

CHRISTOPHER R. GUSTAFSON

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Present Address

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CURRENT POSITION

Associate Professor, Behavioral Economics and Health Disparities. Department of Agricultural Economics, University of Nebraska-Lincoln 2019-Present

EDUCATION/EXPERIENCE

Assistant Professor, Behavioral Economics and Health Disparities. Department of Agricultural Economics, University of Nebraska-Lincoln 2013-2019

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: 40 as of 7/19/2023 (* = First author is advisee.)

1. **Gustafson, C.R.**, K.R. Brooks, S.I.A. Meerza, and A. Yiannaka. 2023. Emotional responses to COVID-19 stressors increase information avoidance about an important unrelated health threat. *PLOS ONE*. Forthcoming.
2. Tuyizere, O.* and **C.R. Gustafson**. 2023. The relationship of active consideration of health outcomes and intertemporal preferences to choice process variables and nutrition: Evidence from an experiment on food choice. *Frontiers in Behavioral Economics*; 2: <https://doi.org/10.3389/frbhe.2023.1219281>
3. **Gustafson, C.R.** 2023. Evaluating the Relative Impact of Multiple Healthy Food Choice Interventions on Choice Process Variables and Choices. *Appetite*: <https://doi.org/10.1016/j.appet.2023.106596>

4. Timu, A.G.*, **C.R. Gustafson**, and T. Mieno. 2023. The gendered impacts of index insurance on food consumption: Evidence from Southern Ethiopia. *Climate Services*, 30: <https://doi.org/10.1016/j.cliser.2023.100355>
5. **Gustafson, C.R.** and D.J. Rose. 2023. Consideration of nutrients of public health concern highlighted in the Dietary Guidelines for Americans 2020-2025 during food choice among a large sample of US-based primary shoppers. *Appetite*, 181(1): <https://doi.org/10.1016/j.appet.2022.106399>
6. **Gustafson, C.R.** 2022. Active Consideration of Future Health Can Be Prompted by Simple Health Messages and Improves Nutritional Quality of Food Choices. *Frontiers in Nutrition*, 9: <https://doi.org/10.3389/fnut.2022.926643>
7. Tuyizere, O.* and **C.R. Gustafson**. 2022. The Impact of Active Consideration of Health Outcomes on the Nutritional Quality of Food Choices. *Current Developments in Nutrition*, 6(S1): <https://doi.org/10.1093/cdn/nzac059.024>
8. Meerza, S.I.A.*, S. Gulab, K.R. Brooks, **C.R. Gustafson**, and A. Yiannaka. 2022. US Consumer Attitudes toward Antibiotic Use in Livestock Production. *Sustainability*, 14(12), 10.3390/su14127035.
9. Gitungwa, H.* and **C.R. Gustafson**. 2022. How Do Consumers' Beliefs about Product Price, Taste, and Health Affect Attention to Health-Differentiated Product Sets? *Current Developments in Nutrition*, 6(S1): <https://doi.org/10.1093/cdn/nzac059.014>
10. **Gustafson, C.R.**, and D.J. Rose. 2022. US Consumer Identification of the Health Benefits of Dietary Fiber and Consideration of Fiber When Making Food Choices. *Nutrients*, 14, 2341. <https://doi.org/10.3390/nu14112341>
11. Alhassan, M.*, **C.R. Gustafson**, and K. Schoengold. 2022. Effects of information on smallholder irrigation farmers' willingness to pay for groundwater protection. *Agricultural Economics*. <https://doi.org/10.1111/agec.12695>
12. Beghin, J.C. and **C.R. Gustafson**. 2021. Consumer Valuation of and Attitudes towards Novel Foods Produced with New Plant Engineering Techniques: A Review. *Sustainability*. 13(20), 11348. <https://doi.org/10.3390/su132011348>
13. **Gustafson, C.R.**, K. Arslain, and D.J. Rose. 2021. High BMI predicts attention to less healthy product sets: Can a prompt lead to consideration of healthier sets of products? *Nutrients*. <https://doi.org/10.3390/nu13082620>
14. Arslain, K.*, **C.R. Gustafson**, and D.J. Rose. 2021. The effect of health prompts on product consideration, attention to information, and choice in large product assortments: the case of fiber. *Food Quality and Preference*. <https://doi.org/10.1016/j.foodqual.2021.104329>.
15. Bairagi, S., **C.R. Gustafson**, M.C. Custodio, J. Ynion, & M. Demont. 2021. "What drives consumer demand for packaged rice? Evidence from South and Southeast Asia." *Food Control*. 108261 <https://doi.org/10.1016/j.foodcont.2021.108261>
16. Mbarushimana, J.-C.*, **C.R. Gustafson**, H. Gitungwa, & E. Zeballos. 2021. "The Relationship between Bodyweight Status and Weight Perception Explains Differences in

