

# Trey Malone

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## Experience

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Michigan State University Assistant Professor, <i>Department of Agricultural, Food, &amp; Resource Economics</i>	2017-Current
Oklahoma City Community College Instructor, <i>Department of Business and Economics</i>	2016-2017
Oklahoma State University USDA National Needs Graduate Fellow, <i>Department of Agricultural Economics</i>	2011-2017
Federal Reserve Bank of Kansas City Analyst Intern, <i>Department of Regional Affairs</i>	2012

## Education

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Ph.D. Agricultural Economics, Minor: Statistics Advisor: Jayson L. Lusk	Oklahoma State University, 2017
M.S. Agricultural Economics	Oklahoma State University, 2013
B.A. Economics and Spanish	Rockhurst University, 2010

## Peer-Reviewed Publications

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15. Malone, T., A.M. Koumpias, & P.L. Bylund. 2019. "Entrepreneurial Response to Interstate Regulatory Competition: Evidence from a Behavioral Public Choice Experiment." *Journal of Regulatory Economics*. <https://doi.org/10.1007/s11149-019-09375-y>.
14. Robison, L., T. Malone, et al. 2019. "How Social Capital Influences Medical Choices: A Study of Colonoscopy Decision-Making." *Applied Economics*. Forthcoming.
13. Malone, T. & K. Gomez. 2019. "Hemp in the United States: A Case Study of Regulatory Path Dependence." *Applied Economic Perspectives & Policy*. Forthcoming.
12. Malone, T. & J.L. Lusk. 2019. "Mitigating Choice Overload: An Experiment in the U.S. Beer Market." *Journal of Wine Economics*. EarlyCite: 1-23. <https://doi.org/10.1017/jwe.2018.34>
11. Malone, T. & J.L. Lusk. 2019. "Releasing the Trap: A Method to Reduce Inattention Bias in Survey Data with Application to U.S. Beer Taxes." *Economic Inquiry*. 57(1): 584-599. <https://doi.org/10.1111/ecin.12706>
10. McFadden, B.R. & T. Malone. 2018. "How will Mandatory Labeling of Genetically Modified Food Nudge Consumer Decision-Making?" *Journal of Behavioral & Experimental Economics*. 77(4): 186-194. <https://doi.org/10.1016/j.socec.2018.09.004>
9. Malone, T. & J.L. Lusk. 2018. "A Simple Diagnostic Measure of Inattention Bias in Discrete Choice Models." *European Review of Agricultural Economics*. 45(3): 455-462. <https://doi.org/10.1093/erae/jby005>

8. Malone, T. & J.L. Lusk. 2018. "An Instrumental Variable Approach to Distinguishing Perceptions from Preferences for Beer Brands." *Managerial & Decision Economics*. 39(4): 403-417. <https://doi.org/10.1002/mde.2913>
7. Malone, T. & J.L. Lusk. 2018. "If You Brew it, Who Will Come? Market Segments in the American Beer Market." *Agribusiness: An International Journal*. 34(2): 204-221. <https://doi.org/10.1002/agr.21511>
6. Malone, T. & J.L. Lusk. 2018. "Consequences of Participant Inattention with an Application to Carbon Taxes for Meat Products." *Ecological Economics*. 145:218-230. <https://doi.org/10.1016/j.ecolecon.2017.09.010>
5. Malone, T. & D. Chambers. 2017. "Quantifying Federal Regulatory Burdens in the Beer Value Chain." *Agribusiness: An International Journal*. 33(3):466-471. <https://doi.org/10.1002/agr.21507>
4. Malone, T. & J.L. Lusk. 2017. "The Excessive Choice Effect Meets the Market: A Field Experiment on Craft Beer Choice." *Journal of Behavioral & Experimental Economics*. 67(2):8-13. <https://doi.org/10.1016/j.socec.2017.01.008>
3. Malone, T. & J.L. Lusk. 2017. "Taste Trumps Health and Safety: Incorporating Consumer Perceptions into a Discrete Choice Experiment for Meat." *Journal of Agricultural & Applied Economics*. 49(1):139-157. <https://doi.org/10.1017/aae.2016.33>
2. Malone, T. & J.L. Lusk. 2016. "Brewing Up Entrepreneurship: Government Intervention in Beer." *Journal of Entrepreneurship & Public Policy*. 5(3):325-342. Outstanding Paper Winner. <https://doi.org/10.1108/JEPP-02-2016-0004>
1. Malone, T. & J.L. Lusk. 2016. "Putting the Chicken Before the Egg Price: An Ex Post Analysis of California's Battery Cage Ban." *Journal of Agricultural & Resource Economics*. 41(3): 518-532. <http://purl.umn.edu/246252>

