

Brian Roe
Curriculum Vitae

September 2009

Contact Information

Dept. Agricultural, Environmental
& Development Economics
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Education

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

Employment

Visiting Professor, Swiss Federal Institute of Technology, Institute for Environmental Decisions,
Zurich, Switzerland, August 2007 – July 2008.
Professor, Ohio State University, Dept. of Agricultural, Environmental and
Development Economics, July 2007 to present.
Associate Professor, Ohio State University, Dept. of Agricultural, Environmental and
Development Economics, July 2003 to June, 2007.
Assistant Professor, Ohio State University, Dept. of Agricultural, Environmental and
Development Economics, October 1998 to June 2003.
Staff Fellow, Food and Drug Administration, Center for Food Safety and Nutrition, Market
Studies Division, Washington, DC, June 1996 – September 1998.
Lecturer, University of Maryland, Dept. of Agricultural and Resource Economics, Spring, 1997.

Courses Taught

Production Economics (AEDE 806, Ph.D. core course)
Agribusiness Management (AED 401, undergraduate course for majors and minors)

Graduate Advising

Ph.D.'s: Renyuan Shao, Chia Hsing Wang, Pirouz Fourotan, Yun-Jae Hwang, Bidisha Mandal
(in progress): Michael Garcia, Dhiraj Sharma, Paula Cordero-Salas, Kyle Fluegge.

M.S.'s completed: Aaron Stockberger, Keisha Patent, Elena Garabis, (in progress): Anup Gampa

Honors and Awards

Gamma Sigma Delta, Ohio State University Chapter, Award of Merit, Extension Programming, 2006.

American Collegiate Schools of Planning, Best Conference Paper on Housing and Community Development, Annual Conference, November 2002. Roe was third author.

American Marketing Association's Thomas C. Kinnear Award for best article published in the *J. of Public Policy and Marketing* from 1998 to 2000. Roe was first author.

Outstanding Dissertation Award, University of Maryland – College Park, Dept. of Agricultural and Resource Economics, 1997-98.

Rhona Lantin Scholarship for Best Paper by a First-year Student, Dept. of Agricultural and Resource Economics, University of Maryland - College Park, 1993.

Graduate School Fellowship, University of Maryland - College Park, 1992-94.

Harry S. Truman Public Service Scholar, class of 1990.

Gamma Sigma Delta, Agricultural Honor Society, Alpha Zeta - Honorary Agriculture Fraternity

Professional Activities

Associate Editor, *American J. of Agricultural Economics*, 2004-07

Editorial Board, *Applied Economics Perspectives and Policy*, 2009 – present

Professional Memberships: American Economic Association, American Agricultural Economics Association, Society for Neuroeconomics

Reviewer:

American J. of Agricultural Economics, J. of Economics Dynamics and Control, European Rev. of Agricultural Economics, J. of Environmental Economics and Management, J. of Public Policy and Marketing, J. of Agricultural and Resource Economics, Marine Resource Economics, Food Policy, International Food and Agribusiness Management Review, J. of Agricultural and Applied Economics, Applied Economics, Social Science Quarterly, AgBioForum

Northeast Agric. and Resource Economics Assoc.: Annual Meetings Selected Papers

American Agricultural Economics Assoc.: Annual Meetings Selected Papers, various years

American Agricultural Economics Assoc.: Annual Meetings Selected Posters,

Coordinator of Reviews in Production Economics, 2002

Agricultural and Applied Economics Association

Member, Best Ph.D. Dissertation Selection Committee, 2006-07

Nominating Committee, 2008-10.

Board of Directors, Extension Section, 2004-2005.

Discussant: Association of Environ. & Res. Economics Annual Meetings, 1996, 2001.

Session Moderator:

Northeast Agric. and Res. Econ. Assoc. Annual Meetings, June 1999.

SERA-IEG-31, Economics of Risk in Agric. and Res., Annual Meeting, March 2001.

