



**NAME:** Harry M. Kaiser  
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#### **PRIMARY DEPARTMENTAL PROGRAM AREA**

Harry M. Kaiser teaches and conducts research in the areas of price analysis, marketing, and quantitative methods. Professor Kaiser has written 144 refereed journal articles, five books, 17 book chapters, over 150 research bulletins, and received \$8 million in research grants in these areas. Since 1994, Professor Kaiser has been the director of the Cornell Commodity Promotion Research Program.

Much of his research focuses on the market-wide economic effects of commodity advertising and promotion programs. Currently, Professor Kaiser and his staff annually conduct the economic analysis required by the U.S. Congress for the national dairy and fluid milk processor advertising programs. Professor Kaiser has also authored numerous articles on agricultural policy issues. He also was involved with some of the first research that investigated the economic impacts of climate change on the U.S. agricultural sector. Professor Kaiser served as editor of *Agricultural and Resource Economics Review* from 1999 through 2001, was on the editorial board of the *American Journal of Agricultural Economics* from 1999-2001, and has been the associate editor of *Agribusiness: An International Journal* since 1999. In 2002, Professor Kaiser was elected to a three-year term of the nine-member Executive Board of Directors of the *American Association of Agricultural Economics*. In 2005, Professor Kaiser was elected President of the *Northeastern Agricultural and Resource Economics Association*. Professor Kaiser received the Distinguished Member Award from the *Northeastern Association of Agricultural and Resource Economics* in 2002 AND in 2009. Between 1998 and 2004, Professor Kaiser served as Associate Chair of Applied Economics in the Department of Applied Economics and Management. In 2006, Professor Kaiser received the highest award given to alumni of the University of Wisconsin-Eau Claire—the Alumni Distinguished Achievement

Award. In 2009, Professor Kaiser received the Outstanding Achievement Award from the Board of Regents of the University of Minnesota, which is the highest award conferred by the university to an alumnus. Professor Kaiser received the Outstanding Alumni Award from the Department of Applied Economics, University of Minnesota, in 2009. In 2017, he was elected a Fellow of the Agricultural and Applied Economics Association.

## EDUCATION

**Ph.D.:** University of Minnesota - Twin Cities, July 1985  
**Major:** Agricultural and Applied Economics  
**Minor:** Economics  
**Dissertation:** An Analysis of Farm Commodity Programs as Risk Management Strategies for Minnesota Corn and Soybean Producers

**M.S.:** University of Minnesota - Twin Cities, Jan 1981  
**Major:** Agricultural and Applied Economics  
**Minor:** Statistics  
**Dissertation:** The Minnesota Miracle Revisited

**B.A.:** University of Wisconsin - Eau Claire, May 1979  
**Major:** Economics  
**Minor:** History

## PROFESSIONAL EXPERIENCE

**July 1, 1998 to Present** Professor, Department of Agricultural, Resource and Managerial Economics, Cornell University, **Associate Chair (1998-2003)**, Applied Economics (1998-2003), and **Director**, Cornell Commodity Promotion Research Program

**Area of Concentration:** Agricultural and Food Marketing, Policy Analysis, Quantitative Methods

**Research Area:** Research has concentrated on three major areas: (1) research on generic advertising and promotion effectiveness; (2) analysis of existing and alternative Federal dairy policies; and (3) analysis of climate change impacts on agriculture.

**Teaching Area:** ARME 346, Dairy Marketing and Policy; ARME 412, Introduction to Mathematical Programming, ARME 415, Price Analysis, ARME 700, Global Environmental Change

**July 1, 1991  
to June 30, 1998:**

**Associate Professor**, Department of Agricultural, Resource, and Managerial Economics, Cornell University, and **Director**, Cornell Commodity Promotion Research Program. Area of research and teaching similar to above position.

**Sept 1, 1993 to  
June 17, 1994**

**Visiting Associate Professor**, Department of Agricultural and Applied Economics, University of Minnesota; and **Economist**, Land O'Lakes, Inc.

**Research Area:**

Over this one year sabbatical leave, research focused on four areas: (1) econometric modeling of U.S. dairy industry for policy impact analysis; (2) applied research on dairy marketing issues pertaining to the Upper Midwest; (3) research on potential impacts of global climate change on agriculture; and (4) evaluation of alternative generic dairy advertising scenarios on rates of return.

**September 1, 1985  
to July 1, 1991:**

**Assistant Professor**, Department of Agricultural, Resource, and Managerial Economics, Cornell University. Area of research and teaching similar to position above. Extension program was closely tied to extending results of research on dairy marketing and policy.

**September 1981  
to July 1985**

**Graduate Research and Teaching Assistant**, Department of Agricultural and Applied Economics, University of Minnesota

**Area of  
Concentration:**

Agricultural Production, Marketing, Policy, and Mathematical Programming

**Research Area:**

Research emphasized three main areas: (1) comprehensive market structure study of the Minnesota dairy industry, 1965-1983; (2) analysis of alternative production, marketing, and commodity program options as strategies to manage income risk for grain farmers; and (3) development and application of a dynamic, sequential risk programming model which integrated the interaction of production and marketing decisions of a farm firm

**Teaching Area:**

Agricultural and Applied Economics 3660, Economics of Public Services

**January 1981 to  
September 1981:**

**Assistant Economist**, Center for Economic Studies, Midwest Research Institute

**Area of**

Agricultural Price Analysis, Statistics, Economics, and

- Concentration:** Business Feasibility Analyses
- Research Area:** Research focused of three general topics: (1) agricultural price analysis; (2) feasibility studies for new business; and (3) economics of the cable television industry
- May 1979 to January 1981:** **Graduate Research Assistant**, Department of Agricultural and Applied Economics, University of Minnesota
- Area of Concentration:** Natural Resource Economics, Public Finance, and Statistics
- Research Area:** Research centered on two areas: (1) economic impact study of Minnesota recreational areas; and (2) analyses of Minnesota's educational finance programs

## PUBLICATIONS

### Refereed Journal Articles

1. Yeh, D. Adeline, Miguel I. Gómez, and Harry M. Kaiser. "Signaling Impacts of GMO Labeling on Fruit and Vegetable Demand." *PLOS ONE*. October 30, 2019.
2. Streletskaia, Nadia, Jura Liaukonyte, and Harry M. Kaiser. "Absence labels: How does information about production practices impact consumer demand?" *PLOS ONE*. Forthcoming.
3. Zheng, Yuqing, Diansheng Dong, Shaheer Burney, and Harry M. Kaiser. "Eat at Home or Away from Home? The Role of Grocery and Restaurant Food Sales Taxes." *Journal of Agricultural and Resource Economics*. 44(1):98-116.
4. Reimer, Jeffrey J., Gary W. Williams, Rebekka M. Dudensing, and Harry M. Kaiser. "Agricultural Export Promotion and its Effects on the Broader Economy." *Choices*. 3rd Quarter 2017:32(3)
5. Messer, Kent D., Marco Costanigro, and Harry M. Kaiser (senior authorship shared equally). "Labeling Food Processes: the Good, the Bad and the Ugly." *Applied Economic Perspectives and Policy*. 39(2017):39(3):407-427.
6. Li, Tongzhe, John C. Bernard, Zachary A. Johnston, Kent D. Messer and Harry M. Kaiser. "Consumer Preferences Before and After a Food Safety Scare: An Experimental Analysis of the 2010 Egg Recall." *Food Policy*. 66:2017):25-34.

7. Wang, R, J. Liaukonyte, and H.M. Kaiser (senior authorship shared equally). “Does Advertising Content Matter? Impacts of Healthy Eating and Anti-Obesity Advertising on Willingness-to-Pay by Consumer Body Mass Index.” *Agricultural and Resource Economics Review*, forthcoming 2018.
8. Chiu, Leslie Verteramo, Jurate Liaukonyte, Miguel Gomez, and Harry M. Kaiser. “Socially Responsible Products: What Motivates Consumers to Pay a Premium?” *Applied Economics*, Pages 1833-1846 | Published online: 15 Sep 2016.
9. Zheng, Yuqing and Harry M. Kaiser. “Submission Demand in Core Economics Journals: A Panel Study.” *Economic Inquiry*. 54(2016):1319:1338.
10. Kaiser, Harry M. “An Economic Analysis of the Cattlemen’s Beef Promotion and Research Board Demand-Enhancing Programs.” *Applied Economics*. 48(2016):312-320.
11. Song, Liang and Harry M. Kaiser. “An Economic Evaluation of Market Development Programs for U.S. Dairy Products.” *Applied Economics*. 48(2015):212-221.
12. Streletskaya, N., W. Amatyakul, H.M. Kaiser, P. Rusmevichientong and J. Liaukonyte. 2015. “Menu-Labeling Formats and Their Impact on Measured and Perceived Dietary Quality.” *Agribusiness: An International Journal*. 32(2015):175-188.
13. Chen, Xiu, Harry M. Kaiser, and Bradley Rickard. “The Impacts of Inclusive and Exclusive Taxes on Healthy Eating: An Experimental Study.” *Food Policy*. 56(2015):13-24.
14. Liaukonyte, Jura, Nadezhda Streletskaya and Harry M. Kaiser. “Noisy Information Signals and Endogenous Preferences for Labeled Attributes.” *Journal of Agricultural and Resource Economics*. 40(2015):179-202.
15. Liaukonyte, Jura, Nadezhda Streletskaya and Harry M. Kaiser. “The Long Term Impact of Positive and Negative Information on Food Demand.” *Canadian Journal of Agricultural Economics*. 63(2015):539-562.
16. Streletskaya, Nadezhda and Harry M. Kaiser. “Reply to Comment on Taxes, Subsidies, and Advertising Efficacy in Changing Eating Behavior: An Experimental Study.” *Applied Economic Perspectives and Policy*. 36(2014):722-726.
17. Cawley, John, Matthew J. Sweeney, Jeffery Sobal, David R. Just, Harry M. Kaiser, William D. Schulze, Elaine Wethington, and Brian Wansink. “The Impact of a Supermarket Nutrition Rating System on Purchases of Nutritious and Less Nutritious Foods.” *Public Health Nutrition*. Aug 1, 2014:1-7. [Epub ahead of print].

18. Liaukonyte, Jura, Timothy J. Richards, Harry M. Kaiser, and Bradley J. Rickard. "Under-Contribution to Generic Advertising due to Self-Interested Inequity Aversion." *European Review of Agricultural Economics*. 42(2015):473-497.
19. McLaughlin, Edward, Bradley Rickard, and Harry M. Kaiser. "Promoting Fresh Produce: A Losing Battle?" *Agribusiness: An International Journal*. 30(2014):370-384.
20. Wang, Xuejun, Koshi Maeda, Satoshi Hokazono, Nobuhiro Suzuki, and Harry M. Kaiser. "Measuring the Effects of a Sliding Scale Duty System on China's Cotton Market: A Spatial Equilibrium Approach." *Agribusiness: An International Journal*. 30(2014):345-365.
21. Rusmevichientong, Pimbuca, Nadezhda Streletskaia, Wansopin Amatyakul, and Harry M. Kaiser. "The Impact of Food Advertisements on Changing Eating Behaviors: An Experimental Study." *Food Policy*. 44(2014):59-67.
22. Min, Jung Hwan and Harry M. Kaiser. "A Note on the Role of Price Risk in Soybean Supply Functions." *Applied Economics Letters*. 22(2014):55-59.
23. Streletskaia, Nadezhda, Pimbuca Rusmevichientong, Wansopin Amatyakul, and Harry M. Kaiser. "Taxes, Subsidies, and Advertising Efficacy in Changing Eating Behavior: An Experimental Study." *Applied Economic Perspectives and Policy*. 36(2014):146-174.
24. Smith, Bobby, Harry M. Kaiser, and Miguel I. Gomez. "Identifying Factors Influencing a Hospital's Decision to Adopt a Farm-to-Hospital Program." *Agricultural and Resource Economics Review*. 42(2013):10 pages.
25. Liaukonyte, Jura, Harry M. Kaiser, Nadia A. Streletskaia, and Bradley Rickard. "Consumer Response to "Contains" and "Free of" Labeling: Evidence from Lab Experiments." *Applied Economic Perspectives and Policy*. 35(2013):476-507.
26. Zheng, Yuqing, Edward McLaughlin, and Harry M. Kaiser. "Taxing Food and Beverages: Theory, Evidence, and Policy." *American Journal of Agricultural Economics*. 95(2013):705-723.
27. Zheng, Yuqing, Edward McLaughlin, and Harry M. Kaiser. "Salience and Taxation: Salience Effect vs. Information Effect." *Applied Economics Letters*. 95(2013):508-510.
28. Zheng, Yuqing and Harry M. Kaiser. "Optimal Quality Threshold of Admission in A Two-sided Farmers' Market." *Applied Economics*. 45(2013):3360-3369.
29. Liu, Z., C. Kanter, K.D. Messer, and H. M. Kaiser. 2013. "Identifying Significant Characteristics of Organic Milk Consumers: a CART Analysis of an Artefactual Field Experiment." *Applied Economics*. 45(21): 3110-2121.

