

# Gregory J. Colson

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## Education

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- Ph.D. Economics, Iowa State University** 2009  
Dissertation: *“Improving Nutrient Content through Genetic Modification: Evidence from Experimental Auctions on Consumer Acceptance and Willingness to Pay for Intragenic Foods”*  
Committee: Wallace E. Huffman (Chair), Alicia L. Carriquiry, Joseph A. Herriges, Catherine L. Kling, Peter F. Orazem
- M.S. Economics, Iowa State University** 2008  
Thesis: *“Alternative Approaches for Sharing Machinery, Labor, and Other Resources among Small- and Medium-Sized Agricultural Producers”*  
Committee: Roger Ginder (Chair), William M. Edwards, Paul Lasley
- B.A. Economics, Mathematics, University of Virginia** 2003

## Professional Experience

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|---|-----------------------|-----------|
| Associate Professor Dept. of Agricultural & Applied Economics | University of Georgia | 2015-     |
| Assistant Professor Dept. of Agricultural & Applied Economics | University of Georgia | 2009-2015 |
| Research Assistant for Wallace Huffman                        | Iowa State University | 2006-2009 |
| Research Assistant for Joseph Herriges and Catherine Kling    | Iowa State University | 2006-2008 |
| Teaching Assistant Econ 509X Applied Numerical Methods        | Iowa State University | 2005      |
| Research Assistant for Roger Ginder                           | Iowa State University | 2003-2005 |

## Fields of Interest

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Agricultural, Energy, Environmental, Experimental, and Food Economics

## Awards

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| Early Career Teaching Award, UGA CAES                                    | 2018 |
| Outstanding Faculty Award, AAE Graduate Student Association              | 2018 |
| Educator Award, NACTA  | 2015 |
| Emerging Scholar Award, SAEA   | 2015 |
| Outstanding Selected Poster, AAEA Latin American Section                 | 2014 |
| Outstanding Faculty Award, AAE Graduate Student Association              | 2014 |
| Outstanding Departmental Citizen Award, AAE Graduate Student Association | 2013 |
| Outstanding Faculty Award, AAE Graduate Student Association              | 2011 |
| Honorable Mention, Outstanding Doctoral Dissertation Award, AAEA         | 2010 |
| Southern Economics Association Travel Grant                              | 2008 |
| T.W. Schultz Fellowship, ISU Department of Economics                     | 2004 |

## **Publications (\* denotes graduate student co-author)**

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- Melo\*, G., C. Zhen, G. Colson (2019). "Does Point-of-Sale Nutrition Information Improve the Nutritional Quality of Food Choices?" *Economics and Human Biology* 35:133-143.
- Kang\*, M.J., J.P. Siry, G. Colson, S. Ferreira (2019). "Do Forest Property Characteristics Reveal Landowners' Willingness to Accept Payments for Ecosystem Services in Southeast Georgia, U.S.?" *Ecological Economics* 161:144-152.
- Allen, K.E., and G. Colson (2019). "Understanding PES from the Ground Up: A Combined Choice Experiment and Interview Approach to Understanding PES in Costa Rica," *Sustainability Science* 14:391-404.
- Kang\*, M.J., J.P. Siry, G. Colson, and S. Ferreira (2019). "Risk Attitudes and Conservation Decisions: A Case Study of Family Forest Owners in Georgia," *Forest Science* 65(2):201-210.
- Liu\*, S., G. Colson, and M.E. Wetzstein (2018). "Biodiesel Investment in a Disruptive Tax-Credit Policy Environment," *Energy Policy* 123:19-30.
- Awondo\*, S.N., O.A. Ramirez, G.S. Datta, G. Colson, and E.G. Fonsah (2018). "Estimation of Crop Yield and Insurance Premiums Using a Shrinkage Estimator," *North American Actuarial Journal* 22(2):289-308.
- Liu\*, S., G. Colson, N. Hao, and M.E. Wetzstein (2018). "Toward an optimal U.S. Household Solar Subsidy: A Social-technical Approach," *Energy* 147(15):377-387.
- Hao\*, N., P. Pedroni, G. Colson, and M.E. Wetzstein (2017). "The Linkage between the U.S. Ethanol Market and Developing Countries' Maize Prices: A Panel SVAR Analysis," *Agricultural Economics* 48(5):629-638.
- Costa\*, M.J., G. Colson, T.J. Frost, J. Halley, and G.M. Pesti (2017). "Evaluation of Starter Dietary Digestible Lysine Level on Broilers Raised under a Sex Separated or Straight-run Housing Regime Part 2: Economics of Sex Separation and Digestible Lysine Level for Maximum Returns," *Poultry Science* 96(9):3282-3290.
- Xian\*, H., G. Colson, B. Karali, and M.E. Wetzstein (2017). "Do Non-Renewable Energy Prices Affect Renewable Energy Volatility? The Case of Wood Pellets," *Journal of Forest Economics* 28:42-48.
- Costa\*, M.J., G. Colson, T.J. Frost, J. Halley, and G.M. Pesti (2017). "Straight-run vs. Sex Separate Rearing for Two Broiler Genetic Lines Part 2: Economic Analysis and Processing Advantages," *Poultry Science* 96(7):2127-2136.
- Mullen, J.D., K. Calhoun\*, and G. Colson (2017). "Preferences for Policy Attributes and Willingness to Pay for Water Quality Improvements under Uncertainty," *Water Resources Research* 53(4):2627-2642.
- Lewis, K., C. Grebitus, G. Colson, and W. Hu (2017). "German and British Consumer Willingness to Pay for Beef Labeled with Food Safety Attributes," *Journal of Agricultural Economics* 68(2):451-470.
- Colson, G. and C. Grebitus (2017). "Relationship between Children's BMI and Parents' Preferences for Kids' Yogurts with and without Front of Package Health Signals," *Agribusiness* 33(2):151-159.
- Awondo\*, S.N., O.A. Ramirez, G. Colson, E.G. Fonsah, and G. Kostandini (2017). "Self-Protection from Weather Risk using Improved Maize Varieties or Off-Farm Income and the Propensity for Insurance," *Agricultural Economics* 48(1):61-76.
- Qiu, Y., G. Colson, and M.E. Wetzstein (2017). "Risk Preference and Adverse Selection for Participation in Time-of-use Electricity Pricing Programs," *Resource and Energy Economics* 47:126-142.