### **In Review**

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- Malone, T. & F.B. Norwood. "Gluten Aversion is Not Limited to the Political Left." *Agriculture and Human Values*. 2<sup>nd</sup> R&R.
- Melstrom, R.T. & T. Malone. "Where's the Beef? Cattle Producers' Response to Endangered Species Regulations." *Journal of Environmental Economics and Management*.
- Robison, L., T. Malone, et al. "It's Always Personal: The Embeddedness of Relationships in Economic Transactions." *Eastern Economic Journal*.
- Malone, T. & L. Russell. "Oklahoma Right-to-Farm: An Empirical Test of Voting Hypotheses in Agriculture." *Journal of Rural Studies*.
- Farris, J. & T. Malone. "Going the Distance: Investigating Heterogeneity in Consumer Choice for Local Hard Cider by Travel Distance." *Journal of Agricultural and Resource Economics*.

### **Awards and Fellowships**

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| Outstanding Poster Award, with Richard T. Melstrom,<br><i>Land, Water, and Environmental Economics Section (ENV) of AAEA</i> | 2018 |
| Outstanding Paper Award, with Jayson L. Lusk,<br><i>Journal of Entrepreneurship &amp; Public Policy</i>                      | 2017 |

National Needs Fellowship, <i>U.S. Department of Agriculture</i>	2013-2017
Outstanding Graduate Student Paper Competition Award, <i>Institutional &amp; Behavioral Economics Section (IBES) of AAEA</i>	2016
Frédéric Bastiat Fellow, <i>Mercatus Center</i>	2016
Sitlington Enriched Graduate Scholarship, <i>Oklahoma State University</i>	2013-2016
Searle Freedom Trust Fellow, <i>Institute for Humane Studies</i>	2015-2016
Doctoral Fellow, <i>Institute for the Study of Free Enterprise</i>	2015-2016
Dr. Harry Mapp Fellow, <i>Oklahoma State University</i>	2015
JIN Fellow, <i>Richard &amp; Mary Fink Foundation</i>	2014
Carl D. Searcy Most Outstanding Overall Athlete, <i>Valley Center High School</i>	2006

### **Research Grants**

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T. Malone (PI). “Public Choice Meets Meat: Is Government Intervention Needed in Meat Labeling?” Funded: \$26,366.16. Source: Charles Koch Foundation. 2018.

T. Malone (PI), Melissa McKendree (Co-PI), and Vincenzina Caputo (Co-PI). “Identifying target consumers for Michigan specialty crops: Montmorency cherries.” Funded: \$77,980. Source: Project GREEN, 2018.

T. Malone (PI). Title: “What characteristics create a trusted agribusiness advisor?” Funded: \$35,950. Source: Purdue Center for Food & Agricultural Business, 2018.

### **Professional Service (Selected)**

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Chair, <i>Institutional and Behavioral Economics (IBES) Section of AAEA</i>	2018-2020
NIFA Review Panel, <i>U.S. Department of Agriculture</i>	2017
Seminar Co-Chair, <i>Michigan State University AFRE</i>	2017-2019
Chair, <i>Brewing &amp; Enology Economics Research (BEER) Section of AAEA</i>	2017-2019
Committee Member, <i>Mentorship Committee of AAEA</i>	2016-2018
Chair, <i>Graduate Student Section (GSS) of AAEA</i>	2013-2016
President, <i>Oklahoma State Departmental Graduate Student Association</i>	2014-2015
Social Chair, <i>Oklahoma State Departmental Graduate Student Association</i>	2012-2013

### **Other Highlighted Publications**

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Malone, T. and K. Gomez. 2018. “Hemp in the United States: A Case Study of Regulatory Path Dependence” *Mercatus Research Paper*. <https://bit.ly/2T9ZPDe>

Malone, T. 2018. “EconTalk.org [podcast]. July 17, 2017. ‘Tamar Haspel on Food Costs, Animal Welfare, and the Honey Bee.’ Library of Economics and Liberty.” *American Journal of Agricultural Economics*. 100(5): 1511-1512. <https://doi.org/10.1093/ajae/aax077>

Malone, T., & J.C. Hall. 2017. “Can Liberalization of Local Food Marketing Channels Influence Local Economies? A Case Study of West Virginia’s Craft Beer Distribution Laws.” *Economics & Business Letters* 6(2). <https://doi.org/10.17811/ebl.6.2.2017.54-58>

Malone, T. & M. Stack. 2017. “What Do Beer Laws Mean for Economic Growth?” *Choices*.