Funded Research

- Cooperative Agreement to Study Consumer Demand for Food Safety, Centers for Disease Control and Prevention, 1998-2003, \$946,447. (co-principal investigator)
- Evaluating Risk Management Strategies for Hog Producers: Research to Support Development of a Risk Management Computer Model and Education Program, Ohio State University Seed Grant, 1999-2000, \$27,000. (sole principal investigator).
- A Comprehensive Risk Management Education Program for Corn Belt Agriculture, USDA Risk Management Agency, 1999-2001, \$37,500. (investigator).
- Developing Value-Added Marketing Channels for a Vertically Coordinated Beef Production and Processing System in Ohio, Federal-State Marketing Improvement Program (Ohio Dept. of Agric. and USDA), \$203,000. (investigator).
- Designing an Effective Labeling Program for Genetically Engineered Food, US Department of Agriculture, National Research Initiative, \$180,000. (investigator)
- AgRisk OnLine: Internet Delivery of a Suite of Annotated, User-Friendly, Prospective Risk Management Tools for Crop and Livestock Producers, USDA Risk Management Education Program, \$50,000. (principal investigator).
- An Experimental Approach to Understanding and Improving the Contracting Choices of Corn Belt Hog Producers, Ohio Agricultural Research and Development Center, 2002 – 2003, \$33,816. (sole principal investigator).
- Assessing the Impact of Animal Agriculture on Exurban Property Values Using a Spatially Explicit Hedonic Analysis, Center for Urban and Regional Affairs, Ohio State University, \$28,591. (principal investigator).
- An Analytical and Experimental Analysis of Regulatory and Legal Restrictions on Agricultural Production Contracts, USDA, National Research Initiative, \$53,000 (investigator).
- FeedRisk OnLine: A User-Friendly, Web-Based Tool for Livestock Producers to Help Manage the Risks Associated with the Costs of Feed Inputs, US Department of Agriculture, Risk Management Agency, \$151,296 (investigator).
- Economics and Neuroscience: Using Functional Magnetic Resonance Imaging and Experimental Economics to Understand Behavioral Response to Economic Risk, Ohio Agricultural Research and Development Center, Competitive Interdisciplinary Grant, \$100,000 (principal investigator).
- An Experimental Investigation of Contractual Arrangements and Incentive Systems, Ohio Agricultural Research and Development Center, Competitive Seed Grant, 2005-2006, \$50,000 (collaborator).
- An Experimental Investigation of Contractual Arrangements and Incentive Systems, USDA, National Research Initiative, \$237,000, 2005-07 (investigator).
- Bargaining, Competition, and Efficiency in Production Contracts: An Experimental Analysis, Coop. Agreement, USDA Economic Research Service, \$130,000 (investigator) 2007-08
- Understanding the Competitiveness of Online Farm Machinery and Equipment Markets, USDA, National Research Initiative (principal investigator), \$490,181, 2007-2010
- Globalization, Changing Market Structure and the Biotechnology Sector, USDA, National Research Initiative (collaborator), \$183,790, 2008-2010

Scholarly Journal Articles

- (1) Teisl, Mario F., Kevin J. Boyle, and Brian Roe. "Conjoint Analysis of Angler Evaluations of Atlantic Salmon on the Penobscot River, Maine," *North American J. of Fisheries Management*, vol. 16:861-871, 1996.
- (2) Roe, Brian. "A Theoretical and Empirical Analysis of Family Migration and Household Production: A Comment," *Southern Economic J.*, vol. 63(1): 255-57, July 1996.
- (3) Roe, Brian, Kevin J. Boyle, and Mario F. Teisl. "Using Conjoint Analysis to Derive Estimates of Compensating Variation," *J. of Environmental Economics and Management* vol. 31:145-59 1996. Reprinted in Environmental Evaluation (Eds. Willis et al.), Edward Elgar Publishing Limited, Cheltenham, UK.
- (4) Moskovitz, David, Richard Cowart, Alan S. Levy and Brian Roe. "What Consumers Need to Know if Competition is Going to Work," *Electricity J.*, June 1998: 38-48.
- (5) Teisl, Mario F. and Brian Roe. "The Economics of Labeling: An Overview of Issues for Health and Environmental Disclosure," *Agr. Resource Econ. Rev.*, (October 1998):140-150.
- (6) Fein, Sara B. and Brian Roe. "The Effect of Work Status on Initiation and Duration of Breast Feeding," *American J. of Public Health*, vol. 88(7):1042-46, 1998.
- (7) Roe, Brian, Leslie A. Whittington, Sara B. Fein and Mario F. Teisl. "Is There Competition Between Breast-feeding and Maternal Employment?" *Demography*, vol. 36(2):157-71, May 1999.
- (8) Roe, Brian, Alan S. Levy and Brenda M. Derby. "The Impact of Health Claims on Consumer Search and Product Evaluation Outcomes: Results from FDA Experimental Data," *J. of Public Policy and Marketing*, vol. 18(1):89-105, Spring 1999.
- (9) Teisl, Mario F., Brian Roe and Alan S. Levy. "Ecocertification: Why It May Not Be a Field of Dreams," *American J. of Agricultural Economics*, vol. 81(5):1066-1071, December, 1999.
- (10) Teisl, Mario F. and Brian Roe. "Environmental Certification of Forest Products: How Should Consumers Be Informed?" *Journal of Forestry*, vol. 98(2):36-42, February, 2000.
- (11) Roe, Brian, Mario F. Teisl, Alan S. Levy, Kevin Boyle, Mark L. Messonnier, T. Lynn Riggs, Melissa J. Herrmann, and Felicia M. Newman. "Consumers' Assessment of the Food Safety Problem for Meals Prepared at Home and Reactions to Food Safety Labeling," *J. of Food Products Marketing*, vol. 6(4 2000): 9 – 26.

