Brian Roe

Curriculum Vitae

December 2024

Contact Information

Dept. Agricultural, Environmental & Development Economics
Ohio State University
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Education

University of Maryland - College Park, Ph.D., Agricultural and Resource Economics, 1997.
University of Wisconsin - Madison, B.S., Agric. Economics and Agric. Journalism, 1992.

Employment and Positions

VanBuren Professor of Farm Management, Dept. of Agricultural, Environmental and Development Economics, 2016 to present.
Leader, Ohio State University Food Waste Collaborative, 2015-present.
Faculty Affiliate: OSU Sustainability Institute, OSU Food Innovation Center, National Science Foundation's Intelligent Computational Infrastructure with Computational Learning in the Environment (ICICLE).
Undergraduate Studies Leader, Dept. of Agricultural, Environmental and Development Economics, October 2011-2020.
McCormick Professor of Agricultural Policy and Marketing, Dept. of Agricultural, Environmental and Development Economics, 2010 to 2016.
Visiting Professor, Swiss Federal Institute of Technology, Institute for Environmental Decisions, Zurich, Switzerland, August 2007 – July 2008.
Professor, Ohio State University, Dept. of Agricultural, Environmental and Development Economics, July 2007 to present.
Associate Professor, Ohio State University, Dept. of Agricultural, Environmental and Development Economics, July 2003 to June, 2007.
Assistant Professor, Ohio State University, Dept. of Agricultural, Environmental and Development Economics, October 1998 to June 2003.
Staff Fellow, Food and Drug Administration, Center for Food Safety and Nutrition, Market Studies Division, Washington, DC, June 1996 – September 1998.
Lecturer, University of Maryland, Dept. of Agricultural and Resource Economics, Spring, 1997.

Courses Taught (*currently taught)

Advanced Agricultural Econ.* (AEDE 8201, Ph.D.), Production Econ. (AEDE 806/7210, Ph.D.), Production Decision Analysis (AEDE 4002.02, undergraduate course for majors), Data Analysis for Agribusiness (AEDE 2005, General Education Class)*, Agribusiness Project Experience (AEDE 5500), Agribusiness Management (AEDE 3101, undergraduate course for majors and

minors), Assessing Sustainability: Project Experience (AEDE/ENR 4567), Economics of Policy Analysis (AEDE 4003)*

Student Research Advising

Ph.D: *Completed* - Renyuan Shao, Chia Hsing Wang, Pirouz Fourotan (US FDA), Yun-Jae Hwang, Bidisha Mandal (Washington State U.), Dhiraj Sharma (World Bank), Paula Cordero-Salas (U. Alabama), Greg Howard (East Carolina U.); Michael Garcia (NIST), Jafar Olimov (Research Center SHARQ), Kyle Fluegge (New York City Dept. of Health), Betsy Truex-Powell (Ohio Medicaid), Matthew Pham (Landmark College), Jason Bienenfeld (Fidelity), Elizabeth Robison (US FDA), Wangyang Lai (Shanghai University of Finance & Economics), Danyi Qi (Amazon), Kathryn Bender (U. Delaware), Angel Arroyo-Rodríguez (co-advisor, City/Reg Planning, Ohio EPA), Thadchaigeni Panchalingam (Abbot Labs), Yiheng Shu (co-advisor, Postdoctoral Scholar, Jiangnan University), Lei Xu (co-advisor, Postdoctoral Fellow, Ohio State University, Center for Tobacco Research). *In Progress* - Ran Li, Eric Belleville, Suraksha Baral

M.S. *Completed* - Aaron Stockberger, Keisha Patent, Elena Garabis, Anup Gampa (Harvey Mudd College), Clay Perry; Morgan Davenport

B.S. *Completed*: Angela Black, Tim Wyszynski, Craig Berning, Molly Lowe, Eunice Adjapong (University of Maryland), Jamal Mansouri (Purdue). *In Progress*: Molly Sheridan, Luke Peart.

Honors and Awards

Fellow, Agricultural and Applied Economics Association, 2022
College of Food, Agricultural & Envir. Sciences, Outstanding Service to Students Award, 2019
OSU Agribusiness Club, Outstanding Professor Award, 2013, 2017
Towers Agricultural Honorary, Student Mentor Award, 2013
OSU Interfraternity Council/Pan-Hellenic Council Teaching Award, 2012
Gamma Sigma Delta, Ohio State Chapter, Award of Merit, Extension Programming, 2006.
Resources, Conservation & Recycling - 2022 Best Paper Award
American Collegiate Schools of Planning, Best Conference Paper on Housing and Community Development, Annual Conference, November 2002. Roe was third author.
American Marketing Association's Thomas C. Kinnear Award for best article published in the *J. of Public Policy & Marketing* from 1998 to 2000. Roe was first author.
U of Maryland, Dept. of Agr. & Resource Economics, Outstanding Dissertation Award (1997-98) and Best Paper by a First-Year Student (1992-93).
Harry S. Truman Public Service Scholar, class of 1990.

Professional Activities

President, Agricultural & Applied Economics Association, 2024-27.
Reducing Food Waste through Economics and Data (ReFED), Advisory Council, 2022-
Advisory Board, The Green Cooking Show, 2023-

Foundation for Food and Agricultural Research, Ag-Health Nexus Advisory Council, 2019-

Co-organizer, 2019 National Science Foundation awarded conference "Wasted Food and Sustainable Urban Systems: Prioritizing Research Needs."

National Academy of Sciences, Engineering and Medicine, committee member, 2019-20 Consensus study on "A Systems Approach to Reducing Consumer Food Waste"; 2018 Organizing committee, "Workshop on Food Waste."

Editorial roles: *Amer. J. of Agricultural Econ.* (Editor for co-editors, 2018-, Co-editor, 2012-15, Assoc. Editor, 2004-07); *Applied Econ. Perspectives & Policy* (Editorial Board, 2009 – 11); *J. Food Products Marketing*, (Guest Co-editor, special issue on Food Waste, 2017-18),

Professional Memberships: Amer. Econ. Assoc., Agric. & Applied Econ. Assoc. Member, Publications Committee, 2015-16, Communications Committee, 2018- , Best Ph.D. Dissertation Selection Committee, 2006-07, 17-19, Nominating Committee, 2008-11, Galbraith Forum and Award Committee, 2010-12, Board of Directors, Extension Section, 2004-2005, Annual Meeting Selected Paper Coordinator, 2002, 2010-11

Funded Research

- Consumer Demand for Food Safety, Centers for Disease Control, $946,447. (co-PI)
- Evaluating Risk Management Strategies for Hog Producers, OSU Seed Grant, $27,000. (PI).
- A Risk Management Education Program for Corn Belt Ag, USDA RMA, $37,500 (co-PI).
- Developing Value-Added Marketing Channels for Beef Production.. USDA-FSMIP $203,000.
- Designing an Effective Labeling Program for Genetically Engineered Food, USDA-NRI, $180,000.
- AgRisk OnLine: Internet Delivery of Risk Management Tools, USDA RME $50,000. (PI).
- Contracting Choices Experiments, Ohio Ag Research & Development Center (OARDC), $33,816. (PI).
- Assessing the Impact of Animal Ag on Exurban Property Values, Ohio State, $28,591. (PI).
- Analysis of Restrictions on Agricultural Production Contracts, USDA-NRI, $53,000.
- FeedRisk OnLine: A User-Friendly, Web-Based Tool for Livestock Producers, USDA-RMA, $151,296.
- Using fMRI to Understand Response to Economic Risk, OARDC, $100,000 (PI).
- An Experimental Investigation of Contractual Arrangements, OARDC, $50,000.
- An Experimental Investigation of Contracts and Incentive Systems, USDA-NRI, $237,000.
- Bargaining, Competition, & Efficiency in Production Contracts, USDA-ERS, $130,000
- Understanding the Competitiveness of Online Farm Machinery Markets, USDA-NRI (PI), $490,181
- Globalization, Changing Market Structure and the Biotechnology Sector, USDA-NRI, $183,790.
- Experimental Analysis of Environmental Services Provision, USDA-ERS, $63,000 (PI)
  A Mechanism for Reducing Emissions from Deforestation & Degradation, World Bank, $121,940 (PI).
- Co-evolution of Upstream Human Behavior and Downstream Ecosystem Services in a Changing Climate, NSF, $1.5 million (collaborator).

- Initial Feasibility of Novel Production Technologies, Case-New Holland., $310,000 (Co-PI).
- Seed Tape Production Solution - Phase II, Case-New Holland Corp., $156,000 (co-PI)
- Small Supervised Autonomous Equipment - Phase II, Case-New Holland., $152,770 (co-PI)
- Environmental Impacts of Shale Oil Exploration in Ohio and Pennsylvania, OARDC $49,493 (co-PI)
- Local Foods and School Meal Demand, USDA-NIFA, 2014-18, $498,000 (PI)
- Evaluating the 4R Nutrient Stewardship Concept & Certification Program in the Western Lake Erie Basin, International Plant Nutrition Institute, 2014-19, $1,250,000
- A Cost Benefit Analysis of the 4R Nutrient Stewardship Certification Program in the Western Lake Erie Basin, Mosaic Foundation, 2014-15, $100,00 (PI)
- OSU Collaborative to Reduce & Redirect Consumer Food Waste, InFACT Discovery Theme and OSU Sustainability Fund, 2016-17, $62,750 (PI)
- Impact Measurement for the National Virtual Resource Center for Food Loss & Waste, USDA Coop Agreement, Office of Chief Economist, 2016-17 $100,000 (PI)
- NPDES stormwater monitoring project, City of Columbus, 2016-21, $1.18 million (co-PI)
- Evaluating Nudges to Reduce Household Food Waste by Developing a Food Waste App, USDA AFRI, 2017-19, $500,000 (PI)
- A statewide network for a college degree in sustainable agriculture, USDA, 2017-21, $641,739 (collab)
- Literature Review of Food Loss…, USDA-ERS Coop Agreement, 2017-18, $80,000 (PI)
- Demonstration Projects to Support Zero Waste Goals, OSU Sustainability Fund, 2017-18, $65,000 (PI)
- Assessing Impacts of a Novel Milk Label…, OARDC, 2018-20, $80,000 (co-PI)
- Consumer Perceptions of Food Product Date Labels, ReFED, 2018, $20,000 (co-PI)
- Developing Public-Private Partnerships…Water Quality & Availability, USDA, 2018-23, $5M, (co-PI)
- Exploration of a Combined Black Soldier Fly…. OSU Sustainability Fund, 2019-20, $169,000 (PI)
- Date Label Tracking Study, ReFED, 2019, $4,500 (PI)
- Testing the 'Save More Than Food' Campaign, US EPA, $60,000 (investigator), 2020-21.
- Using the FoodImage™ App to Assess Smart Interventions…, USDA, $500,000 (PI), 2021-23.
- Multiscale RECIPES (Resilient, Equitable, and Circular Innovations with Partnership and Education Synergies) for Sustainable Food Systems, National Science Foundation, $15 million, (co-lead PI), 2021-26.
- Using Positive Deviance and Citizen Science Approaches to Develop a Wasted Food Reduction Registry, University of Illinois Vision 20/20 Program, $19,820 (co-I), 2022-23.
- Shelf-life and Household Food Waste Model Development, Apeel Sciences, $11,000 (co-PI), 2022-23.
- Food Waste Patterns: Household Segmentation Analysis. USDA-OCE Cooperative Agreement, $59,763 (PI), 2022-23.
- An Innovative, Accessible and Flexible Approach for Household Food Waste Measurement, Foundation for Food & Agricultural Research, $839,660 (PI), 2023-24.