- Peschel, A.O., C. Grebitus, G. Colson, and W. Hu (2016). "Explaining the Use of Attribute Cut-Off Values in Decision Making by Means of Involvement," *Journal of Behavioral and Experimental Economics* 65:58-66.
- Pak\*, T-Y., S. Ferreira, and G. Colson (2016). "Measuring and Tracking Obesity Inequality in the United States," *Population Health Metrics* 14: 12
- Smith, T.A., J.P. Berning, X. Yang\*, G. Colson, and J.H. Dorfman (2016). "The Effects of Benefit Timing and Income Fungibility on Food Purchasing Decisions among SNAP Households," *American Journal of Agricultural Economics* 98(2):564-580.
- Colson, G., J.R. Corrigan, C. Grebitus, M. Loureiro, and M.C. Rousu (2016). "Which Deceptive Practices, If Any, Should be Allowed in Experimental Economics Research? Results from Surveys of Applied Experimental Economists and Students," *American Journal of Agricultural Economics* 98(2):610-621.
- Brown\*, J., G. Colson, C.B. de La Serre, and N. Magnan (2016). "Summer Garden Programs Improve Children's Food Knowledge and Preferences: Evidence Using Stated and Revealed Preference Measures," *HortTechnology* 26(2):133-140.
- Menapace, L., G. Colson, and R. Raffaelli (2016). "A Comparison of Hypothetical Risk Attitude Elicitation Instruments for Explaining Farmer Crop Insurance Purchases," *European Review of Agricultural Economics* 43(1):113-135.
- Colson, G., G. Melo\*, and O.A. Ramirez (2015). "Survey Evidence on Legal and Illegal Hispanic Immigrants' Perceptions of Living and Working in US Agriculture," *AgBioForum* 18(3):259-265.
- Wang\*, N., J.E. Houston, G. Colson, and Z. Liu (2015). "Consumer Attitudes Toward the Use of Gene Technology in Breakfast Products: Comparison between College Students from the U.S. and China," *Journal of Food Research* 4(6):143-154.
- Xian\*, H., B. Karali, G. Colson, and M.E. Wetzstein (2015). "Diesel or Compressed Natural Gas? A Real Options Evaluation of the U.S. Natural Gas Boom on Fuel Choice for Trucking Fleets," *Energy* 90(2):1342-1348.
- Rousu, M.C., J.R. Corrigan, D. Harris, J.K. Hayter, S. Houser, B.A. LaFrancois, O. Onafowora, G. Colson, and A. Hoffer (2015). "Do Monetary Incentives Matter in Classroom Experiments? Effects on Course Performance," *The Journal of Economic Education* 46(4):341-349.
- Menapace, L., G. Colson, and R. Raffaelli (2015). "Climate Change Beliefs and Perceptions of Agricultural Risks: An Application of the Exchangeability Method," *Global Environmental Change* 35:70-81.
- Rousu, M.C., G. Colson, J.R. Corrigan, C. Grebitus, and M. Loureiro (2015). "Deception in Experiments: Towards Guidelines on Use in Applied Economics Research," *Applied Economic Perspectives & Policy* 37(3):524-236.
- Hao\*, N., G. Colson, B. Seong, C. Park, and M.E. Wetzstein (2015). "Drought, Ethanol, and Livestock," *Energy Economics* 49:301-307.
- Xian\*, H., G. Colson, B. Mei, and M.E. Wetzstein (2015). "Co-Firing Coal with Wood Pellets for U.S. Electricity Generation: A Real Options Analysis," *Energy Policy* 81:106-116.
- Wilde, H., K. Gandhi, and G. Colson (2015). "State of the Science and Challenges of Breeding Landscape Plants with Ecological Function," *Horticulture Research* 2:14069.
- Melo\*, G., G. Colson, and O.A. Ramirez (2014). "Hispanic American Opinions toward Immigration and Immigration Policy Reform Proposals," *Applied Economic Perspectives & Policy* 36(4):604-622.

