



# David R. Just

**Professor**  
**Director of Graduate Studies**  
**Director, Cornell Institute for Applied Behavioral Economics and Individual Choice**  
**Director, Cornell Center for Behavioral Economics in Child Nutrition Programs**

**Charles H. Dyson School of Applied Economics and Management  
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Ph.D., UNIVERSITY OF CALIFORNIA—BERKELEY, 2001, Agricultural and Resource Economics  
M.S., UNIVERSITY OF CALIFORNIA—BERKELEY, 1999, Agricultural and Resource Economics  
B.A., BRIGHAM YOUNG UNIVERSITY, 1998, Economics

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## **Research Interests**

Economic Impacts of Agricultural and Food Policy, Risk and Production, Consumer and Producer Acceptance and Use of Biotechnology, Food Assistance and Nutrition, Consumer Behavior

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## **Academic Positions**

CORNELL UNIVERSITY, Ithaca, NY  
Professor of Applied Economics and Management, 2014-present  
Director of Graduate Studies in Applied Economics and Management, 2008-2011, 2014-present  
Director, Cornell Institute for Applied Behavioral Economics and Individual Choice, 2013-present  
Director, Cornell Center for Behavioral Economics in Child Nutrition Programs, 2010-present  
Associate Professor of Applied Economics and Management, 2008-2014  
Assistant Professor of Applied Economics and Management, 2002-2008  
UNIVERSITY OF READING, Reading, Berkshire, UNITED KINGDOM  
Visiting Consulting Professor of Agriculture, Policy and Development, 2014-present

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## Awards

- 2014 Award for Outstanding Accomplishments in Research, College of Agricultural and Life Sciences, Cornell University for outstanding research on behavioral economics as it affects food choices, and its impact on lunchroom practices in thousands of schools
- 2014 Malcom G. Trout Visiting Scholar, Food Science and Human Nutrition, Michigan State University. Awarded for outstanding contributions to the fields of nutrition and food science.
- 2013 Quality of Communication Award, Agricultural and Applied Economics Association, for *Introduction to Behavioral Economics: Noneconomic Factors that Shape Economic Decisions*, Hoboken, NJ: Wiley, 2013.
- 2013 Outstanding Journal Article, Applied Risk Section, Agricultural and Applied Economics Association, for “The Welfare Impacts of Commodity Price Volatility: Evidence from Rural Ethiopia.”
- 2013 Quality of Research Discovery Award, Agricultural and Applied Economics Association, for “The Welfare Impacts of Commodity Price Volatility: Evidence from Rural Ethiopia.”
- 2013 Quality of Research Discovery Award, European Association of Agricultural Economics, for “The Welfare Impacts of Commodity Price Volatility: Evidence from Rural Ethiopia.”
- 2013 Distinguished Extension and Outreach Program, Group Award, Agricultural and Applied Economics Association, for Smarter Lunchrooms, Cornell Center for Behavioral Economics in Child Nutrition Programs
- 2012 M.E. John Lecture, Pennsylvania State University. Awarded for outstanding contributions to the field of agricultural economics.
- 2012 *Agricultural and Applied Economics Association* Quality of Research Discovery Honorable Mention, for “Global Identification of Risk Preferences with Revealed Preference Data.”
- 2012 *American Journal of Agricultural Economics* Outstanding Journal Article Honorable Mention, for “Whose Fast and Whose Feast? Intrahousehold Asymmetries in Dietary Diversity Response Among East African Pastoralists.”
- 2011 Quality of Research Discovery Award, European Association of Agricultural Economics, for “The Flat-Rate Pricing Paradox: Conflicting Effects of ‘All-You-Can-Eat’ Buffet Pricing.”
- 2011 Quality of Communication Award, Agricultural and Applied Economics Association, for “The Social Costs and Benefits of Biofuels: The Intersection of Environmental, Energy and Agricultural Policy.”

- 2009 Outstanding *Choices* Article, for “Smarter Lunchrooms: Using Behavioral Economics to Improve Meal Selection.”
- 2009 *American Journal of Agricultural Economics* Outstanding Journal Article, for “Risk Averters that Love Risk? Marginal Risk Aversion in Comparison to a Reference Gamble.”
- 2009 Quality of Research Discovery Award, European Association of Agricultural Economics, for “Risk Averters that Love Risk? Marginal Risk Aversion in Comparison to a Reference Gamble.”
- 2009 Outstanding Journal Article, Applied Risk Section, Agricultural and Applied Economics Association, for “Global Identification of Risk Preferences with Revealed Preference Data.”
- 2009 *American Journal of Agricultural Economics* Outstanding Journal Article Honorable Mention, for “Cross-subsidization Due to Infra-Marginal Support in Agriculture: A General Theory and Empirical Evidence.”
- 2006 *Discover Magazine*, research listed as one of the top 100 science stories of 2006, for “Tarnishing Silver Bullets: Bt Cotton Adoption and the Outbreak of Secondary Pest Infestation in China.”
- 1998 Department Valedictorian, Brigham Young University, Department of Economics.
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### **Summary of Professional Activity**

Over 110 total publications including journal articles, books, book chapters and research reports.

Over 90 articles in refereed journals.

More than \$10 Million in federal research grants.

More than 70 invited presentations before professional societies, government bodies or other meetings, including: National Academies of Science, Institute of Medicine, National Institutes of Health, American Economic Association, Agricultural and Applied Economics Association, European Association of Agricultural Economics, Northeastern Agricultural and Resource Economics Association, Allied Social Science Association, U.S. House of Representatives, Economic Research Service (USDA), Food and Nutrition Service (USDA), Research Directorate General of the European Commission, Center for Bipartisan Policy, American Enterprise Institute.

Director of Graduate Studies: 2008 – 2011, 2014 – present

Chair of 6 PhD dissertations, and mentor or co-mentor to 7 postdoctoral fellows.  
Dissertation committee member for more than 30 graduate students.

Member of the graduate fields of Economics, Applied Economics and Management, Policy Analysis and Management, and Public Affairs.

Board member of the leading professional society in the field, the Agricultural and Applied Economics Association, 2014 – present.

Editorial board member of the leading journal in the field, the *American Journal of Agricultural Economics*, 2010 – 2014.

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### **Distinguished Appointments**

Director, Agricultural and Applied Economics Association, 2014 – present.

Affiliate, Cornell Population Center 2013 – present.

Faculty Fellow, Flora Rose House, Cornell University, 2012 – present.

Faculty Fellow, Atkinson Center for a Sustainable Future, 2012 – present.

Section Chair, Institutional and Behavioral Economics, AAEA, 2012 – 2014.

Section Chair, Applied Risk Analysis, AAEA, 2012 – 2014.

Director, Northeast Agricultural and Resource Economics Association, 2006 – 2008.

Research Fellow, Rural Development Research Consortium, University of California, Berkeley, 2003 – 2006.

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### **Editorships and Editorial Boards**

Guest Editor, *Applied Economic Perspectives and Policy*, 2013.

Editor, *Agricultural and Resource Economics Review*, 2010 – 2012.

Associate Editor, *American Journal of Agricultural Economics*, 2010 – 2014.

Associate Editor, *Agricultural and Resource Economics Review*, 2008 – 2010.

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### **Media Coverage**

Just, David “The Big Swindle: In Lotteries, the Poor are the Biggest Losers.” *CNN.com*, December 18, 2013.

Wansink, Brian and David Just “How Bloomberg’s Soft Drink Ban Will Backfire on NYC Public Health.” *The Atlantic*, June 14, 2012.

Wansink, Brian and David Just “Soda Ban will Fail and Jeopardize Public Health Efforts.” *U.S. News and World Reports*, June 1, 2012.

Just, David R. and Brian Wansink “School Nutrition: A Kid’s Right to Choose.” *L.A. Times*, February 3, 2012.

Wansink, Brian, David R. Just and Joe McKendry. “Lunch Line Redesign” Op-Chart, *New York Times* October 21, 2010.

Just, David R. and Brian Wansink “Smart Lunchrooms Could Fight Obesity.” *The Atlantic*, October 26, 2010.

Two part feature story on Channel One, “Lunch’d”, September 2011.

Feature story on World News with Diane Sawyer, September 12, 2013.

Research has appeared on morning of evening news programs of more than 100 local affiliate stations.

Appeared on: *Huffington Post Live*, September 13, 2013.

*Weekends with Alex Witt*, MSNBC, September 4, 2011.

*FT.com video*, Financial Times of London, November 2, 2011.

*Twin Tiers Sunday*, WENY-TV, Elmira, July 18, 2010.

*In Focus*, Bloomberg Television, May 21, 2008.

Interviewed on radio:

National Public Radio, *Morning Edition*, December 10, 2010.

National Public Radio, *Morning Edition*, October 25, 2010.

*Here and Now*, Nationally syndicated program, November 8, 2010.

*Marketplace*, August 20, 2012.

*MarketWatch*, September 3, 2012.

Canadian Broadcasting Corporation, August 27, 2012

*The Kojo Nnamdi Show*, July 11, 2012.

