

KENT DONALD MESSER

226 Townsend Hall
Department of Applied Economics & Statistics
University of Delaware
Newark, Delaware 19716

Phone: (302) 831-1316
Fax: (302) 831-6243
Email: messer@udel.edu

EDUCATION

Ph.D. Cornell University Ithaca, New York, 2003
Dyson School of Applied Economics & Management
Major Field: Resource Economics
Minor Fields: Environmental Economics, Applied Economics

M.S. University of Michigan Ann Arbor, Michigan, 1999
School of Natural Resources & Environment
Major Field: Resource Policy & Behavior
Concentration: Conservation Biology & Ecosystem Management

B.A. Grinnell College Grinnell, Iowa, 1994
Major: Anthropology

PROFESSIONAL EXPERIENCE

S. Hallock du Pont Professor of Applied Economics, Department of Applied Economics & Statistics, University of Delaware. Professor (2015-present); Unidel Howard Cosgrove Career Development Chair in Environment (2013-2018); Associate Professor (2011–2015); Assistant Professor (2007–2011); joint appointments:

- Department of Economics in the Lerner College of Business & Economics
- School of Marine Science and Policy in the College of Earth, Ocean & Environment.

Director (founding), Center for Experimental & Applied Economics, University of Delaware (2007–present)

Co-Director (founding), USDA Center for Behavioral & Experimental Agri-Environmental Research (CBEAR) (2014-present)

- USDA Center for Excellence – 2016, 2019

Associate Editor, *American Journal of Agricultural Economics* (2018-present)

Editor, *Agricultural and Resource Economics Review* (2012–2014)

Co-Director and Research Associate, Laboratory for Experimental Economics & Decision Research, Dyson School of Applied Economics & Management, Cornell University (2003–2007)

Executive Director (founding), Bluff Lake Nature Center, Denver, Colorado (1994–1997)

AREAS OF RESEARCH

- Agri-Environmental Policy
- Consumer Response to Risk
- Behavioral and Experimental Economics

TEXT BOOKS

Messer, K.D. and W.A. Allen. 2018. The Science of Strategic Conservation: Protecting More with Less. Cambridge University Press, Cambridge, England.

Kaiser, H.M. and K.D. Messer. 2011. Mathematical Programming for Agricultural, Environmental and Resource Economics. John Wiley and Sons, Hoboken, New Jersey.

RESEARCH PUBLICATIONS

Li, T., K.D. Messer, and H.M. Kaiser. *Forthcoming*. “The Impact of Expiration Dates on Hedonic Markets for Perishable Products.” *Food Policy*.

Gharib M.H., L.H. Palm-Forster, T.J. Lybbert, and K.D. Messer. *Forthcoming*. “Fear of fraud and willingness to pay for hybrid maize seed in Kenya.” *Food Policy*

Ellis, S.F., M. Kecinski, K.D. Messer, and C. Lipchin. *Forthcoming*. “Consumer Perceptions After Long Term Use of Alternative Irrigation Water: A Field Experiment in Israel.” *Applied Economics Policy and Perspective*.

McFadden B.R., T. Malone, M. Kecinski, and K.D. Messer. *Forthcoming*. “COVID 19 Induced Stigma in U.S. Consumers: Evidence and Implications.” *American Journal of Agricultural Economics*.

Duke, J.M., Z. Liu, J.F. Suter, K.D. Messer, and H.A. Michael. *Forthcoming*. “Some Taxes Are Better Than Others: An Economic Experiment Analyzing Groundwater Management in a Spatially Explicit Aquifer.” *Water Resources Research*.

Wu, S, L.H. Palm-Forster, and K.D. Messer. 2021. “Impact of Peer Comparisons and Firm Heterogeneity on Nonpoint Source Water Pollution: An Experimental Study.” *Resource and Energy Economics*. 63: 10142.

Li, T., J.R. Fooks, K.D. Messer, and P.J. Ferraro. 2021. “A Field Experiment to Estimate the Effects of Anchoring and Framing on Residents’ Willingness to Purchase Water Runoff Management Technologies.” *Resource and Energy Economics*. 63: 101107.

Ellis, S.F., M. Masters, K.D. Messer, C. Weigel, and P.J. Ferraro. 2020. “The Problem of Feral Hogs and the Challenges of Providing a Weak-link Public Good.” *Applied Economics Policy & Perspectives*.

Li, T. K.D. Messer, A. Mamadzhyanov, and J. McCluskey. 2020. “Preferences for Local Food: Tourists versus Local Residents.” *Canadian Journal of Agricultural Economics*. 68(4): 429-444.

Weigel, C., L.A. Paul, P.J. Ferraro, and K.D. Messer, 2020. “Challenges in Recruiting U.S. Farmers for Policy-Relevant Economic Field Experiments.” *Applied Economics Policy & Perspectives*.

Rosch S., S.R. Skorbiansky, C. Weigel, K.D. Messer, and D. Hellerstein. 2020. “Using Economic Experiments to Promote Evidence-Based Policy-Making for Farmer and Rural Populations.” *Applied Economics Policy & Perspectives*.

Kecinski M., K.D. Messer, B.R. McFadden, and T. Malone. 2020. “Environmental and Regulatory Concerns during the COVID-19 Pandemic: Results from the Pandemic Food and Stigma Survey” *Environmental and Resource Economics*. 74(4): 1139-1148.

Li, T., Ahsanuzzaman, and K.D. Messer. 2020. “Is This Food ‘Local’? Evidence from a Framed Field Experiment” *Journal of Agricultural and Resource Economics*. 45(2): 179-198.

Zia, A., S. Ding, K.D. Messer, H. Miao, J.F. Suter, J.R. Fooks, T. Guilfoos, S. Trandafir, E. Uchida, Y. Tsai, S. Merrill, S. Turnbull, and C. Koliba. 2020. “Characterizing Heterogeneous Behavior of Non-Point Source Polluters in a Spatial Game under Alternate Sensing and Incentive Designs.” *Journal of Water Resources Planning and Management*. 146 (8): 04020054.

Butler, J.M., J.R. Fooks, K.D. Messer, and L.H. Palm-Forster. 2020. “Addressing Social Dilemmas with Mascots, Information, and Graphics.” *Economic Inquiry*. 58(1): 150-168.

