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## **CURRENT POSITION**

Assistant Professor, Behavioral Economics and Health Disparities. Department of Agricultural Economics, University of Nebraska-Lincoln

## **EDUCATION/EXPERIENCE**

Post-doctoral scholar, One Health Institute, University of California, Davis 2011-2013  
and Co-PI of Adapting Livestock Systems to Climate Change – Collaborative  
Research Support Program (LCC-CRSP) Grant *Strengthening Tanzanian  
Livestock Health and Pastoral Livelihoods and Nutrition in a Changing  
Climate*

PhD. Agricultural & Resource Economics, University of California, Davis 2011  
– *Dissertation: Experimental Economic Analysis of Willingness to Pay for  
Wine Attributes: Integration of Economics and Sensory Science*  
– *Committee:* Daniel A. Sumner (chair), Julian M. Alston, Travis J. Lybbert  
– *Primary Interests:* Experimental Economics, Agricultural Economics,  
Development, Consumer Valuation, Behavioral Economics

BS Magna cum Laude, Agricultural Economics, University of Nebraska, Lincoln 2002

## **LITERATURE**

### **PEER REVIEWED**

Gustafson, C.R., T.J. Lybbert, and D.A. Sumner. In press. “Consumer knowledge affects valuation of product attributes: Experimental results for wine,” *Journal of Behavioral and Experimental Economics*. <http://dx.doi.org/10.1016/j.socec.2016.08.004>

Gustafson, C.R., T.J. Lybbert, and D.A. Sumner. 2016. “Consumer Sorting and Hedonic Valuation of Wine Attributes: Exploiting Data from a Field Experiment.” *Agricultural Economics*, 47(1): 91-103.

Gustafson, C.R. 2015. “The role of knowledge in choice, valuation, and outcomes for multi-attribute goods.” *Journal of Agricultural and Food Industrial Organization*, 13(1): 33-43.

Gustafson, C.R., E. VanWormer, R. Kazwala. E. Makweta, G. Paul, W. Miller, and J.K. Mazet. 2015. “Educating pastoralists and extension officers on diverse livestock diseases in a changing climate in Tanzania.” *Pastoralism: Research, Policy and Practice*, 5(1): doi: 10.1186/s13570-014-0022-5

Gustafson, C.R., G. Nicolini, and K.L. Chang. 2014. “Food and Finance: The Relationship Between Nutritional and Financial Knowledge in Intertemporal Preferences.” *Consumer Interests Annual* 60:1-3

Gustafson, C.R., and T.J. Lybbert. 2009. "What's Extra Virgin? An Economic Assessment of California's Olive Oil Labeling Law." *ARE Update*. Department of Agricultural and Resource Economics, University of California, 12(3): 9-11

### **SUBMITTED PAPERS**

Gustafson, C.R., B. Abbey, and K. Heelan. "Student involvement in the design process amplifies the effectiveness of healthy food promotion materials," August 2016. Submitted to *Preventive Medicine Reports*.

Rehkamp, S., A. Azzam, and C.R. Gustafson. "The Medical Costs of Changes to Healthier Diets in the U.S.," August 2016. Submitted to *Social Science and Medicine*.

Rehkamp, S., A. Azzam, and C.R. Gustafson. "The Environmental Costs of Changes to Healthier Diets in the U.S.," May 2016. Submitted to *Food Studies*.

### **WORKING PAPERS**

Gustafson, C.R. "The Excessive Choice Effect Meets the Market: Evidence from a Field Experiment," May 2016.

Gustafson, C.R. "The Value of Choice: Evidence on the Effects of Consumer Knowledge on Choice Outcome in the Wine Market," August 2015.

Gustafson, C.R. "School attendance and the perceived value of formal education: Evidence from Tanzania," July 2015.

