

**SEAN B. CASH**

January 2016

**Associate Professor**, Department of Food and Nutrition Policy, Friedman School of Nutrition Science and Policy, Tufts University, Boston, Massachusetts, USA; and

**Adjunct Professor**, Department of Resource Economics and Environmental Sociology, University of Alberta, Edmonton, Canada.

**EDUCATION**

Ph.D. Agricultural and Resource Economics, University of California, Berkeley, 2003.

M.S. Agricultural and Resource Economics, University of California, Berkeley, 2000.

M.A. Applied Economics, University of Michigan, Ann Arbor, 1998.

Also completed coursework requirements for a dual degree in Resource Policy and Behavior, School of Natural Resources and Environment.

B.A. International Relations, The Johns Hopkins University, 1992.

**SUMMARY OF RESEARCH INTERESTS**

My research focuses on how food, nutrition, and environmental policies affect both producers and consumers. Current and recent projects in this area include economics aspects of obesity and nutrition policy; evaluation of community-based nutrition programs, economic barriers to healthy diets; schoolchildren's food choices in commercial environments; the efficacy of food label and price interventions as public health and environmental tools; the role of agricultural policies on nutrition; how consumers value ethical aspects of food relative to other attributes; and how point-of-sale health messaging impacts consumers' demand for food.

I also conduct research in the areas of environmental impacts in food production, including projects on tea quality and climate change and invasive species management. My research has been funded by the United States Department of Agriculture, the National Science Foundation, the Federal Emergency Management Agency, Agriculture and Agri-food Canada, and Newman's Own Foundation, among others.

**POSITIONS HELD**

Associate Professor, Department of Food and Nutrition Policy, Friedman School of Nutrition Science and Policy, Tufts University, Boston, MA (January 2012 – present). Also, Associate Director for Economics and Consumer Behavior, Tufts University Sensory and Science Center (July 2015 – present) and Faculty Affiliate, Tufts Institute of the Environment (January 2012 – present).

Adjunct Professor (January 2010 – present), Associate Professor with tenure (on leave, July 2008 – January 2010) and Assistant Professor (July 2003 – June 2008), Department of Rural Economy, University of Alberta, Edmonton.

Assistant Professor and Faculty Associate, Department of Consumer Science, University of Wisconsin, Madison (July 2008 – August 2012).

Research Assistant, Department of Agricultural and Resource Economics and Policy, University of California, Berkeley (June 1998 – May 2003).

Lecturer, Department of Economics, Mills College, Oakland, California (Fall 2002).

Lecturer, Topics in Natural Resource Economics, Department of Economics, Universidad de los Andes, Bogota, Colombia (Summer 2001).

Graduate Student Instructor, University of California, Berkeley. (Fall 1999 – Spring 2001).

Consulting Research Associate, Dornbusch and Company, San Francisco, CA (January – October 2000).

Graduate Intern, Energy and Natural Resources Division, Resources for the Future, Washington, D.C. (Summer 1998).

Graduate Student Instructor and Research Assistant, Space Physics Research Laboratory, University of Michigan, Ann Arbor (September 1996 – December 1997).

Research Assistant, School of Natural Resources and Environment, University of Michigan, Ann Arbor (Fall 1996).

Legal Assistant, Mayer, Brown & Platt, Bonn, Germany and Washington, D.C. (October 1994 – July 1995).

Environmental Legal Assistant, Arnold and Porter, Washington, D.C. (May 1992 – September 1994).

Volunteer Intern, Senator Daniel Patrick Moynihan's Office, Washington, D.C. (Fall 1991).

Intern, United States Environmental Protection Agency (EPA), Washington, D.C. (Summer 1991).

### **SPECIAL HONORS AND AWARDS**

Honourable mention, outstanding *Choices* article award, Agricultural and Applied Economics Association, 2011.

Provost's Award for Early Excellence in Undergraduate Teaching (university's top teaching award for junior faculty), University of Alberta, 2008.

Professor of the Year, Environmental and Conservation Sciences Student Association, University of Alberta, 2008.

Faculty of Agriculture, Forestry, and Home Economics, University of Alberta, "Teachers of the Year" Award, 2008 (also 2004, 2005, 2006, and 2007).

Faculty Teaching Award, Faculty of Agriculture, Forestry, and Home Economics, University of Alberta, 2007.

National Association of Colleges and Teachers of Agriculture Teaching Award of Merit, 2006.

UC Regents Fellowship Block Grant Award, 2002.

Michigan Space Grant Fellow, 1997.

