



David R. Just

**Susan Eckert Lynch Professor of
Science and Business**

**Charles H. Dyson School of Applied Economics and Management
Cornell University**

Phone: (607) 255-2086 **Fax:** (607) 254-9982 **e-mail:** drj3@cornell.edu
Address: 210C Warren Hall, Charles H. Dyson School of Applied Economics and Management,
Cornell University, Ithaca, New York, 14853

Ph.D., UNIVERSITY OF CALIFORNIA—BERKELEY, 2001, Agricultural and Resource Economics
M.S., UNIVERSITY OF CALIFORNIA—BERKELEY, 1999, Agricultural and Resource Economics
B.A., BRIGHAM YOUNG UNIVERSITY, 1998, Economics

Research Interests

Economic Impacts of Agricultural and Food Policy, Risk and Production, Consumer and Producer
Acceptance and Use of Biotechnology, Food Assistance and Nutrition, Consumer Behavior

Academic Positions

CORNELL UNIVERSITY, Ithaca, NY
Susan Eckert Lynch Professor of Science and Business 2017-present
Professor of Applied Economics and Management, 2014-present
Area Coordinator for Applied Economics and Policy, Cornell S.C. Johnson College of
Business, 2017-2020
Director of Graduate Studies in Applied Economics and Management, 2008-2011, 2014-2017
Director, Cornell Center for Behavioral Economics in Child Nutrition Programs, 2010-2019
Director, Institute for Behavioral Economics and Consumer Choice, 2013 - 2020
Associate Professor of Applied Economics and Management, 2008-2014
Assistant Professor of Applied Economics and Management, 2002-2008
UNIVERSITY OF READING, Reading, Berkshire, UNITED KINGDOM
Visiting Consulting Professor of Agriculture, Policy and Development, 2014-2016

Awards

- 2020 Fellow, Agricultural and Applied Economics Association
- 2016 Outstanding Journal Article, Applied Risk Section, Agricultural and Applied Economics Association, for “Empirical Identification of Behavioral Choice Models under Risk.”
- 2016 *American Journal of Agricultural Economics* Outstanding Journal Article, for “Empirical Identification of Behavioral Choice Models under Risk.”
- 2016 Paul Volcker Panel in Behavioral Economics, Syracuse University
- 2016 Award for Outstanding Public Service through Economics, Northeastern Agricultural and Resource Economics Association
- 2016 Dan and Carole Burack President’s Distinguished Lecture, University of Vermont.
- 2015 Rod Ziemer Memorial Lecture, Department of Agricultural and Applied Economics, University of Georgia.
- 2014 Award for Outstanding Accomplishments in Research, College of Agricultural and Life Sciences, Cornell University for outstanding research on behavioral economics as it affects food choices, and its impact on lunchroom practices in thousands of schools
- 2014 Malcom G. Trout Visiting Scholar, Food Science and Human Nutrition, Michigan State University. Awarded for outstanding contributions to the fields of nutrition and food science.
- 2013 Quality of Communication Award, Agricultural and Applied Economics Association, for *Introduction to Behavioral Economics: Noneconomic Factors that Shape Economic Decisions*, Hoboken, NJ: Wiley, 2013.
- 2013 Outstanding Journal Article, Applied Risk Section, Agricultural and Applied Economics Association, for “The Welfare Impacts of Commodity Price Volatility: Evidence from Rural Ethiopia.”
- 2013 Quality of Research Discovery Award, Agricultural and Applied Economics Association, for “The Welfare Impacts of Commodity Price Volatility: Evidence from Rural Ethiopia.”
- 2013 Quality of Research Discovery Award, European Association of Agricultural Economics, for “The Welfare Impacts of Commodity Price Volatility: Evidence from Rural Ethiopia.”
- 2013 Distinguished Extension and Outreach Program, Group Award, Agricultural and Applied Economics Association, for Smarter Lunchrooms, Cornell Center for Behavioral Economics in Child Nutrition Programs
- 2012 M.E. John Lecture, Pennsylvania State University. Awarded for outstanding

- contributions to the field of agricultural economics.
- 2012 *Agricultural and Applied Economics Association* Quality of Research Discovery Honorable Mention, for “Global Identification of Risk Preferences with Revealed Preference Data.”
- 2012 *American Journal of Agricultural Economics* Outstanding Journal Article Honorable Mention, for “Whose Fast and Whose Feast? Intrahousehold Asymmetries in Dietary Diversity Response Among East African Pastoralists.”
- 2011 Quality of Research Discovery Award, European Association of Agricultural Economics, for “The Flat-Rate Pricing Paradox: Conflicting Effects of ‘All-You-Can-Eat’ Buffet Pricing.”
- 2011 Quality of Communication Award, Agricultural and Applied Economics Association, for “The Social Costs and Benefits of Biofuels: The Intersection of Environmental, Energy and Agricultural Policy.”
- 2009 Outstanding *Choices* Article, for “Smarter Lunchrooms: Using Behavioral Economics to Improve Meal Selection.”
- 2009 *American Journal of Agricultural Economics* Outstanding Journal Article, for “Risk Averters that Love Risk? Marginal Risk Aversion in Comparison to a Reference Gamble.”
- 2009 Quality of Research Discovery Award, European Association of Agricultural Economics, for “Risk Averters that Love Risk? Marginal Risk Aversion in Comparison to a Reference Gamble.”
- 2009 Outstanding Journal Article, Applied Risk Section, Agricultural and Applied Economics Association, for “Global Identification of Risk Preferences with Revealed Preference Data.”
- 2009 *American Journal of Agricultural Economics* Outstanding Journal Article Honorable Mention, for “Cross-subsidization Due to Infra-Marginal Support in Agriculture: A General Theory and Empirical Evidence.”
- 2006 *Discover Magazine*, research listed as one of the top 100 science stories of 2006, for “Tarnishing Silver Bullets: Bt Cotton Adoption and the Outbreak of Secondary Pest Infestation in China.”
- 1998 Department Valedictorian, Brigham Young University, Department of Economics.

Summary of Professional Activity

Over 125 total publications including journal articles, books, book chapters and research reports.

Over 100 articles in refereed journals.

More than 70 invited presentations before professional societies, government bodies or other meetings, including: National Academies of Science, Institute of Medicine, National Institutes of Health, American Economic Association, Agricultural and Applied Economics Association, European Association of Agricultural Economics, Northeastern Agricultural and Resource Economics Association, Allied Social Science Association, U.S. House of Representatives, U.S. Senate, Economic Research Service (USDA), Food and Nutrition Service (USDA), Research Directorate General of the European Commission, Center for Bipartisan Policy, American Enterprise Institute.

Area Coordinator, Applied Economics and Policy, Cornell S.C. Johnson College of Business, Cornell University. Supervise 52 faculty members.

Director of Graduate Studies: 2008 – 2011, 2014 – 2017

Chair of 7 PhD dissertations, and mentor or co-mentor to 7 postdoctoral fellows.
Dissertation committee member for more than 30 graduate students.

Member of the graduate fields of Economics, Applied Economics and Management, Policy Analysis and Management, and Public Affairs.

Board member of the leading professional society in the field, the Agricultural and Applied Economics Association, 2014 – 2017.

Editorial board member of the leading journal in the field, the *American Journal of Agricultural Economics*, 2010 – 2014.

Distinguished Appointments

President, Northeastern Agricultural and Resource Economics Association, 2017 – 2020.

Director, Agricultural and Applied Economics Association, 2014 – 2017.

Affiliate, Cornell Population Center 2013 – present.

Faculty Fellow, Flora Rose House, Cornell University, 2012 – 2016.

Faculty Fellow, Atkinson Center for a Sustainable Future, 2012 – present.

Section Chair, Institutional and Behavioral Economics, AAEA, 2012 – 2014.

Section Chair, Applied Risk Analysis, AAEA, 2012 – 2014.

Director, Northeast Agricultural and Resource Economics Association, 2006 – 2008.

Research Fellow, Rural Development Research Consortium, University of California, Berkeley, 2003 – 2006.

Editorships and Editorial Boards

Guest Editor, *Food Policy*, 2016.

Guest Editor, *Journal of Consumer Affairs*, 2016.

Guest Editor, *Applied Economic Perspectives and Policy*, 2013.

Editor, *Agricultural and Resource Economics Review*, 2010 – 2012.

Associate Editor, *American Journal of Agricultural Economics*, 2010 – 2014.

Associate Editor, *Agricultural and Resource Economics Review*, 2008 – 2010.

Media Coverage

Just, David and Harry Kaiser. “GMO Labeling Bill Good for Both Environment and the Poor.” *The Hill*, July 14, 2016.

Just, David “The Big Swindle: In Lotteries, the Poor are the Biggest Losers.” *CNN.com*, December 18, 2013.

Wansink, Brian and David Just “How Bloomberg’s Soft Drink Ban Will Backfire on NYC Public Health.” *The Atlantic*, June 14, 2012.

Wansink, Brian and David Just “Soda Ban will Fail and Jeopardize Public Health Efforts.” *U.S. News and World Reports*, June 1, 2012.

Just, David R. and Brian Wansink “School Nutrition: A Kid’s Right to Choose.” *L.A. Times*, February 3, 2012.

Wansink, Brian, David R. Just and Joe McKendry. “Lunch Line Redesign” Op-Chart, *New York Times* October 21, 2010.

