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**JILL J. McCLUSKEY**  
Regents Professor and Director  
Washington State University  
mclluskey@wsu.edu

## DEGREES

Ph.D., 1998, Agricultural & Resource Economics, University of California, Berkeley  
Fields: Economic Theory, Environmental & Resource Economics, Industrial Organization  
Dissertation: *Environmental Contamination and Compensation*, Advisor: Gordon Rausser  
M.S., 1995, Agricultural & Resource Economics, University of California, Berkeley  
M.A., 1993, Economics, Georgetown University  
B.A., 1989, Business Economics & Political Science, University of California, Santa Barbara

## ACADEMIC EXPERIENCE

Regents Professor (limited to 30 system-wide), Washington State Univ. (WSU), 2019-  
Director, School of Economic Sciences (SES), WSU, 2019-  
Associate Director, SES, WSU, 2016-2019.  
Distinguished Professor of Sustainability, WSU, 2015-19.  
Professor, School of Economics Sciences, WSU, 2007-19.  
Affiliated faculty, Program in Viticulture and Enology, WSU, 2009-.  
Visiting Professor, Dyson School of Applied Economics and Management, Cornell University, 2011.  
Affiliated faculty, LICOS Centre, Univ. of Leuven, Belgium, 2009-.  
Associate, Center for Wine Economics, Robert Mondavi Institute, UC Davis, 2009-.  
Visiting Associate Professor, Carson College of Business, WSU, 2004.  
Associate Professor, School of Economic Sciences, WSU, 2004-07.  
Chair, Graduate Studies, School of Economics Sciences, WSU, 2003-10, 2013-15, 2016-17.  
Assistant Professor, Department of Agricultural and Resource Economics, WSU, 1998-04.

## HONORS

Fellow, *Agricultural and Resource Economic Review*, 2022.  
Sahlin Faculty Excellence Award for Leadership, WSU (university-wide award), 2022.  
Fellow, American Association for the Advancement of Science (AAAS), 2021.  
Editor, *American Journal of Agricultural Economics*, 2021-.  
Fellow, Western Agricultural Economics Association (WAEA), 2019.  
Fellow, Agricultural and Applied Economics Association (AAEA), 2018.  
Samuel H. Smith Leadership Award, Association for Faculty Women, WSU, 2018.  
Washington State Academy of Sciences, member elected 2016.  
Faculty Excellence in Research, College of Ag., Human, and Natural Resource Sciences, WSU, 2016.  
President Elect 2014-15, President 2015-16, Past President 2016-17, AAEA  
Best Research Poster, International Society for Pharmacoeconomics and Outcomes Research, 2013.  
Dissertation advisor for the FDRS Applebaum Award for the Outstanding Ph.D. Dissertation, 2012.  
Best paper, American Association of Wine Economists Annual Meeting, Princeton, NJ, 2012.  
AAEA Quality of Communication Award (chapter author), 2007.  
Dissertation advisor for the Int. Ag. Trade Research Consortium Ph.D. Dissertation Award, 2007.  
President's Leadership Award, WAEA, 2005.  
Outstanding Mentor, Women and Leadership Forum, WSU, 2005.  
Thesis advisor, Outstanding Thesis Award, AAEA, 2003.

Thesis advisor, Outstanding Thesis Award, WAEA, 2003.

Food Policy Fellow, IMPACT Center, WSU, 2002-2007.

Dissertation advisor for the FDRS Applebaum Award for the Outstanding Ph.D. Dissertation, 2001.

## PROFESSIONAL DEVELOPMENT

LEAD21 Class 13 participant, June 2017-February 2018

Leadership development 21<sup>st</sup> Century, Land-Grant Universities

## GRANTS AND CONTRACT SUPPORT (PI or co-PI)

period	granting agency	total contract	PI	title	Role
9/22-8/24	USDA, NIFA	\$332,148	Badruddoza	Impact of Food Retailers' Presence and Composition on Nutritional Equity and Health Outcomes in the United States with Machine Learning	Co-PI
10/21-9/23	USDA, ERS, cooperative agreement	30,000	McCluskey	Nutrition Access, Outcomes, and Racial Equity	PI
9/20-8/22	USDA, NIFA	441,817	McCluskey	Social Interaction and Consumer Acceptance of Genome Editing in Domestic Livestock	PI
8/20-7/22	USDA, ERS, cooperative agreement	50,000	McCluskey	Analysis of Disruptions in Specialty Crop Markets from COVID-19	PI
9/17-9/19	USDA, ERS, cooperative agreement	50,000	McCluskey	Advancing the State of the Art for Short and Long Run Fruit and Vegetable Projections	PI
9/17-9/18	USDA, ERS, cooperative agreement	access to IRI data	McCluskey	Retail Market for Organic Food	PI
9/13-9/17	NSF	450,000	McCluskey	An Evaluation of University Partner Accommodation Policies with Implications for Retention and Promotion of Women	PI
10/12-9/17	NSF	1,900,000	S. Chen	SEP: Consortium for Nature-Inspired Lignocellulosic Biomass Processing	co-PI
9/14-9/15	AMS, USDA	48,508	T. Marsh	Assessment of the Cider Market: Pilot Study in Washington State	co-PI
1/14-6/15	WSU-CAHNRS	66791	McCluskey	Commercialization of New Crop Varieties	PI
1/11-12/13	WSU-NSF	10,000	McCluskey	Measuring Impact of Work-Life Policies on Recruitment, Retention and Promotion of Female and STEM Faculty at WSU	PI of Sub-contract
1/11-12/12	WSU-NSF	20,000	McCluskey	Measuring Impacts of Partner Accommodation Policies on Recruitment, Retention and Promotion of Female and STEM Faculty at WSU	PI of Sub-contract
1/10-1/13	AFRI USDA	299,542	T. Wahl	Urban Food Consumption Patterns and Trends in China: Implications for U.S. Exporters and Global Ag. Markets	co-PI
1/10-6/11	Robert Wood Johnson Fdn.	150,000	D. Allen	Promoting Healthy Kids' Menu Items in Quick-Service Restaurants	co-PI
8/09-9/11	ERS, USDA	40,000	McCluskey	China's Food Consumption Trends	PI