- Qiu, Y., G. Colson, and C. Grebitus (2014). "Risk Preferences and Purchase of Energy-Efficient Technologies in the Residential Sector," *Ecological Economics* 107:216-229.
- Qiu\*, C., G. Colson, and M.E. Wetzstein (2014). "An Ethanol Blend Wall Shift is Prone to Increase Petroleum Gasoline Demand," *Energy Economics* 44:160-165.
- Colson, G., O.A. Ramirez, and S. Fu\* (2014). "Crop Insurance Savings Accounts: A Viable Alternative to Crop Insurance?" *Applied Economic Perspectives & Policy* 36(3):527-545.
- Alhotan\*, R.A., G.M. Pesti, and G. Colson (2014). "Reducing Crude Protein Variability and Maximizing Savings when Formulating Corn-Soybean Meal Based Feeds," *Journal of Applied Poultry Research* 23(3):456-469.
- Centner, T.J., G. Colson, and A. Lawrence (2014). "Assigning Liability for Pesticide Spray Drift," *Land Use Policy* 36:83-88.
- Mullen, J.D., M. Lamsal\*, and G. Colson (2013). "Green Roof Adoption in Atlanta, Georgia: The Effects of Building Characteristics and Subsidies on Net Private, Public, and Social Benefits," *Environmental Science & Technology* 47(19):10824-10831.
- Lima\*, D., G. Colson, B. Karali, B. Guerrero, S. Amosson, and M.E. Wetzstein (2013). "A New Look at the Economic Evaluation of Wind Energy as an Alternative to Natural-Gas Powered Irrigation," *Journal of Agricultural and Applied Economics* 45(4):739-751.
- Ramirez, O.A. and G. Colson (2013). "Can We do Better than Crop Insurance? The Case for Farmer Owned Crop Insurance Savings Accounts," *Choices* 28(3):1-4.
- Colson, G. and M.C. Rousu (2013). "What do Consumer Surveys and Experiments Reveal and Conceal about Consumer Preferences for Genetically Modified Foods?" *GM Crops and Food: Biotechnology in Agriculture and the Food Chain* 4(3):1-8.
- Centner, T.J. and G. Colson (2013). "Rationing Health Protection: A Proposal to Exempt Nuisance Dust from US Clean Air Act Regulations," *Journal of Environmental Management* 117:219-225.
- Menapace, L., G. Colson, and R. Raffaelli (2013). "Risk Aversion, Subjective Beliefs, and Farmer Risk Management Strategies," *American Journal of Agricultural Economics* 95(2):384-389.
- Colson, G. and L. Menapace (2012). "Multiple Receptor Ambient Monitoring and Firm Compliance with Environmental Taxes under Budget- and Target-Driven Regulatory Missions," *Journal of Environmental Economics and Management* 64(3):390-401.
- Qiu\*, C., G. Colson, C. Escalante, and M.E. Wetzstein (2012). "Considering Macroeconomic Indicators in the Food before Fuel Nexus," *Energy Economics* 34(6):2021-2028.
- Wu\*, H., G. Colson, C. Escalante, and M.E. Wetzstein (2012). "An Optimal U.S. Biodiesel Fuel Subsidy," *Energy Policy* 48:601-610.
- Grebitus, C., G. Colson, and L. Menapace (2012). "A Comparison of Hypothetical Survey Rankings with Consumer Shopping Behavior," *Journal of Agricultural and Applied Economics* 44(1):35-47.
- Colson, G., W.E. Huffman, and M.C. Rousu (2011). "Improving the Nutrient Content of Food through Genetic Modification: Evidence from Experimental Auctions on Consumer Acceptance," *Journal of Agricultural and Resource Economics* 36(2):343-364.
- Menapace, L., G. Colson, C. Grebitus, and M. Facendola (2011). "Consumers' Preferences for Geographical Origin Labels: Evidence from the Canadian Olive Oil Market," *European Review of Agricultural Economics* 38(2):193-212.
- Colson, G. (2011). "Methodological Developments and Issues in Experimental Auctions: Discussion," *American Journal of Agricultural Economics* 93(2):535-536.

- Colson, G. and W.E. Huffman (2011). "Consumers' Willingness to Pay for Genetically Modified Foods with Product-Enhancing Nutritional Attributes," *American Journal of Agricultural Economics* 93(2):358-363.
- Colson, G., M. Rousu, and J. Corrigan (2010). "The Impact of Perceived Prices on Willingness to Pay in Experimental Auctions," *Journal of Agricultural & Food Industrial Organization* 8(1), Art. 9.
- Artz, G., G. Colson, and R. Ginder (2010). "A Return of the Threshing Ring? A Case Study of Machinery and Labor Sharing in Midwestern Farms," *Journal of Agricultural and Applied Economics* 42(4):805-819.

### **Working Papers**

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- "Price Transmission among Energy Products: Analysis of Renewable Wood Pellets," with H. Xian, B. Karali, and M.E. Wetzstein.
- "A Probabilistic Model of Farmer Crop Insurance Participation under Actuarially Fair Premium Uncertainty," with R. Huo\*, O.A. Ramirez, and Y. Liu.
- "Insurance Demand over Varying Coverage Levels: Experimental Evidence from China," with R. Huo\*, O.A. Ramirez, and Y. Liu.
- "An Ex-ante Assessment of Consumer Response to Proposed Pecan Industry Federal Marketing Order Initiatives," with B.L. Campbell and S.P. Kane\*.
- "Technical and Economic Comparisons of Two Amino Acid Databases used in Commercial Broiler Feed Formulations," with R. Alhotan\* and G. Pesti.
- "Can U.S. Agriculture Provide Agro-Pharms for Malaria Treatment?" with C. Zhao\*, H. Wetzstein, M.E. Wetzstein.

### **Book Chapters**

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- Landry, C.E., G. Colson, and M. Ahmadiani\* (2019). "Structured Empirical Analysis of Decisions under Natural Hazard Risk," in H. Kunreuther, R.J. Meyer, and E.O. Michel-Kerjan (Eds.), *The Future of Risk Management* (pp. 66-77), Philadelphia, PA: University of Pennsylvania Press.
- Qiu\*, C., G. Colson, and M.E. Wetzstein (2011). "The Post 2008 Food Before Fuel Crisis: Theory, Literature, and Policies," in M.A.S Bernardes (Ed.), *Economic Effects of Biofuel Production*, IntechOpen, doi:10.5772/19246.

### **Extension and Other Publications**

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- Alhotan\*, R.A., G. Colson, G.M. Pesti (2014). "Estimating Crude Protein Variability and Savings of Broiler Feeds Using Microsoft Excel." *UGA Coop. Ext. Ser. Research Bulletin B 1430*.
- Melo\*, G., Colson, G., & Ramirez, O. (2014). In Immigration Reform, Undocumented Immigrants Value Work Visas and Family Visits More than Access to Healthcare and Social Security. *USApp-American Politics and Policy Blog*.
- Artz, G., G. Colson, and R. Ginder (2007). "Sharing for Success: Profiles of Farm Machinery and Labor Sharing in the Midwest."
- Colson, G., G. Artz, and R. Ginder (2006). "Farming Cooperatively: The Case of Lakeside Machinery Cooperative."
- Ginder, R., G. Artz, and G. Colson (2004). "Alternative Approaches for Sharing Machinery, Labor and Other Resources Among Small- and Medium-Sized Producers."

