

Jayson L. Lusk

Education

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

Academic Positions

- Distinguished Professor and Head 2017 – present
Purdue University, Department of Agricultural Economics
- Regents Professor and Willard Sparks Endowed Chair 2013 – 2017
Oklahoma State University, Department of Agricultural Economics
- 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
- USDA National Needs Graduate Fellow 1997 – 2000
Kansas State University, Department of Agricultural Economics

Awards, Honors, and Achievements

- Publication of Enduring Quality, Agricultural and Applied Economics Association, 2022
- Outstanding Article, *Choices Magazine*, 2022
- Lu Ann Aday Award, Purdue University's highest honor for excellence in humanities and social science research, 2020
- Outstanding Journal Article, *Applied Economic Perspectives and Policy*, 2019
- Borlaug Communication Award, Council for Agricultural Science and Technology (CAST), 2017
- Fellow, Western Agricultural Economics Association, 2017
- Senior Fellow, Breakthrough Institute, 2017
- Outstanding Journal Article, *Journal of Entrepreneurship and Public Policy*, 2016
- Fellow, Agricultural and Applied Economics Association, 2015
- Outstanding Journal Article, *European Review of Agricultural Economics*, 2015

- Samuel Roberts Noble Distinguished Fellow, Oklahoma Council of Public Affairs, 2013-2017
- Quality of Communication Award, Agricultural and Applied Economics Association, 2012
- Research Fellow, Organisation for Economic Co-Operation and Development (OECD), Co-operative Research Program Fellowship, 2011
- Regents Distinguished Research Award, Oklahoma State University, 2010
- Sarkeys Distinguished Professor Award, Division of Agricultural Sciences and Natural Resources, Oklahoma State University, 2010
- The Best Economics Paper, Food Safety and Nutrition Section, Agricultural and Applied Economics Association, 2009
- James A. Whatley Award of Merit for Excellence in Agricultural Research, Division of Agricultural Sciences and Natural Resources, Oklahoma State University, 2007
- Hall of Fame Horizon Award (Outstanding Alumni), Department of Animal and Food Sciences, Texas Tech University, 2007
- Outstanding Published Research Award, Western Agricultural Economics Association, 2007
- Outstanding Journal Article, *Journal of Agricultural and Resource Economics*, 2005
- Honorable Mention Outstanding Journal Article, *Review of Agricultural Economics*, 2005
- Outstanding Doctoral Dissertation, Gamma Sigma Delta, Kansas State University, 2001
- First Place, American Agricultural Economics Association Graduate Student Case Study Competition, 1998
- Outstanding Student, College of Agricultural Sciences & Natural Resources, Texas Tech University, 1997
- Highest Academic Achievement & Outstanding Student, Department of Animal Science & Food Technology, Texas Tech University, 1997

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 as many as 45 faculty, 45 staff, 140 graduate students, 550 undergraduates, and 8 affiliated centers; Responsible for annual expenditures of approximately \$15 million. Key strategic initiatives and efforts include:
 - Raised funds to create six new endowed chairs or professorships;
 - Spearheaded effort and raised funds for an approximately \$1 million facilities renovation focused on undergraduate advising and recruiting;
 - Reorganized department leadership including appointing new associate head, graduate coordinator, undergraduate coordinator, extension coordinator, and center directors while instituting new policies and procedures to elevate research profile and accountability;
 - Created two new online graduate programs and two new undergraduate concentrations;
 - Hired 20 new faculty and more than 20 new staff members;
 - Elevated department internal and external communications and integrated the department with college-wide initiatives.
- Past president and director, Agricultural and Applied Economics Association
 - Led activities of 2,600-member organization and trust with combined annual budgets of over \$1.1 million and assets of over \$6 million; Spearheaded efforts to improve public outreach; Developed programs and raised funds to promote engagement of early career professionals; Organized early career professionals' conference; Helped renegotiate contracts with new journal publishers and start the process of launching a new journal; Helped lead efforts to define and shape strategy and priorities.
- Public outreach on science-based food and agricultural decision making
 - Authored two popular trade books; Given over 250 invited lectures and keynote addresses for diverse audiences; Author of popular blog with about 100,000 average annual page views; Extensive media relations experience; Written and given interviews for *New York Times*, *Wall Street Journal*, *USA Today*, and *Washington Post*; Appeared on numerous leading national and cable television news shows.
- Board of directors, Western and Southern Agricultural Economics Associations
 - Helped managed association budgets, journal contracts, editors, and annual meetings; Played a role in transitioning to higher profile publisher; Assisted in dramatically increasing undergraduate student involvement in Southern meetings.
- University service and leadership
 - Department-level chair and division- and college-level member of promotion and tenure committees; Chaired division-level graduate recruiting committee; Chaired departmental seminar and awards committees; served on Institutional Review Board (IRB); Chaired faculty and department head search committees; Chair of College of Agriculture task-force on the future of work at the Land Grant; Member of Provost's Leadership Team for External Recognitions

- Leader in research and agricultural community
 - Widely recognized as leading food and agricultural economist
 - Published works cited more than 22,600 times with an H-index of 79
 - Listed in top 1% of economists worldwide in terms of citations, H-index, and number of publications according to IDEAS and RePEc
 - Listed among world's top 2% most cited scientists worldwide.
 - Most cited author in the *American Journal of Agricultural Economics* from 1999-2008 and from 2009-2018
 - One of the top 10 most productive researchers in agricultural economics graduating from 1987-2000
 - One of top five most influential authors in environmental and ecological economics from 2000-2009
 - Given testimony to the U.S. Senate Committee on Agriculture, Nutrition, and Forestry and the U.S. House Agriculture Committee; Served on advisory boards and participated in strategic planning meetings for government, private, and industry organizations such as U.S. Department of Agriculture, National Agricultural Research, Extension, Education, and Economics (NAREEE) Advisory Board; National Academies of Science; Supporters of Agricultural Research (SoAR); Foundation for Food and Agricultural Research (FFAR); French National Institute for Agricultural Research (INRA); Manna Partners; Center for Food Integrity – Consumer Trust Insights Council; Agrinovus Indiana; National Dairy Council; Council for Agricultural Science and Technology (CAST); National Pork Board; Noble Research Institute; EY Innovation Studio; Veylinx; Institute for the Advancement of Food and Nutrition Sciences (IAFNS)
 - Founder and director of the Center for Food Demand Analysis (CFDAS) at Purdue (2021-present) and the founder and director the Food Demand Survey (FoodS) project (2013-2017)
 - Planned and coordinated multiple conferences, including first ever joint seminar between American and European agricultural economics associations; Served on numerous international scientific advisory committees; Co-edited leading Oxford University Handbook on food demand; Served on editorial council of nine journals; Principle or Co-Director on \$6.6 million in external grants; Authored or co-authored over 270 peer-reviewed journal articles and multiple books.
- Active community engagement
 - Board of directors of Agribusiness Council of Indiana; Board of directors of Indiana Council of Economic Education; Chair of finance committee for Stillwater Public School District; Served on finance committee of local church; Board member and treasurer of Stillwater K-LIFE; Served as fellow at the Oklahoma Council of Public Affairs.
- Teaching leadership
 - Co-creator of summer school with the University of Bologna, Italy running more than a decade; co-author of widely adopted undergraduate textbook on agricultural marketing; Created and taught new graduate and undergraduate courses; Major professor to over 30 graduate students successfully placed in agribusiness, government, and academia.

Professional Service and Scholarly Societies

- Agricultural and Applied Economics Association, 1998-Present
 - President-elect, President, Past-president, 2015-2018
 - Director, 2011-2014
 - Co-Chair, AAEA/EAAE Seminar on “Food Environment,” 2012
 - Chair, Food & Agricultural Marketing Policy Section, 2006
 - Faculty advisor, Graduate Student Section, 2004-2007
- U.S. Department of Agriculture, National Agricultural Research, Extension, Education, and Economics (NAREEE) Advisory Board
 - Board Member and Executive Committee, 2018-2021
- Council for Agricultural Science and Technology (CAST)
 - Board of Representatives, 2018-2020
 - Communications committee, 2019-2020
 - Animal Work Group member, 2018-2020
 - Co-editor, CAST Report on Economic Impacts of COVID-19 on Food and Agricultural Markets
- Supporters of Agricultural Research (SoAR) Foundation
 - Member, Science Advisory Committee, 2023-Present
- Foundation for Food and Agricultural Research (FFAR)
 - Member, Data Ad Hoc Advisory Council, 2020-Present
- Institute for the Advancement of Food and Nutrition Sciences (IAFNS)
 - Board of Trustees, 2021-Present
- American Association for the Advancement of Science, 2017-Present
- Editorial board memberships
 - *American Journal of Agricultural Economics* (2006-2009); *Journal of Environmental Economics and Management* (2009-2013); *Food Policy* (2015-present); *Journal of Consumer Affairs* (2012-2017); *Review of Agricultural, Food and Environmental Studies* (2018-Present); *Journal of Agricultural and Resource Economics* (2009-2012); *Journal of Agricultural and Food Industrialization Organization* (2005-Present; co-editor of special issue on neuroeconomics, 2015); *Agricultural and Resource Economic Review* (2008-2010); *Journal of Agricultural and Applied Economics* (2009-2015); *Journal of Economic Psychology* (co-editor of special issue on food consumption, 2015)
- Farm Foundation Roundtable
 - Member, 2020-Present
- French National Institute for Agricultural Research, 2012-2015
 - Member, International Scientific Committee of Research on Diet Impacts
- Council on Food, Agricultural and Resource Economics (C-FARE)
 - Member, Blue Ribbon Expert Panel on Consumer Concerns about Food, Health and Safety, 2011-2015
- American Economic Association, 2000-Present
- Southern Agricultural Economics Association, 1998-Present
 - Director, 2009-2011
- Western Agricultural Economics Association, 1998-Present
 - Director, 2006-2009

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 270 articles in peer reviewed academic journals, six books, and seven book chapters. According to googlescholar, his published works have been cited more than 22,600 times and he has an H-index of 79. His research has primarily centered on the following topics.

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

Books

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

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

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

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

Norwood, F.B. and J.L. Lusk. *Agricultural Marketing and Price Analysis*. Upper Saddle River, NJ: Prentice-Hall, 2007. [link](#)

(translated into Greek: Μάρκετινγκ Τιμές Αυοτικών Προϊόντων, Nicosia, Cyprus: Broken Hill Publishers, 2013)

(re-issued in 2018 by Waveland Press)

(2nd edition released in 2022 with Norwood, Peel, and Riley)

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

Articles Published in Refereed Journals (*total = 271*)

Forthcoming articles

271. Wahdat, A. and J.L. Lusk. “The Achilles Heel of the U.S. Food Industries: Exposure to Labor and Upstream Industries in the Supply Chain.” *American Journal of Agricultural Economics*. forthcoming. [link](#)
270. Neuhofer, Z., J.L. Lusk, and S. Villas-Boas. “Can a Sustainability Facts Label Reduce the Halo Surrounding Organic Labels?” *Applied Economic Perspectives & Policy*. forthcoming.
269. Taylor, H., G.T. Tonsor, J.L. Lusk, and T.C. Schroeder. “Benchmarking Plant-Based Protein and Beef Consumption and Perceptions in the U.S.” *Applied Economic Perspectives & Policy*. forthcoming. [link](#)
268. Tonsor, G.T., J.L. Lusk, and T.C. Schroeder. “Impacts of New Plant-Based Protein Alternatives: Insights from Four U.S. Consumer Experiments.” *Applied Economic Perspectives and Policy*. forthcoming. [link](#)
267. Tang, M., N. Thompson, C. Boyer, N.J. Widmar, and J.L. Lusk. “Implicit Market Segmentation and Valuation of Angus Bull Attributes.” *Journal of Agricultural and Resource Economics*. forthcoming. [link](#)