- Food Waste Measurement Tools and Training Modules, USDA-OCE Cooperative Agreement, $160,000 (PI)
- Incorporating Food Waste in Food Policy Research: Methods and Applications, USDA-NIFA, $628,409 (co-PI), 2023-27.
- Food Loss and Waste Consumer Education Campaign Pilot, USDA-NIFA, $2.5 million (PI), 2024-2027

Totals: All funds - $34.6 million; As PI or co-PI - $30.2 million

Scholarly Journal Articles

(1) Teisl, Mario F., Kevin J. Boyle, and Brian Roe. "Conjoint Analysis of Angler Evaluations of Atlantic Salmon on the Penobscot River, Maine," *North American J. of Fisheries Management*, vol. 16:861-871, 1996.

(2) Roe, Brian. "A Theoretical and Empirical Analysis of Family Migration and Household Production: A Comment," *Southern Economic J.,* vol. 63(1): 255-57, July 1996.

(3) Roe, Brian, Kevin J. Boyle, and Mario F. Teisl. "Using Conjoint Analysis to Derive Estimates of Compensating Variation," *J. of Environmental Economics and Management* vol. 31:145-59 1996. Reprinted in Environmental Evaluation (Eds. Willis et al.), Edward Elgar Publishing Limited, Cheltenham, UK.

(4) Moskovitz, David, Richard Cowart, Alan S. Levy and Brian Roe. "What Consumers Need to Know if Competition is Going to Work," *Electricity J.*, June 1998: 38-48.

(5) Teisl, Mario F. and Brian Roe. "The Economics of Labeling: An Overview of Issues for Health and Environmental Disclosure," *Agr. Resource Econ. Rev.*, (October 1998):140-150.

(6) Fein, Sara B. and Brian Roe. "The Effect of Work Status on Initiation and Duration of Breast Feeding," *American J. of Public Health*, vol. 88(7):1042-46, 1998.

(7) Roe, Brian, Leslie A. Whittington, Sara B. Fein and Mario F. Teisl. "Is There Competition Between Breast-feeding and Maternal Employment?" *Demography*, vol. 36(2):157-71, May 1999.

(8) Roe, Brian, Alan S. Levy and Brenda M. Derby. "The Impact of Health Claims on Consumer Search and Product Evaluation Outcomes: Results from FDA Experimental Data," *J. of Public Policy and Marketing*, vol. 18(1):89-105, Spring 1999.

(9) Teisl, Mario F., Brian Roe and Alan S. Levy. "Ecocertification: Why It May Not Be a Field of Dreams," *American J. of Agricultural Economics*, vol. 81(5):1066-1071, December, 1999.

(10) Teisl, Mario F. and Brian Roe. "Environmental Certification of Forest Products: How Should Consumers Be Informed?" *Journal of Forestry*, vol. 98(2):36-42, February, 2000.

(11) Roe, Brian, Mario F. Teisl, Alan S. Levy, Kevin Boyle, Mark L. Messonnier, T. Lynn Riggs, Melissa J. Herrmann, and Felicia M. Newman. "Consumers' Assessment of the Food Safety Problem for Meals Prepared at Home and Reactions to Food Safety Labeling," *J. of Food Products Marketing,* vol. 6(4 2000): 9 – 26.

(12) Boyle, Kevin J., Thomas P. Holmes, Mario F. Teisl, and Brian Roe. "Public Preferences for Timber Harvesting Using Conjoint Analyses: A Comparison of Response Formats," *American J. of Agricultural Economics*, vol. 83(2 May 2001):441 - 454.

(13) Roe, Brian, Mario F. Teisl, Huaping Rong, and Alan Levy. "Characteristics of Consumer-Preferred Labeling Policies: Experimental Evidence from Price and Environmental Disclosure for Deregulated Electricity Services," *Journal of Consumer Affairs*, vol. 35(1):1-26, Summer 2001.

(14) Roe, Brian, Mario F. Teisl, Alan Levy, and Matthew Russell. "Consumer Preferences for Residential Electricity Services with Different Generation Sources and Air Emission Profiles," *Energy Policy* 29 (11 2001): 917-925.

(15) Sharp, Jeff S., Brian Roe, and Elena G. Irwin. "The Changing Scale of Livestock Production in and around Corn Belt Metropolitan Areas, 1978 to 1997," *Growth and Change* 33(Winter 2002):115-32.

(16) Roe, Brian, Jeff S. Sharp, Elena G. Irwin. "Pigs in Space: Modeling the Spatial Structure of Hog Production in Traditional and Nontraditional Production Regions," *American Journal of Agricultural Economics* 84(May 2002):259-78.

(17) Teisl, Mario F., Brian Roe and Robert Hicks. "Can Eco-Labels Tune a Market? Evidence from Dolphin-Safe Labeling of Canned Tuna," *J. of Environmental Economics and Management* 43 (May 2002): 339 – 59.

(18) Teisl, M.F., Halverson, L., O'Brien, K., Roe, B., Ross, N., and Vayda, M. (2002). "Focus Group Reactions to Genetically Modified Food Labels," *AgBioForum*, 5(1): 6-9.

(19) Boyle, Kevin J., Thomas P. Holmes, Mario F. Teisl, and Brian Roe. "A Comparison of Response Formats: Reply," *American Journal of Agricultural Economics*, 84(November 2002):1172-1175.

(20) Jones, Eugene, Cuma Akbay and Brian Roe, Wen Chern. "Analyses of Consumers' Dietary Behavior: An Application Of the AIDS Model to Supermarket Scanner Data," *Agribusiness* 19(Spring 2003):203-221.

(21) Shao, Renyuan and Brian Roe. "The Design and Pricing of Fixed and Moving Window Contracts: An Application of Asian-Basket Option Pricing Methods to the Hog Finishing Sector," *J. of Futures Markets* 23(November 2003):1047-1073.

(22) Teisl, Mario F., Garner, Luke, Roe, Brian, Vayda, Michael. "Labeling Genetically Modified Foods: How Do U.S. Consumers Want to See It Done?" *AgBioForum*. 6(1-2 2003): 48-54.

(23) Roe, Brian, Tom S. Sporleder, and Betsy Belleville. "Hog Producer Preferences for Marketing Contract Attributes: Results of a Choice Experiment," *American J. of Agricultural Economics*, 86(February 2004):115-23.

(24) Roe, Brian, Irwin, Elena G. and Morrow-Jones, Hazel A. "The Effects of Farmland, Farmland Preservation and Other Neighborhood Amenities on Proximate Housing Values: Results of a Conjoint Analysis of Housing Choice," *Land Econ.* 80(February 2004):55-75.

(25) Roe, Brian. "Optimal Sharing of Food Safety Prevention Between Consumers and Industry and the Effect of Regulation and Liability," *American J. of Agricultural Economics* 86(May 2004):359-74.

(26) Warren, K., Newsome, S. & Roe, B. "House and Housemate: An Exploratory Study of Residential Setting, Interpersonal Interactions and Aggression in Two Persons with Developmental Disabilities," *Journal of Social Service Research*, 30(4 2004):69-85.

(27) Roe, Brian, Haab, Tim, and Sohngen, Brent. "The Value of Agricultural Economics Extension Programming: An Application of Contingent Valuation," *Rev. of Agricultural Economics,* 26(September 2004):373-390.

(28) Morrow-Jones, Hazel A., Irwin, Elena G. and Roe, Brian. "Consumer Preference for Neotraditional Neighborhood Characteristics" *Housing Policy Debate* 15(1 2004):171-202.

(29) Teisl, Mario F., Garner, Luke, Roe, Brian, Vayda, Michael. "Genetically Modified Food: What Are Mainers Thinking?" *Maine Policy Review* (Spring/Summer 2004):56-66.

(30) Wu, Steven and Roe, Brian. "Behavioral and Welfare Effects of Tournaments and Fixed Performance Contracts: Some Experimental Evidence," *Amer. J. of Agric. Econ.* 87(February 2005):130-146.

(31) Roe, Brian, Elena G. Irwin, Hazel A. Morrow-Jones. "Changes in Homeowner Preferences for Housing Density Following September 11, 2001," *Applied Economics Letters*, 12(February 2005):73-78.

(32) Hwang, Y.-J., Roe, B., & Teisl, M.F. (2005). "An Empirical Analysis of United States Consumers' Concerns about Eight Food Production and Processing Technologies." *AgBioForum*, 8(1): 40-49. Available on the World Wide Web: http://www.agbioforum.org.

(33) Teisl, M. F., & Roe, B. (2005). "Evaluating the Factors that Impact the Effectiveness of Eco-labelling Programmes." *Environment, Information and Consumer Behaviour*, 65-90.

(34) Hwang, Y-J., Roe, B., and Teisl, M.F. "Does Price Signal Quality? Strategic Implications of Price and Other Quality Signals for the Case of Genetically Modified Food," *International Food and Agribusiness Management Review*, vol. 9(1 2006):93-105.

(35) Wu, Steven Y. and Roe, Brian. "Tournaments, Fairness and Risk," *American Journal of Agricultural Economics*, 88(2006):561-573

(36) Teisl, Mario F., Brian Roe and Mike Vayda (2006). "Incentive Effects on Response Rates, Data Quality and Survey Administration Costs," *International Journal of Public Opinion Research*, 18(3):364-73.

(37) Patent, Keisha, Roe, Brian and Fluharty, Francis (2006). "Awareness and Intended Compliance of Beef Cattle Exhibitors in the National Animal Identification System." *Journal of Extension*, 44(5 October), article no. 5RIB7, online at: *http://www.joe.org/joe/2006october/rb7.shtml*

(38) Roe, Brian and Mario F. Teisl (2007). "Genetically Modified Food Labeling: The Impacts of Message and Messenger on Consumer Perceptions of Label Credibility and Adequacy and of Product Risk," *Food Policy*, 32(1 February):49-66.