Savchenko, O.M., T. Li, M. Kecinski, and K.D. Messer. 2019. “Does Food Processing Mitigate Consumers’ Concerns about Crops Grown with Recycled Water?” *Food Policy*. 88:101748.

Palm-Forster, L.H., P.J. Ferraro, N. Janusch, C.A. Vossler, and K.D. Messer. 2019. “Behavioral and Experimental Agri-environmental Research: Methodological Challenges, Literature Gaps, and Recommendations.” *Environmental and Resource Economics*. 73(4): 973-993.

Suter, J., S. Collie, J.M. Duke, K.D. Messer, and H.A. Michael. 2019. “Common Pool Resource Management at the Extensive and Intensive Margins: Experimental Evidence.” *Environmental and Resource Economics*. 73(4): 973-993.

Whiting A., M. Kecinski, T. Li, K.D. Messer and J. Parker. 2019. “The Importance of Selecting the Right Messenger: A Framed Field Experiment on Recycled Water Products.” *Ecological Economics*. 161: 1-8.

Li, T. and K.D. Messer. 2019. “To Scan or Not to Scan: The Question of Consumer Behavior and QR Codes on Food Packages.” *Journal of Agricultural and Resource Economics*. 44(2):311-327.

Savchenko, O., M. Kecinski, T. Li, and K.D. Messer. 2019. “Reclaimed Water and Food Production: Cautionary Tales from Consumer Research.” *Environmental Research*. 170: 320-331.

Palm-Forster, L, J. Suter, and K.D. Messer. 2019. “Experimental Evidence on Policy Approaches that Link Agricultural Subsidies to Water Quality Outcomes.” *American Journal of Agricultural Economics*. 101(1):109-133.

Ellis, S., O.M. Savchenko, and K.D. Messer. 2019. “What's in a Name? Branding Reclaimed Water.” *Environmental Research*. 172: 384-393.

Savchenko, O., M. Kecinski, T. Li, K.D. Messer, and H. Xu. 2018. “Fresh foods irrigated with recycled water: A framed field experiment on consumer response.” *Food Policy*. 80: 103-112.

Kecinski, M. and K.D. Messer. 2018. “Mitigating Public Concerns about Recycled Drinking Water: Leveraging the Power of Voting and Communication.” *Water Resources Research*. 54(8): 5300-5326.

- Fooks, J., K.D. Messer, and M. Kecinski. 2018. "A Cautionary Note on the Use of Benefit Metrics for Cost-Effective Conservation." *Environmental and Resource Economics*. 71(4):985-999
- Li, T., J. McCluskey, and K.D. Messer. 2018. "Ignorance Is Bliss?: Experimental Evidence on Wine Produced from Grapes Irrigated with Recycled Water." *Ecological Economics*. 153: 100-110.
- Li, T., M. Kecinski, and K.D. Messer. 2018. "Behavioral Responses to Science-based Eco-labeling: Gold, Silver, or Bronze." *Applied Economics*. 50(39): 4250-4263.
- Kecinski, M., D. Kerley, K.D. Messer, and W.D. Schulze. 2018. "Measuring Stigma: The Behavioral Response to Drinking Cockroach Contaminated Water." *Environmental and Resource Economics*. 70(1): 131-146.
- Kecinski, M., K.D. Messer, and A.J. Peo. 2018. "When Cleaning Too Much Pollution Can Be a Bad Thing: A Field Experiment of Consumer Demand for Oysters." *Ecological Economics*. 146: 686-695.
- Khanna, M., S.M. Swinton, and K.D. Messer. 2018. "Sustaining our Natural Resources in the Face of Increasing Societal Demands on Agriculture: Directions for Future Research." *Applied Economics Policy & Perception*. 40(1): 38-59.
- Duke, J., K.D. Messer, L. Lynch, and T. Li. 2017. "The Effect of Information on Discriminatory-Price and Uniform-Price Reverse Auction Efficiency: An Experimental Economics Study of the Purchase of Ecosystem Services." *Strategic Behavior and the Environment*. 7(1-2): 41-71.
- Ferraro P., K.D. Messer, and S. Wu. 2017. Applying Behavioral Insights to Improve Water Security." *Choices*. 32(4): 1-6.
- Fooks, J. K.D. Messer, J. Duke, J. Johnson, and G. Parsons. 2017. "Continuous Attribute Values in a Simulation Environment: Offshore Energy Production and Mid-Atlantic Beach Visitation Energy Policy." *Energy Policy*. 110: 288-302.
- Wu, S., A. Zia, M. Ren, and K.D. Messer. 2017. "Simulating Heterogeneous Farmer Behaviors under Different Policy Schemes: Integrating Economic Experiments and Agent-Based Modeling" *Journal on Policy and Complex Systems*. 3(2): 164-195.
- Fooks, J. K.D. Messer, J. Duke, J. Johnson, T. Li, G. Parsons, 2017. "Tourist Viewshed Externalities and Wind Energy Production." *Agricultural and Resource Economics Review*. 46(2): 224-241.
- Messer, K.D., M. Costanigro, and H. Kaiser. 2017. "Labeling Food Processes: The Good, the Bad and the Ugly." *Applied Economics Perspectives and Policy*. 39(3): 407-427.
- Kecinski, M., K.D. Messer, L. Knapp, and Y. Shirazi. 2017. "Consumer Preferences for Oyster Attributes: Field Experiments on Brand, Locality, and Growing Method." *Agricultural and Resource Economics Review*. 46(2): 315-337.
- Li, T., M. Kecinski, and K.D. Messer. 2017. "Heterogeneous Preferences for Oysters: Evidence from Field Experiments." *Agricultural and Resource Economics Review*. 46(2): 296-314.

