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NAREA Awards

Outstanding Master's Thesis Award

Does Consumer Willingness to Pay Change Over Time in Response to Food Scares?

Robin Dillaway

University of Delaware

Advisor: Kent Messer

Using experimental methods with adult subjects from the mid-Atlantic area of the United States, this research examines the short- and longer-term impacts of media information on consumer behavior. Subjects in the treatment group were given food safety information about poultry from a leading consumer magazine. Willingness-to-pay (WTP) estimates were elicited for two types of chicken breasts: (i) a leading brand that was identified in the information treatment as having a

high incidence of *Campylobacter* and *Salmonella* bacteria, and (ii) a lesser-known brand (Ranger), which was reported as being relatively free of harmful bacteria. Results indicated that negative and positive food safety information significantly impacted consumers' WTP for safer chicken as compared to the reportedly less safe leading-brand chicken. These changes in behavior persisted throughout the seven-week study period.

Master's Thesis Award of Merit

Measuring the Recreational Use Value of Migratory Shorebirds: A Stated Preference Study of Birdwatching on the Delaware Bay

Kelley Appleman Myers

University of Delaware

Advisor: George Parsons

Each spring hundreds of thousands of migratory shorebirds visit the Delaware Bay on their journey from South America to Canada's Hudson Bay to feed on horseshoe crab eggs in the shallow waters of the Bay and its tributaries. This natural occurrence draws thousands of recreational birders and wildlife enthusiasts to the Bay area to witness the annual event. The goal of this study is to estimate the value of a household trip to view shorebirds on the Delaware Bay during the annual spring migration.

The data for this study come from a survey of 370 recreational birders between May 1st and

June 15th, 2008. In the survey, respondents were asked to state the maximum amount their household was willing to pay for a trip to the Delaware Bay. The valuation scenario presented respondents with two different types of stated preference questions that asked them to consider a hypothetical increase in the cost of their most recent trip. The findings suggest that willingness-to-pay ranges from \$69 to \$224 for households on a day trip, and from \$204 to \$686 for households on an overnight trip, depending on the estimation technique and distributional form of the preference function.

Transforming recreational uses of the environment into monetary equivalents is an important component of natural resource damage assessments and may have practical application in benefit transfer studies of similar resources. The wel-

fare estimates from this study also provide a conservative estimate of the lost use value to recreational birders from a catastrophic event like an oil spill.

Master's Thesis Award of Merit

Willingness to Pay for Ecosystem Services: Do Payment Elicitation Mechanisms Matter?

Jacqueline Kemp Haskell

**University of Rhode Island
Advisor: Emi Uchida**

A major challenge in the provision of public goods is finding ways to ensure that these goods are provided at the levels that the public values. A market approach, where consumers directly compensate producers for providing public goods, is gaining attention. However, consumers have no exclusive use of public goods and individuals can still benefit without paying if others contribute enough for the goods to be provided. Hence, the goal of this study is to examine how certain payment elicitation mechanisms for public goods affect people's willingness to pay (WTP) and their incentives to free-ride. I estimate northwest Rhode

Island residents' WTP to landowners for enhanced forest ecosystem services and compare WTP estimates among four payment mechanisms. The results suggest that WTP varies across payment mechanisms, but these differences are inconsistent with theoretical predictions. The application also provides insights to forest managers seeking to understand the potential level of public support for characteristics of a forest management plan designed to maintain ecosystem health and recreation access.

Distinguished Member Award

This award recognizes members who have made continuous and outstanding contributions to the Association, the region, and the profession. The award recognizes members for significant recent professional achievement in the context of an overall meritorious record. Recipients must be members in good standing and be nominated by three other members. A recipient can receive the award more than once, based on recent achievements.

Joshua Duke

Dr. Joshua M. Duke is a Professor in the Department of Food and Resource Economics, Professor of Legal Studies, and Professor of Economics at the University of Delaware. Dr. Duke received his Ph.D. from the Department of Agricultural and Applied Economics at the University of Wisconsin-Madison, with a minor in law. He began his a career at the University of Delaware in 1998

as an Assistant Professor and made his way through the ranks to Full Professor. Dr. Duke has given outstanding service to NAREA; he has demonstrated a research agenda that is making contributions to his discipline and area, and he is an excellent teacher and mentor to his students.

