

KRISTIN KIESEL
(last updated August 2021)

CONTACT INFORMATION

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

Email: kiesel.ucdavis.edu

EMPLOYMENT

2015 –present **University of California, Davis**
Assistant Professor of Teaching in the Agricultural and Resource Economics
Department
Associate Professor of Teaching 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

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

Publications

- K. Kiesel, M. D. Ehmke, K. Boys, B. Katare, J. Penn, & J. Bergtold. 2021. What Do Our Students Think? Perceptions of Transitioning to Remote Learning During the Pandemic at Land-Grant Universities. *Western Economics Forum*, 19 (1): 103-119.
- R. Brown, L. Hamilton, K. Kiesel, J. Treme, & N. Zuo. 2021. Pedagogical Pivot - Faculty Reflections on the Rapid Transition to Virtual Teaching During COVID-19. *Western Economics Forum*, 19 (1): 120-129.
- B. Goodrich, K. Kiesel, & E. Bruno. 2021. Differential Impacts of the COVID-19 Pandemic on California's Produce and Nut Industries. *Western Economics Forum*, 19 (1): 58-74.
- K. Kiesel and M. Ji, 2021. Did State-mandated Restrictions on Sugar-sweetened Drinks in California High Schools Increase Soda Consumption in School Neighborhoods? *Applied Economic Perspectives and Policy (Jan)*: <https://doi.org/10.1002/aep.13137>
- K. Kiesel, B. Lungu, and M. Wilson. 2020. Curating Campus Support Resources to Provide Easy Access for All Students. *Applied Economics Teaching Resources 2 (4)*: <https://www.aaea.org/publications/applied-economics-teaching-resources>.
- K. Kiesel, N. Zuo, Z. T. Plakias, L. Moises Peña-Lévano, A. Barkley, K. Lacy, E. Hanson, and J. Treme. 2020. Enhancing Student Engagement in a Changing Academic Environment—Tested Innovations for Traditional Classes and Online Teaching. *Applied Economics Teaching Resources 2 (3)*: <https://www.aaea.org/publications/applied-economics-teaching-resources>.
- K. Kiesel. 2020. Citrus Wars, A Short Case Study and Teaching Materials. *Online Learning and Teaching Resources* (<https://www.aaea.org/membership/online-teaching-resources>).
- S. B. Villas-Boas, K. Kiesel, J. P. Berning, H. H. Chouinard, and J. J. McCluskey. 2020. Consumer and Strategic Firm Response to Nutrition Shelf Labels. *American Journal of Agricultural Economics* 102(2): 458–479.
- S. Kiely, K. LeGrand, T. Chuong, K. Kiesel, C. J. Trexler, B. Buntong, and G. M. Young. 2019. Perceptions of Risk and Risk Management Strategies: Identifying Alternative Strategies to Promote Smallholder Vegetable Production in Cambodia. *International Journal of Agricultural Extension and Rural Development Studies* 6 (5): 21-43.
- G. Woodward-Lopez, J. Kao, K. Kiesel, M. Lewis Miller, M. Boyle, S. Drago-Ferguson, E. Braff-Guajardo, and P. Crawford. 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-

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.

Outreach Articles:

K. Kiesel. 2020. How is Fresh Produce Adjusting to the Public Health Crisis? *ARE Update* 23 (5): 17.

K. Kiesel and A. Spalding. 2019. New Marketing Opportunities for Local Food Producers. *ARE Update* 23 (1): 1-4.

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

Published Reports:

K. Kiesel, R.E. Goodhue, R.J. Sexton, and A. Spalding. 2021. E. Coli in the Romaine Lettuce Industry: Economic Impacts from the November 2018 Outbreak.

K. Kiesel and A. Spalding. 2019. Towards a Solano County Local Food System. A Feasibility Study of Proposed Solano Community Food Centers and next Steps to Support a Local Food Economy.

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

Center for Science in the Public Interest 2015. Food Education in America

BOOK CONTRIBUTIONS

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)

MY WORK IN THE MEDIA

J. Fergesen. 2019. Incubating Ideas, Hatching Success-- Alchemist Microenterprise Academy graduates its first cohort of food entrepreneurs. *Comstock Magazine* (December 13th, 2019). Available at: <https://www.comstocksmag.com/article/incubating-ideas-hatching-success>

UC Davis World Food Center 2019. Global Potential of Food Innovations. NextGen Food Innovations you can eat. *ISGP Forum Live Stream*, Session 6 (September, 25th, 2019). Available at:

