L. Lusk, and T. Boyer. “Forecasting Hypothetical Bias: A Tale of Two Calibrations.” in *Experimental Methods, Environmental Economics*. T. Cherry, Kroll and J. Shogren (eds). New York: Routledge, 2008.
- Lusk, J.L. and M. Rousu. “Market Price Endogeneity and Accuracy of Value Elicitation Mechanisms.” in *Using Experimental Methods in Environmental and Resource Economic*. Ed. John A. List. Northhampton, MA: Edward Elgar Publishing, 2006.
- Purcell, W. and J.L. Lusk. “Demand for Red Meats: Principles, Research Evidence, and Issues.” in *Economics of Read Meat and Dairy Industries*. Ed. Steven Koontz. The Veterinary Clinics of North America: Food Animal Practice. Vol. 19. No. 2. W.B. Saunders Company, Philadelphia, PA, July 2003.

## Articles Published in Refereed Journals (total = 90)

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### Forthcoming articles

90. 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*. forthcoming.
89. Tanner-Ehmke, M., J.L. Lusk, and W. Tynes. ”Multidimensional Tests for Differences in Economic Behavior across Cultures.” *Journal of Socio-Economics*. forthcoming. [link](#)
88. Lusk, J.L. and D. Hudson. “Bargaining over Losses.” *International Game Theory Review*. forthcoming.
87. Lusk, J.L. and F.B. Norwood. “Direct vs. Indirect Questioning: An Application to the Well-Being of Farm Animals.” *Social Indicators Research*. forthcoming. [link](#)
86. 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*. forthcoming.

85. 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*. forthcoming. [link](#)
84. Toler, S., B.C. Briggeman, J.L. Lusk, and D.C. Adams. "Fairness, Farmers Markets, and Local Production." *American Journal of Agricultural Economics*. forthcoming. [link](#)

*Published articles*

83. Chang, J.B. and J.L. Lusk. "Fairness and Food Choice." *Food Policy*. 34(2009):483-491. [link](#)
82. Lusk, J.L. and F.B. Norwood. "Some Economic Benefits and Costs of Vegetarianism." *Agricultural and Resource Economics Review*. 38(2009):83-92.
81. 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.
80. 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](#)
79. 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](#)
78. 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](#)
77. 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](#)
76. 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](#)
75. Lusk, J.L. and F.B. Norwood. "An Inferred Valuation Method." *Land Economics*. 85(2009):500-514. [link](#)
74. 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](#)

73. 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](#)
72. 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](#)
71. Lusk, J.L. and B.C. Briggeman. "Food Values." *American Journal of Agricultural Economics*. 91(2009):184-196. [link](#)
70. 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.
69. 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](#)
68. 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](#)
67. 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](#)
66. 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](#)
65. 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](#)
64. Roberts, D., T. Boyer, and J.L. Lusk. "Preferences for Environmental Quality under Uncertainty." *Ecological Economics*. 66(2008):584-593. [link](#)
63. Lusk, J.L., D. Fields, and J. Prevatt. "An Incentive Compatible Conjoint Ranking Mechanism." *American Journal of Agricultural Economics*. 90(2008):487-498. [link](#)
62. 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](#)
61. 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](#)

