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EDUCATION

- Ph.D. Agricultural & Resource Economics, University of California at Davis, 2000
Dissertation: *Generic Commodity Promotion and Product Differentiation*.
Richard J. Sexton, Ph.D., advisor.
- M.A. Economics, Colorado State University, 1994
- B.A. Economics, California State University, Sacramento, 1989
- B.A. English, California State University, Sacramento, 1988

PROFESSIONAL EXPERIENCE

- 2015-present** Professor, Economics, Iowa State University
- 2010-2015** Professor, Agricultural Economics, Kansas State University
- 2010** Visiting Associate Professor, Agricultural & Resource Economics, University of California, Berkeley
- 2009-2013** Director of Graduate Studies, Agricultural Economics, Kansas State University
- 2005-2010** Associate Professor, Agricultural Economics, Kansas State University
- 2000-2005** Assistant Professor, Agricultural Economics, Kansas State University
- 1995-2000** Graduate Research Assistant, Ag. & Resource Economics, University of California, Davis
- 1994-1995** Marketing Analyst, AgAccess Information Service, Davis, California
- 1993-1994** Graduate Research Assistant, Ag. & Resource Economics, Colorado State University

TEACHING EXPERIENCE

- 2015-present** Faculty, Iowa State University: undergraduate courses in agribusiness.
- 2000-2015** Faculty, Kansas State University: undergraduate courses in microeconomics, agribusiness management and marketing and graduate courses in quantitative methods, economic research methods, and agribusiness industry structures.
- 2010** Visiting Associate Professor, University of California, Berkeley: undergraduate econometrics.
- 1998-1999** Teaching Assistant, University of California, Davis: taught discussion sections in undergraduate finance and intermediate microeconomics.
- 1990-1992** English Teacher, United States Peace Corps, Central African Republic.

REFEREED JOURNAL PUBLICATIONS

- [46] [Bruce, A.S., J.M. Crespi and J.L. Lusk. "The Behavioral and Neuroeconomics of Food and Brand Decisions: Executive Summary." *Journal of Agricultural & Food Industrial Organization* 13 \(2015\): 1-4.](#)
- [45] [Francisco, A., A.S. Bruce, J.M. Crespi, J.L. Lusk, B.R. McFadden, J. Bruce, R.L. Aupperle and S-L. Lim. "Are Consumers as Constrained as Hens are Confined? Brain Activations and Behavioral Choices after Informational Influence." *Journal of Agricultural & Food Industrial Organization* 13\(2015\):113-119.](#)
- [44] [Crespi, J.M. J.L. Lusk, J.B.C. Cherry, L.E. Martin, B.R. McFadden, and A.S. Bruce. "Neural Activations Associated with Decision-Time and Choice in a Milk Labeling Experiment." *American Journal of Agricultural Economics* \(2015\).xx-xxx.](#)
- [43] [Crespi, J.M. and T. Xia. "A Note on First-Price, Sealed Bid Cattle Auctions in the Presence of Captive Supplies." *Agricultural & Resource Economics Review* 44\(2015\):340-345.](#)
- [42] [McFadden, B.R., J.L. Lusk, J.M. Crespi, J.B.C. Cherry, L.E. Martin, R.L. Aupperle and A.S. Bruce. "Can Neural Activation in Dorsolateral Prefrontal Cortex Predict Responsiveness to Information?"](#)