- Wu, S., J. Toussaint, and K.D. Messer. 2017. "Maximizing Benefits in Project Selection: A Hybrid Approach." *Applied Economics*. 40: 4071-4082.
- Grand, L., K.D. Messer, and W. Allen. 2017. "Understanding and Overcoming the Barriers for Cost-Effective Conservation." *Ecological Economics*. 138: 139-144.
- Messer K.D., J. Duke, L. Lynch, and T. Li. 2017. "When Does Public Information Undermine the Effectiveness of Reverse Auctions for the Purchase of Ecosystem Services?" *Ecological Economics*. 134: 212-226.
- Zarghamee, H., K.D. Messer, J.R. Fooks, W.D. Schulze, S. Wu, and J. Yan. 2017. "Nudging Charitable Giving: Three Field Experiments." *Journal of Behavioral and Experimental Economics*. 86: 137-149.
- Li, T., J. Bernard, Z. Johnston, K.D. Messer, and H.M. Kaiser. 2017. "Consumer Preferences Before and After a Food Safety Scare: An Experimental Analysis of the 2010 Egg Recall." *Food Policy*. 66: 25-34.
- Messer, K.D., M. Kecinski, Z. Liu, M. Korch, T. Bounds. 2016. "Military Readiness and Environmental Protection through Cost-effective Land Conservation." *Land Economics*. 92(1):433-449.
- Miao, H., J. Fooks, T. Guilfoos, K.D. Messer, S.M. Pradhanang, J. Suter, S. Trandafir, E. Uchida. 2016. "The Impact of Information on Behavior Under an Ambient-based Policy for Regulating Nonpoint Source Pollution." *Water Resources Research*. 52: 3294-3308.
- Ellis, S.F., J.R. F Fooks, K.D. Messer, and M.J. Miller. 2016. "The Effects of Climate Change Information on Charitable Giving for Water Quality Protection: A Field Experiment" *Agricultural and Resource Economics Review*. 45(2): 319-337.
- Kecinski, M., Kerley, D., K.D. Messer, and W.D. Schulze. 2016. "Stigma Mitigation and the Importance of Redundant Treatments." *Journal of Economic Psychology*. 54: 44-52.
- Messer K.D., W. Allen, M. Kecinski, and C. Chen. 2016. "Agricultural Preservation Professionals' Perception and Attitudes about Cost-effective Land Selection Methods." *Journal of Soil and Water Conservation*. 71(2):148-155.
- Fooks, J.R., N. Higgins, K.D. Messer, J.M. Duke, D. Hellerstein, and L. Lynch. 2016. "Conserving Spatially Explicit Benefits in Ecosystem Service Markets: Experimental Tests of Network Bonuses and Spatial Targeting" *American Journal of Agricultural Economics*. 98(2): 468-488.
- Messer, K.D., M. Kecinski, X. Tang, and R. Hirsch. 2016. "Multiple-Knapsack optimization in land conservation: results from the first cost-effective conservation program in the United States." *Land Economics*. 92(1):117-130.
- Messer K.D and A. Borchers. 2015. "Choice for Goods under Threat of Destruction." *Economic Letters*. 135: 137-140.

- Wu, S., J. Fooks, K.D. Messer, and D. Delaney. 2015. "Consumer Demand for Local Honey." *Applied Economics*. 47(14): 4377-4394.
- Duke, J.M., S.J. Dundas, R.J. Johnston, K.D. Messer. 2015. "The Effect of Spatial Interdependencies on Prioritization and Payments for Environmental Services" *Land Use Policy*. 48: 341-350.
- Fooks, J., K.D. Messer, and J. Duke. 2015. "Dynamic Entry, Reverse Auctions, and the Purchase of Environmental Services." *Land Economics*. 91(1): 57-75.
- Li, J., J. Michael, J. Duke, K.D. Messer, and J. Suter. 2014. "Behavioral Response to Contamination Risk Information in a Spatially Explicit Groundwater Environment: Experimental Evidence." *Water Resources Research*. 50: 6390-6405.
- Liu, Z., J. Suter, K.D. Messer, J. Duke, and H. Michael. 2014. "Strategic Entry and Externalities in Groundwater Resources: Evidence from the Lab." *Resource and Energy Economics*. 38: 181-197.
- Hoffman, V, J. Fooks, and K.D. Messer. 2014. "Measuring and Mitigating HIV Stigma: A Framed Field Experiment" *Economic Development and Cultural Change*. 62(4): 701-726.
- Duke J.D., S.J. Dundas, R.J. Johnston, and K.D. Messer. 2014. "Prioritizing Payment for Environmental Services: Using Nonmarket Benefits for Optimal Selection." *Ecological Economics*. 105: 319-329.
- Messer, K.D., J. Duke, and L. Lynch. 2014. "Applying Experimental Economics to Land Economics: Public Information and Auction Efficiency in Land Preservation Markets." in the Oxford Handbook of Land Economics. J. Duke and J. Wu editors. Oxford Press.
- Unur, A.S., H.E. Peters, K.D. Messer, and W.D. Schulze. 2013. "Incentive Effects of Parents' Transfers to Children: Evidence from an Artefactual Field Experiment" *B.E. Journal of Economic Analysis and Policy (Contributions)*. 14(1): 73-106.
- Arnold, M., J.M. Duke, and K.D. Messer. 2013. "Adverse Selection in Reverse Auctions for Environmental Services" *Land Economics*. 89(3): 387-412.
- Fooks, J.R. and K.D. Messer. 2013. "Mathematical Programming Applications to Land Conservation and Environmental Quality." in Computational Intelligent Data Analysis for Sustainable Development. T. Yu, N. Chawla, and S. Simoff, editors. CRC Group, Taylor & Francis Group, Boca Raton, Florida.
- Messer, K.D., J. Suter, and J. Yan. 2013. "Context Effects in a Negatively Framed Social Dilemma Experiment" *Environmental and Resource Economics*. 55(3): 397-405.
- Liu, Z., C. Kanter, K.D. Messer, and H. M. Kaiser. 2013. "Identifying Significant Characteristics of Organic Milk Consumers: A CART Analysis of an Artefactual Field Experiment" *Applied Economics*. 45(21): 3110-3121.
- Duke, J.M., S.J. Dundas, and K.D. Messer. 2013. "Cost-Effective Conservation Planning: Lessons from Economics" *Journal of Environmental Management*. 125: 126-133.

