

EDUCATION

- 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
- BA** Economics, Westfield State University May 2018

JOB MARKET PAPER

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

This study merges Paycheck Protection Program (PPP) loan data with a verified dataset of craft beer producers to examine the relationship between PPP funding and small business outcomes. Results suggest firms receiving PPP funding are more likely to remain in operation and experience a smaller decline in annual production. Insights from a quasi-experiment also suggest a positive causal effect of the role of loan timing on performance.

PEER-REVIEWED PUBLICATIONS

12. **Staples, A.J.**, & Krumeel Jr., T.P. (2022). The Paycheck Protection Program and small business performance: Evidence from craft breweries. *Small Business Economics*. [link](#).
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*, 16(4), 1197-1210. [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

“Employment, production, & networking 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 (QCEW) 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.

“Assessing halo effects in the U.S. beer and hard seltzer market,” with Brenna Ellison, Trey Malone, and Vincenzina Caputo. Working paper.

The halo effect is the tendency to judge one product characteristic based on other product characteristics. This study explores whether halo effects exist in the alcohol marketplace, a market with significant adverse public health implications. Results provide some evidence of a health halo associated with organic beer and hard seltzer.

RESEARCH EXPERIENCE

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	2021
Advisor: Dr. Thomas P. Krumeel Jr.	
Research Assistant , Purdue University, West Lafayette, IN	2018–2019
Advisor: Dr. Carson Reeling	

TEACHING EXPERIENCE

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

HONORS AND AWARDS

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	

RESEARCH GRANTS (\$14,431 RECEIVED)

Received

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

Under review

“Exploring consumer demand and value-added marketing opportunities in local beer supply chains,” Aaron Staples (Co-PI) and Rob Serrine (Co-PI). Michigan Craft Beverage Council (2023).

PROFESSIONAL SERVICE

Chair , Graduate Student Section of Agricultural and Applied Economics Association	2020 – 2022
Referee , <i>Agribusiness; Agricultural and Resource Economics Review; Choices</i>	2021 – 2022

INVITED PRESENTATIONS & SEMINARS

Academic Presentations

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

Industry, Extension, & Outreach Presentations

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

SELECTED MEDIA APPEARANCES

“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*. November 30, 2021. [link](#).

REFERENCES

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