

AARON J. STAPLES

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ACADEMIC APPOINTMENTS

Assistant Professor, University of Tennessee Knoxville
Department of Agricultural and Resource Economics

August 2023 - Present

EDUCATION

PhD Agricultural, Food, and Resource Economics, Michigan State University May 2023
MS Agricultural Economics, Purdue University August 2019
BA Economics, Westfield State University May 2018

PEER-REVIEWED PUBLICATIONS

16. **Staples, A.J.**, Deming, K., Malone, T., Carpenter, C.W., & Weiler, S. (2023). Pouring the Paycheck Protection Program into craft beer: PPP employment effects in service-intensive industries. *Journal of Business Venturing Insights*. [link](#).
15. **Staples, A.J.**, Howard, P., Connor, D.S., Serrine, J.R., Ostrom, M.R., & Miller, M. (2023). Apples to advocacy: Evaluating consumer preferences for hard cider policies. *Journal of Wine Economics*. [link](#).
14. Caputo, V., **Staples, A.J.**, Tonsor, G.T., & Lusk, J.L. (2023). Egg producer attitudes and expectations regarding the transition to cage-free production: A mixed-methods approach. *Poultry Science*, 102 (11), 103058. [link](#).
13. Caputo, V., **Staples, A.J.**, Lusk, J.L., & Tonsor, G.T. (2023). Do consumers really know what cage-free is and what it entails?. *Choices*, 38(4), 1-10. [link](#).
12. **Staples, A.J.**, & Krumel Jr., T.P. (2022). The Paycheck Protection Program and small business performance: Evidence from craft breweries. *Small Business Economics*, 61, 931-956. [link](#).
11. **Staples, A.J.**, Malone, T., & McFadden, B.R. (2022). CBD and THC – Who buys it, and why? *Journal of Food Distribution Research*, 53(3), 67-85. [link](#).
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: An International Journal*, 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). Regulatory restrictions 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., & 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](#). [Top cited article 2020-2021].
1. **Staples, A.J.**, Sackett-Taylor, H.M., Forgue, 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](#).

PAPERS UNDER REVIEW

“Beer drinker perceptions of CBD- and THC-infused beverages.” Under review at *Agricultural and Resource Economics Review*.

“Canning cannabis: Consumer preference for CBD- and THC-infused beverages.” Under review at the *Journal of Wine Economics*.

“Farm animal welfare and producer profitability,” with Jayson L. Lusk, Vincenzina Caputo, and Glynn T. Tonsor. Under review at the *Journal of the Agricultural and Applied Economics Association (JAAEA)*.

“Market outlook for meat alternatives: Challenges, opportunities, and new developments,” with Vincenzina Caputo, Jiayu Sun, and Hannah Taylor. Revise and resubmit at *Trends in Food Science and Technology*.

SELECTED ONGOING PROJECTS

“Sin goods in a basket-based choice experiment: Who bundles alcohol and cannabis?” with Valerie Kilders and Vincenzina Caputo. Target journal: *Journal of Economic Behavior & Organization*.

“Egg purchasing and policy preferences: Comparing best-worst scaling with discrete choice experiment data,” with Vincenzina Caputo, Glynn T. Tonsor, and Jayson L. Lusk. Target journal: *Food Policy*.

HONORS AND AWARDS

Brewing & Enology Economic Research Graduate Student Research Fellowship	2023
Agricultural & Applied Economics Association	
Disciplinary Leadership Fellowship	2022
Council of Graduate Students at 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	
Academic Excellence Award	2018
Westfield State University	

RESEARCH GRANT ACTIVITY

Grants received (\$68,814)

Role	Funder	Grant title	Dates	Total award	Personal allocation
PI	Michigan Craft Beverage Council	“Benchmarking best practices to expand craft beverage markets for the Michigan value chain”	02/24 – 08/25	\$40,000	\$40,000
Co-PI	MSU A. Allan Schmid Graduate Student Fellowship	“Assessing halo effects in U.S. alcohol markets”	02/22 – 08/22	\$9,383	\$9,383