- Keisner, D.K., K.D. Messer, W.D. Schulze, and H. Zarghamee. 2013. "Testing Social Preferences for an Economic 'Bad': An Artefactual Field Experiment." *Scandinavian Journal of Economics* 115(1): 27-61.
- Messer, K.D., G.L. Poe and W.D. Schulze. 2013. "The Value of Private Versus Public Risk and Pure Altruism: An Experimental Economics Test." *Applied Economics*. 45(9): 1089-1097.
- Suter, J., J. Duke, and K.D. Messer, and H. Michael. 2012. "Behavior in a Spatially Explicit Groundwater Resource: Evidence from the Lab." *American Journal of Agricultural Economics*. 94(5): 1094-1112.
- Fooks, J.R. and K.D. Messer. 2012. "Maximizing Conservation and In-Kind Cost Share: Applying Goal Programming to Forest Protection" *Forest Economics*. 18: 207-217.
- Dillaway, R., K.D. Messer, J. Bernard, and H.M. Kaiser. 2011. "Do Consumer Responses to Media Food Safety Information Last?" *Applied Economics Policy and Perspectives*. 33(3): 363-383.
- Shawhan, D., K.D. Messer, W.D. Schulze, and R.E. Schuler. 2011. "An Experimental Test of Automatic Mitigation of Wholesale Electricity Prices." *International Journal of Industrial Organization*. 29(1): 46-53.
- Messer, K.D., H.M. Kaiser, C. Payne, and B. Wansink. 2011. "Can Generic Advertising Alleviate Consumer Concerns Over Food Scares?" *Applied Economics*: 43(12):1535-1549.
- Messer, K.D. and W.L. Allen. 2010. "Applying Optimization and the Analytic Hierarchy Process to Enhance Agricultural Preservation Strategies in the State of Delaware." *Agricultural and Resource Economics Review* 39(3): 442-456.
- Messer, K.D. 2010. "Protecting Endangered Species: When Are Shoot-on-Sight Policies the Only Viable Option to Stop Poaching?" *Ecological Economics* 69: 2334-2340.
- Messer, K.D., G.L. Poe, D. Rondeau, W.D. Schulze and C. Vossler. 2010. "Social Preferences and Voting: An Exploration Using a Novel Preference Revealing Mechanism." *Journal of Public Economics* 94(3-4): 308-317.
- Kotani, K., K.D. Messer and W.D. Schulze. 2010. "Matching Grants and Charitable Giving: Why Some People Sometimes Provide a Helping Hand to Fund Environmental Goods" *Agricultural and Resource Economics Review* 39(2): 324-343.
- Kanter C., K.D. Messer and H.M. Kaiser. 2009. "Does Production Labeling Stigmatize Conventional Milk?" *American Journal of Agricultural Economics* 91(4):1097-1109.
- Payne, C., K.D. Messer, and H.M. Kaiser. 2009. "Which Consumers Are Most Responsive to Media Induced Food Scares?" *Agricultural and Resource Economics Review* 38(3): 295-310. (2009 Outstanding Article of the Year: Honorable Mention, Northeastern Agricultural and Resource Economics Association)

Messer, K.D., H.M. Kaiser and W.D. Schulze. 2008. “The Problem of Free Riding in Voluntary Generic Advertising: Parallelism and Possible Solutions from the Lab” *American Journal of Agricultural Economics* 90(2): 540–552.

Doyon, M., V. Simard, K.D. Messer, L.D. Tamini, and H.M. Kaiser. 2008. “An Experimental Analysis of Modifications to the Centralized Milk Quota Exchange System in Quebec.” *Canadian Journal of Agricultural Economics* 56(1): 295-312. (*Outstanding Journal Article Award* for 2008 by the Canadian Agricultural Economics Society)

Messer, K.D., H. Zarghamee, H.M. Kaiser and W.D. Schulze. 2007. “New Hope for the Voluntary Contribution Mechanism: The Effects of Context.” *Journal of Public Economics* 91(9):1783-1799.

Messer, K.D., H.M. Kaiser, and G.L. Poe. 2007. “Voluntary Funding for Generic Advertising Using a Provision Point Mechanism: An Experimental Analysis of Option Assurance.” *Review of Agricultural Economics* 29(3):612-631.

Messer, K.D., W.D. Schulze, K.F. Hackett, T. Cameron, and G. McClelland. 2006. “Can Stigma Explain Large Property Value Losses? The Psychology and Economics of Superfund.” *Environmental and Resource Economics* 33(3): 299-324.

Messer, K.D. 2006. “The Conservation Benefits of Cost-Effective Land Acquisition: A Case Study in Maryland.” *Journal of Environmental Management* 79:305-315.

Messer, K.D., T.M. Schmit and H.M. Kaiser. 2005. “Optimal Institution Designs for Generic Advertising: An Experimental Analysis.” *American Journal of Agricultural Economics* 87(4): 1046-1060.

FUNDING (Total: \$70,700,057 as Principal Investigator or Co-Principal Investigator)

RESEARCH GRANTS (SELECT)

USDA-NIFA Agriculture and Food Research Initiative. 2019-2013. “Center for Behavioral and Experimental Agri-Environmental and Risk Management Research (CBEAR).” \$1,000,000. (#2019-67023-29854) K.D. Messer and P. Ferraro (PIs), M. Masters (co-PI).

National Science Foundation – funding support from EPSCoR Track-I. 2018-2023. “RII Track-1: Water in the Changing Coastal Environment in Delaware (Project WiCCED).” \$23,040,000. K.D. Messer (PI), H. Michael, D.L. Sparks, V. Kalavacharla, and M. D’Souza (co-PIs).

USDA Office of Environmental Markets. 2018-2019. “Expanding Opportunities for Improved Agricultural Water Use Data through the Agricultural Data Reporting Incentive Program (AgDRIP).” \$130,000. M. Masters (PI), K.D. Messer, P. Ferraro, and J. Suter (co-PIs).

USDA-NIFA Agriculture and Food Research Initiative. 2018-2019. “Are University Students Good Models for US Producers?” \$75,000. P. Ferraro (PI), K.D. Messer and M Bernedo (co-PIs).

USDA Natural Resource Conservation Service. 2018-2019. “Conservation Communication Training.” \$150,000. P. Ferraro and K. Messer (PIs), M. Masters (co-PI).

USDA Economic Research Service. 2017-2020. “Applying Defaults in the Conservation Reserve Program: An Experimental Approach.” \$90,000. K. Messer and P. Ferraro (PIs).

USDA Agriculture and Food Research Initiative. 2017-2018. “Conference on Advancing Behavioral and Experimental Economics Methods and Applications to Sustainable Environmental and Agricultural Management.” \$50,000. (#12234087) L. Palm-Forster (PI), K.D. Messer, P. Ferraro, and C. Vossler (co-PIs).