Calories Ordered in a Food Choice Exercise.” *Nutrients* 13(6), 1794

<https://doi.org/10.3390/nu13061794>

17. Meerza, S.I.A.* , K.R. Brooks, **C.R. Gustafson**, & A. Yiannaka. 2021. “Information avoidance behavior: Does ignorance keep us uninformed?” *Food Policy*. 102067
<https://doi.org/10.1016/j.foodpol.2021.102067>
18. Gitungwa, H.* , **C.R. Gustafson**, E. Jimenez, E.W.F. Peterson, M. Mwanzalila, A. Makweta, E. Komba, R.R. Kazwala, J.K. Mazet, and E. VanWormer. 2021. “The Relationship between Male and Female-controlled Assets and Household Food Security and Nutrition Status among Tanzanian Pastoralists.” *One Health Outlook* 3(3) <https://doi.org/10.1186/s42522-020-00032-5>
19. Arslain, K.* , **C.R. Gustafson**, and D.J. Rose. 2020. “Point-of-decision Prompts Increase Dietary Fiber Content of Consumers’ Food Choices in an Online Grocery Shopping Simulation.” *Nutrients* 12(11);3487: <https://doi.org/10.3390/nu12113487>
20. May, A.-M., M. McGarvey, **C.R. Gustafson**, and T. Mieno. 2020. “Gender, Environmental Issues and Policy: An Examination of the Views of Male and Female Economists.” *Ecological Economics*. <https://doi.org/10.1016/j.ecolecon.2020.106877>
21. Arslain, K.* , **C.R. Gustafson**, P. Baishya, and D.J. Rose. 2020. “Determinants of gluten-free diet adoption among individuals without Celiac disease or non-Celiac gluten sensitivity.” *Appetite*, 156: <https://doi.org/10.1016/j.appet.2020.104958>
22. **Gustafson, C.R.** and E. Zeballos. 2020. “The Effect of Presenting Relative Calorie Information on Calories Ordered.” *Appetite*, 153: <https://doi.org/10.1016/j.appet.2020.104727>
23. Arslain, K.* , P. Baishya* , **C.R. Gustafson**, and D.J. Rose. 2020. “The relationship of perceived health benefits and information sources to following a gluten-free diet among people without Celiac disease or non-Celiac gluten sensitivity.” *Current Developments in Nutrition*. 4(S2): https://doi.org/10.1093/cdn/nzaa051_001
24. Meerza, S.I.A.* and **C.R. Gustafson**. 2020. “Consumers' Response to Food Fraud: Evidence from Experimental Auctions.” *Journal of Agricultural and Resource Economics*. 45(2): 219-231.
25. Meerza, S.I.A.* and **C.R. Gustafson**. 2019. “Does Prior Knowledge of Food Fraud Affect Consumer Behavior? Evidence from an Incentivized Economic Experiment.” *PLoS ONE*. 14(12): e0225113. <https://doi.org/10.1371/journal.pone.0225113>
26. **Gustafson, C.R.** 2019. “Front-of-pack Nutrition Labels and Point-of-Decision Strategies to Improve Food Choice Quality.” *American Journal of Public Health*, 109(12): 1624-1625. <https://doi.org/10.2105/AJPH.2019.305384>
27. **Gustafson, C.R.** and M. Prate. 2019. “Healthy Food Labels Tailored to a High-Risk, Minority Population More Effectively Promote Healthy Choices than Generic Labels.” *Nutrients*, 11(2272), <https://doi.org/10.3390/nu11102272>