60. 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](#)
59. 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](#)
58. 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](#)
57. Lusk, J.L., C. Alexander, and M. Rousu. "Designing Experimental Auctions for Marketing Research: Effect of Values, Distributions, and Mechanisms on Incentives for Truthful Bidding." *Review of Marketing Science*. 5(2007), article 3. [link](#)
56. Lusk, J.L. "Economic Value of Selecting and Marketing Cattle by Leptin Genotype." *Journal of Agricultural and Resource Economics*. 32(2007):306-329. [link](#)
55. Lusk, J.L. "Association of Single Nucleotide Polymorphisms in the Leptin Gene with Body Weight and Backfat Growth Curve Parameters for Beef Cattle." *Journal of Animal Science*. 85(2007):1865-1872. [link](#)
54. Lusk, J.L., L. McLaughlin, and S. Jaeger. "Strategy and Response to Purchase Intention Questions." *Marketing Letters*. 18(2007):31-44. [link](#)
53. Lusk, J.L., T. Nilsson, and K. Foster. "Public Preferences and Private Choices: Effect of Altruism and Free Riding on Demand for Certified Meat." *Environmental and Resource Economics*. 36(2007):499-521. [link](#)
52. Lusk, J.L. and A. Rozan. "Consumer Acceptance of Ingenic Foods." *Biotechnology Journal*. 1(2006):1433-34. [link](#)
51. Lusk, J.L., J.R. Pruitt, and F.B. Norwood. "External Validity of a Field Experiment." *Economics Letters*. 93(2006):285-290. [link](#)
50. Lusk, J.L., B. Norwood, and R. Pruitt. "Consumer Demand for a Ban on Subtherapeutic Antibiotic Use in Pork Production." *American Journal of Agricultural Economics*. 88(2006):1015-1033. [link](#)
49. Nilsson, T., K. Foster, and J.L. Lusk. "Marketing Opportunities for Certified Pork." *Canadian Journal of Agricultural Economics*. 54(2006):567-583. [link](#)
48. Lusk, J.L. and T.C. Schroeder. "Auctions Bids and Shopping Choices." *Advances in Economic Analysis & Policy*. 6(2006), No. 1, Article 4. [link](#)

47. Lusk, J.L., J. Brown, T. Mark, I. Proseku, R. Thomson, and J. Welsh. "Consumer Behavior and Country of Origin Labeling." *Review of Agricultural Economics*. 28(2006):284-292. [link](#)
46. Traill, W.B., W.M.S. Yee, J.L. Lusk, S.R. Jaeger, L.O. House, B. Morrow, C. Valli, M. Moore. "Perceptions of the Risks and Benefits of Genetically Modified Foods and their Influence on Willingness to Consume." *Food Economics*. 3(2006):12-19.
45. Lusk, J.L., W.B. Traill, L.O. House, C. Valli, S.R. Jaeger, M. Moore, B. Morrow,. "Comparative Advantage in Demand: Experimental Evidence of Preferences for Genetically Modified Food in the United States and European Union." *Journal of Agricultural Economics*. 57(2006):1-21. [link](#)
44. Norwood, B. and J.L. Lusk. "Instrument-Induced Bias in Donation Mechanisms: Evidence from the Field." *Contributions in Economic Analysis & Policy*. 5(2006), No. 2, Article 3. [link](#)
43. Lusk, J.L and B. Norwood. "Modeling Beef Quality Heterogeneity." *Journal of Agricultural and Applied Economics*. 37(2005):603-18. [link](#)
42. Lusk, J.L., L.O. House, C. Valli, S.R. Jaeger, M. Moore, B. Morrow, W.B. Traill "Consumer Welfare Effects of Introducing and Labeling Genetically Modified Food." *Economics Letters*. 88(2005):382-88. [link](#)
41. Lusk, J.L. and A. Rozan. "Consumer Acceptance of Biotechnology and the Role of Second Generation Technologies in the US and Europe." *TRENDS in Biotechnology*. 23(2005):386-87. [link](#)
40. Lusk, J.L. and B. Norwood. "Effect of Experimental Design on Choice-Based Conjoint Valuation Estimates." *American Journal of Agricultural Economics*. 87(2005):771-785. [link](#)
39. Hudson, D., K. Coble, and J.L. Lusk. "Consistency of Risk Premium Measures." *Agricultural Economics*. 33(2005):41-49. [link](#)
38. Lusk, J.L. and K.O. Coble. "Risk Perceptions, Risk Preference, and Acceptance of Risky Food." *American Journal of Agricultural Economics*. 87(2005):393-405. [link](#)
37. Lusk, J.L., M. Jamal, L. Kurlander, M. Roucan, L. Taulman. "A Meta Analysis of Genetically Modified Food Valuation Studies." *Journal of Agricultural and Resource Economics*. 30(2005):28-44. [link](#)
36. Feldkamp, T, T.C. Schroeder, and J.L. Lusk. "Determining Consumer Valuation of Quality Differentiated Beef Steak Attributes." *Journal of Muscle Foods*. 16(2005):1-15. [link](#)