USDA Agriculture and Food Research Initiative. 2017-2020. “Understanding Agricultural Water Use Behavior through Randomized Controlled Trials.” \$500,000. M. Masters (PI), K.D. Messer, P. Ferraro, and J. Suter (co-PIs).

William Penn Foundation’s Delaware Watershed Research Fund. 2016-2018. “Inducing Behavioral Change among Homeowners to Improve the Environmental Quality of the Delaware River Watershed: A Behavioral Science Approach.” \$112,000. K.D. Messer (PI) and P. Ferraro (co-PI).

USDA Agriculture and Food Research Initiative / Economic Research Service. 2016-2019. “Behavioral Economics of Time Preferences, Risk Preferences and Agri-environmental Program Participation among U.S. Producers.” \$250,000. P. Ferraro (PI), K.D. Messer and M Bernedo (co-PIs).

USDA Agriculture and Food Research Initiative. 2016-2020. “CONSERVE (Coordinating Nontraditional Sustainable water Use in Variable climatEs): A Center of Excellence at the Nexus of Sustainable Water Reuse, Food Crop Production, and Health.” \$10,000,000. (20166800725064). A. Sapkota (PI), K. Kniel and K Messer (co-PIs).

USDA Agriculture and Food Research Initiative. 2015-2018. “Applying Behavioral Economics to Improve USDA Agricultural Programs: Field Experiments in Nutrient Management and Water Quality Protection.” \$499,386. (#2016-67023-24641) M. Masters (PI), K.D. Messer and P. Ferraro (co-PIs).

USDA Economic Research Service. 2015-2018. “CBEAR Seed Grant Program.” \$400,000. K.D. Messer and P. Ferraro (PIs).

State of Delaware Federal Research and Development Grant Program. 2015-2017. “Economics of Ecosystem Services from Oyster Aquaculture. \$99,993. K.D. Messer and S. Jardine (PIs), T. Li, and G. Ozbay (co-PIs).

USDA Economic Research Service. 2015-2018. “CBEAR Training and Outreach Visiting Scholar Program” \$128,000. K.D. Messer and P. Ferraro (PIs).

USDA Economic Research Service. 2014-2017. “USDA Center for Behavioral and Experimental Agri-Environmental Policy Research (C-BEAR)” \$750,000. (59-6000-4-0064). K.D. Messer and P. Ferraro (PIs), D. Just, M. Price, and G. Poe (co-PIs).

National Oceanic and Atmospheric Administration (NOAA) Sea Grant. 2014-2017. “Economics of Ecosystem Services for Oyster Aquaculture.” \$317,215. S.L. Jardine (PI), J. Ewart, M. Kecinski, K.D. Messer, G. Parsons, and J.K. York (co-PIs).

USDA Agricultural and Food Research Initiative – “Water Quality Economics Workshop.” \$47,882, Guilfoos (PI), K. Bell, K.D. Messer and E. Uchida (co-PIs)

National Science Foundation – funding support from EPSCoR Track-1. 2013-2018. “Delaware EPSCoR: Meeting Delaware's 21st Century Water and Energy Challenges through Research, Education, and Innovation.” \$24,000,000. D.L. Sparks (PI); V. Kalavacharla, K.D. Messer, J. Rabolt, S. Smith. (co-PIs).

National Science Foundation – funding support from EPSCoR Track-2. 2013-2016. “North East Water Resources Network (NEWNet)” \$6,000,000. D.J. Leathers (PI); A. Andres, D. Levia, S. Inamdar, and K.D. Messer (co-PIs).

National Science Foundation – funding support from the Decision, Risk & Management Sciences directorate. 2013-2014. “Doctoral Dissertation Research in DRMS: Protecting the Coastline - Optimal Coastal Inundation Adaptation Mechanisms.” \$13,860. K. Messer (PI); J. Fooks (co-PI).

National Science Foundation – funding support from the Decision, Risk & Management Sciences, Engineering, and Geosciences directorates, 2012-2013. “WSC Category 1 - Water Sustainability in Coastal Environments: Exploratory Research for an Integrated Study of the Effect of Anticipated Sea Level Rise on Contaminated Site Risk.” \$145,000. J.M. Duke (PI), K.D. Messer, H. Michael and D. Sparks (co-PIs).

Northeast Center for Risk Management Education, 2012-2013. “Pricing and Marketing Risk Management Education for Honey Producers.” \$35,000. D. Delaney and K. Messer (PIs), J. Fooks (Co-PI).

USDA Economic Research Service, 2011-2013. “Designing Choice Architecture to Cost-Effectively Reduce Agricultural Nutrient and Sediment Water Pollution in the Galveston Bay Watershed: A Framed Field Experiment.” \$100,000. ID#58-6000-1-0037. K.D. Messer and W.D. Allen (PIs), O. Amundsen (Co-PI).

National Science Foundation – funding support from the EPSCoR program—and the Delaware Environmental Institute, 2011-2012. “An Economics Analysis of the Visual Effects of Offshore Wind Projects.” \$54,676. ID#0814251. K.D. Messer (PI), J.M. Duke, J. Johnson, and G. Parsons (co-PIs).

National Science Foundation – funding support from the Decision, Risk & Management Sciences and Geosciences programs and SBE and Geosciences Directorates, 2010-2012. “Collaborative Research: An Experimental Economics Investigation of Groundwater Resource Dynamics.” \$369,483. ID#1024889. K.D. Messer and J. Suter (PIs), H. Michael and J. Duke (co-PIs).

USDA Economic Research Service, 2007-2012. “Applying Economic Experiments to Improve the Design and Implementation of Conservation Programs” \$332,104. ID#58-6000-7-0089. K.D. Messer, M. Weinberg (PIs), J. Duke, D. Hellerstein, N. Higgins, B. Kirwan, L. Lynch, and M. Roberts (Co-PIs).

Delaware Department of Agriculture, 2010-2011. “Exploring Ways to Ensure the Efficiency and Effectiveness of Delaware's Conservation Efforts” \$10,000. K.D. Messer and J. Duke (PIs).

US Environmental Protection Agency, National Center for Environmental Economics, 2008-2010. “2009 NAREA Workshop: The Use of Experimental Methods in Environmental and Natural Resource Economics.” \$60,624. ID#08001017. K.D. Messer (PI), J. Murphy and T. Awokuse (co-PIs).