Published articles

266. Polzin, S., J.L. Lusk, and A.Z. Wahdat. “Measuring Sustainable Consumer Food Purchasing and Behavior.” *Appetite*. 180(2023):106369. [link](#)
265. Chenarides, L., C. Grebitus, J.L. Lusk and I. Printezis. “A Calibrated Choice Experiment Method.” *European Review of Agricultural Economics*. 49(2022):971-1004. [link](#)
264. Caputo, V. and J.L. Lusk. “A Basket-Based Choice Experiment.” *Food Policy*. 109(2022):102252. [link](#)
263. Neuhofer, Z and J.L. Lusk. “Most Plant-Based Meat Alternative Buyers Also Buy Meat: An Analysis of Household Demographics, Habit Formation, and Buying Behavior Among Meat Alternative Buyers.” *Scientific Reports*. 12(2022):13062. [link](#)
262. Tonsor, G.T. and J.L. Lusk. “U.S. Perspective: Meat Demand Outdoes Meat Avoidance.” *Meat Science*. 190(2022):108843. [link](#)
261. Schmiess, J. and J.L. Lusk. “Tradeoffs between Animal Welfare and Environmental Impacts of Beef Production: An Analysis of Presentation Effects on Consumer Choice.” *Journal of Agricultural and Resource Economics*. 47(2022):278-299. [link](#)
260. Morrisette, K. and J.L. Lusk. “Keep Forgetting to Make a Shopping List? Don’t Beat Yourself Up Over It.” *Journal of Food Products Marketing*. 28(2022):69-86. [link](#)
259. Lusk, J.L., D. Blaustein-Rejto, S. Shah, G.T. Tonsor. “Impact of Plant-Based Meat Alternatives on Cattle Inventories and Greenhouse Gas Emissions.” *Environmental Research Letters*. 17(2022):024035. [link](#)
258. He, X. and J.L. Lusk. “Bacon Causes Cancer: Do Consumers Care?” *Agricultural and Resource Economics Review*. 51(2022):130-155. [link](#)
257. Magnier, A., N. Kalaitzandonakes, and J.L. Lusk. “Changes in Consumer Preferences Towards Non-GM Foods Within an Information Rich Environment: The Case of the Washington State Ballot Initiative.” *Applied Economic Perspectives and Policy*. 44(2022):489-510. [link](#)
256. Dennis, E.J., G.T. Tonsor, and J.L. Lusk. “Choosing Quantities Impacts Individuals’ Choice, Rationality, and Willingness to Pay Estimates.” *Agricultural Economics*. 52(2021):945-962. [link](#)
255. Malone, T., K.A. Schaefer, and J.L. Lusk. “Unscrambling COVID-19 Food Supply Chains.” *Food Policy*. 101(2021):102046. [link](#)
254. Neuhofer, Z. and J.L. Lusk. “Decomposing the Value of Food Labels on Chicken.” *Journal of Agricultural and Applied Economics*. 53(2021):229-245. [link](#)

253. Pappalardo, G., M. D'Amico, J.L. Lusk. "Comparing the Views of the Italian General Public and Scientists on GMOs." *International Journal of Food Science and Technology*. 56(2021):3641-3650 [link](#)
252. Lusk, J.L. and R. Chandra. "Farmer and Farm Worker Illnesses and Deaths from COVID-19 and Impacts on Agricultural Output." *PLoS ONE*. 16(2021): e0250621. [link](#)
251. Wahdat, A.Z., M.A. Gunderson, and J.L. Lusk. "Farm Producers' Household Consumption and Individual Risk Behavior after Natural Disasters." *Agricultural and Resource Economics Review*. 50(2021):127-149. [link](#)
250. Chenarides, L., C. Grebitus, J.L. Lusk and I. Printezis. "Food Consumption Behavior During the COVID-19 Pandemic." *Agribusiness: An International Journal*. 37(2021):44-81. [link](#)
249. Chenarides, L., C. Grebitus, J.L. Lusk and I. Printezis. "Who Practices Urban Agriculture? An Empirical Analysis of Participation Before and During the COVID-19 Pandemic." *Agribusiness: An International Journal*. 37(2021):142-159. [link](#)
248. Tonsor, G.T., J.L. Lusk, and S.L. Tonsor. "Meat Demand Monitor during COVID-19." *Animals*. 11(2021):1040. [link](#)
247. Lusk, J.L., G.T. Tonsor, and L.L. Schulz. "Beef and Pork Marketing Margins and Price Spreads during COVID-19." *Applied Economics Perspectives and Policy*. 43(2021):4-23. [link](#)
246. Lusk, J.L. and G.T. Tonsor. "Supply and Demand Indices and Their Welfare Implications." *Q Open*. 1(2021):1-22. [link](#)
245. Ahn, S. and J.L. Lusk. "Pecuniary and Non-Pecuniary Effects of Sugar-Sweetened Beverage (SSB) Taxes." *American Journal of Agricultural Economics*. 103(2021):53-69 [link](#)
244. Wilson, L. and J.L. Lusk. "Consumer Demand for Redundant Food Labels." *Food Policy*. 97(2020):101938. [link](#)
242. Ortega, D.L., J.L. Lusk, W. Lin, and V. Caputo. "Predicting Responsiveness to Information: Consumer Acceptance of Biotechnology in Animal Products in the United States, China, and Europe." *European Review of Agricultural Economics*. 47(2020):1644-1667. [link](#)
243. Etumnu, C., K. Foster, N.O. Widmar, J.L. Lusk, and D.L. Ortega. "Does the Distribution of Ratings Affect Online Grocery Sales? Evidence from Amazon.com." *Agribusiness: An International Journal*. 36(2020):501-521. [link](#)

241. Lusk, J.L. and B. Ellison. “Economics of Household Food Waste.” *Canadian Journal of Agricultural Economics*. 68(2020):379-386 [link](#)
240. Staples, A. C.J. Reeling, N.J.O. Widmar, and J.L. Lusk. “Consumer Willingness to Pay for Sustainability Attributes in Beer: A Choice Experiment Using Eco-Labels.” *Agribusiness: An International Journal*. 36(2020):591-612. [link](#)
239. Caputo, V. and J.L. Lusk. “What Agricultural and Food Policies Do US Consumer Prefer? A Best-Worst Scaling Approach.” *Agricultural Economics*. 51(2020):75-93. [link](#)
238. van Loo, E.J., V. Caputo, and J.L. Lusk. “Consumer Preferences for Farm-Raised, Lab-Grown, and Plant-Based Meat Products: Does Information Matter?” *Food Policy*. 95(2020):101931. [link](#)
237. Biedny, C., T. Malone, and J.L. Lusk. “Exploring Polarization in U.S. Food Policy Opinions.” *Applied Economic Perspectives and Policy*. 42(2020):434-454. [link](#)
236. Caputo, V., Lusk, J.L., R.M. Nayga, Jr. “Am I Getting a Good Deal? Reference-Dependent Decision Making with the Reference Price is Uncertain.” *American Journal of Agricultural Economics*. 102(2020):132-153. [link](#)
235. Yang, R., K. Raper, and J.L. Lusk. “Impact of Hormone Use Perceptions on Consumer Meat Preferences.” *Journal of Agricultural and Resource Economics*. 45(2020):107-123. [link](#)
234. Ates, A. and J.L. Lusk. “Gluten Free: Where’s the Beef?” *Journal of Agricultural and Applied Economics*. 52(2020):308–334.
233. Neill, C., R.B. Holcomb, and J.L. Lusk. “Estimating Potential Beggar-thy-Neighbor Effects of State Labeling Programs.” *Agribusiness: An International Journal*. 36(2020):3-19. [link](#)
232. Drichoutis, A., J.L. Lusk. R. Nayga, and M. Canavari. “How to Run an Experimental Auction: A Review of Recent Advances.” *European Review of Agricultural Economics*. 46(2019):862-922. [link](#)
231. Conley, K., J.L. Lusk, G. Tonsor, and J. Parcell. “Consulting Activities of Agricultural Economists and Response to University Policies.” *Applied Economic Perspectives and Policy*. 41(2019):650–667. [link](#)
230. Lusk, J.L., N. Thompson, and S.L. Weimer. “The Cost and Market Impacts of Slow Growth Broilers.” *Journal of Agricultural and Resource Economics*. 44(2019):536-550. [link](#)
229. Lusk, J.L. “Income and (Ir)Rational Food Choice.” *Journal of Economic Behavior and Organization*. 166(2019):630-645. [link](#)

228. Ramanathan, R., J.L. Lusk, R. Reuter, G.G. Mafi, and D.L. VanOverbeke. "Consumer Practices and Risk Factors that Predispose to Premature Browning in Cooked Ground Beef." *Meat and Muscle Biology*. 3(2019):526-531. [link](#)
227. Lusk, J.L. "Consumer Beliefs about Healthy Foods and Diets." *PLoS ONE*. 14(2019): e0223098. [link](#)
226. Sambucci O., J. Alston, K. Fuller, and J.L. Lusk. "The Pecuniary and Non-Pecuniary Costs of Powdery Mildew, and the Potential Value of Resistant Varieties in California." *American Journal of Enology and Viticulture*. 70(2019):177-187. [link](#)
225. Su, L., B.D. Adam, F.H. Arthur, J.L. Lusk, and J.F. Meullenet. "The Economic Effects of *Rhizopertha dominica* on Rice Quality: Objective and Subjective Measures." *Journal of Stored Products Research*. 84(2019):101505. [link](#)
224. Lusk, J.L. "Consumer Perceptions of 'Natural' Foods." *Food Technology*. 73(2019):43-46. [link](#)
223. Paul, A.S., J.L. Lusk, F.B. Norwood, and G.T. Tonsor. "An Experiment on the Vote-Buy Gap with Application to Cage-Free Eggs." *Journal of Behavioral and Experimental Economics*. 79(2019):102-109. [link](#)
222. Rong, R., T.C. Grijalva, J.L. Lusk, and W.D. Shaw. "Interpersonal Discounting." *Journal of Risk and Uncertainty*. 58(2019):17-42. [link](#)
221. Lin, W., D.L. Ortega, V. Caputo, and J.L. Lusk. "Personality and Consumer Acceptance of Controversial Food Technology: A Cross-Country Investigation of Genetically Modified Animal Products." *Food Quality and Preference*. 76(2019):10-19. [link](#)
220. Ates, A.M, J.L. Lusk, and B.W. Brorsen. "Forecasting Meat Prices using Consumer Expectations from the Food Demand Survey (FoodDS)." *Journal of Food Distribution Research*. 50(2019):1-28. [link](#)
219. Maples, J.G., J.L. Lusk, and D.S. Peel. "Technology and Evolving Supply Chains in the Beef and Pork Industries." *Food Policy*. 83(2019):346-354. [link](#)
218. Malone, T. and J.L. Lusk. "Mitigating Choice Overload: An Experiment in the U.S. Beer Market." *Journal of Wine Economics*. 14(2019):48-70. [link](#)
217. Conley, K. and J.L. Lusk. "What to Eat When Having a Millennial over for Dinner." *Applied Economic Perspectives and Policy*. 41(2019):56-70. [link](#)
216. Pappalardo, G., R. Selvaggi, and J.L. Lusk. "Procedural Invariance as a Result of Commitment Costs: Evidence from an Economic Experiment on Farmers' Willingness to Pay for Digestate." *Applied Economics Letters*. 26(2019):1243-1246. [link](#)