12/07-11/10	NRI, USDA	319,000	McCluskey	Response to Nutrition Information Provision on Grocery Store Shelves: An Experimental Approach in the Field	PI
9/06-8/07	Pace Int.	14,915	McCluskey	Consumer Response to Naturally Enriched Apple Coatings	PI
1/07-12/07	WSU-CAHNRS	3,000	McCluskey	Food Choices, Marketing, Consumer Knowledge, and Healthy Diets	PI
1/0712/09	WA Rasp. Commission	6,000	T. Wahl	Raspberry Market and Product Development	co-PI
7/07-6/08	WSU-Impact	22,991	C. Ross	Consumers' Willingness to Purchase Washington State Red Wines	co-PI
6/06-8/06	Ag. In the Middle	5,000	K. Painter	An Analysis of Consumer Demand for Sustainably Produced Farm Products	co-PI of subcontract
9/05-9/08	NRI, USDA	237,039	McCluskey	Grocery Store Shelf Labels, Nutrition and Pricing Information, and Consumer Choice	PI
1/05-12/07	WSU-Impact	68,275	M. Whiting	Stemless Sweet Cherries: Fruit Characteristics and Consumer Opinion	co-PI
10/04-9/07	NRI, USDA	460,000	C. Durham	Demand Impacts and Implementation of Eco-labels for Food Products	co-PI
1/04-12/05	WA DSHS	167,537	B. Boyd	Determinants of Child Care Center Employment Continuity	PI of Sub-contract
1/04-12/05	U. of Wisc.	21,617	McCluskey	The Existence of Quantity Surcharges Due to Product Differentiation	PI
1/03-12/05	WA Potato Comm	50,000	T. Wahl	Value-Added Research for Potato Culls and Waste	co-PI
1/03-12/06	Kellogg Foundation	200,000	T. Schotzko	Washington Fair Trade Agriculture Project	co-PI
1/02-12/03	U. of Wisc.	10,296	McCluskey	Incentives and Performance in Potato Contracts with Processors	PI
12/01-12/04	WSU-Impact	70,000	McCluskey	Consumer Response to New Technology and Food Safety Issues	PI
8/00-8/01	NRI, USDA	65,000	McCluskey	Reputation and Labeling	PI
5/01-5/02	WSU-Impact	25,000	S. Devadoss	Increasing Washington Apple Exports to India	co-PI
6/00-6/01	WSU-New faculty seed grant	6,245	McCluskey	Economics of the 'Washington Apple' Label	PI
10/00-9/01	NICPRE, USDA	13,000	McCluskey	Reputation and Consumer Response to the 'Washington Apple' Label	PI
9/99-12/00	AMS, USDA	77,474	McCluskey	Consumer Response to Sustainable Agricultural Product	PI
9/97-8/98	EPA-NSF	42,260	G. Rausser	Stigma of Environmental Damage on Residential Property Values	PhD student
Total		<b>\$5,743,455</b>			

## UNIVERSITY TEACHING

### Industrial Organization and Marketing:

EconS 594, Ph.D. field course in industrial organization theory, 2004-12, 2014-15, 2017-18.

EconS 593, Ph.D. field course on topics in industrial organization (co-taught), 2008-10.

AgEc 551 Ph.D. course with an agricultural industrial organization/contract theory focus, 2000, 02.

AgEc 550, M.S. course with an agricultural industrial organization focus, 1999, 2001-05.

AgEc 350, Undergraduate agricultural marketing course, 2001-04.

Microeconomic Theory:

Econ 503, Ph.D.-core microeconomic theory II, 2003-05; 2011-14, 2017.

EconS 550, Masters Course in Game theory and Experimental Economics, 2007.

Mathematical and quantitative methods:

AgEc 512, Special topics in Ph.D.-level econometrics (co-taught), fall 1999.

ARE 211 (U.C. Berkeley), Graduate student instructor, first-year Ph.D. math/econometrics, 1995.

Math Preparation Course for incoming Ph.D. students (U.C. Berkeley), summer 1995.