KGO Radio, October 30, 2013.

WAMC Northeast Public Radio, *Midday Magazine*, September 4, 2012.

WHCU Morning News Watch, October 13, 2010.

New Hampshire Public Radio, *The Exchange*, September 22, 2011.

New Hampshire Public Radio, *Word of Mouth*, October 25, 2010.

KDKA Radio Pittsburgh, *Morning News*, October 18, 2010.

USDA Radio, October 7, 2010.

CJOB Winnipeg, *Nighthawk*, October 15, 2010.

Interviewed for print and electronic articles by:

*The Globe and Mail; NBC News; Deseret News; Women's Health; Men's Health; Psychology Today; Women's Day; CNN; ABC News; Reuters; L.A. Times; Boston Globe; O (The Oprah Magazine); CNN-Money; Associated Press; The New York Post; Times of London; Discover Magazine; Financial Times of London; Ag Professional; Bloomberg; Nature; Newsweek; U.S. News and World Reports; CanWest News Service; Cornell Daily Sun; Indianapolis Star; Parenting Magazine; The Packer; PolitiFact.*

Research has appeared in:

*Wall Street Journal, Bloomberg, Discover Magazine, Nature (news section), The Economist, Scientific American, Time Magazine, St. Louis Post-Dispatch, Washington Post, Boston Globe, USA Today, Los Angeles Times, San Francisco Chronicle, Reuters, Canadian Press, Seattle Post Intelligencer, Atlanta Journal Constitution, Miami Herald, San Jose Mercury News, The Drudge Report, Breitbart.com, Forbes, Yahoo News, National Post, Windsor Star, Regina Leader Post, Edmonton Journal, Kansas City Star, Washington Examiner, Sacramento Bee, Sun Sentinel, Black Entertainment Television, Fort Worth Star-Telegram, Palm Beach Post, Post-Standard, Times Union, Charlotte Observer, Hartford Courant, Vancouver Sun, Vancouver Province, Nanaimo Daily News, Farm Futures, United Press International, Environmental News Network, Daily Mail (UK), The Independent (UK), New Scientist (UK), Belfast Telegraph (UK), New Zealand Herald, People's Daily Online, India eNews, DailyIndia.com, North Korea Times, Malaysia. Sun, Science and Development Network, Neue zuercher Zeitung (Switzerland), Huffington Post, leSoleil (Montreal), Fox News, Real Clear Politics among many others.*

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**Selected Invited Seminars**

Brigham Young University

Cornell University

Hebrew University of Jerusalem, Israel

Iowa State University

Kansas State University

Lehigh University

Michigan State University

Mississippi State University

New Mexico State University

North Carolina State University

Pennsylvania State University

Ohio State University

Oklahoma State University

Purdue University

Rutgers University

United States Department of Agriculture

University of Alberta, Canada

University of California, Berkeley

University of California, Davis

University of Delaware

University of Guelph, Canada

University of Kentucky  
University of Maryland, College Park  
University of Minnesota  
University of Reading, UK  
University of Wisconsin, Madison  
Washington State University  
World Bank

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**Reviewer for the Following Professional Journals**

*American Economic Review*  
*American Journal of Agricultural Economics*  
*Agricultural Economics*  
*Applied Economics Perspectives and Policy*  
*Journal of Agricultural and Resource Economics*  
*Agricultural and Resource Economics Review*  
*AgBioForums*  
*Contemporary Economic Policy*  
*Journal of Environmental Economics and Management*  
*Review of Energy Economics*  
*Review of Economics and Statistics*  
*Economic Journal*  
*Journal of Econometrics*  
*Journal of Economic Behavior and Organization*  
*European Review of Agricultural Economics*  
*Journal of Agricultural Science and Technology*  
*Economics and Human Biology*  
*Health Economics*  
*Journal of Health Economics*  
*Management Science*  
*Journal of Business Research*  
*Journal of Consumer Policy*  
*Journal of Economic Analysis and Policy*  
*Journal of the American Medical Association*  
*Journal of Public Health*  
*Public Health Nutrition*  
*American Journal of Preventive Medicine*  
*PLoS One*



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## Articles in Refereed Journals

- Just, David R., Brian Wansink and Richard Patterson. "Fast Food, Soft Drink, and Candy Intake is Unrelated to Body Mass Index for 95% of American Adults." *Obesity Science & Practice*. Accepted September 4, 2015.
- Cao, Ying, David R. Just, Calum G. Turvey and Brian Wansink. "Existing Food Habits and Recent Choices Lead to Disregard of Food Safety Announcements." *Canadian Journal of Agricultural Economics*. Accepted August 21, 2015.
- Just, David R., Ozge Sigirci and Brian Wansink. "Peak-End Pizza: Prices Delay Evaluations of Quality." *Journal of Product & Brand Management*. Accepted July 8, 2015.
- Wansink, Brian, Andrew S. Hanks and David R. Just. "A Plant to Plate Pilot: A Cold Climate High School Garden Increased Vegetable Selection but Also Waste." *Acta Paediatrica*. Accepted April 15, 2015.
- Payne, Collin R., Mihai Niculescu, David R. Just and Michael Kelly. "Shopper Marketing Nutrition Interventions: Social Norms on Grocery Carts Increase Produce Purchases without Increasing Shopper Budgets." *Preventive Medicine Reports*. Accepted April 13, 2015.
- Just, David R. and Andrew S. Hanks. "The Hidden cost of Regulation: Emotional Responses to Command and Control." *American Journal of Agricultural Economics*. Accepted March 17, 2015.
- Just, David R. and Joseph Price. "Lunch, Recess and Nutrition: Responding to Time Incentives in the Cafeteria." *Preventive Medicine*. Accepted November 24, 2014.
- Heiman, Amir, Bruce Mc Williams, David R. Just and David Zilberman. "A Prospect Theory Approach to Assessing Changes in Parameters of Insurance Contracts with and Application to Money-Back Guarantees." *Journal of Behavioral and Experimental Economics*. Accepted November 22, 2014.
- Pope, Lizzy, Andrew S. Hanks, David R. Just and Brian Wansink. "New Year's Res- Illusions: Food Shopping in the New Year Competes with Healthy Intentions." *PLOS One*. Accepted September 24, 2014.
- Just, David R., Andrew S. Hanks and Brian Wansink. "Chefs Move to Schools: A Pilot Examination of How Chef-created Dishes Can Increase School Lunch Participation and Fruit and Vegetable Intake." *Appetite* Accepted August 24, 2014.

- Just, David R., Ozge Sigirci and Brian Wansink. "Lower Buffet Prices Lead to Less Taste Satisfaction." *Journal of Sensory Studies*, Accepted July 31, 2014.
- Cawley, John, Matthew Sweeney, Jeffery Sobal, David R. Just, Harry M. Kaiser, William D. Schulze, Elaine Wethington and Brian Wansink. "The impact of a Supermarket Nutrition Rating Sstem on Purchases of Nutritious and Less Nutritious Foods." *Public Health Nutrition*. Accepted, June 23, 2014.
- Payne, Collin R., Mihai Niculescu and David R. Just. "Shopper Marketing Nutrition Interventions." *Physiology and Behavior*, Accepted March 29, 2014.
- Hanks, Andrew S., David R. Just and Brian Wansink. "Chocolate Milk Consequences: A Pilot Study Evaluating the Consequences of Banning Chocolate Milk in School Cafeterias." *PLOS One*, Accepted February 7, 2014.
- Laroche, Helen H., Christopher Ford, Kate Anderson, Xueya Cai, David R. Just, Andrew S. Hanks and Brian Wansink. "Concession Stand Makeovers: A Pilot Study of Offering Healthy Foods at High School Concession Stands." *Journal of Public Health*. Accepted February 25, 2014.
- Wansink, Brian and David R. Just. "Trayless Cafeterias – Less Salad and More Dessert." *Public Health Nutrition*. DOI: <http://dx.doi.org/10.1017/S1368980013003066>, Published online: 18 November 2013
- Chang, Hung-Hao, Chad D. Meyerhoefer and David R. Just. "How Do Health and Social Insurance Programmes Affect the Land and Labour Allocations of Farm Households? Evidence from Taiwan." *Journal of Agricultural Economics*. DOI: 10.1111/1477-9552.12041, Published online: 21 August 2013.
- Just, David R. and Brian Wansink. "School Lunch Debit Card Payment Systems are Associated with Lower Nutrition and Higher Calories." *Obesity*. DOI: 10.1002/oby.20591, Published online: 23 September 2013.
- Just, David R. and Brian Wansink. "One Man's Tall is Another Man's Small: How the Framing of Portion-size Influences Food Choice." *Health Economics*, DOI: 10.1002/hec.2949, Published online: 13 June 2013.
- Hanks, Andrew S., David R. Just and Brian Wansink. "Reliability and Accuracy of Real-Time Visualization Techniques for Measuring School Cafeteria Tray Waste: Validating the Quarter-Waste method." *Journal of the Academy of Nutrition and Dietetics*, Published online: 16 October 2013.
- Bellemare, Marc F., Christopher B. Barrett and David R. Just. "The Welfare Impacts of Commodity Price Volatility: Evidence from Rural Ethiopia." *American Journal of Agricultural Economics*, DOI: 10.1093/ajae/aat018, Published online: 4 July 2013.