School of Natural Resources and Environment Merit Scholarship, University of Michigan, 1997.

## **SELECTED RESEARCH AND PUBLICATIONS**

### **BOOK CHAPTERS AND MONOGRAPHS**

- Rebecca N. Boehm, Sean B. Cash, Larissa S. Drescher. 2014. "Food System Economics." Chapter in *Food Systems and Public Health* (ed. R. Neff). Jossey-Bass.
- Sean B. Cash. 2011. "Policy Evaluation and Benefit Cost Analysis." Chapter 22 in *The Oxford Handbook on the Economics of Food Consumption and Policy*, Jayson Lusk, Jutta Roosen, and Jason Shogren, eds., Oxford University Press.
- Sean B. Cash and Samuel D. Brody. 2010. "Bringing corporate stakeholders to the table in collaborative ecosystem management." Chapter 14 in *Pragmatic Sustainability: Theoretical and Practical Tools*, Steven A. Moore, ed. Routledge.
- Holly A. Ameden, Sean B. Cash, D. Angele Vickers, and David Zilberman. 2007. "Economics, policy, and border enforcement of invasive species." Chapter 3 in *Canadian Perspectives on U.S. Policy*, Constance Smith, ed. Edmonton, Alberta: Institute for United States Policy Studies.
- Sean B. Cash, Ellen W. Goddard, and Cindy Wang. 2005. "Dairy products and consumer demand for health foods." *Advances in Dairy Technology: Proceedings of the Western Canadian Dairy Seminar* 15.
- Sean B. Cash and David Zilberman. 2004. "Environmental issues in California agriculture." Chapter 9 in *California Agriculture: Dimensions and Issues*, Jerome W. Siebert, ed. Emeryville, California: Autumn Press.

### **RESEARCH AND OTHER SCHOLARLY PAPERS**

- Sean B. Cash, Anna R. McAlister, and Chen Lou. 2016. "Presence or absence of unit price display and its influence on snack food choices," in *Marketing Challenges in a Turbulent Business Environment* (Groza and Ragland, eds.).
- Sean B. Cash, Anna R. McAlister, Christina Economos, Megan Lehnerd, and Katie Panarella. 2015. "Can Coupons Get Kids to Buy Healthier Snacks? A Multi-Disciplinary Pilot Intervention," *Journal of Nutrition Education and Behavior*, 47(4), S106.
- E Gordon, N Dawkins-Lyn, R Hogan-Yarbro, A Karpyn, K Shore, S Weiss and SB Cash. 2014. Approaches for promoting healthy food purchases by SNAP participants (final report). United States Department of Agriculture, Food and Nutrition Service, agreement number AG-3198-D-12-0070, 80 pp.
- A Kowalsick, N Kfoury, A Robbat, S Ahmed, CM Orians, TS Griffin, SB Cash, JR Stepp. 2014. Metabolite profiling of *Camellia sinensis* by automated sequential, multidimensional gas chromatography/mass spectrometry reveals strong monsoon effects on tea constituents. *Journal of Chromatography A* 1370: 230-239
- S Ahmed, JR Stepp, CM Orians, TS Griffin, C Matyas, A Robbat, SB Cash, D Xue, C Long, U Unachukwu, S Buckley, D Small, EJ Kennelly. 2014. Effects of Extreme Climate Events on Tea (*Camellia sinensis*) Functional Quality Validate Indigenous Farmer Knowledge