Just, David R. and Brian Wansink “Smart Lunchrooms Could Fight Obesity.” *The Atlantic*, October 26, 2010.

Two part feature story on Channel One, “Lunch’d”, September 2011.

Feature story on World News with Diane Sawyer, September 12, 2013.

Research has appeared on morning of evening news programs of more than 100 local affiliate stations.

Appeared on: NBC Nightly News, May 11, 2016

NBC Today, April 7, 2016

NBC Nightly News, April 6, 2016

Huffington Post Live, September 13, 2013.

Weekends with Alex Witt, MSNBC, September 4, 2011.

FT.com video, Financial Times of London, November 2, 2011.

Twin Tiers Sunday, WENY-TV, Elmira, July 18, 2010.

In Focus, Bloomberg Television, May 21, 2008.

Interviewed on radio:

National Public Radio, *Morning Edition*, December 10, 2010.

National Public Radio, *Morning Edition*, October 25, 2010.

Here and Now, Nationally syndicated program, November 8, 2010.

Marketplace, August 20, 2012.

MarketWatch, September 3, 2012.

Canadian Broadcasting Corporation, August 27, 2012

The Kojo Nnamdi Show, July 11, 2012.

KGO Radio, October 30, 2013.

WAMC Northeast Public Radio, *Midday Magazine*, September 4, 2012.

WHCU Morning News Watch, October 13, 2010.

New Hampshire Public Radio, *The Exchange*, September 22, 2011.

New Hampshire Public Radio, *Word of Mouth*, October 25, 2010.

KDKA Radio Pittsburgh, *Morning News*, October 18, 2010.

USDA Radio, October 7, 2010.

CJOB Winnipeg, *Nighthawk*, October 15, 2010.

Interviewed for print and electronic articles by:

Washington Post, New York Times, The Globe and Mail; NBC News; National Geographic; Reader's Digest; Consumer Reports; Deseret News; Christian Science Monitor; Women's Health; Men's Health; Psychology Today; Women's Day; CNN; ABC News; Reuters; International Business Times; L.A. Times; Boston Globe; USA Today; O (The Oprah Magazine); CNN-Money; Associated Press; The New York Post; Times of London; Discover Magazine; Financial Times of London; Ag Professional; Bloomberg; Nature; Newsweek; U.S. News and World Reports; CanWest News Service; Cornell Daily Sun; Indianapolis Star; Parenting Magazine; The Packer; PolitiFact.

Research has appeared in:

Wall Street Journal, Bloomberg, Discover Magazine, Nature (news section), The Economist, Scientific American, Time Magazine, St. Louis Post-Dispatch, Washington Post, Boston Globe, USA Today, Los Angeles Times, San Francisco Chronicle, Reuters, Canadian Press, Seattle Post Intelligencer, Atlanta Journal Constitution, Miami Herald, San Jose Mercury News, The Drudge Report, Breitbart.com, Forbes, Yahoo News, National Post, Windsor Star, Regina Leader Post, Edmonton Journal, Kansas City Star, Washington Examiner, Sacramento Bee, Sun Sentinel, Black Entertainment Television, Fort Worth Star-Telegram, Palm Beach Post, Post-Standard, Times Union, Charlotte Observer, Hartford Courant, Vancouver Sun, Vancouver Province, Nanaimo Daily News, Farm Futures, United Press International, Environmental News Network, Daily Mail (UK), The Independent (UK), New Scientist (UK), Belfast Telegraph (UK), New Zealand Herald, People's Daily Online, India eNews, DailyIndia.com, North Korea Times, Malaysia. Sun, Science and Development Network, Neue zuercher Zeitung (Switzerland), Huffington Post, leSoleil (Montreal), Fox News, Real Clear Politics among many others.

Selected Invited Seminars

Brigham Young University

Cornell University

Delhi School of Economics

Hebrew University of Jerusalem, Israel

Iowa State University

Kansas State University
Lehigh University
Michigan State University
Mississippi State University
New Mexico State University
Newcastle University, UK
North Carolina State University
Pennsylvania State University
Ohio State University
Oklahoma State University
Purdue University
Rutgers University
Syracuse University
United States Department of Agriculture
University of Alberta, Canada
University of California, Berkeley
University of California, Davis
University of Delaware
University of Georgia
University of Guelph, Canada
University of Kentucky
University of Maryland, College Park
University of Minnesota

University of Nebraska
University of Pennsylvania
University of Reading, UK
University of Wisconsin, Madison
Washington State University
World Bank

Reviewer for the Following Professional Journals

American Economic Review
American Economic Journal: Applied Economics
American Economic Journal: Economic Policy
American Journal of Agricultural Economics
Agricultural Economics
Applied Economics Perspectives and Policy
Journal of Agricultural and Resource Economics
Journal of Consumer Affairs
Agricultural and Resource Economics Review
AgBioForums
Contemporary Economic Policy
Journal of Environmental Economics and Management
Review of Energy Economics
Review of Economics and Statistics
Economic Journal
Journal of Econometrics
Journal of Economic Behavior and Organization
European Review of Agricultural Economics
Food Policy
Energy Economics
Journal of Agricultural Science and Technology
Journal of the Association of Environmental and Resource Economics
Economics and Human Biology
Health Economics
Journal of Health Economics
Management Science
Journal of Business Research
Journal of Consumer Policy
Journal of Economic Analysis and Policy
Journal of the American Medical Association
Journal of Public Health

Published Works

Economic Impacts of Agricultural and Food Policy

- Kolady, Deepthi E., Shivendra Kumar Srivastava, David R. Just and Jaspal Singh. "Food Away from Home and the Reversal of the Calorie Intake Decline in India." *Food Security*. Accepted September 13, 2020.
- de Gorter, Dusan Drabik, David R. Just, Christian Reynolds and Geeta Sethi. "Analyzing the Economics of Food Loss and Waste Reductions in a Food Supply Chain." *Food Policy*. Accepted August 6, 2020. <https://doi.org/10.1016/j.foodpol.2020.101953>
- Just, D. R., Byrne, A. T. (2020). Evidence Based Policy and Food Consumer Behavior: How Empirical Challenges Shape the Evidence. *European Review of Agricultural Economics*, 47(1), 348-370.
- Schell, R. C., Just, D. R., Levitsky, D. A. (2020). Predicted Lifetime Third-Party Costs of Obesity for Black and White Adolescents with Race-Specific Age-Related Weight Gain. *Obesity*, 28(2), 397-403.
- Vasquez, Amy K., Carla Foditsch, Stephanie-Anne C. Dulierpre, Julie D. Siler, David R. Just, Lorin D. Warnick, Daryl V. Nydam and Jaap Sok. "Understanding the Effects of Producers' Attitudes, Perceived Norms, and Perceived Behavioral Control on Intentions to use Antimicrobials Prudently on New York Dairy Farms." *PLoS ONE* Vol. 14 No. 9 (2019): e0222442. <https://doi.org/10.1371/journal.pone.0222442>
- Lee, Yu Na, Nancy Chau and David R. Just. "Producer Group Participation in the Trade Adjustment Assistance Program for Farmers Before and After the American Recovery and Reinvestment Act of 2009." *Food Policy* Vol. 86(2019):1-11.
- Korting, Christina, Harry de Gorter and David R. Just. "Who Will Pay for Increasing Biofuel Mandates? Incidence of the Renewable Fuel Standard Given a Binding Blend Wall." *American Journal of Agricultural Economics* Vol. 101 No. 2(2019):492-506.
- Byrne, Anne T. and David R. Just. "Food Consumer Trends: Food Experience, Pleasure, and Policy in the U.S." In Wided Batat (ed.) *Food and Experiential Marketing: Pleasure, Wellbeing and Consumption*. Routledge, 2019, pp 38-56.

- Li, Wen and David R. Just. "Behavioral Economics in Food and Agriculture." In, G. Cramer, K.P. Paudel and A. Schmitz (eds.) *The Handbook of Agricultural Economics* Routledge, pp 84 – 95, 2018.
- Mancino, Lisa, Joanne Guthrie and David R. Just. "Exploring Ways to Encourage Healthier Food Purchases by Low Income Consumers—Lessons from Behavioral Economics and Marketing." *Food Policy* Vol 79 (2018):297-299.
- Schwarz, Marlene, David R. Just, Alice Ammerman and Jamie Chriqui. "Appetite Self-Regulation: Environmental and Policy Influences on Eating Behaviors." *Obesity*. Vol. 25 No. S1 (2017): S26-S28.
- Just, David R. "The Behavioral Welfare Paradox: Practical, Ethical and Welfare Implications of Nudging." *Agricultural and Resource Economics Review* Vol. 46 No. 1 (2017):1-20.
- Korting, Christina and David R. Just. "Demistifying RINs: A Partial Equilibrium Model of U.S. Biofuels Markets." *Energy Economics* Vol. 64 (2017): 353-362.
- Just, David R. "Comment on 'The Renewable Fuel Standard in Competitive Equilibrium: Market and Welfare Effects'" *American Journal of Agricultural Economics* Vol. 99 No. 5 (2017): 1143-1145.
- Just, David R. and Gnel Gabrielyan. "Why Behavioral Economics Matters to Global Food Policy." *Global Food Security* Vol. 11 (2016):26-33.
- Just, David R. and Jeffrey M. Swigert, "The Role of Nudges in Reducing Food Waste." In Schmitz, A., P.L. Kennedy and T. G. Schmitz (eds.), *Food Security in a Food Abundant World: An Individual Country Perspective*, Vol. 16. Emerald (2016): 215-224.
- Just, David R. and Gnel Gabrielyan. "Food and Consumer Behavior: Why the Details Matter." *Agricultural Economics*. Vol. 47. No. S1 (2016):73-83.
- de Gorter, Harry, Dusan Drabik and David R. Just. *The Economics of Biofuels Policies: Impacts on Price Volatility in Grain and Oilseed Markets*. New York: Palgrave Macmillan, 2015.
- Just, David R. and Andrew S. Hanks. "The Hidden cost of Regulation: Emotional Responses to Command and Control." *American Journal of Agricultural Economics*. Vol. 97 No. 5 (2015): 1385-1399.
- Drabik, Dusan, Harry de Gorter, David R. Just and Govinda Timilsina. "The Economics of Brazil's Ethanol-Sugar Markets, Mandates, and Tax Exemptions." *American Journal of Agricultural Economics* Vol. 97, No. 5 (2015):1433-1450.