30. Liaukonyte, Jura, Bradley Rickard, Harry M. Kaiser, Abigail Okrent, and Timothy Richards “Economic and Health Effects of Fruit and Vegetable Advertising: Evidence from Lab Experiments.” *Food Policy*. 37(2012):543-553.
31. Zheng, Yuqing and Harry M. Kaiser. “Price Discrimination in the Subscription Market for Economics Journals.” *Southern Economics Journal*. 79(2012):464-480.
32. Saulais, Laure, Maurice Doyan, Bernard Ruffieux, and Harry M. Kaiser. “Consumer Knowledge About Dietary Fats: Another French Paradox?” *British Food Journal*. 114(2012):108-120.
33. Diansheng Dong, Todd M. Schmit, and Harry M. Kaiser. “Modeling Household Purchasing Behavior to Analyze Beneficial Marketing Strategies.” *Applied Economics*. 44(2012):717-725.
34. Rickard, Bradley, Jura Liaukonyte, Harry M. Kaiser, and Timothy Richards. “Consumer Response to Commodity-Specific and Broad-Based Promotion Programs for Fruits and Vegetables.” *American Journal of Agricultural Economics*. 93(2011):1312-1327.
35. Zheng, Yuqing and Harry M. Kaiser. "Price Premiums for Journal Quality and Journal Governance: Evidence from Economics Journals." *Economics Letters*. 112(2011):125-27.
36. Dillaway, Robin, Kent Messer, John Bernard, and Harry M. Kaiser. “Do Consumer Responses to Media Food Safety Information Last?” *Applied Economic Perspectives and Policy*. 33(2011):363-83.
37. Li, Xiang, Taro Takahashi, Nobuhiro Suzuki, and Harry M. Kaiser. “The Impact of Climate Change on Maize Yields in the United States and China.” *Agricultural Systems*. 104(2011):348-53.
38. Messer, Kent, Harry M. Kaiser, Collin Payne, and Brian Wansink. “Can Advertising Alleviate Consumer Concerns About Mad Cow Disease?” *Applied Economics*. 43(2011):1535-49.
39. Rusmevichientong, Pimbucha and Harry M. Kaiser. “Are There Halo Effects of U.S. Grain Export Promotion?” *Applied Economics*. 43(2011):1435-46.
40. Zheng, Yuqing, Talia Bar, and Harry M. Kaiser. “Generic Advertising in an Asymmetric Cournot Oligopoly.” *American Journal of Agricultural Economics*. 92(2010):740-754.

41. Diansheng Dong and Harry M. Kaiser. "Investigating Household Food Interpurchase Behavior through Market Segmentation." *Agribusiness: An International Journal*. 26(2010):389-404.
42. Kuga, Nobunori, Suzuki, Nobuhiro, and Harry M. Kaiser. "Trade Implications of Price Discrimination in a Domestic Market." *Agribusiness: An International Journal*. 26(2010):64-82.
43. Kaiser, Harry M. "Foreword to Special Issue on Promotion through Consumer Information on Food Product Credence Attributes." *Agricultural and Resource Economics Review*. 38(2009):iv-vi.
44. Payne, Collin, Kent Messer, and Harry M. Kaiser. "Methodological Strategy for Identifying Characteristics That Predict Changes in Beef Demand After a Media-Induced Food Scare." *Agricultural and Resource Economics Review*. 38(2009):295-310.
45. Zheng, Yuqing and Harry M. Kaiser. "Dairy-borne Disease Outbreak and Milk Demand: A Study using Outbreak Surveillance Data." *Agricultural and Resource Economics Review*. 38(2009):330-337.
46. Kanter, Christopher, Kent Messer, and Harry M. Kaiser. "Does Production Labelling Stigmatize Conventional Milk?" *American Journal of Agricultural Economics*. 91(2009):1097-1109.
47. Zheng, Yuqing and Harry M. Kaiser. "Nonparallel Demand Increases in an Asymmetric Cournot Oligopoly." *Applied Economic Letters*. 15(2008):1-5.
48. Zheng, Yuqing and Harry M. Kaiser. "Evaluating the Effectiveness of Generic Advertising versus Nonadvertising Marketing Activities on New York State Milk Markets." *Agribusiness: An International Journal*. 37(2008):147-159.
49. Zheng, Yuqing and Harry M. Kaiser. "Advertising and U.S. Nonalcoholic Beverage Demand." *Agricultural and Resource Economics Review*. 37(2008):147-159. (lead article).
50. Rusmevichientong, Pimbuca and Harry M. Kaiser. "Measuring the Effectiveness of U.S. Rice Export Promotion Programs." *Agribusiness: An International Journal*. 25(2009):215-230.
51. Zheng, Yuqing and Harry M. Kaiser. "Estimating Asymmetric Advertising Response for U.S. Nonalcoholic Beverage Demand." *Journal of Agricultural and Applied Economics*. 40(2008):837-850.



52. Doyan, M., L.D. Tamini, V. Simard, K. Messer and H. Kaiser. "An Analysis of Modifications to the Centralized Milk Quota Exchange System in Quebec using Experimental Economics." *Canadian Journal of Agricultural Economics*. 56(2008):295-312.
53. Messer, Kent, Harry M. Kaiser, William Schulze. "The Problem with Generic Advertising: Parallelism and Possible Solutions from the Lab." *American Journal of Agricultural Economics*. 90(2008):540-552.
54. Zheng, Yuqing, Henry Kinnucan, and Harry M. Kaiser. "Measuring and Testing Advertising-Induced Rotation in the Demand Curve." *Applied Economics*. 40(2008)1629-1635.
55. Nicholson, Charles F. and Harry M. Kaiser. "Dynamic Market Impacts of Generic Dairy Advertising." *Journal of Business Research*. 61(2008)1125-1135.
56. Dong, Diansheng and Harry M. Kaiser. "Studying Household Purchasing and Non-Purchasing Behavior for a Frequently Consumed Commodity: Two Models." *Applied Economics*. 40(2008):1941-1951.
57. Messer, Kent, Homa Zarghamee, Harry M. Kaiser, and William Schulze. "New Hope for the Voluntary Contributions Mechanism: The Effects of Framing and Context." *Journal of Public Economics*. 91(2007):1783-1799.
58. Dong, Diansheng, Harry M. Kaiser, and Oystein. "Quantity and Quality Effects of Advertising: A Demand System Approach." *Agricultural Economics*. 36(2007):313-324.
59. Chung, Chanjin, Todd M. Schmit, Diansheng Dong, and Harry M. Kaiser. "Economic Evaluation on Shelf-Space Management in Grocery Stores." *Agribusiness: An International Journal*. 23(2007):583-597.
60. Messer, Kent, Gregory Poe, and Harry M. Kaiser. "Voluntary Funding for Generic Advertising Using a Provision-Point Mechanism: An Experimental Analysis of Option Assurance." *Review of Agricultural Economics*. 29(2007):612-631.
61. Dong, Diansheng, Todd M. Schmit, and Harry M. Kaiser "Optimal Media Allocation of Generic Fluid Milk Advertising Expenditures: The Case of NY State." *Agricultural and Resource Economics Review*. 36(2007):253-266.
62. Schmit, Todd M. and Harry M. Kaiser. "Optimal Seasonal Allocation of Generic Dairy Advertising Expenditures." *Journal of Agricultural and Applied Economics*. 39(2007):187-199.
63. Alston, Julian M., John M. Crespi, Harry M. Kaiser, and Richard J. Sexton. "An

- Evaluation of California's Mandated Commodity Promotion Programs." *Review of Agricultural Economics*. 29(2007):40-63.
64. Myrland, Øystein, Diansheng Dong, and Harry M. Kaiser. "Price and Quality Effects of Generic Advertising: The Case of Norwegian Salmon." *Agribusiness: An International Journal*. 23(2007):85-100.
  65. Schmit, Todd M. and Harry M. Kaiser. "Forecasting Fluid Milk and Cheese Demands for the Next Decade." *Journal of Dairy Science*. 89(2006):4924-4936.
  66. Schmit, Todd M., Chanjin Chung, and Harry M. Kaiser. "The Dairy Case Management Program: Does it Mooove More Milk?" *Choices*. 21(2006):1-5.
  67. Kinoshita, Junko, Nobuhiro Suzuki, and Harry M. Kaiser. "The Degree of Vertical and Horizontal Competition Among Dairy Cooperatives, Processors, and Retailers in Japanese Milk Markets." *Journal of the Faculty of Agriculture Kyushu University*. 51(2006):157-163.
  68. Suzuki, Nobuhiro, Junko Kinoshita, Toshiaki Fujii, and Harry M. Kaiser. "Measuring the Export Subsidy Equivalents (ESEs) through Price Discrimination Generated by Exporting State Trading Enterprises." *Journal of the Faculty of Agriculture Kyushu University*. 50(2005):743-751.
  69. Maeda, Koshi, Nobuhiro Suzuki, and Harry M. Kaiser. "Evaluating International Agricultural Policies using a Dynamic Nonlinear Imperfectly Competitive Spatial Equilibrium Model." *Journal of the Faculty of Agriculture Kyushu University*. 50(2005):767-790.
  70. Messer, Kent, Todd Schmit, and Harry M. Kaiser. "Optimal Institutional Mechanisms for Funding Generic Advertising: An Experimental Analysis." *American Journal of Agricultural Economics*. 87(2005):1046-1060.
  71. Chung, Chanjin, Diansheng Dong, Todd M. Schmit, Harry M. Kaiser, and Brian Gould. "Estimation of Price Elasticities from Cross-Sectional Data." *Agribusiness: An International Journal*. 21(2005):565-584.
  72. Suzuki, Nobuhiro and Harry M. Kaiser. "Impacts of the Doha Round Framework Agreements on Dairy Policies." *Journal of Dairy Science*. 88(2005):1901-08.
  73. Dong, Diansheng and Harry M. Kaiser. "Coupon Redemption and Its Effect on Household Cheese Purchases." *American Journal of Agricultural Economics*. 87(2005):689-702.