USDA Economic Research Service, 2009-2010. “2009 NAREA Workshop: The Use of Experimental Methods in Environmental and Natural Resource Economics” \$10,000. K.D. Messer (PI) and J. Murphy (co-PI).

Harry R. Hughes Center for Agro-Ecology, Special Project Grant through USDA-NIFA., 2008-2011. “Better Practices of Maryland Land Conservation” \$58,450. K.D. Messer and W.L. Allen (PIs).

U.S. Army. 2008. “The Use of Optimization in the Army’s Compatible Use Buffer Programs” \$16,848. W.L. Allen and K.D. Messer (PIs).

National Science Foundation – funded by the Decision, Risk and Management Sciences program, 2006-2008. “The Economics and Psychology of Stigma: An Experimental Examination.” \$239,966. ID#0551289. W.D. Schulze (PI), K.D. Messer and B. Wansink (Co-PIs).

Baltimore County, Maryland, 2005. “Optimizing Agricultural Lands Protection in Baltimore County.” \$85,000. K.D. Messer (PI), W. Allen and O. Amundsen (Co-PIs).

National Science Foundation – Jointly funded by the Economics and Decision, Risk & Management Sciences programs, 2004-2006. “An Experimental Economics Examination of Behavioral Anomalies, Group Decision Making, and the Provision of Public Goods.” \$220,535. ID#0418450. W. Schulze (PI), K. Messer, G. Poe and H. Kaiser (co-PIs).

The Conservation Fund, 2004. “Kent County, Delaware, Rapid Assessment of Green Infrastructure: Working Landscape Program Evaluation.” \$75,000. W. Allen (PI), K.D. Messer (Co-PI).

AWARDS AND HONORS

- *1st Place, Human Dimensions of Food, Agriculture, and Natural Resources*, College of Agriculture and Natural Resources Graduate Research Symposium, University of Delaware – (advisee) S. Tsigkou, 2020.
- *2nd Place, Best Overall Masters Presentation*, College of Agriculture and Natural Resources Graduate Research Symposium, University of Delaware – (advisee) S. Tsigkou, 2020.
- *Faculty Member of the Month*, Biden School of Public Policy & Administration, 2019.
- *Alumni Award*, Grinnell College, 2019.
- *Agricultural and Resource Economics Review Fellow*, Northeastern Agricultural and Resource Economics Association, 2017.
- *Outstanding Service Award*, Northeastern Agricultural and Resource Economics Association, 2016.
- *Outstanding Alumnae Honor*, Dyson School of Applied Economics and Management, Cornell University, 2015.
- *Ryden Prize for Best Social Science Dissertation*, University of Delaware – (advisee) Fooks, 2015.
- *Latham Best Dissertation Award*, Department of Economics, University of Delaware – (advisee) Fooks, 2015.

- *Recognition of Outstanding Service - Editor*, Northeastern Agricultural and Resource Economics Association, 2014.
- *Outstanding Teacher Nomination*, University of Delaware, 2011, 2014, 2017.
- *Benton Award*, College of Agriculture and Natural Resources, University of Delaware – (advisee) Fooks, 2011
- *Outstanding Master's Student*, Agricultural and Resource Economics, University of Delaware – Fooks (advisee) 2011.
- *Outstanding Journal Article Award for 2010 (Honorable Mention)*. Agriculture and Resource Economic Review, 2010.
- *Outstanding Master's Thesis*, Robin Dillaway (K.D. Messer advisor). "Are Consumers Responses to Food Scares Long Lasting?" *Northeastern Agricultural and Resource Economics Association*, 2010.
- *Fellow*, Institute for Transforming Undergraduate Education, University of Delaware – 2009.
- *Outstanding Teacher Nomination*, University of Delaware, 2008.
- *Outstanding Master's Student*, Agricultural and Resource Economics, University of Delaware – Dillaway (advisee) 2009.
- *Outstanding Journal Article Award for 2008*. Canadian Agricultural Economics Society – 2009.
- *Who's Who in Agriculture Higher Education* – 2009-present
- *Who's Who in America* – 2008-present
- *Stephen B. Ashley Fellowship*, Cornell University – 1999-2003.
- *Stanley A. Cain Award* for excellence in resource policy, University of Michigan – 1999.
- *Outstanding Young Men of America* – 1995.
- *Phi Beta Kappa*, Grinnell College – 1994.
- *Phi Beta Kappa Scholar's Award* - honorable mention, Grinnell College – 1993 & 1994.
- *Mortar Board*, Grinnell College – 1993-1994.
- *Alumni Senior Award* for excellence in community service, Grinnell College – 1994.
- *Ralph Luebben Award* for scholarly excellence, Grinnell College – 1994.
- *Honors* in anthropology, Grinnell College – 1994.

BEHAVIORAL INSIGHT BRIEFS, RESEARCH BULLETINS, OUTREACH AND POLICY REPORTS

McCluskey, J. et al. 2017. "Agriculture and Applied Economics Priorities and Solution." *The Council on Food, Agricultural, and Resource Economics* (CFAR).

Ferraro, P. and K. Messer. 2016. "The Costs of Complexity" *Behavioral Insight Brief*. Center for Behavioral and Experimental Agri-Environmental Research (CBEAR).

Ferraro, P. and K. Messer. 2016. "The Pull of Social Comparisons" *Behavioral Insight Brief*. Center for Behavioral and Experimental Agri-Environmental Research (CBEAR).

Messer, K.D., S. Bligh, M. Costanigro, and H. Kaiser. 2015. "Process Labeling of Food: Consumer Behavior, the Agricultural Sector, and Policy Recommendations." *Council for Agricultural Science and Technology (CAST) Issue Paper*.

Ferraro, P. and K. Messer. 2015. "The Power of Defaults" *Behavioral Insight Brief*. Center for Behavioral and Experimental Agri-Environmental Research (CBEAR).

