

AAEA Trust Profile: Carola Grebitus

AAEA Trust Profile is a bi-monthly series following up with [AAEA Trust](#) sponsored scholarship, fellowship, and grant winners. This issue features Carola Grebitus, Assistant Professor of Food Industry Management, Morrison School of Agribusiness, W.P. Carey School of Business. Carola won the [Sylvia Lane Mentor Fellowship](#) in 2011. The Lane Mentor Fellowship provides an opportunity for young female scholars working on food, agricultural, or resource issues to collaborate with an established expert at another university, institution, or firm.

How did winning the Lane Mentor Fellowship help in accomplishing your research in measuring consumers' willingness to pay for local foods and food miles?



The Lane Mentor Fellowship enabled me to work together with Jayson Lusk and to visit Oklahoma State University where we worked intensively on two manuscripts

we published from that project. I learned a lot from Jayson in terms of experimental economics and how to run experiments successfully. In our field, experience is important and Jayson always offers advice.

When you were at University of Bonn your research involved consumer behavior – with a focus on new technologies, food safety, health, and sustainability. Is that still your main research focus?

I still do a lot of work in these areas; although currently, my main focus lies on more theoretical questions regarding decision making. However, I always try to make an applied research contribution, too. Usually this contribution is either related to the economics of food choice and health or to sustainable decision making from a consumer's perspective.

Your mentor when you received the funding was Jayson Lusk from Oklahoma State University; do you still work or collaborate with him?

I believe that Jayson's mentoring was key for me in getting my current position at Arizona State University. Jayson and I still collaborate but currently more with regards to organizing conferences and workshops such as the 2nd AAEA/EAAE Symposium on 'Food Environment: The Effects of Context on Food' in 2012 in Boston, MA and the 2014 EAAE pre-congress workshop on 'Recent Trends in Experimental Economics'.

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How did you meet your mentor for this mentorship?

I was already collaborating with Rudy Nayga, who then introduced me to Jayson Lusk at an AAEA meeting.

What lead you to pursue agricultural economics and modeling consumers' food choice?

Given that I graduated with a B.S. in Food Science and a M.S. in Food Economics, I was already interested in diet and health. With current issues such as high rates of obesity and sustainable consumption becoming more important, I believe that we have to develop a thorough understanding of consumer food choices as well as the underlying factors.



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AAEA News

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Thanks to Christian Zimmerman and his colleagues at the Federal Reserve Bank of St. Louis for maintaining this service.

Please stop by our booth at the Annual Meeting to ask questions or sign up.

AgEcon Search reaches 75,000 papers!

In early June 2014 the 75,000th paper was added to AgEcon Search:

Sharing R&D Investments in Cleaner Technologies to Mitigate Climate Change
Abeer El-Sayed and Santiago J. Rubio,
University of Valencia
Fondazione Eni Enrico Mattei (FEEM)
<http://purl.umn.edu/172435>

Thank you to all of the authors as well as those who submit on behalf of others and to the generous funders who have made special projects possible.

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AAEA Trust News

AAEA/AARES Heading South Call for Applications

We are pleased to invite submissions for the **2014 Heading South Award**.

The Australian Agricultural and Resource Economics Society (AARES) and the Agricultural & Applied Economics Association (AAEA) through the AAEA Trust will jointly offer this travel award to attend the 2015 AARES Conference in Rotorua, New Zealand. It is available to members of AARES or AAEA normally resident in North America. Applicants for the award can be a member of either AARES or AAEA but must be a member of AARES to participate in the conference.

The objective of the award is to provide the winner with an opportunity for professional and personal development and international professional and cultural exchange. The award will have a value of \$3,000 USD to be used to assist the winner to participate in the **2015 Annual Conference of AARES to be held in Rotorua, New Zealand from February 10–13, 2015**.

Selection Process

The 2014 Heading South Selection Committee will be chaired by the AAEA President, Barry Goodwin. Other members will include the President–Elect of AARES, Prof. Alan Randall, another member of AARES, usually the president of the North America Branch, and another member of AAEA.

Applications should include:

- a paper for presentation at the AARES Annual Conference in Rotorua, for which the applicant is the sole or first author and which represents their original and unpublished work,
- a one–page biographical statement, and
- a one–page statement in support of their application, indicating what they would hope to accomplish through the award, why they would be deserving of the award, and confirming that they would be unable to attend the conference without this financial support.

Submission Deadlines and Details

Electronic submissions (in PDF form) for this award must be emailed to Brian Mondragón Jones (bmjones@aaea.org) **by Friday, August 29, 2014 (for travel in February 2015).**



Job Openings

Please visit the new [AAEA Job Board](#)! Our new platform allows employers to post open positions on the site and browse the resumes of qualified candidates. Applicants can apply for these positions online and upload their resumes anonymously, protecting their personal information.



Join the Conversation

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