74. Dong, Diansheng , Brian W. Gould, and Harry M. Kaiser. "Food Demand in Mexico: An Application of the Amemiya-Tobin Approach to the Estimation of a Censored System." *American Journal of Agricultural Economics*. 86(2004):1094-1107.
75. Dong, Diansheng, Chanjin Chung, and Harry M. Kaiser. "Modeling Milk Purchasing Behavior with a Panel Data Double-Hurdle Model." *Applied Economics*. 36(2004):769-779 (lead article).
76. Kinoshita, Junko Nobuhiro Suzuki, and Harry M. Kaiser. "An Economic Evaluation of rbST Approval in Japan." *Journal of Dairy Science*. 87(2004):1565-1577.
77. Schmit, Todd M. and Harry M. Kaiser. "Decomposing the Variation in Generic Advertising Response Over Time." *American Journal of Agricultural Economics*, 86(2004):139-153.
78. Reynoso-Campos, O., D.G. Fox, R.W. Blake, M.C. Barry, L.O. Tedeschi, C.F. Nicholson, H.M. Kaiser, and P.A. Oltenacu. "Predicting Nutritional Requirements and Lactation Performance of Dual-purpose Cows using a Dynamic Model." *Agricultural Systems*. 80(2004):67-83.
79. Kaiser, Harry M. and Todd M. Schmit. "Distributional Effects of Generic Dairy Advertising Throughout the Marketing Channel." *Agribusiness: An International Journal*. 19(2003):289-300.
80. Chung, Chanjin and Harry M. Kaiser. "Distributional Effects of Commodity Promotion Programs by Type of Producer." *Agribusiness: An International Journal*. 19(2003):325-32.
81. Schmit, Todd M., Brian W. Gould, Diansheng Dong, Harry M. Kaiser, and Chanjin Chung. "The Impact of Generic Advertising on Household Cheese Purchases: A Censored Autocorrelated Regression Approach." *Canadian Journal of Agricultural Economics*. 51(2003):15-37.
82. Kaiser, Harry M., Donald J. Liu, and Ted Consignado. "An Economic Analysis of California Raisin Export Promotion." *Agribusiness: An International Journal*. 19(2003):189-202.
83. Schmit, Todd M., Chanjin Chung, Diansheng Dong, Harry M. Kaiser, and Brian Gould. "Identifying the Effects of Generic Advertising on the Household Demand for Fluid Milk and Cheese: A Two-Step Panel Data Approach." *Journal of Agricultural and Resource Economics*. 27(2002):165-186.
84. Kaiser, Harry M. "Review of Lords of the Harvest." Book Review for *American Journal of Agricultural Economics*. 85(2003):518-520.

85. Junko Kinoshita, Nobuhiro Suzuki, and Harry M. Kaiser. "Explaining Pricing Conduct in a Product-Differentiated Oligopolistic Market: An Empirical Application of a Price Conjectural Variations Model." *Agribusiness: An International Journal*. 18(2002):427-37.
86. Chung, Chanjin and Harry M. Kaiser. "Advertising Evaluation and Cross-Sectional Data Aggregation." *American Journal of Agricultural Economics*. (Invited Paper). 84(2002):800-807.
87. Kawaguchi, Tsunemasa, Nobuhiro Suzuki, and Harry M. Kaiser. "Evaluating Class I Differentials in the New Federal Milk Marketing Order System." *Agribusiness: An International Journal*. 17(2001):527-38.
88. Kinoshita, Junko, Nobuhiro Suzuki, Tamotsu Kawamura, Yasuhito Watanabe, and Harry M. Kaiser. "Estimating Own and Cross Brand Price Elasticities, and Price-Cost Margin Ratios Using Store-Level Daily Scanner Data." *Agribusiness: An International Journal*. 17(2001):515-25.
89. Kaiser, Harry M. "Generic Fluid Milk and Cheese Advertising as a Marketing Tool." *Polish Journal of Agricultural Economics*. 7(2000):109-118.
90. Shono, Chizuru, Nobuhiro Suzuki, and Harry M. Kaiser. "Will China's Diet Follow Western Diets?" *Agribusiness: An International Journal*. 16(2000):271-80.
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92. Chung, Chanjin and Harry M. Kaiser. "Determinants of Temporal Variations in Generic Advertising Effectiveness." *Agribusiness: An International Journal*. 16(2000):197-214.
93. Chung, Chanjin and Harry M. Kaiser. "Distribution of Generic Advertising Across Participating Firms." *American Journal of Agricultural Economics*. (Invited Paper). 82(2000):659-64.
94. Vande Kamp, Philip R. and Harry M. Kaiser. "Optimal Temporal Policies in Fluid Milk Advertising." *American Journal of Agricultural Economics*. 82(2000):274-86.
95. Tomek, William G. and Harry M. Kaiser. "On Improving Economic Analyses of Generic Advertising Impacts." *Agribusiness: An International Journal*. 15(1999):485-500.

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97. Chung, Chanjin and Harry M. Kaiser. "Distributions of Gains from Research and Promotion in Multi-Stage Productions Systems: Comment." *American Journal of Agricultural Economics*. 81(1999):593-97.
98. Vande Kamp, Philip R. and Harry M. Kaiser. "Irreversibility in Advertising-Demand Response Functions: An Application to Milk." *American Journal of Agricultural Economics*. 81(1999):385-96.
99. Watanabe, Yasuhito, Nobuhiro Suzuki, and Harry M. Kaiser. "Predicting Japanese Dairy Consumption Behavior Using Qualitative Survey Data." *Agribusiness: An International Journal*. 15(1999):71-80.
100. Suzuki, Nobuhiro and Harry M. Kaiser. "Market Impacts of Japanese Rice Policies With and Without Supply Control." *Agribusiness: An International Journal*. 14(1998):355-62 (lead article).
101. Pritchett, James G., Donald J. Liu, and Harry M. Kaiser. "Optimal Choice of Generic Milk Advertising Expenditures by Media Type." *Journal of Agricultural and Resource Economics*. 23(1998):155-69.
102. Schmit, Todd and Harry M. Kaiser. "Egg Advertising, Dietary Cholesterol Concerns, and U.S. Consumer Demand." *Agricultural and Resource Economics Review*. 27(1998):43-52.
103. Kaiser, Harry M., and Donald J. Liu. "The Effectiveness of Generic vs. Branded Advertising: The Case of U.S. Dairy Promotion." *Review of Agricultural Economics*. 20(1998):69-79.
104. Lenz, John, Harry M. Kaiser, and Chanjin Chung. "An Economic Analysis of Generic Milk Advertising Impacts on Markets in New York State." *Agribusiness: An International Journal*. 14(1998):73-83.
105. Le, Cong Tru, Harry M. Kaiser, and William G. Tomek. "Export Promotion and Import Demand for U.S. Red Meat in Selected Pacific Rim Countries." *Agribusiness: An International Journal*. 14(1998):95-106.
106. Watanabe, Yashuito, Nobuhiro Suzuki, and Harry M. Kaiser. "Factors Affecting Consumers' Choice of Beverages in Japan." *Agribusiness: An International Journal*. 14(1998):147-56.

107. Hall, David, Harry M. Kaiser, and Robert Blake. "Modeling of Economics of Animal Health Control Programs using Dynamic Programming." *Agricultural Systems*. 56(1998):125-44.
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109. Suzuki, Nobuhiro, and Harry M. Kaiser. "Imperfect Competition Models and Commodity Promotion Evaluation: The Case of U.S. Generic Milk Advertising." *Journal of Agricultural and Applied Economics*. 29(1997):315-26.
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113. Kaiser, Harry M. and J. Carlos Reberte. "Impact of Generic Fluid Milk Advertising on Whole, Lowfat, and Skim Milk Demand." *Journal of Dairy Science*. 79(1996):2284-91.
114. Reberte, J. Carlos, Harry M. Kaiser, John Lenz, and Olan D. Forker. "Generic Advertising Wearout: The Case of the New York City Fluid Milk Campaign." *Journal of Agricultural and Resource Economics*. 21(1996):199-209.
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116. Sun, Chin-Hwa, Harry M. Kaiser, and Olan D. Forker. "Analysis of Seasonal Milk Price Incentive Plans." *Review of Agricultural Economics*. 17(1995):383-93.
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72. Novakovic, Andrew, Harry Kaiser, and Craig Alexander. "A Preliminary Survey of the Dairy Termination Program and Its Impacts on Milk Markets in 1986." *The Granger*, New York Farm Bureau, April 1986.
73. Kaiser, Harry M. "Potential Sign Up for MPTP." *Dairy Marketing Notes*, Winter 1986, pp. 1-2.



## OTHER RESEARCH ACTIVITIES

### Computer Programs

1. Kaiser, Harry M. NEMPIS: National Economic Milk Policy Impact Simulator. June 1989.
2. Kaiser, Harry M. and Stanley L. Payson. Buyout Program Decision Aid (BOPDA): A Set of Computerized Worksheets for Calculating Breakeven Amounts for Participation in the Milk Production Termination Program. January 1986.

### Research Projects

1. Wansink, Brian, William Schulze, David Just, Harry M. Kaiser, Elaine Wethington, Jeff Sobal, and John Crawly. "Policies to Nudge Healthier Eating." National Institutes of Health. October 1, 2009-September 30, 2011. \$1 million.
2. Kaiser, Harry M. "The Economic Impacts of Generic Milk Advertising and Promotion Programs." Sponsored by the **New York State Dairy Promotion Board**, October 1, 2008-September 30, 2009. \$131,000.
3. Kaiser, Harry M., Edward McLaughlin, and Lan Li. "The Impact of False or Misleading Labeling on Consumer Food Choice and Welfare." Grant from the Economic Research Service, U.S. Department of Agriculture, June 1, 2008-September 30, 2010. \$50,000.
4. Kaiser, Harry M. "National Institute for Commodity Promotion Research and Evaluation." Hatch Grant, October 1, 2008-September 30, 2009. \$140,000.
5. Kaiser, Harry M. "Quantitative Evaluation of Fluid Milk Processors' and Dairy Producers' Generic Promotion Programs." Grant from the Agricultural Marketing Service, U.S. Department of Agriculture, July 1, 2007-June 30, 2010. \$446,502.
6. Kaiser, Harry M. "National Institute for Commodity Promotion Research and Evaluation." Special **CSREES Grant from U.S. Congress**, March 2005. \$176,000 (FY 2005).
7. Kaiser, Harry M. "The Economic Impacts of Generic Milk Advertising and Promotion Programs." Sponsored by the **New York State Dairy Promotion Board**, October 1, 2005-September 30, 2008. \$393,000.
8. Schulze, William D, Brian Wansink, Kent Messer, and Harry M. Kaiser. "An Experimental Examination of the Economics and Psychology of Stigma." Grant from the **National Science Foundation**. \$200,000. July 2006-August 2009.

9. Just, David R., Rosemary J. Avery, Harry M. Kaiser, and William D. Schulze. "Then Impacts of Food Psychology and Behavior on Health and Program Participation." Grant from the **Economic Research Service USDA**. \$99,540. October 31, 2004 – October 30, 2006.
10. Schulze, William D., Gregory L. Poe, Harry M. Kaiser, and Kent D. Messer. "An Experimental Economics Examination of Behavioral Anomalies, Group Decision Making, and the Provision of Public Goods." Grant from the **National Science Foundation**. \$220,000. August 2004 - July 2006.
11. Kaiser, Harry M. "National Institute for Commodity Promotion Research and Evaluation." Special **CSREES Grant from U.S. Congress**, February 2004. \$162,511 (FY 2004).
12. Kaiser, Harry M. "Quantitative Evaluation of Fluid Milk Processors' and Dairy Producers' Generic Promotion Programs." Grant from the Agricultural Marketing Service, U.S. Department of Agriculture, July 1, 2006-June 30, 2007. \$136,500.
13. Kaiser, Harry M. "Quantitative Evaluation of Fluid Milk Processors' and Dairy Producers' Generic Promotion Programs." Grant from the Agricultural Marketing Service, U.S. Department of Agriculture, July 1, 2003-June 30, 2006. \$362,780.
14. Kaiser, Harry M. "The Economic Impacts of Generic Milk Advertising and Promotion Programs." Sponsored by the **New York State Dairy Promotion Board**, October 1, 2002-September 30, 2005. \$393,000.
15. Kaiser, Harry M. "National Institute for Commodity Promotion Research and Evaluation." Special **CSREES Grant from U.S. Congress**, February 2003. \$181,315 (FY 2003).
16. Kaiser, Harry M. "National Institute for Commodity Promotion Research and Evaluation." Special **CSREES Grant from U.S. Congress**, December 2001. \$181,460 (FY 2002).
17. Kaiser, Harry M. "National Institute for Commodity Promotion Research and Evaluation." Special **CSREES Grant from U.S. Congress**, December 2000. \$189,000 (FY 2001).
18. Kaiser, Harry M. "National Institute for Commodity Promotion Research and Evaluation." Special **CSREES Grant from U.S. Congress**, December 1999. \$199,000 (FY 2000).