### **BOOK CHAPTERS**

Gustafson, C.R. and M. Perlinger. In press. "Nudging appropriately: incorporating identity and norms to improve healthy food interventions for high-risk populations," in *Reducing Health Disparities: Research updates from the field* (vol. 2), K. Dombrowski and J. Soliz, eds. Syron Design Academic Publishing.

### **BOOKS**

Gustafson, C.R. (Ed.). 2002. *Rural Voices: Literature from Rural Nebraska*. Dirt Road Press: Mead, NE.

### **OTHER PUBLICATIONS**

Bader, J. and Gustafson C.R. 2016. Addressing Rural Healthcare Disparities Using Behavioral Economic Insights. *Cornhusker Economics: University of Nebraska-Lincoln Extension*, March 23, 2016

Gustafson, C.R. and M. Ahamad. 2015. "Using Behavioral Economic Insights to Improve Policy Design." *Cornhusker Economics: University of Nebraska-Lincoln Extension*, November 11, 2015

- Gustafson, C.R. 2015. "Health, Obesity, and Behavioral Economics." *Cornhusker Economics: University of Nebraska-Lincoln Extension*, January 7, 2015
- Rehkamp, S., A.M. Azzam, and C.R. Gustafson. 2014. "Diet and Health Care Costs." *Cornhusker Economics: University of Nebraska-Lincoln Extension*, August 6, 2014.
- Gustafson, C.R., E. VanWormer, A. Makweta, J.K. Mazet, and R. Kazwala. 2014. "Pastoralist perspectives on livestock health, livelihood improvement, and environmental change in rural Tanzania." *Livestock Climate Change Innovation Lab Research Brief Series RB-15-2014*.
- Rehkamp, S., A.M. Azzam, and C.R. Gustafson. 2014. "Putting your car where your mouth is: Diets and carbon emissions." *Cornhusker Economics: University of Nebraska-Lincoln Extension*, April 23, 2014.
- Voigt, B., C.R. Gustafson, and J. Erickson. 2012. "Modeling Zoonotic Disease Regulation under Climate Change Scenarios in Semi-Arid Grasslands: a scoping model of water provisioning services in the Ruaha Landscape of Tanzania." *LCC CRSP Research Brief 7*
- VanWormer E., C.R. Gustafson, R. Kazwala, A. Makweta, J.A.K. Mazet, W. Miller, G. Paul, I. Gardner. 2012. "Pastoralist access to livestock health services: implications for climate change-driven disease." *LCC CRSP Research Brief 6*
- Gustafson, C.R. and G. Lynne. 2003. "Urbanization Pressures on Agricultural Land." *Focus*. Lincoln: Department of Agricultural Economics, University of Nebraska-Lincoln, Fall/Winter, 2003, pp. 17-20.

## **PRESENTATIONS**

- Agriculture and Applied Economics Association (AAEA) Annual Meetings. "The Effect of Elementary Student Involvement in the Design of Healthy Food Promotional Materials on Vegetable Consumption." Boston, MA. August 2, 2016. With B. Abbey and K. Heelan.
- Agriculture and Applied Economics Association (AAEA) Annual Meetings. "Ex-post Livestock Diseases and Pastoralist's Averting Decision in Tanzania." Boston, MA. August 2, 2016. With M. Ahamad (presenter) and E. VanWormer.
- Agriculture and Applied Economics Association (AAEA) Annual Meetings. "Impact of Culturally Relevant Healthy Food Labels on Food Choice on the Rosebud Reservation." Boston, MA. August 1, 2016. With M. Perlinger.
- University of Nebraska-Lincoln Extension Eureka! 2016, "Healthy Food Promotion and Choice," Lincoln, NE. March 16, 2016.
- Tanzanian Veterinary Association Annual Meeting, "Investigating an emerging circling disease of sheep and goats: A case study in Iringa Rural District, Tanzania," Arusha, Tanzania. December 1, 2015.
- Tanzanian Veterinary Association Annual Meeting, "Poultry's Potential for Livelihood Improvement in Pastoral Households: Evidence from Tanzania," Arusha, Tanzania. December 1, 2015.