35. Traill, W.B., S.R. Jaeger, W.M.S. Yee, C. Valli, L.O. House, J.L. Lusk, M. Moore, B. Morrow. "Categories of Risk-Benefit Perceptions and their Causes." *AgBioForum*. 7(2004):176-186. [link](#)
34. House, L., J.L. Lusk, S. Jaeger, W.B. Traill, M. Moore, C. Valli, B. Morrow, and W.M.S.Yee. "Objective and Subjective Knowledge: Impacts on Consumer Demand for Genetically Modified Foods in the United States and the European Union." *AgBioForum*. 7(2004):113-123. [link](#)
33. Lusk, J.L. and M. Gunderson. "Managing Input Price Volatility at Heritage Family Specialty Foods." *International Food and Agribusiness Management Review*. 7(2004):76-85.
32. Norwood, B., J.L. Lusk, and W. Brorsen. "Model Selection with Limited Dependent Variables: Better Statistics for Better Steaks." *Journal of Agricultural and Resource Economics*. 29(2004):404-419. [link](#)
31. Norwood, B., J.L. Lusk, and M. Roberts. "Ranking Crop Yield Models Using Out of Sample Likelihood Functions." *American Journal of Agricultural Economics*. 86(2004):1032-1043. [link](#)
30. Jaeger, S.R., J.L. Lusk, L.O. House, C. Valli, M. Moore, B. Morrow and W.B. Traill. "Acceptance of Genetically Modified Foods: Non-Hypothetical Experimental Markets." *Food Quality and Preference*. 15(2004):701-714. [link](#)
29. Hudson, D. and J.L. Lusk. "What You Don't Know Can Cost You: A Web Based Experiment in Price Discrimination." *Review of Agricultural Economics*. 26(2004):392-403. [link](#)
28. Lusk, J.L., L.O. House, C. Valli, S.R. Jaeger, M. Moore, B. Morrow, W.B. Traill. "Effect of Information about Benefits of Biotechnology on Consumer Acceptance of Genetically Modified Food: Evidence from Experimental Auctions in United States, England, and France." *European Review of Agricultural Economics*. 31(2004): 179-204. [link](#)
27. Roosen, J., J.L. Lusk, and J.A. Fox. "Transatlantic differences in Consumer Preferences." *Euro Choices*. 3(2004)26-32.
26. Lusk, J.L. and J.D. Anderson, "Effects of Country-of-Origin Labeling on Meat Producers and Consumers." *Journal of Agricultural and Resource Economics*. 29(2004):185-205. [link](#)
25. Lusk, J.L. and D. Hudson. "Effect of Monitor-Subject Cheap Talk on Ultimatum Game Offers." *Journal of Economic Behavior and Organization*. 54(2004):439-443. [link](#)
24. Lusk, J.L. and D. Hudson. "Willingness-to-Pay Estimates and Agribusiness Decision Making." *Review of Agricultural Economics*. 26(2004):152-169. [link](#)