19. Kaiser, Harry M. "Quantitative Evaluation of Fluid Milk Processors' and Dairy Producers' Generic Promotion Programs." Grant from the Agricultural Marketing Service, U.S. Department of Agriculture, October 1, 1999-June 30, 2003. \$407,754 (\$101,939 per year).
20. Kaiser, Harry M. "The Economic Impacts of Generic Milk Advertising and Promotion Programs." Sponsored by the **New York State Dairy Promotion Board**, October 1, 1999-September 30, 2002. \$391,535 (\$130,513 per year).
21. Kaiser, Harry M. "Evaluation of the Economic Impacts of the Fluid Milk and Dairy Farm Acts. Grant from the Agricultural Marketing Service, U.S. Department of Agriculture, January 1, 1999-June 1999. \$35,533.
22. Kaiser, Harry M. "National Institute for Commodity Promotion Research and Evaluation." Special **CSREES Grant from U.S. Congress**, December 1998. \$199,000 (FY 1999).
23. Kaiser, Harry M. "National Institute for Commodity Promotion Research and Evaluation." Special **CSREES Grant from U.S. Congress**, December 1997. \$199,000 (FY 1998).
24. Kaiser, Harry M. "National Institute for Commodity Promotion Research and Evaluation." Special **CSREES Grant from U.S. Congress**, October 1996. \$199,000 (FY 1997).
25. Kaiser, Harry M. "The Economic Impacts of Generic Milk Advertising and Promotion Programs." Sponsored by the **New York State Dairy Promotion Board**, October 1, 1996-September 30, 1999. \$391,535 (\$130,513 per year).
26. Kaiser, Harry M. and Olan Forker. "Impact of American and California Egg Board Advertising on Egg Markets in U.S. and California." Sponsored by the **American and California Egg Boards**, May - December, 1996. \$38,000.
27. Kaiser, Harry M. and Olan D. Forker. "National Institute for Commodity Promotion Research and Evaluation." Special **CSREES Grant from U.S. Congress**, October 1995. \$199,151 (FY 1996).
28. Forker, Olan D. and Harry M. Kaiser. "New York State Dairy Promotion Program Economic Evaluation." Sponsored by the **New York State Dairy Promotion Board**, April 1, 1994 - September 30, 1996. \$292,000 (\$116,800 per year).
29. Forker, Olan D. and Harry M. Kaiser. "National Institute for Commodity Promotion Research and Evaluation." Special **CSREES Grant from U.S. Congress**, October 1994, \$199,151 (FY 1995).

30. Forker, Olan D. and Harry M. Kaiser. "National Institute for Commodity Promotion Research and Evaluation." **Special CSREES Grant from U.S. Congress**, April 1994, \$221,863 (FY 1994).
31. Kaiser, Harry M. "Economic Analysis of Federal Dairy Policies." **Hatch Project**, October 1993-October 1998. \$3,500 per year.
32. Wilks, Daniel S., Susan J. Riha, Timothy D. Mount, and Harry M. Kaiser. "Man and the Biosphere: Agronomic and Economic Analysis of Progressive Greenhouse Warming: Impacts on Grain Yields, Cropping Patterns, and Farm Profitability." **National Science Foundation**, January 1992 - December 1993. \$50,000.
33. Kaiser, Harry M., Duane Chapman, Timothy D. Mount, Susan J. Riha, Daniel S. Wilks. "Adaptive Response of Farm Markets to Slow Climate Change." **U.S. Department of Agriculture, Economic Research Service**, January 1991 - September 1992. \$40,000.
34. Kaiser, Harry M., Timothy D. Mount, Susan J. Riha, Daniel S. Wilks, and Duane Chapman. "The Agronomic and Economic Consequences of Gradual Climate Change: Impact on Farm Organization and Profitability." Cooperative Agreement with **U.S. Department of Agriculture, Economic Research Service**, June 1990 - June 1991. \$45,000.
35. Kaiser, Harry M. "Analysis of Selected Economic Factors Affecting the Long Run Viability of the Northern Dairy Industry." **Regional Research Project NC-198**, October 1, 1989 - September 30, 1994. \$4,000 per year.
36. Kaiser, Harry M. "Analysis of Supply and Demand Management Programs for Dairy." **Hatch Project**, October 1989-October 1992. \$3,500 per year.
37. Chapman, Duane, Harry M. Kaiser, Timothy Mount, Randy Barker, and Dan Sisler. "Energy Use, Climate Change, and Agriculture." **Hatch Project**, January 1989-January 1992. \$20,000 per year.
38. Oltenacu, Pascal A., Terry R. Smith, and Harry M. Kaiser. "Determination of Financial Incentive Plans and Development of Appropriate Farm Management Strategies to Correct Seasonality of Milk Production in New York State." **New York Agriculture and Markets Research Grant**, 1986-87. \$40,000.
39. Kaiser, Harry M. "Evaluating the Economic Implications of Existing and Alternative Dairy Price Policies in New York." **Hatch Project No. NYC-121433**, February 1986 - October 1989. \$5,000 per year.

### Professional Presentations and Testimonies

1. Liaukonyte, Jura, Nadezhda Streletskaia and Harry M. Kaiser. "Noisy Information Signals and Endogenous Preferences for Labeled Attributes." Paper presented at the *International Conference of Agricultural Economists*, Milan, Italy, August 10, 2015.
2. Streletskaia, Nadezhda, Jura Liaukonyte and Harry M. Kaiser. "The Long Term Impact of Positive and Negative Information on Food Demand." Paper presented at the *International Conference of Agricultural Economists*, Milan, Italy, August 10, 2015.
3. Zheng, Yuqing, Edward McLaughlin, and Harry M. Kaiser. "Consumer Income and Knowledge on Tax Status on Food and Beverages." Selected Paper. *American Agricultural Economics Association Annual Meeting*, Seattle Washington, Florida, July 2012.
4. Liaukonyte, Jura, Bradley Rickard, Harry M. Kaiser, Timothy Richards. "Under-contribution to Public Goods due to Self-Interested Inequity Aversion. Selected Paper. *American Agricultural Economics Association Annual Meeting*, Seattle Washington, Florida, July 2012.
5. Kaiser, Harry M. "Methodological Strategy for Identifying Characteristics That Predict Changes in Beef Demand After a Media-Induced Food Scare." **NEC 63 Research Conference on Commodity Advertising and Promotion**, San Diego, California, February 2, 2009.
6. Zheng, Yuqing and Harry M. Kaiser. "Dairy-borne Disease Outbreak and Milk Demand: A Study using Outbreak Surveillance Data." **NEC 63 Research Conference on Commodity Advertising and Promotion**, San Diego, California, February 2, 2009.
7. Kaiser, Harry M. "Decomposing the Changes in Milk and Cheese Consumption: A Tale of Two Products." Southwest Dairy Conference, Fort Worth, Texas, April 16, 2008.
8. Kaiser, Harry M. "Can Generic Advertising Alleviate Consumer Concerns over Food Scares?" Seminar, Oklahoma State University, Stillwater, Oklahoma, April 18, 2008.
9. Kerley, Deborah, Kent Messer, William Schulze, Brian Wansink, and Harry M. Kaiser. "Stigma: Emotions and Risk." Paper presented at International Meetings on Experimental and Behavioral Economics. Alicante, Spain, March 27, 2008.
10. Zheng, Yuqing and Harry M. Kaiser. "Generic Advertising in Oligopoly: Demand Shift, Rotation, and Free Riding Effects." Selected Paper. *American Agricultural Economics Association Annual Meeting*, Orlando, Florida, July 2008.

11. Kerley, Deborah, Kent Messer, Brian Wansink, Harry M. Kaiser, and William Schulze. "Why Aren't There Age-Based Hedonic Markets for Perishable Goods?" *American Agricultural Economics Association Annual Meeting*, Orlando, Florida, July 2008.
12. Kanter, Christopher, Kent Messer, and Harry M. Kaiser. "Do rBST-Free and Organic Milk Stigmatize Conventionally Produced Milk?" *American Agricultural Economics Association Annual Meeting*, Orlando, Florida, July 2008.
13. Kaiser, Harry M. and Pimbucha Rusmevichientong. "Halo Effects of US Export Grain Promotion." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Hilton Head, South Carolina, March 14, 2008.
14. Zheng, Yuqing, Harry M. Kaiser, and Talia Bar. "Generic Advertising in Oligopoly: Demand Shift, Rotation, and Free Riding Effects." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Hilton Head, South Carolina, March 14, 2008.
15. Zheng, Yuqing and Harry M. Kaiser. "Generic Advertising vs Non-Advertising Marketing." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Hilton Head, South Carolina, March 14, 2008.
16. Kaiser, Harry M., John Cranfield, and Maurice Doyon. "An Economic Analysis of Generic Fluid Milk Advertising in Ontario, Quebec, and the Maritime Provinces." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Vancouver, British Columbia, September 27, 2007.
17. Kaiser, Harry M., John Cranfield, and Maurice Doyon. "An Economic Analysis of Generic Advertising and Promotion Activities by Dairy Farmers of Canada." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Vancouver, British Columbia, September 27, 2007.
18. Zheng, Yuqing and Harry M. Kaiser. "Estimating Asymmetric Advertising Response for U.S. Nonalcoholic Beverage Demand." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Vancouver, British Columbia, September 27, 2007.
19. Rusmevichientong, Pimbucha and Harry M. Kaiser. "An Economic Analysis of U.S. Rice Export Promotion Programs." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Vancouver, British Columbia, September 27, 2007.
20. Kanter, Chris and Harry M. Kaiser. "Consumer Preferences for Milk Produced by Various Methods: An Experimental Study." Paper Presented at the **NEC 63 Research**

**Conference on Commodity Advertising and Promotion**, Vancouver, British Columbia, September 28, 2007.

21. Zheng, Yuqing and Harry M. Kaiser. "Measuring and Testing Advertising Induced Rotation in the Demand Curve." Selected Paper. *American Agricultural Economics Association* Annual Meeting, Portland, OR, July 31, 2007.
22. Messer, Kent D., Harry H. Kaiser, Collin Payne and Brian Wansink. "Advertising Power to Inoculate Food Safety Fears." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Auburn, Alabama, October 12, 2006.
23. Kaiser, Harry M. "Economists' Evaluation of Checkoff Programs." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Monterey, California, March 9, 2006.
24. Kaiser, Harry M. "Decomposing the Changes in Milk and Cheese Demand: A Tale of Two Products." Presentation at the **Extension Education Committee Workshop**, Sacramento, California, March 30, 2005.
25. Messer, Kent, Todd M. Schmit, and Harry M. Kaiser. "Optimal Institutional Designs for Voluntary Checkoff Programs." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, San Diego, California, March 17, 2005.
26. Dong, Diansheng, Todd M. Schmit, and Harry M. Kaiser. "Optimal Media Allocation for Fluid Milk Advertising in New York State." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, San Diego, California, March 17, 2005.
27. Messer, Kent, Todd Schmit, and Harry M. Kaiser. "Optimal Institutional Mechanisms for Voluntary Checkoff Programs." Selected Paper. *American Agricultural Economics Association* Annual Meeting, Denver, CO, August 3, 2004.
28. Schmit, Todd M., Harry M. Kaiser, and Chanjin Chung. "The Dairy Case Management Program: Does It *Mooove* More Milk?." *American Agricultural Economics Association* Annual Meeting, Denver, CO, August 3, 2004.
29. Schmit, Todd M. and Harry M. Kaiser. "Optimal Seasonal Advertising." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Lake Louise, Canada, September 30, 2004.
30. Messer, Kent D., Harry M. Kaiser, and William Schulze. "Alternative Designs for Funding Generic Commodity Advertising: An Experimental Analysis." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Washington, DC, March 26, 2004.