<https://www.facebook.com/isgpforum/videos/393778368001514/>

Rodger Wasson 2019. Provenance Matters – Kristin Kiesel, UC Davis. *Farm to Table Talk*, Podcast (November 15th, 2019) Available at: <https://farmtotabletalk.com/provenance-matters-kristen-kiesel-uc-davis/>

CONFERENCES

- K. Kiesel**, M. D. Ehmke, K. Boys, B. Katare, J. Penn, & J. Bergtold. 2021. What *Do* Our Students Think? Which approaches and tools resulted in better learning experiences during the transition to remote learning? Paper presented at the AAEA Annual Meeting on August 1st -3rd , 2021 in Austin, Texas.
- K. Kiesel**. 2021. Group projects, student opportunities, and alumni collaborations that introduce and prepare students for careers in the Produce industry. Track session presentation at the AAEA Annual Meeting on August 1st -3rd , 2021 in Austin, Texas.
- K. Kiesel** and A. Spalding. 2021. Marketing Strategies for Value-added Foods as a Path to Recovery for Local Producers? Paper presented at the AAEA Annual Meeting on August 1st -3rd , 2021 in Austin, Texas.
- K. Kiesel**. 2019. Peer-based Learning: The Use of Group Projects, Clickers, and Instructional Videos to Increase Student Engagement in Large Classes. Paper presented at the AAEA Annual Meeting on July 21st -23rd , 2019 in Atlanta, Georgia.
- K. Kiesel** and A. Spalding. 2019. Learning to Love Broccoli. The Impact of School-based Educational Interventions on Children's Attitudes, Knowledge and Food Choices. Paper presented at the WAEA Annual Meeting on June 30th - July 2nd , 2019 in Coeur d'Alene, Idaho.
- K. Kiesel**. 2018. Directly Requested Scanner Data and Supplemental Product Information. Presented at the AAEA Annual Meeting on August 5th -7th , 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 31st-August 1st , 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 26th -28th , 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 24th , 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 12th -14th 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 30th-31st , 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 24th-26th 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 24th-26th 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 1st-2nd 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 1st-2nd at the ERS in Washington, D.C.
- K. Kiesel**. 2010 Moving Toward and Sustainable Food Systems. Invited panel member in mini-plenary at the 6th Biennial Childhood Obesity Conference on June 28th-July 1st 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 15th -17th, 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 15th -17th, 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 25th -27th, 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 21st, 2010.
- 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 27th -29th, 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 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 21st -22nd, 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 6th -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 9th -10th, 2006.
- 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 26th - 31st, 2002.

INVITED TALKS AND PROFESSIONAL WORKSHOPS

K. Kiesel. 2020. Student perceptions of remote learning and how can we best support them? Newcastle University, School of Natural and Environmental Sciences. Zoom, October 21, 2020.

J. Bergtold, K. Boys, M. D. Ehmke, B. Katare, K. Kiesel, and J. Penn. 2020. What do our students think? Student Perceptions and Values of Remote Learning, WERA 72 Workshop, Western Education and Research Activities Committee on Agribusiness, Zoom, October 21, 2020.

D. Fetter, B. Lungu, and K. Kiesel. 2020. Faculty Reflections on Teaching in the COVID-19 Era. Faculty Forum, Zoom, April 17th, 2020.

AAEA. 2020. Online Teaching Resources and Best Practices Webinar. Co-organizer and panel member, April 13th, 2020.

K. Kiesel. 2020. Product Marketing and Advertising. Online guest lecture and expert panel at the Alchemist Microenterprise Academy, Uber Conference, March 24th, 2020,

K. Kiesel. 2019. Challenges regarding consumer preferences, market access, and pricing for locally-grown and produced foods. Short presentation and panel discussion at the Developing an Agrifoods System Blueprint for California workshop on September 13th, 2019 in Sacramento, California.

K. Kiesel. 2019. The *New World* of Advertising and Integrated Brand Promotion. Guest Lecture at the Alchemist Microenterprise Academy on June 17th, 2019, in Sacramento, California.

K. Kiesel, B. Lungu, and M. Wilson. 2019. Teaching with Instructional Video. UC Davis, May 15th, 2019.

K. Kiesel, B. Lungu, 2019. Cross-Disciplinary Approaches to Active Learning. Faculty Forum, UC Davis. April 19th, 2019.

K. Kiesel, B. Lungu, and M. Wilson. 2019. Engaging Students with Classroom Polls. Faculty workshop, UC Davis, February 19th, 2019.

K. Kiesel, B. Lungu, and M. Wilson. 2018. Expanding the Classroom. Teaching with Instructional Video. Faculty workshop, UC Davis, May 17th, 2018.