- Tanzanian Veterinary Association Annual Meeting, "Strengthening Livestock Health and Pastoral Nutrition and Livelihood: A Case Study in Pawaga and Idodi divisions, Iringa Rural District, Tanzania," Arusha, Tanzania. December 1, 2015.
- Rural Futures Conference, "Discovering the Future: Charting a Rural Research Path," Lincoln, NE. October 23, 2015.
- Rural Futures Institute Competitive Awards Recognition Lunch and Forum: Research and Engagement Form, "Healthy Food, Healthy Choice," Lincoln, NE. October 21, 2015.
- School of Economics, University of Maine, "The Effect of Choice Set Size and Consumer Knowledge on the Benefits of Choice: Evidence from a Field Experiment." Orono, ME. August 24, 2015.
- Agriculture and Applied Economics Association (AAEA) Annual Meetings. "The Cost Savings of Changes to Healthier Diets in the U.S." San Francisco, CA. July 28, 2015. With S. Rehkamp (presenter) and A. Azzam.
- Agriculture and Applied Economics Association (AAEA) Annual Meetings. "Primary School Attendance and the Perceived Value of Education: Evidence from Tanzania." (Poster). San Francisco, CA. July 27, 2015.
- School Nutrition Association Annual National Conference. "Participatory Marketing of Fruits and Vegetables During School Lunch." Salt Lake City, UT. July 13, 2015. With B. Abbey (presenter) and K. Heelan.
- American Council on Consumer Interests Annual Meetings. "Awareness, Strategies of Choosing Health Insurance, and Changes in Welfare for College Students under the Patient Protection and Affordable Care Act." Clearwater, FL. May 21, 2015. With K.L. Chang (presenter) and P. Xu.
- UNL IANR Africa Interest Group. "An Education Intervention to Improve Pastoralist Nutrition and Livestock Health." Lincoln, NE. April 7, 2015.
- UNL GRPH421: Advanced Graphic Design. "Pastoralist Livestock Health and Human Nutrition in Tanzania." Lincoln, NE. January 20, 2015.
- 6<sup>th</sup> All African Conference on Animal Agriculture (AACAA) Meetings. "Strengthening livestock health and pastoral nutrition and livelihoods in Tanzania." Animal Production Society of Kenya. Nairobi, Kenya. October 29, 2014. With E. Vanwormer, R. Kazwala, E.Y. Jimenez, A. Makweta, M. Mwanzalila (presenter), J.K. Mazet.
- 6<sup>th</sup> All African Conference on Animal Agriculture (AACAA) Meetings. "Poultry's potential for livelihood improvement in pastoral households: Evidence from Tanzania." Animal Production Society of Kenya. Nairobi, Kenya. October 27, 2014. With E. Vanwormer, R. Kazwala, E.Y. Jimenez, A. Makweta, M. Mwanzalila (presenter), J.K. Mazet.
- Livestock Innovation Labs: Collaborative Research Programs (CRSP) 2014 East Africa PI Meeting. "Strengthening Tanzanian Livestock Health and Pastoralist Nutrition and