## Teaching

AAEC 2580	Applied Microeconomic Principles ( <i>undergraduate</i> )	2010-2020
AAEC 6590	Microeconomics: Theory with Applications II ( <i>graduate</i> )	2010-2020
AAEC 8020	Topics in Agricultural and Applied Economics ( <i>graduate</i> )	2017
AAEC 8150	Survey Design and Experimental Economics ( <i>graduate</i> )	2016-2020
ECON 301	Intermediate Microeconomics ( <i>ISU undergraduate</i> )	2008
FYOS 1001	Experimental Economics ( <i>undergraduate</i> )	2012-2020

## Graduate Student Advising

### Chair or Co-Chair

Farhad Masum	(M.S., <i>in progress</i> )	Chong Zhao	(Ph.D., <i>in progress</i> )
Mengyu Zhou	(M.S., <i>in progress</i> )	Nicholas Brown	(M.S., 2020)
Ran Huo	(Ph.D., 2019)	Savin Khadka	(M.S., 2019)
Sharon Kane	(Ph.D., 2018)	Grace Melo	(Ph.D., 2017)
Sebastain Awondo	(Ph.D., 2014)	Joanna Brown	(M.S., 2014)
Zeke Bryant	(M.S., 2014)	Yang Li	(M.S., 2014)
Grace Melo	(M.S., 2014)	Matt O'Meara	(M.S., 2013)
Tae-Young Pak	(M.S., 2013)	Shengfei Fu	(M.S., 2012)
Nathaniel Herder	(M.S., 2012)	Tony Simpson	(M.S., 2011)

### Committee Member (<sup>f</sup>, <sup>p</sup>, <sup>n</sup> denote Forestry, Poultry Science, and non-UGA graduate student)

Ranjit Bawa	(Ph.D., <i>in progress</i> ) <sup>f</sup>	Ankul Bhattarai	(M.S., <i>in progress</i> )
Shun Chen	(Ph.D., <i>in progress</i> )	Mengyao Li	(M.S., <i>in progress</i> )
Dylan Turner	(Ph.D., <i>in progress</i> )	Beomseok Yoon	(Ph.D., <i>in progress</i> )
M. Reza Zarei	(Ph.D., <i>in progress</i> )	Melissa Abram	(M.S., 2020)
Mary Blain Grist	(M.S., 2020)	Sulakshan Neupane	(M.S., 2020)
Lei Xian	(M.S., 2020)	Yu Chen	(Ph.D., 2019)
Benjamin Leiva Crispi	(Ph.D., 2019)	Amanda Harker	(Ph.D., 2019)
Siyuan Jiang	(M.S., 2019)	Soye Shin	(Ph.D., 2019)
Victoria Wright	(M.S., 2019)	Thabo Sacolo	(Ph.D., 2019) <sup>n</sup>
Chantal Tumpach	(M.S., 2018) <sup>f</sup>	Julian Worley	(M.S., 2018)
Chong Zhao	(M.S., 2018) <sup>n</sup>	Moon-Jeong Kim	(Ph.D., 2017)
Muna Sharma	(M.S., 2017)	Rashed Alhotan	(Ph.D., 2016) <sup>p</sup>
Ashley Barfield	(Ph.D., 2016)	Chelsea Chambers	(M.S., 2016)
Ellen Coats	(M.S., 2016)	Manuel Costa	(Ph.D., 2016) <sup>p</sup>
Shengfei Fu	(Ph.D., 2016)	Shen Liu	(Ph.D., 2016)
Ganna Sheremenko	(Ph.D., 2016)	Xiaosi Yang	(Ph.D., 2016)
Aitbek Amatov	(M.S., 2015)	Andrew Copley	(M.S., 2015) <sup>f</sup>
Na Hao	(Ph.D., 2015)	Simone Johnson	(M.S., 2015)
Anzhi Li	(M.S., 2015)	SeungTaek Lim	(M.S., 2015)
Brendan Meany	(M.S., 2015)	Nanying Wang	(Ph.D., 2015)
Xuedong Wu	(Ph.D., 2015)	Hui Xian	(Ph.D., 2015)
Tongyang Yang	(M.S., 2015)	Abby Moore	(M.S., 2014)
Will Thompson	(M.S., 2014)	Kayla Calhoun	(M.S., 2013)
Michelle Hayes	(M.S., 2013)	Yaqin Liu	(M.S., 2013)
Will McFall	(M.S., 2013)	Eric Carlberg	(M.S., 2012)
Madhur Lamsal	(M.S., 2012)	Dmitry Lima	(M.S., 2012)
Cheng Qiu	(Ph.D., 2012)	Ward Black	(M.S., 2011)
Huiting Wu	(M.S., 2011)		