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

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

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

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

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

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

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

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

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

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

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

- (23) Roe, Brian, Tom S. Sporleder, and Betsy Belleville. "Hog Producer Preferences for Marketing Contract Attributes: Results of a Choice Experiment," *American J. of Agricultural Economics*, 86(February 2004):115-23.
- (24) Roe, Brian, Irwin, Elena G. and Morrow-Jones, Hazel A. "The Effects of Farmland, Farmland Preservation and Other Neighborhood Amenities on Proximate Housing Values: Results of a Conjoint Analysis of Housing Choice," *Land Econ.* 80(February 2004):55-75.
- (25) Roe, Brian. "Optimal Sharing of Food Safety Prevention Between Consumers and Industry and the Effect of Regulation and Liability," *American J. of Agricultural Economics* 86(May 2004):359-74.
- (26) Warren, K., Newsome, S. & Roe, B. "House and Housemate: An Exploratory Study of Residential Setting, Interpersonal Interactions and Aggression in Two Persons with Developmental Disabilities," *Journal of Social Service Research*, 30(4 2004):69-85.
- (27) Roe, Brian, Haab, Tim, and Sohngen, Brent. "The Value of Agricultural Economics Extension Programming: An Application of Contingent Valuation," *Rev. of Agricultural Economics*, 26(September 2004):373-390.
- (28) Morrow-Jones, Hazel A., Irwin, Elena G. and Roe, Brian. "Consumer Preference for Neotraditional Neighborhood Characteristics" *Housing Policy Debate* 15(1 2004):171-202.
- (29) Teisl, Mario F., Garner, Luke, Roe, Brian, Vayda, Michael. "Genetically Modified Food: What Are Mainers Thinking?" *Maine Policy Review* (Spring/Summer 2004):56-66.
- (30) Wu, Steven and Roe, Brian. "Behavioral and Welfare Effects of Tournaments and Fixed Performance Contracts: Some Experimental Evidence," *Amer. J. of Agric. Econ.* 87(February 2005):130-146.
- (31) Roe, Brian, Elena G. Irwin, Hazel A. Morrow-Jones. "Changes in Homeowner Preferences for Housing Density Following September 11, 2001," *Applied Economics Letters*, 12(February 2005):73-78.
- (32) Hwang, Y.-J., Roe, B., & Teisl, M.F. (2005). "An Empirical Analysis of United States Consumers' Concerns about Eight Food Production and Processing Technologies." *AgBioForum*, 8(1): 40-49. Available on the World Wide Web: <http://www.agbioforum.org>.
- (33) Hwang, Y-J., Roe, B., and Teisl, M.F. "Does Price Signal Quality? Strategic Implications of Price and Other Quality Signals for the Case of Genetically Modified Food," *International Food and Agribusiness Management Review*, vol. 9(1 2006):93-105

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

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

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

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

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

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

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

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

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

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

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

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

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

(47) Roe, Brian E. and David Just. (forthcoming) "Internal and External Validity in Economics Research: Tradeoffs between Experiments, Field Experiments, Natural Experiments and Field Data," *American Journal of Agricultural Economics*.

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

(49) Zabel, Astrid and Brian Roe. (accepted) "Optimal Design of Pro-Conservation Incentives," *Ecological Economics*.

