

AARON J. STAPLES

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446 West Circle Drive
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EDUCATION

- PhD** Agricultural, Food, and Resource Economics, Michigan State University exp. 2023
Major Field: Food and Agricultural Economics
Minor Field: Environmental and Resource Economics
Advisor: Dr. Trey Malone
- MS** Agricultural Economics, Purdue University Aug. 2019
Thesis title: "Eliciting Consumer Willingness to Pay for Sustainability Attributes in Beer:
A Choice Experiment Using Eco-Labels"
Advisor: Dr. Carson Reeling
- BA** Westfield State University, Economics May 2018
Graduated Summa Cum Laude
Minored in Mathematics and Criminal Justice

RESEARCH EXPERIENCE

- Research Assistant**, Michigan State University, East Lansing, MI 2019-present
Advisor: Dr. Trey Malone
- Research Assistant**, Michigan State University, East Lansing, MI 2020
Advisor: Dr. Bridget Behe
- Research Assistant**, Purdue University, West Lafayette, IN 2018–2019
Advisor: Dr. Carson Reeling
- Research Assistant**, Westfield State University, Westfield, MA 2016–2018
Advisors: Dr. Supriya Sarnikar and Dr. Hillary Sackett-Taylor

HONORS AND AWARDS

- Don Lavoie Fellow** 2020
Mercatus Center at George Mason University
- Richardson-Applebaum Outstanding MS Thesis on Food Distribution and Marketing** 2020
Food Distribution Research Society
- BEER Graduate Student Travel Award** 2020
Agricultural and Applied Economics Association
- Academic Excellence Award** 2018
Westfield State University, Economics

PEER-REVIEWED PUBLICATIONS

Peer-Reviewed Publications

3. Staples, A.J.*, Malone, T., & Serrine, J.R. (2020). Hopping on the localness craze: What Michigan brewers want from state-grown hops. *Managerial and Decision Economics*, 1-11. [link](#).
2. Staples, A.J.*, Reeling, C.J., Olynk Widmar, N.J., & Lusk, J.L. (2020). Consumer willingness to pay for sustainability attributes in beer: A choice experiment using eco-labels. *Agribusiness*, 36(4), 591-612. [link](#).
1. Staples, A.J., Sackett-Taylor, H.M., Fogue, J., Brewer, S.B., & Sarnikar, S.* (2020). A mixed methods approach to uncover common error patterns in student reasoning. *Journal of Economic Education*, 1-16. [link](#).

Papers in Review

Staples, A.J., Chambers, D., & Malone, T.* “How many regulations does it take to get a beer? The economic geography of beer regulations.” Under Review at *Regulation and Governance*.

Staples, A.J., Behe, B.K.*, Huddleston, P., & Malone, T. “Cognitive load and consumer decision-making: Evidence from eye tracking retail experiments.” Under Review at *Journal of Economic Behavior and Organization*.

Papers in Preparation

Staples, A.J., Serrine, J.R., Mull, A., Stuhr, S., Adams, A., Caputo, V., & Malone, T.* “Untapping terroir: Experimental evidence of regional variation in hop flavor profiles.” Target Journal: *Regional Studies Special Issue on Brewing Growth: Regional Economic Development, Social Engagement, and the Global Beer Industry*.

Note: * indicates corresponding author

RESEARCH GRANTS (\$5,000 RECEIVED)

Staples, A.J. (PI). “Consumer willingness to pay for sustainability attributes in beer: A choice experiment using eco-labels,” \$5,000, Jim & Neta Hicks Graduate Student Small Grant Program (2019).

PROFESSIONAL PRESENTATIONS

“Untapping terroir: Experimental evidence of regional variation in hop flavor profiles.” *Virtual paper presentation at the Food Distribution Research Society’s Annual Conference*. October 13, 2020.

“Hopping on the localness craze: What Michigan brewers want from state grown hops.” *Virtual paper presentation at the 2020 AAEA Annual Conference*. August 5, 2020.

“Sustainability in beer and brewer preference for local hops.” *Virtual guest presentation at Artisan Grain Collaborative Brewing and Distilling Working Group*. June 17, 2020.

“Sustainability in beer.” *Virtual guest presentation at Westfield State University*. April 29, 2020.

“Hopping on the localness craze: What Michigan brewers want from state-grown hops.” *Paper presentation at the 2020 Future of Food and Nutrition Graduate Student Conference*. Boston, MA, April 4, 2020. [Cancelled due to COVID-19.]

“Craft beer trends & marketing strategies: Past, present, & future.” *Extension presentation at the Great Lakes Hop & Barley Conference*. Ypsilanti, MI, March 5, 2020.

“Consumer willingness to pay for sustainability attributes in beer: A choice experiment using eco-labels.” *Paper presentation at the 12th Annual Graduate Academic Conference*. East Lansing, MI, February 22.

“Impact of centralization v. decentralization on market performance: A theoretical model accounting for externalities and imperfect information,” *Poster presentation at the 2019 AAEA Annual Conference* with Natalie R. Loduca. Atlanta, GA, July 21-23, 2019.

OTHER HIGHLIGHTED PUBLICATIONS

Staples, A.J.*, Reeling, C.J., Olynk Widmar, N.J., Lusk, J.L. (2020). Marketing sustainable beer. *Purdue University Agricultural Economics Policy Brief*. [link](#).

PROFESSIONAL SERVICE

Chair Elect, Graduate Student Section
Agricultural and Applied Economics Association 2020 – exp. 2022

Webmaster, Graduate Student Organization 2020 – exp. 2021
Michigan State University Department of Agricultural, Food, and Resource Economics

REVIEWER

Agribusiness: An International Journal

OTHER MEDIA APPEARANCES

“How climate change and COVID-19 are threatening your beloved IPA.” *Greater Greater Washington*, written by Will Schick. June 9, 2020. [link](#).

“Beer economics and sustainability.” *Sci-Files Podcast*, with C. Boodoo & D. Puentes. March 16, 2020. [link](#).

“Local inputs for local products.” *Marketing Munchies Podcast*, with B.K. Behe & T. Malone. March 10, 2020. [link](#).

“Beer, water, organic farming, and a Super Bowl commercial.” *Marketing Munchies Podcast*, with B.K. Behe & T. Malone. March 3, 2020. [link](#).

REFERENCES

Dr. Carson Reeling
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Associate Professor
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