- [An Application to Egg Production Systems and Campaign Advertising.” PLoS ONE 10\(2015\):e0125243.](#)
- [41] [Cherry, J.B.C., J.M. Bruce, J.L. Lusk, J.M. Crespi, S-L. Lim and A.S. Bruce. “Neurofunctional Correlates of Ethical, Food-Related Decision-Making.” PLoS ONE 10\(2015\):e0120541.](#)
- [40] [Lusk, J.L., J.M. Crespi, J.B.C. Cherry, B.R. McFadden, L.E. Martin and A.S. Bruce. “An fMRI Investigation of Consumer Choice Regarding Controversial Food Technologies.” *Food Quality and Preference* 40\(2015\):209-220.](#)
- [39] [Bruce, A.S., J.L. Lusk, J.M. Crespi, J.B.C. Cherry, B.R. McFadden, C.R. Savage, J.M. Bruce, W.M. Brooks, L.E. Martin. “Consumer Brain Responses to Controversial Food Technologies and Price.” *Journal of Neuroscience, Psychology, and Economics* 7\(2014\):164-173.](#)
- [38] [Risch, C., M.A. Boland, J.M. Crespi, M. Leinweber. “Determinants of Occupational Safety in Agribusiness Workers.” *Applied Economic Perspectives & Policy* 36\(2014\): 546-59.](#)
- [37] [Risch, C., M.A. Boland and J.M. Crespi. “Entry, Exit, and Survival of U.S. Sugar Beet Plants from 1897 to 2011.” *Agribusiness* 30\(2014\):265-277.](#)
- [36] [Boland, M.A., J.M. Crespi and T.M. Turner. “Measuring Sunk Costs in Agricultural and Food Industry Assets: Why Some Assets Sell Below Appraisal.” *Journal of Agricultural & Food Industrial Organization* 12\(2014\):53-61.](#)
- [35] [Jarmolowicz, D.P, J.B.C. Cherry, D.D. Reed, J.M. Bruce, J.M. Crespi, J.L. Lusk, A. Bruce. “Robust Relation between Temporal Discounting Rates and Body Mass.” *Appetite* 78\(2014\):63-67.](#)
- [34] [Cader, H.A., J.M. Crespi and J.C. Leatherman. “What Factors Affect Information-Technology Firm Location Choices in Middle America? An Examination of Regional and Industrial Variation in Kansas.” *International Regional Science Review* 36\(2013\):207-234.](#)
- [33] [Smith, C.M, J.C. Leatherman, J.M. Peterson, J.M. Crespi and J.D. Roe. “BMPs For Sale! – Implications from a Case Study in BMP Auctions.” *The Journal of Regional Analysis & Policy* 42\(2012\):151-161.](#)
- [32] [Crespi, J.M, T.L. Saitone, and R.J. Sexton. “Competition in U.S. Farm Product Markets: Do Long-Run Incentives Trump Short-Run Market Power?” *Applied Economic Perspectives & Policy* 34\(2012\):669-695.](#)
- [31] [Schulz, L.L. and J.M. Crespi. “Presence of Check-off Programs and Industry Concentration in the Food Manufacturing Sector.” *Agribusiness* 28\(2012\):148-156.](#)
- [30] [Boland, M.A., J.M. Crespi, J. Silva and T. Xia. “Measuring the Benefits to Advertising under Monopolistic Competition.” *Journal of Agricultural & Resource Economics* 37\(2012\):144-155.](#)
- [29] [Mulik, K. and J.M. Crespi. “Geographical Indications and the Trade Related Intellectual Property Rights Agreement \(TRIPS\): A Case Study of Basmati Rice Exports.” *Journal of Agricultural & Food Industrial Organization* 9\(2011\):1-19.](#)
- [28] [Boland, M.A. and J.M. Crespi. “From Farm Management to Agricultural and Applied Economics: The Expansion of a Professional Society as Seen through a Census of Its Dissertations from 1951 to 2005.” *Applied Economics Perspectives and Policy* 32\(2010\): 456-471.](#)
- [27] [Crespi, J.M., T. Xia and R. Jones. “Market Power and the Cattle Cycle.” *American Journal of Agricultural Economics* 92\(2010\): 685-697.](#)
- [26] [Boland, M.A., J.M. Crespi and D. Oswald. “Economic Impact of a 2002 Farm Bill Program: The Value Added Producer Grant Program.” *Journal of Agribusiness* 27\(2009\): 107-123.](#)
- [25] [Crespi, J.M. and S. Marette. “Quality, Sunk Costs and Competition.” *Review of Marketing Science* 7\(2009\): 1-34.](#)
- [24] [Crespi, J.M. and S. Marette. “The Pro-Competitive Effects of Demand Enhancing Check-off Programs.” *American Journal of Agricultural Economics* 91\(2009\): 389-401.](#)
- [23] [Nalley, L.L., A.P. Barkley, J.M. Crespi, and K.D. Sayre. “The Global Impact of the CIMMYT Wheat Breeding Program.” *Journal of International Agricultural Trade & Development* 5\(2008\): 11-29.](#)
- [22] [Crespi, J.M. and J.S. James. “A Bargaining Rationale for Cooperative Generic Advertising.” *Australian Journal of Agricultural & Resource Economics* 51\(2007\): 445-457.](#)

