

**KRISTIN KIESEL**  
(last updated August 2018)

**CONTACT INFORMATION**

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Department of Agricultural and Resource Economics  
University of California, Davis  
2147 Social Sciences and Humanities  
One Shields Avenue  
Davis, CA 95616

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**EMPLOYMENT**

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**2015 –present**            **University of California, Davis**  
Lecturer PSOE in the Agricultural and Resource Economics Department

**2015**                        **University of California, Berkeley**  
Visiting Assistant Professor in the Agricultural and Resource Economics Department

**2009-2015**                **California State University, Sacramento**  
Associate Professor in the Department of Economics  
Assistant Professor in the Department of Economics

**2009-2012**                **Director** of SIEPR-GIANNINI Data Center

**2008-2009**                **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

**EDUCATION**

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**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

## ACADEMIC PAPERS

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### Publications

- Gail Woodward-Lopez, MPH, RD; Janice Kao, MPH, RD; Kristin Kiesel, PhD; Markell Lewis Miller, MPH; Maria Boyle, MS, RD; Soledad Drago-Ferguson, MPH; Ellen Braff-Guajardo, JD; Patricia Crawford, DrPH, RD 2014. Is Scratch Cooking a Cost Effective Way to Prepare Healthy School Meals with US Department of Agriculture Foods? *Journal of the Academy of Nutrition and Dietetics* 114(9): 1349-1358.
- K. Kiesel and S. B. Villas-Boas. 2013. Can information costs affect consumer choice? Nutritional labels in a supermarket experiment. *International Journal of Industrial Organization* 31(2): 153-163.
- R. Huang and K. Kiesel. 2012. Does Limiting Access to Soft Drinks in Schools Result in Compensation at Home? *European Review of Agricultural Economics* 39 (5): 797-820.
- K. Kiesel. 2012. "A Definition at Last, but What Does it All Mean?" Newspaper Coverage of the USDA Organic Seal and its Effects on Food Purchases. *Journal of Agricultural and Resource Economics* 37(1): 34-57.
- K. Kiesel, J. J. McCluskey, and S. B. Villas-Boas. 2011. Nutritional Labeling and Consumer Choices. *Annual Review of Resource Economics* (3): 141-158.
- 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.

### Other Articles and Reports

- K. Kiesel and A. Spalding. 2018. A Food Business Incubator in the Sacramento Region. Feasibility Study of Alchemist Kitchen.

### Working Papers

- K. Kiesel and M. Ji. 2018. State-mandated Soda Bans in California High Schools — An Effective Policy to Reduce Overall Soda Consumption Among Adolescents? (under review)
- S, B. Villas-Boas, K. Kiesel, H. H. Chouinard, J. J. McCluskey, and J. P. Berning. 2018. Is Less Information Really More? Welfare Effects of Experimental Nutrition Shelf Labels Considering Strategic Supply Responses. (under review)

## BOOK CONTRIBUTIONS

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- K. Kiesel 2009. What Do I Buy Now? *Essays on Consumer Response to Food Labeling*. VDM Verlag.
- 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 J.H. Harloff, K.W. Christiaanse. G. Wendorf, K. Zillich, H.L. Dienel (Eds.): *Wohnen und Nachhaltigkeit. Interdisziplinäre Forschung vor der eigenen Haustür*, Technische Universität Berlin, Germany: 15-25.
- G. Wendorf, D. Felbinger, K. Kiesel. 2000. Nachhaltigkeit, eine Frage der Ökonomie? In J.H. Harloff, K.W. Christiaanse. G. Wendorf, K. Zillich, H.L. Dienel (Eds.): *Wohnen und Nachhaltigkeit. Interdisziplinäre*

*Forschung vor der eigenen Haustür*, Technische Universität Berlin, Germany: 30-33.