- and Sensory Preferences in Tropical China. *PLoS One* 9(10): e109126.
- S Ahmed, S. C. Orians, T. Griffin, S. Buckley; U. Unachukwu, A.E. Stratton, J.R. Stepp, A. Robbat, S.B. Cash, E. Kennelly. 2013. "Effects of Water Availability and Pest Pressures on Tea (*Camellia sinensis*) Growth and Functional Quality". *AoB Plants* (DOI 10.1093/aobpla/plt054).
- F Feulefack, MK Luckert, S Mohapatra, SB Cash, A Alibhai, W Kipp. 2013. "Impact of Community-Based HIV/AIDS Treatment on Household Incomes in Uganda." *PLoS One* 8(6): e65625.
- Cash, Sean B., Wiktor L. Adamowicz, Shannon Allen, and Anna R. McAlister. 2013. "Children's Response to Food Price and Warning Interventions when Purchasing Snack Foods," *Canadian Journal of Diabetes*, 37, S273.
- Yoni Freedhoff, Arya Sharma, Sarah F.L. Kirk, M. Vallis, P. Poirier, Geoffrey D.C. Ball, Sean B. Cash, Nicholas Christou. "Realistic first steps for effectively managing obesity in Canada." *Clinical Obesity*. 2012: 2:78-82.
- Guy EJ Faulkner, Paul Grootendorst, Van Hai Nguyen, Tatyana Andreyeva, K Arbour-Nicitopoulos, M Christopher Auld, Sean B Cash, John Cawley, et al, 2011. "Economic instruments for Obesity Prevention: Results of a Scoping Review and Modified Delphi Survey." *International Journal of Behavioral Nutrition and Physical Activity* 8: 109.
- Ryan Lacanilao, Sean B. Cash, and Wiktor L. Adamowicz. 2011. "Heterogeneous Consumer Response to Snack Food Taxes and Warning Labels: Implications for Public Health." *Journal of Consumer Affairs* 45(1): 108-122.
- SB Cash and AR McAlister. 2011. Influence of developmental differences on children's response to information on foods. Report to the United States Department of Agriculture, Economics Research Service, agreement number 59-5000-0-0075, 43 pp.
- Kevin Webster, Cindy Jardine, Lynn McMullen, and Sean B. Cash. 2010. "Risk Ranking: Investigating Expert and Public Differences in Evaluating Food Safety Risks." *Journal of Food Protection* 73(10): 1875 – 1885.
- Sean B. Cash and Christiane Schroeter. 2010. "Behavioral Economics: A New Heavyweight in Washington?" Thematic issue on Addressing the Obesity Challenge, *Choices* 25(3).
- Leia M. Minaker, Kim D. Raine, and Sean B. Cash. 2009. "Measuring the food service environment: Development and implementation of assessment tools." *Canadian Journal of Public Health* 100(6): 421 – 425.
- Holly A. Ameden, Peter C. Boxall, Sean B. Cash, and D. Angele Vickers. 2009. "An Agent-Based Model of Border Enforcement for Invasive Species Management." *Canadian Journal of Agricultural Economics* 57: 481 – 496.
- Lisa E. Annett, Vijay Muralidharan, Peter C. Boxall, Sean B. Cash, and Wendy V. Wismer. 2008. "Influence of information on hedonic evaluation of organic and conventional bread." *Journal of Food Science* 73(4): H50 – H57.
- Sean B. Cash and Ryan Lacanilao. 2007. "Taxing food to improve health: Economic evidence and arguments." *Agricultural and Resource Economics Review* 36(2): 174 – 182.

- Holly A. Ameden, Sean B. Cash, and David Zilberman. 2007. "Border enforcement and firm response in the management of invasive species." *Journal of Agricultural and Applied Economics* 39: 35 – 46.
- Sean B. Cash, Ellen W. Goddard, and Mel Lerohl. 2006. "Canadian health and food: The links between policy, consumers, and industry." *Canadian Journal of Agricultural Economics* 54: 605 – 629.
- Chris Arnot, Peter C. Boxall, and Sean B. Cash. 2006. "Do ethical consumers care about price? A revealed preference analysis of fair trade coffee purchases." *Canadian Journal of Agricultural Economics* 54: 555 –565.
- Samuel D. Brody, Sean B. Cash, Jennifer Dyke, and Sara Thornton. 2006. "Motivations for the forest industry to participate in collaborative ecosystem management initiatives." *Forest Policy and Economics* 8: 123 –134.
- Sean B. Cash and Ellen W. Goddard. 2006. "New directions in consumer behaviour research." *Current Agriculture, Food, and Resource Issues* 7: 56 – 65.
- Sean B. Cash, David L. Sunding, and David Zilberman. 2005. "Fat taxes and thin subsidies: Prices, diet, and health outcomes." *Food Economics* 2: 167 – 174.
- Jennifer Dyke, Sean B. Cash, Sara Thornton, and Samuel D. Brody. 2005. "Examining the role of the forest industry in collaborative ecosystem management: Implications for corporate strategy." *Corporate Social Responsibility and Environmental Management* 12: 10 – 18.
- Sean B. Cash, David L. Sunding, Aaron Swoboda, and David Zilberman. 2003. "Indirect effects of pesticide regulation and the Food Quality Protection Act." *Current Agriculture, Food, and Resource Issues* 4: 73 – 79.