Dr. Duke has built a strong research program that involves basic research, extra-mural funding,

strong participation in his key professional societies, and a willingness to share his research and research skills to address important needs in the state and the region. Dr. Duke's research areas focus on land use problems relating to the environment and to agricultural land preservation. Within that area, he has made contributions theoretically and in research methods. To date he has published 28 journal articles, chapters, and law review articles, and participated in grants totaling over \$1.4 million, many as first PI. Dr. Duke has directed and served on over 20 Ph.D. and M.S. committees and leads the department in directing Undergraduate Degree with Distinction Theses and Committees.

Dr. Duke's teaching is in the area of environmental law, sustainable development, and resource economics. He has been an innovator in incorporating problem-based learning into his courses where students work on real problems in a group setting using a variety of tools. Dr. Duke is also a leader in the department in involving undergraduate students in his research and has published papers with undergraduate students.

Since coming to the University of Delaware, Josh Duke has been a committed member of NAREA. Dr. Duke felt it important to commit to the region as part of his disciplinary work, and from the beginning he began regular attendance at the NAREA annual meeting. In 1999, he was a

symposium organizer ("Integrating Economic Theory and Geographic Information Systems to Manage Non-Point Source Pollution from Agriculture"), with John Mackenzie, at the annual meeting of the Northeastern Agricultural and Resource Economics Association. Since that time his presence has been felt in all aspects of the association. He has served as a presenter, moderator or session chair, workshop organizer, and NAREA Board Director (2004–2007), on the Membership Committee, Local Arrangements Committee (2007 meeting), and Program Committee (2007 meeting), and is currently Editor of the *Agricultural and Resource Economics Review*. As Editor of ARER (with Dr. Titus Awokuse), Dr. Duke has continued the excellence of past editors and recently gained approval to expand the journal to a third issue, which began with the Fall 2009 issue. Other NAREA initiatives include sending articles from ARER to AgEcon Search shortly after publication and the arranging a three-year agreement with EBSCO to include ARER in its research database. The expansion and the other initiatives are seen as a way to expand the visibility of the journal. Dr. Duke has also published in ARER and is a regular reviewer for the journal. These activities provide a rich and diversified portrait of his contributions and dedication to NAREA, and show the amount of time and energy he has put into the organization.

NAREA Award for Outstanding Public Service Through Economics

This award was created to recognize and encourage contributions to the general public welfare. The intent is to recognize that agricultural, environmental, consumer, resource, or community development economics can be applied to solve important problems affecting the quality of life of the general public, and that such contributions may come outside the traditional, sometimes narrowly defined, contributions to research, teaching, or extension. The award may be given to anyone, including noneconomists and nonmembers of NAREA.

Tom Tietenberg

Professor Thomas H. Tietenberg is the Mitchell Family Professor of Economics, Emeritus, at Colby College in Waterville, Maine, where he has been on the faculty since 1977. Prior to this, he was on the faculty at Williams College and served at the Federal Energy Administration. He received his Ph.D. in Economics from the University of Wisconsin. Professor Tietenberg has made

contributions to the training of generations of professional environmental and natural resource economists, has made significant research advances in the critical areas of pollution control, tradable permits, and global warming, and has made a large impact in the policy realm, at the local, national, and international arenas.

The vast majority of professional environmental and natural resource economists were introduced to the topic by an undergraduate course that used Professor Tietenberg's *Environmental and Resource Economics* as the required text. This text, originally published in 1983, is now in its eighth edition and is available in five languages. His second text, *Environmental Economics and Policy*, first published in 1993, is now in its sixth edition and is currently available in three languages. Both texts are now co-authored with Lynne Lewis.