## Grants

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### ***Funded Grants***

“Pecan Hedge-pruning: A Sustainable Management Option for the Southeastern US” \$299,893 (Co-PI), Sustainable Agriculture Research and Education (SARE).	2020
“Evaluation of Integrated Bacterial Disease Management Options for Organic Onion Production in Southeastern and Northcentral United States” \$498,793 (Co-PI), US Department of Agriculture (Organic Transitions Grant).	2019
“Stop the Rot: Combating Onion Bacterial Diseases with Pathogenomic Tools and Enhanced Management Strategies” \$4,044,300 (Collaborator), US Department of Agriculture (SCRI).	2019
“Sustainable IPM Strategies to Enhance Competitiveness of Snapbeans in Georgia” \$100,000 (Co-PI), USDA/AMS Specialty Crop Block Grant Program.	2019
“Integrated Management of Fusarium Wilt, Nematode and Weed Complex using Methyl Bromide Alternatives in Watermelon Production System” \$375,695 (Co-PI), US Department of Agriculture (USDA-NIFA).	2018
“Management of Whitefly-transmitted viruses in cucurbits in Georgia” \$100,000 (Co-PI), USDA/AMS Specialty Crop Block Grant Program.	2018
“Sustainable IPM Strategies to Enhance the Competitiveness of Vidalia Onions” \$90,000 (Co-PI), USDA/AMS Specialty Crop Block Grant Program.	2018
“Biocontrol with Benefits: Enhancing Sustainability by Adding Value” \$260,000 (Co-PI), Sustainable Agriculture Research and Education (SARE).	2018
“Sustainable Management Options for Whitefly-transmitted Viruses in Cucurbit Production” \$290,000 (Co-PI), Sustainable Agriculture Research and Education (SARE).	2018
“Southeast Partnership for Advanced Renewables from Carinata (SPARC)” \$14,810,000 (Co-PI), US Department of Agriculture (USDA-NIFA CAP Grant).	2017
“The Effects of Benefit Timing and Income Fungibility on Food Purchasing Decisions Among SNAP Households” \$39,766 (Co-PI), Economics Research Services (ERS) FoodsAPS Research Initiative.	2014
“Improvement and Implementation of Organic Pecan Systems in the Southeastern US” \$460,937 (Co-PI), US Department of Agriculture (USDA).	2013
“Using Stated and Revealed Preference Measures to Assess the Impact of Community-Based Garden Programs on Youth Nutrition and Health Behavior” \$9,978 (Co-PI), UGA Faculty Research Grants Program.	2013
“Meeting European Consumers' Demand for Canadian Beef: Analysis of Canadian Beef from a European Perspective - The Role of Country of Origin Labelling” \$66,000 (Co-PI), Consumer & Market Demand Agricultural Policy Research Network.	2012
“Enhancing Natural Enemy Systems: Biocontrol Implementation for Peachtree Borers” \$210,000 (Co-PI), Sustainable Agriculture Research and Education (SARE).	2011
“Malian and Ethiopian Bourlaug Fellows Program” \$154,306 (Co-Investigator), US Department of Agriculture (USDA).	2010

## **Unfunded Grants**

- “Ratooning/perennial Grain Crops to Maximize the Efficient Use of Water Resources” 2017  
\$4,546,682 (Co-PI), US Department of Agriculture (USDA – NIFA).
- “Sustainable IPM Strategies for the Center Rot of Onion in Georgia and Michigan” 2017  
\$324,995 (Co-PI), US Department of Agriculture (USDA – NIFA).
- “A System Approach towards the Management of Bacterial Spot in Pepper in the Eastern US” 2016  
\$2,564,000 (Co-PI), US Department of Agriculture (USDA – NIFA).
- “Bio-based Solutions for the Suppression of Wood-boring and Related Arthropod Pests in Fruits 2016  
\$3,421,022 (Co-PI), US Department of Agriculture (USDA – NIFA).
- “A Transdisciplinary System Approach towards the Management of Black Rot of Brassicas in the Eastern United States” \$38,460 (Co-PI), US Department of Agriculture (SCRI). 2015
- “Development of Management Tools for Detection of Drought Induced Harmful Algal Blooms in Eutrophic Farm Ponds and Water Supply Lakes” 2014  
\$1,886,430 (Co-PI), National Aeronautics & Space Administration (NASA).
- “Dynamics of Landscape Aesthetics and Biodiversity in the Appalachian Piedmont” 2014  
\$1,497,740 (Co-PI), National Science Foundation (NSF).
- “Combining Stated and Revealed Preference Measures to Assess the Impact of Community-Based Garden Programs on Urban Youths' Food Preferences” 2013  
\$15,000 (Co-PI), Economics Research Services (ERS) Cooperative Research Agreement.
- “Improvement and Implementation of Organic Pecan Systems in the Southeastern US” 2012  
\$796,558 (Co-PI), US Department of Agriculture (USDA - NIFA).

## **Presentations**

- Oliveira-Hofman, C., B.R. Blaauw, D.J. Chavez, L.W. Duncan, G. Jagdale, G. Colson, C. Bock, D. Shapiro-Ilan, “Biocontrol with Benefits: Enhancing Sustainability by Adding Value,” Poster Presentation, Entomology 2019, St. Louis, MO, November, 2019.
- Zhao, C., G. Colson, B. Karali, G. Philippidis, “A Real Options Analysis of the Relationship Between Jet Fuel Price Volatility and Price Thresholds for Investing in a Carinata Biofuel Production Plant,” Selected Presentation, AAEE annual meetings, Atlanta, GA, July, 2019.
- Kane, S.P., G. Colson, B. Campbell, “An Ex-ante Assessment of Consumer Response to Proposed Pecan Industry Federal Marketing Order Initiatives,” Selected Presentation, AAEE annual meetings, Washington DC, August, 2018.
- Huo, R. G. Colson, O. Ramirez, Y. Liu, “Insurance Demand over Varying Coverage Levels: Experimental Evidence from China,” Selected Presentation, AAEE annual meetings, Washington DC, August, 2018.
- Zhao, C., G. Colson, H. Wetzstein, M.E. Wetzstein, “Can U.S. Agriculture Provide Agro-Pharms for Malaria Treatment?,” Selected Presentation, AAEE annual meetings, Washington DC, August, 2018.
- Kane, S.P., G. Colson, B. Campbell, “Assessing Consumer Response to Proposed Pecan Industry Federal Marketing Order Initiatives,” Poster Presentation, CAES Extension Winter Conference, Athens, GA, January, 2018.
- Kang, MJ, J.P. Siry, G. Colson, S. Ferreira, P. Bettinger, “A Typology of Riparian Forest Owners in the Southeast Georgia, Selected Presentation, SAF National Convention, Albuquerque, NM, November, 2017.