23. Lusk, J.L. and E. Cevallos. "Factors Influencing Demand for a Producer-Owned Beef Retail Outlet." *Journal of Agricultural and Applied Economics*. 36(2004):97-112. [link](#)
22. Lusk, J.L. and T.C. Schroeder. "Are Choice Experiments Incentive Compatible? A Test with Quality Differentiated Beef Steaks." *American Journal of Agricultural Economics* 86(2004):467-482. [link](#)
21. Lusk, J.L., T. Feldkamp, and T.C. Schroeder. "Experimental Auction Procedure: Impact on Valuation of Quality Differentiated Goods." *American Journal of Agricultural Economics*. 86(2004):389-405. [link](#)
20. Hudson, D. and J.L. Lusk. "Activists and Corporate Behavior in Food Processing and Retailing: A Game Theoretic Approach." *Journal of Agricultural and Resource Economics*. 29(2004):79-93. [link](#)
19. Hudson, D. and J.L. Lusk. "Risk and Transaction Costs in Contracting: Results from a Choice-Based Experiment." *Journal of Agricultural and Food Industrial Organization*. 2(2004):1-17. [link](#)
18. Mark, D.R., J.L. Lusk, and M.S. Daniel. "Recruiting Agricultural Economics Graduate Students: Student Demand for Program Attributes." *American Journal of Agricultural Economics*. 86(2004):175-184. [link](#)
17. Lusk, J.L. "An Experimental Test of the Commitment Cost Theory." *American Journal of Agricultural Economics*. 85(2003):1316-1322. [link](#)
16. Lusk, J.L. "Effect of Cheap Talk on Consumer Willingness-to-Pay for Golden Rice." *American Journal of Agricultural Economics*. 85(2003):840-56. [link](#)
15. Lusk, J.L. "Using Experimental Auctions for Marketing Applications: A Discussion." *Journal of Agricultural and Applied Economics*. 35(2003):349-360. [link](#)
14. Lusk, J.L. R. Little, A. Williams, J. Anderson, and B. McKinley. "Utilizing Live Animal Ultrasound to Improve Livestock Marketing Decisions." *Review of Agricultural Economics*. 25(2003):203-217. [link](#)
13. Lusk, J.L. and J.A. Fox. "Value Elicitation in Laboratory and Retail Environments." *Economics Letters*. 79(2003):27-34. [link](#)
12. Lusk, J.L., J. Roosen, and J.A. Fox. "Demand for Beef from Cattle Administered Growth Hormones or Fed Genetically Modified Corn: A Comparison of Consumers in France, Germany, the United Kingdom, and the United States" *American Journal of Agricultural Economics*. 85(2003):16-29. [link](#)

11. Roosen, J. J.L. Lusk, and J.A. Fox. "Consumer Demand for and Attitudes Toward Alternative Beef Labeling Strategies in France, Germany, and the UK." *Agribusiness: An International Journal*. 19(2003):77-90. [link](#)
10. Lusk, J.L. and P. Sullivan. "Consumer Acceptance of Genetically Modified Foods." *Food Technology*. 56(2002):32-37.
9. 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](#)
8. 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](#)
7. 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](#)
6. Lusk, J.L., M. Moore, L. House, and B. Morrow. "Influence of Brand Name and Type of Modification on Consumer Acceptance of Genetically Engineered Corn Chips: A Preliminary Analysis." *International Food and Agribusiness Management Review*. 4(2002):373-383. [link](#)
5. 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](#)
4. Lusk, J.L., M.S. Daniel, D.R. Mark, and C.L. Lusk. "Alternative Calibration and Auction Institutions for Predicting Consumer Willingness-to-Pay for Non-Genetically Modified Corn Chips." *Journal of Agriculture and Resource Economics*. 26(2001):40-57. [link](#)
3. Lusk, J.L., T.L. Marsh, T.C. Schroeder, and J.A. Fox. "Wholesale Demand for USDA Quality Graded Boxed Beef and the Effects of Seasonality." *Journal of Agriculture and Resource Economics*. 26(2001):91-106. [link](#)
2. Lusk, J.L. "Branded Beef. Is It What's For Dinner?" *Choices*. 2<sup>nd</sup> Quarter(2001):27-30.
1. Lusk, J.L., J.A. Fox, and C.L. McIlvain. "Consumer Acceptance of Irradiated Meat." *Food Technology*. 53(1999):56-59.