(39) Wu, Steven Y. and Roe, Brian. (2007). "Contract Enforcement, Social Efficiency, and Distribution: Some Experimental Results." *American Journal of Agricultural Economics*, 89(2):243-258.

(40) Roe, Brian and Ian Sheldon. (2007). "Credence Good Labeling: The Efficiency and Distributional Implications of Several Policy Approaches," *American Journal of Agricultural Economics*, 89(4):1020-1033.

(41) Darby, Kimberly, Batte, Marvin T., Ernst, Stan and Roe, Brian (2008). "Decomposing Local: A Conjoint Analysis of Locally Produced Foods," *American Journal of Agricultural Economics*, 90(2):476-486.

(42) Diekmann, Florian, Roe, Brian and Batte, Marvin T. (2008). "Tractors on eBay: Differences between Internet and In-Person Auctions," *American Journal of Agricultural Economics*, 90(2):306-320.

(43) Sonja Radas, Mario F. Teisl and Brian Roe (2008). "An Open Mind Wants More: Opinion Strength and the Desire for Genetically Modified Food Labeling Policy," *Journal of Consumer Affairs*, 42(Fall 3):335-361.

(44) Mario F. Teisl, Sonja Radas, and Brian Roe (2008). "Struggles in Optimal Labeling: How Different Consumers React to Various Labels for Genetically Modified Foods." *International Journal of Consumer Studies*, 32:447-456.

(45) Fein, Sara, Mandal, Bidisha, and Roe, Brian. (2008) "Success of Strategies for Combining Employment and Breastfeeding." *Pediatrics,* 122(Supplement October):S56-S62.

(46) Mandal, Bidisha and Brian Roe. 2008. "Job Loss, Retirement and the Mental Health of Older Americans." *Journal of Mental Health Policy and Economics*, 11(4 December):167-176.

(47) Roe, Brian E., Haab, Timothy, Beversdorf, David, Gu, Howard, and Tilley, Michael. (2009) "Risk-Attitude Selection Bias in Subject Pools for Experiments Involving Neuroimaging and Blood Samples." *Journal of Economic Psychology*, 30(2):181-189.

(48) Brian E. Roe, Michael R. Tilley, Howard H. Gu, David Q. Beversdorf, Wolfgang Sadee, Timothy C. Haab and Audrey C. Papp. (2009) "Financial and Psychological Risk Attitudes Associated with Two Single Nucleotide Polymorphisms in the Nicotine Receptor (*CHRNA4*) Gene," *PLoS ONE* 4(8): e6704. doi:10.1371/journal.pone.0006704.

(49) Roe, Brian E. and David Just. (2009) "Internal and External Validity in Economics Research: Tradeoffs between Experiments, Field Experiments, Natural Experiments and Field Data," *American Journal of Agricultural Economics*, 91(5):1266-1271.

(50) Sheldon, Ian M. and Brian E. Roe. (2009). "Vertical Product Differentiation and Credence Goods: Mandatory Labeling and Gains from International Integration." *EconoQuantum*. 5(1).

(51) Zabel, Astrid and Brian E. Roe. (2009) "Optimal Design of Pro-Conservation Incentives," *Ecological Economics* 69(1):126-134.

(52) Ian M. Sheldon and Brian E. Roe. (2009) "Public vs. Private Eco-Labeling of Environmental Credence Goods: Maximizing the Gains from International Integration." *Journal of Agricultural & Food Industrial Organization* 7(2): article 4.

(53) Mandal, Bidisha, Roe, Brian and Fein, Sara. (2010) "The Differential Effects of Full-time and Part-time Work Status on Breastfeeding," *Health Policy* 97(1):79-86.

(54) Teisl, Mario F. and Brian Roe. (2010). "Consumers Willingness-to-Pay to Reduce the Probability of Retail Foodborne Pathogen Contamination." *Food Policy* 35(6):521-530.

(55) Roe, Brian E., Timothy E. Wyszynski and Jafar M. Olimov. (2011) "Pigs in Cyberspace: A Natural Experiment Testing Differences between Online and Offline Club-Pig Auctions," *American J. of Agricultural Economics* 93(5):1278-1291.

(56) Marette, Stephan, Brian E. Roe and Mario F. Teisl. (2012) "The Consequences of a Human Food Pathogen Vaccine on Food Demand: A Calibrated Partial-Equilibrium Analysis of the U.S. Beef Market," *Australian Journal of Agricultural and Resource Economics* 56:366-384.

(57) Marette, Stephan, Brian E. Roe and Mario F. Teisl. (2012) "The Welfare Impact of Food Pathogen Vaccines," *Food Policy* 37:86-93.

(58) Cordero Salas, P. and B.E. Roe (2012) "The Role of Cooperation and Reciprocity in Structuring Carbon Sequestration Contracts in Developing Countries," A*merican J. of Agricultural Economics* 94(2):411-418.

(59) Roe, Brian (2013). "How Well Do Farmers Tolerate Risk? Comparisons with Nonfarm Business Owners and the General Population," *Choices*, 4th Quarter, Article 2, available online at: http://www.choicesmagazine.org/choices-magazine

(60) Mandal, Bidisha, Brian Roe and Sara Fein. (2014) "Work and Breastfeeding Decisions Are Jointly Determined for Higher Socioeconomic Status US Mothers," *Review of Economics of the Household* 12:237-57.

(61) Mandal, Bidisha and B.E. Roe. (2014) "Risk Tolerance among National Longitudinal Survey of Youth Participants: The Effects of Age and Cognition Skills." *Economica* 81:522-543.

(62) Roe, Brian, Marv Batte and Florian Diekmann (2014). "Competition between Local and Internet Markets: The Role of Local Service Relationships, Risk Aversion and Trust," *Agribusiness: An International Journal,* 30:225-243.

(63) Roe, Brian E., Teisl, Mario F., and Deans, Corin. (2014). "The Economics of Voluntary versus Mandatory Labels," *Annual Review of Resource Economics*.

(64) Fluegge, Kyle and Roe, Brian E. (2015) "A comparative effectiveness analysis of treatment for latent tuberculosis infection using multilevel selection models." *J. Comparative Effectiveness Research* 4(3):239–257 (DOI: 10.2217/cer.15.3).

(65) Roe, Brian E. (2015) "The Risk Attitudes of U.S. Farmers." *Applied Economics Perspectives* and *Policy* 37(4):553-74.

(66) Bienenfeld, Jason M., Elizabeth C. Robison, Brian E. Roe, and Marvin T. Batte. (2016) "Country of Origin Labeling for Complex Supply Chains: Willingness to Pay Differs for Sole-Sourced and Mixed-Sourced Food Products," *Agricultural Economics* 4(2):205-13.

(67) Fortmann, Leah, Cordero Salas, Paula, Sohngen, Brent and Roe, Brian E. (2016). "Incentive Contracts for Environmental Services and Their Potential in REDD," *International Review of Environmental and Resource Economics*, 9:363-409.

(68) Ward, Barry, Brian E. Roe and Marvin T. Batte (2016). "Potential Profitability of Strip Intercropping with Corn and Soybeans," *Journal of Farm Managers and Rural Appraisers*, 149-166.

(69) Qi, Danyi, and Roe, Brian E. (2016). "Household Food Waste: Multivariate Regression and Principal Components Analyses of Awareness and Attitudes among U.S. Consumers," *PLOS ONE.* July 21. Available online at: http://dx.doi.org/10.1371/journal.pone.0159250. (Among top 1% of 2016 *PLSO ONE* articles in terms of downloads).

(70) Howard, Greg, Brian E. Roe, Erik C. Nisbet and Jay F. Martin (2017). "Hypothetical Bias Mitigation Techniques in Choice Experiments: Do Cheap Talk and Honesty Priming Effects Fade with Repeated Choices?" *Journal of Association of Environmental and Resource Economists* 4(2):543-573.

(71) Berning, Craig F. and Brian E. Roe (2017). "Assessing the National Bioengineered Food Disclosure Standard of 2016: Can Americans Access Electronic Disclosure Information?" *Sustainability* 9(6):916. Available online at: http://www.mdpi.com/2071-1050/9/6/916.

(72) Olimov, Jafar and Brian E. Roe (2017). "Multidimensional Quality Sorting Between Online and Offline Auctions: The Role of Attribute Transparency," *International Journal of Industrial Organization* 53:145-169

(73) Qi, Danyi and Brian E. Roe (2017). "Foodservice Composting Crowds Out Consumer Food Waste Reduction Behavior in a Dining Experiment," *American Journal of Agricultural Economics*, 99(5), 1159-1171. doi: 10.1093/ajae/aax050.

(74) Botkins, Elizabeth R. and Brian E. Roe. (2018) "Understanding Participation in Farm to School Programs: Results Integrating School and Supply Side Factors," *Food Policy* 74, 126-137. DOI: 10.1016/j.foodpol.2017.12.006

(75) Cordero Salas, Paula, Roe, Brian E. and Sohngen, Brent (2018). "Additionality When REDD Contracts Must be Self-enforcing," *Environmental & Resource Economics*, 69(1):195-215. DOI: 10.1007/s10640-016-0072-9.

(76) Roe, Brian E., Phinney, David M., Simons, Christopher T., Badiger, Aishwarya S., Bender, Kathryn E., and Heldman, Dennis R. (2018) "Discard Intentions are Lower for Milk Presented in Containers without Date Labels," *Food Quality and Preference* 66, 13-18. DOI: 10.1016/j.foodqual.2017.12.016

(77) Roe, Brian E., John W. Apolzan, Danyi Qi, H. Raymond Allen, and Corby K. Martin. (2018) "Plate waste of adults in the United States measured in free-living conditions," *PLOS ONE*. 13(2):e0191813.

(78) Livy, M.R., Gopalakrishnan, S., Klaiber, H.A. and Roe, B.E. (2018) "The Impact of Intensity on Perceived Risk from Unconventional Shale Gas Development." *J. of Environmental Management* 218(15 July): 630-638. DOI: 10.1016/j.jenvman.2018.04.026.

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Roe, B.E. (2023) "Food Waste Measurement Approaches & Challenges," Invited presentation, Food Waste Reduction and Recovery Workshop, National Institute of Standards and Technology, virtual, December 5.

Roe, B.E. (2023) "Cognitive & Behavioral Processes Related to Consumer Food Waste," Invited presentation, Technical University of Munich, Freising, Germany, December 1.

