

# AARON J. STAPLES

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## EDUCATION

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- PhD** Agricultural, Food, and Resource Economics, Michigan State University May 2023 (*Expected*)  
Dissertation: “Addressing regulatory, policy, and marketing issues across agri-beverage supply chains”  
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

## JOB MARKET PAPER

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“**The Paycheck Protection Program and small business performance: Evidence from craft breweries,**” with Thomas P. Krumeel Jr. Conditionally accepted at *Small Business Economics*. [link](#).

This study merges Small Business Administration data with a verified dataset of craft beer producers to examine the relationship between PPP funding and small business performance during COVID-19. Results suggest that firms that receive PPP funding are more likely to remain in operation and experience a smaller decline in annual production. Additionally, the study uses a quasi-experiment exploiting a natural break in the loan program to suggest a positive causal effect of the role of loan approval timing on short-run performance outcomes.

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

Data from the PPP and Quarterly Census of Employment and Wages are merged with Colorado craft brewery data to understand the relationship between PPP funding, employment, and year-over-year production outcomes. The role of banks and networking effects are also analyzed to explore the equity concerns of the PPP.

**“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.

We use consumer and producer survey data to understand the long-run effects of cage-free egg mandates and pledges on U.S. egg markets. The results inform industry decisions and educate policymakers and consumers on the implications of the impending transition to cage-free production.

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

Protein substitutes have received heightened attention due to their expected environment, health, and animal welfare benefits relative to traditional animal proteins. This paper summarizes the state of these industries, reviews market reports, and provides an overview of the current challenges and opportunities in this market.

## RESEARCH EXPERIENCE

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<b>Research Assistant</b> , 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
<b>Intern</b> , U.S. Department of Agriculture Economic Research Service, Washington, DC	2020
Advisor: Dr. Thomas P. Krumeel Jr.	
<b>Research Assistant</b> , Purdue University, West Lafayette, IN	2018–2019
Advisor: Dr. Carson Reeling	

## TEACHING EXPERIENCE

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<b>Instructor of Record</b> , Decision-making in the agri-food system	2022
Advisor: Dr. Brent Ross	

## HONORS AND AWARDS

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<b>Disciplinary Leadership Fellowship</b>	2022
Council of Graduate Students at Michigan State University	
<b>A. Allan Schmid Fellowship</b>	2022
Michigan State University	
<b>Humane Studies Fellowship</b>	2022
Institute of Humane Studies at George Mason University	
<b>Don Lavoie Fellow</b>	2021
Mercatus Center at George Mason University	
<b>Richardson-Applebaum Outstanding MS Thesis on Food Distribution and Marketing</b>	2020
Food Distribution Research Society	
<b>Jim and Neta Hicks Graduate Student Fellowship</b>	2019
Purdue University	
<b>Academic Excellence Award</b>	2018
Westfield State University	

## 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  
**Referee**, *Agribusiness; Agricultural and Resource Economics Review; Choices* 2021 – 2022

## INVITED PRESENTATIONS & SEMINARS

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### Academic Presentations

*Agricultural and Applied Economics Association*, Anaheim, CA 2022  
*Beeronomics Society*, Dublin, Ireland 2022  
*Agricultural and Applied Economics Association Beer Section*, Virtual 2021  
*Michigan State University AFRE*, East Lansing, MI 2021  
*Food Distribution Research Society*, Virtual 2020  
*Agricultural and Applied Economics Association*, Virtual 2020  
*Westfield State University*, Virtual 2020  
*Michigan State University Council of Graduate Students*, East Lansing, MI 2020  
*Agricultural and Applied Economics Association*, Atlanta, GA 2019

### Industry, Extension, & Outreach Presentations

*American Society of Brewing Chemists Brewing Summit*, Providence, RI 2022  
*Michigan Great Beer State Conference & Trade Show*, Virtual 2022  
*Master Brewers Association of the Americas Annual Conference*, Cleveland, OH 2021  
*Pennsylvania State University Craft Beverage Research Network Webinar Series*, Virtual 2021  
*Michigan Agricultural Credit Conference*, East Lansing, MI 2021  
*American Hop Convention/Hop Research Council*, Virtual 2021  
*Artisan Grain Collaborative Brewing & Distilling Working Group*, Virtual 2020  
*Great Lakes Hop & Barley Conference*, Ypsilanti, MI 2020

## SELECTED MEDIA APPEARANCES

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

“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](#).

“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](#).

## REFERENCES

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**Dr. Vincenzina Caputo**  
Associate Professor  
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