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- [21] [Crespi, J.M. "Generic Advertising and Product Differentiation Revisited." *Journal of Agricultural & Food Industrial Organization* 5\(2007\): 1-19.](#)
- [20] [Alston, J.M., J.M. Crespi, H.M. Kaiser and R.J. Sexton. "An Evaluation of California's Mandated Commodity Promotion Programs." *Review of Agricultural Economics* 29\(2007\): 40-63.](#)
- [19] [Chacón-Cascante, A. and J.M. Crespi. "Historical Overview of the European Union Banana Import Policy." *Agronomía Costarricense* 30\(2006\): 111-127.](#)
- [18] [Crespi, J.M. and R.A. McEowen. "The Constitutionality of Generic Advertising Checkoff Programs." *Choices* 21\(2006\): 61-65.](#)
- [17] [Crespi, J.M. and R.J. Sexton. "A Multinomial Logit Framework to Estimate Bid Shading in Procurement Auctions: Application to Cattle Sales in the Texas Panhandle." *Review of Industrial Organization* 27\(2005\): 253-278.](#)
- [16] [Crespi, J.M., Z. Gao, and H. Hanawa Peterson. "A Simple Test of Oligopsony Behavior with an Application to Rice Milling." *Journal of Agricultural & Food Industrial Organization* 3\(2005\): 1-17.](#)
- [15] [Marette, S. and J.M. Crespi. "The Financing of Regulatory Agencies." *Journal of Regulatory Economics* 27\(2005\): 95-113.](#)
- [14] [Crespi, J.M. and R.J. Sexton. "Bidding for Cattle in the Texas Panhandle." *American Journal of Agricultural Economics* 86\(2004\): 660-674.](#)
- [13] [Crespi, J.M. and A. Chacón-Cascante. "Do U.S. Marketing Orders Have Much Market Power? An Examination of the Almond Board of California." *Agribusiness* 20\(2004\): 1-15.](#)
- [12] [Crespi, J.M. and S. Marette. "Some Economic Implications of Public Labeling." *Journal of Food Distribution Research* 34\(2003\): 83-94.](#)
- [11] [Crespi, J.M. and R.J. Sexton. "Competition, U.S. Farmer Cooperatives, and Marketing Orders." *Economie Rurale* No. 277-278\(2003\): 135-151.](#)
- [10] [Marette, S. and J.M. Crespi. "Can Quality Certification Lead to Stable Cartels?" *Review of Industrial Organization* 23\(2003\): 43-64.](#)
- [9] [Crespi, J.M. and S. Marette. "'Does Contain' vs. 'Does Not Contain': How Should GMO Labeling Be Promoted?" *European Journal of Law and Economics* 16\(2003\): 327-344.](#)
- [8] [Crespi, J.M. "The Generic Advertising Controversy: How Did We Get Here and Where Are We Going?" *Review of Agricultural Economics* 25\(2003\): 294-315.](#)
- [7] [Crespi, J.M. and S. Marette. "Are Uniform Assessments for Marketing Orders Optimal if Products are Differentiated?" *Agribusiness* 19\(2003\): 367-377.](#)
- [6] [Crespi, J.M. and S. Marette. "Generic Advertising and Product Differentiation." *American Journal of Agricultural Economics* 84\(2002\): 151-161.](#)
- [5] [Crespi, J.M. and S. Marette. "How Should Food Safety Certification Be Financed?" *American Journal of Agricultural Economics* 83\(2001\): 852-861.](#)
- [4] [Crespi, J.M. and S. Marette. "Public Labeling and International Trade." *Revue Économique* 52\(2001\): 665-672.](#)
- [3] [Crespi, J.M. and R.J. Sexton. "Marketing Orders and Brand Promotion: Got Lawyers?" *Choices* \(2001\): 18-23.](#)
- [2] [Crespi, J.M. and R.J. Sexton. "Almond Advertising Yields Net Benefits to Growers." *California Agriculture* 55\(2001\): 20-25.](#)
- [1] [Marette, S., J.M. Crespi and A. Schiavina. "The Role of Common Labeling in a Context of Asymmetric Information." *European Review of Agricultural Economics* 26\(1999\): 167-178.](#)

GRANT ACTIVITY (approx. total \$1.8 million)

The Neuroeconomics of Controversial Food Technologies. (2011-12) Co-PD with Bruce, Lusk. Agriculture and Food Research Initiative (AFRI), Foundational Program: Economics of Markets and Development Proposal Number: 2010-04805 (\$499,677).

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- Global Impact Assessment of Three INTSORMIL Activities.* (2010-11) Co-PD with Dalton. Sorghum, Millet and Other Grains CRSP, University of Nebraska, USAID (\$315,685).
- Timothy Donoghue Scholarship to Supplement Graduate Research Assistant.* (2009-2013). Kansas State University Graduate School, (obtained a total of \$84,000 to augment graduate student stipends).
- Meeting National Needs for Scholars Trained in Economics and Management of Water Resources and the Environment.* (2006-11) Co-PD. USDA National Needs Graduate Fellowship, 2007-38420-17785 (\$252,000).
- Minority Fellows in the Economics of Food Safety and Biosecurity.* (2005-07) Co-PD with Kastens, Peterson. USDA National Needs Graduate Fellowship, 2005-38420-15782 (\$128,000).
- Meeting National Needs for Scholars Trained in Economics of Food Marketing and Biosecurity.* (2005-08) Co-PD with Fox, Schroeder. USDA National Needs Graduate Fellowship, 2005-38420-15773 (\$276,000).
- USDA Agricultural Marketing Resource Center.* (2003-08) Co-investigator. USDA through Iowa State University, 412-30-39 (\$195,275).
- An Economic Analysis of Karnal Bunt Quarantines on Kansas Wheat.* (2005-06) Co-PI with Barkley. USDA Cooperative Agreement, 58-5430-3-319 (\$25,350).
- Economic Impact of Introduction of GM Wheat: Possible Effect on Trade to Countries with GM Labeling Laws.* (2004-05) Co-PI with Fox. Kansas Wheat Commission (\$12,627).
- Consumer Acceptance of Genetically Modified Wheat.* (2004-05) Co-PI. Kansas Wheat Commission (\$15,127).
- Welfare Estimates under Product Differentiation: The Benefits of Table Grape Promotion on Grape Varieties.* (2002-03) Co-PI with Marsh. USDA through Cornell University, NICPRE Research Project No. 02-05 (\$16,649).
- Are Equivalent Advertising Assessments Optimal in the Face of Product Differentiation?* (2001-02) PI. USDA through Cornell University, NICPRE Research Project No. 01-04 (\$8,728).