- Wiest, W., G. Shriver, and K.D. Messer. 2014. "Incorporating Climate Change with Conservation Planning: A Case Study for Tidal Marsh Bird Conservation in Delaware, USA." *Journal of Conservation Planning*. 10: 25-42.
- Allen, W.L., O.M. Amundsen, J. Dujmović, and K.D. Messer. 2011. "Identifying and Selecting Strategic Mitigation Opportunities: Criteria Design and Project Evaluation using Logic Scoring of Preference and Optimization." *Journal of Conservation Planning*. 7: 61-68.
- Messer, K.D., W.L. Allen, and C. Chen. 2011. "Best Practices for Increasing the Cost Effectiveness of the Maryland Agricultural Lands Preservation Foundation." *Harry R. Hughes Center for Agro-Ecology Research Report*.
- Messer, K.D. and J.J. Murphy. 2010. "Foreword: Special Issue on Experimental Methods in Environmental, Natural Resource and Agricultural Economics" *Agricultural and Resource Economics Review* 39(2): iii-vi.
- Amundsen, O. and K.D. Messer. 2009. "Tight Budgets and Strategic Conservation: Selecting the Right Lands for the Right Price" *Eastern Lands and Resources Council Journal*. July: 12-13.
- Allen, W.L. and K.D. Messer. 2009. "Optimizing Project Selection for the U.S. Army Compatible Use Buffer Program." Published by LMI Government Consulting. Prepared for the *US Army Environmental Center*, Aberdeen Proving Ground, Maryland.
- Amundsen, O., K.D. Messer, and W.L. Allen 2009. "The Next Big Step in Strategic Land Conservation: Conservation Optimization" *Eastern Lands Resource Council White Paper*. October.
- Kanter C., K.D. Messer and H.M. Kaiser. 2008. "The Stigma Effect of rBST Labeling on Milk" Label Claims Do Affect Milk's Image" *National Institute for Commodity Promotion Research and Evaluation (NICPRE) Quarterly* 14(4).
- Messer, K.D., W.D. Schulze, K.F. Hackett, T. Cameron, and G. McClelland. 2008. "Can Stigma Explain Large Property Value Losses? The Psychology and Economics of Superfund." in *The Economics of Hazardous Waste and Contaminated Land*, H.A. Sigman, editor. Edward Elgar Publishing.
- Kanter C., K.D. Messer and H.M. Kaiser. 2008. "Label Claims Do Affect Milk's Image" *Hoard's Dairyman*. August 10.
- Messer, K.D. 2007. "Transferable Development Rights Programs: An Economic Framework for Success." *Journal of Conservation Planning* 3:47-53.
- Messer, K.D., H.M. Kaiser, C. Payne, and B. Wansink. 2007. "Can Advertising Alleviate Consumer Concerns over Food Scares?" *National Institute for Commodity Promotion Research and Evaluation (NICPRE) Quarterly* 13(4).
- Allen, W.L., O. Amundsen, K.D. Messer, B.T. Phillips, and T. Weber. 2006. *Kent County Rapid Assessment of Green Infrastructure*. Arlington, Virginia: The Conservation Fund.

Messer, K.D., H.M. Kaiser, and C. Payne and B. Wansink. 2006 “Advertising Could Calm Food Safety Fears.” *Food Navigator – USA*. August 14.

Doyon, M., L.D. Tamini, V. Simard, K.D. Messer, H.M. Kaiser. 2006. “L’économie expérimentale pour l’analyse de modifications au système centralisé de vente du quota laitier au Québec.” *CIRANO Série Scientifique*. Novembre.

Messer, K.D., T.M. Schmit and H.M. Kaiser. 2005. “An Experimental Application to Voluntary Funding of Generic Advertising.” *National Institute for Commodity Promotion Research and Evaluation (NICPRE) Quarterly* 11(2).

Schulze, W.D., K.D. Messer, K.F. Hackett, T. Cameron, G. Crawford, and G. McClelland, 2004. “Stigma: The Psychology and Economics of Superfund” Final Report for the U.S. *Environmental Protection Agency*.

Messer, K.D., Schmit, T.M., and H.M. Kaiser. 2004. “Optimal Institutional Mechanisms for Funding Generic Advertising: An Experimental Analysis.” *National Institute for Commodity Promotion and Research Evaluation* 04-05, R.B. 2004-12, Department of Applied Economics and Management, Cornell University.

Messer, K.D., H.M. Kaiser and W.D. Schulze. 2004. “Status Quo Bias and Voluntary Contributions: Can Lab Experiments Parallel Real World Outcomes for Generic Advertising?” *Research Report: National Institute for Commodity Promotion Research and Evaluation*.

Messer, K.D. and J. Wolf. 2004 “Optimizing the Conservation Portfolio” *Land Trust Alliance Exchange*. 23(3): 11-14.

Messer, K.D., Kaiser, H.M. and W.D. Schulze. 2004. “Alternative Institutional Designs for Funding Generic Commodity Advertising: An Experimental Analysis” *National Institute for Commodity Promotion Research and Evaluation (NICPRE) Quarterly* 10(1).

Messer, K.D., M.J. Kotchen and M.R. Moore, 2000. “Can Shade-Grown Coffee Help Tropical Biodiversity? A Market Perspective” *Endangered Species Update*, 17(6): 125-131.

Messer, K.D., 2000. “The Poacher’s Dilemma: Economics of Poaching and Enforcement” *Endangered Species Update*, 17(3): 50-58.

TEACHING

APEC100 Sustainable Development, University of Delaware, 2009-present
 APEC667 Experimental Economics, 2014-present
 APEC807 Mathematical Programming with Economic Applications, 2007-present
 AEM432 Business and Government in the Global Economy, *Cornell University*, 2006.

TEACHING PUBLICATIONS

Messer, K.D., S. Wu, and J. Fooks. 2013. “Using Nudges and Choice Architecture to Prevent Free Riding and Voluntary Provide Public Goods.” *Problem Based Learning Clearinghouse*.

Messer, K.D. 2011. “Maximizing Conservation in Pangaea.” *Problem Based Learning Clearinghouse*.

Messer, K.D. 2010. “United Nations Conference on Climate Change.” *Problem Based Learning Clearinghouse*.

Duke, J. and K.D. Messer. 2009. “Problem: Fuel Efficiency and Choice.” *Problem Based Learning Clearinghouse*.