**MAJOR PROFESSOR FOR PHD ADVISEES (3 current, 46 graduated)**

1.	Kennedy Odongo, <i>Prediction and Analysis of Disruptions in Specialty Crop Markets</i>	Exp. 2023	Current Student
2.	Joseph Navelski, <i>Social Interactions and Markets</i>	Exp. 2023	Current Student
3.	Botir Okhunjanov, <i>Economics of Rareness</i>	Exp. 2022	Current student
4.	Samantha Johnson, <i>Economics of Marketing Orders</i>	2021	Assistant Professor, University of Oklahoma
5.	Afrin Islam, <i>Economics of Social Media and Risk Perceptions</i>	2021	Assistant Professor of Instruction, Temple University
6.	Molla Mursaleen Shiraj, <i>Economics of Food Markets</i> (co-chair with R. Mittelhammer)	2021	Asst. Director of Research, Moody's Analytics
7.	Jugal Marfatia, <i>Applications of Data Science in Economics</i>	2021	Data Scientist, Facebook
8.	Joshua Tibbitts, <i>The Economics of Pain</i>	2021	Assistant Professor, BYU-Idaho
9.	Yousef Nazer, <i>Impacts of Fracking Technology and OPEC Behavior on the Petroleum Market</i> (co-chair with A. Love)	2020	Economist, International Monetary Fund
10.	Modhurima Amin, <i>Choices and Safety in the U.S. Retail Food Industry</i>	2020	Assistant Professor, Texas Tech Univ.
11.	Syed Badruddoza, <i>Retail Markets for Organic Dairy</i>	2020	Assistant Professor, Texas Tech Univ.
12.	Kiana Yektansani, <i>Essays on Product Differentiation</i> (co-chair, A. Espinola)	2020	Lecturer, University of Illinois, Chicago
13.	Anthony Delmond, <i>Essays on Applied Economics</i>	2018	Assistant Professor, University of Tennessee, Martin
14.	Alisher Mamadzhonov, <i>Economics of Alternative Energy and Local Food</i> (co-chair, A. Espinola)	2017	Environmental Affairs Officer, United Nations
15.	Megan Waldrop, <i>Economics of Organic, and Sustainability Products</i>	2017	Post-doctoral researcher, Technical University of Munich, Germany
16.	Zarrina Juraqulova, <i>Academic Labor Market and Family Planning</i>	2015	Assistant Professor, Denison University
17.	Tongzhe Li, <i>Experimental Economics and Sustainable Energy</i>	2015	Assistant Professor, Univ. of Guelph, Canada
18.	Georgina Mitchell, <i>Economics of Education: Analyzing Policies that Affect Success in Education</i>	2015	Economist, Coeur d'Alene Tribe
19.	Pratikshya Sapkota Bastola, <i>Essays on Development and Environmental Economics of Nepal</i>	2015	Model Validation, Freddie Mac
20.	Brandon Ware, <i>Food Deserts: The Spatial Location of Grocery Retailers in Urban Areas</i>	2014	Assistant Professor, Biola University
21.	Jadrian Wooten, <i>Applied Microeconomic Topics in American Professional Soccer</i>	2014	Assistant Teaching Professor, Penn State University
22.	Lillian Carrillo, <i>Culture and Consumer Preferences</i>	2013	Assistant Professor, Universidad Autónoma de Occidente, Colombia
23.	Yongwon Cho, <i>Essays on Applied Economics</i>	2013	Economist, Korean Institute for Industrial Economics and Trade

24.	Jingze Jiang, <i>Essays on Environmental Economics and Energy</i> (co-chair, T. Marsh)	2013	Assistant professor, Edinboro Univ.
25.	Tricia Nusius, <i>Taxation and Differentiated Products</i> .	2013	Economist, Malaysian Government
26.	Jared Woolstenhulme, <i>The Two-Body Problem in Academia</i> . (co-chair, B. Cowan)	2013	Senior Associate, Charles River Associates
27.	Mirzobobo Yormirzoev, <i>Essays on International Migration in Former Soviet States</i>	2013	Assistant Professor, National Research University, Perm campus, Russia
28.	Chris Densmore, <i>Inter-temporal Effects of Market and Production Characteristics</i> .	2012	Senior Marketing Data Analyst, King Isle Entertainment
29.	Daniel Toro-Gonzalez, <i>Quality Differentiation and Heterogeneous Consumer Preferences</i>	2012	Assistant Professor, Universidad Technologica de Bolivar, Colombia
30.	Tak Wong, <i>Essays on Empirical Industrial Organization in the Airline Industry</i> (co-chair with J. Yan)	2012	Chief Consultant and Forensic Economist at Pilot Forensic Consultants Limited
31.	Andrey Zaikin, <i>Product Differentiation with Technology and Allocation of Common Property Resources</i>	2012	Data Scientist at Boeing Global Services
32.	Andrew Hanks, <i>The Economics of Information...</i> (co-chair, T. Smith)	2011	Assistant professor, Ohio State University
33.	Shuo Li, <i>Behavioral Economics of Retail Food Markets: Discounts, Coupons and Healthier Menus</i> .	2011	Analyst, Federal Express
34.	Hainan Wang, <i>Preferences for Wine and Food Consumption in China</i>	2011	Sr. Manager, JP Morgan Chase
35.	Kelley Cullen, <i>Analyzing the Determinants of College and Health Care Choices</i>	2010	Assistant professor, Eastern Washington University
36.	Kevin Mongeon, <i>Cross Ownership and Market Power in Professional Sports</i> .	2010	Assistant professor, Univ. of New Haven
37.	Nan Yang, <i>Quality Differentiation in Wine Markets</i>	2010	Econometrician, Discover Financial
38.	Brady Horn, <i>The Economics and Measurement of Racial Bias in Law Enforcement</i>	2009	Assistant professor, Univ. of New Mexico.
39.	Armen Markosyan, <i>Essays on Modeling Individual Preferences</i>	2009	Litigation Consultant, EconOne
40.	Sanatan Shreay, <i>Essays on Modeling Limited Dependent Variables</i> (co-chair H. Chouinard)	2009	Health Economist, Amgen Corporation
41.	Huifang Zhang, <i>Impacts of Food Borne Illness and Information on Food Demand</i> (co-chair T. Marsh)	2009	Analyst, Dell Computer
42.	Joshua Berning <i>Grocery Store Shelf Labeling and Consumer Choice</i>	2008	Assistant professor, Univ. of Connecticut
43.	Marco Costanigro, <i>Product Characteristics and Reputation Effects in the Wine Market</i>	2007	Assistant professor, Colorado State University
44.	Ying Hu, <i>Effects of Sensory Attributes on Consumer Preferences</i>	2007	Risk Manager, American Express
45.	Richard Nelson, <i>An Economic Analysis of Lagged Liability</i>	2005	Economist, IRS
46.	Kynda Curtis, <i>Contracts, Westernization in Asia, and Biotechnology</i>	2003	Assistant professor, Univ. of Nevada, Reno
47.	Jason A. Winfree, <i>Valuation of Conservation and Preservation Properties</i>	2003	Assistant Professor, Univ. of Michigan, Ann Arbor
48.	Jianqing Hu, <i>Identity, Preferences, and Consumption: Asian Expatriates in the United States</i>	2003	Sr. Risk Manager, American Express
49.	Maria Loureiro-Garcia, <i>Reputation and Credence Goods</i> . (co-chair R. Mittelhammer)	2000	Assistant professor, Colorado State Univ.