BOOKS, BOOK CHAPTERS, SPECIAL ISSUES

- Bruce, A.S., J.M. Crespi and J.L. Lusk, eds. The Behavioral and Neuroeconomics of Food and Brand Decisions. *Journal of Agricultural & Food Industrial Organization*. Special Issue. De Gruyter Publishing, 2015.
- Crespi, J.M. and R.J. Sexton. "U.S. Generic Advertising and Promotion Programs" in Armbruster and Knutson, eds. [*US Programs Affecting Food and Agricultural Marketing*](#). Springer, New York City, 2013.
- Cader, H.A., J.C. Leatherman, and J.M. Crespi. "Regional Variation in the Location Choice of Goods- and Service-Producing Industries." In S. Goetz, S. Deller, and T. Harris (eds.). [*Targeting Regional Economic Development*](#). Routledge, New York, 2009: 126-147.

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- Marette, S., J-P Plavinet, and J.M. Crespi. "Communitarian Water Policy and the Application of the Polluter-Payer Principle in France" in [*Politiques de l'Eau: Grands Principes et Réalités Locales \(Water Policies: Grand Designs and Local Realities\)*](#). A. Brun and F. Lasserre, eds. Presse de l'Université du Québec, Québec, 2006: 91-110.
- Crespi, J.M. and S. Marette. "Ecolabeling Economics: Is Public Involvement Necessary?" in [*Environment, Information and Consumer Behavior, New Horizons in Environmental Economics. S. Krarup and C.S. Russell, eds. Edward Elgar Publishing, Northampton, MA, 2005*](#): 93-109.
- Kaiser, H.M., J.M. Alston, J.M. Crespi, and R.J. Sexton, eds. [*The Economics of Commodity Promotion Programs. Peter Lang Publishing, New York, 2005*](#).
- Alston, J.M., J.M. Crespi, H.M. Kaiser, and R.J. Sexton. "Introduction to the Economics of California's Mandated Commodity Programs" in Kaiser, Alston, Crespi, and Sexton, eds. [*The Economics of Commodity Promotion Programs. Peter Lang Publishing, New York, 2005*](#).
- Crespi, J.M. "Generic Advertising's Long History and Uncertain Future" in Kaiser, Alston, Crespi, and Sexton, eds. [*The Economics of Commodity Promotion Programs. Peter Lang Publishing, New York, 2005*](#).
- Alston, J.M., H.F. Carman, J.A. Chalfant, J.M. Crespi, and R.J. Sexton. "Evaluation of Prune Promotion by the California Dried Plum Board" in Kaiser, Alston, Crespi, and Sexton, eds. [*The Economics of Commodity Promotion Programs. Peter Lang Publishing, New York, 2005*](#).
- Crespi, J.M. and R.J. Sexton. "Evaluating the Effectiveness of California Almond Promotion: How Much Did the Litigation Cost Producers?" in Kaiser, Alston, Crespi, and Sexton, eds. [*The Economics of Commodity Promotion Programs. Peter Lang Publishing, New York, 2005*](#).
- Alston, J.M., J.M. Crespi, H.M. Kaiser, and R.J. Sexton. "The Economics of California's Mandated Commodity Programs: Summary and Synthesis." in Kaiser, Alston, Crespi, and Sexton, eds. [*The Economics of Commodity Promotion Programs. Peter Lang Publishing, New York, 2005*](#).
- Loomis, J. and J.M. Crespi. "Estimated Effects of Climate Change on Selected Outdoor Recreation Activities in the US," in [*The Impact of Climate Change on the United States Economy, R. Mendelsohn and J.E. Neumann, eds. Cambridge University Press, Cambridge, 1999*](#).

RESEARCH REPORTS & PUBLISHED ABSTRACTS

- [Boland, M.A. and J.M. Crespi. "From Farm Management to Agricultural and Applied Economics: The Expansion of a Professional Society as Seen through a Census of Its Dissertations from 1951 to 2005 –Supplemental Tables." 2010: http://purl.umn.edu/94778.](http://purl.umn.edu/94778)
- Oswald, D., M.A. Boland, and J.M. Crespi. "Economic Impact of the Value-Added Producer Grant Program." Published Abstract. *Journal of Agricultural and Resource Economics* 33 December 2008:497.
- Barkley, A.P., and J.M. Crespi. *An Economic Analysis of Karnal Bunt Quarantines on Kansas Wheat*. Prepared for the USDA through Cooperative Agreement No. 58-5430-3-319, 2005.