TEACHING AND ADVISING AWARDS

- *1st Place, Human Dimensions of Food, Agriculture, and Natural Resources*, College of Agriculture and Natural Resources Graduate Research Symposium, University of Delaware – (advisee) S. Ellis, 2018.
- *Outstanding Teacher Nomination*, University of Delaware – 2008, 2011, 2014, 2017.
- *ABM17 Star Award* – (advisee) S. Wu, 2017
- *Interdisciplinary Research Prize for Outstanding Dissertation*, University of Delaware – (advisee) A. Jennings, 2017.
- *Lindau Nobel Laureates Meeting* – selected to attend meeting in Lindau, Germany by Oak Ridge Associated Universities – (advisee) S. Ellis, 2017.
- *Benton Award*, College of Agriculture and Natural Resources, University of Delaware – (advisee) Fooks, 2011
- *Outstanding Master’s Student*, Agricultural and Resource Economics, University of Delaware – Fooks (advisee) 2011, Dillaway (advisee) 2009.
- *Outstanding Master’s Thesis*, Robin Dillaway (K.D. Messer advisor). “Are Consumers Responses to Food Scares Long Lasting?” Northeastern Agricultural and Resource Economics Association, 2010.
- *Fellow*, Institute for Transforming Undergraduate Education, University of Delaware – 2009.

SELECTED PRESENTATIONS – OVER 175 INCLUDING:

- *American Farmland Trust’s National Conference*
- *Agricultural and Applied Economics Association*
- *Association for Environmental and Resource Economists Workshop*
- *Canadian Agricultural Economics Society*
- *Conference of Society for Environmental Economics and Policy Studies*
- *Economic Science Association*
- *Expanding the Scope of Benefit-Cost Analysis: Practical Applications and Analytical Frontiers*
- *European Association of Environmental & Resource Economics*
- *Heartland Environmental and Resource Economics Workshop*
- *Kyoto Game Theory Workshop*
- *International Conference on Computational Sustainability*
- *International Meeting of the Economic Science Association,*
- *International Water Resource Economics Consortium Conference*
- *Iowa Academy of Sciences*
- *Japanese Economic Association Meeting*
- *Land Trust Alliance Rally*
- *Midwest Economics Association*

- *NEC-63 Research Conference on Commodity Advertising and Promotion*
- *Northeastern Agricultural and Resource Economics Association*
- *Northeast Decision Sciences Institute*
- *Northeast Ohio Economics Workshop*
- *One Health Symposium*
- *W-133 Benefits and Costs Transfer in Natural Resource Planning*
- *World Congress of Environmental and Resource Economics*

INVITED PRESENTATIONS – OVER 160 INCLUDING:

- *Baltimore County, Maryland*
- *Binghamton University*
- *Brandywine Conservancy*
- *Center for Watershed Protection*
- *Colorado School of Mines*
- *Cornell University*
- *Delaware Department of Natural Resource and Environmental Control*
- *Delaware National Estuarine Research Reserve*
- *EMAGG Workshop at the Economic Research Service*
- *EPSCoR Undergraduate Research Symposium*
- *Financing Forest Conservation - Board of Advisors*
- *Florida State University*
- *Great Outdoors Colorado*
- *Hill Country Conservancy*
- *International Crops Research Institute for the Semi-Arid Tropics*
- *International Workshop on Stigma and Discrimination*
- *Land Trust Alliance Rally*
- *LEADelaware*
- *Lehigh University*
- *Madras Christian College*
- *Maryland Agricultural Lands Preservation Foundation*
- *Northeastern Agricultural and Resource Economics Association*
 - *Early Career Development Workshop*
 - *Workshop on Experimental Economics*
 - *Young Scholar's Event*
- *New York Independent System Operators*
- *New York State Cooperative Extension*
- *New York State Department of Environmental Protection*
- *New York State Milk Promotion Order Advisory Board*
- *National Conservation Training Center*
- *National Highway Institute*
- *National Institute for Food and Agriculture*
- *National Science Foundation*
- *NERA-NEED Joint Meeting*
- *Northeast Center for Risk Management Education*
- *Oklahoma State University*
- *Osher Institute*
- *Pickle Packers International*
- *San Francisco State University*
- *Santa Clara University*
- *State of Maryland Highway Administration*
- *Stratus Consulting*
- *Texas A&M University*
- *The Conservation Fund*
- *The Nature Conservancy of New York*
- *The Open Space Institute*
- *UD Day in DC*
- *University of New Mexico*
- *University of Tennessee*
- *US Army*
- *US Department of Defense's Readiness and Environmental Protection Initiative*
- *US Environmental Protection Agency*
- *USDA Economics Research Service*
- *USDA Forest Service*
- *University of Connecticut*
- *University of Delaware*

- *University of Florida*
- *University of Minho*
- *University of Washington*
- *Virginia Commonwealth University*
- *Williams College*

PROFESSIONAL ASSOCIATIONS

- Northeastern Agricultural and Resource Economics Association
 - Board of Directors, 2008-2011.
 - Young Scholars Planning Committee, 2009-present.
 - Co-chair of 2009 NAREA Workshop entitled “Methods Workshop on Applying Experimental Economics to Environmental, Resource, and Agricultural Issues”
 - Organizing Committee – 2015 NAREA Workshop entitled, “Economics of Water Quality”
- Delaware Environmental Institute (DENIN)
 - Executive Committee (2015-present)
 - Affiliate (2010-present)
- Association of Environmental and Resource Economists
- Agricultural and Applied Economics Association
- American Economic Association
- Economic Science Association

PEER REVIEWS

Agricultural and Applied Economics Association
Agricultural and Resource Economics Review
Amber Waves
American Agricultural Economics Association
American Economic Review
American Journal for Agricultural Economics
Applied Economics
Annals of Operations Research
Australian Journal of Environmental Management
BARD Foundation
Conservation Biology
Ecological Economics
Environment and Development Economics
Environmental and Resource Economics
Food Policy
International Review of Environmental and Resource Economics
Journal of Agricultural and Applied Economics
Journal of the Association for Environmental and Resource Economists
Journal of Behavioral and Experimental Economics
Journal of Economic Behavior and Organization
Journal of Environmental Economics and Management
Journal of Environmental Management
Journal of Forestry

Journal of Public Economics
Journal of Risk Research
Journal of Strategic Behavior and the Environment
Land Economics
Natural Resource Modeling
Resource and Energy Economics
Southern Economic Review
Wiley & Sons Publishing

LANGUAGES

- Fluent in Spanish

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