### MAJOR PROFESSOR FOR MASTERS ADVISEES (27 completed)

Current student: Dante Ludlow. Graduated: Thaweb Maamri, 2020; Li-Kai Chen, 2020; Samantha Johnson, 2019; Donghyun Seo, 2019; Ahsan Ullah, 2018; Ailun Li, 2018; James Miller, 2017; Laferriere, Tyler, 2017; Marwan, Zakaria, 2017; Tucker, Fatima, 2017; Addai, Francis, 2015; Ningshu

Yu, 2014; Lin Cui, 2013; Christina Holmquist, 2011; Balch, Sean, 2010; Chris Singh, 2010; Alshahrani, Saad, 2009; Kevin Graham, 2009; Brian Sancewich, 2008; Lillie McComb, 2005; Matthew Moore, 2005; Jose Cuellar, 2004; Hodan Farah, 2004; Khaliela Wright, 2004; Kevin Sund, 2003; Hiromi Ouchi, 2002; Prabin Thapa, 2002.

### MEMBER OF GRADUATE COMMITTEES

Current: 5 Ph.D. students, Completed: 54 Ph.Ds. and 31 masters students

### POST DOCTORAL SUPERVISION

1. J. Bai, 2007-08. Placement: associate professor, Chinese Academy of Sciences.
2. K. Grimsrud, 2002. Placement: assistant professor, University of New Mexico.
3. K. Quagraine, 2000-01. Placement: assistant professor, Purdue University.

### UNDERGRADUATE RESEARCH ADVISOR

Sarah Kovich (current); Joshua Nelson, 2010; Randi Boeckman, 2005.

### BOOKS

1. DeGorter, H., J.J. McCluskey, J.F.M. Swinnen, D. Zilberman, April 2022. *Modern Agricultural and Resource Economics and Policy: Essays in Honor of Gordon C. Rausser*. Springer, New York: Springer Publishing.
2. Huffman, W.E. and J.J. McCluskey, 2020. *New Technology and Conflicting Information: Assessing Consumers' Willingness to Pay for New Foods*. Hackensack, NJ: World Scientific Publishing.
3. McCluskey, J.J. and J.A. Winfree, eds., 2017. *The Economics of Reputation*. Northampton, MA: Edward Elgar Publishing.

### JOURNAL ARTICLES (by topic)

#### Industrial Organization and Product Quality

1. Badruddoza, S., J.J. McCluskey, and A. Carlson, 2022. "Foaming up a Milk Empire? Projected Effects of a Dairy Merger," *Applied Economic Perspectives and Policy*. DOI: 10.1002/aep.13207
2. Badruddoza, S., A.C. Carlson, and J.J. McCluskey, 2022. "Long-Term Dynamics of U.S. Organic Milk, Eggs, and Yogurt Premiums," *Agribusiness* 38(1): 45–72.
3. Winfree, J.A. and J.J. McCluskey, 2020. "Economic Implications of Protecting Regional Reputations," *Journal of Agricultural and Food Industrial Organization* DOI: 10.1515/jafio-2019-0051.
4. Berning, J.P., H.H. Chouinard, K. Kiesel, J.J. McCluskey, and S.B. Villas-Boas, 2020. "Consumer and Strategic Firm Response to Nutrition Shelf Labels," *American Journal of Agricultural Economics* 102(2): 458–479.
5. Akhundjanov, S.B., R.K. Gallardo, J.J. McCluskey, and B.J. Rickard, 2020. "Commercialization of a Demand-Enhancing Innovation by a Public University," *Economic Modelling* 86: 88-100.
6. Winfree, J.A. and J.J. McCluskey, 2019. "Collective Reputation in Online Platforms and Private Quality Standards," *Journal of Agricultural and Food Industrial Organization* <https://doi.org/10.1515/jafio-2018-0014>.
7. Chen, K.-J. and J.J. McCluskey, 2018. "Impacts of Expert Information on Prices for an Experience Good across Product Quality Segments: Tasting Notes and Wine Prices," *Journal of Agricultural and Resource Economics* 43(3): 388-402.
8. Waldrop, M., J.J. McCluskey, & R.C. Mittelhammer, 2017. "Products with Multiple Certifications: Insights from the U.S. Wine Market," *European Review of Agricultural Economics* 44(4): 658–682.
9. Shreay, S., H.H. Chouinard, and J.J. McCluskey, 2016. "Product Differentiation and Quantity Surcharges," *Agribusiness* 32(1): 3-15.