J. Ledford and K. Kiesel. 2018. Using Data to Inform Instruction. Faculty Forum, UC Davis, March 16th 2018.

K. Kiesel, B. Lungu, and M. Wilson. 2018. Clickers in the Classroom. Engaging Students with iClickers and Top Hat. Faculty workshop, UC Davis, March 9th, 2018.

K. Kiesel. 2017. Peers explaining to Peers. Resource table at the Scholarship of Teaching and Learning Conference, UC Davis, December 1st, 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 15th, 2017

K. Kiesel. 2017. Branding Mead—Engaging consumers with your story. Presentation given at Advance Mead making workshop, Robert Mondavi Institute, UC Davis, June 19th -22nd, 2017.

K. Kiesel. 2016. Student Response Technology in Large Undergraduate Classes. UC Davis Center for Educational Effectiveness workshop series, October 21st, 2016.

K. Kiesel and Stephen Boucher. 2016. Clickers and REEF App in the classroom, Brown-Bag Departmental Seminar, UC Davis, April 29th, 2016.

AWARDS AND FUNDING

2021-2026	University of California's Hispanic Serving Institution (UC-HSI) Doctoral Diversity Initiative: <i>Diversity and Inclusion in Research, Education, and Career Training (DIRECT) Program</i>
2021-2022	Giannini Foundation mini-grant: <i>Adoption and Advertising of Regulated Deficit Irrigation Technique within the Blue Diamond Cooperative</i>
2020-2021	Giannini Foundation mini-grant: <i>Economics Impact of the November 2018 Romaine E. coli Outbreak: Lessons for California Moving Forward</i>
2020	Faculty Development Award, UC Davis
2020	Community Engaged Learning Faculty Fellow, UC Davis
2018-2019	Giannini Foundation mini-grant: <i>Consumer Demand and Marketing Strategies for Locally Produced Foods.</i>
2017-2018	USDA Local Food Promotion Program Planning Grant: <i>Solano Community Food Centers</i>
2016-2018	USDA Local Food Promotion Program Planning Grant: <i>Alchemy Kitchen—A Food Business Incubator Project in Sacramento</i>
2017	Center for Educational Effectiveness, Small Grant: <i>Peers Explaining to Peers: Key Concepts in Economics</i>
2015-2016	Giannini Foundation mini-grant: <i>Food for Thought: Can Education Affect Student Attitudes and Behavior towards Healthier and Sustainable Food Choices?</i>
2013-2014	Faculty Research Support Fund, Sacramento State University
2011-2012	Nomination, scholarship and participation in the LEAD21-Leadership for the 21 st century program, June 2011 in Indianapolis, October 2011 in Kansas City, and February 2012 in Washington, D.C.
2011-2012	Participation in Summer Teaching Institute
2011	SSIS Summer research fellowship, California State University-Sacramento
2010	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>
2008	University of California-Berkeley, Environmental Leadership Program Grant: <i>Taste and Food Education in Belarusian Secondary Schools</i>
2008	Young researcher participant in the 3rd Lindau Meeting of Nobel Laureates in Economic Sciences, August 20-23 rd 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: <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)
2002	American Association of Agricultural Economics: Outstanding Master's Thesis, Honorable Mention, 2002
2001-2002	ERS, Cooperative Agreement: <i>GMO Food Labeling and Consumer Response: An Analysis of the Effects of Voluntary rBGH-free Labels on the Market for Fluid Milk.</i> (Project leaders: David Buschena, Elise H. Golan)

PERSONAL INFORMATION

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

OTHER INFORMATION

- Associations:** Agricultural & Applied Economics Association (AAEA): *Past-chair for Teaching, Learning and Communication Section; Member of Online Learning and Teaching Resources Task Force; Member*
American Economic Association (AEA): *Member*
National Cooperative Business Association: *Member*
- Review Activities:** Agribusiness, Annual ASSA-AEA Meetings, Applied Economics Perspectives & Policy, *Economica*, European Economic Review, Food Policy, Journal of Agricultural Economics, Journal of Economic Behavior & Organization, Journal of Environmental Economics, Journal of Food Products Marketing, Journal of Policy Analysis and Management
- Community Partners:** Sustainable Solano (2018-current)
Alchemist, CDC, Sacramento (2016-current)
Wellness City Challenge (2016-2018)
Mount Diablo Unified School District (2015-2017)
Capital Public Radio—The Garden Project, Sacramento (2015-2016)
Food Literacy Center, Sacramento (2013-2015)
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)