Roe, B.E., Y. Shu, A Booker, J. Karetny, K. O'Keefe, L. Schroder (2023). "Evaluation of a Community-Based Food Waste Campaign Using a National Control Group," Track Session Paper, Annual Meeting of the Agricultural and Applied Economics Association, Washington, DC, July 23-25

Shu, Y., W. Hu & B.E. Roe (2023). "Restaurant Owner Willingness to Pay to Reduce Back of House Food Waste," Track Session Paper, Annual Meeting of the Agricultural and Applied Economics Association, Washington, DC, July 23-25

Li, R., Y. Shu, K.E. Bender, & B.E. Roe. (2023). "Household Food Waste Trending Upwards in the United States: Insights from a National Tracking Survey," Selected Poster, Annual Meeting of the Agricultural and Applied Economics Association, Washington, DC, July 23-25

Roe, Brian E. 2022. "Consumer Food Waste: Understanding & Addressing the Problem," Invited presentation, Department of Food Science and Technology, Ohio State University, Columbus, OH, Oct. 26.

Roe, Brian E., X. Lin, Chloe P. Lozano, Phillip Nauta, Corby K. Martin, John W. Apolzan. 2022. "The FoodImage™ App: Lessons Learned & Directions Forward," Selected paper, International Food Acquisition Research and Methods (iFARM) Workshop, College Park, MD, Oct. 21.

Roe, B.E. and Ran Li. 2022. "Understanding Household Food Waste Through Survey Data," invited presentation, RECIPES webinar, September 15.

Roe, B.E., Ran Li, Yiheng Shu, and Katherine Bender. 2022. "U.S. National Household Food Waste Tracking Survey: An Introduction & Initial Results," Invited Paper, Food Recovery Forum, Waste360 Waste Expo, Las Vegas, NV, May 9.

Bender, K.E., Badiger, A., and Roe, B.E. 2022. "Standardizing Date Labels on Food Packaging: The effect on retail sales and food waste in the United States," Eastern Economics Association Annual Meetings, May 7.

Roe, B.E. 2021. "Multiscale RECIPES for Sustainable Food Systems: An Overview." Invited webinar presentation, Environmental, Social & Financial Concerns in the Field of Food Loss and Waste Minimization: American & European Experiences, hosted by the University of Bari, Bari, Italy, November 18.

Roe, B.E. 2021. ""How Can We Reduce Waste from Agricultural and Food Systems? The Pivotal Role of Consumers," Institute for Sustainability, Energy and Environment, University of Illinois, Fall Congress, November 3 (via Zoom).

Qi, D., R. Li, J. Penn, B. Houghtaling, W. Prinyawiwatkul, B.E. Roe. 2021. "The Efficacy and Interactions of Nudges to Reduce Restaurant Plate Waste and Improve Vegetable Intake: A Field Experiment," AAEA & WAEA Joint Annual Meeting in Austin, TX, August 1-3.

Qi, D., Bailey Houghtaling, Jerrod Penn, Witoon Prinyawiwatkul, and Brian E. Roe. 2021. "Vegetable Forward: Does vegetable consumption improve when more vegetables are selected?" 10th Annual Conference of the American Society of Health Economists, June 21 - 23, Zoom.

Qi, D., R. Li, J.W. Apolzan, B.E. Roe. 2021. "Market Liberalization, Dairy Intake and Adolescent Height: Results from the Chinese Health and Nutrition Study, 1991 – 2009." Selected Poster, American Economic Association, Allied Social Science Association Virtual Annual Meetings, Jan. 3-5, 2021.

Roe, Brian E., D. Qi, R.A. Beyl, K.E. Neubig, C.K., Martin, J.W. Apolzan. 2020. "The FoodImage™ Smart Phone App: A Tool for Assessing Food Acquisition, Consumption & Waste," Webinar on Household Food Waste Measurement: Alternatives to Diaries and Digs, October 16.

Roe, Brian E. 2020. "The Likely Effects of Standardized Date Labeling." Evaluating Consumer Food Waste Reduction Interventions: Authors Share Their Recent Research Findings (Webinar), April 1.

Roe, Brian E., D. Qi, R. Li, W. Lai, J.W. Apolzan. 2019. "Household Food Waste in Transitioning Economies: The Case of China from 1991 to 2009," invited presentation, Department of Agricultural and Consumer Economics, University of Illinois, November 15.

Roe, Brian E. 2019. "Food waste: The consumer perspective." Food Waste Along the Supply Chain: Problems and Solutions symposium at the Cereals & Grains 2019 Annual Meeting, Denver, November 3.

Roe, Brian E., J. Suggitt, C. Powell, A. Badiger, C. Simons, D. Heldman, K. Bender & D. Qi. 2019. "Standardized Date Labeling Research: Effects and Adoption." ReFED Food Waste Summit, San Francisco, October 29.

Roe, Brian E. and Danyi Qi. 2019. "Food Waste: Global Challenges, Local Opportunities." Ohio State University World Food Day, Columbus, OH, October 17.

Roe, Brian E., Danyi Qi and Kathryn Bender. 2019. "Some Issues in the Ethics of Food Waste." The Ethics of Eating: Promoting Personal and Global Choices, Purdue University, Oct. 1.

Roe, Brian E. 2019. "Farmer Willingness to Adopt Nutrient Management Practices," Understanding Algal Blooms: State of the Science Conference, Toledo, OH, September 12.

Roe, Brian E. and Laura Moreno. 2019. "Wasted Food: An Urban Sustainability Context." Invited presentation, National Science Foundation Sustainable Urban System Conference entitled Wasted Food and Sustainable Urban Systems: Prioritizing Research Needs Baltimore, MA, September 9.

Qi, Danyi, Lai, Wangyang, and Roe, Brian E. 2019. "Household Food Waste and Home Livestock Production: Implications of Market Liberalization for Food Waste." Organized symposium presentation, Annual Meetings of the Agricultural and Applied Economics Association, Atlanta, July.

Panchalingam, Thadchaigeni, Roe, Brian E., Klaiber, Allen, and Howard, Greg. 2019. "Adolescent Children's Preferences for Locally Sourced Foods in School Lunches Under Parent-child Interaction," Selected Paper, Annual Meetings of the Agricultural and Applied Economics Association, Atlanta, July.

Roe, Brian E. 2019. "Emerging Issues in the Economics of Food Waste," invited presentation, University of Georgia, April 24.

Panchalingam, Thadchaigeni, B.E. Roe, G. Howard, H.A. Klaiber, Z.T. Plakias. "Food Choice Behavior of Adolescent Children under Parent-Child Interaction in the Context of Midday Meal Programs in the U.S.," Midwest Economics Association Annual Meeting, St. Louis, March 15, 2019.

Roe, Brian E., Qi, Danyi, Apolzan, John, and Martin, Corby. 2019. "Selection, Intake, and Plate Waste Patterns of Leftover Food Items from a Pilot Study with U.S. Consumers," Selected Paper, Annual Meetings, Southern Agricultural Economics Association, Birmingham, AL, February 5.

Roe, Brian E., Phinney, David M., Simons, Christopher T., Badiger, Aishwarya S., Bender, Kathryn E., and Heldman, Dennis R. 2018. "Date Labels & Discard: Results from Consumer Experiments," Invited presentation, at Penn State University, Sept. 6; Glenn College (OSU), October 29; and Louisiana State University, November 30.

Qi, Danyi, Roe, Brian E., Apolzan, John, Allen, Ray, and Martin, Corby. 2018 "The Role of Incidental Learning on Reducing Household Food Waste in Free-Living Condition," AAEA Annual Meetings, Washington, DC, August 6.

Roe, Brian E., Phinney, David M., Heldman, Dennis R., Simons, Christopher T., Badiger, Aishwarya S., Bender, Kathryn E., Qi, Danyi and 2018. "Discard Intentions are Lower for Milk Presented in Containers without Date Labels," AAEA Annual Meetings, Washington, DC, August 6.

Roe, Brian E., Interis, Matthew and Howard, Greg. 2018 "Utilizing Subjective Beliefs in Stated Preference Models: Issues and Solutions," AAEA Annual Meetings, Washington, DC, August 6.

Plakias, Zoe, H. Allen Klaiber and Brian E. Roe. 2018. "Heterogeneity in Farm-to-School Spending: Drivers and Implications," AAEA Annual Meetings, Washington, DC, August 6.

Qi, Danyi and Roe, Brian E. 2018. "The Rebound Effect of Food Waste Reduction Policies," World Congress of Environmental and Resource Economists, Gothenburg, Sweden, June 28.

Roe, Brian E. 2018. "Learning Not to Waste Food: The Power of Attentiveness & Avoiding Mixed Messages," Panel presentation, WasteExpo, Las Vegas, NV, April 24.

Roe, Brian E. 2017. "Identifying Research Gaps Across the Food System: Challenges & Opportunities," Invited Presentation, From Food Waste to Food Security and Beyond: Identifying Research Gaps Across the Food System Convening Event, Foundation for Food and Agricultural Research, Arlington, VA, November 16.

Roe, Brian E. 2017. "Learning Not to Waste Food: Lessons from Research and Campus Collaborations," Keynote presentation, College and University Recycling Coalition Workshop, San Antonio, TX, October 15.

Warren, Keith, Anup Gampa, Jessica Linley and Brian E. Roe. 2017. "Games Researchers Play: The use of economic games to study residents in a correctional therapeutic community," Selected Paper, 16th International European Federation of Therapeutic Communities Conference, Dublin, Ireland, 20-22 September.

Roe, Brian E. "Learning Not to Waste: The Power of Attentiveness & Avoiding Mixed Messages," Invited Presentation, Midwest Food Waste Recovery Summit, Des Moines, IA, September 6, 2017.

Qi, Danyi, Martin, Corby K., Apolzan, John W. and Roe, Brian E. "Exploring Individual Food Waste Patterns from In-Home Observation of Plate Waste," track session paper, Annual Meetings of the Agricultural and Applied Economics Association, Chicago, IL, August 1, 2017.

Roe, Brian E. "4R Nutrient Stewardship Certification Program Research Activities Summary," Ohio Nutrient Stewardship Council Meeting, Columbus, OH, May 17, 2017.

Qi, Danyi and Brian E. Roe. "Economic Challenges to Meeting U.S. Food Waste Reduction Goals," Invited paper, Purdue University, Department of Agricultural Economics, West Lafayette, IN, Feb. 3, 2017.

Qi, Danyi and Brian E. Roe. "Foodservice Composting Crowds Out Consumer Food Waste Reduction Behavior in a Dining Experiment," Invited paper, Agricultural and Applied

Economics Association Session, Allied Social Sciences Association Annual Meetings, Chicago, January 5, 2017.

Roe, Brian E. "OSU's Food Waste Collaborative: Update and Agenda," Invited presentation, Mid-Ohio Regional Planning Commission, Materials Management Committee, Columbus, OH, November 16, 2016.

Roe, Brian E. "Economic Research on Food Waste & OSU's Food Waste Collaborative," Invited Expert Presentation, Food Waste Hack Event, Nestle Research & Development, Solon, Ohio, September 20, 2016.