10. Rickard, B., J.J. McCluskey, and R. Patterson, 2015. "Reputation Tapping," *European Review of Agricultural Economics* 42 (4): 675-701.
11. Toro Gonzalez, D., J.J. McCluskey, and R.C. Mittelhammer, 2014. "Beer Snobs do Exist: Estimation of Beer Demand by Type," *Journal of Agricultural and Resource Economics* 39(2):1-14.
12. Toro-Gonzalez, D., J. Yan, R.K. Gallardo and J.J. McCluskey, 2013. "Quality Differentiation with Flavors: Demand Estimation of Unobserved Attributes," *Journal of Agricultural and Food Industrial Organization* 11(1): 1–11.
13. Yang, N., J.J. McCluskey, and M.P. Brady, 2012. "The Value of Good Neighbors: A Spatial Analysis of the California and Washington Wine Industries," *Land Economics* 88(4): 674-84.
14. Costanigro, M., Craig A. Bond, and J.J. McCluskey, 2012. "Reputation Leaders and Quality Laggards: The Incentive Structure in Markets with Both Private and Collective Reputations," *Journal of Agricultural Economics* 63(2): 245–264.
15. Costanigro, M., J.J. McCluskey, and C. Goemans, 2010. "The Economics of Nested Names: Name Specificity, Reputations, and Price Premia," *American Journal of Agricultural Economics* 92(5): 1339-1350.
16. McCluskey, J.J. and Jason A. Winfree, 2009. "Pre-empting Public Regulation with Private Quality Standards," *European Review of Agricultural Economics* 36(4): 525–539.
17. Costanigro, M., J.J. McCluskey, and R.C. Mittelhammer, 2009. "Let the Market Be Your Guide: Estimating Equilibria in Differentiated Product Markets with Class-Membership Uncertainty," *Journal of Applied Econometrics* 24: 1117-1135.
18. Costanigro, M., J.J. McCluskey, and R.C. Mittelhammer, 2007. "Segmenting the Wine Market Based on Price: Hedonic Regression when Different Prices mean Different Products," *Journal of Agricultural Economics* 58(3): 454-466.
19. McCluskey, J.J. and M.L. Loureiro, 2005. "Reputation and Production Standards," *Journal of Agricultural and Resource Economics* 30(1): 1-11.
20. Winfree, J.A. and J.J. McCluskey, 2005. "Collective Reputation and Quality." *American Journal of Agricultural Economics* 87(1): 206-214.
21. McCluskey, J.J. and K.K. Quagraine, 2004. "Measurement of Industry Conduct with a Latent Structure," *Journal of Applied Econometrics* 19(7): 887-897.
22. Winfree, J.A., J.J. McCluskey, R.C. Mittelhammer, and P. Gutman. 2004. "Seasonal Market Power in the U.S. D'Anjou Pear Industry," *Journal of Food Distribution Research* 35(2): 56-65.
23. Quagraine, K.K., J.J. McCluskey, and M.L. Loureiro, 2003. "A Latent Structure Approach to Measuring Reputation," *Southern Economics Journal* 69(4): 966-977.
24. McCluskey, J.J., 2000. "A Game Theoretic Approach to Organic Foods: An Analysis of Asymmetric Information and Policy," *Agricultural and Resource Economics Review* 29(1):1-9.
25. McCluskey, J.J. and A.D. O'Rourke, 2000. "Relationships between Produce Supply Firms and Retailers in the New Food Supply Chain," *Journal of Food Distribution Research* 31(3): 11-20.

### Consumer Economics

26. McCluskey, J.J. 2022. "Nutrition Access, Income, and Race." *American Journal of Agricultural Economics* 104(2): 493–501.
27. Ware, B., M.D. Amin, E.L. Jessup, and J.J. McCluskey, 2021. "Neighborhood Racial Composition, Neighborhood Poverty, and the Spatial Distance to Grocery Retailers in Metropolitan Seattle," *Agricultural and Resource Economic Review* 50: 512–53.
28. Zhang, Q., J.J. McCluskey R.K. Gallardo, and M. Brady, 2021. "Avoidance Behaviors Circumventing the Sugar-Sweetened Beverages Tax," *Food Policy* 105: 102166.
29. Amin, M.D., S. Badruddoza, and J.J. McCluskey, 2021. "Predicting access to healthful food retailers with machine learning," *Food Policy* 99: article 101985.

30. Grant, K., Gallardo, R. K., McCluskey, J. J. 2020. Factors Influencing Consumers' Expected Food Waste. *Journal of Food Distribution Research*, 51(3), 41-62.
31. Li, T., A. Mamadzhanov, J.J. McCluskey, and K. Messer, 2020. "Preferences for Local Oysters: Tourists versus Locals," *Canadian Journal of Agricultural Economics* 68: 429-444.
32. Grant, K., R.K. Gallardo and J.J. McCluskey, 2019. "Are Consumers Willing to Pay to Reduce Food Waste?" *Choices* 34(1): 1-7.
33. Waldrop, M.E., J.J. McCluskey, 2019. "Does Information about Organic Status affect Consumer Sensory Liking and Willingness to Pay for Beer?" *Agribusiness* 35(2): 149-167.
34. Gabrielyan, G., T.L. Marsh, C.F. Ross and J.J. McCluskey, 2018. "Hoppiness and Happiness: The Impact of Hop Quality on Willingness to Pay for Beer," *Journal of Wine Economics* 13(2): 160-181.
35. Lusk, J.L. and J.J. McCluskey, 2018. "Understanding the Impacts of Food Consumer Choice and Food Policy Outcomes," *Applied Economics Perspectives and Policy* 40(1): 5-21.
36. Tozer, P.R., S.P. Galinato, C.F. Ross, C.A. Miles, and J.J. McCluskey, 2015. "Sensory Analysis and Willingness to Pay for Craft Apple Cider," *Journal of Wine Economics* 10(3): 314-328.
37. Bai, J., J.J. McCluskey, H. Wang, and S. Min, 2014. "Dietary Globalization in Chinese Breakfasts," *Canadian Journal of Agricultural Economics* 62(3):325-341.
38. Gabrielyan, G., J.J. McCluskey, T.L. Marsh, and C.F. Ross, 2014. "Willingness to Pay for Sensory Attributes in Beer," *Agricultural and Resource Economics Review* 43(1): 125-139.
39. McCluskey, J.J., C. Durham, B. Horn, R.C. Mittelhammer, and Y. Hu, 2013. "Valuation of Internal Quality Characteristics across Apple Cultivars," *Agribusiness* 29 (2) 228-241.
40. Li, S., J.J. McCluskey, and R.C. Mittelhammer, 2012. "Effects of Healthier Choices on Kids' Menus: A Difference-in-Differences Analysis," *Journal of Food Distribution Research* 43(3):1-14.
41. Holmquist, C., J.J. McCluskey, and C.F. Ross, 2012. "Consumer Preferences and Willingness to Pay for Oak Attributes in Washington Chardonnays," *American Journal of Agricultural Economics* 94(2): 556-561.
42. McCluskey, J.J., R.C. Mittelhammer, and F. Asiseh, 2012. "From Default to Choice: Adding Healthy Options to Kids' Menus," *American Journal of Agricultural Economics* 94(2): 338-343.
43. Kiesel, K., McCluskey, J.J. and S.B Villas Boas, 2011. "Nutritional Labeling and Consumer Choices." *Annual Review of Resource Economics* 3: 141-158.
44. Berning, J., H.H. Chouinard, and J.J. McCluskey. 2011. "Do Positive Nutrition Shelf Labels Affect Consumer Behavior? Findings from a Field Experiment with Scanner Data," *American Journal of Agricultural Economics* 93(2): 364-369.
45. Berning, J., H.H. Chouinard, K. Manning, J.J. McCluskey, and D. Sprott, 2010. "Identifying consumer preferences for shelf-label nutrition information," *Food Policy* 35:429-436.
46. Unnevehr, L., J. Eales, H. Jensen, J. Lusk, J. McCluskey, and J. Kinsey, 2010. "Food and Consumer Economics," *American Journal of Agricultural Economics* 92(2): 506-521
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#### **CONSULTING REPORTS AND EXPERT TESTIMONY**