Papers in Review or Preparation

Teisl, Mario F. and Brian Roe. "U.S. Consumers' Willingness to Pay to Reduce the Probability of Retail Foodborne Pathogen Contamination: National Results from a Stated Preference Survey." *In review*.

Mandal, Bidisha and Roe, Brian. "Changes in Risk Tolerance Due to Aging: Evidence from U.S. Panel Data." *In review*.

Roe, Brian and Wu, Steven. "Do the Selfish Mimic Cooperators? Experimental Evidence from Finitely-Repeated Labor Markets." *In review*.

Mandal, Bidisha, Brian Roe and Sara Fein. "The Effect of Work Status on Initiation and Duration of Breastfeeding in the United States," *In review*.

Wu, Steven and Roe, Brian. "Discretionary Latitude and the Nature of Relational Contracting."

Davidson, Erick and Brian Roe. "Do Professional Poker Tournament Players 'Know When to Fold'em'?"

Wu, Steven, Roe, Brian, and Sporleder, Thomas. "Mixed Tournaments, Common Shocks and Disincentives: An Experimental Study."

Bayoh, Isaac, Elena Irwin and Brian Roe. "Identifying Endogenous Spatial Effects in the Presence of Spatially Correlated Errors: An Application Investigating the Impact of Animal Operations on Nearby Property Values."

Book Chapters and Published Proceedings

Teisl, Mario F., Roe, Brian, and Mumma, Gerald. 2007. "One Step Forward...Consumer Reactions to Food Safety Technologies." Proceedings of the Food Distribution Research Society, in *Journal of Food Distribution Research*, 38(1):148-53.

Roe, B. E., and Haab, T. C. 2007. "Preference Reversal Asymmetries in a Static Choice Setting," in *Environmental Economics, Experimental Economics*. Todd Cherry, Jason Shogren and Stephan Kroll (eds.) Routledge Publishing, London, chapter 19.

Teisl, Mario F., Brian Roe. 2005. "Evaluating Factors the Impact the Effectiveness of Eco-labelling Programmes," in *Environment, Information, and Consumer Behavior*. Edited by Signe Krarup and Clifford S. Russell, Edward Elgar Publishing, Inc., Northampton, MA, pgs. 65-109.

Roe, B. E., Bowen, N., Davis, G. A., Fleming, R. D., Kleinschmidt, A. W., Langham, T. Lopshire, J. N., 2004. "Economic and Fiscal Impacts: A Case Study of Seven Recently Constructed Dairies in Van Wert County and Paulding County, Ohio," 2004 Triennial Conference - Change in Rural America: Social and Management Challenges, June 14 -16, 2004, Lexington, Kentucky.

Mario F. Teisl, Brian Roe, Mike Vayda, Nancy Ross. 2003. Willingness to Pay for Genetically Modified Foods with Bundled Health and Environmental Attributes in *Public Goods and Public Policy for Agricultural Biotechnology* (Proceedings of the International Consortium of Biotechnology Research). Ravello (Italy), June 29 – July 3.

Roe, Brian and Ian M. Sheldon. "The Impacts of Labeling on Trade in Goods that May be Vertically Differentiated According to Quality." *Global Food Trade and Consumer Demand for Quality*. Edited by Mary Bohman, Julie Caswell, and Barry Krissoff, Kluwer/Plenum Academic Press. 2002. pgs. 181-195.

Roe, Brian and Alan Randall. "Survey and Experimental Techniques as an Approach for Agricultural Risk Analysis." *A Comprehensive Assessment of the Role of Risk in U.S. Agriculture*. Edited by Richard Just and Rulon Pope, Kluwer Publishers, 2001.

Hooker, Neal H. and Brian Roe. "Cattle Marketing and Food Safety," in *Managing for Today's Cattle Market and Beyond, 2nd Edition*, Eds. Russell Tronstad and DeVon Bailey, Western Extension Marketing Committee, 2002.

Extension Bulletins, Working Papers, Non-refereed Articles and Agency Reports

Mario F. Teisl, Luke Garner, Michael Vayda and Brian Roe. 2003. "Labeling Genetically Modified Foods: How Do U.S. Consumers Want To See It Done?" Department of Resource Economics and Policy Staff Paper: 521, University of Maine.