- Melo, G., C. Zhen, G. Colson, "The Impact of NuVal Shelf Nutrition Labels on Consumer Purchasing Decisions: Evidence from Frozen Dinner," Selected Presentation, AAEA annual meetings, Chicago, IL July, 2017.
- Zhao, C., G. Colson, H. Wetzstein, J. Porter, M.E. Wetzstein, "Can U.S. Agriculture Provide Agro-Pharms for Malaria Treatment?," Selected Presentation, AAEA annual meetings, Chicago, IL July, 2017.
- Hao, N., P. Pedroni, G. Colson, M. Wetzstein, "The Linkage between the U.S. Ethanol Market and World Hunger: A Panel SVAR Analysis," Invited Paper, International Energy Forum, Bank of Canada, Ottawa, Canada, April 2016.
- Colson, G., "Ethics and Policies for Economic Experiments and Surveys," Department Seminar, UGA AAE, October, 2015.
- Colson, G. and J. Mullen, "Tips for the Successful Economics Graduate Student," Department Seminar, UGA AAE, August, 2015.
- Colson, G., J. Corrigan, C. Grebitus, M. Loureiro, M. Rousu, "Which Deceptive Practices, If Any, Should be Allowed in Experimental Economics Research? Results from Surveys of Applied Experimental Economists and Students," Invited Paper, AAEA annual meetings, San Francisco, CA, July, 2015.
- Berning, J., G. Colson, J. Dorfman, T. Smith, X. Yang, "The Effects of Benefit Timing and Income Fungibility on Food Purchasing Decisions among SNAP Households," Invited Paper, AAEA annual meetings, San Francisco, CA, July, 2015.
- Mullen, J., G. Colson, K. Calhoun, W. Kriesel, "Effects of Uncertainty on Support for Water Quality Improvement Programs," Selected Paper, AAEA annual meetings, San Francisco, CA, July, 2015.
- Mullen, J., A. Bose, G. Colson, N. Magnan, "Economic and Environmental Impacts of Expanding Irrigation in the Southeast," Selected Poster, AAEA annual meetings, San Francisco, CA, July, 2015.
- Lewis, K., C. Grebitus, G. Colson, W. Hu, "Examining how British Consumers Food Safety Attitudes Influence their Country of Origin Preferences for Beef," Selected Paper, AAEA annual meetings, San Francisco, CA, July, 2015.
- Hao, N., G. Colson, M.E. Wetzstein, "US Ethanol and World Hunger: Is there a Connection?" Selected Paper, AAEA annual meetings, San Francisco, CA, July, 2015.
- Awondo, S., O. Ramirez, G. Colson, G. Kostandini, E. Fonsah, "Self-Protection from Weather Risk Using Improved Maize Varieties and Off-Farm Income and the Propensity for Insurance," Selected Paper, AAEA annual meetings, San Francisco, CA, July, 2015.
- Yang, T., J. Berning, G. Colson, T. Smith, "Does Ethnicity Matter for Food Choices? An Empirical Analysis of Asian Immigrant Time Use," Selected Paper, AAEA annual meetings, San Francisco, CA, July, 2015.
- Johnson, S., J. Berning, G. Colson, T. Smith, "Impact of Farm to School Programs on Students' Consumption of Healthful Foods: An Empirical Analysis in Georgia," Selected Paper, AAEA annual meetings, San Francisco, CA, July, 2015.
- Liu, S., G. Colson, M.E. Wetzstein, "Disruptive Policy Impacts on Biodiesel Investment: The Third Leg in 3-T Policy," Selected Poster, AAEA annual meetings, San Francisco, CA, July, 2015.
- Xian, H., G. Colson, M.E. Wetzstein, "Impact of Nonrenewable on Renewable Energy: The Case of Wood Pellets," Selected Paper, SAEA annual meetings, Atlanta, GA, February, 2015.
- Liu, S., G. Colson, M.E. Wetzstein, "Toward an Optimal U.S. Solar Photovoltaic Subsidy," Selected Paper, SAEA annual meetings, Atlanta, GA, February, 2015.