32(3):1-7 <https://goo.gl/faFcsb>

Malone, T. 2017. *Incorporating Behavioral Principles in Primary Data Collection and Analysis with Application to Beer Demand*. PhD Dissertation. <https://bit.ly/2P0kgnD>

Malone, T. 2013. *An Examination of What Might be Done to Move Modeling Local Foods Forward*. Master's Thesis. <https://hdl.handle.net/11244/11167>

Shideler, D. & T. Malone. 2013. "Measuring Community Retail Activity." *Oklahoma Cooperative Extension Service*. AGEC-1049. <https://bit.ly/2EVyelX>

Routh, S., D. Shideler & T. Malone. 2013. "Threshold Analysis for Chickasha, Oklahoma." *Oklahoma Cooperative Extension Service*. AE-13029. <https://bit.ly/2OISrRk>

Malone, T. 2012. "Spotlight on... Guymon." *Oklahoma Economist*. 3<sup>rd</sup> Quarter. Federal Reserve Bank of Kansas City. <https://bit.ly/2zntu2m>

Malone, T. & B.E. Whitacre. 2012. "How Rural Is Our Local Food Policy?" *Daily Yonder*, September 17. Center for Rural Strategies. <https://bit.ly/2Oiy8ED>

### **Professional Presentations (Selected)**

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"Michigan Chestnuts: Opportunities for Growth." *Midwest Nut Producers Council Annual Meeting*. Hickory Corners, MI. March 9, 2018.

"Organizing Industries for Growth." *Great Lakes Hops and Barley Conference*. Kalamazoo, MI. March 14, 2019.

"Survey Development to Capture Trends in Brewing and Hop Production." *Great Lakes Hop Working Group*. Traverse City, MI. July 10, 2018.

"The Economic Impacts of Local Food Policies: The Case of Farm Brewery Legislation." *Agricultural & Applied Economics Association*. Washington, DC. August 7, 2018.

"Decommodifying Cider: Testing the Moderating Effects of Social Relationships on the Endowment Effect," with Lindon J. Robison. *Agricultural & Applied Economics Association*. Washington, DC. August 7, 2018.

"Craft Beer Differentiated." *Agricultural & Applied Economics Association*. Washington, DC. August 7, 2018.

"What Characteristics Create a Trusted Agribusiness Advisor?" *Agricultural & Applied Economics Association*. Washington, DC. August 7, 2018.

"How I went from the #84 ag econ department to the #5 ag econ department." *MSU Departmental Brown Bag Seminar*. East Lansing, MI. September 9, 2018.

"What you need to know about Michigan's Proposition 2." *MSU Extension*. East Lansing, MI. October 22, 2018.

"Behavioral Economics for Ag Managers." *Michigan Agricultural Credit Conference*. East Lansing, MI. October 26, 2018.

"The Importance of Trust as an Agribusiness Advisor." *National Conference for Food and Agribusiness*. West Lafayette, IN. November 7, 2018.

"Selling your work without selling out." *AFRE 891*. East Lansing, MI. November 11, 2018.

“Travels of the Pilsner in the Global Economy.” *ABM 427 International Agrifood Markets and Industries*. East Lansing, MI. November 15, 2018.

“Cherry Marketing Update.” *Fruit, Vegetable, and Farm Market EXPO*. Grand Rapids, MI. December 3, 2018.

“What Drives Consumer Choice for Michigan Hard Cider?” *Fruit, Vegetable, and Farm Market EXPO*. Grand Rapids, MI. December 6, 2018.

“Tart Cherry SWOT Analysis.” *Northwest Michigan Orchard and Vineyard Show*. Traverse City, MI. January 18, 2019.

“Crafting a Cider Comeback: First Steps to Identifying Cider Drinkers.” *Great Lakes EXPO*. Grand Rapids, MI, December 7, 2017.

“For Better or Worse: How Ballot Initiatives Influence Agricultural Production.” *University of Michigan – Dearborn Seminar*. October 27, 2017.

“Michigan Hops Marketing.” *Hops Growers of Michigan Annual Meeting*. September 30, 2017.