- Chang, Hung-Hao, Chad D. Meyerhoefer and David R. Just. "How Do Health and Social Insurance Programmes Affect the Land and Labour Allocations of Farm Households? Evidence from Taiwan." *Journal of Agricultural Economics* Vol. 65, No. 1 (2014):68-86.
- Costa-Font, Joan, David R. Just, Barbara Fasolo and Nattavudh Powdthavee. "Nudging Ourselves? The Limits of Incentivizing 'Good Behavior'" *Applied Economic Perspectives and Policy* Vol. 36, No. 1(2014):1-5.
- de Gorter, Harry, Dusan Drabik, David R. Just and Erika M. Kliauga. "The Impact of OECD Biofuels Policies on Developing Countries." *Agricultural Economics* Vol. 44, No. 4-5 (2013): 477-486.
- de Gorter, Harry, Dusan Drabik and David R. Just. "Policy Update: Policy Implications of High RIN Prices and the 'Blend Wall' ." *Biofuels* Vol. 4, No. 4 (2013): 359-361.
- de Gorter, Harry, Dusan Drabik and David R. Just. "Biofuel Policies and Food Grain Commodity Prices 2006-2012: All Boom and no Bust?" *AgBioforum* Vol. 16, No. 1 (2013):1-13.
- de Gorter, Harry, Dusan Drabik and David R. Just. "The Perverse Effects of Biofuel Public-Sector Policies." *Annual Review of Resource Economics*. Vol 5 (2013): 463-483.
- De Gorter, Harry, Dusan Drabik and David R. Just. "How Biofuels Policies Affect the Level of Grains and Oilseed Prices: Theory, Models and Evidence." *Global Food Security* Vol. 2, No. 2 (2013):82-88.
- Just, David R. and Jaclyn D. Kropp. "Production Incentives from Static Decoupling: Land Use Exclusion Restrictions" *American Journal of Agricultural Economics*, Vol. 95 No. 5 (2013): 1049 – 1067.
- de Gorter, Harry, Dusan Drabik and David R. Just. "The Economics of a Blender's Tax Credit versus a Tax Exemption: The Case of U.S. 'Splash and Dash' Biodiesel Exports to the European Union." *Applied Economic Perspectives and Policy* Vol. 33 No. 4 (2011):510-527.
- Lipsky, Leah M., David R. Just, Tonja R. Nansel and Denise L. Haynie. "Fundamental Misunderstanding of the Relation Between Energy Density (kcal/g) and energy cost (\$/kcal)." *American Journal of Clinical Nutrition* Vol. 93 No. 4 (2011):867-868.
- Villa, Kira M., Christopher B. Barrett and David R. Just. "Differential Nutritional Responses across Various Income Sources Among East African Pastoralists: Intrahousehold Effects, Missing Markets and Mental Accounting." *Journal of African Economies* Vol. 20 No. 2 (2011):341 – 375.

- De Gorter, Harry and David R. Just. “The Social Costs and Benefits of Biofuels: The Intersection of Environmental, Energy and Agricultural Policy.” *Applied Economic Perspectives and Policy* Vol. 32 No. 1 (2010): 4 – 32.
- de Gorter, Harry, David R. Just. “Biofuels and Commodity Prices: The Role of Tax Credits, Mandates and Import Tariffs” In Eldon Ball, Roberto Fanfani and Luciano Gutierrez, (eds.) *The Economic Impact of Public Support to Agriculture: An International Perspective*, New York: Springer (2010): 155-170.
- de Gorter, Harry, David R. Just. “The Welfare Economics of Biofuel Tax Credits and Mandates.” In Khanna, Madhu, Jurgen Scheffran and David Zilberman, (eds.) *Handbook of Bioenergy Economics and Policy*, Natural Resource Management and Policy, Vol. 33. New York: Springer (2010):347 – 364.
- Just, David R. and Steven Y. Wu. “Experimental Economics and Contract Theory.” *American Journal of Agricultural Economics* Vol. 91 No. 5 (2009): 1382 – 1388.
- Roe, Brian and David R. Just. “Internal and External Validity in Economics Research: Tradeoffs between Experiments, Field Experiments, Natural Experiments and Field Data.” *American Journal of Agricultural Economics* Vol. 91 No. 5 (2009):1266 – 1271.
- De Gorter, Harry and David R. Just. “The Economics of a Blend Mandate for Biofuels.” *American Journal of Agricultural Economics*, Vol. 91, No. 3, (2009): 738 – 750.
- Kropp, Jaclyn, D., Calum G. Turvey, David R. Just, Rong Kong and Pei Guo. “Are the Poor Really More Trustworthy? A Micro-lending Experiment.” *Agricultural Finance Review* Vol 69, No. 1, (2009): 67 – 87.
- Chang, Hung-Hao and David R. Just. “Internet Access and Farm Household Income – Empirical Evidence using a Semi-parametric Assessment in Taiwan.” *Journal of Agricultural Economics*. Vol. 60, No. 2. (2009): 348 – 366.
- Hoffman, Vivian E., Christopher B. Barrett and David R. Just. “Do Free Goods Stick to Poor Households? Experimental Evidence on Insecticide Treated Bednets.” *World Development* Vol. 37, No. 3, (2009): 607 – 617.
- de Gorter, Harry and David R. Just. “The Welfare Economics of a Biofuel Tax Credit and the Interaction Effects with Price Contingent Farm Subsidies” *American Journal of Agricultural Economics*. Vol. 91, No. 2. (2009):477 – 488.
- Just, David R. and Richard E. Just. “Monopoly Power, Futures Market Manipulation, and the Oil Price Bubble.” *Journal of Agricultural and Food Industrial Organization*. Vol. 6, No. 2, (2008): Article 1.

- de Gorter, Harry and David R. Just. “The Economics of the U.S. Ethanol Import Tariff with a Blend Mandate and Tax Credit.” *Journal of Agricultural and Food Industrial Organization*. Vol. 6, No. 2, (2008), Article 6.
- de Gorter, Harry and David R. Just. “‘Water’ in the U.S. Ethanol Tax Credit and Mandate: Implications for Rectangular Deadweight Costs and the Corn-Oil Price Relationship.” *Review of Agricultural Economics* Vol. 30 No. 3 (2008):397 – 410.
- de Gorter, H., David R. Just and Jaclyn D. Kropp. “Cross-subsidization due to Infra-Marginal Support in Agriculture: A General Theory and Empirical Evidence.” *American Journal of Agricultural Economics* Vol. 90 No. 2 (2008): 45 – 54.
- Chang, Hung-Hao, and David R. Just. “Health Information Availability and the Consumption of Eggs: Are Consumers Bayesians?” *Journal of Agricultural and Resource Economics* Vol 32. No. 1 (April 2007): 77 – 92.
- Gomez, I. Miguel, Laoura M. Maratou and David R. Just. “Factors Affecting the Allocation of Trade Promotions in the US Food Distribution System.” *Review of Agricultural Economics* Vol 29 No. 1 (Spring 2007): 119 – 140.
- Just, David R. and Richard E. Just. “Information Exchange and Distributional Implications of Price Discrimination with Internet Marketing in Agriculture.” *American Journal of Agricultural Economics*. Vol. 88 No. 4 (November 2006): 882 – 899.
- Just, David R., Steven A. Wolf and David Zilberman. “Effect of Information Formats on Information Services: Analysis of Four Selected Agricultural Commodities in the USA.” *Agricultural Economics*. 35 (2006): 289 – 301.
- Just, David R. and Richard E. Just. “The Internet and Price-Discrimination in Agriculture,” In *E-commerce in Agribusiness*. Schmitz, T. G., C. B. Moss, A. Kagan, B. Babcock, and A. Schmitz, eds. Lake Alfred, FL: Florida Science Source (2005): 81 – 118.
- Just, David R., and Hikaru Hanawa Peterson. “Diminishing Marginal Utility of Wealth and Calibration of Risk in Agriculture.” *American Journal of Agricultural Economics*. Vol. 85, No 5 (December 2003): 1234 – 1241.
- Just, David R., Steven Wolf, and David Zilberman. “Principles of Risk Management Service Relations in Agriculture.” *Agricultural Systems*. Vol. 75, No. 2-3 (February – March 2003): 199 – 213.
- Just, David R., and Richard E. Just. “Implications of the Internet for Agriculture.” *Choices*, (Second Quarter 2001): 36 – 40.
- Heiman, Amir, David R. Just, Bruce McWilliams, and David Zilberman. “Incorporating

Family Interactions and Socio-Economic Variables into Family Production Functions: The Case of Demand for Meats.” *Agribusiness, an International Journal*. Vol. 17, No. 4 (Fall 2001): 455 – 468.