28. **Gustafson, C.R.** and E. Zeballos. 2019. "Cognitive aids and food choice: real-time calorie counters reduce calories ordered and correct biases in calorie estimates." *Appetite*, 141: <https://doi.org/10.1016/j.appet.2019.104320>
29. **Gustafson, C.R.**, R. Kent, and M. Prate. 2018. "Retail-based healthy food point-of-decision prompts (PDPs) increase healthy food choices in a rural, low-income, minority community." *PLoS ONE*, 13(12): 1-11 <https://doi.org/10.1371/journal.pone.0207792>
30. **Gustafson, C.R.**, N. Rakhmatullaeva, S.E. Beckford, A. Ammachathram, A. Cristobal, and K. Koehler. 2018. "Exercise and the timing of snack choice: Healthy snack choice is reduced in the post-exercise state." *Nutrients*, 10(12), 1941-1952. <https://doi.org/10.3390/nu10121941>. *Featured Article*
31. **Gustafson, C.R.** and E. Zeballos. 2018. "The effect of ingredient-specific calorie information on calories ordered." *Preventive Medicine Reports*. 12: 186-190. <https://doi.org/10.1016/j.pmedr.2018.09.013>
32. VanWormer, E., J. Mlawa, E. Komba, **C.R. Gustafson**, H. Mrema, and J.M. Dauer. 2018. "Using art and story to explore how primary school students in rural Tanzania understand planetary health: a qualitative analysis." *The Lancet Planetary Health*. 2(S18): [https://doi.org/10.1016/S2542-5196\(18\)30103-7](https://doi.org/10.1016/S2542-5196(18)30103-7)
33. Rehkamp, S. *, A. Azzam, and **C.R. Gustafson**. 2017. "The Medical Cost Savings of Changes to Healthier U.S. Diets," *Food Studies*. 7(4): 1-17.
34. **Gustafson, C.R.**, B.M. Abbey, and K.A. Heelan. 2017. "Impact of children's involvement in the design process on the effectiveness of healthy food promotion materials," *Preventive Medicine Reports*. 6: 246-250. <https://doi.org/10.1016/j.pmedr.2017.03.010>
35. Rehkamp, S. *, A. Azzam, and **C.R. Gustafson**. 2017. "The Environmental Costs of Changes to Healthier Diets in the U.S.," *Food Studies*. 7(2): 11-22.
36. **Gustafson, C.R.**, T.J. Lybbert, and D.A. Sumner. 2016. "Consumer knowledge affects valuation of product attributes: Experimental results for wine," *Journal of Behavioral and Experimental Economics*. 65: 85-94 <http://dx.doi.org/10.1016/j.socec.2016.08.004>.
37. **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. *Awarded Best Article in *Agricultural Economics*, 2016
38. **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.
39. **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.
40. **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

BOOK CHAPTERS: 1

Gustafson, C.R. and M. Perlinger. 2017. “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: 1

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

OTHER PUBLICATIONS: 21

1. Gustafson, C.R. and A. Champetier. 2023. Could Information About Honey Fraud Increase Consumers’ Valuation of Domestic Honey in the Face of Rising Honey Imports in the U.S. and EU? *Yeutter Institute Brief*, June 28, 2023.
2. Gustafson, C.R. 2022. Active consideration of health and nutritional quality of food choices. *Cornhusker Economics: University of Nebraska-Lincoln Extension*, August 3, 2022.
3. Gustafson, C.R. 2021. Weight status perceptions and food choice. *Cornhusker Economics: University of Nebraska-Lincoln Extension*, August 4, 2021.
4. Gustafson, C.R. 2021. Why do people follow popular, or fad, diets? *Cornhusker Economics: University of Nebraska-Lincoln Extension*, January 13, 2021.
5. Meerza, S.I.A., E. Yiannaka, C.R. Gustafson, and K. Brooks. Informing the (Willfully) Uninformed. *Cornhusker Economics: University of Nebraska-Lincoln Extension*, October 30, 2019.
6. Gustafson, C.R. 2019. Does Targeting Healthy Food Labels to Populations at High Risk of Diet-Related Diseases Increase Label Effectiveness? *Cornhusker Economics: University of Nebraska-Lincoln Extension*, October 2, 2019.
7. Gustafson C.R. 2019. Point-of-decision Prompts and Cognitive Resources. *Cornhusker Economics: University of Nebraska-Lincoln Extension*, May 29, 2019.
8. Gustafson C.R. and Zeballos E. 2019. Per-ingredient Calorie Information Reduces Calories Ordered More in a Food-Away-from-Home Setting than Information Provided per Item. *Cornhusker Economics: University of Nebraska-Lincoln Extension*, February 6, 2019.
9. Meerza I. and Gustafson C.R. 2018. Consumer Response to Fraudulent Producer Behavior in the Agri-food Marketing System. *Cornhusker Economics: University of Nebraska-Lincoln Extension*, May 30, 2018.
10. Gustafson C.R. 2017. Livestock Production and Health. *Cornhusker Economics: University of Nebraska-Lincoln Extension*, October 4, 2017.
11. Gustafson C.R. 2017. Healthy Food Promotion: The role of information framing, cognitive processes, and social influence. *Cornhusker Economics: University of Nebraska-Lincoln Extension*, June 7, 2017.
12. Gustafson C.R. 2016. Point-of-purchase Efforts to Increase Healthy Food Choice. *Cornhusker Economics: University of Nebraska-Lincoln Extension*, October 26, 2016

13. 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
14. 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
15. Gustafson, C.R. 2015. “Health, Obesity, and Behavioral Economics.” *Cornhusker Economics: University of Nebraska-Lincoln Extension*, January 7, 2015
16. 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.
17. 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*.
18. 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.
19. 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*
20. 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*
21. 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

Invited Seminars: 8

Sokoine University of Agriculture Agricultural Economics Seminar. “Intertemporal Preferences and Asymmetric Attention to Opportunity Costs: A Study on the Nutritional Quality of Food Choices.” Morogoro, Tanzania. July 6, 2023.