215. Lusk, J.L. “Consumer Preferences for Cage Free Eggs and Impacts of Retailer Cage Free Pledges.” *Agribusiness: An International Journal*. 35(2019):129-148. [link](#)
214. Norwood, F.B., G.T. Tonsor, and J.L. Lusk. “I Will Give You My Vote but Not My Money: Preferences for Public versus Private Action in Addressing Social Issues.” *Applied Economic Perspectives and Policy*. 41(2019):96-132. [link](#)
213. Malone, T. and J.L. Lusk. “Releasing the Trap: A Method to Reduce Inattention Bias in Survey Data with Application to U.S. Beer Taxes.” *Economic Inquiry*. 57(2019):584-599. [link](#)
212. Lusk, J.L. “Consumer Preferences for and Beliefs about Slow Growth Chicken.” *Poultry Science*. 97(2018):4159-4166. [link](#)
211. Ellison, B. and J.L. Lusk. “Examining Household Food Waste Decisions: A Vignette Approach.” *Applied Economic Perspectives and Policy*. 40(2018):613-631. [link](#)
210. Malone, T. and J.L. Lusk. “If You Brew It, Who Will Come? Market Segments in the United States Beer Market.” *Agribusiness: An International Journal*. 34(2018):204-221. [link](#)
209. Ortega, D., R.S. Shupp, R.M. Nayga, Jr., and J.L. Lusk “Mitigating Overbidding Behavior using Hybrid Auction Mechanisms: Results from an Induced Value Experiment.” *Agribusiness: An International Journal*. 34(2018):887-893. [link](#)
208. Malone, T. and J.L. Lusk. “A Simple Diagnostic Measure for Discrete Choice Models: A Note.” *European Review of Agricultural Economics*. 45(2018):455-462. [link](#)
207. Kim, S., J.L. Lusk, and B.W. Brorsen. “‘Look at Me, I’m Buying Organic’: The Effects of Social Pressure on Organic Food Purchases.” *Journal of Agricultural and Resource Economics*. 43(2018):364-387. [link](#)
206. Grijalva, T.C., R. Rong, J.L. Lusk, and W.D. Shaw. “Convex Time Budgets and Individual Discount Rates in the Long Run.” *Environmental and Resource Economics*. 71(2018):259-277. [link](#)
205. Lusk, J.L. “Separating Myth from Reality: An Analysis of Socially Acceptable Credence Attributes.” *Annual Review of Resource Economics*. 10(2018):65-82. [link](#)
204. Kolodinsky, J. and J.L. Lusk. “Mandatory Labels Can Improve Attitudes toward Genetically Engineered Food.” *Science Advances*. 4(2018):eaq1413. [link](#)
203. Malone, T. and J.L. Lusk. “An Instrumental Variable Approach to Distinguishing Perceptions from Preferences for Beer Brands.” *Managerial and Decision Economics*. 39(2018):403-417. [link](#)

202. McFadden, B. and J.L. Lusk. "Effects of the National Bioengineered Food Disclosure Standard: Willingness to Pay for Labels that Communicate the Presence of Genetic Modification." *Applied Economic Perspectives and Policy*. 40(2018):259-275. [link](#)
201. Lusk, J.L., B.R. McFadden, and N. Wilson. "Do Consumers Care How a Genetically Engineered Food was Created or Who Created It?" *Food Policy*. 78(2018):81-90. [link](#)
200. Kalaitzandonakes, N., A. De Maisonneuve, and J.L. Lusk. "The Price of Non-Genetically Modified Food." *Food Policy*. 78(2018):38-50. [link](#)
199. Mullally, C. and J.L. Lusk. "The Impact of Restrictions on Farm Animal Housing on Egg Prices, Consumer Welfare, and Production in California." *American Journal of Agricultural Economics*. 100(2018):649-669. [link](#) [lead article]
198. Lusk, J.L., G.T. Tonsor, T.C. Schroeder, D.J. Hayes. "Effect of Quality Grade Labels on Consumer Demand for Pork Chops in the Short and Long Run." *Food Policy*. 77(2018):91-102. [link](#)
197. Jo, J. and J.L. Lusk. "If It's Healthy, It's Tasty and Expensive: Effects of Nutritional Labels on Price and Taste Expectations." *Food Quality and Preferences*. 68(2018):332-341. [link](#)
196. Lusk, J.L. and J. McCluskey. "Understanding the Impacts of Food Consumer Choice and Food Policy Outcomes." *Applied Economic Perspectives and Policy*. 40(2018):5-21. [link](#)
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Grant Activity (total funded research projects = 30; total award amount = \$6,691,329)

Summary of Funded Research

Duration of Grant	Title	Source of Grant	Contract Amount	Collaborators	Role
3/22-2/25	ad	USDA NIFA	\$649,517	Tolhurst, Balagtas, Kilders	Co-PD
10/22-9/23	ac	USB ⁹ -FFAR	\$742,293	Rainey	PD
8/22-11/22	ab	USB ⁹	\$40,000	---	PD
12/22-3/22	aa	USB ⁹	\$20,000	---	PD
9/21-10/23	z	USDA ERS	\$75,000	---	PD
9/21-10/23	y	USDA ERS	\$95,000	Widmar	Co-PD
9/21-9/22	x	USDA OCE	\$70,000	Ma	Co-PD
8/20-12/20	w	AgriNovus	\$50,000	Ernst and Young	PD
8/20-7/22	v	FFAR-Microsoft ⁸	\$506,743	---	PD
4/19-4/22	u	Texas A&M ⁷	\$83,482	Palma, Caputo	PD
5/19-5/22	t	Miss State ⁶	\$45,163	Maples, Peel, Tonsor	PD
1/15-12/17	s	USDA NIFA	\$485,432	Tonsor	PD
1/15-12/17	r	Kansas State ⁵	\$129,982	Tonsor, Norwood et al.	PD
9/11-8/15	q	Cornell ⁴	\$145,762	Reisch et al.	PD
2/11-1/13	p	USDA NIFA	\$499,677	Bruce, Crespi	PD
1/11-12/15	o	USDA NNF	\$234,000	Epplin et al.	Co-PD
4/10-3/12	n	Kansas State ³	\$96,513	Tonsor et al.	PD
8/08-7/09	m	Texas Tech U ²	\$11,351	Thompson et al.	PD
8/09-7/14	l	USDA NNF	\$234,000	Epplin et al.	Co-PD
1/08-12/10	k	USDA NRI	\$205,379	Briggeman	PD
1/08-12/10	j	USDA NRI	\$201,049	Norwood	Co-PD
6/07-8/07	i	Am. Farm Bur.	\$23,961	Norwood	Co-PD
5/06-8/07	h	OK Beef Co.	\$8,610	Ward	Co-PD
10/03-9/04	g	USDA RBCS	\$1,000,000	Akridge, Boelhje et al.	Co-PD
6/04-5/06	f	Purdue ARP	\$32,000	Tanner-Ehmke	PD
9/03-8/05	e	USDA NRI	\$83,999	Norwood	PD
9/02-9/04	d	NICPRE	\$12,916	---	PD
9/00-8/05	c	USDA IFAFS ¹	\$780,000	House, Traill et al.	PD ¹
6/01-6/03	b	USDA NRI	\$112,000	Schroeder	PD
3/01-3/02	a	USDA ARS	\$17,500	---	PD
Total			\$6,691,329		

^{ab}Alternative Data to Measure Food-Away-from-Home Markets and their Resiliency; ^{ac}Economic Impact of Competing Soy Investment Alternatives; ^{ab}Modeling Food System Wide Impacts of Increase in Demand for Soybean Oil; ^{aa} Oil Passthrough Rates in Selected Retail Food Products; ²Impacts of Shifts in Demand for Plant Based Meat on Land, Water, and Greenhouse Gas Emissions; ^yMarket Assessment and Public Interest in Livestock and Poultry Products with Reduced Carbon Footprint; ^xLivestock and Meat Supply Chain Resilience and Constraints Project; ^wImpacts of COVID19 on Indiana Food Supply Chains; ^vFood and Agricultural Vulnerability Index; ^uChoice Behavior and Demand for Alternative Genetically Engineered Foods: A Neuro-economics Investigation; ^tConsumer and Societal Impacts of More Efficient Animal Protein Production; ^sUsing Consumer Tracking Survey to Understand and Forecast Changes in Consumer Demand for Disaggregated Meat Products; ^rCauses and Consequences of the Unfunded Mandate Following Differences in Voting and Buying Behavior; ^qAccelerating grape cultivar improvement via phenotyping centers and next generation markers; ^pNeuroeconomics of

Controversial Food Technologies; ^oFood and Agricultural Sciences National Needs Graduate Fellowships in Agricultural Management and Economics; ⁿEx Post Impact of MCOOL; ^mPilot Program to Enhance U.S. Beef Exports to Vietnam; ^lFood and Agricultural Sciences National Needs Graduate Fellowships in Agricultural Management and Economics; ^kConsumer Preferences for Fairness and Distribution of Outcomes across the Agricultural Supply Chain and within the Farm Sector; ^jU.S. Consumer Preference for Farm Animal Well-Being; ⁱConsumer Preferences for Farm Animal Welfare; ^hConsumers' Revealed Preferences for Branded Fresh Beef Products; ^gAgricultural Innovation and Commercialization Center; ^fEconomic Dimensions of International Consumer Preferences; ^eEffects of a Ban on Antibiotic Drug Use in Livestock Production; ^dEffects of Beef Quality Heterogeneity on Commodity Promotion; ^cAcceptance of GM Food in the US and EU; ^bExperimental Auctions and External Validity; ^aEconomics of Golden Rice Production; ¹Lusk was PD prior to moving to Purdue; ²Lusk is PD on subcontract, original source of funds (\$102,000) is from USDA AMS. ³Lusk is PD on subcontract, original source of funds (\$376,341) is from USDA AFRI. ⁴ Lusk is PD on subcontract, original source of funds (\$2,091,357) is from USCA SCRI; both amounts do not include matching. ⁵Lusk is PD on subcontract, original source of funds (\$484,414) is from USDA AFRI. ⁶Lusk is PD on subcontract, original source of funds (\$495,000) is from USDA AFRI. ⁷Lusk is PD on subcontract, original source of funds (\$495,000) is from USDA AFRI. ⁸Listed amount includes \$221,743 from Foundation for Food and Agricultural Research (FFAR) and a match from Microsoft. ⁹ USB is United Soybean Board.

Presentations (note: only presentations given by Lusk are listed)

Invited and Keynote Presentations (total = 250)

250. Lusk, J.L. “Consumer Trends Facing the Beef Industry.” Keynote Presentation to the Indiana Beef Cattle Association annual convention. Indianapolis, IN. January 2023.
249. Lusk, J.L. “Consumer Trends Facing the Pork Industry.” Keynote Presentation to the Midwest Pork Conference. Lebanon, IN. December 2022.
248. Lusk, J.L. “Consumer Trends Facing the Chicken Industry.” Keynote Presentation to the National Chicken Council annual convention. Washington, DC. October 2022.
247. Lusk, J.L. “Understanding Food System Risks and Vulnerabilities through the COVID19 Disruptions.” Invited presentation at Department of Homeland Security (DHS) Office of Health Security Health, Food, and Agriculture Resilience Directorate, University Consortium Meeting. West Lafayette, IN. October 2022.
246. Lusk, J.L. “US Agriculture and Global Food Security.” Presentation to BASF U.S. Crop leadership team. West Lafayette, IN. October 2022.
245. Lusk, J.L. “#Meat: Social Media Conversations about Pork.” Invited presentation to the National Pork Board. Des Moines, IA. October 2022.
244. Lusk, J.L. “Economic Issues Facing Egg Producers.” Invited presentation at Shell Egg Academy. West Lafayette, IN. September, 2022.
243. Lusk, J.L. “Future of Food and Agriculture.” Invited keynote presentation at Ivy Tech Community College Evening on the Farm Event. Lafayette, IN. September, 2022.
242. Lusk, J.L. “Socio-Economic Impacts of Increasing Alternative Protein Intake in the Diet.” National Academies of Science, Engineering, and Medicine (NASEM) Food and Nutrition Board. Food Forum Workshop on Alternative Protein Sources: Balancing Food Innovation, Sustainability, Nutrition, and Health. Washington, DC. August 2022.
241. Lusk, J.L. “State of Indiana Ag Economy.” Invited presentation to Indiana Legislative Rural Caucus, Indiana State Fair, Indianapolis, IN. August 2022.
240. Lusk, J.L. “Global Agricultural Outlook and Impacts on US Crop Input Industry.” Invited Keynote Address. Meristem Breakthrough to Excellence Conference, Delavan, WI. August 2022.
239. Lusk, J.L. “Food System Vulnerabilities.” Invited seminar, Department of Agricultural Economics, University of Arkansas, Fayetteville, AR. July 2022.