Wolf, Steven, David R. Just, and David Zilberman. “Between Data and Decisions: The Organization of Agricultural Economic Information Systems.” *Research Policy*. Vol. 30, No. 1 (January 2001): 121 – 141.

Wolf, Steven, David Zilberman, Steve Wu and David R. Just. “Institutional Relations in Agricultural Information Systems,” in *Knowledge Generation and Technical Change: Institutional Innovation in Agriculture*. Wolf, S., and D. Zilberman, eds. Boston, MA: Kluwer Academic Press (2001): 233 – 266.

Risk and Production Economics

Pushkarskaya, Helen, Michael W.-P. Fortunato, Nicole Breazeale and David R. Just. “Enhancing Measures of ESE to Incorporate Aspects of Place: Personal Reputation and Place-based Social Legitimacy.” *Journal of Business Venturing* published online February 18, 2020 <https://doi.org/10.1016/j.jbusvent.2020.106004>.

Otto, Steven, Greg Poe and David R. Just. “Provision Point Reverse Auction: A New Auction Mechanism with Applications for Conservation Contracts.” *Journal of Agricultural and Resource Economics*. Accepted February 18, 2020.

Gabrielyan, Gnel and David R. Just. “Economic Shocks and Lottery Sales: An Examination of Maine State Lottery Sales.” *Applied Economics* Vol. 52 No. 32 (2020):3498-3511.

Lee, Yu Na, Marc F. Bellemare, David R. Just. “Producer Attitudes toward Output Price Risk: Experimental Evidence from the Lab and from the Field.” *American Journal of Agricultural Economics* Vol 102 No. 3 (2020):806-825.

Just, David R. and Ying Cao. “Risk, Overconfidence and Production in a Competitive Market.” In Carol H. Tremblay, Elizabeth Schroeder and Victor H. Tremblay (eds.) *The Handbook of Behavioral Industrial Organization*. Northampton, MA: Edward Elgar Publishing (2018):138-171.

Lee, Yu Na, Marc F. Bellemare and D.R. Just. “Experimental Evidence on Attitudes to Price Uncertainty.” In Sarris, Alexandros (ed.), *Commodity Market Instability and Asymmetries in Developing Countries: Development Impacts and Policies*. Clermont-Ferrand, France: Ferdi (2016): 51-54.

- Just, David R. and Richard E. Just. "Empirical Identification of Behavioral Choice Models Under Risk." *American Journal of Agricultural Economics*. Vol. 98 No. 4 (2016):1181-1194.
- Bellemare, Marc F., Christopher B. Barrett and David R. Just. "The Welfare Impacts of Commodity Price Volatility: Reply." *American Journal of Agricultural Economics* Vol. 98 No. 2 (2015):676-678.
- Maertens, Annemie, A.V. Chari and David R. Just. "Why Farmers Sometimes Love Risks: Evidence from India." *Economic Development and Cultural Change* Vol. 62, No. 2 (2014):239-274.
- Bellemare, Marc F., Christopher B. Barrett and David R. Just. "The Welfare Impacts of Commodity Price Volatility: Evidence from Rural Ethiopia." *American Journal of Agricultural Economics* Vol. 95, No. 4(2013):877-899.
- Kher, Romi, Deborah Streeter and David R. Just. "The 'Good Job' Trap: Opportunity Cost as a Deterrent to Immediate Venture Creation." *International Review of Entrepreneurship* Vol. 10, Issue 4, (2012-2013).
- Lybbert, Travis J., David R. Just and Christopher B. Barrett. "Estimating Risk Preferences in the Presence of Bifurcated Wealth Dynamics: Can We Identify Static Risk Aversion Amidst Dynamic Risk Responses?" *European Review of Agricultural Economics* Vol. 40, No. 2 (2013):361-377.
- Bogan, Vicki L., David R. Just and Brian Wansink. "Do Psychological Shocks Affect Financial Risk Taking Behavior? A Study of U.S. Veterans." *Contemporary Economic Policy* Vol. 31, No. 3 (2013):457-467.
- Bogan, Vicki, David R. Just and Chekitan Singh Dev, "Team Gender Diversity and Investment Decision Making Behavior." *Review of Behavioral Finance* Vol. 5 No. 2 (2013): 134 – 152.
- Just, David R. and Travis J. Lybbert. "A Generalized Measure of Marginal Risk Aversion: Experimental Evidence from India and Morocco." *American Journal of Agricultural Economics* Vol. 94 No. 2 (2012):444-450.
- Kher, Romi, David R. Just and Deborah H. Streeter. "Do Entrepreneurship Courses Change an Individual's Attitude Toward New Venture Creation?" *International Review of Entrepreneurship* Vol. 9, No. 4 (2011).
- Villa, Kira M., Christopher B. Barrett and David R. Just. "Whose Fast and Whose Feast? Intrahousehold Asymmetries in Dietary Diversity Response Among East African Pastoralists." *American Journal of Agricultural Economics* Vol. 93 No. 4 (2011):1062-1081.

- Just, David R. “Calibrating the Wealth Effects of Decoupled Payments: Does Decreasing Absolute Risk Aversion Matter?” *Journal of Econometrics* Vol. 162 No. 1 (2011):25 – 34.
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Technical Reports

- Just, David R. "Food Choice: Why it Matters and Why it Doesn't." *Harvard Economic Review*, Fall (2015): 9-10.
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- Just, David R. "A Review of Behavioral Risk Research with Special Application to Developing Countries." Report to BASIS CRSP, University of Wisconsin, Madison, 2006.
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Book Review

- Just, David R. "Book Review: *Radical Uncertainty: Decision-Making Beyond the Numbers*" *Administrative Science Quarterly*.
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Invited Presentations

- Just, David R. “Consumption and Income Dynamics: Evidence from Uganda.”
Department Seminar, Economics Department, Southern Utah University, September 26, 2019.
- Just, David R. “Consumption and Income Dynamics: Evidence from Uganda.”
Department Seminar, Agricultural and Resource Economics Department, South Dakota State University, September 13, 2019.
- Just, David R. “Evidence-based Policy and Food Consumer Behaviour: How Empirical Challenges Shape the Evidence.” Plenary presentation. Australian Agricultural and Resource Economics Society Annual Meetings, Melbourne, Australia, February 12 – 15, 2019.
- Just, David R. “Food Fads, Food Fears and Health Scares.” Keynote address, Risk, Marketing and Economics Perspectives: Applications to Consumer Behavior, Firm Policies, Agricultural, Health and Environmental Risks, Hebrew University, Israel, October 9, 2018.
- Just, David R. “Best Practices for Model Design and Reproducibility in Experimental and Behavioral Economics.” Agricultural and Applied Economics Association Annual Meetings, Washington, D.C. August 7, 2018.
- Just, David R. “Food Policy for All: Using Behavioral Nudges to go Beyond the Average Consumer.” Keynote address, Future of Food, Mana Center Program for Food Safety and Security, Tel Aviv University, Israel, July 4, 2018.
- Just, David R. “On the Practical Ethical and Welfare Implications of Nudging.”
Department Seminar, Department of Agricultural Economics, Purdue University, April 20, 2018.
- Just, David R. “On the Practical Ethical and Welfare Implications of Nudging.”
Department Seminar, Department of Agricultural Food and Resource Economics, Michigan State University, April 27, 2018.
- Just, David R. “Working with Media: Why and How.” Early Career Professional Workshop, Agricultural and Applied Economics Association, Vail, CO, June 1, 2017.

- Just, David R. “The Value of Choice: A Behavioral Economic Approach to Food Policy.” Cortland Health and Wellness Conference, SUNY Cortland, April 8, 2017.
- Just, David R. “Understanding Consumer Preferences to Enhance Well-being and Food Security.” Agricultural and Applied Economics Research Priorities, Council of Food, Agricultural & Resource Economics, National Press Club, Washington, D.C., April 6, 2017.
- Just, David R. “Empirical Strategies for Food and Behavioral Research.” Keynote Speaker, the First Winter Workshop: Behavioral and Experimental Economics of Food Consumption, Autrans, France, January 27, 2017.
- Just, David R. “On the Practical, Ethical and Welfare Implication of Nudging Nutrition.” Volcker Panelist in Behavioral Economics, Syracuse University, Syracuse, NY, September 28, 2016.
- Just, David R. “Consumption Responses to Paternalism: Examining Psychological Reactance in the Lab and the Field” BEDR Mini-Seminar, Cornell University, Ithaca, NY, September 6, 2016.
- Just, David R. “On the Practical, Ethical and Welfare Implications of Nudging Nutrition” Outstanding Public Service Through Economics Award Lecture, Bar Harbor, ME, June 20, 2016.
- Just, David R. “Wild Spirits: Mental Health, Entrepreneurial Activity and Hypomania” Department Seminar, Department of Agriculture, Policy and Development, University of Reading, May 25, 2016.
- Just, David R. “The Value of Choice: a Behavioral Economic Approach to Food Policy” Burack Distinguished Lecture, University of Vermont, Burlington, VT, April 18, 2016.
- Just, David R. “Messaging for Behavior.” Panel as part of the Messenger Lecture series, Cornell University, Ithaca, NY, February 18, 2016.
- Just, David R. “Behavioral Economics in the Real World.” Erasmus Lecture, Newcastle University, Newcastle, UK, February 24, 2016.
- Just, David R. “Why Choice Matters and Why it Doesn’t: An Application to Food Policy.” Joint Behavioral Economics Seminar, Newcastle University and Durham University, Newcastle, UK, February 22, 2016.
- Just, David R. “The Freedom to Choose: Increasing Nutrition among Low Income and Food Insecure Individuals.” Hill Seminar, U.S. Capitol, Washington, D.C. November 5, 2015.