31. Dong, Dinahseng, and Harry M. Kaiser. "The Effect of Coupons on Household Cheese Purchases: A Censored Panel Data Approach." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Lake Tahoe, California, October 6, 2003.
32. Chung, Chanjin and Harry M. Kaiser. "Benefits of Category Management in Dairy Cases of Grocery Retailers." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Lake Tahoe, California, October 6, 2003.
33. Chung, Chanjin and Harry M. Kaiser. "Economic Evaluation of Category Management of Dairy Cases of Grocery Retailers." Paper presented at the Annual Conference of the *Western Economic Association International Association*, Denver, Colorado, July 3, 2003.
34. Schmit, Todd M. and Harry M. Kaiser. "Evaluating the Net Benefits of Generic Dairy Advertising to Milk Producers: Time-Varying versus Constant Parameter Applications." Paper presented at the Annual Conference of the *Western Economic Association International Association*, Denver, Colorado, July 3, 2003.
35. Dong, Diansheng, and Harry M. Kaiser. "Coupon Effects on Household Demand and Quality Choice: The Case of Cheese." Paper presented at the Annual Conference of the *Western Economic Association International Association*, Denver, Colorado, July 3, 2003.
36. Kaiser, Harry M. and Todd M. Schmit. "Distributional Effects of Generic Dairy Advertising Throughout the Marketing Channel." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Washington, D.C., October 21, 2002.
37. Chung, Chanjin and Harry M. Kaiser. "Distributional Effects of Commodity Promotion Programs by Type of Producer." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Washington, D.C., October 21, 2002.
38. Dong, Diansheng, Brian Gould, and Harry M. Kaiser. "Food Demand in Mexico: An Application of the Amemiya-Tobin Approach to the Estimation of a Censored System." Selected Paper. *American Agricultural Economics Association Annual Meeting*, Long Beach, CA, July 28-31, 2002.
39. Schmit, T.M. and H.M. Kaiser. "Estimating the Demand Effects of Generic Dairy Advertising using a Time-Varying Parameter Model." Selected Paper. *American Agricultural Economics Association Annual Meeting*, Long Beach, CA, July 28-31, 2002.



40. Kaiser, Harry M. "Opportunities in Applied Economics." Jerry Johnson Lecture, University of Wisconsin-Eau Claire, April 6, 2001.
41. Dong, Diansheng, Chanjin Chung, Todd M. Schmit, and Harry M. Kaiser. "Panel Data Double Hurdle Model: An Application to Dairy Advertising." Paper Presented at *American Agricultural Economics Association*, Chicago, Illinois, August, 2001.
42. Chung, Chanjin, Diansheng Dong, Todd M. Schmit, and Harry M. Kaiser. "Estimation of Price Elasticities from Cross-Sectional Data." Paper Presented at *American Agricultural Economics Association*, Chicago, Illinois, August, 2001.
43. Schmit, Todd, Chanjin Chung, Diansheng Dong, Harry M. Kaiser, and Brian Gould. "The Effect of Generic Dairy Advertising on the Household Demand for Milk and Cheese." Paper Presented at *American Agricultural Economics Association*, Tampa, Florida, August, 2000.
44. Chanjin Chung, Diansheng Dong, Harry M. Kaiser, and Brian Gould. "Advertising Evaluation and Data Aggregation." Paper Presented at *American Agricultural Economics Association*, Tampa, Florida, August, 2000.
45. Dong, Diansheng, Chanjin Chung, Todd Schmit, and Harry M. Kaiser. "Modeling the Effects of Advertising using a Dynamic Tobit Model." Paper Presented at *American Agricultural Economics Association*, Tampa, Florida, August, 2000.
46. Kaiser, Harry M. "Economic Evaluations of Commodity Checkoff Programs." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Portland, Oregon, October 2, 2000.
47. Kaiser, Harry M. "Economic Evaluation of Raisin Export Promotion." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Portland, Oregon, October 2, 2000.
48. Schmit, Todd, Chanjin Chung, Diansheng Dong, Harry M. Kaiser, and Brian Gould. "The Effect of Generic Dairy Advertising on the Household Demand for Milk and Cheese." Paper presented at the Annual Conference of the **Western Economic Association International Association**, Vancouver, British Columbia, Canada, July 3, 2000.
49. Dong, Diansheng, Chanjin Chung, Todd Schmit, and Harry M. Kaiser. "Evaluating Advertising Impacts using a Dynamic Tobit Model." Paper presented at the Annual Conference of the **Western Economic Association International Association**, Vancouver, British Columbia, Canada, July 3, 2000.

50. Kaiser, Harry M. "Impact of Generic Dairy Advertising on Dairy Markets, 1984-98." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Ottawa, Canada, September 27, 1999.
51. Tomek, William G. and Harry M. Kaiser. "On Improving Economic Analyses of Generic Advertising Impacts." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Washington, D.C., March 29, 1999.
52. Chung, Chanjin and Harry M. Kaiser "Measurement of Advertising Effectiveness Using Alternative Measures of Advertising Exposure." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Washington, D.C., March 29, 1999.
53. Chung, Chanjin and Harry M. Kaiser. "Distribution of Gains from Research and Promotion." Paper presented at the Annual Conference of the **Western Economic Association International Association**, Lake Tahoe, Nevada, June 30, 1998.
54. Vande Kamp, Philip and Harry M. Kaiser. "Optimal Temporal Allocation of Generic Milk Advertising." Paper presented at the Annual Conference of the **Western Economic Association International Association**, Lake Tahoe, Nevada, June 30, 1998.
55. Kaiser, Harry M. "Fluid Milk Advertising Optimal Media Mix." Seminar in the Department of Agricultural and Applied Economics, **University of Wisconsin**, Madison, Wisconsin, April 14, 1998.
56. Kaiser, Harry M. and Donald J. Liu. "Optimal Media Advertising Allocation for Milk." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Orlando, Florida, March 30, 1998.
57. Kaiser, Harry M. "Commodity Promotion as a Collective Marketing Strategy for Agricultural Producers." Seminar in the Department of Applied Economics, **University of Minnesota**, St. Paul, Minnesota, February 20, 1998.
58. Kaiser, Harry M. "Optimal Milk Advertising by Media Type." Seminar in the Department of Agricultural Economics, **Texas A&M University**, College Station, Texas, January 6, 1998.
59. Kaiser, Harry M. "Economic and Econometric Evaluation of Commodity Checkoff Programs." Presentation at **NEC-63 Workshop on Commodity Checkoff Evaluation**, Washington, D.C., October 7, 1997.
60. Schmit, Todd, J. Carlos Reberte, and Harry M. Kaiser. "An Economic Evaluation of Generic Egg Advertising in California, 1985-95." Paper Presented at the **NEC 63**

**Research Conference on Commodity Advertising and Promotion**, Monterey, California, October 8, 1996.

61. Kaiser, Harry M., J. Carlos Reberte, and Todd Schmit. "An Ex Post Evaluation of Generic Egg Advertising in the U.S." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Monterey, California, October 8, 1996.
62. Liu, Donald J., and Harry M. Kaiser. "The Effectiveness of Generic vs. Brand Advertising Expenditures: The Case of U.S. Dairy Promotion Program." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Monterey, California, October 7, 1996.
63. Reberte, J. Carlos, Todd Schmit, and Harry M. Kaiser. "An Ex Post Evaluation of Generic Egg Advertising in the U.S." Paper presented at the Annual Conference of the **Western Economic Association International Association**, San Francisco, California, July 1, 1996.
64. Kaiser, Harry M. "Impact of National Dairy Advertising on Dairy Markets." Paper presented at the Annual Conference of the **Western Economic Association International Association**, San Francisco, California, July 1, 1996.
65. Kaiser, Harry M. "Climate Change and Agriculture: A Review." Paper presented at the Annual Conference of the **Western Economic Association International Association**, San Diego, California, July 6, 1995.
66. Kaiser, Harry M., and Olan D. Forker. "The Economics of the National Generic Dairy Promotion Program." Written and oral testimony before the **House Livestock, Dairy, and Poultry Subcommittee**, Washington, D.C., May 16, 1995.
67. Forker, Olan D., Harry M. Kaiser, and John Lenz. "Public Policy on Program Evaluation and Disclosure of Program Expenditures." Paper presented at the **Food and Agricultural Marketing Consortium Symposium**, Orlando, Florida, January 13, 1995.
68. Kaiser, Harry M. "Assessing Research on the Impacts of Climate Change on Agriculture." Paper presented at **Global Environmental Change and Agriculture: Assessing the Impacts**, Washington, D.C., November 2, 1994.
69. Kaiser, Harry M. "Potential Implications of Climate Change for U.S. Agriculture: An Analysis of Farm-Level Adaptation." Paper presented at the Annual Conference of the **Western Economic Association International Association**, Vancouver, British Columbia, June 1994.

70. Kaiser, Harry M. "A Comparison of Top Dairy Farmers in the Upper Midwest vs. Western U.S." Presentation at the **Minnesota Dairy Policy Conference**, University of Minnesota, St. Paul, March 10, 1994.
71. Kaiser, Harry M. "An Analysis of Alternatives to the Dairy Price Support Program." Seminar in the Department of Agricultural Economics, **Iowa State University**, Ames, Iowa, November 12, 1993.
72. Kaiser, Harry M. "An Analysis of Alternatives to the Dairy Price Support Program." Seminar in the Department of Agricultural Economics, **University of Wisconsin**, Madison, Wisconsin, September 21, 1993.
73. Kaiser, Harry M. "An Analysis of Alternatives to the Dairy Price Support Program." Seminar in the Department of Applied Economics, **University of Minnesota**, St. Paul, Minnesota, September 20, 1993.
74. Chung, Pin J., Donald J. Liu, and Harry M. Kaiser. "The Random Trend in Stock Price Change Falls Mainly in the Cointegration Plane: The Case of the Pacific Rim Countries." Paper presented at the Annual Conference of the **Western Economic Association International Association**, Lake Tahoe, Nevada, June 22, 1993.
75. Kaiser, Harry M., and Donald J. Liu. "An Analysis of Alternatives to the Dairy Price Support Program." Paper presented at the Annual Conference of the **Western Economic Association International Association**, Lake Tahoe, Nevada, June 24, 1993.
76. Schertz-Willett, Lois, Deborah Streeter, Katherine Beissner, and Harry Kaiser. "The Effectiveness of Concept Mapping as a Teaching Tool: Evidence from Courses in Applied Economics." Paper presented at **Robert Morris College and McGraw Hill Conference on Teaching Economics: Instruction and Classroom Based Research**, Pittsburgh, Pennsylvania, February 1993.
77. Kaiser, Harry M. "Gradual Climate Change, Farm Adaptation, and Midwest Agriculture." Seminar presented at the **U.S. Department of Agriculture, Economic Research Service**, Washington, D.C., November 20, 1992.
78. Kaiser, Harry M. "Global Climate Change and Midwestern Crop Farming." Seminar presented at the **State University of New York at Binghamton, Economics Department**, Binghamton, N.Y., November 11, 1992.
79. Kaiser, Harry M. "Adaptation to Global Climate Change at the Farm-Level" Paper presented at a conference entitled **Agricultural Dimensions of Global Climate Change**, Cornell University, October 8, 1992.