Co-PI	NCR Sustainable Agriculture Research and Education Graduate Student Grant	“Consumer demand for cannabis-infused beverages and its impact on the economic sustainability of local farms and craft beverage producers”	09/21 – 09/24	\$14,431	\$14,431
Co-PI	Purdue University Jim and Neta Hicks Graduate Student Research Fellowship	“Consumer willingness to pay for sustainability attributes in beer: A choice experiment using eco-labels”	01/20 – 8/20	\$5,000	\$5,000
TOTAL				\$68,814	\$68,814

Under review (\$720,070)

“Developing a comprehensive framework to overcome misinformation about mRNA vaccine use in livestock,” with Taylor Ruth, Quisto Settle, Blake Colclasure, Matthew Pittman, & Lew Strickland. Proposal submitted to the USDA-AFRI Foundational and Applied Science Program [Social Implications of Food Agricultural Technologies Priority Area]. **\$645,070.**

“Revisiting the effectiveness and perceptions of school meal programs: A post-pandemic evaluation,” with Maria Kalaitzandonakes. Proposal submitted to the USDA RIDGE Partnership. **\$75,000.**

TEACHING EXPERIENCE

Instructor, AFRE100: Decision-making in the agri-food system Michigan State University Summer 2023

Instructor of Record, AFRE100: Decision-making in the agri-food system Michigan State University Spring 2022

PROFESSIONAL SERVICE

Chair, Brewing & Enology Economic Research (BEER) Section Agricultural & Applied Economics Association 2023 – 2025

Topic Leader, Food & Agricultural Marketing Agricultural & Applied Economics Association 2023 – 2025

Chair, Graduate Student Section Agricultural & Applied Economics Association 2021 – 2023

REFEREE

Peer-reviewed journals: *Agribusiness: An International Journal; Agricultural and Resource Economics Review (ARER); American Journal of Agricultural Economics (AJAE); Applied Economic Perspectives and Policy (AEPP); Business Strategy and the Environment; Canadian Journal of Agricultural Economics (CJAE); Choices; European Review of Agricultural Economics (ERAE); International Food and Agribusiness Management Review (IFAMR); Journal of Agricultural and Applied Economics (JAAE); Journal of Agricultural and Resource Economics (JARE); Journal of Food Distribution Research; Journal of Business Venturing Insights (JBV Insights); Journal of International Food & Agribusiness Marketing; Trends in Food Science & Technology*

Conference abstracts: *Agricultural & Applied Economics Association (2023, 2024)*

PROFESSIONAL PRESENTATIONS

Academic Presentations (N = 12)

12. “How drinking setting affects consumer demand for locally-sourced ingredients in craft beer.” *Paper presentation at the 2023 AAEA Annual Meeting.* Washington, D.C. July 25, 2023.
11. “Pouring the PPP into craft beer: Employment effects of the loan program in craft beer.” *Paper presentation at the 2023 AAEA Annual Meeting.* Washington, D.C. July 24, 2023.

10. "Employment, production, & networking effects of the Paycheck Protection Program." *Paper presentation at the 2023 Southern Agricultural Economics Association*. Oklahoma City, OK. February 6, 2023.
9. "The Paycheck Protection Program and small business performance: Evidence from craft breweries." *Paper presentation at the 2022 AAEA Annual Meeting*. Anaheim, CA. August 2, 2022.
8. "Are alcohol and marijuana complements or substitutes? Comparing primary and secondary data." *Paper presentation at the 2022 AAEA Annual Meeting*. Anaheim, CA. August 2, 2022.
7. "Are there halo effects in alcohol markets? Evidence from beer and hard seltzer consumers." *Poster presentation at the 2022 AAEA Annual Meeting*. Anaheim, CA. August 1, 2022.
6. "The Paycheck Protection Program and small business performance: Evidence from craft breweries." *Paper presentation at Beeronomics*. Dublin, Ireland. June 20, 2022.
5. "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.
4. "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.
3. "Hopping on the localness craze: What Michigan brewers want from state-grown hops." *Virtual paper presentation at the 2020 AAEA Annual Meeting*. August 5, 2020.
2. "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.
1. "Impact of centralization versus decentralization on market performance: A theoretical model accounting for externalities and imperfect information," *Poster presentation at the 2019 AAEA Annual Meeting*. Atlanta, GA, July 21-23, 2019.