- Just, David R. “Why Behavioral Economics Matters to Global Food Policy.” Keynote Speaker, 2nd International Conference on Global Food Security. Ithaca, NY October 11-14, 2015.
- Just, David R. “Nudges and Food Behavior Change.” Food and Nutrition Conference and Expo, Nashville, TN, October 3-6, 2015.
- Just, David R. “Why Choice Matters and Why it Doesn’t: An Application to Food Policy.” Department Seminar, Department of Agricultural Economics, University of Nebraska-Lincoln, October 2, 2015.
- Just, David R. “Why Choice Matters and Why it Doesn’t: An Application to Food Policy.” Inaugural Seminar in Food and Agricultural Economics, Department of Applied Economics, University of Minnesota, September 2, 2015.
- Just, David R. “Food and Consumer Behavior: Why the Details Matter.” International Conference of Agricultural Economists, Milan, Italy, August 8-14, 2015.
- Just, David R. “Why Choice Matters and Why it Doesn’t: An Application to Food Policy.” Keynote Speaker. Applying Behavioral and Experimental Economics to Food and Agri-Environmental Issues, Post Conference Workshop, Agricultural and Applied Economics Association Annual Meetings, San Francisco, July 29, 2015.
- Just, David R. “How Do We Know What to Buy?” Self Regulation of Appetite: It’s Complicated, National Institutes of Health, Bethesda, MD, July 9-10, 2015.
- Just, David R. “Why Choice Matters and Why it Doesn’t: An Application to Food Policy.” Rod Ziemer Memorial Lecture, Department of Agricultural and Applied Economics, University of Georgia, April 15, 2015.
- Just, David R. “Why Choice Matters and Why it Doesn’t: An Application to Food Policy.” Department Seminar, Department of Agriculture, Policy and Development, University of Reading, UK, March 13, 2015.
- Just, David R. “Emerging Strategies to Promote Nutrition.” National Anti-Hunger Policy Conference. Washington, D.C., March 1-3, 2015.
- Just, David R. and Andrew S. Hanks. “The Hidden Cost of Regulation: Emotional Responses to Command and Control.” Allied Social Science Association Annual Meeting, Boston, MA, January 3-5, 2015.
- Just, David R. “Behavioral Economics and Food Marketing.” Opportunities for Progress at the Intersection of Hunger, Nutrition, and Health. Sponsored by Feeding America and Agree, Center for Bipartisan Policy, Washington D.C. December 5, 2013.

- Just, David R. “Consumer Preferences and Marketing as Drivers of the Food System”. Presentation to the committee of the National Academy of Science studying food and its health, environment and social effects. Washington, D.C., September 17, 2013.
- Just, David R. “Behavioral Economics and Food Decisions.” Mini Plenary Session Panel Discussion. 7th Biennial Childhood Obesity Conference, Long Beach, CA, June 18-20, 2013.
- “Marketing Healthy Foods to Children: Do the Ends Justify the Means?” Mini Plenary Session Panel Discussion. 7th Biennial Childhood Obesity Conference, Long Beach, CA, June 18-20, 2013.
- Just, David R. “Are Incentives, Behavioral Contracts and Behavioral Based Approaches Useful for Promoting Robust and Sustainable Nutrition Related Behavior Change?” Understanding Nutrition-Related Consumer Behavior: Strategies to Promote a Lifetime of Healthy Food Choices, EU-US Task Force on Biotechnology Research, Ghent, Belgium, May 21, 2013.
- “Should there be a Surtax on Sugar Sweetened Beverages?” Public Debate featuring David R. Just and Maya Rockeymore, William Pitt Debating Union, University of Pittsburgh Medical School, April 5, 2013.
- Just, David R. “The Perverse Effects of Alternative Fuel Public Sector Policies.” Young Social Scientists’ Sustainability Forum, Atkinson Center for a Sustainable Future, Cornell University, February 21, 2013.
- Just, David R. “On the Tray or In the Garbage: The New School Lunch Guidelines and Fruit and Vegetable Consumption.” Department Seminar, Agricultural Food and Resource Economics, Rutgers University, February 20, 2013.
- Just, David R. “Behavioral Interrupts and Constrained Volition.” Department Seminar, Department of Marketing, Guelph University, November 9, 2012
- Just, David R. “On the Tray or In the Garbage: The New School Lunch Guidelines and Fruit and Vegetable Consumption.” Department Seminar, Agricultural Economics, Guelph University, November 9, 2012.
- Just, David R. “On the Tray or In the Garbage: The New School Lunch Guidelines and Fruit and Vegetable Consumption.” Department Seminar, Economics Department, Iowa State University, October 29, 2012.
- Just, David R. “Out of the Trash and Onto Trays: Increasing Fruit and Vegetable Consumption in the National School Lunch Program.” Hill Seminar Series, U.S. House of Representatives, September 13, 2012.

- Just, David R. “Food Marketing, Food Policy and Obesity: It’s Not What You Think.” Department Seminar, Department of Marketing, New Mexico State University, April 27, 2012.
- Just, David R. “Smarter Lunchrooms.” Keynote Address, Wellness Summit, Fargo, ND, April 12, 2012.
- Just, David R. “Food Marketing, Food Policy and Obesity: It’s Not What You Think.” M.E. John Lecture in Agricultural Economics and Rural Sociology, Pennsylvania State University, March 30, 2012.
- Just, David R. “Default Options and Food Choices.” Department Seminar. Department of Food and Resource Economics, University of Delaware, Newark, DE, March 7, 2012.
- Just, David R. “Food Marketers and Consumers: Implications of Rationality Asymmetries for Food Choice and Health.” Food Standards: Australia-New Zealand, Canberra, Australia, November 15, 2011.
- Just, David R. “Smarter Lunchrooms: Using Nutrition Report Cards to Improve School Lunch Choices.” Behavioral Economics Developmental Awards Workshop, USDA, Washington, D.C., November, 10, 2011.
- Just, David R. “Default Options and Food Choices.” Department Seminar. Department of Agricultural and Resource Economics, University of Maryland, College Park, MD, September 23, 2011.
- Just, David R. “Early Findings from the Cornell center for Behavioral Economics in Child Nutrition Programs.” Food Assistance and Nutrition Research Conference, USDA, Washington, D.C., September 22, 2011.
- Just, David R. and Travis J. Lybbert. “Average, Marginal and Dynamic Risk Responses: Experimental Evidence from Rainfed Cereal Farmers in Morocco.” Agricultural and Applied Economics Annual Meetings, Pittsburgh, PA, July 24-26, 2011.
- Just, David R. “Methodological Challenges for Applied Risk Analysis.” Agricultural and Applied Economics Annual Meetings, Pittsburgh, PA, July 24-26, 2011.
- Just, David R. “Smarter Lunchrooms: Using Convenience Lines to Influence Food Choice.” Pre-Conference Workshop, Agricultural and Applied Economics and Northeast Agricultural and Resource Economics Annual Meetings, Pittsburgh, PA, July 23, 2011.
- Just, David R. “Food Marketers and Consumers: Implications of Rationality Asymmetries for Food Choice and Health.” Keynote Address, Access to Healthy Foods Conference, Seattle, WA, June 24, 2011.

- Just, David R. “Behavioral Economics, Food Programs and Obesity.” Emerging Issues in Agricultural Economics-Farms and Farming People: Structure and Connections to Food Security and Rural Communities, Rehovot, Israel, May 29-June 2, 2011.
- Just, David R. “Food Marketers and Consumers: Implications of Rationality Asymmetries for Food Choice and Health.” Quads Behavioral Economics Workshop, Ottawa, Ontario, Canada, May 18, 2011.
- Just, David R. “Smarter Lunchrooms: Finding the Right Tools for the Job.” Comparative Decision-Making Studies: Analysis and Decision Support Tools First Annual Meeting, Lexington, KY, May 13-15, 2011.
- Just, David R. “Food Marketers and Consumers: Implications of Rationality Asymmetries for Food Choice and Health.” Department Seminar. Department of Agricultural Economics, North Carolina State University, Raleigh, NC, April 12, 2011.
- Just, David R. “Food Marketers and Consumers: Implications of Rationality Asymmetries for Food Choice and Health.” Department Seminar. Department of Agricultural and Resource Economics, University of California, Davis, CA, April 1, 2011.
- Just, David R. “Food Marketers and Consumers: Implications of Rationality Asymmetries for Food Choice and Health.” Department Seminar. Department of Agricultural and Applied Economics, University of Wisconsin, Madison, WI, November 19, 2010.
- Just, David R. “Food Marketers and Consumers: Implications of Rationality Asymmetries for Food Choice and Health.” Consumer Science for Today and Tomorrow – Challenges for Research in the Area of Food, Health and Wellbeing. European Commission – Research Directorate General, Brussels, Belgium, November 11, 2010.
- Just, David R. “Food Choice and Food Technology.” Leveraging Food Technology for Obesity Prevention and Reduction Efforts. Institute of Medicine, National Academies of Science, Washington, D.C., November 2-3, 2010.
- Just, David R. “Food Marketers and Consumers: Implications of Rationality Asymmetries for Food Choice and Health.” Keynote Address. 115th European Association of Agricultural Economics Seminar (1st Joint meeting of the EAAE and the AAEA) Munich, Germany, September 15-17th, 2010.