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Crespi, J.M., S. Grunewald, A.P. Barkley, J.A. Fox, and T.L. Marsh. *Potential Economic Impacts from the Introduction of Genetically Modified Wheat on the Export Demand for U.S. Wheat*. Prepared for the Kansas Wheat Commission, Manhattan, Kansas, May 2005.

Crespi, J.M. *Promotion Checkoffs: Why So Controversial? The Evolution of Generic Advertising Battles*, National Institute for Commodity Promotion Research & Evaluation, NICPRE Research Bulletin 2001-04, September 2001.

Crespi, J.M. "Generic Commodity Promotion and Product Differentiation." Published abstract. *American Journal of Agricultural Economics* 83(Proceedings 2001): 1342.

Marette, S. and J.M. Crespi. *Cartel Stability and Quality Signaling*, Research Report No. 99-29, THEMA-Paris X-Nanterre, France, 1999.

[Alston, J.M., H.F. Carman, J.A. Chalfant, J.M. Crespi, R.J. Sexton and R.J. Venner. *The California Prune Board's Promotion Program: An Evaluation*, Giannini Foundation Research Report Number 344, March 1998.](#)

MAGAZINE & NEWSLETTER ARTICLES

[Crespi, J.M., T. Saitone, and R.J. Sexton. "The Supreme Court's Decision in the 'Raisin Case': What Does it Mean for Mandatory Marketing Programs?" *Agricultural & Resource Economics Update*, Vol. 18, No. 6, July/August 2015.](#)

[Boland, M.A. and J.M. Crespi. "Measuring Success in Marketing: Advertising Returns on Sunsweet's Ones Prunes Brand." *ACCC Fact Sheet Series Paper No. 3*, September 12, 2012.](#)

[Crespi, J.M. "An Update on the Legal Front." *Agricultural and Resource Economics Update* Vol. 6, No. 4, March/April 2003.](#)

Crespi, J.M. "'Hassle' is as Good a Word as Any to Describe Generic Advertising Litigation," *NFAPP Newsletter*, First Quarter 2002.

[Crespi, J.M. and R.J. Sexton. "Have Expenditures to Advertise California Almonds Been Effective?" appearing both in \(1\) *NICPRE Quarterly* Vol. 6, No. 3, Third Quarter 2000 and \(2\) *Agricultural and Resource Economics Update* Vol. 3, No. 4, Summer 2000.](#)

Crespi, J.M. and R.J. Sexton. "Promoting California Almonds: Is It Worth It?" *Nutgrower Magazine*, May 2000.

[Crespi, J.M. "Get Ready for More Commodity Promotion Litigation," *Agricultural and Resource Economics Update* Vol. 3, No. 4, Summer 2000.](#)

[Alston, J.M., H.F. Carman, J.A. Chalfant, J.M. Crespi, R.J. Sexton and R.J. Venner. "The California Prune Board's Promotion Program: An Evaluation" appearing both in \(1\) *Agricultural and Resource Economics Update* Vol. 3, No. 2, Winter 2000 and \(2\) *NICPRE Quarterly* Vol. 4, No. 3, Third Quarter 1998.](#)

PRESENTATIONS

Russell, L.A., J.M. Crespi and M.R. Langemeier. *Effects of USDA and EPA Regulation on Farm Profitability and Productivity*. Selected Paper. Public Choice Society's 2015 Annual Meeting, San Antonio, Texas. March 13-15, 2015.