Industry, Extension, & Outreach Presentations (N = 10)

10. "The effect of cannabis legalization on U.S. alcohol markets." *Presentation at the 2023 Great Lakes Hops Working Group Meeting*. Detroit, MI. April 13, 2023.
9. "Local hop marketing: Establishing and expanding local beer value chains." *Presentation at the 2023 Minnesota Hop Growers Association Annual Meeting*. Shakopee, MN. March 11, 2023.
8. "Local supply chains, hop marketing, and terroir." *Workshop presentation for the American Society of Brewing Chemists Brewing Summit*. Providence, RI. August 16, 2022.
7. "Navigating the hop supply chain and Michigan's role." *Panelist for Michigan Great Beer State Conference & Trade Show*. Traverse City, MI. January 14, 2022.
6. "Untapping terroir: Experimental evidence of regional variation in hop flavor profiles." *Presentation at the Master Brewers Association of the Americas Annual Conference*. Cleveland, Ohio, October 29, 2021.
5. "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.
4. "Establishing and expanding the Michigan beer value chain: Pairing localness with terroir" *Virtual presentation at the Pennsylvania State University Craft Beverage Research Network Webinar Series*. June 15, 2021.
3. "Untapping terroir: Experimental evidence of regional variation in hop flavor profiles." *Virtual poster presentation at the 2021 American Hop Convention/Hop Research Council Winter Meeting*. January 20, 2021.
2. "Sustainability in beer and brewer preference for local hops." *Virtual guest presentation at Artisan Grain Collaborative Brewing and Distilling Working Group*. June 17, 2020.
1. "Craft beer trends & marketing strategies: Past, present, & future." *Extension presentation at the Great Lakes Hop & Barley Conference*. Ypsilanti, MI, March 5, 2020.

Guest Lectures (N = 3)

3. “Evaluating the effects of cage-free egg mandates and pledges on the U.S. egg market.” *Guest lecture in the University of Tennessee’s AREC 530: Agricultural Policy Analysis Course*. October 4, 2023.
2. “Exploring the vote-buy gap in egg purchasing and policy preferences.” *Virtual guest lecture at Westfield State University’s ECON 320: Environmental Economics Course*. March 2, 2023.
1. “Sustainability in beer.” *Virtual guest lecture at Westfield State University’s ECON 351: Special Topics in Economics Course*. April 29, 2020.

SELECTED OUTREACH & MEDIA APPEARANCES

Reports and Publications

“The transition to cage-free eggs.” Industry report for the *United Egg Producers* and the *Food Industry Association - FMI*, with Vincenzina Caputo, Jayson Lusk, and Glynn Tonsor (2023). [link](#).

“You want to add something new to your Christmas tree farm: What’s next?” Extension report for the *Great Lakes Christmas Tree Association*, with Trey Malone (2021). [print only].

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

“Dr. Aaron Staples on the cage-free egg transition.” *Purdue Agricultural Economics Podcast*, with Valerie Kilders and Colby Smock. December 5, 2023. [link](#).

“A rough week for acquired craft brands, plus, how PPP funds helped breweries.” *Brewbound Podcast*, with Jessica Infante. March 2, 2023. [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](#).

“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](#).

GRADUATE STUDENT ADVISING

Committee member

Arfanul Ibna Mustafa Sakib, Master’s student committee member	2023 – 2025
Carlos Rosales, Master’s student committee member	2023 – 2025