238. Lusk, J.L. “The Future of Food.” Invited Keynote in Lecture Series in Honor of Bharat Ratna Professor C.N.R. Rao. Indian Institute for Technology, Madras and Indian Institute for Technology, Delhi, India, May 2022.
237. Lusk, J.L. “Food System Vulnerabilities.” Invited presentation at US Cyberstructure and Infrastructure Security Agency Food and Agriculture Sector Joint Membership Meeting. April 2022.
236. Lusk, J.L. “Current Challenges facing the Pork Industry.” Invited keynote presentation. Iowa Pork Congress. Des Moines, IA. January 2022
235. Lusk, J.L. “Understanding Risks & Vulnerabilities via Food Systems Dashboards.” Invited Presentation for Purdue College of Agriculture, Digital Agriculture Seminar Series. West Lafayette, IN. December, 2021.
234. Lusk, J.L. “Market for Plant Based Meat Alternatives.” Invited Presentation for Alternatives Meat Lab, University of California, Berkeley. October, 2021.
233. Lusk, J.L. “The Future of Beef and Cattle.” Invited presentation for Zoetis, Mexico. October, 2021.
232. Lusk, J.L. “Food Price Inflation.” Invited webinar for U.S. Chambers of Commerce. September 2021.
231. Lusk, J.L. “Food Price Inflation.” Invited webinar for Heritage Foundation. September 2021.
230. Lusk, J.L. “Understanding Behavior in Response to Food Marketing and Policy Positions.” Invited Keynote Presentation for Pangborn Sensory Science Symposium. August 2021.
229. Lusk, J.L. “Keeping Beef at the Center of the Plate” Invited Keynote Presentation for Cattlemen’s College at National Cattlemen’s Beef Association Annual Convention. Nashville, TN. August 2021.
228. Lusk, J.L. “Market for Plant Based Meat Alternatives.” Invited presentation for Good Food Institute small group roundtable. August, 2021.
227. Lusk, J.L. Testimony before the U.S. House Committee on Agriculture. Washington D.C. July 2021.
226. Lusk, J.L. “Future Challenges.” Invited presentation for Board of Directors for Co-Alliance. Indianapolis, IN. July 2021.
225. Lusk, J.L. “The Challenges and Opportunities of Defining and Improving Sustainability in Food and Agriculture.” Invited presentation for Ospraie Ag Science. Park City, UT. July 2021.

224. Lusk, J.L. "Policy Responses to COVID-19." Invited presentation for International Consortium on Applied Bioeconomy Research. June 2021.
223. Lusk, J.L. "Lessons about Supply Chains from the Pandemic." Invited presentation for the National Council for Farmer Cooperatives, Board of Directors. June 2021.
222. Lusk, J.L. "Policies Affecting Meat Consumption." Invited presentation for European Association of Environmental and Resource Economists. June 2021.
221. Lusk, J.L. "Opportunities for Pork." Invited keynote address for National Pork Producer's Council at World Pork Expo. Des Moines, IA, June 2021.
220. Lusk, J.L. "Food Values." Invited seminar for the Organisation for Economic Co-operation and Development. May 2021.
219. Lusk, J.L. "5 Pork Supply Chain Disruptors in a Post-COVID World." Invited webinar for the National Pork Board. May 2021.
218. Lusk, J.L. "COVID Impacts on Livestock Supply Chains." Center for Animal Welfare Science Symposium, College of Veterinary Medicine, Purdue University, May 2021.
217. Lusk, J.L. "Consumer Preferences for and Market Potential of Plant-Based Meat Alternatives." Invited Research Seminar, University of California, Berkeley, Department of Agriculture and Resource Economics, April 2021.
216. Lusk, J.L. "The Future of Poultry." Invited presentation for Zoetis company meeting. April, 2021.
215. Lusk, J.L. "Economics, Nutrition, Society and Sustainability." Invited presentation in Purdue University Webinar on Cellular Agriculture, April 2021.
214. Lusk, J.L. "The Future of Beef and Dairy." Invited presentation for Zoetis company meeting. April, 2021.
213. Lusk, J.L. "Meat Alternatives." Invited presentation for Board of Directors, Indiana Soybean Alliance. March, 2021.
212. Lusk, J.L. "Diversification 101: Beyond Corn and Soy." Invited presentation for Indiana Farm Bureau and Indiana Agriculture Coalition for Renewable Energy. March, 2021.
211. Lusk, J.L. "Impact of COVID on the Cattle Industry." Invited keynote presentation for Cattlemen's Day, Department of Animal Science, Kansas State University. March, 2021.
210. Lusk, J.L. "The COVID Effect Are Consumers Still Hungry for Beef?." Invited keynote address for National Cattlemen's Beef Association, Cattlemen's College. February, 2021.

209. Lusk, J.L. "Impact of COVID19 on Food Consumers and U.S. Agriculture." Invited keynote address for Florida Agricultural Policy Outlook Conference, University of Florida. February, 2021.
208. Lusk, J.L. "Economic Factors Facing the Turkey Industry." Invited keynote address for National Turkey Federation annual conference. February, 2021.
207. Lusk, J.L. "Consumer Behavior Trends." Invited presentation for Illinois Farm Bureau, January, 2021.
206. Lusk, J.L. "Basket Based Choice Experiment." Invited research seminar Land, Environment, Economics, and Policy (LEEP) Institute, University of Exeter, UK, January 2021.
205. Lusk, J.L. "Plant Based Protein Trends." Invited presentation for Board of Directors, Open Prairie Ventures, January 2021.
204. Lusk, J.L. "Consumer Behavior is Changing. What Does It Mean for U.S. Agriculture?" Invited presentation, Top Farmer Conference, Center for Commercial Agriculture, Purdue University, January 2021.
203. Lusk, J.L. "The Pandemic and Consumer's Future Food Choices." Invited keynote address for Federal Reserve Bank of Chicago conference on Midwest Agriculture and Shifting Consumer Preferences, December 2020.
202. Lusk, J.L. "Purdue Food and Agricultural Vulnerability Index." Invited presentation at Johns Hopkins Bloomberg School of Public Health, Geographic Information Systems (GIS) symposium, November 2020.
201. Lusk, J.L. "Food Policy: The Good, the Bad, and the Ugly." Invited virtual keynote address to the China Agricultural Economic Review (CAER) – International Food Policy Research Institute (IFPRI) annual conference, Chongqing, China, October, 2020.
200. Lusk, J.L. "Food Policy." Invited presentation for Agriculture and Agri-food Canada, Ottawa, Canada, October, 2020.
199. Lusk, J.L. "Changes in Consumer Demand." Invited virtual presentation for National Pork Board. October, 2020.
198. Lusk, J.L. "Sustainability, Consumers, and Economics." Invited presentation for the Food and Nutrition Conference and Expo (FNCE), Academy of Nutrition and Dietetics, October, 2020.
197. Lusk, J.L. "COVID19, Consumers and the Food Supply Chain." Invited keynote address for the Delmarva Poultry Industry National Virtual Meeting, September, 2020.

196. Lusk, J.L. "The Future of Agribusiness in a Volatile Environment." Invited keynote address for the United States Soybean Export Council, Americas Agricultural Buyers Virtual Conference. September, 2020.
195. Lusk, J.L. "Food and Agricultural Policy." Invited presentation for the Indiana Agricultural Leadership Program. Lafayette, IN, September, 2020.
194. Lusk, J.L. "COVID19 Impacts on Food and Agricultural Supply Chains." Invited webinar for the North Central Regional Association, Mini Land-Grant Meeting. July, 2020.
193. Lusk, J.L. "COVID19 Impacts on Beef Markets." Invited webinar for South Dakota Farm Bureau. July, 2020.
192. Lusk, J.L. "Economic Impacts of COVID19 on Food and Agricultural Markets." Invited webinar for National Coalition for Food and Agricultural Research (NCFAR), Lunch-N-Learn Hill Research Seminar Series. June, 2020.
191. Lusk, J.L. "Meat Supply During the Pandemic and Beyond." Invited webinar for the Heritage Foundation, Washington, D.C., June, 2020.
190. Lusk, J.L. "Economic Impacts of COVID19 on Food and Agricultural Markets." Invited webinar for International Food Information Council (IFIC). May, 2020.
189. Lusk, J.L. "Economic Impacts of COVID19 on Food and Agricultural Markets." Invited webinar for Farmdoc, University of Illinois. May, 2020.
188. Lusk, J.L. "Consumer Drivers Affecting Agriculture." Invited keynote address for Nebraska Cooperative Council. Lincoln, NE, February, 2020.
187. Lusk, J.L. "Challenges Facing Food and Agriculture. Invited keynote address for FarmTech Conference. Edmonton, Canada, January, 2020.
186. Lusk, J.L. "To Infinity and Beyond: Meat." Invited plenary address for Indiana Beef Cattle Association. Indianapolis, IN, January, 2020.
185. Lusk, J.L. "Challenges Facing Food and Agriculture." Invited keynote address for Indiana Agribusiness Council. Indianapolis, IN, January, 2020.
184. Lusk, J.L. "To Infinity and Beyond: Meat." Invited keynote presentation for Tiffin Conference by Lethbridge College School of Agriculture. Lethbridge, Canada, January 2020.
183. Lusk, J.L. "Meat the Future." Invited presentation for Indiana Farm Bureau State Convention. French Lick, IN, November, 2019.

182. Lusk, J.L. “The Future of Food.” Invited keynote address for the Missouri Farm Bureau State Convention. Osage Beach, MO, November, 2019.
181. Lusk, J.L. “Challenges and Opportunities for the Chicken Industry.” Invited plenary address for the National Chicken Council annual conference. Washington, D.C., October, 2019.
180. Lusk, J.L. “Consumer Perceptions of Healthy Food.” Invited presentation for the Corn Refiners Association. Washington, D.C., October, 2019.
179. Lusk, J.L. “Meat the Future.” Invited presentation for President’s Council Back to School. Purdue University. West Lafayette, IN, October 2019.
178. Lusk, J.L. “Disruption in the Protein Sector.” Invited presentation for the Purdue Food and Agribusiness Executive Summit. West Lafayette, IN, October 2019.
177. Lusk, J.L. “Behavioral Economics and the Veterinary Profession.” American Veterinary Medical Association Annual Economic Summit. Chicago, IL, October, 2019.
176. Lusk, J.L. Testimony before the U.S. Senate Committee on Agriculture, Nutrition, and Forestry on livestock and poultry issues. Washington D.C., September 2019.
175. Lusk, J.L. “Future of Animal Agriculture.” Invited keynote address at Elanco Feedlot Forum. Omaha, NE, August, 2019.
174. Lusk, J.L. “Consumer Trends and Impacts on the Agricultural Productivity and the Future Food System.” Invited keynote address at Advancing Animal Welfare Together Symposium, a Merck Animal Health Event, Fair Oaks Farms, IN, August, 2019.
173. Lusk, J.L. “Challenges in Food and Agriculture.” Tom Farms annual landlord dinner. Leesburg, IN, August, 2019.
172. Lusk, J.L. “Future of Food and Agriculture: Trends, Opportunities, and Challenges Ahead.” Invited keynote address at Mississippi Farm Bureau Summer Policy Conference. Starkville, MS, June 2019.
171. Lusk, J.L. “GMOs: From Farm to Fork.” Invited keynote address at Indiana Life Sciences Collaboration Conference on the Intersection of Food, Diet, and Healthcare. Indianapolis, IN, May 2019.
170. Lusk, J.L. “Meat Your Future.” Invited presentation for Corteva. Indianapolis, IN, May 2019.
169. Lusk, J.L. “Impact of Consumer Trends on Investment Opportunities in Agriculture.” Invited keynote presentation at Food and Ag at the Intersection Conference. Omaha, NE, May, 2019.