**Discussion, Comments, and Replies Published in Academic Journals** (*total = 5*)

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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.

**Articles in Submission at Refereed Journals** (*total =21*)

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21. Briggeman, B.C. and J.L. Lusk. "Playing Fair in the Organic Food Supply Chain."
20. Lusk, J.L. "The Effect of Proposition 2 on the Demand for Eggs in California."
19. 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."
18. Brooks, K. and J.L. Lusk. "Stated and Revealed Preferences for Organic and Cloned Milk: Combining Choice Experiment and Scanner Data."
17. Chang, J.B., J.L. Lusk, and F.B. Norwood. "The Price of Happy Hens: A Hedonic Analysis of Retail Egg Prices."
16. Gallardo, R.C., W.B. Brorsen, and J.L. Lusk. "Prediction Markets: A Case Study on Forecasting Cattle on Feed."
15. Lusk, J.L. and F.B. Norwood. "Non-Market Valuation by Prediction Markets."
14. DeVuyst, E.A., and J.L. Lusk. "Relationships between Fed Cattle Traits and Igenity Panel Scores."
13. Ellison, B.D, J.L. Lusk, and B.C. Briggeman. "Taxpayer Beliefs about Farm Income and Preferences for Farm Policy."
12. Norwood, F.B., and J.L. Lusk. "A Calibrated Auction-Conjoint Valuation Method: Valuing Pork and Eggs Produced under Differing Animal Welfare Conditions."
11. Norwood, F.B. and J.L. Lusk. "Social Desirability Bias in Consumer Preference Elicitation."
10. Gallardo, R.C, J.L. Lusk, and R. Holcomb. "Wheat Quality Information Availability and its Impacts on Mexican Millers' Welfare."
9. 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."
8. Weaver, R.L. and J.L. Lusk. "The Economic Value of Improvements in Meat Tenderness via Genetic Marker Selection."
7. Coble, K.H. and J.L. Lusk. "At the Nexus of Risk and Time Preferences: An Experimental Investigation."

6. Lusk, J.L. and F.B. Norwood. "Speciesism, Altruism, and the Economics of Farm Animal Welfare."
5. Lusk, J.L. and S. Marette. "Welfare Effects of Food Labels and Bans with Alternative Willingness to Pay Measures."
4. Drichoutis, A., R.M. Nayga, J.L. Lusk, and P. Lazaridis. "When a Risky Prospect is Valued More than its Best Possible Outcome."
3. Chang, J.B. and J.L. Lusk. "Sensitivity of Mixed Logit Estimates to Model Specification, Number of Replications, and Software Package: A Monte Carlo Analysis."
2. Lusk, J.L. and K. Brooks. "Who Participates in Home Scan Panels?"
1. Lusk, J.L. and B.C. Briggeman. "Influence of Identity and Market-Like Context on Selfishness, Altruism, and Inequality Aversion."

**Discussion, Comments, and Replies Published in Academic Journals** (*total = 5*)

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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(Fall 2004):418-422.
1. Lusk, J.L. "A Comparison of Conjoint Analysis Response Formats: Comment." *American Journal of Agricultural Economics*. 84(November 2002):1165-71.