- David R. Just, "Applying Behavioral Economics to Food Policy." *Behavioral and Experimental Economics, Food and Health*. Pre-conference Workshop, Agricultural and Applied Economics Annual Meetings, Denver, CO, July 24, 2010.
- David R. Just, "Propensity Score Matching: Experience in Development Economics." Presented at Agricultural and Applied Economics Association Annual Meetings, Denver, CO July 25-27, 2010.
- David R. Just "Getting Published: An Editor's View." Presented at the Northeast Agricultural and Resource Economics Association Annual Meetings, Atlantic City, NJ, June 13-15, 2010.
- Just, David R. "Recent Theoretical and Methodological Issues in Modeling Risk and Risk Preferences at the Farm Level." Plenary Speaker, Workshop of Choices under Uncertainty, Sponsored by the European Association of Agricultural Economics, Spanish Association of Agricultural Economics and the Spanish-Portuguese Association of Natural Resource and Environmental Economics, Castelldefels, Spain, July 1-2nd, 2010.
- Just, David R. and Brian Wansink. "Subtle Changes in School Cafeterias to Promote Healthier Choices." Incorporating Behavioral Economics into Federal Food and Nutrition Policy. Economic Research Service, USDA, Washington, D.C., April 15-16, 2010.
- Just, David R., Sivalai Vararuth and Richard E. Just "Empirical Challenges for Risk Preferences and Production." Keynote Address, Annual Meetings of SCC-76 Economics and Management of Risk in Agriculture and Natural Resources, Destin, FL, March 18-March 20, 2010.
- Just, David R. "Marketing Size: Why One Man's Small is Another Man's Tall." Department Seminar, University of Kentucky, Lexington, KY October 30, 2009.
- Just, David R. "Marketing Size: Why One Man's Small is Another Man's Tall." Department Seminar, University of Minnesota, St. Paul, MN, October 2, 2009.
- de Gorter, Harry and David R. Just. "The Social Costs and Benefits of Biofuels: The Intersection of Environmental, Energy and Agricultural Policy." Presented at American Agricultural Economics Association 2009 Annual Summer Meetings in Milwaukee, WI July 26-28, 2009.
- Just, David R., and Steven Wu. "Experimental Economics and Contract Theory." Presented at American Agricultural Economics Association 2009 Annual Summer Meetings in Milwaukee, WI July 26-28, 2009.

- Just, David R., Brian Wansink and Collin R. Payne. “Right Sizing: The Behavioral Economics of Portion Labeling.” Department Seminar, Marketing Department, New Mexico State University, Las Cruces, NM, June 19, 2009.
- Just, David R. and Richard E. Just “Practical Application and Discernability of Risky Choice Models.” Faculty Seminar, Department of Economics, Brigham Young University, Provo, UT, May 29, 2009.
- Just, David R. “Food, Behavioral Economics and Food Policy.” Student Seminar, Department of Economics, Brigham Young University, Provo, UT, May 28, 2009.
- Just, David R. “Food, Behavioral Economics and Food Policy.” Keynote address, Finger Lakes Forum, Auburn, NY, April 20, 2009.
- Just, Richard E. and David R. Just. “Practical Application and Discernability of Risky Choice Models.” Keynote address, Annual Meetings of SCC-76 Economics and Management of Risk in Agriculture and Natural Resources, Galveston, TX, March 19-March 21, 2009.
- Just, David R., Brian Wansink and Collin R. Payne. “Distracted Determinants of Portion Size.” Presented at the Allied Social Science Association Meetings Annual Meetings in San Francisco, CA, January 3-5, 2009.
- Wansink, Brian, David R. Just and Collin R. Payne. “Mindless Eating and Healthy Heuristics for the Irrational.” Presented at the Allied Social Science Association Meetings Annual Meetings in San Francisco, CA, January 3-5, 2009.
- Roe, Brian and David R. Just. “Internal and External Validity in Economics Research.” Presented at the Allied Social Science Association Meetings Annual Meetings in San Francisco, CA, January 3-5, 2009.
- Just, David R. “Food, Behavioral Economics and Food Policy.” Presented at Lehigh University, Department of Economics, Department Seminar, Bethlehem, Pennsylvania, November 14, 2008.
- Just, David R. “Food, Behavioral Economics and Food Policy.” Presented at Purdue University, Department of Agricultural Economics, Department Seminar, West Lafayette, Indiana, October 24, 2008.
- Just, David R. “Food, Behavioral Economics and Food Policy.” Presented at the University of Maryland, Department of Agricultural and Resource Economics, Department Seminar, College Park, Maryland, October 8, 2008.
- Just, David R. “Food, Behavioral Economics and Food Policy.” Panelist presentation, Decision Making in Eating Behavior: Interacting Perspectives from the Individual,

- Family, and Environment.” Symposium sponsored by the National Institutes of Health. Bethesda, MD, April 14 – 15, 2008.
- Just, David R. “Food, Behavioral Economics and Food Policy.” Presented in University of Minnesota, Department of Applied Economics, Department Seminar, St. Paul, Minnesota, February 8, 2008.
- Just, David R. and Harry de Gorter “The Welfare Economics of U.S. Ethanol Policy.” Presented at the Allied Social Science Association Meetings Annual Meetings in New Orleans, LA, January 4-6, 2008.
- Just, David R. and Wansink, Brian. “Social and Convenience Costs, School Lunches and Health: Introducing Economic Incentives when Money Grows on Trees.” Presented at Economic Research Service, USDA, Washington D.C., December 10, 2007.
- Just, David R. “Food, Behavioral Economics and Food Policy.” Presented at the Agricultural Institute of Canada annual meetings, Edmonton, Alberta, November 5-6, 2007.
- Just, David R. “Behavioral Economics, Food Assistance and Obesity.” Presented at China Agricultural University, College of Economics and Management Seminar, June 21, 2007.
- Just, David R. and Michelson, Hope C. “Wealth as Welfare: Are Wealth Thresholds behind Persistent Poverty?” Presented at the Allied Social Science Association Annual Meetings in Chicago, IL, January 5 -7, 2007.
- Just, David R. and Wansink, Brian “A Time for Healthy Choices: How Debit Card Restrictrions Influence School Food Choices.” Presented at Economic Research Service, USDA, Washington D.C., December 14, 2006.
- Just, David R. “Behavioral Economics, Food Assistance and Obesity.” Presented at Northeast Agricultural and Resource Economics Association Annual Meetings in Mystic, CT, June 11-13, 2006
- Just, David R., Wansink, Brian, Mancino, Lisa and William D. Schulze. “Marketing Obesity: Food Behavior and the Economics of Food Marketing.” Presented at NEC-63 The Research Committee on Commodity Promotion, Savannah, GA October 13 – 14, 2005.
- Just, David R. and Wansink, Brian “An Exploration of Potential Uses of Behavioral Economics Concepts for Improving the Diets of Program Participants” Presented at Economic Research Service, USDA, Washington, D.C. November 1, 2004.
- Just, David R. “Risk perception, risk preference, and fostering entrepreneurship.”

- Presented at the University of Kentucky Interdisciplinary Meeting on Rural Entrepreneurship as a Development Strategy, Lexington, KY November 18-20, 2004.
- Just, David R. and David Zilberman. “Behavior, Production and Competition.” Presented at the Social Science Research Center, Program in Applied Economics, Fellows Conference, Airlie House, Warrenton, VA, May 20-22, 2004.
- Just, David R. and Hikaru Hanawa Peterson. “Diminishing Marginal Utility of Wealth and Calibration of Risk in Agriculture.” Presented at the American Agricultural Economics Association 2003 Annual Summer Meetings in Montreal, Quebec, Canada, July 27-July 30, 2003.
- Zilberman, David, David R. Just and Amir Heiman. “The Future of Agriculture and its Impacts on BARD.” Presented at *BARD’s Goals for the New Millenium* sponsored by the United States – Israel Binational Agricultural Research and Development Fund, Washington, D. C., January 28-January 30, 2002
- Just, David R. and Richard E. Just. “Information Exchange and the Discriminating Monopolist: An Application to E-Commerce in Agriculture.” Presented at a conference sponsored by the Center for Agricultural and Rural Development at Iowa State University held in San Diego, CA, February 9, 2002.
- Just, David R. “Risk Perception and Bayesian Learning.” Presented in University of Minnesota, Department of Applied Economics, Department Seminar, St. Paul, Minnesota, February 22, 2002.
- Just, David R. “Psychological Biases and Bayesian Decision-making.” Presented at Iowa State University, Department of Economics, Seminar in Risk and Finance, Ames, Iowa, March 12, 2002.
- Just, David R. “Information, Processing Capacity and Judgment Bias.” Presented at the Annual Meetings of Regional Project SERA-IEG-31 Economics and Management of Risk in Agriculture and Natural Resources, Gulf Shores, AL, March 22-24, 2001.