168. Lusk, J.L. "Future of Food." Invited lecture for North Dakota State University Center for the Study of Public Choice and Private Enterprise, Fargo, ND, May 2019.
167. Lusk, J.L. "Diversification in Consumer Demands." Invited keynote presentation at University and Industry Consortium annual meeting. Madison, WI, April, 2019.
166. Lusk, J.L. "Consumer Trends and Impacts on Agricultural Productivity and the Future Food System." Gary-Filley Lecture, University of Nebraska, Lincoln, NE, April, 2019.
165. Lusk, J.L. "Animal Welfare Labels." Invited research presentation for the Center for Animal Welfare Science, College of Veterinary Medicine, Purdue University, February, 2019.
164. Lusk, J.L. "Unnaturally Delicious." Invited presentations at North Central Texas College as a part of the College's "common read" program. Denton, TX, March 2019.
163. Lusk, J.L. "The Food Police and the Future of Food." Invited presentation in the Series on Economic Prosperity, Department of Economics, Kansas State University, Manhattan, KS, February 2019.
162. Lusk, J.L. "Future of Food." Invited keynote address at the Kansas Women's Managing the Farm Conference. Manhattan, KS, February 2019.
161. Lusk, J.L. "Consumer Trends." Invited presentation at the Indiana Farm Bureau state convention, Ft. Wayne, IN, December 2018.
160. Lusk, J.L. "Future of Food." Invited keynote speaker at the Federal Reserve Bank of Atlanta Public Affairs Forum, Atlanta, GA. September 2018.
159. Lusk, J.L. "Effects of Retailer Regulation in the Egg Market." Invited research seminar at the Atlanta Federal Reserve Bank, Atlanta, GA. September, 2018.
158. Lusk, J.L. "Consumer Attitudes and Trends on Animal Agriculture Production and Pet Food." National Grain and Feed Association and Pet Food Institute Joint Conference, St. Louis, MO. September, 2018.
157. Lusk, J.L. "Agricultural Outlook." Invited keynote address at Nationwide Insurance Leadership Conference, Nemaquin, PA. July, 2018.
156. Lusk, J.L. "Consumer Trends and Impacts on the Food System." Invited keynote address at Indiana Farm Bureau company meeting, Atlanta, IN. June, 2018.
155. Lusk, J.L. "Consumer Trends and Impacts on the Food System." Invited keynote address at CGB company-wide meeting, Chicago, IL. June, 2018.

154. Lusk, J.L. Economics of Biotech in Livestock.” Invited plenary address at International Consortium on Applied Bioeconomy Research (ICABR), World Bank, Washington, D.C. June, 2018.
153. Lusk, J.L. “Consumer Trends and Impacts on the Food System.” Invited address at Land O’Lakes. Minneapolis, MN. June, 2018
152. Lusk, J.L. “Food and Farm Policy.” Presentation to participants in Land O’Lakes Global Food Challenge, Minneapolis, MN. June, 2018
151. Lusk, J.L. “Economics of Agricultural Productivity.” Presentation to participants in Borlaug Summer Institute on Global Food Security, West Lafayette, IN. June, 2018
150. Lusk, J.L. “Consumer Preferences for Cage Free Eggs and Slow Growth Chickens.” Animal Agriculture Alliance, Washington, D.C., May, 2018
149. Lusk, J.L. “The Politicization of Food Consumption and Communication.” Invited seminar in Department of Agricultural, Food, and Resource Economics at Michigan State University, East Lansing, MI., April, 2018.
148. Lusk, J.L. “The Politicization of Food Consumption and Communication.” Presentation for Council of Agricultural Science and Technology, USDA, Washington, D.C., April, 2018.
147. Lusk, J.L. “Consumer Preferences for Cage Free Eggs and Slow Growth Chickens.” Food Marketing Institute, Washington, D.C., April, 2018.
146. Lusk, J.L. “Emerging Trends Impacting Agricultural Markets.” Schrader Auction Company Annual Meeting. Columbia City, IN. March 2018.
145. Lusk, J.L. “Consumer Trends and Impacts on the Food System.” National Grain and Feed Association, Scottsdale, AZ. March, 2018
144. Lusk, J.L. “The Cost of Happy Hens.” TEDx event, Purdue University. March 2018. [link](#)
143. Lusk, J.L. “Farm Bill Impacts on Agricultural Economy.” Bayer Forum, Anaheim, CA. February, 2018.
142. Lusk, J.L. “Consumer Trends.” Association of Agricultural Production Executives (AAPEX) annual meeting, New Orleans, LA, February, 2018.
141. Lusk, J.L. “Consumer Trends.” Top Farmer Conference. West Lafayette, IN. January, 2018
140. Lusk, J.L. “Communicating about the Future of Food.” AgriTrends, Calgary, Canada, December 2017.

139. Lusk, J.L. "Future of Food." George Morris AgriFood Policy Lecture, University of Guelph, Canada, November, 2017.
138. Lusk, J.L. "Economic Challenges in Communicating about the Future of Food." Borlaug CAST Communication Award Ceremony, Des Moines, IA, October, 2017.
137. Lusk, J.L. "Eating Sustainably." Invited plenary speaker at Breakthrough Dialog, San Francisco, CA, June 2017.
136. Lusk, J.L. "Challenges Facing the Beef Industry." Invited keynote address to the California and Arizona Cattlemen's Association annual meeting, San Diego, CA, May 2017.
135. Lusk, J.L. "Future of Food." Invited public lecture for Agricultural Awareness Week, College of Agriculture and Free Market Institute, Texas Tech University, April 2017.
134. Lusk, J.L. "Understanding Consumer Preferences to Enhance Well-being and Food Security." Invited presentation at the AAEEA, CFARE release of priorities and solutions documents, National Press Club, Washington DC, April, 2017.
133. Lusk, J.L. "Economics of and Consumer Attitudes toward Sustainability." Invited presentation at National Cattlemen's Beef Association, Nutrition and Sustainability Symposium. Denver, CO, March 2017.
132. Lusk, J.L. "Food and Agricultural Controversies." Invited presentation in Distinguished Lecture Series. West Texas A&M University, Canyon, TX, February, 2017.
131. Lusk, J.L. "Future Directions for Consumer Research in Economics." Keynote presentation at Winter Workshop on Behavioral and Experimental Economics of Food Consumption. Autrans, France. January 2017.
130. Lusk, J.L. "Food Policy." Invited keynote address, GrowCanada Conference, Ottawa Canada, December 2016.
129. Lusk, J.L. "The Future of Food." M.L. Wilson Lecture, Montana State University, November 2016.
128. Lusk, J.L. "Consumer Trends and Impacts on the Future Food System." J.W. Fanning Lecture, University of Georgia, November 2016.
127. Lusk, J.L. "The Future of Food." E.T. York Distinguished Lecturer, Auburn University, October 2016.

126. Lusk, J.L. "Am I Getting a Good Deal? Reference-Dependent Decision Making with the Reference Price is Uncertain." Invited presentation in departmental research seminar for Department of Agricultural Economics and Rural Sociology, University of Idaho, Moscow, ID, September 2016.
125. Lusk, J.L. "The Future of Food." Invited presentation at the K-State Cooperatives Symposium, Manhattan, KS, August 2016.
124. Lusk, J.L. "An Ex Post Analysis of the Cost of Animal Welfare Regulations." Invited presentation in departmental research seminar for Department of Agricultural Economics, Kansas State University, Manhattan, KS, August 2016.
124. Lusk, J.L. "Consumer Research with Big Data: Applications from the Food Demand Survey (FoodS)." Presidential Address, Agricultural and Applied Economics Association annual meeting, Boston, August 2016.
122. Lusk, J.L. "Consumer Trends Shaping the Future of Food." Invited keynote address at Farm Foundation Roundtable, Louisville, KY, June 2016.
121. Lusk, J.L. "Evaluating the Policy Proposals of the Food Movement." Invited presentation at Agricultural policy Workshop, American Enterprise Institute, Washington DC, May 2016.
120. Lusk, J.L. "Consumer Insights and Food Trends." Invited presentation at the FoodBev Forum, Miami, FL, May 2016.
119. Lusk, J.L. "Consumer and Food Issues." Invited presentation at the Priorities for Agricultural and Applied Economics workshop, Washington DC, May 2016.
118. Lusk, J.L. "The Food Demand Survey (FoodS)." Invited presentation in departmental research seminar for Department of Applied Economics, University of Minnesota, St. Paul, MN, February, 2016.
117. Lusk, J.L. "The Future of Agriculture." Invited keynote address, DuPont-Pioneer young farmer's conference, Minneapolis, MN, February, 2016.
116. Lusk, J.L. "When a Foodie Meets and Economist." Keith Campbell Distinguished Lecture given at the Australian Agricultural and Resource Economics Society annual meeting, Canberra, Australia, February, 2016.
115. Lusk, J.L. "Big Trends in Agriculture." Invited keynote presentation for the American Soybean Association's Soybean Leadership College. Orlando, Florida, 2016.
114. Lusk, J.L. "Talking to Consumers." Invited keynote presentation for the Iowa Cattlemen's Association annual convention, Des Moines, Iowa, December, 2015.

113. Lusk, J.L. "Labeling and Consumer Behavior." Invited keynote address at the Conference on Coexistence between Genetically Modified (GM) and non-GM based Agricultural Supply Chains, Amsterdam, Netherlands, November, 2015.
112. Lusk, J.L. "The Food Demand Survey (FooDS)." Invited presentation in departmental research seminar for Department of Agricultural and Resource Economics, University of California, Davis, CA, November 2015.
111. Lusk, J.L. "An Ex Post Analysis of the Cost of Animal Welfare Regulations." Invited presentation in departmental research seminar for Department of Agricultural Economics University of Nebraska, Lincoln, NE, October 2015.
110. Lusk, J.L. "Consumer and Policy Trends that Could Affect Your Bottom Line." Southern Plains Beef Symposium. Ardmore, OK, August 2015.
109. Lusk, J.L. "Future Consumer and Economic Trends in Pork." Zoetis Pork Value Chain Executive Forum, Naples, FL, April, 2015.
108. Lusk, J.L. "Distributional Impacts of Fat Taxes and Thin Subsidies." Invited presentation for the Free Market Institute, Texas Tech University, Lubbock, TX, April 2015.
107. Lusk, J.L. "Agricultural Controversies and the Fight for the Future of Food." Invited keynote talk at Grocery Manufacturers Association Science Forum. Washington D.C., April, 2015.
106. Lusk, J.L. "The Economic Approach to Studying Consumer Behavior." Invited keynote talk at AAEE-EAAE seminar on Consumer Behavior in a Changing World: Food, Culture, and Society, Naples Italy, March 2015.
105. Lusk, J.L. "Predicting Consumer Choice in Food Price-Technology Tradeoffs Using Functional Magnetic Resonance Imaging." Invited presentation in departmental research seminar for Department of Agricultural and Resource Economics, University of Connecticut, Storrs, CT, February, 2015.
104. Lusk, J.L. "Alternative Visions for the Future of Food." Invited University-wide lecture, University of Connecticut, Storrs, CT, February, 2015.
103. Lusk, J.L. "Navigating Controversy: Production Agriculture, Emerging Technologies and the Environmentally Conscious Food Consumer." Bentley Lecture for University of Alberta, Edmonton, Canada, February 2015.
102. Lusk, J.L. "Future of Food." Invited Keynote address to Iowa Farm Bureau Federation Young Farmer Conference. Des Moines, IA. January 2015.
101. Lusk, J.L. "Future of Food." Invited Keynote address to South Carolina Farm Bureau Annual Meeting. Myrtle Beach, SC, December 2014.

100. Lusk, J.L. "Economics of GMO Adoption and Labeling." Invited seminar for Department of Agriculture and Natural Resources, Langston University, Langston, OK, December 2014.
99. Lusk, J.L. "Industry Challenges." Invited address for the National Pork Producers Council, Pork Action Group meeting, Marco Island, FL, November 2014.
98. Lusk, J.L. "The Future of Food and Agriculture." Invited address for the Alpha Gamma Rho Founder's Day Banquet, Kansas State University, Manhattan, KS, October 2014.
97. Lusk, J.L. "Food Challenges and Opportunities." Invited Keynote address to the Pickle Packers International annual meeting and expo, Orlando, FL, October 2014.
96. Lusk, J.L. "The Food Police and the Future of Food." Invited Sigmund Weis Partners Lecturer. Sigmund Weis School of Business, Susquehanna University, Selinsgrove, PA, October, 2014.
95. Lusk, J.L. "Food System Challenges and Opportunities." Invited keynote address to American Feed Industry Association, Executive Leadership Summit. Amelia Island, FL, October, 2014.
94. Lusk, J.L. "Am I Getting a Good Deal? Reference-Dependent Decision Making with the Reference Price is Uncertain." Invited presentation in departmental research seminar for Department of Food and Resource Economics, University of Florida, Gainesville, FL, October 2014.
93. Lusk, J.L. "Predicting Consumer Choice in Food Price-Technology Tradeoffs Using Functional Magnetic Resonance Imaging." Invited presentation in departmental research seminar for Department of Agricultural and Applied Economics, Virginia Tech University, Blacksburg, VA, September 2014.
92. Lusk, J.L. "Consumer Trends as Measured by the Food Demand Survey (FooDS)." Presentation in departmental research seminar for Department of Agricultural Economics, Oklahoma State University, Stillwater, OK, September 2014.
91. Lusk, J.L. "Are You Smart Enough to Know What to Eat? A Critique of Behavioral Economics as Motivation for Public Policy." Invited plenary address for the European Association of Agricultural Economists triennial Congress. Ljubljana, Slovenia, August, 2014.
90. Lusk, J.L. "Strategies for Food Retailers." Invited keynote address for the Iowa Grocery Industry Association. Okoboji, IA, July, 2014.
89. Lusk, J.L. "Future of Food." Invited presentation for the Iowa Soybean Association, Food and Family Project. Ames, IA, July, 2014.