University of Nebraska-Lincoln CABIN (orig. *Cognition and Biopsychology in Nebraska*) Seminar. “Preferences and attention: How do intertemporal preferences and active consideration of health outcomes relate to the nutritional quality of food choices?” Lincoln, NE. November 21, 2022.

Nebraska Center for Prevention of Obesity Disease PI Meeting. “Health promotion in complex food choice environments: the effect of prompts messages on attention to products, nutrient information, and nutritional quality.” November 19, 2021.

University of Nebraska-Lincoln CABIN (orig. *Cognition and Biopsychology in Nebraska*) Seminar. “Health promotion in complex food choice environments: the effect of decision

prompts on attention to products, nutrient information, and choice.” Lincoln, NE. August 31, 2020.

Durham University (UK) Business School Economics Department Seminar. “Behavioral Economic Interventions to Address Diet-related Health Disparities in a Rural, Low-Income Minority Population.” Durham, UK. June 4, 2018.

University of Nebraska-Lincoln Department of Food Science and Technology Seminar Series. “Promoting Healthy Food Choice: Evidence from Behavioral Economics.” Lincoln, NE. January 23, 2017.

University of Maine School of Economics Seminar, 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.

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.

Conferences/Outreach: 67

Agricultural and Applied Economics Association (AAEA) Annual Conference. “How Does Incomplete Consideration of Consumer Products Affect Valuation Estimates? Using Choice Process Variables to Document Considered Products.” Anaheim, CA. August 2, 2022. Presented by H. Gitungwa.

Agricultural and Applied Economics Association (AAEA) Annual Conference. “The Relationship between Consumers’ Beliefs about Product Price, Taste, and Health and Product Consideration” Anaheim, CA. August 2, 2022. Presented by H. Gitungwa.

Agricultural and Applied Economics Association (AAEA) Annual Conference. “An Economic Analysis of a “Portion Size Reduction” Policy” Anaheim, CA. August 2, 2022. Presented by H. Hosni, with S. Banerjee.

Western Agricultural Economics Association (WAEA) Annual Conference. “How consumers’ beliefs about product price, taste, and health affect their product consideration.” Santa Fe, NM. June 27, 2022. Presented by H. Gitungwa.

Western Agricultural Economics Association (WAEA) Annual Conference. “Effects of incomplete consideration of consumer products on valuation estimates.” Santa Fe, NM. June 27, 2022. Presented by H. Gitungwa.

Western Agricultural Economics Association (WAEA) Annual Conference. “The impact of discounting behavior and active consideration of health on the nutritional quality of food choices: Evidence from an online experiment.” Santa Fe, NM. June 27, 2022. Presented by O. Tuyizere.

American Society for Nutrition (ASN) Annual Conference. “How Do Consumers’ Beliefs About Product Price, Taste, and Health Affect Attention to Health-Differentiated Product-Sets?” Online. June 1, 2022. Presented by H. Gitungwa.