- Maertens, Annemie, A.V. Chari and David R. Just. "Why Farmers Sometimes Love Risks: Evidence from India." *Economic Development and Cultural Change*, <http://www.jstor.org/stable/10.1086/674028>.
- Costa-Font, Joan, David R. Just, Barbara Fasolo and Nattavudh Powdthavee. "Nudging Ourselves? The Limits of Incentivizing 'Good Behavior'" *Applied Economic Perspectives and Policy* DOI: 10.1093/aep/ppt035, Published online: 5 December 2013.
- Kher, Romi, Deborah Streeter and David R. Just. "The 'Good Job' Trap: Opportunity Cost as a Deterrent to Immediate Venture Creation." *International Review of Entrepreneurship* Vol. 10, Issue 4, (2012-2013).
- de Gorter, Harry, Dusan Drabik, David R. Just and Erika M. Kliauga. "The Impact of OECD Biofuels Policies on Developing Countries." *Agricultural Economics* Vol. 44, No. 4-5 (2013): 477-486.
- de Gorter, Harry, Dusan Drabik and David R. Just. "Policy Update: Policy Implications of High RIN Prices and the 'Blend Wall' ." *Biofuels* Vol. 4, No. 4 (2013): 359-361.
- Lybbert, Travis J., David R. Just and Christopher B. Barrett. "Estimating Risk Preferences in the Presence of Bifurcated Wealth Dynamics: Can We Identify Static Risk Aversion Amidst Dynamic Risk Responses?" *European Review of Agricultural Economics* Vol. 40, No. 2 (2013):361-377.
- Bogan, Vicki L., David R. Just and Brian Wansink. "Do Psychological Shocks Affect Financial Risk Taking Behavior? A Study of U.S. Veterans." *Contemporary Economic Policy* Vol. 31, No. 3 (2013):457-467.
- Wansink, Brian, Ying Cao, Prerna Saini Mitsuru Shimizu and David R. Just. "College Cafeteria Snack Food Sales Become Less Healthy with Each Passing Week of the Semester." *Public Health Nutrition* Vol, 16, No. 7 (2013):1291-1295.
- Just, David R. and Joseph Price. "Using Incentives to Encourage Healthy Eating in Children." *Journal of Human Resources* Vol. 48, No. 4 (2013):855-872.
- de Gorter, Harry, Dusan Drabik and David R. Just. "Biofuel Policies and Food Grain Commodity Prices 2006-2012: All Boom and no Bust?" *AgBioforum* Vol. 16, No. 1 (2013):1-13.
- Hanks, Andrew S., David R. Just and Brian Wansink. "Preordering School Lunch Encourages Better Food Choices by Children." *JAMA Pediatrics* Vol. 167, No 7. (2013):673 – 674.

- Hanks, Andrew S., David R. Just and Brian Wansink. "Smarter Lunchrooms Can Address New School Lunchroom Guidelines and Childhood Obesity." *Journal of Pediatrics*. Vol. 162, No. 4 (2013): 867-869.
- de Gorter, Harry, Dusan Drabik and David R. Just. "The Perverse Effects of Biofuel Public-Sector Policies." *Annual Review of Resource Economics*. Vol 5 (2013): 463-483.
- Wansink, Brian, David R. Just and Andrew S. Hanks. "Pre-Sliced Fruit in School Cafeterias: Children's Selection and Intake." *American Journal of Preventative Medicine* Vol. 44 No. 5 (2013):477 - 480.
- Just, David R. and Joseph P. Price. "Default Options, Incentives and Food Choices: Evidence from Elementary School Children." *Public Health Nutrition* Vol 16, No. 12 (2013):2281-2288.
- De Gorter, Harry, Dusan Drabik and David R. Just. "How Biofuels Policies Affect the Level of Grains and Oilseed Prices: Theory, Models and Evidence." *Global Food Security* Vol. 2, No. 2 (2013):82-88.
- Bogan, Vicki, David R. Just and Chekitan Singh Dev, "Team Gender Diversity and Investment Decision Making Behavior." *Review of Behavioral Finance* Vol. 5 No. 2 (2013): 134 – 152.
- Just, David R. and Jaclyn D. Kropp. "Production Incentives from Static Decoupling: Land Use Exclusion Restrictions" *American Journal of Agricultural Economics*, Vol. 95 No. 5 (2013): 1049 – 1067.
- Wansink, Brian, David R. Just, Rich W. Patterson and Laura E. Smith. "Nutrition Report Cards: An Opportunity to Improve School Lunch Selection." *PLoS One*, Vol. 8 No. 10 (2013): DOI: 10.1371/journal.pone.0072008.
- Hanks, Andrew, David R. Just, Laura E. Smith and Brian Wansink. "Healthy Convenience: Nudging Students Toward Healthier Choices in the Lunchroom." *Journal of Public Health* Vol. 34, No. 3 (2012):370-376.
- Hanks, Andrew, David R. Just and Brian Wansink. "Irrelevant Alternatives in School Lunchrooms." *Agricultural and Resource Economics Review* Vol. 41 No. 12 (2012): 114-123.
- Just, David R., Jesse Lund and Joseph Price. "The Role of Variety in Increasing the Consumption of Fruits and Vegetables Among Children." *Agricultural and Resource Economics Review* Vol. 41 No. 12 (2012): 72-81.

- Wansink, Brian, David R. Just and Collin R. Payne. "Can Branding Improve School Lunches?" *Archives of Pediatrics & Adolescent Medicine* Vol. 166 No. 10 (2012):967-968.
- Wansink, Brian, David R. Just, Collin R. Payne and Matthew Z. Klinger. "Attractive Names Sustain Increased Vegetable Intake in Schools." *Preventive Medicine*. Vol. 55 No. 4 (2012):330-332.
- Just, David R. and Brian Wansink. "Do Not Support Regulation of Sugar-Sweetened Beverages." *New England Journal of Medicine* Invited Vol. 367 No. 15 (2012):1464-1466.
- Just, David R. and Travis J. Lybbert. "A Generalized Measure of Marginal Risk Aversion: Experimental Evidence from India and Morocco." *American Journal of Agricultural Economics* Vol. 94 No. 2 (2012):444-450.
- Gundersen, Craig, Diane Whitmore Schanzenbach and David R. Just. "Insights into Obesity from a Behavioral Economics Perspective: Discussion." *American Journal of Agricultural Economics*, Vol. 94 No. 2 (2012):344-346.
- Kher, Romi, David R. Just and Deborah H. Streeter. "Do Entrepreneurship Courses Change an Individual's Attitude Toward New Venture Creation?" *International Review of Entrepreneurship* Vol. 9, No. 4 (2011).
- de Gorter, Harry, Dusan Drabik and David R. Just. "The Economics of a Blender's Tax Credit versus a Tax Exemption: The Case of U.S. 'Splash and Dash' Biodiesel Exports to the European Union." *Applied Economic Perspectives and Policy* Vol. 33 No. 4 (2011):510-527.
- Villa, Kira M., Christopher B. Barrett and David R. Just. "Whose Fast and Whose Feast? Intrahousehold Asymmetries in Dietary Diversity Response Among East African Pastoralists." *American Journal of Agricultural Economics* Vol. 93 No. 4 (2011):1062-1081.
- Lipsky, Leah M., David R. Just, Tonja R. Nansel and Denise L. Haynie. "Fundamental Misunderstanding of the Relation Between Energy Density (kcal/g) and energy cost (\$/kcal)." *American Journal of Clinical Nutrition* Vol. 93 No. 4 (2011):867-868.
- Just, David R. and Brian Wansink. "The Flat-rate Pricing Paradox: Conflicting Effects of 'All-You-Can-Eat' Buffet Pricing" *Review of Economics and Statistics* Vol. 93 No. 1 (2011):193 – 200.
- Just, David R. "Calibrating the Wealth Effects of Decoupled Payments: Does Decreasing Absolute Risk Aversion Matter?" *Journal of Econometrics* Vol. 162 No. 1 (2011):25 – 34.

