

Jarrett D. Hart

Department of Agricultural & Resource Economics
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EDUCATION

Ph.D. Agricultural & Resource Economics, University of California, Davis, March 2019.

Major Field of Study: Agricultural Economics

M.S. Agribusiness & Applied Economics, North Dakota State University, Fargo, ND, June, 2014

B.A. Mathematics & Statistics, cum laude, North Dakota State University, Fargo, ND, June 2012

RESEARCH

Job Market Paper & Working Paper, "Scraping the Bottom of the Beer Barrel: Consumer preferences for Localness and Responses to Brewery Acquisitions." **Abstract:** The U.S. beer industry has shifted dramatically over the past two decades from a highly concentrated and homogeneous industry to one composed of thousands of small, heterogeneous producers, primarily focused on local markets. This shift evokes the question: how much do consumers prefer locally produced craft beer? I use large, newly developed datasets, based on beer reviews and observations of weekly sales, to explore the market for craft beer in America and address this question. Analysis of ratings data provides clear evidence of preferences for local and independently owned craft beer among avid craft beer drinkers. Examination of sales data extends these results to the general U.S. population, also showing that consumer demand is less price elastic for local beer than nonlocal beer. In econometric analysis, "natural experiments" created by mergers and acquisitions act as exogenous shifts in localness, and they are found to cause reductions in ratings but mixed changes in demand.

Peer-Reviewed Publication, Hart, Jarrett. "Drink beer for science: An experiment on consumer preferences for local craft beer." *Journal of Wine Economics* 13.4 (2018): 429-441.

Peer-Reviewed Publication, Hart, Jarrett, Dragan Miljkovic, and Saleem Shaik. "The impact of trade openness on technical efficiency in the agricultural sector of the European Union." *Applied Economics* 47.12 (2015): 1230-1247.

Forthcoming Peer-Reviewed Publication, Hart, Jarrett and Julian Alston. "Evolving Consumption Patterns in the U.S. Alcohol Market: Disaggregated Spatial Analysis." *Journal of Wine Economics* 15.1 (2020).

Forthcoming Peer-Reviewed Publication, Hart, Jarrett and Julian Alston. "Persistent Patterns in the U.S. Alcohol Market: Looking at the Link between Demographics and Drinking." *Journal of Wine Economics* 14.2 (2019).

Other Publication, Hart, Jarrett. "Drinkers prefer Big Beer keeps its hands off their local craft brews." *The Conversation*. February 12, 2019. <https://theconversation.com/drinkers-prefer-big-beer-keeps-its-hands-off-their-local-craft-brews-110488>

Work in Progress, "Brettanomics I: The Cost of *Brettanomyces* in California Wine Production."

PRESENTATIONS

Hart, Jarrett and Julian Alston. "Evolving consumption patterns in the U.S. alcohol market: Disaggregated spatial analysis." Presented at the 2018 Agricultural & Applied Economics Association Annual Meeting, the Annual American Association of Wine Economists Conference 2019, and the Beeronomics 2019 Conference.

Arvik, Torey, Jarrett Hart, and Julian Alston. "The cost of *Brettanomyces*." Presented at the 2018 American Society of Enology and Viticulture National Conference.

Hart, Jarrett, "Scraping the bottom of the beer barrel: Consumer preferences for localness and responses to brewery acquisitions". Presented at the Beeronomics 2017 Conference, the 2017 Agricultural & Applied Economics Association Annual Meeting, the Annual American Association of Wine Economists Conference 2017, and the Annual Australasian Agricultural & Resource Economics Society Conference 2018.

Hart, Jarrett, "Drink beer for science: An experiment on consumer preferences for local craft beer". Presented at the Annual American Association of Wine Economists Conference 2018 and the 2018 Agricultural & Applied Economics Association Annual Meeting.

Hart, Jarrett, "Causality and controls: Concepts and application to an experiment." Guest lecture for Environmental Economics and Policy undergraduate course at San Jose State University, April 2018.

Hart, Jarrett, Dragan Miljkovic, and Saleem Shaik. "The impact of trade openness on technical efficiency in the agricultural sector of the European Union." Presented at the 2013 Annual International Agricultural Trade Research Consortium.

DISTINCTIONS & AWARDS

Giannini Fellowship, Award to fund agricultural economics research

Gifford Center Scholarship, Award to travel to AAEA 2017 in Chicago and AAEA 2018 in Washington, D.C.

Beeronomics Ph.D. Scholarship, Award to travel to Beeronomics 2017 in Copenhagen and participate in Ph.D. workshop

American Association of Wine Economists Research Scholarship, Award to travel to AAWE 2017 conference in Padova;
Award to travel to AAWE 2019 conference in Vienna

TEACHING EXPERIENCE

Instructor, ARE, UC Davis, August 2019-September 2019

Primary instructor for *Financial Management of the Firm*

Teaching Assistant, ARE, UC Davis, January 2015-June 2016

Responsible for discussion sections and homework and exam evaluations. Held weekly office hours.

Courses included:

Financial Management of the Firm

Intermediate Microeconomics

Agricultural Policy

REFERENCES

Julian Alston, Ph.D. (Chair)

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