- Livelihoods in a Changing Climate: Research Progress.” Addis Ababa, Ethiopia. October 24, 2014.
- Society for the Advancement of Behavioral Economics (SABE) Annual Meetings: Stretching Behavioral Economics. “The Value of Choice: Evidence on the Effect of Consumer Knowledge.” Stateline, NV. July 24, 2014.
- Society for the Advancement of Behavioral Economics (SABE) Annual Meetings: Stretching Behavioral Economics. “Human Capital Investment among Tanzanian Pastoralists.” Stateline, NV. July 22, 2014.
- Western Agricultural Economics Association (WAEA) Annual Meetings. “The Environmental Costs of Dietary Choice.” Colorado Springs, CO. June 24, 2014. With S. Rehkamp (presenter) and A. Azzam.
- American Council on Consumer Interests Annual Meetings. “Food and Finance: The Relationship between Nutritional and Financial Knowledge in Intertemporal Preferences.” Milwaukee, WI. April 10, 2014. With G. Nicolini and K.-L. Chang (presenter).
- University of Nebraska-Lincoln Agronomy and Horticulture Departmental Seminar. “Improving livestock health and pastoralist nutrition and livelihoods in Tanzania: An education intervention.” Lincoln, NE. April 4, 2014.
- 2014 Eureka Extension Conference. “Healthy Humans Cluster: Research on health-related behavior and decision-making.” Lincoln, NE. March 19, 2014.
- Livestock Innovation Labs: Collaborative Research Programs (CRSP) PI Meeting. “Strengthening Tanzanian Livestock Health and Pastoralist Nutrition and Livelihoods in a Changing Climate.” Ft. Collins, CO. October 3, 2013.
- Feed the Future Food Security Innovation Labs: Collaborative Research Programs (CRSP) Council Meeting. Examining Opportunities for Linkages in Collaborative Research, Technology Dissemination, and Human and Institutional Capacity Development. “HALI 2: Strengthening Tanzanian Livestock Health and Human Nutrition.” Morogoro, Tanzania. March 4, 2013.
- Ruaha Roundtable “Improving Livestock Health and Human Nutrition with Pastoralist Communities: An Education Intervention.” Kitisi, Tanzania. June 12, 2012.
- Agriculture and Applied Economics Association Annual Meetings. “Experimental Analysis of Willingness to Pay for Attributes of Wine: Integration of Economics and Sensory Science.” Pittsburgh, PA. August 2011.
- CRSP Modeling Workshop. “Modeling Human Decision-Making.” Morogoro, Tanzania, Spring 2011.
- Creighton University Global Public Health Lecture, “HALI: Studying Animal Health and Human Livelihoods in Developing Countries.” Omaha, NE. Winter 2011.
- University of California, Davis Agricultural and Resource Economics (ARE) Industrial Organization Seminar, “Hedonics of Willingness to Pay for Wine Attributes using Data from a Field Experiment.” Davis, CA. Winter 2011.

American Association of Wine Economists Annual Meetings, “Experimental Analysis of Willingness to Pay for Attributes of Wine: Incorporating Sensory Analysis and Economics.” Davis, CA. June 2010.

Agricultural and Applied Economics Association, USDA NRICGP Project Directors’ Meeting, “Experimental Analysis of Willingness to Pay for Attributes of Wine: Integration of Economics and Sensory Science.” Milwaukee, WI. July 2009.

University of California, Davis ARE Industrial Organization Seminar. “Estimation of Consumer Willingness to Pay for Wine Attributes: A Field Experiment.” Davis, CA. Spring 2008.

Mondavi Institute Conference on World Wine Markets. “Experimental Analysis of Willingness to Pay for Wine Attributes: Work in Progress.” Davis, CA. Summer 2007.

University of California, Davis Agricultural and Resource Economics Seminar. “Experimental Analysis of Willingness to Pay for Wine Attributes: Integration of Sensory Science and Economics.” Davis, CA. Spring 2007.

Italian Fulbright Association Introductory Meetings. “Consumer Preferences for Genetically Modified Foods in Italy.” Rome, Italy. October 2003.

Ecological Economics Association Annual Meeting. “Valuation of Rural Landscape.” Saratoga Springs, NY. May 2003.