- Just, Richard E. and David R. Just “Global Identification of Risk Preferences with Revealed Preference Data” *Journal of Econometrics* Vol. 162 No. 1 (2011):6 – 17.
- Villa, Kira M., Christopher B. Barrett and David R. Just. “Differential Nutritional Responses across Various Income Sources Among East African Pastoralists: Intrahousehold Effects, Missing Markets and Mental Accounting. *Journal of African Economies* Vol. 20 No. 2 (2011):341 – 375.
- Cao, Ying and David R. Just. “Cognitive Dissonance under Food-Borne Risk: A Lab Experiment.” *Agriculture and Agricultural Science Procedia* Vol. 1 (2010):364 – 371.
- Just, David R., Sivalai V. Khantachavana and Richard E. Just “Empirical Challenges for Risk Preferences and Production.” *Annual Review of Resource Economics* Vol. 2 No. 1 (2010): 13 – 31.
- Just, David R., Lisa Mancino and Brian Wansink. “Could Behavioral Economics Help Improve Diet Quality for Nutrition Assistance Program Participants?” *Economics, Management and Financial Markets* Vol. 5 No. 2 (2010): 174-209.
- Just, David R. and Hikaru Hanawa Peterson. “Is Expected Utility Applicable: A Revealed Preference Test.” *American Journal of Agricultural Economics* Vol. 92 No. 1 (2010): 16 – 27.
- De Gorter, Harry and David R. Just. “The Social Costs and Benefits of Biofuels: The Intersection of Environmental, Energy and Agricultural Policy.” *Applied Economic Perspectives and Policy* Vol. 32 No. 1 (2010): 4 – 32.
- Chang, Hung-Hao, David R. Just and Biing-Hwan Lin. “Smoking, Drinking, and the Distribution of Adult Body Weight.” *Social Science Journal* Vol. 47 No. 2 (2010):372 – 391.
- Bogan, Vicki L. and David R. Just. “What Drives Merger Decision Making Behavior? Don’t Seek Don’t Find, and Don’t Change Your Mind.” *Journal of Economic Behavior and Organization*. Vol. 72 No. 3 (2009):930 – 943.
- Just, David R. and Collin R. Payne. “Obesity: Can Behavioral Economics Help?” *Annals of Behavioral Medicine* Vol. 38 No. S1 (2009): S47 – S55.
- Just, David R., and Brian Wansink. “Smarter Lunchrooms: Using Behavioral Economics to Improve Meal Selection.” *Choices* Vol. 24 No. 3 (2009).
- Just, David R. and Steven Y. Wu. “Experimental Economics and Contract Theory.” *American Journal of Agricultural Economics* Vol. 91 No. 5 (2009): 1382 – 1388.

- Roe, Brian and David R. Just. "Internal and External Validity in Economics Research: Tradeoffs between Experiments, Field Experiments, Natural Experiments and Field Data." *American Journal of Agricultural Economics* Vol. 91 No. 5 (2009):1266 – 1271.
- De Gorter, Harry and David R. Just. "The Economics of a Blend Mandate for Biofuels." *American Journal of Agricultural Economics*, Vol. 91, No. 3, (2009): 738 – 750.
- Just, David R. and Travis J. Lybbert. "Risk Averters Who Love Risk? Marginal Risk Aversion in Comparison to a Reference Gamble." *American Journal of Agricultural Economics* Vol 91, No. 3, (2009):612 – 626.
- Wansink, Brian, David R. Just and Collin R. Payne. "Mindless Eating and Healthy Heuristics for the Irrational." *American Economic Review* Vol. 99 No. 2 (2009):165 – 169.
- Kropp, Jaclyn, D., Calum G. Turvey, David R. Just, Rong Kong and Pei Guo. "Are the Poor Really More Trustworthy? A Micro-lending Experiment." *Agricultural Finance Review* Vol 69, No. 1, (2009): 67 – 87.
- Just, David R., Brian Wansink and Callum G. Turvey. "Biosecurity Terrorism, Food Safety, and Food Consumption Behavior: Using Experimental Psychology to Analyze Economic Behavior." *Journal of Agricultural and Resource Economics*. Vol. 34, No. 1. (2009):91 – 108.
- Chang, Hung-Hao and David R. Just. "Internet Access and Farm Household Income – Empirical Evidence using a Semi-parametric Assessment in Taiwan." *Journal of Agricultural Economics*. Vol. 60, No. 2. (2009): 348 – 366.
- Hoffman, Vivian E., Christopher B. Barrett and David R. Just. "Do Free Goods Stick to Poor Households? Experimental Evidence on Insecticide Treated Bednets." *World Development* Vol. 37, No. 3, (2009): 607 – 617.
- de Gorter, Harry and David R. Just. "The Welfare Economics of a Biofuel Tax Credit and the Interaction Effects with Price Contingent Farm Subsidies" *American Journal of Agricultural Economics*. Vol. 91, No. 2. (2009):477 – 488.
- Just, David R. and Richard E. Just. "Monopoly Power, Futures Market Manipulation, and the Oil Price Bubble." *Journal of Agricultural and Food Industrial Organization*. Vol. 6, No. 2, (2008): Article 1.
- de Gorter, Harry and David R. Just. "The Economics of the U.S. Ethanol Import Tariff with a Blend Mandate and Tax Credit." *Journal of Agricultural and Food Industrial Organization*. Vol. 6, No. 2, (2008), Article 6.

- de Gorter, Harry and David R. Just. “‘Water’ in the U.S. Ethanol Tax Credit and Mandate: Implications for Rectangular Deadweight Costs and the Corn-Oil Price Relationship.” *Review of Agricultural Economics* Vol. 30 No. 3 (2008):397 – 410.
- Wang, Shenghui, David R. Just and Per Pinstrup-Andersen. “Bt-cotton and secondary pests.” *International Journal of Biotechnology* Vol. 10 Nos. 2/3 (2008): 113 – 121.
- de Gorter, H., David R. Just and Jaclyn D. Kropp. “Cross-subsidization due to Infra-Marginal Support in Agriculture: A General Theory and Empirical Evidence.” *American Journal of Agricultural Economics* Vol. 90 No. 2 (2008): 45 – 54
- Lybbert, Travis, J. and David R. Just. “Is Risk Aversion Really Correlated with Wealth?” *American Journal of Agricultural Economics* Vol. 89 No. 4 (November 2007):964 – 979.
- Just, David R., Amir Heiman and David Zilberman. “The Interaction of Religion and Family Members' Influence on Food Decisions" *Food Quality and Preference* Vol. 18 No. 5 (2007): 786 – 794.
- Just, David R. and Hope C. Michelson. “Wealth as Welfare: Are Wealth Thresholds Behind Persistent Poverty.” *Review of Agricultural Economics* Vol. 29 No. 1 (2007): 419-426.
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## Books

Just, David R. *Introduction to Behavioral Economics*. Hoboken, NJ: Wiley, 2014.

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## Chapters in Books

Just, David R. and Jeffrey M. Swigert, “The Role of Nudges in Reducing Food Waste.” In Schmitz, A., P.L. Kennedy and T. G. Schmitz (eds.), *Food Security in a Food Abundant World: An Individual Country Perspective*, Vol. 16.

Just, David R., “Behavioral Economics and the Food Consumer.” In Jayson L. Lusk, Jutta Roosen and Jason F. Shogren, (eds.) *The Oxford Handbook of The Economics of Food Consumption and Policy*, New York: Oxford University Press (2011):99-118.

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Nguyen Van Tuat, David A. Andow, Gary P. Fitt, Edison R. Sujii, Eliana Fontes, David R. Just, Le Quang Quyen. “Challenges and opportunities with GM crops in Vietnam: The case of Bt cotton.” In *Environmental Risk Assessment of Genetically Modified Organisms: Challenges and Opportunities with Bt Cotton in Viet Nam*. Andow, D.A., A. Hilbeck and V.T. Nguyen eds. Cambridge, MA: CABI Publishing (2008): 1 – 23.

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## Technical Reports

- de Gorter, Harry and David R. Just. “Why Sustainability Standards for Biofuel Production Make Little Economic Sense.” *Policy Analysis* no. 647(October 7, 2009), Cato Institute, Washington, D.C.
- de Gorter, Harry and David R. Just. “Ethanol Standards: Why Federal Policy is Crazy.” (June 23, 2009), Cato Institute, Washington, D.C.
- de Gorter, Harry, David R. Just and Erika M. Kliauga. “Barriers to Trade in Biofuels.” Report to the Sustainable Development Department, Latin American and Caribbean Region, World Bank, Washington D.C., 11 September 2008.
- de Gorter, Harry and David R. Just. “The Social Cost and Benefits of U.S. Biofuel Policies.” In Eaglesham, Allan and Ralph W.F. Hardy (eds.), *NABCR Report No. 20: Reshaping American Agriculture to Meet its Biofuel and Biopolymer Roles*. National Agricultural Biotechnology Council. Ithaca, NY, 2008.
- Just, David R., Brian Wansink, Lisa Mancino and Joanne Guthrie. “Behavioral Economic Concepts to Encourage Healthy Eating in School Cafeterias: Experiments and Lessons From College Students.” *Economic Research Report* No. 68, Economic Research Service, USDA, December 2008.
- Just, David R., Lisa Mancino and Brian Wansink. “Could Behavioral Economics Help Improve Diet Quality for Nutrition Assistance Program Participants.” *Economic Research Report* No. 43, Economic Research Service, USDA, June 2007.
- Just, David R. “A Review of Behavioral Risk Research with Special Application to Developing Countries.” Report to BASIS CRSP, University of Wisconsin, Madison, 2006.
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### **Invited Presentations**

Just, David R. “Behavioral Economics and Food Marketing.” Opportunities for Progress at the Intersection of Hunger, Nutrition, and Health. Sponsored by Feeding America and Agree, Center for Bipartisan Policy, Washington D.C. December 5, 2013.