Qi, Danyi and Brian E. Roe. "Consumer Economic Challenges to Meeting U.S. Food Waste Reduction Goals," invited presentation, Department of Consumer Sciences, Ohio State, September 16, 2016.

Qi, Danyi and Brian E. Roe. "The Rebound Effect of Food Waste Reduction Policies: Theory and Evidence," Invited paper, AAEA Annual Meetings, Boston, MA, August 2, 2016.

Pham, Matthew and Brian E. Roe. "The Role of Calorie Content, Menu Items, and Health Beliefs on the School Lunch Perceived Health Rating," Selected Paper, AAEA Annual Meetings, Boston, MA, August 2, 2016.

Botkins, Elizabeth and Brian E. Roe. "Local foods in school lunch: Evaluating factors associated with district level farm to school participation and the parent-child lunch decision," invited presentation, Ohio Farm to School Network, Columbus, OH, June 16, 2016.

Lai, Wangyang, and Roe, Brian E. "Estimating the effect of fertilizer and pesticide use on Chinese health outcomes," Selected Presentation, Heartland Environmental and Resource Economics Workshop at Illinois- University of Illinois at Urbana-Champaign, Oct, 2015

Qi, Danyi and Roe, Brian E. "Evaluating Food Waste Reduction Policies: A Household Model with Heterogeneous Income Effects," Selected Poster, Heartland Environmental and Resource Economics Workshop at Illinois- University of Illinois at Urbana-Champaign, Oct, 2015

Botkins, Elizabeth and Brian E. Roe "School Participation in Farm to School Programs: Results Integrating Information from the Farm to School Census and Census of Agriculture," Selected Paper, AAEA Annual Meetings, San Francisco, CA, July 27, 2015.

Howard, Greg and Brian E. Roe. "Perceived Program Effectiveness and Farmer Preferences for Agricultural Incentive Programs," Track Session Paper, AAEA Annual Meetings, San Francisco, CA, July 28, 2015.

Lai, Wangyang Brian E. Roe, and Yumei Liu. “Estimating the Effect of Land Fragmentation on Machinery Use and Crop Production,” Selected Paper, AAEA Annual Meetings, San Francisco, CA, July 28, 2015.

Roe, Brian E., Jafar Olimov and Ian Sheldon. “Containing Deep Capture with Stifling Innovation: Policy Options,” Track Session Paper, AAEA Annual Meetings, San Francisco, CA, July 28, 2015.

Livy, Mitchell R., Gopalakrishnan, Sathya, Klaiber, H. Allen, Roe, Brian E. “Willingness to Pay and Willingness to Accept Shale Drilling: A Survey of Ohio Residents,” Selected Poster, AAEA Annual Meetings, San Francisco, CA, July 28, 2015.

Qi, Danyi and Roe, Brian E. “Enhancing Global Sustainability by Reducing Food Waste: Articulating and Assessing the Economic Challenges,” Selected Presentation, International Food and Agribusiness Management Association, Minneapolis-Saint Paul, MN, June, 2015.

Botkins, Elizabeth and Brian E. Roe. 2015. “School Participation in Farm to School Programs: Results Integrating Information from the Farm to School Census and Census of Agriculture,” Invited seminar, Glenn College of Public Policy, April 6.

Roe, Brian E. 2015. “Measuring the Risk Attitudes of Farmers: Is it Time to Just Ask?” Invited presentation, North Dakota State University, Department of Applied Economics, April 10.

Roe, Brian E. 2014. “Measuring the Risk Attitudes of Farmers: Is it Time to Just Ask?” Keynote Address, Annual Meeting, French Society of Rural Economics, Grenoble, France, December 11-12.

Howard, Greg and Brian E. Roe. 2014. “"Cheap Talk vs. Priming in a Survey of Lake Erie Cleanup Programs: Combating Hypothetical Bias in Internet Choice Exercises", Selected paper, Southern Economic Association, Atlanta, November 22-24.

Sheldon, Ian and Brian E. Roe. 2014. “Certification, Food Quality Standards and Trade,” Track Session Presentation, Agricultural and Applied Economics Association Annual Meetings, Minneapolis, July 27-29.

Konar, Avishek, Brian E. Roe, and Elena G. Irwin. 2014. “Peer Effects and Farmer Heterogeneity in Tillage Choices,” Selected Paper, Agricultural and Applied Economics Association Annual Meetings, Minneapolis, July 27-29.

Pham, Matthew, and Brian E. Roe. 2014. “The Effect of an Information Intervention on the Healthfulness of College Meal Plan Purchases in a Use-it or Lose-it Meal Plan Currency System.” Selected Paper, Agricultural and Applied Economics Association Annual Meetings, Minneapolis, July 27-29.

Olimov, Jafar and Brian E. Roe. 2014. "eBay – Trash or Treasure? Online & Offline Quality Sorting & The Role of Attribute Transparency," Invited presentation, Ball State University, Department of Economics, Muncie, Indiana.

Roe, Brian E. 2014. "Measuring the Risk Attitudes of Farmers Vs Non-farm Business Owners," INRA Workshop on Farmers' Risk Preferences: Elicitation and Use, Rennes, France, March 11.

Olimov, Jafar, Roe, Brian E. 2014. "Multidimensional Quality Sorting Between Online and Offline Auctions: The Role of Attribute Transparency," Selected paper, Econometric Society Session, Industrial Organization: Theory and Applications, 2014 Annual Meetings of the Allied Social Sciences Association, Philadelphia, PA, Jan. 3.

Pham, Matthew V. and Roe, Brian E. 2013. "Will Reducing the Calorie Content of School Lunches Affect Participation? Evidence from a Choice Experiment with Suburban Parents," Selected Paper, Agricultural & Applied Economics Association's Annual Meeting, Washington, DC, August 4-6.

Howard, Greg and Brian E. Roe. 2013. A Latent Class Analysis of Farmer Preferences Regarding Filter Strip Programs. Selected Paper, Agricultural & Applied Economics Association's Annual Meeting, Washington, DC, August 4-6.

Wilson, R.S., B.E. Roe, and E. Irwin. 2012. Developing a farmer behavioral model of farmer decision making: Understanding best nutrient management practices in an agricultural watershed. Ecosummit. Columbus OH, Oct. 2.

Wilson, R.S., G. Howard, E. Irwin, and B.E. Roe. 2012. "Designing policies that work: A survey of farmer values, attitudes and practices in an ohio watershed." Invited Paper, The Great River Works Leadership Forum. St. Louis, MO, Dec. 5.

Wilson, R.S., G. Howard, E. Irwin, and B.E. Roe. 2012. "Identifying the role of socio-psychological factors in farmer nutrient management choices." Selected paper, Society for Risk Analysis Annual Meeting. Seattle, WA, Nov. 22.

Roe, Brian E. 2012. "eBay: Trash or Treasure? Online & Offline Quality Sorting & The Role of Attribute Transparency." Invited presentation, Department of Agricultural, Food & Resource Economics, Michigan State University, November 12.

Pham, Matthew V. and Roe, Brian E. 2012. "Estimating Plate-Lunch Demand: A Bottom-Line Assessment of the Competitive School Food Environment," Selected Poster, Agricultural and Applied Economics Association Annual Meetings, Seattle, Washington, August 12-14.

Cordero-Salas, Paula, Roe, Brian E. and Sohngen, Brent. 2012. "Addressing Additionality in REDD Contracts when Formal Enforcement is Absent," Selected Paper, Agricultural and Applied Economics Association Annual Meetings, Seattle, Washington, August 12-14.

Cordero-Salas, Paula, Roe, Brian E. and Sohngen, Brent. 2012. "Addressing Additionality in REDD Contracts when Formal Enforcement is Absent," Selected Paper, Annual Meetings, Southern Economics Association, New Orleans, November 16-18.

Konar, Avishek, Roe, Brian E. and Irwin, Elena G. 2012. "Do Farmers Have Heterogeneous Preferences for the Environment and Does It Matter? A Latent-Class Approach to Explaining Field-Level Tillage Choices," Selected Paper, Agricultural and Applied Economics Association Annual Meetings, Seattle, Washington, August 12-14.

Konar, Avishek, Roe, Brian E. and Irwin, Elena G. 2012. "Do Farmers Have Heterogeneous Preferences for the Environment and Does It Matter? A Latent-Class Approach to Explaining Field-Level Tillage Choices," Selected Paper, Association of Environmental and Resource Economists, Asheville, NC, June 3-5.

Pham, Matthew V. and Roe, Brian E. 2012. "Using Stated Preference Data to Decompose Household School Lunch Decisions." AAEA Conference on the Food Environment: The Effects of Context on Food Choice, Boston, MA, May 30 - 31

Roe, Brian E. 2012. "Risk Attitudes: Farmers, Small Business Owners & the General Population." Presentations to Department of Agricultural and Resource Economics, NC State University, April 24.

Roe, Brian E. "The Risk Attitudes of U.S. Farmers: Comparisons to the General Population and Business Owners," Invited Presentation, Department of AED Economics, Ohio State University, September 29, 2011, Columbus, OH.

Greg Howard, Brian E. Roe. "Comparing the Risk Attitudes of U.S. and German Farmers," Selected Poster, 2011 Congress of the European Association of Agricultural Economics, September 1, Zurich.

Roe, Brian E. "The Risk Attitudes of U.S. Farmers: Comparisons to the General Population and Business Owners," Selected Poster, Agricultural and Applied Economics Association Annual Meetings, July 25, 2011, Pittsburgh.

Roe, Brian E., Timothy E. Wyszynski and Jafar M. Olimov. "Pigs in Cyberspace: A Natural Experiment Testing Differences between Online and Offline Club-Pig Auctions," Selected Paper, Agricultural and Applied Economics Association Annual Meetings, July 25, 2011, Pittsburgh.

Roe, Brian E. "Discussion of "Experiments with Farmers: Risk, Ambiguity and Discounting," Invited Paper, Agricultural and Applied Economics Association Annual Meetings, July 25, 2011, Pittsburgh.

Gampa, Anup, Jessica Linley, Brian E. Roe, Keith Warren. “Do Social Preferences Change in Response to Substance Abuse Treatment? Evidence from an Ohio Therapeutic Community,” Selected Paper, Economic Sciences Association Annual Meeting, July 8, 2011, Chicago.

Roe, Brian E. “Risk Attitudes: Farmers, Small Business Owners and the General Population,” SCC-76 Annual Meetings, "Economics and Management of Risk in Agriculture and Natural Resources" March 19, 2011, Atlanta.

Cordero-Salas, Paula and Brian E. Roe. “The Role of Cooperation and Reciprocity in Structuring Carbon Sequestration Contracts in Developing Countries,” Invited Paper, Agricultural and Applied Economics Association session, Allied Social Sciences Association Annual Meetings, Jan. 8, 2011. Denver, CO.