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### DEPARTMENTAL SEMINARS

Cal Poly (2016), Cornell Univ. (2011, 2016, 2022); Iowa State Univ. (2010); Kansas State Univ. (1997); North Carolina State Univ. (1998); North Dakota State Univ. (2007, endowed lecture); Michigan State Univ. (2018), Ohio State Univ. (1998, 2015); Oregon State Univ. (2008, 2018); Penn State Univ. (1998); Univ. of Arizona (2018); UC Berkeley (1998); UC Davis (2002, 2005, 2009); Univ. of Leuven, Belgium (2011); Univ. of Nebraska (2019); Univ. of Washington (2007, 2011); Univ. of Wisconsin (2011); Virginia Tech (2011); USDA-ERS (1999); U.S. EPA (1999); and Washington State Univ. (1998, 2000, 2004, 2011, 2012, 2021, 2022); World Bank (2017).

### PROFESSIONAL PRESENTATIONS (selected from >200)

1. McCluskey, J.J., "How Marketing Standards Affect and are Seen by Consumers," invited presentation at the European Commission's Workshop on Marketing Standards, virtual, September 9, 2021.
2. Offutt, S. and J.J. McCluskey, "How Women Saved Agricultural Economics," invited paper presented at the International Association of Agricultural Economics triennial conference, virtual, August 17-31, 2021.
3. McCluskey, J.J. "Innovations for Supporting Contracting in Supply Chains." Food Forum workshop on *Innovations in the Food System: Shaping the Future of Food*, National Academies of Sciences, Engineering and Medicine, Washington, DC, August 7, 2019.
4. McCluskey, J.J. "Why Diversity Matters," Keynote presentation, International Association of Agricultural Economists Conference, Vancouver, BC, August 2, 2018.
5. Waldrop, M., J.J. McCluskey, and R.C. Mittelhammer, "Effects of Multiple Production Standards on Product Prices," Plenary, Eur. Ag. Econ. Assoc. Congress, Parma, Italy, Aug. 29-Sept. 2, 2017.
6. Waldrop, M., J.J. McCluskey, and R.C. Mittelhammer, "Effects of Sustainable Production Standards on Product Prices: Insights for the U.S. Wine Market," Keynote Address at the GlobalFood Symposium, Göttingen, Germany, April 28-29, 2017.
7. McCluskey, J.J. "Economics of Genetically Engineered Crops," invited presentation at the Forum of Scientific Society Leaders on Genetically Engineered Crops: Experiences and Prospects, National Academies of Sciences, Engineering, and Medicine, Washington DC, December 7, 2016.
8. McCluskey, J.J. "Diversify or Die: How Increasing Diversity of People and Ideas can make Organizations More Competitive," Presidential Address, AAEA Annual Meeting, San Francisco, July 27-29, 2015.