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- Bruce, A.S., J.M. Crespi and J.L. Lusk. *How Quickly Would You Choose Milk from a Cloned Cow? Neural Activations, Information Retrieval and Discount Rates*. Department of Economics, Iowa State University, Ames, IA. October 28, 2014.
- Cherry, J.B.C., J.M. Bruce, J.L. Lusk, J.M. Crespi, S-L. Lim and A.S. Bruce. *Differential Neurofunctional Activity During Ethical, Food-Related Decision Making*. Poster presented at the annual meeting of the Society for Neuroeconomics in Miami, September 26-28, 2014.
- Francisco, A., J.B.C. Cherry, J.M. Crespi, J.L. Lusk, B.R. McFadden, S-L. Lim, R.L. Aupperle, L.E. Martin and A.S. Bruce. *Are consumers willing to pay more for happy hens? Brain activations and behavioral choices after informational influence*. Poster presented at the annual meeting of the Society for Neuroeconomics in Miami, September 26-28, 2014.
- Lusk, J.L., J.M. Crespi, J.B.C. Cherry, B.R. McFadden, L.E. Martin and A.S. Bruce. *Predicting Consumer Choice in Food Price-Technology Tradeoffs using Functional Magnetic Resonance Imaging*. Department of Agricultural and Applied Economics, Virginia Tech University, Blacksburg, VA, September 2014.
- Lusk, J.L., J.M. Crespi, J.B.C. Cherry, B.R. McFadden, L.E. Martin and A.S. Bruce. *Predicting Consumer Choice in Food Price-Technology Tradeoffs using Functional Magnetic Resonance Imaging*. AAEA Annual Meeting in Minneapolis, July 28, 2014.
- Cherry, J.B, J.M. Crespi, J.L. Lusk, L.E. Martin, and A.S. Bruce. *Personality Traits Correlate with Neural Activations During Food Decision-Making*. Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Denver, CO, April 10-12, 2014.
- Crespi, J.M., A.S. Bruce, J.L. Lusk. *Neuroeconomics and Food Labels*. University of Minnesota, Minneapolis-St. Paul. September 13, 2013.
- McFadden, B.R., J.L. Lusk, J.M. Crespi, J.B.C. Cherry, L.E. Martin and A.S. Bruce. *Consumer Response to Egg Production Systems and the Effect of Proposition 2 Advertising: A Neuroeconomic Analysis*. AAEA & CAES Joint Annual Meeting in Washington, DC, August 4-6, 2013.
- Crespi, J.M. *How An Economist Examines Decision Time: A Neuroimaging Approach*. Translational Discovery Forum, University of Kansas Medical Center, Kansas City, KS. April 26, 2013.
- Crespi, J.M. *Do Food Labels Scare You? What your Brain Shows*. William Murray Memorial Seminar, Iowa State University, Ames, IA. April 19, 2013.
- Crespi, J.M. *Thinking Fast and Faster*. Department of Agricultural Economics, Kansas State University, Manhattan, KS. March 29, 2013.
- Crespi, J.M., A.S. Bruce, J.L. Lusk. *What Were You Thinking? Neuroeconomics of controversial food technologies*. University of California, Davis, CA. October 19, 2012.
- Bruce, A. S., Cherry, J. B. C., Lusk, J. L., Crespi, J. M., McFadden, B. R., Bruce, J. M., Aupperle, R. L., Powell, J., Savage, C. R., Brooks, W. M., & Martin, L. E. *Got (cloned) milk? Decision-neuroscience of controversial food technologies*. Poster presented at the annual meeting of the Society for Neuroeconomics, Miami, FL, September 2012.
- Cherry, J. B. C., Bruce, A. S., Lusk, J. L., Crespi, J. M., McFadden, B. R., Bruce, J. M., Lepping, R. J., Black, W. R., Henry, J. M., Fernández, D. A., Brooks, W. M., & Martin, L. E. *Cortical activations associated with price and controversial food technology*. Poster presented at the annual meeting of the Society for Neuroeconomics, Miami, FL, September 2012.
- Cherry, J. B. C., Bruce, A. S., Lusk, J. L., Crespi, J. M., McFadden, B. R., Bruce, J. M., Lepping, R. J., Black, W. R., Henry, J. M., Fernández, D. A., Brooks, W. M., & Martin, L. E. *Temporal discounting*

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and brain activation to price information. Poster presented at the annual meeting of the Society for Neuroeconomics, Miami, FL, September 2012.

McFadden, B.R., J.L. Lusk, J.M. Crespi, J.B.C. Cherry, L.E. Martin and A.S. Bruce. "Effect of Advocacy Information on Consumer Preferences for Cage Free Eggs: A Neuroeconomic Analysis" AAEA Annual Meeting, Seattle, Washington, August 13-14, 2012.

McFadden, B.R., J.L. Lusk, J.M. Crespi, J.B.C. Cherry, L.E. Martin and A.S. Bruce. "Consumer Response to Controversial Food Technologies and Price: A Neuroeconomic Analysis." AAEA Annual Meeting, Seattle, Washington, August 13-14, 2012.

Crespi, J.M. Testimony at joint hearings by the U.S. Departments of Justice and Agriculture on Agriculture and Antitrust Enforcement Issues in Our 21st Century Economy. Washington, D.C. December 8, 2010.

Xia, T., J.M. Crespi and K. Dhuyvetter. "Could Packers Manipulate Cash Markets by Linking Contract and Futures Prices?" AAEA, CAES, & WAEA Joint Annual Meeting, Denver, Colorado, July 25-27, 2010.

Crespi, J.M., T. Xia and R. Jones. "Cattle Cycles and Buyer Market Power." University of California, Davis, March 10, 2010.

Jones, R, T. Xia and J.M. Crespi. "Now You See It, Now You Don't; Why Packer Market Power is So Elusive." 2009 Risk & Profit Conference, Manhattan, Kansas, August 20-21, 2009.

Smith, C.M., J.M. Crespi, J.C. Leatherman, J.M. Peterson, and J.D. Roe. "Best Management Practice Auctions: Innovative and Market-Based, but are they Cost-Effective?" 2009 WAEA Annual Meeting, Kauai, HI, June 24-26, 2009.

Boland, M.A., J.M. Crespi and D. Oswald. "How Successful was the 2002 Farm Bill's Value Added Producer Grants Program?" WAEA Annual Meeting, Big Sky, Montana, June 25-27, 2008.