Just, David R. “Consumer Preferences and Marketing as Drivers of the Food System”. Presentation to the committee of the National Academy of Science studying food and its health, environment and social effects. Washington, D.C., September 17, 2013.

Just, David R. “Behavioral Economics and Food Decisions.” Mini Plenary Session Panel Discussion. 7<sup>th</sup> Biennial Childhood Obesity Conference, Long Beach, CA, June 18-20, 2013.

“Marketing Healthy Foods to Children: Do the Ends Justify the Means?” Mini Plenary Session Panel Discussion. 7<sup>th</sup> Biennial Childhood Obesity Conference, Long Beach, CA, June 18-20, 2013.

Just, David R. “Are Incentives, Behavioral Contracts and Behavioral Based Approaches Useful for Promoting Robust and Sustainable Nutrition Related Behavior Change?” Understanding Nutrition-Related Consumer Behavior: Strategies to Promote a Lifetime of Healthy Food Choices, EU-US Task Force on Biotechnology Research, Ghent, Belgium, May 21, 2013.

“Should there be a Surtax on Sugar Sweetened Beverages?” Public Debate featuring David R. Just and Maya Rockeymore, William Pitt Debating Union, University of Pittsburgh Medical School, April 5, 2013.

Just, David R. “The Perverse Effects of Alternative Fuel Public Sector Policies.” Young Social Scientists’ Sustainability Forum, Atkinson Center for a Sustainable Future, Cornell University, February 21, 2013.

Just, David R. “On the Tray or In the Garbage: The New School Lunch Guidelines and Fruit and Vegetable Consumption.” Department Seminar, Agricultural Food and Resource Economics, Rutgers University, February 20, 2013.

- Just, David R. “Behavioral Interrupts and Constrained Volition.” Department Seminar, Department of Marketing, Guelph University, November 9, 2012
- Just, David R. “On the Tray or In the Garbage: The New School Lunch Guidelines and Fruit and Vegetable Consumption.” Department Seminar, Agricultural Economics, Guelph University, November 9, 2012.
- Just, David R. “On the Tray or In the Garbage: The New School Lunch Guidelines and Fruit and Vegetable Consumption.” Department Seminar, Economics Department, Iowa State University, October 29, 2012.
- Just, David R. “Out of the Trash and Onto Trays: Increasing Fruit and Vegetable Consumption in the National School Lunch Program.” Hill Seminar Series, U.S. House of Representatives, September 13, 2012.
- Just, David R. “Food Marketing, Food Policy and Obesity: It’s Not What You Think.” Department Seminar, Department of Marketing, New Mexico State University, April 27, 2012.
- Just, David R. “Smarter Lunchrooms.” Keynote Address, Wellness Summit, Fargo, ND, April 12, 2012.
- Just, David R. “Food Marketing, Food Policy and Obesity: It’s Not What You Think.” M.E. John Lecture in Agricultural Economics and Rural Sociology, Pennsylvania State University, March 30, 2012.
- Just, David R. “Default Options and Food Choices.” Department Seminar. Department of Food and Resource Economics, University of Delaware, Newark, DE, March 7, 2012.
- Just, David R. “Food Marketers and Consumers: Implications of Rationality Asymmetries for Food Choice and Health.” Food Standards: Australia-New Zealand, Canberra, Australia, November 15, 2011.
- Just, David R. “Smarter Lunchrooms: Using Nutrition Report Cards to Improve School Lunch Choices.” Behavioral Economics Developmental Awards Workshop, USDA, Washington, D.C., November, 10, 2011.
- Just, David R. “Default Options and Food Choices.” Department Seminar. Department of Agricultural and Resource Economics, University of Maryland, College Park, MD, September 23, 2011.
- Just, David R. “Early Findings from the Cornell center for Behavioral Economics in Child Nutrition Programs.” Food Assistance and Nutrition Research Conference, USDA, Washington, D.C., September 22, 2011.

- Just, David R. and Travis J. Lybbert. "Average, Marginal and Dynamic Risk Responses: Experimental Evidence from Rainfed Cereal Farmers in Morocco." Agricultural and Applied Economics Annual Meetings, Pittsburgh, PA, July 24-26, 2011.
- Just, David R. "Methodological Challenges for Applied Risk Analysis." Agricultural and Applied Economics Annual Meetings, Pittsburgh, PA, July 24-26, 2011.
- Just, David R. "Smarter Lunchrooms: Using Convenience Lines to Influence Food Choice." Pre-Conference Workshop, Agricultural and Applied Economics and Northeast Agricultural and Resource Economics Annual Meetings, Pittsburgh, PA, July 23, 2011.
- Just, David R. "Food Marketers and Consumers: Implications of Rationality Asymmetries for Food Choice and Health." Keynote Address, Access to Healthy Foods Conference, Seattle, WA, June 24, 2011.
- Just, David R. "Behavioral Economics, Food Programs and Obesity." Emerging Issues in Agricultural Economics-Farms and Farming People: Structure and Connections to Food Security and Rural Communities, Rehovot, Israel, May 29-June 2, 2011.
- Just, David R. "Food Marketers and Consumers: Implications of Rationality Asymmetries for Food Choice and Health." Quads Behavioral Economics Workshop, Ottawa, Ontario, Canada, May 18, 2011.
- Just, David R. "Smarter Lunchrooms: Finding the Right Tools for the Job." Comparative Decision-Making Studies: Analysis and Decision Support Tools First Annual Meeting, Lexington, KY, May 13-15, 2011.
- Just, David R. "Food Marketers and Consumers: Implications of Rationality Asymmetries for Food Choice and Health." Department Seminar. Department of Agricultural Economics, North Carolina State University, Raleigh, NC, April 12, 2011.
- Just, David R. "Food Marketers and Consumers: Implications of Rationality Asymmetries for Food Choice and Health." Department Seminar. Department of Agricultural and Resource Economics, University of California, Davis, CA, April 1, 2011.
- Just, David R. "Food Marketers and Consumers: Implications of Rationality Asymmetries for Food Choice and Health." Department Seminar. Department of Agricultural and Applied Economics, University of Wisconsin, Madison, WI, November 19, 2010.

- Just, David R. “Food Marketers and Consumers: Implications of Rationality Asymmetries for Food Choice and Health.” Consumer Science for Today and Tomorrow – Challenges for Research in the Area of Food, Health and Wellbeing. European Commission – Research Directorate General, Brussels, Belgium, November 11, 2010.
- Just, David R. “Food Choice and Food Technology.” Leveraging Food Technology for Obesity Prevention and Reduction Efforts. Institute of Medicine, National Academies of Science, Washington, D.C., November 2-3, 2010.
- Just, David R. “Food Marketers and Consumers: Implications of Rationality Asymmetries for Food Choice and Health.” Keynote Address. 115th European Association of Agricultural Economics Seminar (1<sup>st</sup> Joint meeting of the EAAE and the AAEA) Munich, Germany, September 15-17<sup>th</sup>, 2010.
- David R. Just, “Applying Behavioral Economics to Food Policy.” *Behavioral and Experimental Economics, Food and Health*. Pre-conference Workshop, Agricultural and Applied Economics Annual Meetings, Denver, CO, July 24, 2010.
- David R. Just, “Propensity Score Matching: Experience in Development Economics.” Presented at Agricultural and Applied Economics Association Annual Meetings, Denver, CO July 25-27, 2010.
- David R. Just “Getting Published: An Editor’s View.” Presented at the Northeast Agricultural and Resource Economics Association Annual Meetings, Atlantic City, NJ, June 13-15, 2010.
- Just, David R. “Recent Theoretical and Methodological Issues in Modeling Risk and Risk Preferences at the Farm Level.” Plenary Speaker, Workshop of Choices under Uncertainty, Sponsored by the European Association of Agricultural Economics, Spanish Association of Agricultural Economics and the Spanish-Portuguese Association of Natural Resource and Environmental Economics, Castelldefels, Spain, July 1-2<sup>nd</sup>, 2010.
- Just, David R. and Brian Wansink. “Subtle Changes in School Cafeterias to Promote Healthier Choices.” Incorporating Behavioral Economics into Federal Food and Nutrition Policy. Economic Research Service, USDA, Washington, D.C., April 15-16, 2010.
- Just, David R., Sivalai Vararuth and Richard E. Just “Empirical Challenges for Risk Preferences and Production.” Keynote Address, Annual Meetings of SCC-76 Economics and Management of Risk in Agriculture and Natural Resources, Destin, FL, March 18-March 20, 2010.