“Estimating the Economic Tradeoffs of Protecting the Lesser Prairie Chicken.” *Governing Natural Resources in the American West*. Lubbock, TX, August 25, 2017.

“Measurement Error Matters: A Method for Identifying Inattention Bias in Discrete Choice Methods.” *Agricultural & Applied Economics Association*. Chicago, IL, August 1, 2017.

“Food: Facts vs. Fiction.” *Central Technology Center Business Center Seminar*. Drumright, OK, December 8, 2016.

“The Excessive Choice Meets the Market: Experiments on Craft Beer Choice.” *University of Arkansas Seminar*. Fayetteville, AR, December 2, 2016.

“How Lessons from Consumer Psychology Can Create Better Choice Experiments.” *Agricultural & Applied Economics Association*. Boston, MA, August 2, 2016.

“A Method to Reduce Participant Inattention in Stated Preference Surveys.” *Agricultural & Applied Economics Association*. Boston, MA, August 1, 2016.

“Releasing Consumers from the ‘Trap’: A Method to Reduce Participant Inattention in Stated Preference Surveys.” *University of Florida Seminar*. Gainesville, FL, March 1, 2016.

“How Markets Alleviate the Excessive Choice Effect: Experiments on Craft Beer Choice.” *Beeronomics Society Annual Meeting*. Seattle, WA, September 9, 2015.

“Craft Beer: Drunken Intervention and Intoxicated Incentives.” *Institute for Free Enterprise & Entrepreneurship Seminar*. April 8, 2014.

“Do Local Food Systems Promote Regional Economic Growth?” *Southern Regional Science Association*. Washington, D.C., April 4-6, 2013.

### **Extension Output**

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“Why Today’s Policymakers are Younger.” *AFRE Voices*, with Eric Walcott. February 6, 2019.

“Stealth Ownership.” *Connect-2-Consumer Podcast*, with Bridget Behe and Phil Howard. January 15, 2019.

“Mergers and Acquisitions in Agriculture.” *Connect-2-Consumer Podcast*, with Bridget Behe and Phil Howard. January 9, 2019.

“We’re Not Accountants! Five Things Agricultural Economists Bring to Multidisciplinary Teams.” *AFRE Voices*, with Darren Hudson. December 5, 2018.

“The Social Nature of Local Purchases.” *Connect-2-Consumer Podcast*, with Bridget Behe. November 27, 2018.

“The Distance to Local.” *Connect-2-Consumer Podcast*, with Bridget Behe and Jarrad Farris. November 20, 2018.

“Four Useful Principles of Behavioral Economics for Farm Managers.” *Michigan Farm News*. November 19, 2018.

“Local food identity – What’s local production have to do with it?” *AFRE Voices*, with Francisco Moreno. November 2, 2018.

“How Don Ricks Tended the Roots of Michigan Tart Cherries for Over Half a Century.” *AFRE Voices*. October 30, 2018.

“Cider Season – Why Michiganders Love Their Cider.” *AFRE Voices*. October 17, 2018.

“Choice Overload.” *Connect-2-Consumer Podcast*, with Bridget Behe. October 16, 2018.

“Developing the Relational Element in Agriculture.” *Michigan Farm News*. October 10, 2018.

“Consumer Perceptions and Preferences.” *Connect-2-Consumer Podcast*, with Bridget Behe. October 9, 2018.

“Four things I’ve learned about chestnuts (so far).” *AFRE Voices*. September 12, 2018.

### **Reviewer (Selected)**

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*American Journal of Agricultural Economics; Journal of Environmental Economics & Management; Journal of Environmental Management; Journal of Economic Psychology; Applied Economic Perspectives & Policy; Food Policy; Managerial & Decision Economics; Journal of Agricultural and Applied Economics; Journal of Agricultural & Resource Economics; European Review of Agricultural Economics; Canadian Journal of Agricultural Economics; HortTechnology; Agricultural Economics; Journal of Regional Analysis & Policy; Food Quality & Preference; Meat Science; Proceedings for the National Academy of Sciences*

### **Graduate Student Advising**

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#### *Current Graduate Students*

5. Braeden Van Deynze, PhD, 2019, Michigan State University, committee member
4. Joseph Seong, PhD, 2022, Michigan State University, major professor
3. Francisco Flores, MS, 2020, Michigan State University, major professor
2. Ben DeMuth, MS, 2019, Michigan State University, major professor
1. Kelsey Hopkins, PhD, 2022, Michigan State University, major professor