Mandal, Bidisha, Roe, Brian E. and Fein, Sara B., Lecturer. 2010. Disentangling maternal decisions concerning breastfeeding & paid employment. Presented at American Society of Health Economists, 3rd Biennial Conference. Ithaca, NY. (June 23)

Roe, Brian E., Batte, Marvin T. and Diekmann, Florian, Lecturer. 2010. The Role of Trust and Risk Aversion in Farmers’ Used Machinery Transactions. Presented at Agricultural & Applied Economics Association 2010AAEA,CAES, & WAEA Joint Annual Meeting. Poster Session. Denver, CO. (July 26)

Marette, Stephan, Roe, Brian E., Teisl, Mario F., Lecturer. 2010. Would Subsidizing a Food Pathogen Vaccine Upset the Food Policy Applecart?. Presented at Agricultural & Applied Economics Association 2010 AAEA, CAES, & WAEA Joint Annual Meeting. Denver, CO. (July 27)

Mandal, Bidisha, Roe, Brian E. and Fein, Sara B., Lecturer. 2010. Disentangling maternal decisions concerning breastfeeding & paid employment. Presented at American Public Health Association Annual Meetings. Denver, CO. (November 6)

Roe, Brian Marv Batte and Florian Diekmann, Presenter. 2010. Understanding the Competitiveness of Online Farm Machinery & Equipment Markets: The Role of Farmer Risk Aversion & Trust. University of Kentucky, Ag Econ Department. (April 27)

Mario F. Teisl and Brian Roe, Presenter. 2010. Marketing Food Safety: Why Producers have Little Incentive to Do So. Presented at Marketing and Public Policy Conference, American Marketing Association. Washington DC. (June 1 - 3)

Roe, Brian E., Batte, Marvin T., Diekmann, Florian, Lecturer. 2010. The Role of Trust and Risk Aversion in Farmers’ Used Machinery Transactions. to Technical University of Munich, Germany. Freising, Germany. (June 23)

Roe, Brian E., Batte, Marvin T. and Diekmann, Florian, Lecturer. 2010. Cross Channel Competition:Two Cases from the Agricultural Sector. to Business School, Georgia Tech. Atlanta, GA. (September 14)

Roe, Brian E., Batte, Marvin T. and Diekmann, Florian, Lecturer. 2010. Cross Channel Competition:Two Cases from the Agricultural Sector. to Fisher College of Business, Burns AMIS Colloquium. Columbus, OH. (October 22)

Roe, Brian E., Lecturer. 2010. Risk & Trust Attitudes: Farmers, Small Business Owners & the General Population. to Department of Agricultural and Resource Economics. University of Maryland. College Park, DM. (November 2)

Bidisha Mandal, Sara Fein and Brian E. Roe. "Effect of work status on breast-feeding initiation and duration among U.S. mothers: Results from the Infant Feeding Practices Study II." Selected paper, American Public Health Association 137th Annual Meeting and Exposition, Nov. 11, 2009, Philadelphia, PA.

Brian E. Roe, Michael R. Tilley, Howard H. Gu, David Q. Beversdorf, Wolfgang Sadee, Timothy C. Haab and Audrey C. Papp. “Financial and Psychological Risk Attitudes Associated with Two Single Nucleotide Polymorphisms in the Nicotine Receptor (*CHRNA4*) Gene,” Selected Poster, Society for Neuroeconomics Annual Meeting, September 24-26, 2009, Evanston, Illinois.

Davidson, Erick and Brian Roe. “Do Professional Poker Players ‘Know When to Hold’em’?” Invited presentation, University of Maine, Orono, Maine, September 11, 2009.

Brian E. Roe, Michael R. Tilley, Howard H. Gu, David Q. Beversdorf, Wolfgang Sadee, Timothy C. Haab and Audrey C. Papp. “Understanding Human Response to Risk: An Overview of a Multidisciplinary Research Plan Involving Neuroscience, Genetics & Endocrinology,” selected paper, Annual Meetings of the Agricultural and Applied Economics Association, Milwaukee, WI, July 26-29, 2009.

Roe, Brian and Wu, Steven. “Do the Selfish Mimic Cooperators? Evidence from Experimental Labor Markets.” Invited presentations at the University of Toulouse, Toulouse, France (March 31, 2008), University of Verona, Verona, Italy (April 11, 2008), INRA, Paris, France (May 13), University of Zurich, Zurich, Switzerland (May 30, 2008), Ohio State University (October 1, 2008), and Washington State University, Pullman, Washington (October 10, 2008).

Roe, Brian and Mario Teisl. 2007. “Consumer Trust in Genetically Modified Food Labels,” Invited Presentation, Institute of Environmental Decision, Swiss Federal Institute of Technology, Zurich, Switzerland, December 4.

Roe, Brian, Tim Haab, David Beversdorf, Howard Gu. 2007. "Understanding Human Response to Risk: A Multidisciplinary Approach," Invited Lecture in Behavioral Studies, Swiss Federal Institute of Technology, Zurich, Switzerland, November 21.

Roe, Brian and Tim Haab. 2007. "Using Biomedical Technologies to Inform Economic Modeling: Challenges and Opportunities for Improving the Descriptive and Positive Analysis of Environmental Policies," Invited Presentation, Center of Energy Policy and Economics, Swiss Federal Institute of Technology, Zurich, Switzerland, November 16.

Davidson, Erick and Brian Roe. "Do Professional Poker Players 'Know When to Hold'em?' Evidence from the World Poker Tour," Invited Presentation, Institute for Empirical Research in Economics, University of Zurich, Zurich, Switzerland, October 26, 2007. Invited presentation, University of Maine, September 11, 2009.

Roe, Brian. 2007. "Research in Economic Risk," Invited Presenttion, Institute for Environmental Decisions, Swiss Federal Institute of Technology, Zurich, Switzerland, October 1.

Teisl, Mario F., Roe, Brian, Noblet, Caroline, Bockstael, Nancy E., Boyle, Kevin J. and Levy, Alan S. "Can Survey-based Scenarios Measure Consumer Values for Improved Food Safety?" Selected Paper, American Agricultural Economics Association Annual Meetings, July 29-August 1, 2007, Portland, OR.

Diekmann, Florian, Roe, Brian, Batte, Marvin T. "Tractors on eBay: Differences between Internet and In-Person Auctions," Selected Poster, American Agricultural Economics Association Annual Meetings, July 29-August 1, 2007, Portland, OR.

Mario F. Teisl and Brian Roe. 2007. "Marketing Food Safety: Why Producers have Little Incentive to Do So." Selected Paper. Marketing and Public Policy Conference, American Marketing Association. Washington DC. June 1-3.

Mandal, Bidisha and Brian Roe. 2007. "How Risk Tolerance Changes with Age & Life Events: Empirical Evidence using U.S. Panel Data," SCC-76: Economics and Management of Risk in Agriculture and Natural Resources, Gulf Shores, AL, March 15-17.

Roe, Brian and Tim Haab. 2007. "Using Biomedical Technologies to Inform Economic Modeling: Challenges and Opportunities for Improving the Descriptive and Positive Analysis of Environmental Policies," Commissioned Paper, Special Conference on Frontiers in Environmental Economics, February 26-27, Resources for the Future, Washington, DC

Wu, Steven Y. and Brian Roe. "Discretionary Latitude and Nature of Relational Contracting," Selected Paper, Allied Social Sciences Association Annual Meetings, Chicago, IL, Jan. 5-7, 2007

Mario F. Teisl, Brian Roe, Gerald Mumma, Tamera Riggs, Mark Messonnier and Alan S. Levy, 2006. "Can Survey-based Scenarios Measure Consumer Values for Improved Food Safety?" Invited seminar presentation. Centers for Disease Control and Prevention. Atlanta, GA. Dec. 14.

Roe, Brian and Haab, Tim. "Understanding Human Response to Risk: An Overview of a Multidisciplinary Research Plan Involving Neuroscience, Genetics & Endocrinology," invited presentation, Department of Agricultural, Environmental, and Development Economics, Ohio State University, November 30, 2006.

Roe, Brian and Haab, Tim. "Understanding Human Response to Risk: An Overview of a Multidisciplinary Research Plan Involving Neuroscience, Genetics & Endocrinology," invited presentation, Department of Marketing, Marketing, Psychology and Statistics Seminar Series, Fisher School of Business, Ohio State University, November 9, 2006.

Teisl, Mario F., Roe, Brian, and Mumma, Gerald. "For Every Action…: Consumer Reactions to Technologies Aimed at Protecting the Food Supply," Selected Paper, American Public Health Association Annual Meetings, November 4-8, 2006, Boston, MA.

Roe, Brian and Wu, Steven Y. "Contract Enforcement, Social Efficiency, and Distribution: Experimental Evidence and Policy Implications," invited presentation, Department of Agricultural and Applied Economics, University of Wisconsin, Madison, Wisconsin, October 25, 2006.

Darby, Kim, Batte, Marv, Ernst, Stan, and Roe, Brian. "Willingness to Pay for Locally Produced Foods: A Customer Intercept Study of Direct Market and Grocery Stores," Selected Paper, American Agricultural Economics Association Annual Meetings, July 23-26, 2006, Long Beach, CA.

Brady, Michael P., Roe, Brian, and Wu, Steven. "How Do Groups Make Risky Decisions?" Selected Paper, American Agricultural Economics Association Annual Meetings, July 23-26, 2006, Long Beach, CA.

Wu, Steven Y. and Brian Roe. "Regulating Agricultural Contracts: A Research Program Harnessing Experimental Economics," invited paper, US Department of Agriculture, Cooperative State Research, Education & Extension Service Project Directors' Meeting, National Research Initiative Competitive Grants Competition, Markets and Trade Division, June 15, 2006, Washington, DC.

Wu, Steven Y. and Brian Roe. "Tournament Contract Compensation, Fairness and Risk," invited poster, US Department of Agriculture, Cooperative State Research, Education & Extension Service Project Directors' Meeting, National Research Initiative Competitive Grants Competition, Markets and Trade Division, June 15, 2006, Washington, DC.

Michael P. Brady, Brian Roe, Steven Y. Wu. "Group Decision Making Under Risk." Selected Paper, SCC-76 Meeting on Economics and Management of Risk in Agriculture and Natural Resources, Myrtle Beach, SC, March 16-18, 2006

Brian Roe, Tim Haab, David Beversdorf and Howard Gu. "Understanding Human Response to Economic Risk: An Overview of a Multidisciplinary Research Plan Involving Neuroscience, Genetics and Endocrinology." Selected Paper presented at SCC-76 Meeting on Economics and Management of Risk in Agriculture and Natural Resources, Myrtle Beach, SC, March 16-18, 2006.

