

# AARON J. STAPLES

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446 West Circle Drive  
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## EDUCATION

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- 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** Economics, Westfield State University May 2018  
Graduated Summa Cum Laude  
Minored in Mathematics and Criminal Justice

## RESEARCH EXPERIENCE

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- 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

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- 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

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### *Peer-Reviewed Publications*

4. Staples, A.J., Chambers, D., & Malone, T.\* (2021). How many regulations does it take to get a beer? The geography of beer regulations. *Regulation and Governance*. [link](#).
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*, 42(2), 463-473. [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: An International Journal*, 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., Behe, B.K.\*, Huddleston, P., & Malone, T. “Cognitive load and consumer decision-making: Evidence from eye tracking retail experiments.” Under review at *Agribusiness: An International Journal*.

Staples, A.J., Chambers, D., Melstrom, R.M., & Malone, T.\* “Regulations across protein supply chains.” Under review at *Journal of Agricultural and Applied Economics*.

Staples, A.J., McFadden, B.R., Malone, T.\* “CBD and THC – Who buys it, and what for?” Under review at *Journal of Cannabis Research*.

Staples, A.J., Serrine, J.R., Mull, A., Stuhr, S., Adams, A., & Malone, T.\* “Untapping terroir: Experimental evidence of regional variation in hop flavor profiles.” Under review at *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)

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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).

## INVITED PRESENTATIONS

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“Establishing and expanding the Michigan beer value chain: Pairing localness with terroir” *Virtual presentation at the Pennsylvania State University Craft Beverage Research Network Webinar Series*. June 15, 2021 (upcoming).

“Social Media and #AgEconTwitter.” *Panelist for Michigan State University’s Department of Agricultural, Food, and Resource Economics Brown Bag Seminar on Social Media Engagement*. January 26, 2021.

“Untapping terroir: Experimental evidence of regional variation in hop flavor profiles.” *Virtual poster presentation at the 2021 American Hop Convention/Hop Research Council Winter Virtual Meeting*. January 20, 2021.

“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 12<sup>th</sup> Annual Graduate Academic Conference*. East Lansing, MI, February 22.

“Impact of centralization versus 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**

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Malone, T. & Staples, A.J. (2021). You Want to Add Something New to Your Christmas Tree Farm. What’s Next? *Great Lakes Christmas Tree Journal*, 17(1), 32-35.

Staples, A.J., Chambers, D., & Malone, T. (2020). The economic geography of beer regulations. *Center for Growth and Opportunity at Utah State University Working Paper Series*. [link](#).

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

#### **PROFESSIONAL SERVICE**

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

#### **REVIEWER**

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*Agribusiness: An International Journal; Business Strategy and the Environment; Trends in Food Science & Technology*

#### **OTHER MEDIA APPEARANCES**

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“Maintaining the Regulatory Big Pitcher.” *The Regulatory Review*, written by A. Kaufman, J. Chung, & B. Rauenzahn. April 3, 2021. [link](#).

“Hops Insider: Time to Talk Terroir.” *Brewing Industry Guide*, written by S. Hieronymus. March 15, 2021. [link](#).

“Aroma, terroir, and flavor.” *Hop Series Podcast*, with E. Lizotte, R. Serrine, & A. Adams. February 3, 2021. [link](#).

“How climate change and COVID-19 are threatening your beloved IPA.” *Greater Greater Washington*, written by W. 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

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**Dr. Carson Reeling**  
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**Dr. Trey Malone**  
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