Barkley, A, L.L. Nalley and J.M. Crespi. "The Impact of the CIMMYT Wheat Breeding Program on Mexican Wheat Producers and Consumers: An Economic Welfare Analysis." 2008 SAEA Annual Meeting, Dallas, February 2-6, 2008.

Crespi, J.M. "Quality, Costs and Competition." Presented at the University of California-Davis. March 8, 2007.

Crespi, J.M. "Bidding for Cattle in the Texas Panhandle." Presented at the University of California-Davis. March 8, 2007.

Fox, J.A. and J.M. Crespi. "GM Wheat and International Trade." 2005 Risk & Profit Conference, Manhattan, Kansas. August 11-12, 2005.

Crespi, J.M. and S. Marette. "When Is Government Involvement Necessary for Labeling?" Organized Symposium, *Emerging Issues in Food Labeling*, presented at the 2005 American Agricultural Economics Association Annual Conference in Providence, July 26.

Brant, M, A. Featherstone, T.L. Marsh and J.M. Crespi. "Multivariate Demand AIM Estimation with Application to Dried Fruit" presented at the 2005 American Agricultural Economics Association Annual Conference in Providence, July 25.

Chacon-Cascante, A, J.M. Crespi and T.L. Marsh. "Import Demand of Bananas in the European Union" presented at the 2005 American Agricultural Economics Association Annual Conference in Providence, July 25.

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- Crespi, J.M. "Regional and Production Appellations for Rural Development. Can They Help?" *Can New Products and New International and Domestic Marketing Channels Increase Rural Incomes? Ideas, Models, and Evidence*. Sonoma, CA. June 18-19, 2005.
- Crespi, J.M. and R.J. Sexton. "Determining Markdowns in Complicated Auctions." Department of Resource Economics, University of Massachusetts, Amherst. April 29, 2005.
- Crespi, J.M. "Generic Advertising's Long History and Uncertain Future," presented at the NEC-63 Spring Conference, The Economics of Commodity Promotion Programs. San Diego. March 17, 2005.
- Mulik, K. and J.M. Crespi. "Geographical Indications and the Trade Related Property Rights Agreement: A Case Study of Basmati Rice Exports," presented at the 2004 American Agricultural Economics Association Annual Conference in Denver, August 3.
- Crespi, J.M. and R.J. Sexton. "Can We Determine Markdowns in Complicated Auctions?" Department of Agricultural Economics, Kansas State University. October 7, 2003.
- Crespi, J.M. "Commodity Promotion: Who's Still Standing and for How Long?" 2003 Risk & Profit Conference, Department of Agricultural Economics, Manhattan, Kansas. August 14-15, 2003.
- Crespi, J.M. and S. Marette "Some Economic Implications of Public Labeling." 2003 Conference on Environment, Information and Consumer Behaviour. Copenhagen, April.
- Crespi, J.M. and S. Marette "Some Economic Implications of Public Labeling." 2003 FAMPS Conference on Food Labeling. Washington, DC. March 21-22, 2003.
- Crespi, J.M. and A. Chacon. "Do U.S. Marketing Orders Have Much Market Power? An Examination of the Almond Board of California." presented at the 2002 American Agricultural Economics Association Annual Conference, July 29-31 in Long Beach.
- Crespi, J.M. and J.M. Peterson. "Do Ag Economists Ask the Right Questions?" 2002 Risk & Profit Conference, August 15-16, Manhattan, Kansas.
- Crespi, J.M. and R.J. Sexton. "Bidding for Cattle in the Texas Panhandle," presented at the 2002 Western Agricultural Economics Association Annual Conference, July 29-31 in Long Beach.
- Crespi, J.M. and S. Marette. "Are Equivalent Assessments for Marketing Orders Optimal if Products are Differentiated?" presented at the 2002 NEC-63 Fall Conference, October 22 in Washington, DC.
- Crespi, J.M. and S. Marette. "Industry Concentration and the Financing of Product Quality Regulations," presented at the 2002 Conference on the Economics of Contracts in Agriculture, July 21-23, Annapolis, Maryland.

John M. Crespi

GRADUATE ADVISING

Major Professor :

Chacón-Cascante, A. (MS 2004; PhD 2006)
Lopez-Andreu, M. (MS 2003)
Mulik, K. (PhD 2004)
Schwenneker, B. (MAB 2008)
Silva, J. (MS 2010)
Stoneman, K. (MS 2012)

Committee Member:

Alawan, M. (PhD-Econ 2004)
Alfonso, L. (MS 2002)
Al-Hamdi, M. (PhD-Econ 2005)
Ashraf, A. (PhD, Econ 2004)
Asperin, A. (PhD-outside chair 2007)
Brant, M. (PhD 2005)
Burbidge, L. (PhD 2010)
Cader, H.M. (PhD 2006)
Casada de Achaval, M. (MAB 2004)
Cobos, E. (MAB 2004)
Curtis, K. (PhD-outside chair 2005)
Ding, Y. (PhD 2005)
Dong, F. (PhD 2003)
Gao, Z. (PhD 2007)
Golden, B. (MAB 2001)
Grady, W. (MS 2003)