- Colson, G., J. Corrigan, C. Grebitus, M. Loureiro, M. Rousu, "Is there a Place for Deception in Economic Experiments? Evidence from a Survey of Agricultural and Environmental Economists," Invited Paper, SAEA annual meetings, Atlanta, GA, February, 2015.
- Xian, H., G. Colson, B. Karali, M.E. Wetzstein, "Is the U.S. Ready for Conversion of Shipping Fleets from Diesel to Compressed Natural Gas? A Real Options Analysis," Selected Paper, SEA annual meetings, Atlanta, GA, November, 2014.
- Colson, G., J. Berning, T. Smith, "Job Market Tips for M.A.B. and M.S. Students," Department Seminar, UGA AAE, September, 2014.
- Colson, G. and J. Mullen, "Tips for the Successful Economics Graduate Student," Department Seminar, UGA AAE, August, 2014.
- Menapace, L., G. Colson, R. Raffaelli, "Farmers' Climate Change Risk Perceptions: An Application of the Exchangeability Method," Selected Paper, EAAE Congress, Ljubljana, Slovenia, August, 2014.
- Colson, G., G. Melo, O. Ramirez, "Immigration Reform from the Perspective of Legal and Illegal Hispanic Immigrants," Invited Paper, Festschrift for Wallace Huffman, Ames, IA, August, 2014.
- Grebitus, C. G. Colson, W. Hu, "European Consumer Preferences for Domestic and Imported Beef with International Quality Certifications and Growth Hormone Claims," Selected Paper, AAEA annual meetings, Minneapolis, MN, July, 2014.
- Meas, T., W. Hu, C. Grebitus, G. Colson, "The Effects of Country of Origin Images and Patriotism on British Consumer Preference for Beef," Selected Paper, AAEA annual meetings, Minneapolis, MN, July, 2014.
- Xian, H., G. Colson, B. Karali, M.E. Wetzstein, "Conversion of Shipping Fleets from Diesel to Compressed Natural Gas: A Real Options Analysis," Selected Poster, AAEA annual meetings, Minneapolis, MN, July, 2014.
- Melo, G., G. Colson, O. Ramirez, "Hispanic Immigrants' Opinions Towards Immigration and Immigration Policy Reform," Selected Poster, AAEA annual meetings, Minneapolis, MN, July, 2014.
- Xian, H., G. Colson, B. Mei, and M.E. Wetzstein, "Assessing the Feasibility of Cofiring Wood Pellets with Coal for U.S. Electricity Generation: A Real Option Analysis," Selected Paper, SAEA annual meetings, Dallas, TX, February, 2014.
- Colson, G., Y. Qiu, and C. Grebitus, "Risk Preference, Discount Rate, and Purchase of Energy-Efficient Technologies in the Residential Sector," Selected Poster, AAEA annual meetings, Washington, DC, August, 2013.
- Colson, G., J. Brown, and N.P. Magnan, "Impact of a Community-Based, Educational Garden Program on Child and Household Food Choices: A Case Study in Atlanta," Selected Poster, AAEA annual meetings, Washington, DC, August, 2013.
- Colson, G., T-Y Pak, and S. Ferreira, "The Unequal Distribution of Body Mass Index: Examining the Effect of State-Level Soft Drink Taxes on Obesity Inequality," Selected Poster, AAEA annual meetings, Washington, DC, August, 2013.
- Grebitus, C., and G. Colson, "A Review of the Arguments for Deception in Economic Experiments," Invited Presentation, AAEA annual meetings, Washington, DC, August, 2013.
- Hao, N., G. Colson, B. Karali, and M.E. Wetzstein, "Is Ethanol Production Harming Livestock Producers," Selected Paper, AAEA annual meetings, Washington, DC, August, 2013.
- Liu, Y., G. Colson, S. Ferreira, and M.E. Wetzstein, "Fighting Obesity through Rejuvenation," Selected Paper, AAEA annual meetings, Washington, DC, August, 2013.

- Moore, R.L., P.A. Champ, and G. Colson, "The Effect of Decision Rule and Response Format on Hypothetical Bias in Contingent Valuation," Selected Paper, AAEA annual meetings, Washington, DC, August, 2013.
- Wu, Xuedong, G. Colson, and J.S. Shonkwiler, "Factors that Influence the Frequency and Quantity of Tobacco Use Among US Youth," Selected Paper, AAEA annual meetings, Washington, DC, August, 2013.
- Alcorn, J., T.J. Centner, and G. Colson, "State Preemption of Local Regulation of Livestock Facility Siting," International Academic Association on Planning, Law and Property, Portland, OR, February, 2013.
- Colson, G., "An Economist's Road to Sustainability," Bioenergy Systems Research Institute (BSRI) Annual Retreat, Athens, GA, May, 2013.
- Colson, G., L. Menapace, and R. Raffaelli, "Risk Aversion, Subjective Beliefs, and Farmer Risk Management," Invited Paper, AAEA annual meetings, Seattle, WA, August, 2012.
- Menapace, L., G. Colson, and R. Raffaelli, "On the Validity of Gamble Tasks to Assess Farmers' Risk Attitudes," Selected Paper, AAEA annual meetings, Seattle, WA, August, 2012.
- Fu, S., G. Colson, and O. Ramirez, "Crop Insurance Savings Accounts," Selected Paper, AAEA annual meetings, Seattle, WA, August, 2012.
- Menapace, L., G. Colson, and R. Raffaelli, "Cognitive Heuristics and Farmers' Perceptions of Risks Related to Climate Change," Selected Paper, AAEA annual meetings, Seattle, WA, August, 2012.
- Colson, G. and C. Grebitus, "Helping Parents with Obese Children Make Healthier Food Choices," Selected Poster, AAEA/EAAE conference on Food Environment: The Effects of Context and Food Choice, Boston, MA, May, 2012.
- Grebitus, C. and G. Colson, "Parents' Preferences for Health Labels on Foods for Children," Selected Paper, EAAE congress, Zurich, Switzerland, August, 2012.
- Colson, G., "How to Balance Your Teaching Appointment with Publication Expectations," Graduate Student Section Track Session, AAEA annual meetings, Seattle, WA, August, 2012.
- Colson, G. and C. Grebitus, "Parents' Preferences for Health Labels on Foods for Children," Department Seminar, UGA AAE, September, 2011.
- Colson, G., S. Ferreira, B. Karali, and F. Stegelin, "Tips for the Job Market," Department Seminar, UGA AAE, September, 2011.
- Grebitus, C., G. Colson, L. Menapace, "Analyzing Pork Purchases at the point of Sale - the Role of Consumer Involvement," Selected Paper, AAEA annual meetings, Pittsburgh, PA, July, 2011.
- Colson, G. and B. Tamboura, "Promotion of Agricultural Entrepreneurship in Mali," USDA/Borlaug Scientific Exchange Workshop on Adaption of Poultry Production in the Context of Climate Change in Mali, Bamako, Mali, June, 2011.
- Colson, G., W. Huffman, and M. Rousu, "Estimates of the Welfare Impact of Intra-genic and Transgenic GM Labeling Policies," Selected Paper, AAEA annual meetings, Denver, CO, July, 2010.
- Colson, G., "Methodological Developments and Issues in Experimental Auctions: Discussion," Discussant for invited session, AAEA annual meetings, Denver, CO, July, 2010.
- Grebitus, C., G. Colson, L. Menapace, and M. Bruhn, "Who Cares about Food Origin? A Comparison of Hypothetical Survey Responses and Actual Shopping Behavior," Selected Paper, AAEA annual meetings, Denver, CO, July, 2010.

