FOOD POLICY I SPECIAL ISSUE

FOOD POLICY SPECIAL ISSUE: APPLYING BEHAVIORAL SCIENCE TO AGRICULTURE, FOOD, AND AGRI­ ENVIRONMENTAL POLICY



Guest Editors: Kent D. Messer and Paul J. Ferraro

**Overview**

Behavioral insights are increasingly being used as a cost-effective policy tool around the world. The goal of this special issue is to advance our understanding of behavioral tools as applied to actors across the entire agricultural supply chain on a diverse range of issues in both developed and developing countries. For this special issue, we take a broad definition of behavioral science­ inspired policies to include not only traditional "nudges," but also potential agricultural, food, and agri-environmental policy interventions that use the full spectrum of behavioral policy toolkit.

**Submissions**

We invite submissions of original research papers, synthesis reviews, meta-analysis studies, and perspective essays that would help both academics and policymakers understand the opportunities and limitations of behavioral science-inspired tools to design better agricultural, food, and agri-environmental policy. As consistent with the priority of *Food* *Policy*, we want all papers to make a clear connection to policy.

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| Actors in the Food System | **Insights from Behavioral Science** |
| **Individual** | **Social** | **Material** | **Mixed Approaches** |
| Producers | * Personalized messages
* Align message to values
* Tap cognitive biases
* Reference dependence
* Anchoring effect
* Set default choices
* Loss aversion
* Framing effect
* Present bias
* Motivated disbelief
* Confirmation bias
* Recognitions and ego boost
* Decision/cognitive fatigue
* Biased assessment of probabilities
 | * Highlight desirable norms
* Peer comparisons
* Encourage public commitments, identify the right messenger
* Publicly recognize desired behaviors
 | * Provide financial incentives
* Reduce learning costs
* Increase awareness of programs
* Reduce application costs
* Lower effort of decisions
* Reduce complexity of the decision environment
 | * Combinations of individual, social, and/or material approaches
 |
| Supply Chain Actors* Suppliers
* Traders
* Processors
* Distributors
* Retailers
* Marketers
 |
| Consumers |

**Paper Review**

All papers will go through full peer review to ensure the coherence of the set of papers and the high quality expected of papers in *Food Policy*. The guest editors will prepare an introductory essay to tie together the key findings and recommendations from the set of accepted papers.

**Please Note:**

Papers should be between 5,000 and 12,000 words and submitted to the editorial manager by August 31, 2022. Please consult the *Food Policy* guide for authors for policies regarding making data and code available to ensure reproducibility of empirical results, and the requirement for explicit attention to policy implication.

Please be sure to select this special issue from the drop-down ‘Article Type’ menu that will appear in the submissions portal after you log in to the site. Ultimately, but not at the time of initial submission authors must format papers selected for publication following the *Food Policy* guide for authors. We especially invite original papers authored by members of under­represented groups and researchers based at institutions in developing countries.