Conference Presentations

- Just, David R. “The Average Consumer Misses the Mark: Behavioral Approaches to Fine Tuning Food Policy.” Agricultural and Applied Economics Association Annual Meetings, Boston, MA, July 31-August 2, 2016.

- Lee, Yu Na, Marc F. Bellemare and David R. Just. “Do Producers Follow Bayes’ Rule? Empirical Evidence on Price Risk Ambiguity.” Agricultural and Applied Economics Association Annual Meetings, Boston, MA, July 31-August 2, 2016.
- Hanks, Andrew S., David R. Just and Brian Wansink. “School Lunches and Daily Calorie Intake.” International Conference of Agricultural Economists, Milan, Italy, August 8-14, 2015.
- Just, David R. and Andrew S. Hanks. “The Ethics of Nudging and Not-Nudging.” Agricultural and Applied Economics Association Annual Meetings, San Francisco, July 26-28, 2015.
- Just, David R. “Publishing Inside and Outside Your Field.” Agricultural and Applied Economics Association Annual Meetings, San Francisco, July 26-28, 2015.
- Hanks, Andrew S. and David R. Just. “School Lunches and Daily Calorie Intake.” Agricultural and Applied Economics Association Annual Meetings, San Francisco, July 26-28, 2015.
- Lee, Yu Na, Marc Bellemare and David R. Just. “Experimental Evidence on Attitudes to Price Uncertainty.” Agricultural and Applied Economics Association Annual Meetings, San Francisco, July 26-28, 2015.
- Just, David R. “The Role of ‘Nudge’ Type Policies in Reducing Food Waste: A Behavioral Economics Approach.” Agricultural and Applied Economics Association Annual Meetings, San Francisco, July 26-28, 2015.
- Just, David R. “Designing a Smarter Grocery Store: Nudging Shoppers to Purchase Healthier Foods.” Agricultural and Applied Economics Association Annual Meetings, Washington, D.C., August 4-6, 2013.
- Just, David R. “Food and Obesity Policy and Behavioral Economics.” Agricultural and Applied Economics Association Annual Meetings, Washington, D.C., August 4-6, 2013.
- Joseph Price and David R. Just. “Default Options and Food Choices.” Southern Economic Association Annual Meetings, New Orleans, LA, November 16-18, 2012.
- Drabik, Dusan, Harry de Gorter and David R. Just. “The Implications of Alternative Biofuel Policies for Carbon Leakage.” Agricultural and Applied Economics Association Annual Meetings, Pittsburgh, PA, July 24-26, 2011.
- Chang, Hung-Hao, David R. Just and Chad Meyerhoefer. “Does Health Insurance Coverage Affect Resource Allocation among Farm Households? Evidence of the

- National Farmers' Health Insurance Program." Agricultural and Applied Economics Annual Meetings, Pittsburgh, PA, July 24-26, 2011.
- De Gorter, Harry, Dusan Drabik and David R. Just. "Carbon Leakage with Forestation Policies." Agricultural and Applied Economics Annual Meetings, Pittsburgh, PA, July 24-26, 2011.
- Khantachavana, Sivalai Vararuth, David R. Just and Helen Pushkarskaya. "Livelihood Disruption and Venture Creation: Entrepreneurship as Technology Adoption, a Comparison between Kentucky and Shaanxi Farmers." Agricultural and Applied Economics Annual Meetings, Pittsburgh, PA, July 24-26, 2011.
- Just, David R., Richard W. Patterson and Brian Wansink. "Consequences, Correlates and Compliments of Adult Milk Consumption." Experimental Biology, Washington, D.C., April 9-13, 2011.
- Patterson, Richard W., Brian Wansink and David R. Just. "The Hamburger Diet? Why Hamburgers and Apples Lower Total Calorie Intake." Experimental Biology, Washington, D.C., April 9-13, 2011.
- Wansink, Brian, David R. Just and Richard W. Patterson. "High-Tailing it to Fast Food Restaurants: How Analysis of Fast Food Consumption May be Skewed by those at Both Extremes of the BMI Distribution." Experimental Biology, Washington, D.C., April 9-13, 2011.
- Guthrie, Joanne F., Lisa Mancino, Brian Wansink and David R. Just. "Applying Behavioral Economics Research to Improving Children's Food Choices at School." Experimental Biology, Washington, D.C., April 9-13, 2011.
- Smith, Laura E., David R. Just, Brian Wansink and Christine H. Wallace. "Disrupting the Default Choice: The Contentious Case of Chocolate Milk." Experimental Biology, Washington, D.C., April 9-13, 2011.
- Smith, Laura E., William D. Schulze, Harry M. Kaiser, David R. Just, Elaine Wethington, Jeffery Sobal, John H. Cawley and Brian Wansink. "Subsidies Encourage Healthier Lunch Choices Compared to Taxes." Experimental Biology, Washington, D.C., April 9-13, 2011.
- Wansink, Brian, Collin R. Payne, Mitsuru Shimizu and David R. Just. "Getting Refills at Chinese Buffets: What Predicts How Many Trips You Will Make?" Experimental Biology, Washington, D.C., April 9-13, 2011.

- Wansink, Brian, David R. Just, Laura E. Smith and Christine E. Wallace. "Lunch Line Redesign: Making School Lunchrooms Smarter." Experimental Biology, Washington, D.C., April 9-13, 2011.
- Shimizu, Mitsuru, Ying Cao, Brian Wansink and David R. Just. "College Cafeteria Snack Food Becomes Less Healthy with Each Passing Week of the Semester." Experimental Biology, Washington, D.C., April 9-13, 2011.
- Wansink, Brian, David R. Just and Collin R. Payne. "The Behavioral Economics of Healthier School Lunch Payment Systems." Experimental Biology, Washington, D.C., April 9-13, 2011.
- Just, David R. and Travis J. Lybbert, "Average, Marginal and Dynamic Risk Responses." Annual Meetings of SCC-76 Economics and Management of Risk in Agriculture and Natural Resources, Atlanta, GA, March 17-19, 2011.
- Just, David R. Invited Discussant, "Insights into Obesity from a Behavioral Economics Perspective." Allied Social Science Association Meetings Annual Meetings in Denver, CO, January 6-9, 2011.
- De Gorter, Harry, Dusan Drabik and David R. Just, "Splash and Dash Battle: Consequences, and Policy Recommendations." Presented at Agricultural and Applied Economics Association Annual Meetings, Denver, CO July 25-27, 2010.
- Just, David R. Invited Discussant, Workshop on the Upcoming Farm Bill, American Enterprise Institute, Washington, D.C., December 3, 2010.
- Cao, Ying, David R. Just and Brian Wansink, "Cognitive Dissonance under Food-borne Risk." Presented at Agricultural and Applied Economics Association Annual Meetings, Denver, CO July 25-27, 2010.
- Khantachavana, Sivalai Vararuth and David R. Just, "Livelihood Disruption and Venture Creation: Entrepreneurship as Technology Adoption, The Case of Tobacco Farmers in Kentucky." Presented at Agricultural and Applied Economics Association Annual Meetings, Denver, CO July 25-27, 2010.
- Chang, Hung-hao, David R. Just and Ta-Chuan Chang, "Self Control at Home and in the Wild: Empirical Evidence of the Age Cohort Study in Taiwan." Presented at Agricultural and Applied Economics Association Annual Meetings, Denver, CO July 25-27, 2010.
- Cao, Ying, David R. Just and Brian Wansink. "Cognitive Dissonance in Eating Behavior under Food Borne Risk: A Lab Experiment." Presented at the Northeast Agricultural

- and Resource Economics Association Annual Meetings, Atlantic City, NJ, June 13-15.
- Maertens, Annemie and David R. Just. "Average versus Marginal Risk Aversion: New Evidence from India." Annual Meetings of SCC-76 Economics and Management of Risk in Agriculture and Natural Resources, Destin, FL, March 18-20, 2010.
- Cao, Yin and David R. Just. "Identifying Cognitive Dissonance in Eating Behavior under Food-borne Risk: A Lab Experiment." Annual Meetings of SCC-76 Economics and Management of Risk in Agriculture and Natural Resources, Destin, FL, March 18-20, 2010.
- Kher, Romi, Deborah H. Streeter and David R. Just. "Venture Creation and Entrepreneurship Education: An Assessment of the Cornell Entrepreneurship Program." National Collegiate Inventors & Innovators Alliance, 14th Annual Conference, San Francisco, CA, March 25-27, 2010.
- Just, David R. and Harry de Gorter. "Slouching Toward First Worst: The Welfare Economics of Biofuel Policies and Indirect Land Use Change." Presented at Economics of Alternative Energy Sources & Globalization: The Road Ahead, Orlando, FL, November 15-17, 2009.
- Just, David R. and Harry de Gorter. "Measuring the Subsidy Component of Biofuel Policies with International Trade." Presented at Economics of Alternative Energy Sources & Globalization: The Road Ahead, Orlando, FL, November 15-17, 2009.
- Just, David R. and Brian Wansink. "Right Sizing: Framing Effects in Food Consumption Decisions." Presented at the XXVII International Conference of Agricultural Economists, Beijing, China, August 16-22, 2009.
- Price, Joseph P. and David R. Just. "Getting Kids to Eat their Veggies." Presented at the XXVII International Conference of Agricultural Economists, Beijing, China, August 16-22, 2009.
- Lybbert, Travis, John McPeak and David R. Just. "Seeing Shadows of Asset Dynamics in Variability Preferences: Risk Aversion and Intertemporal Substitution among Kenyan Pastoralists." Presented at American Agricultural Economics Association 2009 Annual Summer Meetings in Milwaukee, WI July 26-28, 2009.
- Just, David R., and Jaclyn D. Kropp. "U.S. Direct Payments and Land Use Distortions." Presented at American Agricultural Economics Association 2009 Annual Summer Meetings in Milwaukee, WI July 26-28, 2009.
- Just, David R., Ying Cao and David Zilberman. "Risk, Overconfidence, and Production in