Colson, G. and L. Menapace, “Multiple Receptor Ambient Monitoring and Firm Compliance with Environmental Taxes under Budget and Target Driven Regulatory Missions,” Selected Paper, AAEA annual meetings, Denver, CO, July, 2010.

Colson, G. and W. Huffman, “Consumers' Willingness to Pay for Genetically Modified Foods with Product-Enhancing Nutritional Attributes,” Invited Paper, ASSA annual meeting, Atlanta, GA, January, 2010.

Colson, G., W. Huffman, and M. Rousu, “Demand Curve Effects in Experimental Auctions: The Effect of Quantity Already Owned,” Selected Paper, AAEA annual meetings, Milwaukee, WI, July, 2009.

Huffman, W. and G. Colson, “Consumers’ Willingness to Pay for New Genetically Modified Food Products: Evidence from Experimental Auctions of Intragenic and Transgenic Foods,” Selected Paper, IAAE Triennial Conference, Beijing, China, August, 2009.

### **Departmental Service**

Chair, Ph.D. Microeconomics Qualifying Exam Committee	UGA AAE Dept.	2014-
Advisor, Graduate Student Association	UGA AAE Dept.	2014-
Chair, Rod Ziemer Paper Award Competition	UGA AAE Dept.	2014-
Faculty Search Committee	UGA AAE Dept.	2014, 2015, 2018
Professional Development Committee	UGA AAE Dept.	2012-2014
Ph.D. Microeconomics Qualifying Exam Committee	UGA AAE Dept.	2011-2013
Department Strategic Planning Committee	UGA AAE Dept.	2010
Rod Ziemer Paper Award Competition Judge	UGA AAE Dept.	2010,2012-2014
Computer Committee	ISU Econ Dept.	2006-2009
Winter Social Committee	ISU Econ Dept.	2006-2009
President, Economics Graduate Student Association	ISU Econ Dept.	2005-2006

### **College and University Service**

Associate Dean for Research Search Committee	UGA CAES	2017
HACE Faculty Search Committee (outside member)	UGA HACE Dept.	2013
Annual CAES Undergraduate Research Symposium Judge	UGA CAES	2011
Technology Advancement Committee	ISU	2007-2009

### **Professional Society Service**

Committee Member, Quality of Research Discovery Award	AAEA	2019-2020
Chair, Quality of Research Discovery Award	AAEA	2018
Nominating Committee, Teaching, Learning, & Comm. Section	AAEA	2017
Committee Member, Galbraith Forum and Award	AAEA	2016-2018
Organizing Committee, Experimental Economics Workshop	AAEA	2016
Past Chair, Experimental Economics Section	AAEA	2015-2016
Topic Leader, Behavioral Economics Section	AAEA	2015-2016
Mentor, Workshop on Behavioral & Experimental Economics	AAEA Annual Meeting	2015
Best Paper Award Reviewer, Food Safety and Nutrition	AAEA	2014
Abstract Reviewer	WAEA Annual Meeting	2014
Topic Leader, Experimental Economics Section	AAEA Annual Meeting	2012,2013
Abstract Reviewer	AAEA Annual Meeting	2010-2020
Abstract Reviewer	EAERE Annual Meeting	2020
Abstract Reviewer	SAEA Annual Meeting	2011
Abstract Reviewer	IAAE Triennial Conference	2009

## **Referee**

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Agribusiness, Agriculture, Agricultural and Resource Economics Review, Agricultural Economics, Agricultural Systems, American Journal of Agricultural Economics, American Political Science Review, Appetite, Applied Economics, Applied Economic Perspectives and Policy, Behavior Research Methods, BioResources, Bioscience, British Food Journal, Canadian Journal of Agricultural Economics, Climate, Current Nutrition & Food Science, Economic Inquiry, Empirical Economics, Energies, Energy Economics, Environmental Conservation, Environmental Economics & Policy Studies, Environmental and Resource Economics, European Review of Agricultural Economics, Food Policy, Forest Policy & Economics, Geneva Papers on Risk and Insurance, International Food and Agribusiness Management Review, International Journal of Consumer Studies, International Journal of Disaster Risk Reduction, International Journal of Environmental Research and Public Health, International Review of Economics Education, Journal of Agribusiness, Journal of Agricultural and Applied Economics, Journal of Agricultural and Resource Economics, Journal of Agricultural Economics, Journal of Applied Social Psychology, Journal of Behavioral and Experimental Economics, Journal of Consumer Affairs, Journal of Environmental Economics and Management, Journal of Environmental Management, Journal of Experimental Social Psychology, Land, Land Economics, Marine Resource Economics, Nutrition, Plos One, Resource and Energy Economics, Review of Agricultural Food and Environmental Studies, Sage Open, Sustainability, Trends in Food Science and Technology, Utilities Policy, Water Resources Research, World Development

## **Member of Professional Societies**

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Agricultural and Applied Economics Association, American Economic Association, Association of Environmental and Resource Economics, Experimental Economics Section, Food and Agricultural Marketing Policy Section, Food Safety and Nutrition Section, Institutional & Behavioral Economics Section, International Association of Agricultural Economists, North American Colleges and Teachers of Agriculture, Southern Agricultural Economics Association, Western Agricultural Economics Association