- American Society for Nutrition (ASN) Annual Conference. “The impact of active consideration of health outcomes on the nutritional quality of food choices.” Online. June 1, 2022. Presented by O. Tuyizere.
- Agricultural and Applied Economics Association (AAEA) Annual Conference. “Predicting Information Avoidance Behavior Using Machine Learning.” Austin, TX. August 2, 2021. Presented by S.I.A. Meerza, with K. Brooks and A. Yiannaka.
- Western Agricultural Economics Association (WAEA) Virtual Annual Conference. “Consumer Acceptance of Antibiotic Use in Livestock Products.” June 30, 2020. Presented by Imran Meerza, with K. Brooks, S. Gulab, and A. Yiannaka.
- Western Agricultural Economics Association (WAEA) Virtual Annual Conference. “The role of gender in conservation implementation on leased farmland—Theory and experimental evidence.” June 29, 2020. Presented by Diya Ganguly, with S. Banerjee.
- Northeastern Agricultural and Resource Economics Association. “The Role of Gender Identity in Generating Ecosystem Services Benefits from Rented Farmland - A Theoretical Analysis.” June 18, 2020. Presented by Diya Ganguly, with S. Banerjee.
- American Society for Nutrition (ASN) Annual Conference. “The relationship of perceived health benefits and information sources to following a gluten-free diet among people without Celiac disease or non-Celiac gluten sensitivity.” Online. June 2020. Presented by K. Arslain, with P. Baishya and D. Rose.
- 9th Annual Antibiotic Symposium. “Information Avoidance Behavior: Does Ignorance Keep Us Uninformed?” Ames, IA. October 16, 2019. Presented by K. Brooks, with S.I.A. Meerza, and A. Yiannaka.
- Lincoln Kiwanis Club. “Healthy food promotion and choice: Increasing the effectiveness of promotional campaigns through involvement.” September 26, 2019.
- Agricultural and Applied Economics Association (AAEA) Annual Conference. “Information Avoidance Behavior: Does Ignorance Keep Us Uninformed?” Atlanta, GA. July 23, 2019. Presented by S.I.A. Meerza, with K. Brooks and A. Yiannaka.
- ARD/US Marc Research Symposium. “Understanding attitudes towards antimicrobial risk-reducing practices.” May 2, 2019. Presented by A. Yiannaka, with K. Brooks, S. Gulab, and S.I.A. Meerza.
- Nebraska One Health Symposium. “Avoiding information about antimicrobial resistance: the role of consumer knowledge.” Ashland, NE. December 6, 2018. Presented by I. Meerza, with A. Yiannaka and K. Brooks.
- Sustainable Development Conference. “Pastoralists’ Water, Sanitation, and Hygiene (WASH)-related Preventive Health Behaviors in Tanzania.” Ann Arbor, MI. November 10, 2018. Presented by M. Ahamad, with Mwokozi Mwanzalila, Asha Makweta, Elizabeth Komba, Rudovick Kazwala, Jonna Mazet, Elizabeth VanWormer.
- Agricultural and Applied Economics Association (AAEA) Annual Conference. “Indemnity Payouts, Learning from Others, and Index Insurance Uptake.” Washington, DC. August 7, 2018. Presented by A. Timu, with M. Ikegami and N. Jensen.

- Agricultural and Applied Economics Association (AAEA) Annual Conference. “Consumer Perception and Response to Food Fraud.” Washington, DC. August 6, 2018. Presented by I. Meerza.
- Western Agricultural Economics Association (WAEA) Annual Conference. “Consumer Perception and Response to Food Fraud.” Anchorage, AK. June 25, 2018. Presented by I. Meerza.
- Planetary Health Alliance Annual Conference. “Using art and story to explore how primary school students in rural Tanzania understand planetary health: a qualitative study in process.” Edinburgh, UK. May 30, 2018. Presented by E. VanWormer.
- North American Economic Sciences Association (ESA) Annual Conference. “The Effects of Menu Labeling when Building Your Own Meal.” Richmond, VA. October 21, 2017. Co-presented with E. Zeballos.
- Duke-UNC USDA BECR Center PI Meeting. “Testing Locally Designed Labels and Social Norm-based Incentives on Food Choice in a Native American Community.” Washington, D.C. August 18, 2017.
- Duke-UNC USDA BECR Center PI Meeting. “Building Effective Retail Partnerships for Research: Panel Presentation.” Washington, D.C. August 18, 2017.
- Nebraska Summer Research Symposium. “Lesson Learned: Latent Group Detection in Tanzanian Pastoralists' Values for Education.” Lincoln, NE. August 9, 2017. With B. Mahoney (Presenter) and E. VanWormer.
- Agriculture and Applied Economics Association (AAEA) Annual Meetings. “Effects of Information Framing on Smallholder Irrigation Farmers' Willingness to Pay for Groundwater Protection: The Case of Vea Irrigation Scheme in Ghana.” Chicago, IL. July 31, 2017. With M. Alhassan (Presenter) and K. Schoengold.
- Agriculture and Applied Economics Association (AAEA) Annual Meetings. “Label Position and its Impacts on WTP for Products Containing GMO.” Chicago, IL. July 31, 2017. With R. Gautam (Presenter) and K. Brooks.
- Daugherty Water for Food Global Institute Research Forum. “Behaviors to Mitigate the Risk of Waterborne Illness: An Analysis of Pastoralist Households in Rural Tanzania.” Lincoln, NE. May 11, 2017. With M. Ahamad (Presenter) and E. VanWormer.
- 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. With E. Vanwormer, R. Kazwala, A. Makweta, M. Mwanzalila (presenter), J.K. Mazet.
- Tanzanian Veterinary Association Annual Meeting, "Poultry's Potential for Livelihood Improvement in Pastoral Households: Evidence from Tanzania," Arusha, Tanzania. December 1, 2015. With E. Vanwormer, R. Kazwala, E.Y. Jimenez, A. Makweta, M. Mwanzalila (presenter), J.K. Mazet.
- 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. With E. Vanwormer, R. Kazwala, E.Y. Jimenez, A. Makweta, M. Mwanzalila (presenter), J.K. Mazet.
- Rural Futures Conference, "Discovering the Future: Charting a Rural Research Path," Panel Presentation. 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.
- 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.
- 6th 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.
- 6th 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).
- 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.
- Feed the Future Food Security Innovation Labs: Collaborative Research Programs (CRSP) Council Meeting 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: 26