G. Wendorf, K. Kiesel. 2000. Zur Relevanz des Wohnumfelds in bezug auf nachhaltigen Konsum. In J.H. Harloff, K.W. Christiaanse. G. Wendorf, K. Zillich, H.L. Dienel (Eds.): *Wohnen und Nachhaltigkeit. Interdisziplinäre Forschung vor der eigenen Haustür*, Technische Universität Berlin, Germany: 59-63. (Berlin, Germany: Technische Universität Berlin)

## CONFERENCES AND INVITED TALKS

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**K. Kiesel.** 2018. Directly Requested Scanner Data and Supplemental Product Information. Presented at the AAEA Annual Meeting on August 5<sup>th</sup>-7<sup>th</sup>, 2018 in Washington, D.C.

**A. Spalding** and K. Kiesel. 2018. What are Consumers Willing to Pay for Locally Produced, Value-added Foods? Paper presented at the AAEA Annual Meeting on August 5<sup>th</sup>-7<sup>th</sup>, 2018 in Washington, D.C.

**P. Wilde, H. Kaiser, J. Crespi, and K. Kiesel.** 2016. Are Checkoff Programs Good for Nutrition? Panel Discussion at the AAEA Annual Meeting on July 31<sup>st</sup>-August 1<sup>st</sup>, 2016 in Boston.

**K. Kiesel** and Amber Stott. 2015. Tracking Turnips and Other Measures of Food Literacy Education: The Impact of a School-based Intervention on Children's Attitudes, Knowledge and Food Choices. Poster presented at the AAEA Annual Meeting on July 26<sup>th</sup>-28<sup>th</sup>, 2015 in San Francisco.

**M. Lewis, S. Drago-Ferguson, J. Kao, K. Kiesel.** 2012: Back to Basics: Nutritional Value and Financial Impact of Scratch-Cooked School Food. Rethinking School Lunch 2012 Conference: California Food for California Kids. Oakland, September 24<sup>th</sup>, 2012.

**K. Kiesel,** Rui Huang, Chantel Crane, Lisa Craypo. 2012. California's Leading Role in State-mandated Soda Bans—Adherence at High Schools and Possible Compensation Outside of Schools. Paper presented at the AAEA Annual Meeting on August 12<sup>th</sup>-14<sup>th</sup> in Seattle.

**K. Kiesel,** L. Smialkova, M. L. Anderson, S. B. Villas-Boas. 2012. Taste and Food Education: The impact of a school-based intervention on children's food choices. Paper presented at the AAEA/EAAE Joint Conference: Food Environment: The Effect of Context on Food Choice on May 30<sup>th</sup>-31<sup>st</sup>, Tufts University in Boston.

**K. Kiesel,** L. Smialkova, M. L. Anderson, S. B. Villas-Boas. 2011. Taste and Food Education: The impact of a school-based intervention on children's food choices. Paper presented at the Pre-Conference Workshop: Economics and Child Nutrition Programs at the AAEA&NAREA Joint Annual Meetings on July 24<sup>th</sup>-26<sup>th</sup> in Pittsburgh.

**K. Kiesel,** M. Lewis, L. Craypo, E. Braff-Guarjardo, G. Woodward-Lopez. 2011. USDA Commodities Processing: Impact On School Meal Nutritional Quality and Cost. Methodology and preliminary results of an interdisciplinary project presented in a symposium on Food and Health Trends at the AAEA&NAREA Joint Annual Meetings on July 24<sup>th</sup>-26<sup>th</sup> in Pittsburgh.

R. Huang and **K. Kiesel.** 2011. Does Limiting Access to Soft Drinks in Schools Result in Compensation at Home? Poster presented at the Using scanner data to answer Food Policy Questions conference on June 1<sup>st</sup>-2<sup>nd</sup> at the ERS in Washington, D.C.

**K. Kiesel** and S. B. Villas-Boas. 2010. Can information costs affect consumer choice? Nutritional labels in a supermarket experiment. Paper presented at the Using scanner data to answer Food Policy Questions conference on June 1<sup>st</sup>-2<sup>nd</sup> at the ERS in Washington, D.C.

**K.Kiesel.** 2010 Moving Toward and Sustainable Food Systems. Invited panel member in mini-plenary at the 6<sup>th</sup> Biennial Childhood Obesity Conference on June 28<sup>th</sup>-July 1<sup>st</sup> in San Diego.