## **SELECT RESEARCH AWARDS RECEIVED**

- Principal Investigator, "A retail coupon intervention to promote healthy snack options among adolescents in convenience stores: The CHOMPS Pilot Project," United States Department of Agriculture, Agriculture and Food Research Initiative, USD \$150,000 (2014 – 2016).
- Co-Investigator and Subgrant Lead, "Climate Effects on Tea Quality and Socioeconomic Responses," National Science Foundation (PI: Colin Orians). USD \$933,000 (2013 – 2018).
- Co-Investigator, "Evaluation of Newman's Own Foundation Nutrition Cohort," Newman's Own Foundation (Jennifer Sacheck, PI), USD \$677,000 (2015 – 2018).
- Co-Investigator, "Salience and understanding of school lunch interventions involving pre-commitment to purchase decisions," Cornell Behavioral Economics and Nutrition Center (Anna McAlister, PI). USD \$15,000 (2012-2013).
- Principal Investigator, "Modeling and understanding children's food choices," Agriculture and Agri-Food Canada, Agricultural Policy Research Network on Consumer and Market Demand (joint with Vic Adamowicz). CAD \$24,800 (2012 – 2013).

Principal Investigator, "Influence of developmental differences on children's response to information on foods," United States Department of Agriculture, Economic Research Service. USD \$25,000 (2010 – 2011).

Co-Investigator, "The chicken wears no skin: Ordering effects in elicitation of willingness to pay for multiple credence attributes in ethical and novel food products," Agriculture and Agri-Food Canada, Agricultural Policy Research Network on Consumer and Market Demand (John Cranfield, PI). CAD \$27,000 (2010 – 2011).

Co-Investigator, "Network on the economics of food choice and health," German Research Foundation (Carola Grebitus, PI). EUR 95,300 (2010 – 2013).

Co-Investigator, "Alberta Policy Coalition for Cancer Prevention," Alberta Cancer Board (Kim Raine and Canadace Nykiforuk, University of Alberta, PIs). CAD \$1,000,000 (2009 – 2010).

Principal Investigator, "The economics of childhood obesity: A policy scan," Institute for Health Economics. CAD \$25,000 (2009).

Co-investigator, "Practical behavioural modifications for type 2 diabetes treatment: The Alberta Living Plan," Emerging Research Teams grant program, Capital Health and Faculty of Medicine and Dentistry, University of Alberta (Cathy Chan, University of Alberta, PI). CAD \$300,000 (2008 – 2011).

Principal Investigator, "An experimental investigation of the impact of fat taxes: Price effects, food stigma, and information effects on economic instruments to improve dietary health," Research Development Initiative, Social Sciences and Humanities Research Council of Canada (SSHRC). CAD \$29,600 (2007 – 2009).

Principal Investigator, "An experimental investigation of the impact of fat taxes," Agriculture and Agri-Food Canada, Agricultural Policy Research Network on Consumer and Market Demand. CAD \$17,800 (2007 –2008).

Principal Investigator, "Cost-effectiveness of a community-based antiretroviral treatment in Kabarole, Uganda," Fund for Support of International Development Activities, University of Alberta. CAD \$8,700 (2007).

Co-investigator and institutional lead researcher, "Border enforcement, importer behaviour, and trade-related invasive species risk," United States Department of Agriculture, Program for Research on the Economics of Invasive Species Management (David Zilberman, UC Berkeley, PI). USD \$132,000 (2006 – 2008).

Principal Investigator, "Sharing corporate-smallholder partnership lessons across South African countries," Centre for International Forestry Research (with Marty Luckert, University of Alberta, Co-PI). CAD \$13,000 (2006 – 2008).

Principal Investigator, "Conjugated linoleic acid network – marketing module," Agriculture Funding Consortium (Erasmus Okine, University of Alberta, Network Scientific Director). CAD \$62,725 (2005 –2006).

Principal Investigator, "Fat taxes and health outcomes," Agriculture and Agri-Food Canada, Agricultural Policy Research Network on Consumer and Market Demand. CAD \$20,000 (2005 – 2006).

Co-investigator, "Economic and sensory assessments of taste and credence attributes of Canadian organic wheat breads," Agriculture and Agri-Food Canada, Agricultural Policy

Research Network on Consumer and Market Demand (Peter Boxall, University of Alberta, PI). CAD \$20,000 (2005 – 2006).

Collaborator (at time of application) and Co-investigator (2006 – 2009), “Community-based antiretroviral treatment for AIDS patients in rural Uganda,” Canadian Institutes for Health Research operating grant award (Walter Kipp, University of Alberta, PI). CAD \$1.3 million (2005 – 2009).

Principal Investigator, “Integrating food policy with growing health and wellness concerns,” Agriculture and Agri-Food Canada sponsored research grant (with Ellen W. Goddard, University of Alberta, Co-PI), CAD \$23,300 (2004).