In addition to his pedagogical contributions through his undergraduate textbooks, Professor Tietenberg has made significant contributions to research in environmental and natural resource economics. Indeed, it is his active research agenda that contributed to the strength and wide adoption of his texts. He has authored or edited 12 books and published over 100 articles and essays ranging across broad areas of environmental and natural resource economics. His expertise has been acknowledged by his peers by his being asked to serve on the editorial board of every major journal in his field; he was also co-editor of the *International Review of Environmental and Resource Economics*. Professor Tietenberg was elected to serve as President of the Association of Environmental and Resource Economists (AERE) from 1987 to 1988. Finally, when AERE decided for the first time in 2006—some 26 years after its founding—to identify six individuals to be designated as their first “Fellows” who had made “a significant contribution to the advancement of the profession of environmental and resource economics,” Professor Tietenberg was selected as one of those six.

Professor Tietenberg has made significant contributions to the policy world as well. In 1988 he was asked to contribute a chapter to Project 88, a report sponsored by Senators Wirth and Heinz that was designed to help the administration craft more cost effective policies to control pollution. His chapter proposed using a market-based system to control acid rain. In 1990 the administration did indeed craft a cap-and-trade policy, called the sulfur allowance program, to control sulfur dioxide emissions from the utilities sector. Following the success of the sulfur allowance

program, Professor Tietenberg led an international United Nations team that was tasked with providing the analytical foundation for the design of a similar system to control the greenhouse gases responsible for climate change—mechanisms that are now part of the Kyoto Protocol on Climate Change—and he briefed the delegates on design issues. He spoke at a side event during the Earth Summit meeting in Rio in 1992 and subsequent climate change meetings in Japan, Germany, and Argentina. He has continued to be active in the design and evaluation of cap-and-trade systems in the United States and Europe, most recently through his participation in the National Academy of Sciences' project “America's Climate Choices.”

In addition to this work, Professor Tietenberg has served as an appointed member of the Environmental Economics Advisory Committee (1993–1998) and the Clean Air Compliance Committee (1993–1998) of the U.S. Environmental Protection Agency's Science Advisory Board. In addition to his work with the United Nations on the climate change policy, Professor Tietenberg has been a consultant for the World Bank and taught in its summer program for professionals in environmental economics from developing countries.

Since retiring from Colby College in 2008, Professor Tietenberg has remained active in his home state of Maine, putting his expertise to use for the public good. He was appointed by the Chair of the Public Utilities Commission as one of three trustees for the Maine Energy and Carbon Savings Trust (E&CST), an organization established by state law. This trust receives the Maine revenues (approximately \$10–\$15 million per year) from the sale of carbon allowances under the Regional Greenhouse Gas Initiative (RGGI) and uses the money to promote electric and fossil fuel efficiency. The Trust is tasked with crafting the rules governing the allocation process (in consultation with stakeholders) and allocating the money so as to get the most benefits for the money spent. Finally, Professor Tietenberg was appointed by the Governor of Maine to the Board of Directors of the successor organization to the E&CST, the Maine Efficiency Trust. This organization oversees all state energy efficiency programs, including the RGGI funding.

Journal Article of the Year for 2009**The Political Economy of Downsizing****(*ARER* Vol. 38, No. 2, October 2009: 181–199)****Adesoji O. Adelaja and Paul D. Gottlieb**

“Substantial downzoning” is defined as the exercise of police power to *significantly reduce* the legally permitted density on undeveloped land in a community. This contentious practice is typically challenged by those who perceive the action to limit their market opportunities (e.g., farmers and developers), their sympathizers, and others who prefer the status quo. Supporters tend to be those who perceive positive benefits (e.g., environmentalists, conservationists, and homeowners) and those who see it as a supplement to other preservation techniques, based on concerns over such things as growing public costs of land acquisition, limited effectiveness of existing alternatives, or the perceived urgency to act to manage growth.

Given the complexity of the issue and the lack of previous research, this paper develops a con-

ceptual model of the public choice to “substantially downzone” and presents specific hypotheses to be empirically tested, using New Jersey as a case study. The probability of implementing substantial downzoning is found to increase with (i) the amount of open space that remains to be protected, (ii) declining farm population, (iii) recent growth in non-farm population, (iv) recent growth in land values, and (v) the presence of alternative growth management tools. Results also suggest its use as a substitute for other preservation tools when the financial and/or political ability of communities to afford other approaches is limited. Hence, the likelihood of substantial downzoning may increase over time if alternatives become more difficult to implement.