USDA AFRI Foundational Program, *Incomplete Consumer Consideration in Food Product Markets: Implications for Valuation Estimates, Research, and Policy*, 01/01/2023-12/31/2026: \$500,196. Role: PI.

USDA FAS Pulse Crop Health Initiative, *Targeted messaging highlighting human health and sustainability benefits to promote pulse consumption*. 09/01/2022-08/31/2025: \$269,477. Role: PI.

UNL Agricultural Research Division Revision Award, *Revision of Gustafson USDA AFRI Economics, Markets and Trade Proposal*. 03/06/2022-10/06/2022: \$39,814. Role: PI.

UNL Research Council Faculty Seed Grant, *The impact of information in complex versus simple settings on consumer valuation*. 01/01/2022-12/31/2022: \$10,000. Role: PI.

NIH Nebraska Center for the Prevention of Obesity Diseases, *Health promotion in complex food choice environments: the effect of decision prompts on attention to products, nutrient information, and choice*, 01/01/2021-05/31/2021: \$50,000. Role: PI.

Central Nebraska Economic Development District, *Impact of local meat demand on Nebraska economic development and opportunities for expansion of meat in the “Farm to School” lunch program*, 01/01/2021-12/31/2021: \$10,965. Role: Collaborator.

USDA Gus Schumacher Nutrition Incentive Program, *Double-up food bucks expansion: fruit and vegetable incentive programs in rural food access points*. 09/01/2020-08/31-2023. \$1,000,000. Role: Co-PD.

USDA Economic Research Service Cooperative Agreement, *The effects of nutrition information framing and presentation on food-away-from-home consumption*. 09/1/2019-08/31/2021. \$28,923. Role: PI.

USDA FAS Scientific Exchanges Fellowship Program, *Africa SPS TBT Pilot Initiative*. (PI: Calegare). 8/30/2019-8/31/2021. \$400,000. Role: Fellow Mentor.

UNL Agricultural Research Division (ARD) & US Meat Animal Research Center Research Collaborations, *Understanding Attitudes towards Antimicrobial Risk-Reducing Practices*. (PI: Brooks). 09/15/2017-09/14/2021. \$120,000. Role: Co-PI

UNL ARD Wheat Innovation Fund, *Understanding Consumer Attitudes towards Gluten and Gluten-free Products*. 07/01/2017-06/30/2021. \$149,581. Role: PI

University of Nebraska Food for Health Initiative. *Understanding the Effect of Exercise on Future Food Intake: The Role of Behavioral, Physiological, and Neural Mechanisms Seed Grant*. (PI: Koehler.) 06/01/2017-05/31/2019. \$150,000. Role: Co-PI.

USDA Duke-UNC 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*. 11/01/2016-10/31/2017. \$44,734. Role: PI

Daugherty Water for Food Global Institute Graduate Research Assistantship. *Behaviors to Mitigate the Risk of Waterborne Illness: An Analysis of Pastoralist Households in Rural Tanzania*. 06/01/2016-05/31/2019. \$49,000. Role: PI

University of Nebraska Food for Health Initiative. *Managing food production landscapes for healthy people, animals, and ecosystems planning grant*. (PI: VanWormer.) 06/01/2016-05/31/2017. \$15,000. Role: Co-PI.

University of Nebraska Food for Health Initiative. *Understanding the Effect of Exercise on Future Food Intake: The Role of Behavioral, Physiological, and Neural Mechanisms Planning Grant*. (PI: Koehler.) 06/01/2016-05/31/2017. \$20,000. Role: Co-PI.

UNL ARD Multistate Hatch. *NC-TEMP1196: Food systems, health, and well-being: understanding complex relationships and dynamics of change*. (PI: Dev). 10/2016-9/2021. \$374,999. Role: Investigator.