- K. Kiesel** and S. B. Villas-Boas. 2010. Can Information Costs Confuse Consumer Choice?—Nutritional Labels in a Supermarket Experiment. Selected paper at the 115th EAAE Seminar "The Economics of Food, Food Choice and Health" in Freising, September 15<sup>th</sup> -17<sup>th</sup>, 2010.
- R. Huang and **K. Kiesel**. 2010. Does Limited Access at School Result in Compensation at Home? The Effect of Soft Drink Bans in Schools on Purchase Patterns Outside of Schools. Selected paper at the 115th EAAE Seminar "The Economics of Food, Food Choice and Health" in Freising, September 15<sup>th</sup> -17<sup>th</sup>, 2010.
- R. Huang and **K. Kiesel**. 2010. Does Limited Access at School Result in Compensation at Home? The Effect of Soft Drink Bans in Schools on Purchase Patterns Outside of Schools. Selected paper at the AAEA, CAEA & WAEA Joint Annual Meetings in Denver, July 25<sup>th</sup> -27<sup>th</sup>, 2010.
- K. Kiesel** and S. B. Villas-Boas. 2010. Can Information Costs Confuse Consumer Choice?—Nutritional Labels in a Supermarket Experiment. Invited talk at the University of California, Davis Economics research seminar in Industrial Organization, April 21<sup>st</sup>, 2010.
- K. Kiesel and **S. B. Villas-Boas**. 2009. Can Information Costs Confuse Consumer Choice?—Nutritional Labels in a Supermarket Experiment. Invited talk at the 2nd Annual Federal Trade Commission-Northwestern University Microeconomics Conference in Washington, November 18<sup>th</sup> -19<sup>th</sup>, 2009.
- 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<sup>th</sup> -29<sup>th</sup>, 2008.
- K. Kiesel** and S. B. Villas-Boas 2008. Another Nutritional Label—Experimenting with Grocery Store Shelf Labels and Consumer Choice. Paper presented at the Econometrics Seminar, Economics Department, Harvard University, April 7<sup>th</sup>, 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 10<sup>th</sup> Occasional Workshop on Environmental and Resource Economics. University of Santa Barbara, March 21<sup>st</sup> -22<sup>nd</sup>, 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 34<sup>th</sup> EARIE Conference, Valencia, September 6<sup>th</sup> -9<sup>th</sup> 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<sup>th</sup> -10<sup>th</sup>, 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<sup>th</sup> - 31<sup>st</sup>, 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 6<sup>th</sup> International ICABR Conference on Agricultural Biotechnology: New Avenues for Production, Consumption and Technology Transfer, Ravello, Italy, July 11<sup>th</sup> - 14<sup>th</sup>, 2002.

#### **Professional lectures, workshops and teaching conferences**

- K. Kiesel, B. Lungu, and M. Wilson**. 2018. Expanding the Classroom. Teaching with Instructional Video. UC

Davis, May 17<sup>th</sup>, 2018.

- K. Kiesel, B. Lungu, and M. Wilson.** 2018. Clickers in the Classroom. Engaging Students with iClickers and Top Hat. UC Davis, March 9<sup>th</sup>, 2018.
- K. Kiesel.** 2017. Peers explaining to Peers. Resource table at the Scholarship of Teaching and Learning Conference, UC Davis, December 1<sup>st</sup>, 2017
- K. Kiesel.** 2017. Peers Explaining to Peers: Instructional Videos Explaining Key Concepts in Economics. Presentation given at Summer Institute for Teaching and Technology, UC Davis, September 15<sup>th</sup>, 2017
- K. Kiesel.** 2017. Branding Mead—Engaging consumers with your story. Presentation given at Advance Mead making workshop, Robert Mondavi Institute, UC Davis, June 19-22, 2017.
- K. Kiesel.** 2016. Student Response Technology in Large Undergraduate Classes. UC Davis Center for Educational Effectiveness workshop series, October 21<sup>st</sup>, 2016.
- K. Kiesel and Stephen Boucher.** 2016. Clickers and REEF App in the classroom, Brown-Bag Departmental Seminar, UC Davis, April 29<sup>th</sup>, 2016.

