

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
Dissertation title: “Beeronomics: Using America’s Beer Industry to Advance Institutional, Behavioral, and Experimental 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
Minored in Mathematics and Criminal Justice

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 Section Graduate Student Travel Award** 2020
Agricultural and Applied Economics Association
- Academic Excellence Award** 2018
Westfield State University, Economics

PEER-REVIEWED PUBLICATIONS

Peer-Reviewed Publications

6. Staples, A.J., Abaidoo, E., Jescovitch, L.N., Chambers, D., Melstrom, R.T., & Malone, T.* “Regulatory burdens across the U.S. aquaculture supply chain.” *Choices*. forthcoming.
5. Staples, A.J., Chambers, D., Melstrom, R.M., & Malone, T.* (2021). Regulations across protein supply chains. *Journal of Agricultural and Applied Economics*, 1-27. [link](#).
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., Forgue, 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

Behe, B.K.*, Staples, A.J., Huddleston, P., & Malone, T. “Display Complexity Affects Visual Processing of Horticultural Plant Retail Displays.” Revise and resubmit at *Journal of Environmental Horticulture*.

Staples, A.J., Behe, B.K.*, Huddleston, P., & Malone, T. “Cognitive load and consumer decision-making: Evidence from eye tracking retail experiments.” Revise and resubmit at *Agribusiness: An International Journal*.

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.” Revise and resubmit at *Foods*.

Note: * indicates corresponding author

RESEARCH EXPERIENCE

Research Assistant, Michigan State University, East Lansing, MI 2019-present
Advisor: Dr. Trey Malone

Intern, US Department of Agriculture Economic Research Service, Washington, DC Summer 2020
Project manager: Dr. Thomas Krumel

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

RESEARCH GRANTS (\$19,431 RECEIVED)

Staples, A.J. (PI), Malone, T. “Consumer demand for cannabis-infused beverages and its impact on the economic sustainability of local farms and craft beverage producers” **\$14,431**, North Central Sustainable Agriculture Research and Education Graduate Student Grant (2021).

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

“The Paycheck Protection Program and Small Business Closures: Evidence from Breweries.” *Paper presentation at the B.E.E.R. Section’s Data Resources Webinar*. November 17, 2021.

“Untapping terroir: Experimental evidence of regional variation in hop flavor profiles.” *Paper presentation at the Master Brewers Association of the Americas Annual Conference*. Cleveland, Ohio, October 29, 2021.

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

“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 12th Annual Graduate Academic Conference*. East Lansing, MI, February 22, 2020.

“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

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., Reeling, C.J., Olynk Widmar, N.J.O., & 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

REVIEWER

Agribusiness: An International Journal; Agricultural and Resource Economics Review; Business Strategy and the Environment; Choices; Trends in Food Science & Technology

OTHER MEDIA APPEARANCES

- “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

Dr. Carson Reeling
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