88. Lusk, J.L. "Strategic Directions for the Future of Food and Agriculture." Invited presentation at the American Farm Bureau Federation's Strategic Policy, Advocacy, Resources and Communications Conference. Kansas City, MO, June 2014.
87. Lusk, J.L. "Food Police." Invited keynote address presentation at the American Meat Science Association's Reciprocal Meats Conference. Madison, WI, June 2014.
86. Lusk, J.L. "America's Expanding Waistline: Should Government Intervene and If So, How?" Invited plenary address presentation at the American Association of Clinical Endocrinologist annual meeting. Las Vegas, NV, May 2014.
85. Lusk, J.L. "The Politics of Food." Invited plenary address for PIC Symposium. Nashville, TN, May 2014.
84. Lusk, J.L. "The Changing Food System: Forward or Backward?" Keynote talk to the Global Food Safety Conference, Anaheim, CA, February 2014.
83. Lusk, J.L. "The Challenges of Consumers and Consumer Activism for the Food Sector." Invited address at the American Farmers and Ranchers, Oklahoma Farmers Union annual convention. Norman, OK, February 2014.
82. Lusk, J.L. "GMO Labeling." Invited talk for the Oklahoma Soybean Association annual convention. Stillwater, OK February 2014.
81. Lusk, J.L. "The Future of Food." Invited seminar for the Department of Applied Economics and Statistics, University of Delaware, Newark, DE, January 2014.
80. Lusk, J.L. "Common Sense Food Regulation." Invited keynote address, Delaware Ag Week, Harrington, DE, January 2014.
79. Lusk, J.L. "The Role of Technology in the Fight for the Future of Food." Invited address, American Farm Bureau annual convention, San Antonio, TX, January 2014.
78. Lusk, J.L. "The Future of Food." Invited presentation for the College of Agriculture and Life Sciences, North Carolina State University, Raleigh NC, November 2013.
77. Lusk, J.L. "The Challenges of Consumers and Consumer Activism for the Food Sector." Invited presentation at the Rural Economic Outlook Conference. Oklahoma State University, Stillwater, OK, November, 2013.
76. Lusk, J.L. "The Future of Food." Invited presentation for the Noble Foundation's Profiles and Perspectives Community Enrichment Series. Ardmore, OK, October, 2013.
75. Lusk, J.L. "The Food Police." Invited presentation in the Free Enterprise Lecture Series, Department of Economics, The Ohio State University. Columbus, OH, October, 2013.

74. Lusk, J.L. "The Future of Food." Invited presentation to the Gilliam Center for Free Enterprise and Ethical Leadership, James Madison University. Harrisonburg, VA, October, 2013.
73. Lusk, J.L. "The Economics of Obesity." Invited keynote address at the Illinois Transdisciplinary Obesity Prevention Program. Champaign, IL, October, 2013.
72. Lusk, J.L. "The Future of Food." Invited presentation to the Truth about Trade and Technology board meeting, Ardmore, OK, August 2013.
71. Lusk, J.L. "The Future of Food." Invited presentation to the International Agriculture Leadership Alumni Conference, Oklahoma City, OK, August 2013.
70. Lusk, J.L. "Economic and Consumer Research on Mandatory Labeling of Genetically Modified Food." Invited presentation to the Farm Bureau Southern Region Legislative Conference, Durant, OK, July 2013.
69. Lusk, J.L. "Food Police." Invited keynote address presented at the Merck Cattle Feeders Business Summit, Denver, CO, July, 2013.
68. Lusk, J.L. "What Do Consumers Want? It's Not Always What They Tell You." Invited presentation at the Oscar Mayer Meat Science Summit, Madison, WI, July, 2013.
67. Lusk, J.L. "Lunch with Pigou: Externalities and the 'Hidden' Costs of Food." Invited plenary presentation given at the Northeastern Agricultural and Resource Economics Association annual meeting, Ithaca, NY, June 2013.
66. Lusk, J.L. Panel member at Food Dialogs event hosted by the U.S. Farmers and Ranchers Alliance, Chicago, IL, June, 2013.
65. Lusk, J.L. "An Overview of Approaches to Valuing Data and Information." Invited presentation given the Seminar on Value of USDA Data Products hosted by the Council on Food, Agricultural and Resource Economics (C-FARE), Washington, DC, May 2013.
64. Lusk, J.L. "Challenges Facing the Pork Industry." Keynote address given at the Retail Advisory Meeting of the National Pork Board, New Orleans, LA, April 2013.
63. Lusk, J.L. "Pork Perils." Keynote address given at the Oklahoma Pork Congress, Midwest City, OK, March 2013.
62. Lusk, J.L. "The Promises and Pitfalls of Agricultural Research." Invited presentation given at a departmental research seminar in the Department of Plant and Soil Sciences at Oklahoma State University, Stillwater, OK, February 2013.

61. Lusk, J.L. "Pink Slimed." Invited keynote address given at the Meat and Poultry Research Conference sponsored by the American Meat Institute at the International Production and Processing Expo, Atlanta, GA, January 2013.
60. Lusk, J.L. "The Economics and Politics of Obesity." Invited presentation given in the seminar series run by the Nutrition Obesity Research Center, University of Alabama Medical School, University of Alabama-Birmingham, Birmingham, AL, January 2013.
59. Lusk, J.L. "Ham and Egg-onomics." Public lecture given as the Fred Present Visiting Lecturer in the Fred Present Memorial Lecture Series hosted by the Campbell Centre for the Study of Animal Welfare, University of Guelph, Canada, November, 2012.
58. Lusk, J.L. "How Can Economics Help Us Understand Animal Welfare? Invited academic Seminar given as the Fred Present Visiting Lecturer to the Ontario Agricultural College and the Ontario Veterinary College, University of Guelph, Canada, November, 2012.
57. Lusk, J.L. "A Neuroeconomic Analysis of Consumers' Choice of Food Produced With Controversial Technologies." Invited paper presented at a departmental research seminar at Department of Food, Agricultural, and Resource Economics, University of Guelph, Canada, November, 2012.
56. Lusk, J.L. "The Future of Food." Presentation at TEDx event hosted by Oklahoma State University, Stillwater, OK, November 2012.
55. Lusk, J.L. "The Future of Food." Invited Shepherd Lecture presented to the general public at Kenyon College, Gambier, OH, September 2012.
54. Lusk, J.L. "The Paternalist Meets His Match." Invited presentation given at a departmental research seminar in the Department of Economics at Kenyon College, Gambier, OH, September 2012.
53. Lusk, J.L. "Are You Smart Enough to Know What to Eat? A Critique of Behavioral Economics Applied to Public Policy." Invited presentation given at the Wageningen University School of Social Sciences annual seminar, Wageningen, Netherlands, May 2012.
52. Lusk, J.L. "Animal Welfare." Invited presentation given at the National Academies of Science, Institute of Medicine, Planning Committee on Exploring the True Costs of Food, Washington, D.C., April 2012.
51. Lusk, J.L. "Valuing Information in a Field Experiment." Invited presentation given at the INRA-IDEI Seminar on Quality Labels in the Agrofood Industry, Toulouse School of Economics, Toulouse, France, December, 2011

50. Lusk, J.L. "A Calibrated Auction-Conjoint Mechanism." Invited presentation given in the Department of Marketing and Consumer Research, Technical University of Munich, Freising, Germany, October, 2011.
49. Lusk, J.L. "A Calibrated Auction-Conjoint Mechanism." Invited presentation given at the Paris Environmental and Energy Economics Seminar, Université Paris-Descartes, Paris, France, October, 2011.
48. Lusk, J.L. "Are You Smart Enough to Know What to Eat? A Critique of Behavioral Economics Applied to Public Policy." Invited presentation given at the French National Institute for Agricultural Research (INRA), ALISS (alimentation et sciences sociales), Ivry-Sur-Seine, France, September, 2011.
47. Lusk, J.L. "Eating Out and Overeating: Effects of 'Fat Tax' and Calorie Information on Restaurant Food Choices." Invited briefing given to congressional staffers as a part of the National Coalition for Food and Agricultural Research (NC-FAR) Lunch and Learn Seminar series. Washington, DC, May, 2011.
46. Lusk, J.L. "Are You Smart Enough to Know What to Eat? A Critique of Behavioral Economics Applied to Public Policy." Invited presentation at a departmental research seminar in the Department of Agricultural Economics, Texas A&M University, College Station, TX, May, 2011.
45. Lusk, J.L. "Selfishness, Altruism, and Inequality Aversion towards Consumers and Farmers." Invited presentation given in the Economy and Psychology seminar, Paris School of Economics, Paris, France, April, 2011.
44. Lusk, J.L. "Does Nutritional Information on Restaurant Menus Influence Food Choice? A Field Experiment." Invited presentation given at the French National Institute for Agricultural Research (INRA), ALISS (alimentation et sciences sociales), Ivry-Sur-Seine, France, April, 2011.
43. Lusk, J.L. "Are You Smart Enough to Know What to Eat? A Critique of Behavioral Economics Applied to Public Policy." Invited presentation at a departmental research seminar in the Department of Agricultural and Applied Economics, University of Wisconsin, Madison, WI, February, 2011.
42. Lusk, J.L. "Influence of Identity and Market-Like Context on Selfishness, Altruism, and Inequality Aversion." Invited paper presented at a departmental research seminar at Department of Food, Agricultural, and Resource Economics, University of Guelph, Canada, October, 2010.
41. Lusk, J.L. "Inferred Valuation." Invited keynote address given at the 1st Conference of the French Association of Experimental Economics, Grenoble, France, September 2010.

40. Lusk, J.L. "Paternalistic Value Elicitation." Invited presentation given as part of Brain Korea's Distinguished Scholars' Lectures Series in the Department of Economics at Sungyunkwan University, Seoul, South Korea, May, 2010.
39. Lusk, J.L. "Speciesism, Altruism, and the Economics of Farm Animal Welfare." Invited presentation at a departmental research seminar in the Department of Agricultural, Environmental, and Development Economics, The Ohio State University, Columbus, OH, April, 2010.
38. Lusk, J.L. "Food, Farmers, and Fairness." Invited presentation at a departmental research seminar in the Department of Rural Economy, University of Alberta, Edmonton, Alberta, Canada, February, 2010.
37. Lusk, J.L. "Farm Animal Welfare and the American Consumer." Invited keynote address given at a conference on Animal Welfare and Sustainability sponsored by Alberta Agriculture and Rural Development, Edmonton, Alberta, Canada, February 2010.
36. Lusk, J.L. "The Farm Animal Welfare Debate." Invited presentation given at the Kansas, Oklahoma, Missouri, Arkansas (KOMA) annual cattle conference. Dewey, OK, January, 2010.
35. Lusk, J.L. "Evolving Challenges from Consumers." Invited presentation given at Farm Foundation Conference on Agricultural Marketing Policy at the USDA, Economic Research Service, Washington, D.C., December, 2009.
34. Lusk, J.L. "Paternalistic Value Elicitation." Invited paper presented at a departmental research seminar at Department of Agricultural Economics and Agribusiness, University of Arkansas, Fayetteville, AR, October, 2009.
33. Lusk, J.L. "Developments in Experimental Auctions." Invited plenary address given at the Workshop on Valuation Methods in Agro-Food and Environmental Economics hosted by the Centre for Research on Agro-Food and Development Economics (CREDA), European Association of Agricultural Economics (EAAE), and the Spanish-Portuguese Association of Natural Resources and Environmental Economics (AERNA), Barcelona, Spain, July 2009.
32. Lusk, J.L. "Consumer Preferences for Livestock Cloning." Invited keynote address given at Consumer Market Demand Research Network, Ottawa, Canada, May 2009.
31. Lusk, J.L. "Influence of Identity and Market-Like Context on Selfishness, Altruism, and Inequality Aversion." Invited paper presented at a departmental research seminar at Department of Agricultural, Food, and Resource Economics, Michigan State University, East Lansing, MI, April 2009.