Brian Roe and Steven Wu. "Social Preferences and Relational Contracting Performance: An Experimental Investigation," Selected Paper, Allied Social Sciences Association Annual Meetings, Boston, MA, Jan. 6, 2006.

Brian Roe and Steven Wu. "Social Preferences and Relational Contracting Performance: An Experimental Investigation," Microeconomics Lunch Seminar, Department of Economics, Columbus, OH, November 2, 2005.

Brian Roe and Steven Wu. "An Experimental Investigation of Social Preferences and Contracting Relationships," Selected Paper, American Agricultural Economics Association Annual Meetings, July 24-27, 2005, Providence, RI.

Yunjae Hwang and Brian Roe. "An Empirical Analysis of U.S. Consumers' Concerns about Eight Food Production and Processing Technologies," Selected Paper, American Agricultural Economics Association Annual Meetings, July 24-27, 2005, Providence, RI.

Yunjae Hwang and Brian Roe. "Does Price Signal Quality? Strategic Implications of Price and Other Quality Signals for the Case of Genetically Modified Food," Selected Paper, American Agricultural Economics Association Annual Meetings, July 24-27, 2005, Providence, RI.

Gang Chen, Matthew Roberts and Brian Roe. "Empirical Performance of Alternative Option Pricing Models for Commodity Futures Options," Selected Paper, American Agricultural Economics Association Annual Meetings, July 24-27, 2005, Providence, RI.

Gang Chen, Matthew Roberts and Brian Roe. "Managing Livestock Feed Cost Risks Using Futures and Options," Selected Paper, American Agricultural Economics Association Annual Meetings, July 24-27, 2005, Providence, RI.

Brian Roe. "Evaluating the Benefits of Food Labels," Symposium Presentation, American Agricultural Economics Association Annual Meetings, July 24-27, 2005, Providence, RI.

Tim Haab and Brian Roe. "Individual Differences and the Rational Economic Model: Experimental Results," Invited Paper, Economic Science Association Annual Meetings, Montreal, Quebec, June 25, 2005.

Brian Roe and Steven Wu. "Social Preferences and Relational Contracting: Some Experimental Results," Selected paper, Food Systems Research Group second biennial conference, Madison, WI, June 16, 2005.

Erick Davidson and Brian Roe. "Know When to Hold'em: Sunk Costs and Professional Poker Player Behavior," OSU Center for Health Outcomes, Policy Evaluation Studies - Brown Bag Lunch Series, April 12, 2005.

Tim Haab and Brian Roe. "Individual Differences and the Rational Economic Model: Experimental Results," Experimental Economics and Public Policy Workshop, Appalachian State University, Boone, North Carolina, April 9, 2005.

Nazaryan, Natalie, Wu, Steven, Sporleder, Thomas, and Roe, Brian. "Behavioral and Welfare Effects of Tournaments and Fixed Performance Standard Contracts with Heterogeneous Agents: Some Experimental Evidence." Selected Paper, American Agricultural Economics Association Annual Meetings, August 1-4, 2004, Denver, CO.

Steven Wu and Brian Roe. "Tournaments, Risk Perceptions, and Fairness." Selected Paper, American Agricultural Economics Association Annual Meetings, August 1-4, 2004, Denver, CO.

Tim Haab and Brian Roe. "Explaining Preference Reversals through Anchoring: Treatment, Selection and Cognition," Selected paper, American Agricultural Economics Association Annual Meetings, August 1-4, 2004, Denver, CO.

Brian Roe and Aaron Stockberger. "Economic Linkages between Farms and Local Communities: Looking beyond Farm Size," Selected paper, American Agricultural Economics Association Annual Meetings, August 1-4, 2004, Denver, CO.

Brian Roe. "The Impact of Health Claims on Consumer Search and Product Evaluation Outcomes: Results from FDA Experimental Data," Organized symposium presentation, American Agricultural Economics Association Annual Meetings, August 1-4, 2004, Denver, CO.

Brian Roe and Mario Teisl. "The Effect of Information Regulations in Markets with Consumption Externalities: Empirical Evidence for Genetically Engineered Foods," Selected paper, American Agricultural Economics Association Annual Meetings, August 1-4, 2004, Denver, CO.

Bayoh, Issac, Irwin, Elena, Roe, Brian. "The Value of Clean Dairy Air: Accounting for Endogeneity and Spatially Correlated Errors in Hedonic Analyses of the Impact of Animal Operations on Local Property Values," Selected paper, American Agricultural Economics Association Annual Meetings, August 1-4, 2004, Denver, CO.

Brian Roe and Tim Haab. "A Series of Experiments on Preference Reversals," invited presentation to the Department of Rural Economy, University of Alberta, Edmonton, Alberta, June 1, 2004.

Brian Roe and Mario Teisl. "Genetic Modification and Other Food Technologies: Consumer Concerns and Informational Demands," invited presentation to the 'Reducing Risk, Protecting People: Implications for Health, Food and Agribusiness' Symposium, Department of Rural Economy, University of Alberta, Edmonton, Alberta, June 2, 2004.

Haab, Tim and Brian Roe. "Are Preference Rank Stable?" presented to the Department of Economics, Ohio State University, October 29, 2003.

Steven Wu and Brian Roe. "Behavioral and Welfare Effects of Tournaments and Fixed Performance Contracts: Some Experimental Evidence," Selected Paper, AAEA Annual Meetings, July 28-30, 2003, Montreal, Quebec.

Brian Roe and Steven Wu. "The Welfare Effects of Banning Tournaments When Commitment is Impossible: Some Results from the Broiler Chicken Sector," Selected Paper, AAEA Annual Meetings, July 28-30, 2003, Montreal, Quebec.

Mario F. Teisl, Brian Roe, Michael E. Vayda and Nancy Ross. 2003. *Willingness to pay for genetically modified foods with bundled health and environmental attributes.* Proceedings paper. 7nd ICABR International Conference on Public Goods and Public Policy for Agricultural Biotechnology Ravello (Italy), June 29 to July 3.

Mario F. Teisl, Brian Roe, and Alan S. Levy. 2003. Which eco-labeling strategies work better? Selected Paper. Marketing and Public Policy Conference, American Marketing Association. Washington DC. May 29-31.

Roe, Brian, Elena Irwin and Hazel Morrow-Jones. "The Effects of Farmland, Farmland Preservation and Other Neighborhood Amenities on Proximate Housing Values: Results of a Conjoint Analysis of Housing Choice," University of Maine, December 13, 2002.

Morrow-Jones, Hazel, Elena Irwin and Brian Roe. "The Demand for Neotraditional Neighborhoods Characteristics: How Damning is Density?" Center for Urban and Regional Analysis Brown Bag Lunch Series, Columbus, OH, December 5, 2002.

Morrow-Jones, Hazel, Elena Irwin and Brian Roe. "The Demand for Neotraditional Neighborhoods Characteristics: How Damning is Density?" Selected Paper, Annual American Collegiate Schools of Planning Conference, November 21-24, 2002, Baltimore, Maryland.

Teisl, M., Roe, Brian, Bockstael, N., Boyle, K. 2002. "A Potential Survey Approach to Valuing Food Safety," Workshop – New Methods for Valuation in Health and Health Care, American Public Health Association, Philadelphia, November 10.

Shao, Renyuan and Brian Roe. "The Design and Pricing of Fixed and Moving Window Contracts: An Application of Asian-Basket Option Pricing Methods to the Hog Finishing Sector," Selected Paper, AAEA Annual Meetings, July 29-31, 2002, Long Beach, CA.

Roe, Brian, Tim Haab and Brent Sohngen. "The Value of Agricultural Economics Extension Programming: An Application of Contingent Valuation," Selected Paper, AAEA Annual Meetings, July 29-31, 2002, Long Beach, CA.

Wang, Chia-Hsing and Brian Roe. "Deriving Feeder Cattle Pricing Contracts from Fed Cattle Price Grids: Simulation Results of Risk-Sharing Contracts," Selected Paper, AAEA Annual Meetings, July 29-31, 2002, Long Beach, CA.

Irwin, Elena, Brian Roe and Hazel Morrow-Jones. "The Effects of Farmland, Farmland Preservation and Other Neighborhood Amenities on Proximate Housing Values: Results of a Conjoint Analysis of Housing Choice," Selected Paper, AAEA Annual Meetings, July 29-31, 2002, Long Beach, CA.

Roe, Brian and Ian Sheldon. "The Impacts of Labeling on the Production and Trade of Vertically Differentiated Goods with Process Attributes," Association of Environmental and Resource Economists 2nd World Congress, Monterey, CA June 24-27, 2002.

Jones, E. Akbay, C., Roe, Brian, 2002. "Substantive Insights on Consumer Behavior: An Application of the Almost Ideal Demand System." Paper presented at the annual conference of the Southern Agricultural Economics Association, Orlando, Florida, February 2-6.

Roe, Brian. "Optimal Sharing of Food Safety Prevention: Effects of Regulation and Torts," invited paper, the Dept. of Agricultural Economics, Penn State University, October 15, 2001.

Haab, Tim, Brian Roe and Brent Sohngen. "A Travel Cost Evaluation of Ohio State University Extension Agricultural Outlook Programs," Selected paper, Outreach Scholarship Conference: Discovery, Learning and Engagement, Penn State University, October 15, 2001.

Roe, Brian. "Current CDC Sponsored Food Safety Labeling Research," Food Safety and Nutrition Track paper, AAEA meetings, Aug. 5-8, 2001, Chicago, IL.

Roe, Brian and Ian Sheldon. "The Impacts of Labeling on the Production and Trade of Vertically Differentiated Goods with Process Attributes," Selected paper, AAEA meetings, Aug. 5-8, 2001, Chicago, IL.

Wang, Chia-Hsing and Brian Roe. "Profit Maximizing Behavior on the Fed Cattle Grid: The Value of Pre-harvest and Genetic Sorting with Implications for Aggregate Supply," Selected paper, AAEA meetings, Aug. 5-8, 2001, Chicago, IL.

Shao, Renyuan and Brian Roe. "Underpinnings for Prospective, Net Revenue Forecasting in Hog Finishing: Characterizing the Joint Distribution of Corn, Soybean Meal and Lean Hogs Time Series." Selected paper, AAEA meetings, Aug. 5-8, 2001, Chicago, IL.

Teisl, Mario F., Huaping Rong, Brian Roe, Alan Levy. "Environmental Labeling of Electricity: Effects on Consumer Uncertainty About Product Attributes and Likelihood to Buy Decisions," selected paper, AAEA meetings, Aug. 5-8, 2001, Chicago, IL.

Teisl, Mario, Kevin Boyle, Brian Roe, T. Lynn Riggs, and Melissa Herrmann. "Understanding How Respondents View Safety Risks: Implications for the Design of Willingness-to-Pay Experiments," Association of Environmental and Resource Economists Summer Workshop, Bar Harbor, Maine, June, 2001.