**Grant Activity** (total funded research projects = 13; total award amount = \$2,722,765)

*Summary of Funded Research*

Duration of Grant	Short Title	Source of Grant	Total Contract Amount	Collaborators	Role
8/08-7/09	<sup>m</sup>	Texas Tech U <sup>2</sup>	\$11,351	Thompson et al.	PI
8/09-7/14	<sup>l</sup>	USDA NNF	\$234,000	Adam, Brorsen, Epplin	Co-PI
1/08-12/10	<sup>k</sup>	USDA NRI	\$205,379	Briggeman	PI
1/08-12/10	<sup>j</sup>	USDA NRI	\$201,049	Norwood	Co-PI
6/07-8/07	<sup>i</sup>	American Farm Bureau	\$23,961	Norwood	Co-PI
5/06-8/07	<sup>h</sup>	OK Beef Council	\$8,610	Ward	Co-PI
10/03-9/04	<sup>g</sup>	USDA RBCS	\$1,000,000	Akridge, Boelhje, Fulton, Marshall	Co-PI
6/04-5/06	<sup>f</sup>	Purdue ARP	\$32,000	Tanner-Ehmke	PI
9/03-8/05	<sup>e</sup>	USDA NRI	\$83,999	Norwood	PI
9/02-9/04	<sup>d</sup>	NICPRE	\$12,916		PI
9/00-8/05	<sup>c</sup>	USDA IFAFS	\$780,000	House, Morrow, Moore, Traill	PI <sup>1</sup>
6/01-6/03	<sup>b</sup>	USDA NRI	\$112,000	Schroeder	PI
3/01-3/02	<sup>a</sup>	USDA ARS	\$17,500		PI
<b>Total</b>			<b>\$2,722,765</b>		

<sup>m</sup>Pilot Program to Enhance U.S. Beef Exports to Vietnam; <sup>l</sup>Food and Agricultural Sciences National Needs Graduate Fellowships in Agricultural Management and Economics; <sup>k</sup>Consumer Preferences for Fairness and Distribution of Outcomes across the Agricultural Supply Chain and within the Farm Sector; <sup>j</sup>U.S. Consumer Preference for Farm Animal Well-Being; <sup>i</sup>Consumer Preferences for Farm Animal Welfare; <sup>h</sup>Consumers' Revealed Preferences for Branded Fresh Beef Products; <sup>g</sup>Agricultural Innovation and Commercialization Center; <sup>f</sup>Economic Dimensions of International Consumer Preferences; <sup>e</sup>Effects of a Ban on Antibiotic Drug Use in Livestock Production; <sup>d</sup>Effects of Beef Quality Heterogeneity on Commodity Promotion; <sup>c</sup>Acceptance of GM Food in the US and EU; <sup>b</sup>Experimental Auctions and External Validity; <sup>a</sup>Economics of Golden Rice Production; <sup>1</sup>Lusk was PI prior to moving to Purdue; <sup>2</sup>Lusk was PI on subcontract, original source of funds (\$102,000) is from USDA AMS.

## Graduate Program Involvement

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*Completed Graduate Students (total = 32)*

1. Kurt Lacey, Ph.D., 2001, (Mississippi State University), committee member
2. Jody Hill, MABM<sup>1</sup>, 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. Abdul Naico, M.S., 2009 (Oklahoma State University), major professor
32. Jae Bong Chang, Ph.D., 2009 (Oklahoma State University), major professor

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<sup>1</sup> MABM represents the Masters of Agribusiness Management program at Mississippi State

*Current Graduate Students (total =12)*

1. Freddy Ballen, M.S. (Oklahoma State University), committee member
2. Kate Brooks, Ph.D. (Oklahoma State University), major professor
3. Hung-Ju Chien, Ph.D. (Oklahoma State University), major professor
4. Brenna Ellison, M.S. (Oklahoma State University), major professor
5. Tyler Klein, M.S. (Oklahoma State University), major professor
6. Phumsith Mahasuweerachai, Ph.D. (Oklahoma State University), committee member
7. Jae Hong Park, Ph.D. (Oklahoma State University), committee member
8. Shannon Sand, Ph.D. (Oklahoma State University), committee member
9. Angelica Serrano-Paez, M.S. (Oklahoma State University), committee member
10. Lianfan Su, Ph.D. (Oklahoma State University), committee member
11. Mallory Vestal, Ph.D. (Oklahoma State University), major professor
12. Mary Wilson, M.S. (Oklahoma State University), committee member

## **Courses Taught**

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### *Oklahoma State University*

AGEC 5101- Research Methodology

AGEC 5233 - Primary Data Collection and 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

## **Presentations**

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*Various research presentations have been given at:*

