

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

PEER-REVIEWED PUBLICATIONS

Accepted Publications

8. Staples, A.J., Behe, B.K.*, Huddleston, P., & Malone, T. (2022). What you see is what you get, and what you don't goes unsold: Choice overload and purchasing heuristics in a horticulture lab experiment. *Agribusiness: An International Journal*. [link](#).
7. Behe, B.K.*, Staples, A.J., Huddleston, P., & Malone, T. (2022). Display Complexity Affects Visual Processing of Horticultural Plant Retail Displays. *Journal of Environmental Horticulture*. 40(1), 1-9. [link](#).
6. Staples, A.J., Abaidoo, E., Jescovitch, L.N., Chambers, D., Melstrom, R.T., & Malone, T.* (2021). Regulatory burdens across the U.S. aquaculture supply chain.” *Choices*, 4. [link](#).
5. Staples, A.J., Chambers, D., Melstrom, R.M., & Malone, T.* (2021). Regulations across U.S. protein supply chains. *Journal of Agricultural and Applied Economics*, 54(1), 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., 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., Fontanilla-Diaz, C.A., Binzen Fuller, K.*, & Marshall, M.I. “Can We Foster the Future of Extension Through (Friendly) Competition? The Past, Present, and Future of the Graduate Student Extension Competition.” Conditional acceptance at *Applied Economics Teaching Resources Special Issue on Extension Education*.

Staples, A.J.*, & Krumel, T.P. “The Paycheck Protection Program and small business closures: Evidence from breweries.” Under review at: *Small Business Economics*.

Staples, A.J.*, McFadden, B.R., & Malone, T. “CBD and THC – Who buys it, and what for?” Revise and resubmit at *Journal of Food Distribution Research*.

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

Working Papers

Staples, A.J.*, Ellison, B., Caputo, V., & Malone, T. “Implications of halo effects in alcohol markets: An open-ended choice experiment using beer and hard seltzer.”

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).

HONORS AND AWARDS

A. Allan Schmid Fellowship 2022
Michigan State University

Disciplinary Leadership Fellowship Council of Graduate Students at Michigan State University	2022
Humane Studies Fellowship Institute of Humane Studies at George Mason University	2022
Don Lavoie Fellow Mercatus Center at George Mason University	2021
Richardson-Applebaum Outstanding MS Thesis on Food Distribution and Marketing Food Distribution Research Society	2020
Brewing and Enology Economic Research Section Graduate Student Travel Award Agricultural and Applied Economics Association	2020
Academic Excellence Award Westfield State University, Economics	2018

INVITED PRESENTATIONS

“The Paycheck Protection Program and small business performance: Evidence from craft breweries.” *Paper presentation at the 2022 AAEA Annual Conference*. Anaheim, CA. August 1, 2022 (forthcoming).

“Implications of halo effects in alcohol markets: An open-ended choice experiment using beer and hard seltzer.” *Poster presentation at the 2022 AAEA Annual Conference*. Anaheim, CA. August 1, 2022 (forthcoming).

“Alcohol and cannabis: Complements, substitutes, or both?” *Paper presentation at the 2022 AAEA Annual Conference*. Anaheim, CA. August 1, 2022 (forthcoming).

“Implications of halo effects in alcohol markets: An open-ended choice experiment using beer and hard seltzer.” *Paper presentation at Beeronomics*. Dublin, Ireland. June 20, 2022 (forthcoming).

“Navigating the hop supply chain and Michigan’s role.” *Panelist for Michigan Great Beer State Conference & Trade Show*. Traverse City, MI. January 14, 2022.

“Regulatory restrictions across U.S. protein supply chains.” *Paper presentation at Michigan State University’s Department of Agricultural, Food, and Resource Economics Brown Bag Seminar Series*. East Lansing, MI. December 8, 2021.

“The Paycheck Protection Program and small business closures: Evidence from breweries.” *Paper presentation at the Brewing and Enology Economic Research 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](#).

TEACHING EXPERIENCE

Instructor, Decision-making in the agri-food system Spring 2022
Advisor: Dr. Brent Ross

PROFESSIONAL SERVICE

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

REVIEWER

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

OTHER MEDIA APPEARANCES

“Regulatory restrictions are making food supply chain disruptions worse.” *The Hill*, with T. Malone. November 30, 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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