Eugene Jones, Brian Roe and Cuma Akbay. "The Purchase and Consumption Behavior of Lower-and Higher-Income Consumers," selected paper, The Hawaii Conference on Business, Honolulu, Hawaii, June 14-17, 2001.

Shao, Renyuan and Brian Roe. "Underpinnings for Prospective, Net Revenue Forecasting in Hog Finishing: Characterizing the Joint Distribution of Corn, Soybean Meal and Lean Hogs Time Series." Selected paper, NCR-134 Conference, St. Louis, MO, April 23-34, 2001.

Roe, Brian and Alan Randall. "Survey and Experimental Techniques as an Approach for Agricultural Risk Analysis." Invited paper presented at the SIEG-IER-31 Regional Risk Management Meetings, Gulf Shores, AL, March 23, 2001.

Allen, Chris and Brian Roe. "Optimal Management of Biological Populations," invited presentation at the Bios Corporation, Santa Fe, NM, October 5, 2000.

Roe, Brian and Ian Sheldon. "The Impacts of Labeling on Trade in Goods that may be Vertically Differentiated According to Quality," Global Food Trade And Consumer Demand For Quality Conference, Montreal, Canada, June 26-27, 2000.

Brian Roe and Allen, Christopher K. "Continuous-Time Feedlot Management Theory: An Introduction to Optimal Control for Distributed Parameter Systems," Selected paper, American Agricultural Economics Association Annual Meeting, August 1999.

Teisl, Mario F., Brian Roe and Alan S. Levy. "Do Environmental Certification Programs Work? Experimental Evidence," principal paper, American Agricultural Economics Association Annual Meeting, July 1999.

Roe, Brian. "Preventable Food Borne Illness with Dose-Response Damages: Optimal Sharing of Prevention Between Consumers and Processors and the Effect of Product Liability," Selected paper, American Agricultural Economics Association Annual Meeting, August 1999.

Roe, Brian. “The Implications of Captive Supplies for Spot Market Participants,” Selected paper, Northeastern Agricultural and Resource Economics Association Annual Meeting, June 1999.

Roe, Brian. “Preventable Food Borne Illness with Dose-Response Damages: Optimal Sharing of Prevention Between Consumers and Processors and the Effect of Product Liability,” Selected paper, Northeastern Agricultural and Resource Economics Association Annual Meeting, June 1999.

Roe, Brian. “Valuing Food Safety,” Invited presentation, Centers for Disease Control, Atlanta, GA, June, 1999.

Roe, Brian. "Preventable Food Borne Illness with Dose-Response Damages: Optimal Sharing of Prevention Between Consumers and Processors and the Effect of Product Liability," Invited presentation, Department of Agricultural and Applied Economics, University of Wisconsin-Madison, May 1999.

Roe, Brian. "Optimal Liability Sharing for Preventable Foodborne Illness," Invited presentation, Department of Consumer and Textile Economics, Ohio State University, April 1999.

Roe, Brian and Christopher Allen. "Capturing Vintage Capital in Continuous Time: An Application to Feedlot Management," Invited presentation, Department of Agricultural, Environmental and Development Economics, Ohio State University, February 1999.

Roe, Brian. “Why Do Beef Inventories Cycle, But Dairy Don’t?” Invited presentation, Department of Agricultural Economics, Purdue University, January 1999.

Sara Fein, Brian Roe and Leslie Whittington, “Successful Strategies for Balancing Postpartum Employment and Breastfeeding.” Selected paper at American Public Health Association Annual Meeting, Washington, DC, November 1998.

Roe, Brian and Mario F. Teisl. “Product Labeling: Effects on Consumer Welfare and Behavior.” Invited paper, USDA Economic Research Service Workshop on Trade and Labeling, August 1998.

Roe, Brian, Mario F. Teisl and Alan S. Levy. “Case Studies in Eco-labeling.” Invited paper, USDA Economic Research Service Workshop on Trade and Labeling, August 1998.

Roe, Brian. “Why Do Beef Inventories Cycle, But Dairy Don’t?” Selected paper, American Agricultural Economics Association Annual Meeting, July 1998.

Roe, Brian and Sara B. Fein. “Successful Strategies for Balancing Postpartum Employment and Breastfeeding.” Selected paper, American Agricultural Economics Association Annual Meeting, July 1998.

Levy, Alan S., Mario F. Teisl, Brian Roe, Matthew Russell, David Moskovitz, and Tom Austin. "Electricity Deregulation: What's in Store for the Environment?" Selected paper, American Agricultural Economics Association Annual Meeting, July 1998.

Boyle, Kevin J., Thomas P. Holmes, Mario F. Teisl, Brian Roe, Shelley Phillips, and Geneveve Pullis. "Public Preferences for Timber Harvesting Using Conjoint Analyses: A Comparison of Response Formats." Selected paper, World Congress of Environmental Economics, June 1998.

Roe, Brian. "Consumer Response to Electricity Label Formats: Results of the Mall Intercept Study," invited paper, National Council on Competition and the Electric Industry's Executive Dialogue, May 1998.

Levy, Alan S. and Brian Roe. "What Information Does a Customer Want?" Invited paper, Dept. of Energy/NARUC National Electricity Forum, December 1997.

Teisl, Mario F., Brian Roe and Robert Hicks. "Can Eco-labels Tune a Market? Evidence from Dolphin-safe Labeling." Selected paper, American Agricultural Economics Association Annual Meeting, July 1997.

Roe, Brian, Alan S. Levy and Brenda M. Derby. "The Effect of Health Claims on Label Reading, Purchase Intentions and Product Evaluation." Selected paper, American Agricultural Economics Association Annual Meeting, July 1997.

Roe, Brian. "A Review of US Food Labeling Policy with Implications for Information Disclosure in Emerging Electricity Markets," Invited paper, NARUC Eastern Regional Workshop on Electricity Consumer Information Disclosure, June 1997.

Roe, Brian. "Stability and Cycles in Managed Animal Populations: Deterministic Underpinnings," Invited paper, Dept. of Agricultural and Resource Economics, West Virginia University, May 1997.

Alan S. Levy, Brenda M. Derby and Brian Roe. "Consumer Impacts of Health Claims: An Experimental Study." Selected paper, Society for Consumer Psychology's annual Advertising and Consumer Psychology Conference, May, 1997.

Fein, Sara B., and Brian Roe. "Determinants of the Incidence and Duration of Breast Feeding in the United States," selected paper presented at the American Public Health Association Annual Meeting, November 1996.

Roe, Brian. "Stability and Cycles in Cattle Inventories," selected paper presented at American Agricultural Economics Association Annual Meeting, July 1996.

McNew, Kevin and Brian Roe, "Grain Revenue Risk Management with Lessons for Agricultural Policy," selected paper presented at American Agricultural Economics Association Annual Meeting, August 1995.

Roe, Brian, "A Study of U. S. Farm Exits With Evidence from the Panel Study of Income Dynamics: 1968 - 89," selected paper presented at American Agricultural Economics Association Annual Meeting, August 1995.

Roe, Brian, "A Longitudinal Study of Income Progress and Mobility of Farm Households using Panel Study of Income Dynamics (PSID) Data," presented at the USDA-PSID Conference on Dynamic Aspects of Rural Development, January 12-13 1995, Washington, DC.

Roe, Brian, "Heteroscedasticity and Parameter Stability in Credit Scoring Models," selected paper presented to Southern Agricultural Economics Association (SAEA) at the SAEA Annual Meetings, February 8, 1994.

Roe, Brian, "A Model for Predicting Future Farm Financial Conditions," Selected Paper, Undergraduate Section, presented at American Agricultural Economics Association Annual Meeting, Baltimore, MD. August 1992.

Published Abstracts

Houghtaling, B., Qi, D., Penn, J., Prinyawiwatkul, W., & Roe, B. E. (2021). O25 The Impact of Nudges and Healthy Eating Information on Consumer Vegetable Consumption and Food Waste. Journal of Nutrition Education and Behavior, 53(7), S12.

Jones,E. Akbay, C. Roe, Brian, 2002. "Substantative Insights on Consumer Behavior: An Application of the Almost Ideal Demand System." Abstract in *Journal of Agricultural and Applied Economics* 34(August): 359.

Teisl,M. Roe, Brian, Levy,A. 2002. “Ecolabeling: What Does Consumer Science Tell Us about Which Strategies Work?” Plenary paper, Proceedings of the Conference on Ecolabels and Greening of the Food Market. Tufts University, Boston, MA. November 7-9.

Roe, Brian. “Preventable Food-borne Illness with Dose-Response Damages: Optimal Sharing of Prevention Between Consumers and Processors and the Effect of Product Liability,” *American Journal of Agricultural Economics*, 81(5 1999): 1285.

Roe, Brian and Chris Allen. “Continuous-time Feedlot Management Theory: An Introduction to Optimal Control for Distributed Parameter Systems,” *American Journal of Agricultural Economics*, 81(5 1999): 1317.

Levy, Alan Brian Roe, Mario Teisl, Matt Russell, David Moskovitz and David Austin. "Electricity Deregulation: What's in Store for the Environment?" *American Journal of Agricultural Economics*, 80(5 1998): 1183.

Roe, Brian. "Why Do Beef Cattle Inventories Cycle, but Dairy Don't?" *American Journal of Agricultural Economics*, 80(5 1998): 1197.

Sara Fein, Brian Roe, and Leslie Whittington. "Successful Coping Strategies for Balancing Postpartum Employment and Breastfeeding," *American Journal of Agricultural Economics*, 80(5 1998): 1201.

Teisl, Mario, Brian Roe, and Robert Hicks. "Can Eco-Labels Tune a Market? Evidence from Dolphin-Safe Labeling," *American Journal of Agricultural Economics*, 79(5 1997): 1707.

Roe, Brian, Alan Levy and Brenda Derby. "The Effect of Health Claims on Label Reading, Purchase Intentions and Product Evaluation," *American Journal of Agricultural Economics*, 79(5 1997): 1713.

Roe, Brian. "Stability and Cycles in Cattle Inventories," *American Journal of Agricultural Economics*, 78(5 1995): 1410.

McNew, Kevin and Brian Roe. "Grain Revenue Risk Management with Lessons for Agricultural Policy," *American Journal of Agricultural Economics*, 77(5 1995): 1359.

Roe, Brian. "A Study of US Farm Exits with Evidence from the Panel Study of Income Dynamics: 1968-89," *American Journal of Agricultural Economics*, 77(5 1995): 1381.{2}

Roe, Brian, Kevin Boyle and Mario Teisl. "Deriving Compensating Variation from Conjoint Data Sets – A Theoretical Model and Empirical Issues," *American Journal of Agricultural Economics*, 76(5 1994): 1254.