#### AWARDS AND FUNDING

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<b>2018-2019</b>	Giannini Foundation mini-grant: <i>Consumer Demand and Marketing Strategies for Locally Produced Foods.</i>
<b>2017-2018</b>	USDA Local Food Promotion Program Planning Grant: <i>Solano Community Food Centers</i>
<b>2016-2018</b>	USDA Local Food Promotion Program Planning Grant: <i>Alchemy Kitchen—A Food Business Incubator Project in Sacramento</i>
<b>2017</b>	Center for Educational Effectiveness, Small Grant: <i>Peers Explaining to Peers: Key Concepts in Economics</i>
<b>2015-2016</b>	Giannini Foundation mini-grant: <i>Food for Thought: Can Education Affect Student Attitudes and Behavior towards Healthier and Sustainable Food Choices?</i>
<b>2013-2014</b>	Faculty Research Support Fund, Sacramento State University
<b>2011-2012</b>	Nomination, scholarship and participation in the LEAD21-Leadership for the 21 <sup>st</sup> century program, June 2011 in Indianapolis, October 2011 in Kansas City, and February 2012 in Washington, D.C.
<b>2011-2012</b>	Participation in Summer Teaching Institute
<b>2011</b>	SSIS Summer research fellowship, California State University-Sacramento
<b>2010</b>	Robert Wood Johnson Foundation, Healthy Eating Research: Building Evidence to Prevent Childhood Obesity: <i>USDA Commodities Processing: Impact on School Meal Nutritional Quality and Cost</i>
<b>2008</b>	University of California-Berkeley, Environmental Leadership Program Grant: <i>Taste and Food Education in Belarusian Secondary Schools</i>
<b>2008</b>	Young researcher participant in the 3rd Lindau Meeting of Nobel Laureates in Economic Sciences, August 20-23 <sup>rd</sup> 2008
<b>2007</b>	University of California-Berkeley, Agricultural & Resource Economics: Department Student Travel Grant
<b>2007</b>	University of California-Berkeley, Graduate Division: Graduate Division Conference Travel Grant
<b>2005-2006</b>	ERS, Cooperative Agreement: <i>Demand for Organic and rBGH-free Milk: An Analysis of Product Differentiation and Consumer Valuation in the Presence of Heterogeneous Preferences and Information Uncertainty</i> (Project leaders: Sofia B. Villas Boas, Elise H. Golan)
<b>2002</b>	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)

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## PERSONAL INFORMATION

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**Nationality:** German citizen, US permanent resident

**Date of Birth:** February 28, 1975

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## OTHER INFORMATION

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**Associations:** Agricultural & Applied Economics Association (AAEA)  
American Economic Association (AEA)

**Referee Activities:** American Agricultural Economics Association (AAEA), Abstracts for paper presentation at AAEA Annual Meeting, 2013  
American Agricultural Economics Association (AAEA), Master's Thesis Award, 2006  
American Economic Journal: Applied Economics  
American Journal of Agricultural Economics  
Cornell Center of Behavioral Economics, Grant applications, 2012, 2011  
Economic Research Service (Reports)  
Food Policy  
Journal of Agricultural and Resource Economics  
Routledge Books  
Southern Agricultural Economics Association, Abstracts for paper presentation at the SAEA Annual Meeting, 2012  
Southern Economic Journal  
Journal of Public Economics  
Food Policy  
Journal of Environmental Economics and Management  
Agribusiness

**Community Partners:** Sustainable Solano  
Wellness City Challenge  
Mount Diablo Unified School District  
Alchemist, CDC, Sacramento  
Capital Public Radio—The Garden Project, Sacramento (2015-2016)  
Food Literacy Center, Sacramento  
Food Day and Jamie Oliver Foundation Food Education Campaign, Advisory Group (2012-2014)  
Sacramento Food System Collaborative, Steering Committee (2012-2014)  
REAL School Food Initiative (2010-2011)  
UC Davis Cancer Center/Sacramento State Partnership Board (2009-2012)  
Slow Food (2008-2012)