UNL ARD Strategic Funds. *Evaluating the impacts of livestock health and human nutrition education on herd health, maternal and child nutrition status, and pastoralist livelihoods in rural Tanzania*. 05/2015-12/2017. \$22,232. Role: PI.

UNL Big Ideas Grants: Planning Grant, *Through the Lens of Social Neuroscience: Toward a Richer Understanding of Decision-making Behavior in Important Domains of Life*. (PI: May). 04/2015-12/2016. \$10,000. Role: Co-PI.

USDA 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.

USDA 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.

USAID Adapting Livestock to Climate Change Innovation Lab (LCCIL) Minigrant Program, *Linking an emerging disease of sheep and goats to climate, nutrition, and gender*. (PI: Mazet). 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.

USAID Adapting Livestock to Climate Change-Collaborative Research Support Program (LCC-CRSP), *Strengthening Tanzanian Livestock Health and Pastoral Livelihoods and Nutrition in a Changing Climate*. (PI: Mazet): 12/2011-06/2015: \$671,981. Role: Co-PI.

USAID Adapting Livestock to Climate Change-Collaborative Research Support Program (LCC-CRSP) Seed Grant, *Strengthening Tanzanian Livestock Health and Pastoral Livelihoods in a Changing Climate*. (PI: Gardner): 01/2011-12/2011: \$80,000. Role: Post-Doctoral Scholar.

USDA National Research Initiative Competitive Grants Program, *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.

TEACHING AND ADVISING

Courses Taught (*=New evaluation scale out of 5.)

Graduate:

Behavioral and Experimental Economics (AECN 818)

- Spring 2016: 7 students. Aggregate Course Evaluation (7/7): 3.37
- Spring 2017: 10 students. Aggregate Course Evaluation (5/10): 3.4
- Spring 2018: 7 students. Aggregate Course Evaluation (4/7): 4.0
- Spring 2019: 10 students. Aggregate Course Evaluation (6/10): 3.67
- Spring 2021: 7 students. Aggregate Course Evaluation (3/6): 4.97*
- Spring 2023: 7 students. Aggregate Course Evaluation: (3/7): 4.73*

Undergraduate:

Introduction to Agricultural Economics-Thompson Scholars Section (AECN 141)

- Spring 2016: 11 students. Aggregate Course Evaluation (9/11): 2.42
- Fall 2016: 14 students. Aggregate Course Evaluation (12/14): 2.75
- Fall 2017: 17 students. Aggregate Course Evaluation (16/17): 3.13
- Fall 2018: 8 students. Aggregate Course Evaluation (2/8): 3.00
- Fall 2019: 14 students. Aggregate Course Evaluation (11/14): 4.71*

Virtual Study Tour of Africa from Morocco to Madagascar (AGRI 310)

- Summer 2020: 7 students. Aggregate Course Evaluation (5/7): 4.875*

Graduate Student/Post-Doc Mentoring

Master's Degree: 9

- Mattingly Perlinger (MS, Agricultural Economics), Spring 2016, “Impact of Healthy Food Labels on Consumer Choice and Valuation.”
- Jordyn Bader (MS, Agricultural Economics), Summer 2016, “The Influence of Projection Bias on Outcomes of Healthcare Financial Incentive Programs.”
- Mazbahul Ahamad (MS, Agricultural Economics), Summer 2016, “Ex-post Livestock Diseases and Pastoralists' Averting Decision in Tanzania.”
- Ruskin Gautam (MS, Agricultural Economics), Summer 2017, “Label Position and its Impacts on WTP for Products Containing GMO.”
- Henriette Gitungwa (MS, Agricultural Economics), Summer 2018, “The Relationship of Male and Female Pastoralist Income with Household Food Security and Nutrition Status in Tanzania: Maasai, Sukuma, and Barabaig Ethnic Groups.”
- Nigina Rakhmatullaeva (MS, Agricultural Economics), Summer 2018, “How Do Restaurant Menu Calorie Labeling Requirement and Exercise Impact Consumer Food Decision Making?”
- Pratiksha Baishya (MS, Agricultural Economics), Summer 2019, “How Does Identifying as Gluten-Free Impact Information Choice Regarding the Gluten-Free Diet?”
- Kristina Arslain (MS, Food Science and Technology), Summer 2020, “Consumer Attitudes, Knowledge, and Behavior: Understanding Gluten Avoidance and Point-of-Decision Prompts to Increase Fiber Consumption.”
- Olivier Tuyizere (MS, Agricultural Economics), Winter 2022, “The Role of Intertemporal Preferences, Active Consideration of Health Outcomes, and Simple Health Prompts on the Nutritional Quality of Food Choices.”