- Just, David R. “Marketing Size: Why One Man’s Small is Another Man’s Tall.” Department Seminar, University of Kentucky, Lexington, KY October 30, 2009.
- Just, David R. “Marketing Size: Why One Man’s Small is Another Man’s Tall.” Department Seminar, University of Minnesota, St. Paul, MN, October 2, 2009.
- de Gorter, Harry and David R. Just. “The Social Costs and Benefits of Biofuels: The Intersection of Environmental, Energy and Agricultural Policy.” Presented at American Agricultural Economics Association 2009 Annual Summer Meetings in Milwaukee, WI July 26-28, 2009.
- Just, David R., and Steven Wu. “Experimental Economics and Contract Theory.” Presented at American Agricultural Economics Association 2009 Annual Summer Meetings in Milwaukee, WI July 26-28, 2009.
- Just, David R., Brian Wansink and Collin R. Payne. “Right Sizing: The Behavioral Economics of Portion Labeling.” Department Seminar, Marketing Department, New Mexico State University, Las Cruces, NM, June 19, 2009.
- Just, David R. and Richard E. Just “Practical Application and Discernability of Risky Choice Models.” Faculty Seminar, Department of Economics, Brigham Young University, Provo, UT, May 29, 2009.
- Just, David R. “Food, Behavioral Economics and Food Policy.” Student Seminar, Department of Economics, Brigham Young University, Provo, UT, May 28, 2009.
- Just, David R. “Food, Behavioral Economics and Food Policy.” Keynote address, Finger Lakes Forum, Auburn, NY, April 20, 2009.
- Just, Richard E. and David R. Just. “Practical Application and Discernability of Risky Choice Models.” Keynote address, Annual Meetings of SCC-76 Economics and Management of Risk in Agriculture and Natural Resources, Galveston, TX, March 19-March 21, 2009.
- Just, David R., Brian Wansink and Collin R. Payne. “Distracted Determinants of Portion Size.” Presented at the Allied Social Science Association Meetings Annual Meetings in San Francisco, CA, January 3-5, 2009.
- Wansink, Brian, David R. Just and Collin R. Payne. “Mindless Eating and Healthy Heuristics for the Irrational.” Presented at the Allied Social Science Association Meetings Annual Meetings in San Francisco, CA, January 3-5, 2009.
- Roe, Brian and David R. Just. “Internal and External Validity in Economics Research.” Presented at the Allied Social Science Association Meetings Annual Meetings in San Francisco, CA, January 3-5, 2009.



- Just, David R. “Food, Behavioral Economics and Food Policy.” Presented at Lehigh University, Department of Economics, Department Seminar, Bethlehem, Pennsylvania, November 14, 2008.
- Just, David R. “Food, Behavioral Economics and Food Policy.” Presented at Purdue University, Department of Agricultural Economics, Department Seminar, West Lafayette, Indiana, October 24, 2008.
- Just, David R. “Food, Behavioral Economics and Food Policy.” Presented at the University of Maryland, Department of Agricultural and Resource Economics, Department Seminar, College Park, Maryland, October 8, 2008.
- Just, David R. “Food, Behavioral Economics and Food Policy.” Panelist presentation, Decision Making in Eating Behavior: Interacting Perspectives from the Individual, Family, and Environment.” Symposium sponsored by the National Institutes of Health. Bethesda, MD, April 14 – 15, 2008.
- Just, David R. “Food, Behavioral Economics and Food Policy.” Presented in University of Minnesota, Department of Applied Economics, Department Seminar, St. Paul, Minnesota, February 8, 2008.
- Just, David R. and Harry de Gorter “The Welfare Economics of U.S. Ethanol Policy.” Presented at the Allied Social Science Association Meetings Annual Meetings in New Orleans, LA, January 4-6, 2008.
- Just, David R. and Wansink, Brian. “Social and Convenience Costs, School Lunches and Health: Introducing Economic Incentives when Money Grows on Trees.” Presented at Economic Research Service, USDA, Washington D.C., December 10, 2007.
- Just, David R. “Food, Behavioral Economics and Food Policy.” Presented at the Agricultural Institute of Canada annual meetings, Edmonton, Alberta, November 5-6, 2007.
- Just, David R. “Behavioral Economics, Food Assistance and Obesity.” Presented at China Agricultural University, College of Economics and Management Seminar, June 21, 2007.
- Just, David R. and Michelson, Hope C. “Wealth as Welfare: Are Wealth Thresholds behind Persistent Poverty?” Presented at the Allied Social Science Association Annual Meetings in Chicago, IL, January 5 -7, 2007.
- Just, David R. and Wansink, Brian “A Time for Healthy Choices: How Debit Card Restrictrions Influence School Food Choices.” Presented at Economic Research Service, USDA, Washington D.C., December 14, 2006.

- Just, David R. “Behavioral Economics, Food Assistance and Obesity.” Presented at Northeast Agricultural and Resource Economics Association Annual Meetings in Mystic, CT, June 11-13, 2006
- Just, David R., Wansink, Brian, Mancino, Lisa and William D. Schulze. “Marketing Obesity: Food Behavior and the Economics of Food Marketing.” Presented at NEC-63 The Research Committee on Commodity Promotion, Savannah, GA October 13 – 14, 2005.
- Just, David R. and Wansink, Brian “An Exploration of Potential Uses of Behavioral Economics Concepts for Improving the Diets of Program Participants” Presented at Economic Research Service, USDA, Washington, D.C. November 1, 2004.
- Just, David R. “Risk perception, risk preference, and fostering entrepreneurship.” Presented at the University of Kentucky Interdisciplinary Meeting on Rural Entrepreneurship as a Development Strategy, Lexington, KY November 18-20, 2004.
- Just, David R. and David Zilberman. “Behavior, Production and Competition.” Presented at the Social Science Research Center, Program in Applied Economics, Fellows Conference, Airlie House, Warrenton, VA, May 20-22, 2004.
- Just, David R. and Hikaru Hanawa Peterson. “Diminishing Marginal Utility of Wealth and Calibration of Risk in Agriculture.” Presented at the American Agricultural Economics Association 2003 Annual Summer Meetings in Montreal, Quebec, Canada, July 27-July 30, 2003.
- Zilberman, David, David R. Just and Amir Heiman. “The Future of Agriculture and its Impacts on BARD.” Presented at *BARD’s Goals for the New Millenium* sponsored by the United States – Israel Binational Agricultural Research and Development Fund, Washington, D. C., January 28-January 30, 2002
- Just, David R. and Richard E. Just. “Information Exchange and the Discriminating Monopolist: An Application to E-Commerce in Agriculture.” Presented at a conference sponsored by the Center for Agricultural and Rural Development at Iowa State University held in San Diego, CA, February 9, 2002.
- Just, David R. “Risk Perception and Bayesian Learning.” Presented in University of Minnesota, Department of Applied Economics, Department Seminar, St. Paul, Minnesota, February 22, 2002.
- Just, David R. “Psychological Biases and Bayesian Decision-making.” Presented at Iowa State University, Department of Economics, Seminar in Risk and Finance, Ames, Iowa, March 12, 2002.

Just, David R. "Information, Processing Capacity and Judgment Bias." Presented at the Annual Meetings of Regional Project SERA-IEG-31 Economics and Management of Risk in Agriculture and Natural Resources, Gulf Shores, AL, March 22-24, 2001.

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#### **Conference Presentations**

Just, David R. "Designing a Smarter Grocery Store: Nudging Shoppers to Purchase Healthier Foods." Agricultural and Applied Economics Association Annual Meetings, Washington, D.C., August 4-6, 2013.

Just, David R. "Food and Obesity Policy and Behavioral Economics." Agricultural and Applied Economics Association Annual Meetings, Washington, D.C., August 4-6, 2013.

Joseph Price and David R. Just. "Default Options and Food Choices." Southern Economic Association Annual Meetings, New Orleans, LA, November 16-18, 2012.

Drabik, Dusan, Harry de Gorter and David R. Just. "The Implications of Alternative Biofuel Policies for Carbon Leakage." Agricultural and Applied Economics Annual Meetings, Pittsburgh, PA, July 24-26, 2011.

Chang, Hung-Hao, David R. Just and Chad Meyerhoefer. "Does Health Insurance Coverage Affect Resource Allocation among Farm Households? Evidence of the National Farmers' Health Insurance Program." Agricultural and Applied Economics Annual Meetings, Pittsburgh, PA, July 24-26, 2011.

De Gorter, Harry, Dusan Drabik and David R. Just. "Carbon Leakage with Forestation Policies." Agricultural and Applied Economics Annual Meetings, Pittsburgh, PA, July 24-26, 2011.

Khantachavana, Sivalai Vararuth, David R. Just and Helen Pushkarskaya. "Livelihood Disruption and Venture Creation: Entrepreneurship as Technology Adoption, a Comparison between Kentucky and Shaanxi Farmers." Agricultural and Applied Economics Annual Meetings, Pittsburgh, PA, July 24-26, 2011.

Just, David R., Richard W. Patterson and Brian Wansink. "Consequences, Correlates and Compliments of Adult Milk Consumption." Experimental Biology, Washington, D.C., April 9-13, 2011.