Cornell University  
Iowa State University  
Kansas State University  
Oklahoma State University  
Michigan State University  
Mississippi State University  
North Carolina State University  
North Dakota State University  
Ohio State University  
Purdue University  
Texas Tech University  
University of Arizona  
University of Arkansas  
University of Bologna, Italy  
University of California, Davis  
University of Georgia  
University of Illinois  
University of Maryland  
University of Massachusetts, Amherst  
University of Nebraska  
University of Reading, UK  
University of Wyoming

*Other research presentations have been given at:*

Allied Social Science Associations annual conference  
American Agricultural Economics Association annual conference  
Applied Commodity Price Analysis, Forecasting, and Market Risk Management Conference  
Bloomington Lafayette Indianapolis Social Science conference  
Consumer Market Demand Research Network conference, Ottawa Canada  
Economics and Management of Risk in Agriculture and Natural Resources Conference  
Impact Analysis and Decision Strategies Conference (NC-1003)  
International Consortium on Agricultural Biotechnology Research  
International Food and Agribusiness Management Association symposium  
International Quality Grains Conference  
Journées d' Économie Expérimentale, Strasburg France  
Journée du Pôle Alimentation Parisien, Paris France  
Southern Agricultural Economics Association annual conference  
Southern Economic Association annual conference  
U.S.D.A. Agricultural Outlook Forum  
Western Agricultural Economics Association annual conference  
Workshop on Valuation Methods in Agro-Food and Environmental Economics, Barcelona Spain  
World Congress of Environmental Economists

Reviewing for Peer Reviewed Journals (n=190)

<b>Journal</b>	<b>Reviews<sup>a</sup></b>
<i>American Journal of Agricultural Economics</i>	39
<i>Journal of Agricultural and Resource Economics</i>	13
<i>Food Policy</i>	12
<i>AgBioForum</i>	11
<i>European Review of Agricultural Economics</i>	11
<i>Journal of Environmental Economics and Management</i>	11
<i>Journal of Agricultural and Applied Economics</i>	9
<i>Environmental and Resource Economics</i>	7
<i>Review of Agricultural Economics</i>	7
<i>Journal of Agricultural Economics</i>	6
<i>Agricultural Economics</i>	5
<i>Journal of Agricultural &amp; Food Industrial Organization</i>	5
<i>Agricultural and Resource Economics Review</i>	4
<i>Marketing Science</i>	4
<i>American Economic Review</i>	3
<i>B.E. Journals in Economic Analysis &amp; Policy</i>	3
<i>Canadian Journal of Agricultural Economics</i>	3
<i>International Food and Agribusiness Management Review</i>	2
<i>Ecological Economics</i>	2
<i>Experimental Economics</i>	2
<i>Journal of Agribusiness</i>	2
<i>Journal of Behavioral Decision Making</i>	2
<i>Land Economics</i>	2
<i>Agribusiness: An International Journal</i>	1
<i>Applied Biotechnology, Food Science and Policy</i>	1
<i>Applied Economics</i>	1
<i>Australian Journal of Agricultural and Resource Economics</i>	1
<i>Contemporary Economic Policy</i>	1
<i>Econometrica</i>	1
<i>Economics of Education Review</i>	1
<i>Empirical Economics</i>	1
<i>Health Economics</i>	1
<i>Journal of Choice Modelling</i>	1
<i>Journal of Economic Behavior and Organization</i>	1
<i>Journal of Economic Education</i>	1
<i>Journal of Food Distribution Research</i>	1
<i>Journal of Health Economics</i>	1
<i>Journal of International Agricultural Trade and Development</i>	1
<i>Journal of Risk and Uncertainty</i>	1
<i>Review of Economics and Statistics</i>	1
<i>Southern Economic Journal</i>	1
Reviews for other journals not listed above	7

<sup>a</sup>Number of unique paper reviews; count does *not* include reviews of revised manuscripts