

# AARON J. STAPLES

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## EDUCATION

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- PhD** Agricultural, Food, and Resource Economics, Michigan State University May 2023 (*Expected*)  
Advisors: Dr. Trey Malone and Dr. Vincenzina Caputo
- MS** Agricultural Economics, Purdue University August 2019  
Advisor: Dr. Carson Reeling
- BA** Economics, Westfield State University May 2018  
Minors in Mathematics and Criminal Justice

## PEER-REVIEWED PUBLICATIONS

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11. **Staples, A.J.**, McFadden, B.R., & Malone, T. (2022). CBD and THC – Who buys it, and why? *Journal of Food Distribution Research*. forthcoming.
10. **Staples, A.J.**, Fontanilla-Diaz, C.A., Binzen Fuller, K., & Marshall, M.I. (2022). Can we foster the future of extension through (friendly) competition? The past, present, and future of the Graduate Student Extension Competition. *Applied Economics Teaching Resources*, 4(2), 29-44. [link](#).
9. **Staples, A.J.**, Serrine, J.R., Mull, A., Stuhr, S., Adams, A., & Malone, T. (2022). Untapping terroir: Experimental evidence of regional variation in hop flavor profiles. *Technical Quarterly*, 59(1), 7-16. [link](#).
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*, 38(3), 620-635. [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 landscape of the U.S. aquaculture supply chain. *Choices*, 36(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*, 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*, 51(3-4), 271-286. [link](#).

## SELECTED ONGOING PROJECTS

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“The Paycheck Protection Program and small business performance: Evidence from craft breweries” with Thomas P. Krumel Jr. Revise-and-resubmit at *Small Business Economics*.

“**Employment and performance effects of the Paycheck Protection Program**” with Trey Malone, Craig Carpenter, and Christopher (Kit) Deming. In-progress.

“**The impact of transitioning to cage-free eggs on U.S. egg farmers, retailers, and consumers**” with Vincenzina Caputo, Jayson Lusk, and Glynn Tonsor. In-progress.

“**Market outlook for old, new, and developing meat alternatives: Challenges, opportunities, and forecasts**” with Vincenzina Caputo and Jiayu Sun. Working paper.

## RESEARCH EXPERIENCE

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**Research Assistant**, Michigan State University, East Lansing, MI 2019- 2022  
Advisor: Dr. Vincenzina Caputo 2022  
Dr. Nicole Mason-Wardell 2022  
Dr. Trey Malone 2019 – 2022  
Dr. Bridget Behe 2020

**Intern**, U.S. Department of Agriculture Economic Research Service, Washington, DC 2020  
Advisor: Dr. Thomas P. Krumel Jr.

**Research Assistant**, Purdue University, West Lafayette, IN 2018–2019  
Advisor: Dr. Carson Reeling

## TEACHING EXPERIENCE

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

## HONORS AND AWARDS

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**Disciplinary Leadership Fellowship** 2022  
Council of Graduate Students at Michigan State University

**A. Allan Schmid Fellowship** 2022  
Michigan State University

**Humane Studies Fellowship** 2022  
Institute of Humane Studies at George Mason University

**Don Lavoie Fellow** 2021  
Mercatus Center at George Mason University

**Richardson-Applebaum Outstanding MS Thesis on Food Distribution and Marketing** 2020  
Food Distribution Research Society

**Jim and Neta Hicks Graduate Student Fellowship** 2019  
Purdue University

**Academic Excellence Award** 2018  
Westfield State University, Economics

## RESEARCH GRANTS (\$14,431 RECEIVED)

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

## **PROFESSIONAL SERVICE**

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**Chair**, Graduate Student Section of Agricultural and Applied Economics Association 2020 – 2022  
**Judge**, North American Guild of Beer Writers Best Technical Article Competition 2022

## **INVITED PRESENTATIONS & SEMINARS**

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### **Academic Presentations**

“The Paycheck Protection Program and small business performance: Evidence from craft breweries.” Paper presentation at the 2022 AAEA Annual Conference. Anaheim, CA. August 2, 2022.

“Are alcohol and marijuana complements or substitutes? Comparing primary and secondary data.” Paper presentation at the 2022 AAEA Annual Conference. Anaheim, CA. August 2, 2022.

“Are there halo effects in alcohol markets? Evidence from beer and hard seltzer consumers.” Poster presentation at the 2022 AAEA Annual Conference. Anaheim, CA. August 1, 2022.

“The Paycheck Protection Program and small business performance: Evidence from craft breweries.” Paper presentation at Beeronomics. Dublin, Ireland. June 20, 2022.

“The Paycheck Protection Program and small business performance: Evidence from craft breweries.” Paper presentation at the AAEA Brewing and Enology Economic Research (BEER) Section’s Data Resources Webinar. November 17, 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.” Virtual guest presentation at Westfield State University. April 29, 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.

### **Industry, Extension, & Outreach Presentations**

“Local supply chains, hop marketing, and terroir.” Workshop presentation for the American Society of Brewing Chemists Brewing Summit. Providence, RI. August 16, 2022.

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

“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.

“Untapping terroir: Experimental evidence of regional variation in hop flavor profiles.” Poster presentation at the Michigan Ag Credit Conference. East Lansing, Michigan, October 26, 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.

“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.

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

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

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## REVIEWER

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*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*

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## MEDIA APPEARANCES

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### Features

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

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

### Opposite the Editorial Page (Op-Eds)

“Trouble is brewing for the future of beer.” *360info*. June 27, 2022. [link](#).

“Regulatory restrictions are making food supply chain disruptions worse.” *The Hill*, with T. Malone. November 30, 2021. [link](#).

### Podcast Episodes

“Is hop terroir a marketing construct and/or a biophysical reality?” *Master Brewers Podcast* with A. Adams, A. Mull, R. Serrine, & S. Stuhr. June 20, 2022. [link](#).

“Cannabis reporter Jacob May sits down with PhD student Aaron Staples to discuss THC, CBD, and hemp.” *The State News: Michigan State University*, with J. May. February 15, 2022. [link](#).

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

“Beer economics and sustainability.” *Michigan State University 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](#).

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## REFERENCES

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