Grunewald, S. (MS 2002; PhD 2006)
Jaen-Celada, J. (MS 2011)
Lopez-Andreu, M. (PhD 2008)
Luea, H. (PhD-Econ 2005)
Marshall, M. (PhD 2002)
McKamey, M. (MAB, 2009)
Menefee, D. (MS 2013)
Mills, J. (MS 2001)
Mo, L. (PhD 2011)
Neill, C. (MS 2004)
N'Guessan, Y. (PhD 2002)
Ojede, A. (PhD 2009)
Oswald, D. (MS 2008)
Pendell, D. (PhD 2006)
Sancewich, B. (PhD 2013)
Schlosser, J. (MS 2008)
Schnitz, C. (MS 2008)
Slattery, R. (MS 2009)
Tsoodle, L. (PhD 2005)
White, K. (MS 2009)
Wibowo, R. (PhD)
Xue, Lisi (PhD)
Yamaura, K. (PhD 2012)
Zereyesus, Y. (MS 2009)

COURSES TAUGHT

Course	Academic Year	Student Evaluation
AGEC 318: Food & Agribusiness Management (Kansas State)	2000-01	3.7/5
AGEC 500: Production Econ (e.g. Intermediate Micro; Kansas State)	2013-14	4.5/5
AGEC 515: Food & Agribusiness Marketing (Kansas State)	2001-03, 2005, 2007-09	4.2/5
AGEC 880: Agribusiness Industry Structures (Kansas State)	2003, 2005, 2006, 2012-14	4.6/5
AGEC 901: Economic Research Methods (Kansas State)	2002-2009, 2011-14	4.4/5
AGEC 936: Quantitative Topics in Econ. (Limited Dependent Variables section; Kansas State)	2001-2005, 2007-2009, 2011-12	----
EEP/IAS 118: Intro. Appl. Econometrics (UC Berkeley)	2010	6.5/7
ECON 466: Agricultural Finance (Iowa State)	2015	

Notes: "Student Evaluation" is the simple average of "Overall Teaching Effectiveness" score from end-of-term evaluations. AGECE 936 is a series of team-taught doctoral seminars; individual sections are not evaluated.

John M. Crespi

UNIVERSITY & PROFESSIONAL SERVICE

- Associate Editor, *Applied Economic Perspectives & Policy*, 2015-present.
- Associate Editor, *Journal of Agricultural & Food Industrial Organization*, 2007-present.
- Guest Editor with A.S. Bruce and J.L. Lusk, Special Issue, *Journal of Agricultural & Food Industrial Organization*, 2015.
- Departmental Graduate Program Committee, KSU, 2004-2008, 2014, 2015.
- AAEA Awards Publication of Enduring Quality Subcommittee 2013-present.
- Director of Graduate Studies, Department of Agricultural Economics, KSU 2009-2013.
- Associate Editor, *American Journal of Agricultural Economics*, 2006-2009.
- Topic Leader, AAEA IO-Supply Chain Management Selected papers 2008, 2009.
- Departmental Search Committee, KSU (Dept. Head position), 2008, 2013 (chair), 2014 (chair).
- WAEA Thesis Awards Committee Chair, 2009.
- Treasurer, NEC-63, Research Committee on Commodity Promotion, 2005-2007.
- Advisory Board Member, Arthur Capper Cooperative Center, 2000-present.
- College Search Committee, KSU (Assoc Dean position), 2008.
- College Diversity Committee, KSU 2001, 2002.
- Joint (Agricultural Economics/Economics) Graduate Committee, KSU 2004-2008.
- Departmental Preliminary Examination Committee, KSU 2002, 2003, 2005, 2006, 2014, 2015
- Departmental Search Committee (faculty line), KSU 2002, 2005(chair), 2009, 2011.
- Departmental Seminar Committee, KSU 2000-2004.
- Gamma Sigma Delta Awards Committee, KSU 2001-2004.
- Undergraduate Advising, KSU approximately 30 undergraduates per year, 2000-2015.

AWARDS & RECOGNITION

William Murray Memorial Seminar Speaker, Iowa State University	2013
Western Agricultural Economics Association Award for Outstanding Published Research	2006
Gamma Sigma Delta Early Career Award for Teaching & Research	2004
American Agricultural Economics Association Award for Outstanding Dissertation	2001
Gordon A. King Award for Outstanding Dissertation (UC Davis)	2001
USDA National Needs Fellow	1997
USDA National Needs Fellow	1996
USDA National Needs Fellow	1995
Omicron Delta Epsilon, International Honor Society in Economics	1993

CONSULTING EXPERIENCE

Almond Board of California	Ocean Spray Cranberries
California Prune Board	U.S. Department of Agriculture
California Table Grape Commission	U.S. Department of Justice
Kansas Wheat Commission	

PROFESSIONAL MEMBERSHIPS

Agricultural & Applied Economics Association
American Economic Association
Society for Neuroeconomics