80. Kaiser, Harry M. "A Dairy Industry Economic Model for Generic Promotion Evaluation." Seminar presented at the **U.S. Department of Agriculture, Economic Research Service**, Washington, D.C., September 28, 1992.
81. Kaiser, Harry M. "Biotechnology and Agriculture: A Welfare Analysis of Bovine Somatotropin." Paper presented at the Annual Conference of the **Western Economic Association International** Association, San Francisco, California, July 13 1992.
82. Kaiser, Harry M. "Evaluating Generic Dairy Promotion Impacts Using a Multiple Market Approach." Paper Presented at the **NEC-63 Research Conference on Commodity Advertising and Promotion**, San Diego, California, February 20, 1992.
83. Kaiser, Harry M. "An Overview of NEMPIS: National Economic Milk Policy Impact Simulator." Presentation at the **NC-198 Dairy Modeling Workshop**, Washington, D.C., October 31, 1991.
84. Kaiser, Harry M., Susan J. Riha, and Daniel S. Wilks. "Agricultural Adaptability and Gradual Global Warming." Paper presented at the Annual Conference of the **Western Economic Association International** Association, Seattle, Washington, July 1991.
85. McGuirk, Anya M. and Harry M. Kaiser. "bST and Milk: Benefit or Bane?" **Press Conference at the National Press Club**, Washington, D.C., March 4, 1991.
86. Kaiser, Harry M., Susan J. Riha, David G. Rossiter, and Daniel S. Wilks. "Agronomic and Economic Impacts of Gradual Global Warming: A Preliminary Analysis of Midwestern Crop Farming." Paper at a conference entitled, **Global Change: Economic Issues in Agriculture, Forestry, and Natural Resources**, Washington, D.C., November 1990.
87. Kaiser, Harry M., Donald J. Liu, Olan D. Forker, and Timothy D. Mount. "Impacts of Dairy Promotion from Consumer Demand to Farm Supply." Paper Presented at the **NEC-63 Research Conference on Commodity Advertising and Promotion**, Orlando, Florida, February 22, 1989.
88. Kaiser, Harry M. Moderator of "Use and Value of Raw Milk Components in Dairy Products." Session at the **Cornell Conference on Developing New Products for the Dairy Industry**, Syracuse, New York, June 7, 1988.
89. Kaiser, Harry M. "A Critique of Dairy Marketing in the Northeast." Paper presented at the **Northeast Dairy Conference**, Burlington, Vermont, March 28, 1988.
90. Kaiser, Harry M. "Simultaneous Production and Marketing Decisions Over Time: Discussion." Paper presented at the **Annual Meeting of Regional Research Project S-180**, Savannah, Georgia, March 22, 1988.

91. Kaiser, Harry M. "An Analysis of the Effects of the 1985 Farm Bill on the National Milk Market." Presentation made at the **University of Maryland**, November 18, 1987.
92. Simler, Kenneth R., Nelson L. Bills, and Harry M. Kaiser. "The Impact of the Dairy Termination Program on Land Use in New York." Presentation at **Planning for the Changing Rural Landscape of New England: Blending Theory and Practice**, a Conference sponsored by the New England Center, Durham, New Hampshire, November 17 and 18, 1987.
93. Kaiser, Harry M., Deborah H. Streeter, and Donald J. Liu. "Welfare Comparisons of U.S. Dairy Policies With and Without Supply Control." Seminar Presented at the **Marketing and Management Workshop**, Department of Agricultural Economics, Cornell University, June 15, 1987.
94. Kaiser, Harry M. "A Benefit-Cost Analysis of the Save the Family Farm Bill for Northeast Dairy Producers." Testimony Before the **Northeast Agricultural Congressional Caucus**. Washington, D.C., April 7, 1987.

#### **OUTREACH PRESENTATIONS**

1. Kaiser, Harry M. "A Benefit-Cost Analysis of the Market Access Program on Fresh Fruit Exports." Presentation to **U.S. Fresh Fruit Export Promotion Programs**, Baltimore, Maryland, November 16, 2016.
2. Kaiser, Harry M. "The Effectiveness of Foreign Market Development Programs for U.S. Dairy Exports." Presentation to **Cornell Cooperative Extension Ag-Inservice**, November 3, 2016.
3. Kaiser, Harry M. "An Economic Analysis of the American Peanut Council's Export Promotion Programs ." Presentation to the **American Peanut Council**, Charleston, South Carolina, June 28, 2016.
4. Kaiser, Harry M. "An Economic Analysis of U.S. Wheat Export Promotion." Presentation to **U.S. Wheat Associates**, Lake Tahoe, Nevada, November 6, 2016.
5. Kaiser, Harry M. "An Economic Analysis of the National Peanut Board's Promotion and Research Programs." Presentation to the National Peanut Board, Atlanta, Georgia, August 12, 2014.
6. Kaiser, Harry M. "The 2007 Report to Congress." Presentation to the Evaluation Committee of **Dairy Management, Inc.**, Chicago, Illinois, September 17, 2007.

7. Kaiser, Harry M. "The 2006 Report to Congress." Presentation to the Evaluation Committee of **Dairy Management, Inc.**, Chicago, Illinois, September 13, 2006.
8. Kaiser, Harry M. "An Economic Evaluation of the Fluid Milk and Dairy Acts." Presentation to the **Midwest Dairy Association** annual meeting, December 12, 2006, Kansas City, Missouri.
9. Kaiser, Harry M. "The 2006 Report to Congress." Presentation to the Evaluation Committee of **Dairy Management, Inc.**, Chicago, Illinois, September 13, 2006.
10. Kaiser, Harry M. "The 2004 Report to Congress." Presentation to the Board of Directors of **Dairy Management, Inc.**, San Antonio, Texas, January 25, 2005.
11. Schmit, Todd M. and Harry M. Kaiser. "The Dairy Case Management Program, Does It *Moove* More Milk?" Presentation to the **NYS Milk Promotion Order Board of Directors**, October 2003.
12. Schmit, Todd M. and Harry M. Kaiser. "The Report to Congress on Generic Dairy Advertising." Presentation to the Board of Directors of **Dairy Management, Inc.**, Chicago, Illinois, January 21, 2003.
13. Schmit, Todd M. and Harry M. Kaiser. "Results of the Time-Varying Parameter Model: Implications for Generic Dairy Advertising." Presentation to Senior Staff of **Dairy Management, Inc.**, Chicago, Illinois, December 2, 2002.
14. Kaiser, Harry M. "Returns from Generic Fluid Milk and Cheese Advertising." Presentation at the **Dairy Forum**, Miami, Florida, January 23, 2001.
15. Kaiser, Harry M. "Methods of Evaluating the Economic Effects of Advertising." Presentation to Senior Staff of **Dairy Management, Inc.**, Chicago, Illinois, April 30, 2001.
16. Kaiser, Harry M. . "Preliminary Results of Economic Evaluation of Fluid Milk and Cheese Advertising Project." Presentation to Senior Staff of **Dairy Management, Inc.**, Chicago, Illinois, November 13, 2000.
17. Kaiser, Harry M. "Returns to Generic Dairy Advertising: 1995-98." Presentation to Senior Staff of **Dairy Management, Inc.**, Chicago, Illinois, July 8, 1999.
18. Kaiser, Harry M. "Generic Milk and Cheese Advertising Impacts on National Dairy Markets." Presentation at the Annual Meeting of **Dairy Farmers, Inc.**, Daytona Beach, Florida, June 29, 1999.

19. Kaiser, Harry M. "Cheese vs. Milk Advertising: Which is Better for Dairy Farmers?" Presentation to the Executive Board of **American Dairy Association and Dairy Council**, Syracuse, New York, April 13, 1999.
20. Kaiser, Harry M. "Results of the Five Market Milk Model." Presentation to the **New York State Milk Promotion Advisory Board**, Syracuse, New York, April 9, 1999.
21. Kaiser, Harry M. "Milk Advertising: Does it Work? " Presentation at the **Southern Dairy Conference**, Atlanta, Georgia, February 8, 1999.
22. Kaiser, Harry M. "Commodity Checkoff Programs as a Collective Marketing Strategy for Agricultural Producers and Processors." Presentation at **the National Dry Bean Association Conference**, Albuquerque, New Mexico, August 2, 1998.
23. Kaiser, Harry M. "Generic Milk Advertising: An Overview." Presentation at the Southwest Milk Conference, San Antonio, Texas, June 25, 1998.
24. Kaiser, Harry M. "Econometric Evaluation of Commodity Checkoff Programs." Presentation to **MilkPEP** senior staff, Washington, D.C., May 21, 1998.
25. Kaiser, Harry M. "Cornell Econometric Models for Advertising Evaluation." Presentation at **ADADC Fluid Milk Conference**, Syracuse, New York, May 14, 1998.
26. Kaiser, Harry M. "Effectiveness of Generic Milk Promotion." Presentation to **Cornell Conference on Dairy Market and Product Research**, Syracuse, New York, March 2, 1998.
27. Kaiser, Harry M. "Generic Milk vs. Cheese Advertising Strategies." Presentation to **Dairy Management, Inc.**, Chicago, Illinois, February 25, 1998.
28. Kaiser, Harry M. "Effectiveness of Generic vs. Brand Milk and Cheese Advertising." Presentation to **New York State Milk Promotion Board**, Syracuse, New York, February 26, 1998.
29. Kaiser, Harry M. "Why Fluid Milk Advertising is Better for Farmers Than Cheese Advertising." Presentation to **New York State Milk Promotion Board**, Syracuse, New York, November 18, 1997.
30. Kaiser, Harry M. "An Overview of Dairy Promotion in the United States." Presentation to **Japanese Dairy Council** Visit, Ithaca, New York, October 9, 1997.
31. Kaiser, Harry M. "National Impacts of Generic Dairy Advertising: 1984-96." Presentation to **New York State Milk Promotion Board**, Syracuse, New York, September 21, 1997.



32. Kaiser, Harry M. "The Impact of Generic Egg Advertising in the United States, 1990-95." Presentation to the **American Egg Board**, Phoenix, Arizona, November 7, 1996.
33. Kaiser, Harry M. "The Impact of Generic Egg Advertising in California, 1985-95." Presentation to the **California Egg Commission**, Santa Barbara, California, September 18, 1996.
34. Kaiser, Harry M. "The ABCs of Economic Evaluation of the National Generic Dairy Promotion Program." Presentation Made at the **Annual Meeting of Cooperatives**, Boston, Massachusetts, July 15, 1996.
35. Kaiser, Harry M. "Commodity promotion Economics: An Overview." Presentation to **American Horse Marketing Alliance**, Lexington, Kentucky, April 24, 1996.
36. Kaiser, Harry M. "An Overview of NICPRE and its Activities." **U.S. Agricultural Export Development Council/Foreign Agricultural Service Annual Workshop**, Baltimore, Maryland, November 16, 1995.
37. Kaiser, Harry M. "An Economic Evaluation of the National Generic Dairy Promotion Program." Presentation Made at the **Annual Meeting of Dairy Management Inc.**, Washington, D.C., May 24, 1995.
38. Kaiser, Harry M. "The Impact of Recent Changes in Federal Milk Marketing Orders and the Dairy Price Support Program on Upper Midwest Farmers." Presentation to **Ann Wynia and Staff** (Democratic Candidate for U.S. Senate from Minnesota), Land O'Lakes Corporate Headquarters, Arden Hills, May 9, 1994.
39. Christ, Paul, and Harry M. Kaiser. "Institutions Affecting Milk Markets and Prices in the U.S." Presentation to the **Senior Executives of Land O'Lakes Management**, Land O'Lakes Corporate Headquarters, Arden Hills, MN, January 18, 1994.
40. Kaiser, Harry M. "Dairy Issues Update: Milk Marketing, Pricing, Federal Policies, and Industry Outlook." Presentation at the **Northwestern Minnesota Dairymen's Day Program**, University of Minnesota-Crookston, Crookston, MN, January 11, 1994.
41. Christ, Paul, and Harry M. Kaiser. "What to do About Dairy Policy in Bulgaria." Presentation to **Bulgarian Delegation of Industry Leaders**, Land O'Lakes Corporate Headquarters, Arden Hills, MN, October 29, 1993.
42. Kaiser, Harry M. "U.S. Dairy Policy." Presentation to **Delegation of Dairy Industry Leaders from the Baltic Countries**, Land O'Lakes Corporate Headquarters, Arden Hills, MN, September 23, 1993.