30. Lusk, J.L. "Bridging the Gap between Laboratory Experiments and Field Markets: An Inferred Valuation Method." Invited paper presented at a departmental research seminar at Department of Applied Economics and Management, Cornell University, Ithaca, NY, January 2009.
29. Lusk, J.L. "A Calibrated Auction-Conjoint Valuation Method." Invited plenary address given at the Journée du Pôle Alimentation Parisien conference on Food Choice Analysis and Experimental Methods hosted by Institut National de la Recherche Agronomique (INRA), Paris, France, December 2008.
28. Lusk, J.L. "Fairness in Context." Invited paper presented at a departmental research seminar at Department of Agricultural and Applied Economics, Texas Tech University, Lubbock, TX, November 2008.
27. Lusk, J.L. "A Calibrated Auction-Conjoint Valuation Method: Valuing Pork and Eggs Produced under Differing Animal Welfare Conditions." Invited paper presented at a departmental research seminar at Department of Agricultural and Resource Economics, North Carolina State University, Raleigh, NC, October 2008.
26. Lusk, J.L. "Fairness in Context." Invited paper presented in a departmental research seminar at Department of Agricultural Economics, Mississippi State University, Starkville, MS, September 2008.
25. Lusk, J.L. "Consumer Preferences for Farm Animal Welfare." International Symposium on Beef Cattle Welfare. Manhattan, KS, May 2008.
24. Lusk, J.L. "Global Biotechnology Acceptance: Strategic Alternatives." Invited presentation to the Soybean Checkoff Leaders Forum, Des Moines, IA, January 2008.
23. Lusk, J.L. "Global Biotechnology Acceptance: Strategic Alternatives." Invited presentation to the Board of Directors of the United Soybean Board. St. Louis, MO, December 2007.
22. Lusk, J.L. "Why People Lie on Surveys and How to Make Them Stop." Invited presentation in the Regents Professors seminar series. Oklahoma State University, Stillwater, OK, October, 2007.
21. Lusk, J.L. "Bridging the Gap between Laboratory Experiments and Field Markets." Invited paper presented in departmental research seminar at Department of Agricultural Economics, Oklahoma State University, February 2006.
20. Lusk, J.L. "Bridging the Gap between Laboratory Experiments and Field Markets." Invited paper presented in departmental research seminars at Department of Economics and Finance and Department of Agricultural Economics, University of Wyoming, November 2006.

19. Lusk, J.L. "A Tool to Utilize Genetic Information to Improve Livestock Marketing Decisions." Invited presentation given at Merial/Drovers Beef Functional Genomics Roundtable. Kansas City, MO, September 2006.
18. Lusk, J.L. "Value Elicitation with Experimental Auctions: Validity and Future Research Directions." Invited plenary address at the Journées d'Économie Expérimentale at Bureau d'Économie Théorique et Appliquée, Université Louis Pasteur, Strasbourg France, June 2006.
17. Lusk, J.L. "Prediction Markets for Non-Market Valuation." Invited paper presented in departmental research seminar at the Department of Agricultural Economics, Kansas State University, Manhattan, KS, April 2006.
16. Lusk, J.L. "Prediction Markets for Non-Market Valuation." Invited paper presented in departmental research seminar at the Department of Agricultural Economics, University of Georgia, Athens, GA. February 2006.
15. Lusk, J.L. "Prediction Markets for Non-Market Valuation." Invited paper presented in departmental research seminar at the Department of Resource Economics, University of Massachusetts, Amherst, MA. November 2005.
14. Lusk, J.L. "Prediction Markets for Non-Market Valuation." Invited paper presented in departmental research seminar at the Department of Economics, Oklahoma State University, Stillwater, OK. November 2005.
13. Lusk, J.L. "Public Policy and Endogenous Beliefs: The Case of Genetically Modified Food." Invited paper presented in departmental research seminar at the Department of Agribusiness and Applied Economics, North Dakota State University. Fargo, ND. October 2005.
12. Lusk, J.L. "Consumer Demand for a Ban on Subtherapeutic Antibiotic Use in Pork Production." Invited paper to be presented in departmental research seminar at the Department of Agricultural Economics, University of Nebraska. Lincoln, NE. November 2004.
11. Lusk, J.L. "Consumer Demand for a Ban on Subtherapeutic Antibiotic Use in Pork Production." Invited paper presented in departmental research seminar at the Department of Agricultural and Resource Economics, University of Maryland. College Park, MD. September 2004.
10. Lusk, J.L. "Payoff Function Shape and Incentives for Truthful Bidding in Experimental Auctions." Invited paper presented in departmental research seminar at Department of Agricultural Economics, Oklahoma State University. Stillwater, OK. August 2004.

9. Lusk, J.L. "European Perspectives on Transgenic Grains in the Marketing Channel." Invited plenary addresses at the International Quality Grains Conference. Indianapolis, IN. July, 2004.
8. Lusk, J.L. "Comparative Advantage in Demand: Experimental Evidence of Demand for Genetically Modified Food in the United States and European Union." Invited paper presented in departmental research seminar at Department of Agricultural Economics, Michigan State University. East Lansing, MI. February 2004.
7. Lusk, J.L. "Preferences, Procedures, and Payment: Effect on Valuation of Quality Differentiated Goods." Invited research seminar presented at Department of Agricultural Economics, Purdue University. October 2003.
6. Lusk, J.L. "Consumer Preferences as Impetus for Non Tariff Trade Barriers: Experimental Evidence of Demand for Genetically Modified Food in the United States and European Union." Invited paper presented in departmental research seminar at Department of Agricultural and Consumer Economics, University of Illinois. Urbana-Champaign, IL. September 2003.
5. Lusk, J.L. "Consumer Acceptance of Genetically Modified Foods in the U.S. and Europe." Invited paper presented in research seminar at the University of Bologna, Department of Statistics. Bologna, Italy, March, 2003.
4. Lusk, J.L. "Framing Effects and Procedural Invariance: Evidence of Incentive Compatible Auctions and Choice Experiments." Invited paper presented the University of Reading, Department of Food and Agricultural Economics. Reading, England. July 2002.
3. Lusk, J.L., J. Roosen, and J.A. Fox. "Demand for Non-Genetically Modified and Non-Hormone Treated Foods in France, Germany, the United Kingdom, and the United States." Invited paper presented at Department of Agricultural and Resource Economics, University of California, Davis, March 2002.
2. Lusk, J.L., J. Roosen, and J.A. Fox. "Demand for Non-Genetically Modified and Non-Hormone Treated Foods in France, Germany, the United Kingdom, and the United States." Invited paper presented at the Economics Sciences Symposium, Mississippi State University. October 2000.
1. Lusk, J.L. "Consumer Demand for Quality Differentiated Beef: Implications for the Industry." Invited presentation at the U.S. Department of Agriculture, Agricultural Outlook Forum. Washington, D.C. February 2001.

Numerous other Invited Presentations and Selected Paper Presentations have been given at professional scientific conferences

Graduate Student Advising

Completed Graduate Students (total = 87)

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

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

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

Current Graduate Students (total = 9)

1. Alison Grant, Ph.D. (Purdue University), major professor
2. Chloe Henson, Ph.D. (Purdue University), co-major professor
3. Zach Neuhofer, Ph.D. (Purdue University), major professor
4. Jacob Schmiess, Ph.D. (Purdue University), major professor
5. Yizhou Hua, Ph.D. (Purdue University), committee member
6. Dong Moon, Ph.D. (Purdue University), committee member
7. Eugene Nuworsu, PhD. (Purdue University), co-major professor
8. Fei Qin, Ph.D. (Purdue University), committee member
9. Hyejin Kim, Ph.D. (Purdue University), committee member

Courses Taught and Student Evaluation

Courses Taught at Purdue University, 2017-Present

Year	Course	Class Size	Mean Evaluation Scores		
			Improved Understanding ^a	Overall Course Rating ^b	Overall Instructor Rating ^c
2022 Fall	AGEC 296 – Careers in Agribusiness and Ag Econ	95	4.1	4.4	4.4
2021 Fall	AGEC 296 – Careers in Agribusiness and Ag Econ	105	4.3	4.6	4.6
2020 Spring	AGEC 692 – Workshop in Applied Economics	14	n/a	n/a	n/a
2020 Spring	AGEC 429 – Agribusiness Marketing Workshop	34	n/a	n/a	n/a
2019 Spring	AGEC 692 – Workshop in Applied Economics	9	5.0	5.0	5.0

^aMean response to statement: This course improves my understanding of concepts and principles in this field, 1 = strongly disagree; 5 = strongly agree; in 2021 the statement changed to “The assignments aid me in achieving the class objectives.” 1=strongly disagree, 5= strongly agree

^bMean response to statement: Overall, I would rate this course as: 1 = very poor; 5 = excellent; in 2021 the statement changed to “The course is well organized.” 1=strongly disagree, 5= strongly agree

^cMean response to statement: Overall, I would rate this instructor as: 1 = very poor; 5 = excellent; in 2021 the statement changed to “The instructor communicates clearly.” 1=strongly disagree, 5=strongly agree

Courses Taught at Purdue University, 2003-2004

Year	Course	Class Size	Mean Evaluation Scores		
			Improved Understanding ^{a,d}	Overall Course Rating ^{b,e}	Overall Instructor Rating ^{c,e}
2003 Fall	AGEC 596I - International Food and Agribusiness Marketing	17	4.6	4.5	5.0
2004 Fall	AGEC 526 - International Food and Agribusiness Marketing	18	4.1	4.1	4.6
2004 Fall	AGEC 692 – Quantitative Methods in Survey Research	16	4.6	4.6	4.9

^aMean response to statement: This course improves my understanding of concepts and principles in this field.

^bMean response to statement: Overall, I would rate this course as:.

^cMean response to statement: Overall, I would rate this instructor as:.

