

KRISTIN KIESEL

CONTACT INFORMATION

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EDUCATION

- 2003-2008:** **University of California-Berkeley**, Agricultural & Resource Economics
Ph.D. in Agricultural & Resource Economics, 2008
M.S. in Agricultural & Resource Economics, 2006
- 2000-2002** **Montana State University-Bozeman**, Agricultural Economics & Economics
M.S. in Applied Economics, 2002
- 1995-2000** **Technische Universität-Berlin** (Germany), Kommunikations-und
Geschichtswissenschaften (Communication Sciences)
M.A. in Kommunikationswissenschaften, Volkswirtschaftslehre, Neuere Deutsche
Philologie (Communication Sciences, Economics, Modern German Philology) (*summa
cum laude*), 2000

EMPLOYMENT

- 2008-present** **Stanford University**
Research Scholar in Stanford Institute for Economic Policy Research
- University of California-Berkeley**
Postdoctoral Scholar at Department of Agricultural & Resource Economics
- 2002-2003** **Montana State University-Bozeman**
Research Associate at Department of Agricultural Economics & Economics
- Watts and Associates, Inc.**
Consultant

ACADEMIC PAPERS

Publications

- K. Kiesel and S. B. Villas-Boas. 2007. Got Organic Milk? Consumer Valuations of Milk Labels after the Implementation of the USDA Organic Seal. *Journal of Agricultural & Food Industrial Organization* 5(4):1- 38.
- K. Kiesel, D. Buschena, and V. Smith. 2005. Do Voluntary Biotech Labels Matter? Evidence from the Fluid Milk Market. *American Journal of Agricultural Economics* (87, 2):378-393.

Working papers

- K. Kiesel and S. B. Villas-Boas. 2008. Another Nutritional Label—Experimenting with Grocery Store Shelf Labels and Consumer Choice,
JOB MARKET PAPER.
- K. Kiesel 2008. “A Definition at Last, but What Does it All Mean?” Newspaper Coverage of the USDA Organic Seal and its Effects on Food Purchases.
- K. Kiesel 2004. Differences in Consumer Attitudes or Arbitrary Trade Restrictions? —Political Economic Bargaining Structures of Biotech-Regulations across Countries
- D. Buschena, M. Watts, K. Kiesel 2004. Economic Modeling Efforts for Brucellosis Outbreaks in Cattle Herds in the Greater Yellowstone Area. Montana State University Staff Paper 2004-1.

Other Articles

- K. Kiesel and S. B. Villas-Boas. 2007. USDA organic—What is it Worth to the Consumer? ARE Update 11(2): 5-8.

BOOK CONTRIBUTIONS

- K. Kiesel, D. Buschena, and V. Smith. 2004. Consumer Acceptance and Labeling of GMOs in Food Products: a Study of Fluid Milk Demand. In R.D. Evenson and Vittorio Santaniello (Eds.): *Consumer Acceptance of Biotechnology Foods*, CABI Publishing: 9-32 .
- K. Kiesel. 2000. Nachhaltigkeit und Kommunikation. In *Wohnen und Nachhaltigkeit. Interdisziplinäre Forschung vor der eigenen Haustür*, J.H. Harloff, K.W. Christiaanse. G. Wendorf, K. Zillich, H.L. Dienel (Eds):. pp. 15-25. (Berlin, Germany: Technische Universität Berlin)
- G. Wendorf, D. Felbinger, K. Kiesel. 2000. Nachhaltigkeit, eine Frage der Ökonomie? In *Wohnen und Nachhaltigkeit. Interdisziplinäre Forschung vor der eigenen Haustür*, J.H. Harloff, K.W. Christiaanse. G. Wendorf, K. Zillich, H.L. Dienel, Eds. pp. 30-33. (Berlin, Germany: Technische Universität Berlin)
- G. Wendorf, K. Kiesel. 2000. Zur Relevanz des Wohnumfelds in bezug auf nachhaltigen Konsum. In *Wohnen und Nachhaltigkeit. Interdisziplinäre Forschung vor der eigenen Haustür*, J.H. Harloff, K.W. Christiaanse. G. Wendorf, K. Zillich, H.L. Dienel, Eds. pp. 59-63. (Berlin, Germany: Technische Universität Berlin)

CONFERENCES AND INVITED TALKS

- K. Kiesel** 2008. “A Definition at Last, but What Does it All Mean?” Newspaper Coverage of the USDA Organic Seal and its Effects on Food Purchases. AAEA Selected Paper presented at the AAEA & ACCI Joint Annual Meetings in Orlando, July 27-29, 2008.
- K. Kiesel** 2008. Another Nutritional Label—Experimenting with Grocery Store Shelf Labels and Consumer Choice. Paper presented at the Econometrics Seminar, Economics Department, Harvard University, April 7th, 2008.
- K. Kiesel** 2008. “A Definition at Last, but What Does it All Mean?” Newspaper Coverage of the USDA Organic Seal and its Effects on Food Purchases. Paper presented at the 10th Occasional Workshop on Environmental and Resource Economics. University of Santa Barbara, March 21-22, 2008.
- K. Kiesel** and S. B. Villas-Boas. 2007. Got Organic Milk? Consumer Valuations of Milk Labels after the Implementation of the USDA Organic Seal. Paper presented at the 34th EARIE Conference, Valencia, September 6-9th 2007.