- a Competitive Equilibrium.” Presented at American Agricultural Economics Association 2009 Annual Summer Meetings in Milwaukee, WI July 26-28, 2009.
- Turvey, Callum G., Rong Kong, Jaclyn D. Kropp and D.R. Just. “Economics of Trust and Guile in Formal and Informal Lending in China.” Presented at Chinese Economist Society Annual Conference, June 12 – 15, 2009, Nanjing, Guangxi, China.
- Kropp, Jaclyn D., Calum G. Turvey, David R. Just, Rong Kong and Pei Guo. “Trust, Risk and the Lender-Borrower Relationship: A Trust-based Lending Experiment.” Presented at the Southern Economic Association Annual Meetings in Washington, D.C. November 20 – 23, 2008.
- Bellemare, Marc F., Christopher B. Barrett, David R. Just and Zachary Steven Brown. “Household Attitudes to Price Risk with Multiple Commodities.” Presented at the Southern Economic Association Annual Meetings in Washington, D.C. November 20 – 23, 2008.
- Kropp, Jaclyn D., Calum G. Turvey and David R. Just. “Trust, Risk, and the Lender-Borrower Relationship: A Micro-Lending Experiment.” Poster presentation for the American Agricultural Economics Association 2008 Annual Summer Meetings in Orlando, FL July 27-29, 2008.
- Just, David R., Calum G. Turvey and Brian Wansink. “Food Safety, Bio-Terror and Food Consumption Behavior: An Experimental Analysis.” Presented at the Annual Meetings of SCC-76 Economics and Management of Risk in Agriculture and Natural Resources, Orange Beach, AL, March 15 – 17, 2008.
- Just, David R. and Harry de Gorter “The Welfare Economics of Energy Policies.” Presented at NC1034 Impact Analyses and Decision Strategies for Agricultural Research, Washington D.C., March 7 – 8, 2008.
- Just, David R. Invited Discussant/Panelist, Program of Research on the Economics of Invasive Species Management Workshop, Washington, D.C., October 18-19, 2007.
- Just, David R. Lisa Mancino and Brian Wansink. “Insidious Consumption: Subtle Factors that Influence What We Eat and How Much.” Presented at the American Agricultural Economics Association 2007 Annual Summer Meetings in Portland, OR, July 29-August 1, 2007.
- de Gorter, Harry, David R. Just, and Jaclyn Kropp. “Consumer Financed Export Subsidies and the Agreement on Agriculture” Presented at the American Agricultural Economics Association 2007 Annual Summer Meetings in Portland, OR, July 29-August 1, 2007.
- Lybbert, Travis and David R. Just. “Average vs. Marginal Risk Aversion: Reconciling

- Simultaneously Risk Averse and Risk Loving Behavior.” Presented at the American Agricultural Economics Association 2007 Annual Summer Meetings in Portland, OR, July 29-August 1, 2007.
- Just, David R. and Richard E. Just. “Is Consistent Estimation of Risk Preferences Possible using Revealed Preference Data?” Presented at the Northeastern Agricultural and Resource Economics Association Annual Meetings in Rehoboth Beach, DE, June 10-13, 2007.
- Just, David R. Lisa Mancino and Brian Wansink. “Insidious Consumption: Subtle Factors that Influence What We Eat and How Much.” Presented at the American Marketing Association 2007 Marketing and Public Policy Conference, Washington, D.C., May 30 – June 1, 2007.
- Just, David R. and Richard E. Just. “Is Consistent Estimation of Risk Preferences Possible using Revealed Preference Data?” Presented at the Annual Meetings of SCC-76 Economics and Management of Risk in Agriculture and Natural Resources, Orange Beach, AL, March 15-March 17, 2007.
- Lybbert, Travis and David R. Just. “Is Risk Aversion Really Correlated with Wealth? How Estimated Probabilities Introduce Spurious Correlation.” Presented at the American Agricultural Economics Association 2006 Annual Summer Meetings in Long Beach, CA, July 23-26, 2006.
- Wang, Shenghui, David R. Just and Per Pinstrup Andersen. “Tarnishing Silver Bullets: Bt Cotton Adoption and the Outbreak of Secondary Pest Infestation in China.” Presented at the American Agricultural Economics Association 2006 Annual Summer Meetings in Long Beach, CA, July 23-26, 2006.
- Just, David R., Brian Wansink, Lisa Mancino and William D. Schulze. “What we Eat, How Much and Why: Economic and Psychological Factors that Influence Our Food Choices.” Presented at the American Agricultural Economics Association 2005 Annual Summer Meetings in Providence, RI, July 22-27, 2005.
- Just, David R. and Steven Y. Wu. “Rewards and Penalties in Production Contracts.” Presented at the Annual Meetings of SCC-76 Economics and Management of Risk in Agriculture and Natural Resources, Myrtle Beach, SC, March 31-April 2, 2005.
- Travis J. Lybbert and Just, David R. “Wealth, Farmer Characteristics and Risk Aversion.” Presented at the Annual Meetings of SCC-76 Economics and Management of Risk in Agriculture and Natural Resources, Myrtle Beach, SC, March 31-April 2, 2005.
- Just, David R., Steven Wu, and Lara E. Platt, “The Prevalence of Negative Incentives in Contracts and Non-Expected Utility,” Presented at the American Economic

- Association 2005 Annual Meetings in Philadelphia, PA, January 7-9, 2005.
- Just, David R. and David Zilberman. "Behavior, Production and Competition." Presented at the Annual Meetings of IEG-76 Economics and Management of Risk in Agriculture and Natural Resources, Gulf Shores, AL, March 25-27, 2004.
- Just, David R. and Barrett E. Kirwan. "Heterogeneity, Empirical Distributions and Aggregation." Presented at the Northeastern Agricultural and Resource Economics Association Annual Meetings in Halifax, Nova Scotia, Canada, June 20-23, 2004.
- Maratou, Lara, Miguel Gomez and David R Just. "Market Power and Off-Invoice Trade Promotions in the U.S.: An Empirical Investigation." Presented at the American Agricultural Economics Association 2004 Annual Summer Meetings in Denver, CO, August 1-4, 2004.
- Just, David R. and Hung-Hao Chang. "Health Information Availability and the Consumption of Eggs: Are Consumers Bayesians?." Presented at the American Agricultural Economics Association 2004 Annual Summer Meetings in Denver, CO, August 1-4, 2004.
- Just, David R. and Michael J. Roberts. "The Illusion of Control, Cognitive Dissonance and Farmer Response to E.U. Trade Policies." Presented at the American Agricultural Economics Association 2004 Annual Summer Meetings in Denver, CO, August 1-4, 2004.
- Just, David R. and Richard E. Just. "Optimal Selection of Bundled Information in E-Marketing: An Application to Agricultural Markets." Presented at the International Conference on Business, Waikiki, HI, June 21-23, 2003.
- Just, David R. and David Zilberman. "An Empirical Analysis of Information Sourcing in Agriculture." Presented at the Northeastern Agricultural and Resource Economics Association Annual Meetings in Harrisburg, PA, June 9-June 11, 2002.
- Ameden, Holly and David R. Just. "Pests and Agricultural Production under Climate Change." Presented at the American Agricultural Economics Association 2001 Annual Summer Meetings in Chicago, IL, August 5-August 8, 2001.
- Just, David R., Amir Heiman, and David Zilberman. "Who Wears the Pants in the Family: Power Distribution in Family Consumption." Presented at the American Agricultural Economics Association 2000 Annual Summer Meetings in Tampa, FL, July 30-August 2, 2000.
- Wu, Steven, and David R. Just. "Contract Variation in the Processing Tomato Industry." Presented at the American Agricultural Economics Association 2000 Annual Summer

Meetings in Tampa, FL, July 30-August 2, 2000.

Just, David R., Steve Wu, David Zilberman, and Steven Wolf. "Demand for Agricultural Economic Information." Presented at the American Agricultural Economics Association 1999 Annual Summer Meetings in Nashville, TN, August 8-11, 1999.

Grants and Contracts

More than \$11M in competitive grant funding obtained, with more than \$8M as principal investigator.