^dResponses on scale: 1 = strongly disagree; 5 = strongly agree

^eResponses on scale: 1 = very poor; 5 = excellent

Courses Taught at Oklahoma State University, 2006-2017

		Mean Evaluation Scores			
Year	Course	Class Size	Improved Understanding ^{a,d}	Overall Course Rating ^{b,e}	Overall Instructor Rating ^{c,d}
2016 Spring	AGEC 5101- Research Methodology	9	n/a	n/a	n/a
2016 Spring	AGEC 5233 – Primary Data Collection and Analysis	18	n/a	n/a	n/a
2016 Spring	AGEC 6300 – Advanced Demand Analysis	9	4.00	4.00	4.00
2016 Spring	AGEC 5101- Research Methodology	10	3.29	3.29	3.43
2016 Spring	AGEC 5233 – Primary Data Collection and Analysis	14	3.75	3.75	3.83
2015 Spring	AGEC 5101- Research Methodology	18	3.65	3.71	3.64
2015 Spring	AGEC 5233 – Primary Data Collection and Analysis	14	3.83	3.92	3.75
2014 Spring	AGEC 6300 – Advanced Demand Analysis	11	n/a	n/a	n/a
2014 Spring	AGEC 5101- Research Methodology	14	3.79	3.86	4.00
2014 Spring	AGEC 5233 – Primary Data Collection and Analysis	13	3.82	3.91	4.00
2013 Spring	AGEC 5101- Research Methodology	11	3.86	3.86	3.83
2013 Spring	AGEC 5233 – Primary Data Collection and Analysis	10	3.88	3.88	3.86
2012 Spring	AGEC 5101- Research Methodology	15	3.79	3.86	3.62
2012 Spring	AGEC 5233 – Primary Data Collection and Analysis	15	3.58	3.58	3.64
2011 Spring	AGEC 5101- Research Methodology	20	3.71	3.71	3.62
2011 Spring	AGEC 5233 – Primary Data Collection and Analysis	14	3.29	3.36	3.29
2010 Spring	AGEC 5101- Research Methodology	15	3.64	3.57	3.50

2010 Spring AGEC 5233 – Primary Data Collection and Analysis	14	3.71	3.71	3.54
2009 Spring AGEC 5101- Research Methodology	11	3.70	3.80	4.00
2009 Spring AGEC 5233 – Primary Data Collection and Analysis	19	3.76	3.82	3.88
2008 Spring AGEC 5101- Research Methodology	20	3.94	3.94	3.80
2008 Spring AGEC 5233 – Primary Data Collection and Analysis	13	3.83	3.92	3.64
2007 Spring AGEC 5101- Research Methodology	13	3.73	3.91	3.80
2007 Spring AGEC 5233 – Primary Data Collection and Analysis	7	3.60	3.83	3.67
2006 Spring AGEC 5233 – Primary Data Collection and Analysis	10	3.50	3.70	3.80

^aMean response to statement: I learned a lot in this course.; ^bMean response to statement: Overall, this was a good course.; ^cMean response to statement: Overall instructor appraisal; ^dResponses on scale: 0 = definitely no; 1 = no; 2 = not applicable, 3 = yes; 4 = definitely yes; ^eResponses on scale: 0 = very low, 1 = low, 2 = average, 3 = high, 4 = very high

Extraneous Courses Taught

- Experimental Auctions: Theory and Applications in Marketing and Consumer Preferences Analysis, hosted by University of Bologna in Verona Italy (with M. Canavari, R. Nayga and A. Drichoutis), June 2022
- Survey Design and Experimental Methods in Applied and Agricultural Economics, hosted by Michigan State University (with C. Grebitus, V. Caputo, D. Just, and M. Rousu), May 2022
- Survey Design and Experimental Methods in Applied and Agricultural Economics, hosted by Arizona State University (with C. Grebitus, V. Caputo, D. Just, and M. Rousu), January 2021
- Experimental Auctions: Theory and Applications in Marketing and Consumer Preferences Analysis, hosted by University of Bologna in Montpellier France (with M. Canavari, R. Nayga and A. Drichoutis), July 2019
- Experimental Auctions: Theory and Applications in Marketing and Consumer Preferences Analysis, hosted by University of Bologna in Bolzano, Italy (with M. Canavari, R. Nayga and A. Drichoutis), July 2018
- Experimental Auctions: Theory and Applications in Marketing and Consumer Preferences Analysis, hosted by University of Bologna in Catania Sicily, Italy (with M. Canavari, R. Nayga and A. Drichoutis), July 2016
- Experimental Auctions: Theory and Applications in Marketing and Consumer Preferences Analysis, hosted by University of Bologna in Chania, Crete, Greece (with M. Canavari, R. Nayga and A. Drichoutis), July 2015
- Consumer Research Methods, hosted by University of Naples, Naples Italy, March 2015
- Experimental Auctions: Theory and Applications in Marketing and Consumer Preferences Analysis, hosted by University of Bologna in Imola, Italy (with M. Canavari, R. Nayga and A. Drichoutis), July 2013
- Experimental Auctions: Theory and Applications in Marketing and Consumer Preferences Analysis, hosted by University of Bologna in Imola, Italy (with M. Canavari, R. Nayga and A. Drichoutis), July 2012
- Experimental Auctions: Theory and Applications in Marketing and Consumer Preferences Analysis, hosted by University of Bologna in Bertinoro, Italy (with M. Canavari, R. Nayga and A. Drichoutis), July 2011

Courses Taught at Texas Tech University, Kansas State University, and Mississippi State University, 1995-2002

Year	Course	Class Size	Mean Evaluation Scores		
			Instructor Communicates Clearly ^{a,d}	Became More Competent ^{b,d}	Like to Have Instructor Again ^{c,d}
1995-96 Fall	FD T 3304 – Fruit and Vegetable Processing ^e	varied	-	-	-
1996-97 Spring	FD T 2302 – Elementary Food Analysis ^e	varied	-	-	-
1999 Spring	AGEC 505 - Agricultural Market Structures ^f	35	4.30	3.90	-
2001 Spring	AEC 3133 - Introductory Agribusiness Management ^{g,h}	32	2.22	2.22	1.91
2001 Spring	AEC 8312 - Economic and Social Environment of Agribusiness Firms ^{g,i}	13	-	-	-
2001 Fall	AEC 4113 - Agribusiness Firm Management ^g	20	4.18	3.94	3.94
2001 Fall	AEC 8312 - Economic and Social Environment of Agribusiness Firms ^g	10	4.71	4.43	4.86
2002 Fall	AEC 3133 - Introductory Agribusiness Management ^g	37	4.03	3.89	3.86
2002 Fall	AEC 4113 - Agribusiness Firm Management ^g	13	4.23	4.23	4.15
2002 Fall	AEC 8312 - Economic and Social Environment of Agribusiness Firms ^g	10	4.70	4.70	4.80

^aMean response to statement: The instructor communicates clearly.

^bMean response to statement: I have become more competent in this area because of this instructor.

^cMean response to statement: If I take another course in this subject, I would like to have this instructor again.

^dResponses on scale: 1 = strongly disagree; 5 = strongly agree

^eServed as laboratory instructor for these courses at Texas Tech University; teaching evaluations unavailable.

^fCourse taught at Kansas State University

^gCourse taught at Mississippi State University

^hThis course was co-taught with another instructor; although Dr. Lusk only taught the first half of the course, evaluations are for the entire semester

ⁱDue to a departmental administrative error, evaluations were not collected for this course

Consulting Activities

- Various presentations and seminars to industry and academic audiences, 2001-present
- Plant Based Product Council, 2022
 - Studied knowledge and perceptions of biobased product terms
- United Egg Producers, 2022
 - Analyzed impacts of transition to cage-free production facilities
- National Pork Board, 2021-22
 - Analyzed location- and product-specific pork demand
- Food Marketing Institute Foundation, 2021
 - Analyzed demand responses to bioengineered food labels
- Breakthrough Institute, 2021
 - Analyzed impacts of changes in prices of plant-based meat alternatives
- Cattlemen's Beef Promotion & Research Board, 2020
 - Analyzed demand for plant-based meat alternatives
- Beef Cattle Research Fund, 2019
 - Analyzed trends in cattle productivity and impacts of research funding
- Corn Refiners Association, 2018
 - Studied consumer perceptions of food labels
- North American Meat Institute, 2018
 - Analyzed impact of reductions in processed meat demand
- Food Marketing Institute, 2017
 - Studied market potential for cage free eggs and slow growth chicken
- Cattlemen's Beef Promotion & Research Board, 2017
 - Analyzed demand determinants in the beef industry
- Indigo Agriculture, 2016
 - Analyzed trends in agricultural economy
- Golden Bison, 2016
 - Analyzed market dynamics in the bison industry
- National Pork Board, 2016
 - Determine impacts of meat quality labels
- Mercatus Center, 2014
 - Conducted analysis of impacts of selected food policies on food prices
- International Food Policy Research Institute, HarvestPlus, 2013
 - Provided advice on consumer research designed to determine consumer acceptance of biofortified crops in developing countries
- Council on Food, Agricultural, and Resource Economics, 2013
 - Assessed the value and cost of data collected by US Department of Agriculture
- Kenny Nachwalter, PA, 2013-2015
 - Provided expert advice on animal welfare issues in legal case
- World Society for the Protection of Animals, 2013-2014
 - Determined the market potential for enhanced animal welfare products

- Keystone Foods, 2012
 - Conducted assessment of the market for products from animals fed non-genetically modified feedstuffs
- Value Ag, 2011
 - Constructed economic model of the soybean sector to study effects of new product innovations
- Signature Science, 2010
 - Estimated economic effects of animal disease outbreaks
- Pfizer Animal Health, 2009
 - Constructed economic model to determine the value of genetic interventions to improve beef tenderness to consumers and the beef industry
- U.S. Department of Agriculture, Economic Research Service, 2008
 - Conducted surveys and analysis to determine consumer acceptance of use of cloning in meat and milk production; projected market impacts of cloned meat and milk
- Merial/igenity, 2005-2007
 - Determined economic value of genotypic information in feedlot cattle and developed a tool to forecast cattle profitability as a function of genotype
- Svenska Lantmännen, 2005
 - Conducted market analysis for vegetarian foods with emphasis on meat analogs

Selected Service Activities

Service to Purdue University

- Chair, Task Force on the Future of Work in Land Grant Universities, 2022
- Chair, Search Committee, Food Science Department Head, 2020
- Search Committee, Associate Dean for Academic Programs, 2019
- Planning Committee for Conference on Global Hunger, 2018
- Departmental Graduate Committee, 2003-2005
- Grader for Graduate Preliminary Examinations, 2003, 2004, 2019
- Departmental Strategic Planning Committee, 2004
- Judge for Departmental Outstanding Dissertation, 2004
- Various Search Committees, 2003-2005

Service to Oklahoma State University

- Chair, Seminar Committee, 2011-2017
- Chair, Faculty P&T Committee, 2014-2015
- Member, Division P&T Committee, 2015-present
- Faculty P&T Committee, 2012-present
- Graduate Admissions Committee, 2005-present
- Graduate Examination Committee, 2005-present
- Chair, Faculty Communications Committee, 2008-present
- Alternative Member, Institutional Review Board (IRB), 2009-present
- Chair, Awards Committee, 2007-2011
- Awards Committee, 2005-2006
- Seminar Committee, 2005
- Various Search Committees, 2005-present
- Chair, DASNR Task Force for Graduate Student Recruitment, 2006-2007

Service to Mississippi State University

- Departmental Academic Program and Policy Committee, 2000-2003
- Departmental Graduate Screening and Evaluation Committee, 2000-2003
- Agricultural Economics Department Head Search Committee, 2001-2003

Service on Advisory Boards and International Scientific Committees

- National Academies of Science, Planning Committee for Diet Quality, Nutrition, and Sustainability of Alternative Protein Sources, 2022
- Member of International Scientific Committee, Seminar on Valuation Methods in Agrofood and Natural Resource Economics, Joint AAEE/EAAE Seminar, Barcelona, Spain, July 2016
- Member of International Scientific Committee, Seminar on Consumer Behavior in a Changing World: Food, Culture, and Society, Joint AAEE/EAAE Seminar, Naples, Italy, March, 2015.
- Member of Steering Committee, Workshop on Valuation Methods in Agro-food and Environmental Economics, Barcelona, Spain, June 2013

- Member of Advisory Board, Center for Agricultural & Food Industrial Organization - Policy Research Center Grant, University of Nebraska, 2012-2015
- Member of International Scientific Committee of Research Program on Diet Impacts French National Institute for Agricultural Research, France, 2012-2015
- Member of Blue Ribbon Expert Panel on Consumer Concerns about Food, Health and Safety, Council on Food, Agricultural and Resource Economics (C-FARE), 2011-2014
- Member of International Scientific Committee, Economics and Business of Chocolate, Leuven, Belgium, September 2012
- Co-Chair, Food Environment: The Effects of Context on Food, Joint AAEE/EAAE Seminar, Boston, MA, May 2012
- Member of International Scientific Committee, Consumer Behavior for a Sustainable Future, Bonn, Germany, July 2011
- Member of International Scientific Committee, The Economics of Food, Food Choice and Health, 115th EAAE seminar, Freising, Germany, October 2010
- Member of International Scientific Committee, The Economics and Policy of Diet and Health, 97th EAAE Seminar, Reading, UK, April 2005

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, Economic Inquiry, 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, Independent Review, 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, Economics and Human Biology, 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, Proceedings of the National Academies of Science, Public Opinion Quarterly, PLoS ONE, Resource and Energy Economics, Review of Economics and Statistics, Risk Analysis, Science, Southern Economic Journal, Theory and Decision