Roe, Brian, Nancy Bowen, Greg Davis, Robert Fleming, Andy Kleinschmidt, Tony Langham, Jim Lopshire, Kendra Heffelfinger, and Mark Stockman. "Economic and Fiscal Impacts: A Case Study of Seven Recently Constructed Dairies in Van Wert County and Paudling County, Ohio," Department of Agricultural, Environmental and Development Economics Report Series 0032-03, Columbus, OH, May 2003.

Roe, Brian. "Purchasing and Sales Patterns of Ohio Dairy Farmers: Results from the 2002 Ohio State Dairy Survey," AEDE Report Series 0028-02, November 2002.

Mario F. Teisl, Lynn Halverson, Kelly O'Brien, Brian Roe, Nancy Ross and Mike Vayda. 2002. Designing a labeling policy for genetically modified foods: Results of focus group research. Maine Agricultural and Forest Experiment Station Technical Bulletin Number 185. 56 pages. October.

Boyles, Steven, Dan Frobose, and Brian Roe. "Ownership Options for Feeding Cattle," Ohio State University Extension Fact Sheet AS-15-02, 2002.

Roe, Brian and Mario F. Teisl. "Individual Willingness to Pay to Reduce Undesirable Probabilities: Reconsidering the Proportional Scope Test," 2001.

Teisl, Mario F. and Brian Roe. "Labeling Of Genetically Modified Foods: Exploring Possible Approaches," AEDE Working Paper 0019-01, 2001

Belleville, Elizabeth, Tom L. Sporleder, and Brian Roe. "Producer Attitudes About Contracting and New Generation Coops: Market Hogs in Ohio, Indiana, and Michigan," Farm Income Enhancement Program Series, December, 2000.

Herrmann, Melissa J. and Brian Roe. "Consumer Research on Tracking Approaches and Product vs. Supplier Labeling," Consumer Information Disclosure Series, National Council on Competition and the Electric Industry and the Regulatory Assistance Project, Gardiner, Maine, June 1998.

Teisl, Mario F., Brian Roe, and Alan S. Levy. "Knowledge, Practices and Attitudes Regarding Electricity and Electricity Deregulation Among ISO-New England Consumers," mimeo, University of Maine, Dept. of Resource Economics and Policy 1998.

Winneg, Kenneth, Melissa J. Herrmann, Alan S. Levy and Brian Roe. "Label Testing: Results of a Mall Intercept Study," Consumer Information Disclosure Series, National Council on

Competition and the Electric Industry and the Regulatory Assistance Project, Gardiner, Maine, January 1998.

Winneg, Kenneth, Melissa J. Herrmann, Alan S. Levy and Brian Roe. "Summary Report: Baseline Survey – Consumer Knowledge, Practices and Attitudes," Consumer Information Disclosure Series, National Council on Competition and the Electric Industry and the Regulatory Assistance Project, Gardiner, Maine, January 1998.

Levy, Alan S., Brenda M. Derby and Brian Roe. "Consumer Impacts of Health Claims: An Experimental Study," Division of Market Studies, US Food and Drug Administration 1997.

Roe, Brian, Brenda M. Derby and Alan S. Levy. "Demographic, Lifestyle and Information Use Characteristics of Dietary Supplement User Segments." Report prepared for the Commission on Dietary Supplement Labeling, US Dept. of Health and Human Services, 1997. {1}

Teisl, Mario F., Brian Roe and Rob Southwick. "The Economic Benefits of Watchable Wildlife Recreation in Maryland." Report to the Maryland Dept. of Fish and Wildlife, Southwick Associates, 1995.

Teisl, Mario F., Brian Roe and Rob Southwick. "The Economic Benefits of Watchable Wildlife Recreation in Florida." Report to the Florida Dept. of Fish and Wildlife, Southwick Associates, 1995.

Teisl, Mario F., Brian Roe and Rob Southwick. "The Economic Benefits of Watchable Wildlife Recreation in Illinois." Report to the Illinois Dept. of Fish and Wildlife, Southwick Associates, 1995.

Teisl, Mario F., Brian Roe and Rob Southwick. "The Economic Benefits of Watchable Wildlife Recreation in West Virginia." Report to the West Virginia Dept. of Fish and Wildlife, Southwick Associates, 1995.

Published Abstracts

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

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

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

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

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

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

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

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

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

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

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

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

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

Professional Presentations and Posters

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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