9. McCluskey, J.J. “Evolution of Consumer Preferences and Emerging Food Trends,” invited presentation at the Kansas City Federal Reserve Bank’s Annual symposium, *Responding to Future Food Demands*, July 14-15, 2015.
10. McCluskey, J.J., “Information and Consumer Preferences for New Technology.” Invited plenary talk at GMCC-13, the sixth International Conference on Coexistence between GM and non-GM based Agricultural Supply Chains, Lisbon, Portugal, November 12-15, 2013.
11. McCluskey, J.J., C.A. Durham, B.P. Horn, and R.C. Mittelhammer, “Valuation of Internal Quality Characteristics,” Invited plenary presentation at the Food Distribution Research Society, San Juan, Puerto Rico, October 16, 2012.
12. Zaikin, A. and J.J. McCluskey, “Enhanced Quality versus Perceived Risk of New Technology,” Invited presentation at the 28<sup>th</sup> International Conference of Agricultural Economists, Foz Do Iguacu, Brazil, August 18-24, 2012.
13. Rickard, B., J.J. McCluskey, and R.W. Patterson, “Examining Consumer Response to Information about Wine Appellations,” American Association of Wine Economists Annual Meeting, Princeton, New Jersey, June 7-10, 2012 (received best conference paper award).
14. Lusk, J. and J.J. McCluskey. “Information and Quality: What do Consumers Want?” Invited Centennial Presentation, AAEA, Denver, July 26, 2010.
15. Horn, B.P., J.J. McCluskey, and R.C. Mittelhammer, “Measuring Racial Bias in Driving Under the Influence Enforcement.” Keynote presentation at the *Beeronomics: on the Economics of Beer and Brewing*, Leuven, Belgium, May 27-29, 2009. (Televised by Wall Street Journal Europe).
16. McCluskey, J.J. “Collective versus Brand Reputations for Geographical Indication Labelled Foods,” invited paper, *Geographical Indications, Country of Origin and Collective Brands: Firm Strategies and Public Policies* INRA – IDEI, Toulouse, France, June 14-15, 2007.
17. Anand, A., R.C. Mittelhammer, J.J. McCluskey, and T.I. Wahl. “Consumer Response to GM food in India,” invited paper presented at *Economic Consideration of Biosafety and Biotechnology Regulations in India: A Policy Dialogue* sponsored by IFPRI and the South Asia Biosafety Program on New Delhi, India, August 24-25, 2006.
18. McCluskey, J.J. and Johan F.M. Swinnen. “Political Economy of the Media and Consumer Perceptions of Biotechnology,” Principal paper, AAEA meetings, Denver, August 1-4, 2004.
19. Swinnen, J.F.M., J.J. McCluskey, and N. Francken, 2003, “Food Safety, the Media, and the Information Market.” Plenary paper, 25<sup>th</sup> International Conference of Ag. Economists, Durban, South Africa, August 2003.
20. McCluskey, J.J. “The Consumer Response to Food Labeling,” invited keynote presentation at the *Emerging Roles for Food Labels: Inform, Protect, Persuade* conference, organized by the Food & Agricultural Marketing Policy Section of the AAEA in partnership with AMS/USDA, Farm Foundation, and NEC-63, Washington DC, March 20-21, 2003.

**OUTREACH PRESENTATIONS: 18**  
**POSTERS, PEER REVIEWED: 17**

**INDUSTRY/ UNIVERSITY ALLIANCES**

1. Data-sharing Agreement between Regional Quick-Service Restaurant Chain and WSU, 2009-11.
2. Lead for Data-Sharing Agreement between Large Retail Grocery Chain and WSU, 2007-present.

**SERVICE** (Selected)

Journal Editing

Editor, *American Journal of Agricultural Economics*, 2021-  
 Guest Editor, *Food Policy*, 2018



Guest Editor, *Journal of Food Distribution Research*, 2015.  
 Guest Editor, *Agricultural & Resource Economics Review*, 2014.  
 Guest Editor, *Journal of Wine Economics*, September 2009.  
 Mini-Symposium Editor, *World Economy*, May 2006.  
 Editorial Board, *European Review of Agricultural Economics*, 2011 – 2020.  
 Editorial Board, *Journal of Wine Economics*, 2006 – present.  
 Editorial Board, *Journal of Industrial Organization Education*, BE Press, 2006 – 2012.  
 Associate Editor, *American Journal of Agricultural Economics*, 2004 - 2007.

Book Reviewer for: Blackwell Publishing, Cambridge Univ. Press, Oxford Univ. Press, MIT Press

International:

Member of the Executive Board, International Association of Agricultural Economists, 2021-  
 Member of the Executive Board, European Agricultural and Applied Economics Publications  
 Foundation, 2021-

National:

**National Academies of Science Engineering and Medicine**

Member, Board on Agricultural and Natural Resources (BANR), National Academies of Sciences,  
 Engineering and Medicine, 2017-present.

**American Association for the Advancement of Science (AAAS)**

Member, Electorate Nominating Committee of the Section on Social, Economic & Political Sciences,  
 AAAS, 2019-22.

**Agricultural and Applied Economics Association (AAEA)**

*Executive Leadership*

President Elect 2014-15, President 2015-16, Past President 2016-17.

Director 2005 - 08.

Designed new AAEA logo with R. Just and S. Irwin, 2008.

Special Committee for transition to association management corporation, 2007.

*Section Leadership*

Chair-Elect, Chair, & Past Chair, Food and Ag. Marketing and Policy section (FAMPS), 2010-13.

Executive Board and Founding Member, Econometrics section, 2007- 09.

Executive Board, Food and Agricultural Marketing and Policy section, 2006-07.

Executive Board, Food Safety and Nutrition section, 2002 - 04.

*Committee Service*

Fellows Selection Committee, 2020-; Mentoring Committee Chair 2018-19, member 2018-;  
 Quality of Research Discovery Award 2007-8, 2014-16; Government Relations 2015-18; Finance  
 Committee Chair 2006-7, member 2008; Nominating Committee Chair, 2016-17, member, 2001-  
 02, 09-12; T.W. Schultz Distinguished Lecture 2008-10; Publication of Enduring Quality Award  
 2006-9; Trust Committee Chair 2016-17; Web Development Working Group 2008; Annual  
 Meeting Selected Paper 2003-06; Outstanding Master's Thesis Award Chair 2003, member 2002;  
 New Products 2002-3; Professional Activities 1999-3; Topic Leader for Annual Meetings for  
 Econometrics 2001, Consumer behavior '03, Industrial Organization '04, '05, Food Safety and  
 Nutrition '04, '05, '07.

Regional:

**Western Agricultural Economics Association (WAEA)**

Chair, Awards Committee, 2008-09.

Vice President, 2004-05.

Selected Paper Chair, Annual Meetings, 2005.

Director, 2001-03.