43. Kaiser, Harry M., and Olan D. Forker. "An Overview of a Dairy Industry Econometric Model for Planning and Evaluation of the National Generic Dairy Promotion Program." Presentation to the **Market Research Committee of the National Dairy Board**, Milwaukee, Wisconsin, September 22, 1993.
44. Christ, Paul, and Harry M. Kaiser. "An Overview of the U.S. Dairy Industry." Presentation to **Australian Delegation of Dairy Industry Leaders**, Land O'Lakes Corporate Headquarters, Arden Hills, MN, September 17, 1993.
45. Kaiser, Harry M. "Evaluation of the National Generic Dairy Promotion Program: 1984 through 1990." Presentation to the at the **New York State Dairy Promotion Advisory Board Meeting**, Ithaca, N.Y., October 28, 1992.
46. Kaiser, Harry M. Interview With **Casey Steven's Talk Radio Show**, WHCU 870, Ithaca, NY, June 23, 1992.
47. Kaiser, Harry M. "Using an Industry Model to Examine Generic Promotion Impacts on the Dairy Industry." Paper presented at **U.S. Department of Agriculture, Economic Research Service**, Washington, D.C., May 21, 1992.
48. Kaiser, Harry M. "Agriculture and Climate Change." Presentation at the **Cornell Global Environmental Change Seminar**, Ithaca, New York, March 11, 1992.
49. Kaiser, Harry M. "Agronomic and Economic Impacts of Gradual Climate Change." Presentation at the **Cornell Global Climate Change Seminar**, Ithaca, New York, May 15, 1991.
50. Kaiser, Harry M. "Supply Management: A Dairy Policy Alternative." Presentation at the **New York State Grange Meeting**, Cortland, New York, March 21, 1991.
51. Kaiser, Harry M. "Inventory Management Options for the Dairy Industry." Presentation at the **Tompkins County Extension Milk Marketing Study Group**, Ithaca, New York, March 14, 1991.
52. Kaiser, Harry M. "Climate Change and Agriculture: Can Farmers Adapt?" Presentation at the **Cornell Global Climate Change Short Course**, Ithaca, New York, September 8, 1990.
53. Kaiser, Harry M. "A Primer on National Economic Milk Policy Impact Simulator." Presentation at the **Cornell Dairy Marketing and Policy Seminar**, March 30, 1990.
54. Kaiser, Harry M. "Dairy Marketing and Policy Update." Presentation to the 1990 **Dairy Day and Trade Show**, Youngsville, New York, March 22, 1990.

55. Kaiser, Harry M. "Alternative Proposals for the 1990 Farm Bill." Presentation to the 1990 **Dairy Congress**, Alexander, New York, March 8, 1990.
56. Kaiser, Harry M. "The Producer's Return on Promotion Investments." Presentation at the 1990 Annual Meeting of the **American Dairy Association and Dairy Council**, Syracuse, New York, February 21, 1990.
57. Kaiser, Harry M. "Impacts of Dairy Promotion from the Farmer to the Consumer." Presentation made to the **USDA Oversight Committee for Generic Dairy Promotion**, Washington, D.C., July 14, 1989.
58. Kaiser, Harry M. "Potential Regional and National Impacts of bovine Somatotropin." Presentation made at the **1989 Agri-Mark Young Cooperator Summer Conference**, Lake George, New York, July 13, 1989.
59. Kaiser, Harry M. "Impacts of Dairy Promotion at the Farm, Consumer, and Government Levels." Presentation at **Mid-Year Dairy Agent Update**, Syracuse, New York, May 18, 1989.
60. Kaiser, Harry M. "Generic Dairy Promotion Impacts: A National Multiple Market Analysis." Presentation at the **New York State Dairy Promotion Advisory Board Meeting**, April 25, 1989.
61. Kaiser, Harry M. "Generic Dairy Promotion Impacts from Consumer to Farmer." **A.E. Research Workshop**, Department of Agricultural Economics, Cornell University, February 13, 1989.
62. Kaiser, Harry M. "Dairy Policy Under the New Administration." Presentations made at the **Dairy Congress** in Waterloo, New York on December 15, 1988, and in Batavia, New York on December 16, 1988.
63. Kaiser, Harry M. "Reducing the Milk Surplus with Buyouts, Lower Supports, or Both." Presentation made at the **Graduate Banker's Agricultural Seminar**, Department of Agricultural Economics, Cornell University, July 25, 1988.
64. Kaiser, Harry M. "Seasonal Price Incentive Plans for the Northeast." **Midyear Update Conference**, Syracuse, New York, May 11, 1988.
65. Kaiser, Harry M. "The Dairy Industry in the Northeast." **Meeting Sponsored by Cornell Cooperative Extension and Farm Bureau Dairy Committees in Cattaraugus and Chautauqua Counties**, Randolph, New York, March 24, 1988.

66. Kaiser, Harry M. "Current Issues Confronting Dairy Policy Makers in Washington, D.C." Presentation to **Congresswoman Louise Slaughter and Staff**, Ithaca, New York, February 19, 1988.
67. Kaiser, Harry M. "Federal Milk Marketing Orders: Overview and Current Issues." Presentation made at the **Dairy Marketing Short Course**, Carthage, New York, February 9, 1988.
68. Kaiser, Harry M. "Dairy Marketing in the Northeast: A Summary." Presentation made at the **Economic Training School**, Ithaca, New York, December 15, 1987.
69. Kaiser, Harry M. "Report on Cornell's Current Research Projects in Dairy Economics." Presentation at the **Northeast Dairy Economists Meeting**, Syracuse, New York, October 21, 1987.
70. Kaiser, Harry M. "Is the Dairy Title of the Food Security Act Doing What it was Intended to Do? An Economists Report Card." Presentation to the **W. I. Meyers Chair Advisory Committee**, Ithaca, New York, October 15, 1987.
71. Kaiser, Harry M. "The Role of the Family Dairy Farm in the Northeast." Presentation made at the **East West Dairy Conference**, Lancaster, Pennsylvania, September 18, 1987.
72. Putnam, Jim, Sid Barnard, Harry Kaiser, and Fred Webster. "Dairy Marketing in the Northeast - Panel Discussion." Presentation at **Annual Northeast Dairy Leaders Meeting**, Syracuse, New York, August 27, 1987.
73. Kaiser, Harry M. "The Situation and Outlook for Dairy, 1987." Presentation made at the **Graduate Banker's Agricultural Seminar**, Department of Agricultural Economics, Cornell University, July 27, 1987.
74. Kaiser, Harry M. "Potential Income Impact of Harkin-Gephardt Bill on New York Dairy Producers." Seminar Presented at the **Marketing and Management Workshop**, Department of Agricultural Economics, Cornell University, June 1, 1987.
75. Kaiser, Harry M. "Milk Supply Response to Seasonal Price Plans in New York." Presentation to the **Eastern Milk Producers Board of Directors Meeting**, Ithaca, New York, May 26, 1987.
76. Kaiser, Harry M. "The Distribution of Net Benefits of the Harkin-Gephardt Proposal to New York Dairy Farmers by Resource Class." Presentation made at Extension **Meeting on the Harkin-Gephardt Proposal**, Herkimer, New York, May 21, 1987.

77. Kaiser, Harry M. "Would Northeastern Farmers be Better Off under the Save the Family Farm Bill?" Presentation at the **Northeast Farm Policy Council Meeting**, Syracuse, New York, April 24, 1987.
78. Kaiser, Harry M. "Supply Management Alternatives for Dairy." Presentation Presented at the **American Society of Farm Managers Conference**, Batavia, New York, April 13, 1987.
79. Kaiser, Harry M. "What are Federal and State Milk Marketing Orders, and How Do They Impact New York Milk Prices?" Presentation at the **Dairy Marketing Short Course**, In-Depth Week, Department of Agricultural Economics, Cornell University, March 26, 1987.
80. Kaiser, Harry M. "Future Directions for National Dairy Policy: The Options." Presentation at the **Dairy Marketing Short Course**, In-Depth Week, Department of Agricultural Economics, Cornell University, March 26, 1987.
81. Kaiser, Harry M. "The Impact of the Harkin-Gephardt Bill on Net Farm Income of New York Dairy Farmers." Paper Presented at the **Northeast Dairy Policy Summit**, Springfield, Massachusetts, March 4 and 5, 1987.
82. Kaiser, Harry M. "RCMA, Over Order Pricing, and Milk Quotas as Tools to Increase Dairy Farm Incomes." Presentation at the **Dairy Day and Trade Show**, Youngsville, New York, February 5, 1987.
83. Kaiser, Harry M. "Dairy Situation and Outlook 1987: The Turn Around Year?" Presentation at the **New York Farm Show**, Syracuse, New York, February 26, 1987.
84. Kaiser, Harry M. "Alternatives to Mandatory Milk Supply Management." Paper Presented at the **1987 Massachusetts Dairy Farmers' Seminar: Milk Supply Management**, Chicopee, Massachusetts, February 18, 1987.
85. Kaiser, Harry M. "Mandatory Milk Quota Programs: Implications for Cheese Manufacturers." Presentation at the **Cheese Makers Short Course**, Sponsored by the Department of Food Science, Cornell University, January 21, 1987.
86. Kaiser, Harry M. "An Aggregate Analysis of Bid Decisions for the Whole Herd Buyout Program." Seminar Presented at the **Marketing and Management Workshop**, Department of Agricultural Economics, Cornell University, December 8, 1986.
87. Kaiser, Harry M. "U.S. Dairy Policy: Where Do We Go From Here?" Paper presented at **Cooperative Extension Seminar on Dairy Policy**, December 5, 1986, Ithaca, New York.

88. Kaiser, Harry M. "The Anatomy of Past and Present Mandatory Supply Management Programs." Paper presented at the **Dairy Supply Management Seminar**, November 25, 1986, Waterloo, New York.
89. Kaiser, Harry M. Organizer of **Cornell Conference on Mandatory Supply Management Programs for the Dairy Industry**, November 13, 1986, Syracuse, New York.
90. Kaiser, Harry M. "Milk, Milk, and More Milk: Is Mandatory Supply Management the Answer?" Presentation at the **Western New York Agri-Service Group Meeting**, October 21, 1986, Warsaw, New York.
91. Kaiser, Harry M. "Analysis of the DTP and Future Directions for Federal Dairy Policy." Presentation at **Northeastern Insurance Conference**, October 8, 1986, Albany, New York.
92. Kaiser, Harry M. "Are Quotas Congress's Next Tool for Curbing Milk Surpluses?" Presentation at **Federal Milk Marketing Order 2 Study Committee**, September 29, 1986, New York City.
93. Kaiser, Harry M. "Supply Management Programs Past and Present." **Northeast Regional Training School on Dairy Supply Management Programs**, White River Junction, Vermont (September 22, 1986); Syracuse, New York (September 24, 1986); State College, Pennsylvania (September 26, 1986).
94. Kaiser, Harry M. "Supply Management Programs in the European Community" **Northeast Regional Training School on Dairy Supply Management Programs**, White River Junction, Vermont (September 22, 1986); Syracuse, New York (September 24, 1986); State College, Pennsylvania (September 26, 1986).
95. Kaiser, Harry M. "Analysis of Milk Quota Programs in Canada and the European Community." Joint Meeting of the **Washington and Saratoga Dairy Clubs**, September 24, 1986.
96. Kaiser, Harry M. "An Overview of Over Order Pricing and Mandatory Quotas for Dairy." Presentation at **Cornell Bankers School**, August 4, 1986, Cornell University.
97. Kaiser, Harry M. "An Analysis of Supply Management Programs in Canada and Europe." Presentation presented at **National Dairy Policy Forum**, State University of New York-Morrisville, Sponsored by New York Farm Bureau, July 14, 1986.
98. Kaiser, Harry M. "Situation and Outlook for Dairy Policy." Presentation presented at **Meeting of New York State Legislators**, June 18, 1986.