Patterson, Richard W., Brian Wansink and David R. Just. "The Hamburger Diet? Why Hamburgers and Apples Lower Total Calorie Intake." Experimental Biology, Washington, D.C., April 9-13, 2011.

- Wansink, Brian, David R. Just and Richard W. Patterson. "High-Tailing it to Fast Food Restaurants: How Analysis of Fast Food Consumption May be Skewed by those at Both Extremes of the BMI Distribution." *Experimental Biology*, Washington, D.C., April 9-13, 2011.
- Guthrie, Joanne F., Lisa Mancino, Brian Wansink and David R. Just. "Applying Behavioral Economics Research to Improving Children's Food Choices at School." *Experimental Biology*, Washington, D.C., April 9-13, 2011.
- Smith, Laura E., David R. Just, Brian Wansink and Christine H. Wallace. "Disrupting the Default Choice: The Contentious Case of Chocolate Milk." *Experimental Biology*, Washington, D.C., April 9-13, 2011.
- Smith, Laura E., William D. Schulze, Harry M. Kaiser, David R. Just, Elaine Wethington, Jeffery Sobal, John H. Cawley and Brian Wansink. "Subsidies Encourage Healthier Lunch Choices Compared to Taxes." *Experimental Biology*, Washington, D.C., April 9-13, 2011.
- Wansink, Brian, Collin R. Payne, Mitsuru Shimizu and David R. Just. "Getting Refills at Chinese Buffets: What Predicts How Many Trips You Will Make?" *Experimental Biology*, Washington, D.C., April 9-13, 2011.
- Wansink, Brian, David R. Just, Laura E. Smith and Christine E. Wallace. "Lunch Line Redesign: Making School Lunchrooms Smarter." *Experimental Biology*, Washington, D.C., April 9-13, 2011.
- Shimizu, Mitsuru, Ying Cao, Brian Wansink and David R. Just. "College Cafeteria Snack Food Becomes Less Healthy with Each Passing Week of the Semester." *Experimental Biology*, Washington, D.C., April 9-13, 2011.
- Wansink, Brian, David R. Just and Collin R. Payne. "The Behavioral Economics of Healthier School Lunch Payment Systems." *Experimental Biology*, Washington, D.C., April 9-13, 2011.
- Just, David R. and Travis J. Lybbert, "Average, Marginal and Dynamic Risk Responses." Annual Meetings of SCC-76 Economics and Management of Risk in Agriculture and Natural Resources, Atlanta, GA, March 17-19, 2011.
- Just, David R. Invited Discussant, "Insights into Obesity from a Behavioral Economics Perspective." Allied Social Science Association Meetings Annual Meetings in Denver, CO, January 6-9, 2011.
- De Gorter, Harry, Dusan Drabik and David R. Just, "Splash and Dash Battle: Consequences, and Policy Recommendations." Presented at Agricultural and Applied

- Economics Association Annual Meetings, Denver, CO July 25-27, 2010.
- Just, David R. Invited Discussant, Workshop on the Upcoming Farm Bill, American Enterprise Institute, Washington, D.C., December 3, 2010.
- Cao, Ying, David R. Just and Brian Wansink, "Cognitive Dissonance under Food-borne Risk." Presented at Agricultural and Applied Economics Association Annual Meetings, Denver, CO July 25-27, 2010.
- Khantachavana, Sivalai Vararuth and David R. Just, "Livelihood Disruption and Venture Creation: Entrepreneurship as Technology Adoption, The Case of Tobacco Farmers in Kentucky." Presented at Agricultural and Applied Economics Association Annual Meetings, Denver, CO July 25-27, 2010.
- Chang, Hung-hao, David R. Just and Ta-Chuan Chang, "Self Control at Home and in the Wild: Empirical Evidence of the Age Cohort Study in Taiwan." Presented at Agricultural and Applied Economics Association Annual Meetings, Denver, CO July 25-27, 2010.
- Cao, Ying, David R. Just and Brian Wansink. "Cognitive Dissonance in Eating Behavior under Food Borne Risk: A Lab Experiment." Presented at the Northeast Agricultural and Resource Economics Association Annual Meetings, Atlantic City, NJ, June 13-15.
- Maertens, Annemie and David R. Just. "Average versus Marginal Risk Aversion: New Evidence from India." Annual Meetings of SCC-76 Economics and Management of Risk in Agriculture and Natural Resources, Destin, FL, March 18-20, 2010.
- Cao, Yin and David R. Just. "Identifying Cognitive Dissonance in Eating Behavior under Food-borne Risk: A Lab Experiment." Annual Meetings of SCC-76 Economics and Management of Risk in Agriculture and Natural Resources, Destin, FL, March 18-20, 2010.
- Kher, Romi, Deborah H. Streeter and David R. Just. "Venture Creation and Entrepreneurship Education: An Assessment of the Cornell Entrepreneurship Program." National Collegiate Inventors & Innovators Alliance, 14<sup>th</sup> Annual Conference, San Francisco, CA, March 25-27, 2010.
- Just, David R. and Harry de Gorter. "Slouching Toward First Worst: The Welfare Economics of Biofuel Policies and Indirect Land Use Change." Presented at Economics of Alternative Energy Sources & Globalization: The Road Ahead, Orlando, FL, November 15-17, 2009.
- Just, David R. and Harry de Gorter. "Measuring the Subsidy Component of Biofuel

- Policies with International Trade.” Presented at Economics of Alternative Energy Sources & Globalization: The Road Ahead, Orlando, FL, November 15-17, 2009.
- Just, David R. and Brian Wansink. “Right Sizing: Framing Effects in Food Consumption Decisions.” Presented at the XXVII International Conference of Agricultural Economists, Beijing, China, August 16-22, 2009.
- Price, Joseph P. and David R. Just. “Getting Kids to Eat their Veggies.” Presented at the XXVII International Conference of Agricultural Economists, Beijing, China, August 16-22, 2009.
- Lybbert, Travis, John McPeak and David R. Just. “Seeing Shadows of Asset Dynamics in Variability Preferences: Risk Aversion and Intertemporal Substitution among Kenyan Pastoralists.” Presented at American Agricultural Economics Association 2009 Annual Summer Meetings in Milwaukee, WI July 26-28, 2009.
- Just, David R., and Jaclyn D. Kropp. “U.S. Direct Payments and Land Use Distortions.” Presented at American Agricultural Economics Association 2009 Annual Summer Meetings in Milwaukee, WI July 26-28, 2009.
- Just, David R., Ying Cao and David Zilberman. “Risk, Overconfidence, and Production in a Competitive Equilibrium.” Presented at American Agricultural Economics Association 2009 Annual Summer Meetings in Milwaukee, WI July 26-28, 2009.
- Turvey, Callum G., Rong Kong, Jaclyn D. Kropp and D.R. Just. “Economics of Trust and Guile in Formal and Informal Lending in China.” Presented at Chinese Economist Society Annual Conference, June 12 – 15, 2009, Nanjing, Guangxi, China.
- Kropp, Jaclyn D., Calum G. Turvey, David R. Just, Rong Kong and Pei Guo. “Trust, Risk and the Lender-Borrower Relationship: A Trust-based Lending Experiment.” Presented at the Southern Economic Association Annual Meetings in Washington, D.C. November 20 – 23, 2008.
- Bellemare, Marc F., Christopher B. Barrett, David R. Just and Zachary Steven Brown. “Household Attitudes to Price Risk with Multiple Commodities.” Presented at the Southern Economic Association Annual Meetings in Washington, D.C. November 20 – 23, 2008.
- Kropp, Jaclyn D., Calum G. Turvey and David R. Just. “Trust, Risk, and the Lender-Borrower Relationship: A Micro-Lending Experiment.” Poster presentation for the American Agricultural Economics Association 2008 Annual Summer Meetings in Orlando, FL July 27-29, 2008.
- Just, David R., Calum G. Turvey and Brian Wansink. “Food Safety, Bio-Terror and Food

