

## KENT DONALD MESSER

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### 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

***Unidel Howard Cosgrove Career Development Chair in Environment***, Department of Applied Economics & Statistics, University of Delaware. Professor (2015–present); 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***, Center for Experimental & Applied Economics, University of Delaware (2007–present)

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

***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

**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**

Fooks, J., K.D. Messer, and M. Kecinski. *Forthcoming*. “A Cautionary Note on the Use of Benefit Metrics for Cost-Effective Conservation.” *Environmental and Resource Economics*.

Li, T., M. Kecinski, and K.D. Messer. *Forthcoming*. Behavioral Responses to Science-based Eco-labeling: Gold, Silver, or Bronze.” *Applied Economics*

Kecinski, M., K.D. Messer, and A.J. Peo. *Forthcoming*. “When Cleaning Too Much Pollution Can Be a Bad Thing: A Field Experiment of Consumer Demand for Oysters.” *Ecological Economics*.

Khanna, M., S.M. Swinton, and K.D. Messer. *Forthcoming*. “Sustaining our Natural Resources in the Face of Increasing Societal Demands on Agriculture: Directions for Future Research.” *Applied Economics Policy & Perception*.

Kecinski, M., D. Kerley, K.D. Messer, and W.D. Schulze. *Forthcoming*. “Measuring Stigma: The Behavioral Response to Drinking Cockroach Contaminated Water.” *Environmental and Resource Economics*.

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*.
- 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. doi:10.2489/jswc.71.2.148.
- 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. "Applying Multiple Knapsack Optimization to Improve the Cost Effectiveness of Land Conservation." *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: \$46,235,982 as Principal Investigator or Co-Principal Investigator)

**RESEARCH GRANTS (SELECT)**

USDA Natural Resource Conservation Service. 2017. "Conservation Communication Training." \$150,000. P. Ferraro and K. Messer (PIs), M. Masters (co-PI).

USDA Economic Research Service. 2017. "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." \$60,000. 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.* 2016-2010. “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. 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. 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. 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-I.* 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**

- *Agricultural and Resource Economics Review Fellow*, Northeastern Agricultural and Resource Economics Association, 2017.
- *ABM17 Star Award* – (advisee) S. Wu, 2017
- *Interdisciplinary Research Prize for Outstanding Dissertation* – (advisee) A. Jennings, 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.
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- Messer, K.D., H.M. Kaiser, and C. Payne and B. Wansink. 2006 "Advertising Could Calm Food Safety Fears." *Food Navigator – USA*. August 14.
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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**

- *Outstanding Teacher Nomination*, University of Delaware, 2011, 2008.
- *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 120 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 1E0 INCLUDING:**

- |                                     |  |
|-------------------------------------|--|
| • <i>Baltimore County, Maryland</i> | • <i>Center for Watershed Protection</i> |
| • <i>Binghamton University</i>      | • <i>Colorado School of Mines</i>        |
| • <i>Brandywine Conservancy</i>     | • <i>Cornell University</i>              |

- *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*
- *Osber 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  
Conservation Biology  
Ecological Economics  
Environment and Development Economics  
Environmental and Resource Economics  
Food Policy  
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  
Land Economics  
Natural Resource Modeling  
Resource and Energy Economics  
Southern Economic Review  
Wiley & Sons Publishing

### **LANGUAGES**

- Fluent in Spanish

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