99. Kaiser, Harry M. "Preliminary Results and Analysis of the DTP." Presentation made at the Spring Meeting of the **New York Sanitarians Association**, Schenectady, New York, May 22, 1986.
100. Kaiser, Harry M. "Summary of the DTP." Presentation made at the **Midyear Dairy Update Conference**, Syracuse, New York, May 15, 1986.
101. Kaiser, Harry M. "Outlook, Impacts, and Implications of the DTP on New York Dairying." Speech made at the **Central Trust 1986 Farm Seminar**, Delevan, New York, April 15, 1986.
102. Kaiser, Harry M. "Summary of the DTP Sign-Up in New York, the Northeast, and the U.S." Presentation made at the **Northeast Regional Cooperative Coordinating Committee Meeting**, Albany, New York, April 11, 1986.
103. Kaiser, Harry M. "Buyout Program Decision Aid (BOPDA) Software: What it is and How to Use it." Presentation Made at the **Dairy Termination Program Extension In Service Training Meetings**, Batavia, New York, February 3, 1986; Syracuse, New York, February 4, 1986; and Albany, New York, February 6, 1986.
104. Kaiser, Harry M. "The Dairy Termination Program: Who and How Many Want to Participate?" Speech Presented at the **Northeast Regional Cooperative Coordinating Committee Meeting**, Albany, New York, January 31, 1986.

### COURSES TAUGHT

1. Agricultural, Resource, and Managerial Economics 412: **Introduction to Mathematical Programming**, 3 credits, Department of Agricultural, Resource, and Managerial Economics, Cornell University, spring 2000.
2. Applied Economics and Management 640: **Agricultural Markets**, 3 credits, Department of Applied Economics and Management, Cornell University, fall 2001, fall 2002.
3. Agricultural, Resource, and Managerial Economics 412: **Introduction to Mathematical Programming**, 3 credits, Department of Agricultural, Resource, and Managerial Economics, Cornell University, spring 2000.
4. Agricultural Economics 346: **Dairy Markets and Policy**, 3 credits, Department of Agricultural, Resource, and Managerial Economics, Cornell University, spring 1996.
5. Institute of Economic Studies, second course: **Price Analysis**, University of Nitra, September 12-29, 1995, Nitra, Slovakia.

6. Agricultural Economics 700: **Global Environmental Change Seminar**, multiple credits, Department of Agricultural Economics, Cornell University, spring 1992, spring 1993.
7. Agricultural Economics 412: **Introduction to Mathematical Programming**, 3 credits, Department of Agricultural Economics, Cornell University, fall 1988, fall 1989, fall 1990, fall 1991, fall 1992.
8. Agricultural Economics 412: **Introduction to Linear Programming**, 3 credits, Department of Agricultural Economics, Cornell University, spring 1988.
9. Agricultural Economics 346: **Dairy Markets and Policy**, 2 credits, Department of Agricultural Economics, Cornell University, spring 1987.
10. Agricultural and Applied Economics 3660: **Economics of Public Services**, 3 credits, Department of Agricultural and Applied Economics, University of Minnesota, fall 1982.

## **GRADUATE FACULTY ACTIVITIES**

### **Graduate Students Who Have Completed Their Studies**

#### **Committee Chair:**

Edwin Pineda. M.P.S. 1988-89.  
Thomas Moen, M.S. 1990-1992.  
Abbas E. Mohammad Elamin, M.S. 1990-92.  
Charles Felix Ross, M.S. 1992-94.  
Thad Wengert, M.S. 1995-96.  
David Hall, M.S. 1994-95.  
Todd Schmit. Ph.D. 1999-2003.  
Yu Wang, M.S., 2004-2005

#### **Minor Member of Committee:**

Kenneth R. Simler, M.S. 1987-1988.  
Jo-Jo Baidu-Forson. Ph.D. 1984-1987.  
Jork P. Sellschopp, Ph.D. 1986-89.  
Arthur Thomas, M.S. 1989-1990.  
Fude Wang, Ph.D. 1989-1992.  
Nisse Lanna, M.S. 1990-93.  
Todd Schmit, M.S. 1992-94.  
Ann Marie Rose, M.S. 1990-94.  
Ayo Heinegg, M.S. 1991-94.



Zuang Li, Ph.D. 1990-94.  
Regendra Berta Sousa, M.S. 1994-96.  
Edward Mabaya, M.S. 1996-98.  
Hector Emilio Suazo. MPS 1998-2000.  
Lesiba Elias Bopape, M.S. 2000-2002.  
Emelly Mutambatsere, M.S. 2000-2002.  
Erica Pagel, M.S. 2000-2005.  
Phil Bishop, Ph.D. 1998-2004.  
Emelly Mutambatsere, Ph.D. 2002-2006

### **Current Graduate Students**

Chris Kanter, M.S., 2005-date (Chair)  
Pimbuca Rusmevichientong, M.S., 2006-date (Chair)  
Emma Stephens, Ph.D., 2003-date

### **AWARDS AND HONORS**

**Best Economics Paper of 2014: Food Safety and Nutrition Section**, Agricultural and Applied Economics Association.

**Outstanding Achievement Award**, University of Minnesota, 2009.

**Outstanding Alumni Award**, Department of Applied Economics, University of Minnesota, 2009.

**Outstanding Journal Article**, *Canadian Journal of Agricultural Economics*, Canadian Agricultural Economics Association, 2009.

**Distinguished Member Award**, *Northeastern Association of Agricultural and Resource Economics*, 2009

**Recognition of Outstanding Service**, *Northeastern Association of Agricultural and Resource Economics*, 2008

**Alumni Distinguished Achievement Award**, University of Wisconsin-Eau Claire, 2006.

Research Fellow, Rural Development Research Consortium, University of California, Berkeley, 2003-present

**Distinguished Member Award**, *Northeastern Association of Agricultural and Resource Economics*, 2002

Keynote speaker, **Jerry Johnson Lecture** at the University of Wisconsin-Eau Claire, April 6, 2001.

**Outstanding Journal Article**, *Agricultural and Resource Economics Review*, Northeastern Association of Agricultural and Resource Economics, 1991.

**American Association of Agricultural Economics Extension Award**, 1986.

Member of **Omicron Delta Epsilon** (International Honor Society in Economics).

Member of **Omicron Delta Kappa** (Undergraduate Honor Society).

Member of **Phi Alpha Theta** (History Honor Society - President, University of Wisconsin-Eau Claire Chapter, 1978-79).

**Outstanding Senior Award**, University of Wisconsin - Eau Claire, 1979.

**Who's Who Among American Colleges and Universities**, 1979.

### PROFESSIONAL ORGANIZATIONS

1. *American Agricultural Economics Association.*
2. *Northeastern Agricultural and Resource Economics Association.*
3. *Western Agricultural Economics Association.*
4. *American Dairy Science Association.*
5. *Western Economics Association International.*
6. *Southern Agricultural Economics Association.*
7. *Canadian Agricultural Economics Association.*

### UNIVERSITY AND DEPARTMENT SERVICE

1. Committee Chair, Dean's advisory committee on CALS promotions to full professor. (2007 - 2009).

2. Mann Library Committee, 2008 to date.
3. Chair, Applied Economics and Management Social Committee, 2003 to date.
4. Associate Chair, Applied Economics Program, Department of Applied Economics and Management, Cornell University, June 1999 to date.
5. Chair, Research Awards Committee, 1999 to date.
6. Member of Faculty Advisory Committee on Tenure Appointments, 2003-2006.
7. Chair, Agricultural, Resource, and Managerial Economics Departmental Review Committee, 1998-99.
8. Chair, international trade search committee, 1998-99.
9. Member of University Benefits Committee, 1997-date.
10. Cornell University Faculty Senator, February 1997 to date.
11. Member of Department Graduate Admissions Committee, three terms, last one ending 1997.
12. Member of the Financial Policies Committee, Cornell University, 1989-92.
13. Member of the Committee on the Economic Status of the Statutory College Faculty, Cornell University, 1990-92.
14. Agricultural Economics Department Secretary, 1989-90.
15. Member of Awards Committee, 1986-87, 1990-91.
16. Member of the Seminar Committee, 1988-89.
17. Chairman of Seminar Committee, 1989-90.
18. Co-founder and Chairman of the Agricultural Economics Research Workshop, September 1987.
19. Member of Electronic Mail Committee, 1987-88.
20. Member of Extension Outlook Committee, 1986-88.

21. Co-founder and Chairman of the Marketing and Management Research Workshop Committee, September 1986
22. Member of the Planning Committee for Establishing the Cornell Dairy Research Institute, fall 1985-spring 1987.

### **PROFESSIONAL SERVICE**

1. Board of Directors, *Council for Food, Agricultural, and Resource Economics*, 2008-2011.
2. President, *Northeastern Agricultural Economics Association*, 2005-2007.
3. Board of Directors, *American Agricultural Economics Association* Communications Committee, 2002-2005.
4. *American Agricultural Economics Association* Communications Committee, 2001-present.
5. Editor, *Agricultural and Resource Economics Review*, 1998-2001.
6. Associate Editor, *American Journal of Agricultural Economics*, 1997-2001.
7. Associate Editor, *Agribusiness: An International Journal*, 1998 – present.
8. Director, Cornell Commodity Promotion Research Program, 1995-present.
9. Member of NEC-198 Regional Research Information Exchange Committee, 1990-present. Secretary-Treasurer, 1995-2002.
10. Chair of NC-188 Regional Research Information Exchange Committee (Dairy Policy), 1996-97.
11. Vice Chair of NC-198 Regional Research Committee (Dairy Policy), 1989-95.
12. Member of the Editorial Board, *Northeastern Journal of Agricultural and Resource Economics*, 1992-94.
13. Member of Northeastern Association of Agricultural and Resource Economics Outstanding M.S. Thesis Committee, 1992-94. Chair in 1994.
14. Member of the review panel for the Oak Ridge Associated Universities Global Change Fellowship Program, 1992.

15. Member of Northeastern Association of Agricultural and Resource Economics Selected Paper Committee for Annual Conference, 1991-93.

16. Reviewer for:

National Science Foundation

*American Journal of Agricultural Economics*

*Journal of Environmental Economics and Management*

*Northeastern Journal of Agricultural and Resource Economics*

*North Central Journal of Agricultural Economics*

*Western Journal of Agricultural Economics*

*Southern Journal of Agricultural Economics*

*Canadian Journal of Agricultural Economics*

*Agribusiness: An International Journal*

*Giannini Foundation Series Publications*

*Journal of Dairy Science*

*Agricultural Finance Review*

*Journal of Production Agriculture*

*Journal of Agricultural Cooperation*

*Journal of Soil and Water Conservation.*

## **INDUSTRY SERVICE**

1. Ex Officio Member of the Northeast Regional Cooperative Coordinating Committee, fall 1985-87.

2. Ex Officio Member of the Northeast Farm Policy Council, summer 1986-89.

3. Ex Officio Member of the Northeast Cooperative Economic Task Force, fall 1985-87.

4. Member of the Northeast Dairy Task Force, 1986-1989.

5. Ex Officio Member of the Upper Midwest Marketing Agency, 1993-94.

6. Participant at the Coffee, Sugar, and Cocoa Exchange National Meeting, St. Louis, Missouri, May 13, 1994.