Ph.D.: 5

- Mustapha Alhassan (PhD, Agricultural Economics), Summer 2017, “Three Essays in Nonmarket Valuation: Estimating Farmers' Willingness to Produce Switchgrass; Protect Groundwater; and Consumers' Willingness to Pay for Safe Drinking Water.” Co-Advised with Karina Schoengold.
- Mazbahul Ahamad (PhD, School of Natural Resources), Winter 2019, “Essays on Health Education And Behavior, And Household Decision-Making.” Co-Advised with Elizabeth VanWormer.
- Anne Timu (PhD, Agricultural Economics), Winter 2021, “Essays on Consumer Behavior, Food Consumption, and Index Insurance.”
- Diya Ganguly (PhD, Agricultural Economics), Spring 2022, “Essays on Conservation Outcomes on Rented Farmland – Role of Gender.” Co-advised with Simanti Banerjee.
- Henriette Gitungwa (PhD, Agricultural Economics), Spring 2023, “Essays on incomplete consideration, consumers’ beliefs, and information on consumers’ choice.”

Current Advisees: 1

- MS: Samuel Olumide (Agricultural Economics).

Committee Member: 15

MS: 7

- Sarah Rehkamp (MS, 2014);
- Binod Khanal (MS, 2016);
- Sri Noor (MS, 2018);
- Sabrina Gulab (MS, 2018);
- Brooks Ronspies (MS, 2019);
- Emmanouil Petrakis (MS, 2019);
- Shara Akat (MS, 2023);

PhD: 4

- Imran Meerza (PhD, 2018);
- Badri Khanal (PhD, 2021);
- Susweta Ray (PhD, 2021);
- Hanin Hosni (PhD, 2023);

Other Departments: 4

- Angie Helseth (PhD, UNO Gerontology, ongoing)
- Francine Goh (PhD, UNL Psychology, ongoing)
- Stephanie Feltus (PhD, UNL Nutrition & Health Sciences, ongoing)
- Tirna Purkait (PhD, UNL Child, Youth, and Family Studies, ongoing).

Post-doctoral Scholar Mentoring: 2

- Syed Imran Ali Meerza. Project: *Understanding Attitudes towards Antimicrobial Risk-Reducing Practices*. 2018-19.
- Henriette Gitungwa. Project: *Targeted messaging highlighting human health and sustainability benefits to promote pulse consumption*. Ongoing.

FELLOWSHIPS, HONORS, & AWARDS

- Invited Editorial, *American Journal of Public Health*, 2019.
- JARE Outstanding Reviewer - 7 or fewer years of experience, 2019.
- Featured article in *Nutrients*, 2018.
- Abstract selected for Best Abstracts submitted to Planetary Health Alliance Annual Meeting, 2018.
- Best Article Published in *Agricultural Economics*: the journal of the International Association of Agricultural Economists for the article “Consumer Sorting and Hedonic Valuation of Wine Attributes: Exploiting Data from a Field Experiment.” Awarded 2017.
- Center for Great Plains Studies Faculty Fellow, 2017-Present.
- American Journal of Preventive Medicine Top Reviewer Award – 2015.
- Robert B. Daugherty Water for Food Global Institute Faculty Fellow, 2015-Present.

- 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

- Graduate Program Chair, Agricultural Economics Department, 2022-Present
- Senator, University of Nebraska-Lincoln Faculty Senate: 2019-Present
- Reviewer: >20 journals, including:
 - *Agricultural Economics*;
 - *Agricultural and Resource Economics Review*;
 - *American Journal of Agricultural Economics*;
 - *American Journal of Preventive Medicine*;
 - *American Journal of Public Health*;
 - *Appetite*;
 - *Economic Inquiry*;
 - *European Economic Review*;
 - *Food Policy*;
 - *Food Quality and Preference*;
 - *Journal of Agricultural and Food Industrial Organization*;
 - *Journal of Agricultural and Resource Economics*;
 - *Journal of Behavioral and Experimental Economics*;
 - *Journal of Economic Behavior and Organization*;
 - *Journal of Public Health*;
 - *Journal of Wine Economics*;
- Abstract reviewer, AAEA and WAEA annual meetings.
- Reviewer, U.S.-Israel Binational Agricultural Research Development (BARD) Fund Grant Program, 2016 and 2018.
- Reviewer, UNL Graduate Travel Grant Program, 2016-17.

- 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
- Economic Sciences Association