- K. Kiesel** and S. B. Villas-Boas 2006. "Milk is Milk--The Simple Truth"?--Consumer Response to Changes in Labeling Regulations under the NOP in the Fluid Milk Market. Paper presented at the 7th INRA-IDEI Conference on "*Industrial Organization and the Food Processing Industry*", Toulouse, June 9-10, 2006.
- Kiesel, Kristin, **David Buschena** and Vince Smith. 2003. Consumer Acceptance and Labeling of Biotech in Food Products: A Study of Fluid Milk Demand. Paper presented at the Annual Meetings of the American Agricultural Economics Association. Salt Lake City, UT. August 2003.
- E. Golan and **K. Kiesel**. 2002. Evidence on Retail Demand for Non-biotech Foods, Track session at 2002 AAEA annual meeting in Long Beach, CA, July 26 - 31, 2002.
- K. Kiesel, **D. Buschena**, and V. Smith. 2002. Consumer Acceptance and Labeling of GMOs in Food Products: A Study of Fluid Milk Demand, paper presented at 6th International ICABR Conference on Agricultural Biotechnology: New Avenues for Production, Consumption and Technology Transfer, Ravello, Italy, July 11 - 14, 2002.

RESEARCH EXPERIENCE

- 2008-Present** **Stanford University**, Stanford Institute for Economic Policy Research
Research Scholar, launch a grocery-store data sharing center, ongoing research projects
- University of California-Berkeley**, Agricultural & Resource Economics
Postdoctoral Scholar, launch a grocery-store data sharing center, ongoing research projects
- 2006-2008** **University of California-Berkeley**, Agricultural & Resource Economics
Graduate Research Assistant for Sofia B. Villas-Boas, data and analysis work, survey design and implementation, experiment design and implementation relating to consumer response to nutritional shelf labeling, and consumer demand for specialty coffee
- 2003-2005** **University of California-Berkeley**, Agricultural & Resource Economics
Graduate Research Assistant for Sofia B. Villas-Boas, data and analysis work relating consumer response to labeling changes under the National Organic Program
- 2002-2003** **Montana State University-Bozeman**, Agricultural Economics & Economics
Research Associate, modeling work for simulation of Brucellosis outbreaks, writing and editing Montana Agricultural Experiment Station 58th Legislature Impact Statement
- Watts and Associates, Inc.**
Consultant, analysis for dairy risk management
- 2001-2002** **Montana State University-Bozeman**, Agricultural Economics & Economics
Graduate Research Assistant for David Buschena, modeling, data and analysis work relating consumer preferences for non-biotech food
- 1998-2000** **Technische Universität-Berlin**, Wirtschaftswissenschaften (Economics and Business)
Research Assistant for Gabriele Wendorf, analysis for interdisciplinary research project: *Die Bedeutung von Wohngruppen zur Herausbildung nachhaltiger Konsummuster (The importance of housing structures and communities for the development of sustainable consumption patterns)*

TEACHING EXPERIENCE

- 2008** **Stanford University, Economics Department**
Lecturer:
Econ50 Economic Analysis I, Winter Quarter 2008/2009 (expected)
- 2006** **University of California-Berkeley, Agricultural & Resource Economics**
Graduate Student Instructor:
Econ 125/EEP101 Environmental Economics, Spring 2006
IAS106 Intermediate Microeconomics, Fall 2006
- 2000-2001** **Montana State University-Bozeman, Agricultural Economics & Economics**
Graduate Student Instructor:
Econ101 Economic Way of Thinking
Econ201 Introductory Microeconomic Theory
Econ301 Intermediate Microeconomic Theory

AWARDS AND FUNDING

- 2008** Young researcher participant in the 3rd Lindau Meeting of Nobel Laureates in Economic Sciences, August 20-23rd 2008.
- 2007** University of California-Berkeley, Agricultural & Resource Economics: Department Student Travel Grant
- 2007** University of California-Berkeley, Graduate Division: Graduate Division Conference Travel Grant
- 2005-2006** ERS, Cooperative Agreement: *Demand for Organic and rBGH-free Milk: An Analysis of Product Differentiation and Consumer Valuation in the Presence of Heterogeneous Preferences and Information Uncertainty* (Project leaders: Sofia B. Villas Boas, Elise H. Golan)
- 2002** American Association of Agricultural Economics: Outstanding Master's Thesis, Honorable Mention, 2002
- 2001-2002** ERS, Cooperative Agreement: *GMO Food Labeling and Consumer Response: An Analysis of the Effects of Voluntary rBGH-free Labels on the Market for Fluid Milk*. (Project leaders: David Buschena, Elise H. Golan)

PERSONAL INFORMATION

- Nationality:** German citizen, US permanent resident
- Date of Birth:** February 28, 1975

OTHER INFORMATION

- Associations:** American Association of Agricultural Economics
- Referee:** American Agricultural Economics Association (Master's Thesis Award, 2006)
American Journal of Agricultural Economics
Routledge Books
- Languages:** German (native), English (fluent)

ACADEMIC INFORMATION

Dissertation Title: What Do I Buy Now? Essays on Consumer Response to Food Labeling

Research Interests: Consumer Economics, Policy Analysis, Non-Market Valuation, Psychology and Economics, Applied Econometrics, Industrial Organization

Teaching Interests: Microeconomics, Environmental & Resource Economics, Agricultural Policy, Applied Econometrics, Psychology and Economics, Industrial Organization

References:

Professor Sofia B. Villas- Boas
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Resource Economics
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Professor Jeffrey M. Perloff
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