Committee Service: WAEA Outstanding Master's Thesis, 2001; Travel Grant Committee, 2001

### **Other Professional Service and Regional Research Projects**

Chair, Priorities Project, a collaboration between the Council on Food, Agricultural and Resource Economics, AAEA and the USDA Economic Research Service, 2016-17.

Chair Elect/Chair, 2013-17, S1067/S1050 Research Regional Project, *Specialty Crops and Food Systems: Exploring Markets, Supply Chains and Policy Dimensions*, (member 2009-present).

Member, NC-1034 Multi-state Research Project, *Impact Analyses and Decision Strategies for Agricultural Research*, 2017-.

Member, W-1133 Multi-state Research Project, *Benefits and Costs of Natural Resources Policies Affecting Public and Private Lands*, 2002 –2010.

NE-165 Regional Project, *Private Strategies, Public Policies, and Food System Performance*, 1998-02.

International Agricultural Trade Research Consortium (IATRC), 2006-present.

State: Tacoma Smelter Real Estate Advisory Group, Washington State Dept. of Ecology, 2002.

### University:

Lead author, WSU staff salary equity study, commissioned by the Provost, 2020-2021.

Lead author, WSU faculty salary equity study, commissioned by the Provost, presented to president's cabinet and WSU faculty senate, completed 2020.

Executive Committee, "120-day Study" on the WSU Research Enterprise, 2014

Fee Committee, 2012-2019.

Provost's Advisory Committee on Tenure and Promotion, 2010-12.

Faculty Hearing Committee Panel, WSU, 2008 - 11.

Graduate Mentor Academy, WSU, 2004 - present.

Chair and member, Samuel Smith Award Selection Committee, chair 2006; member 2005-07

Member, President's Commission on the Status of Women, WSU, 2004-2005.

Senator, Faculty Senate, 2000-04.

Election Subcommittee, Faculty Senate, 2001-04.

Leadership Nomination Committee, WSU Faculty Senate, 2004.

WSU Children's Center Advisory Committee, 1999 – 2004.

### College

Chair, CAHNRS Chairs and Directors Group, 2021-.

CAHNRS Dean search committee, 2017.

Chair, Tenure and Promotion Advisory Committee, 2014-16, member, 2012-17.

Task Force to Enhance the Competitiveness of Faculty in Securing External Funding, 2013-14.

Task Force for Revising Tenure and Promotion Policies, Procedures, and Criteria, 2010-11.

Women's History Month Committee, CAHNRS, 2006-08.

### Academic Unit:

Director, 2019-

Friends and Development Committee, 2019-

Associate Director, 2016-19.

Chair, Graduate Studies, 2003-2010, 2013-15, 2016-17.

Director, Graduate Placement, 2010-13.

NSF Advance Liaison, 2012-present.  
 Chair, Department Awards Committee, 2002-2003; Member: 2012-13.  
 Leigh Lecture Organizer, 2005-2014 (Speakers include Nobel Laureates Robert Lucas 2010; James Heckman, 2007; Daniel McFadden, 2006).  
 Chair, Newsletter Committee, 2008-10; Member, 2011-13.  
 Chair, Undergraduate Curriculum Review, 2004-2005.  
 Chair, Tenure, Promotion, and Evaluation Guidelines Committee, 2004-2005.  
 Masters Curriculum Review, 2004-2005.  
 WSU: 2001, 2004 (Search Chair), 2005, 2006, 2007 (Search Chair), 2008 (Search Chair), 2010, 2013 (Search Co-Chair). UC Berkeley, Faculty Search Committees, 1997.  
 Faculty Mentor Committees (member & chair), 2002- present  
 Chair, Departmental Seminar Committee, 1999 - 2001.  
 Faculty Website Review Committee, 1999 – 2003, 2005-2010.  
 Ph.D. Qualifying Exam Committee, 1998 - present.

#### Federal Government Service

Panelist, National Institute of Food and Agriculture, USDA, 2020.  
 Chair of External Review Panel for the USDA Economic Research Service Programs in Markets, Trade, and International Agriculture (MTIA), 2016-17.

#### Conference Organization:

*Beeronomics: The Economics of Beer and Brewing*, Seattle, 2015.  
*Competitive Forces Affecting the Wine and Winegrape Industries: An International Conference on World Wine Markets*, Robert Mondavi Institute for Wine and Food Sciences, UC Davis, August 8-11, 2007.  
*Marketing Washington Wine*, April 6, 2006, Pullman, WA.  
 Northwest Food Safety Consortium's Food Safety Farm to Table Conference, Moscow, ID, 1999.

#### Evaluator/External Reviewer for:

External reviewer for the US-Israel Binational Agricultural Research and Development (BARD) Fund, multiple years  
 External reviewer for Purdue University, Department of Agricultural Economics, 2020.  
 External reviewer for Center for Experimental and Applied Economics, Univ. of Delaware, 2019  
 External reviewer for Texas A&M Department of Agricultural Economics, 2019  
 External reviewer for UC Davis undergraduate program in Managerial Economics, 2018  
 Council for Agricultural Science and Technology (CAST), 2016  
 National Science Foundation, Economics Grant Program 2006, 2007, 2010, 2011.  
 CERGE-EI/World Bank Global Research Competition  
 USDA NRICGP (categories: food safety and markets and trade) 2002, 2006  
 United States-Israel Binational Agricultural Research and Development Fund 2007  
 Outside examiner, numerous Ph.D. dissertations, Promotion and Tenure cases  
 External Evaluator Swedish Agricultural University, Uppsala, Sweden 2009.  
 Food Alliance standards for producer certification 2002.

**PROFESSIONAL AFFILIATIONS:** AAAS, Agricultural and Applied Economics Association, American Economic Association, Food Distribution Research Society, International Association of Agricultural Economists, Western Agricultural Economics Association.