- Consumption Behavior: An Experimental Analysis.” Presented at the Annual Meetings of SCC-76 Economics and Management of Risk in Agriculture and Natural Resources, Orange Beach, AL, March 15 – 17, 2008.
- Just, David R. and Harry de Gorter “The Welfare Economics of Energy Policies.” Presented at NC1034 Impact Analyses and Decision Strategies for Agricultural Research, Washington D.C., March 7 – 8, 2008.
- Just, David R. Invited Discussant/Panelist, Program of Research on the Economics of Invasive Species Management Workshop, Washington, D.C., October 18-19, 2007.
- Just, David R. Lisa Mancino and Brian Wansink. “Insidious Consumption: Subtle Factors that Influence What We Eat and How Much.” Presented at the American Agricultural Economics Association 2007 Annual Summer Meetings in Portland, OR, July 29-August 1, 2007.
- de Gorter, Harry, David R. Just, and Jaclyn Kropp. “Consumer Financed Export Subsidies and the Agreement on Agriculture” Presented at the American Agricultural Economics Association 2007 Annual Summer Meetings in Portland, OR, July 29-August 1, 2007.
- Lybbert, Travis and David R. Just. “Average vs. Marginal Risk Aversion: Reconciling Simultaneously Risk Averse and Risk Loving Behavior.” Presented at the American Agricultural Economics Association 2007 Annual Summer Meetings in Portland, OR, July 29-August 1, 2007.
- Just, David R. and Richard E. Just. “Is Consistent Estimation of Risk Preferences Possible using Revealed Preference Data?” Presented at the Northeastern Agricultural and Resource Economics Association Annual Meetings in Rehoboth Beach, DE, June 10-13, 2007.
- Just, David R. Lisa Mancino and Brian Wansink. “Insidious Consumption: Subtle Factors that Influence What We Eat and How Much.” Presented at the American Marketing Association 2007 Marketing and Public Policy Conference, Washington, D.C., May 30 – June 1, 2007.
- Just, David R. and Richard E. Just. “Is Consistent Estimation of Risk Preferences Possible using Revealed Preference Data?” Presented at the Annual Meetings of SCC-76 Economics and Management of Risk in Agriculture and Natural Resources, Orange Beach, AL, March 15-March 17, 2007.
- Lybbert, Travis and David R. Just. “Is Risk Aversion Really Correlated with Wealth? How Estimated Probabilities Introduce Spurious Correlation.” Presented at the American Agricultural Economics Association 2006 Annual Summer Meetings in Long Beach, CA, July 23-26, 2006.

- Wang, Shenghui, David R. Just and Per Pinstrup Andersen. "Tarnishing Silver Bullets: Bt Cotton Adoption and the Outbreak of Secondary Pest Infestation in China." Presented at the American Agricultural Economics Association 2006 Annual Summer Meetings in Long Beach, CA, July 23-26, 2006.
- Just, David R., Brian Wansink, Lisa Mancino and William D. Schulze. "What we Eat, How Much and Why: Economic and Psychological Factors that Influence Our Food Choices." Presented at the American Agricultural Economics Association 2005 Annual Summer Meetings in Providence, RI, July 22-27, 2005.
- Just, David R. and Steven Y. Wu. "Rewards and Penalties in Production Contracts." Presented at the Annual Meetings of SCC-76 Economics and Management of Risk in Agriculture and Natural Resources, Myrtle Beach, SC, March 31-April 2, 2005.
- Travis J. Lybbert and Just, David R. "Wealth, Farmer Characteristics and Risk Aversion." Presented at the Annual Meetings of SCC-76 Economics and Management of Risk in Agriculture and Natural Resources, Myrtle Beach, SC, March 31-April 2, 2005.
- Just, David R., Steven Wu, and Lara E. Platt, "The Prevalence of Negative Incentives in Contracts and Non-Expected Utility," Presented at the American Economic Association 2005 Annual Meetings in Philadelphia, PA, January 7-9, 2005.
- Just, David R. and David Zilberman. "Behavior, Production and Competition." Presented at the Annual Meetings of IEG-76 Economics and Management of Risk in Agriculture and Natural Resources, Gulf Shores, AL, March 25-27, 2004.
- Just, David R. and Barrett E. Kirwan. "Heterogeneity, Empirical Distributions and Aggregation." Presented at the Northeastern Agricultural and Resource Economics Association Annual Meetings in Halifax, Nova Scotia, Canada, June 20-23, 2004.
- Maratou, Lara, Miguel Gomez and David R Just. "Market Power and Off-Invoice Trade Promotions in the U.S.: An Empirical Investigation." Presented at the American Agricultural Economics Association 2004 Annual Summer Meetings in Denver, CO, August 1-4, 2004.
- Just, David R. and Hung-Hao Chang. "Health Information Availability and the Consumption of Eggs: Are Consumers Bayesians?." Presented at the American Agricultural Economics Association 2004 Annual Summer Meetings in Denver, CO, August 1-4, 2004.
- Just, David R. and Michael J. Roberts. "The Illusion of Control, Cognitive Dissonance and Farmer Response to E.U. Trade Policies." Presented at the American Agricultural Economics Association 2004 Annual Summer Meetings in Denver, CO, August 1-4, 2004.



Just, David R. and Richard E. Just. “Optimal Selection of Bundled Information in E-Marketing: An Application to Agricultural Markets.” Presented at the International Conference on Business, Waikiki, HI, June 21-23, 2003.

Just, David R. and David Zilberman. “An Empirical Analysis of Information Sourcing in Agriculture.” Presented at the Northeastern Agricultural and Resource Economics Association Annual Meetings in Harrisburg, PA, June 9-June 11, 2002.

Ameden, Holly and David R. Just. “Pests and Agricultural Production under Climate Change.” Presented at the American Agricultural Economics Association 2001 Annual Summer Meetings in Chicago, IL, August 5-August 8, 2001.

Just, David R., Amir Heiman, and David Zilberman. “Who Wears the Pants in the Family: Power Distribution in Family Consumption.” Presented at the American Agricultural Economics Association 2000 Annual Summer Meetings in Tampa, FL, July 30-August 2, 2000.

Wu, Steven, and David R. Just. “Contract Variation in the Processing Tomato Industry.” Presented at the American Agricultural Economics Association 2000 Annual Summer Meetings in Tampa, FL, July 30-August 2, 2000.

Just, David R., Steve Wu, David Zilberman, and Steven Wolf. “Demand for Agricultural Economic Information.” Presented at the American Agricultural Economics Association 1999 Annual Summer Meetings in Nashville, TN, August 8-11, 1999.

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## Grants and Contracts

*Lead (More than \$7.6 M)*

59-5000-0-0090

9/20/2010—9/19/2017

USDA, ERS, FANRP

“Establishing the Cornell Center for Behavioral Economics in Child Nutrition Programs”

\$7,191,822

59-5000-0-0072

8/12/2010—12/31/2011

USDA, ERS, FANRP

“Smarter Choices Through Nutritional Report Cards”

\$29,953

58-4000-9-0050 (Just) 10/1/2009 – 9/30/2010

USDA, ERS, FANRP Cooperative Agreement

“Destigmatizing Fruits and Vegetables in High School Cafeterias”

\$29,000

59-4000-8-0115 (Just) 10/1/2008 – 9/30/2011

USDA, ERS, FANRP

“Subtle Changes in the School Cafeteria that Promote Healthier Choices”

\$29,840

58-5000-7-0125 (Just) 10/1/2007 – 9/30/2010

USDA, ERS, FANRP Cooperative Agreement

“Altering Social and Convenience Costs to Improve Students Lunch Choices”

\$199,996

58-6000-7-0085 (Just) 10/1/2007 – 9/30/2009

USDA, ERS, FANRP Cooperative Agreement

“The Behavioral Economics of “Right-sizing” Portions in the School Cafeterias”

\$49,698

43-3AEM-4-80098 (Just) 10/1/2004 – 9/30/2006

USDA, ERS, FANRP Cooperative Agreement

“An Exploration of Potential Uses of Behavioral Economics Concepts for Improving the Diets of Food Assistance Program Participants”

\$99,540

*Co-PI (More than \$4M)*

(Wansink)

3/1/2012 – 2/28/2017

USDA, CSREES, AFRI

“Smarter Lunchrooms: Does Changing Environments Really Give More Nutritional Bang for the Buck?”

\$2,250,000

59-5000-0-0077 (Price – via NBER)

8/18/2010 – 10/31/2012

USDA, ERS, FANRP

“Can Default Options and Incentives Improve Food Choices at School?”

\$150,000

2009-OD09-003 (Wansink)

10/1/2009 – 9/30/2011

NIH

“Nudging Nutrition: Setting Healthier Defaults in Stores and in Homes.”

\$905,000

NYC-121436 HATCH (Wansink)

10/1/2009 – 9/30/2012

Hatch/Smith-Lever Grant (USDA)

“Developing Strategies to Encourage Healthier Food Choices in New York School Cafeterias”

\$109,000

2009-04097 (de Gorter)

1/1/2010 – 12/31/2012

USDA, CSREES, AFRI

“An Integrated Framework to Analyze the Impact of Agriculture, Energy and Environmental Policies on U.S. Agriculture.”

\$317,388

ISS(Bogan)

1/1/2010 – 12/31/2011

Institute for the Social Sciences, Cornell University

“Team Diversity, and Financial Decision Making.”

\$5,000

59-4000-8-0116 (Price – via NBER)

10/1/2008 – 9/30/2011

USDA, ERS, FANRP

“Strategies to Increase Fruit and Vegetable Consumption in School Age Children”

\$30,000

63148 (Wansink) – Minor Collaborator 9/1/2007 – 2/28/2009

Robert Woods Johnson Foundation

“Changing the Incentives for Daycare Snacks and Meals”

\$99,273

48077/A001 (Steve Wu, Ohio State University) 7/1/2005 – 8/30/2008

USDA, NRI

“An Experimental Investigation of Contractual Arrangements and Incentive Systems”

\$237,161