## GRANTS

### *Funded*

- Duke-UNC USDA Center for Behavioral Economics and Healthy Food Choice Research, *Testing Locally Designed Labels and Social Norm-based Incentives on Food Choice in a Native American Community*. 10/01/2016-9/30/2017. \$44,734. Role: PI
- Big Ideas Grants: Planning Grant, *Through the Lens of Social Neuroscience: Toward a Richer Understanding of Decision-making Behavior in Important Domains of Life*. 04/2015-12/2016. \$10,000. Role: Co-PI
- Cornell Behavioral Economics and Nutrition Center (B.E.N.) Grant Program, *Participatory vs. Non-Participatory Marketing of Fruit and Vegetable Consumption*. 08/2014-07/2017. \$15,000. Role: PI
- Cornell Behavioral Economics and Nutrition Center (B.E.N.) Grant Program, *An Ecological Approach to Family-Style Dining: Encouraging Healthy Food Choices in Preschoolers* (PI: Dev): 08/2014-07/2017: \$18,000. Role: Co-PI
- Adapting Livestock to Climate Change Innovation Lab (LCCIL) Minigrant Program, *Linking an emerging disease of sheep and goats to climate, nutrition, and gender*. 05/2014-04/2015. \$50,000. Role: Co-PI
- Rural Futures Institute Competitive Grants Program, *Healthy Food, Healthy Choice*. 07/2014-12/2016. \$150,000. Role: PI
- Adapting Livestock to Climate Change-Collaborative Research Support Program (LCC-CRSP), USAID, *Strengthening Tanzanian Livestock Health and Pastoral Livelihoods and Nutrition in a Changing Climate* (PI: Mazet): 12/2011-06/2015: \$671,981. Role: Co-PI

- Adapting Livestock to Climate Change-Collaborative Research Support Program (LCC-CRSP) Seed Grant, USAID, *Strengthening Tanzanian Livestock Health and Pastoral Livelihoods in a Changing Climate* (PI: Gardner): 01/2011-12/2011: \$80,000. Role: Post Doctoral Scholar
- National Research Initiative Competitive Grants Program, USDA, *Experimental Analysis of Willingness to Pay for Attributes of Value-Added Agricultural Goods: Integration of Economics and Sensory Science* (PI: Sumner): 01/2008-12/2009: \$198,317. Role: Graduate Research Associate

## **FELLOWSHIPS, HONORS, & AWARDS**

- Robert B. Daugherty Water for Food Global Institute Faculty Fellow, 2015-16.
- Research Development Fellows Program, University of Nebraska-Lincoln, 2014-15.
- International Confederation for the Advancement of Behavioral Economics and Economic Psychology (ICABEEP) Young Researcher Workshop in Neuroscience Techniques, July 2014
- UNL IANR Travel Fund Award, Summer 2014
- Courtesy Appointment, School of Natural Resources, University of Nebraska-Lincoln, 2013-Present
- Courtesy Appointment, Department of Child, Youth, and Family Studies, University of Nebraska-Lincoln, 2013-Present
- Jastro-Shields Graduate Research Fellowship, University of California, Davis, 2007-2008, 2008-2009
- IFREE Graduate Student Workshop in Experimental Economics, George Mason University, July 2007
- DeLoach Fellowship (Fees and Tuition), Agricultural and Resource Economics Department, University of California, Davis, 2004-2005
- Fulbright Fellow, “Consumer Preferences for Genetically Modified Foods in Italy.” Italy 2003-2004
- UCARE Undergraduate Research Grant, University of Nebraska, Lincoln, 2001-2002
- National Merit Scholar, University of Nebraska, Lincoln 1998-2002

## **SERVICE**

- Reviewer, *American Journal of Agricultural Economics*; *Journal of Economic Behavior and Organization*; *Economic Inquiry*; *Agricultural and Resource Economics Review*; *Journal of Agricultural and Food Industrial Organization*; *American Journal of Preventive Medicine*; *Journal of Public Health*; *PLOS One*.
- Reviewer, University of Nebraska’s Rural Futures Institute Competitive Grants Program, Research and Engagement Development Grants, 2012.

## **PROFESSIONAL AFFILIATIONS**

- Agricultural and Applied Economic Association
- American Economic Association

## **LANGUAGES**

English (Native)

C.R. Gustafson

Italian (Proficient)  
Swahili (Proficient)