

Alba J. Collart

Assistant Professor and Extension Economist
Department of Agricultural Economics
Mississippi State University

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EDUCATION

- Ph.D. Agricultural Economics, Texas A&M University** 2013
Dissertation: Econometric Methods to Analyze Consumer Behavior Using Hypothetical and Non-hypothetical Approaches. Chair: Dr. Marco Palma
- M.S. Agricultural Economics, Texas A&M University** 2009
Thesis: Analysis of Brand Recognition Associated with the Texas Superstar™ and Earth-Kind™ Programs in Texas. Co-chairs: Drs. David Bessler and Charles Hall
- B.S. Agribusiness Management, Pan-American Agricultural School, Zamorano, Summa cum laude** 2007
Thesis: Credit as a Risk Management Strategy Used by Agricultural Producers in Nicaragua.
Chair: Prof. Arie Sanders

AREAS OF INTEREST

Food marketing and policy, consumer preferences, experimental and behavioral economics.

PUBLICATIONS

Refereed publications (10)

10. Thapaliya, S., M. Interis, **A.J. Collart**, L. Walters, and K. Morgan. 2017. "Are Consumer Health Concerns Influencing Direct-from-Producer Purchasing Decisions?" *Journal of Agricultural and Applied Economics* (forthcoming).
9. Petrolia, D., **A.J. Collart**, and L. Yehouenou. 2016. "Consumer Preferences for Delacata Catfish: A Choice Experiment with Tasting." *Journal of Food Distribution Research* 47(3):84-100.
8. **Collart, A.J.** 2016. "The Food Safety Modernization Act and the Marketing of Fresh Produce." *Choices* 31(1):1-7.
7. Palma, M.A., **A.J. Collart**, and C. Chammoun. 2015. "Information Asymmetry in Consumer Perceptions of Quality-Differentiated Food Products." *Journal of Consumer Affairs* 49(3):596-612.
6. Ramirez, O., C. Carpio, and **A.J. Collart**. 2015. "Are the Federal Crop Insurance Subsidies Equitably Distributed? Evidence from a Monte Carlo Simulation Analysis." *Journal of Agricultural and Resource Economics* 40(3):457-475.
5. **Collart, A.J.**, and K. Coble. 2014. "Highlights of the Agricultural Act of 2014 for Specialty Crops." *Choices* 29(2):1-4.
4. Ramirez, O., Mullen, J., and **A.J. Collart**. 2014. "Insights into the Appropriate Level of Disaggregation for Efficient Time Series Model Forecasting." *Journal of Applied Statistics* 41(10):2298-2311.
3. **Collart, A.J.**, M.A. Palma, and C. Carpio. 2013. "Consumer Response to Point of Purchase Advertising for Local Brands." *Journal of Agricultural and Applied Economics* 45(2):1-14.

2. Palma, M.A., C. Hall, and **A.J. Collart**. 2011. "Repeat Buying Behavior for Ornamental Plants: A Consumer Profile." *Journal of Food Distribution Research* 42(2):67-77.
1. **Collart, A.J.**, M.A. Palma, and C. Hall. 2010. "Branding Awareness and Willingness-to-Pay Associated with the Texas Superstar™ and Earth-Kind™ Brands in Texas." *HortScience* 45(8):1226-1231

Conference proceedings

- Velandia, M., T. Woods, E. Bendfeldt, J. Lelekacs, R. Holcomb, M. Palma, D. Lamie, R. Dunning, L. Meyer, H.L. Goodwin Jr., R. Rainey, **A.J. Collart**, and D. Fields. 2016. "Opportunities for Local Food Systems Research and Extension in the South—A Land Grant University System Initiative." *Journal of Food Distribution Research* (Proceedings Issue) 47(1):73-75.
- Lee, Y., M.A. Freeman, K.T. Coatney, **A.J. Collart**, and M.W. Schilling. 2016. "Does Experience Overcome Perception Bias for Consumers of Grass-Finished Beef?" *Journal of Food Distribution Research* (Proceedings Issue) 47(1):v.
- Collart, A.J.**, K. Hood, J. Barnes, and R. Little. 2015. "Overview and Economic Impact of the Mississippi Blueberry Industry." *Journal of Food Distribution Research* (Proceedings Issue) 46(1):63-64.

PROFESSIONAL CONFERENCES

Refereed Presentations

- Chavez, D., M. Palma, and **A.J. Collart**. 2016. "Using Eye Tracking Measures to Improve Modeling." Poster presented at the Agricultural and Applied Economics Association (AAEA) Annual Meeting, Boston, MA, July 31–Aug. 2.
- Collart, A.J.** and M. Interis. 2016. "Does Information on Food Dating Influence Consumer In-Store Purchasing Behavior?" Paper presented at the Southern Agricultural Economics Association (SAEA) Annual Meeting, San Antonio, TX, Feb. 8.
- Chavez, D., M. Palma, and **A.J. Collart**. 2016. "Keep the Ball Rolling: Attribute Inattention in Discrete Choice Experiments Using Eye Tracking Technology." Paper presented at the Southern Agricultural Economics Association (SAEA) Annual Meeting, San Antonio, TX, Feb. 8.
- Thapaliya, S., M. Interis, **A.J. Collart**, L. Walters, and K. Morgan. 2015. "Health Motivation for Purchasing Local Foods in the Southeastern United States." Paper presented at the Food Distribution Research Society (FDRS) Annual Meeting, Philadelphia, PA, Oct. 9-13.
- Lee, Y., M.A. Freeman, K.T. Coatney, M.W. Schilling, and **A.J. Collart**. 2015. "Consumers of Grass-finished Beef: Experience Versus Perception Bias." Paper presented at the Food Distribution Research Society (FDRS) Annual Meeting, Philadelphia, PA, Oct. 9-13.
- Lee, Y., M. Freeman, K. Coatney, W. Schilling, and **A.J. Collart**. 2015. "Consumers' Willingness-to-Pay for Grass-finished Beef?" Paper presented at Korea's Association of Livestock Management Conference, Seoul, South Korea, Feb.
- Thapaliya, S., M. Interis, **A.J. Collart**, L. Walters, and K. Morgan. 2015. "Health Motivation for Purchasing Local Foods in the Southeastern United States." Paper presented at the Southern Agricultural Economics Association (SAEA) Annual Meeting, Atlanta, GA, Jan. 31–Feb. 3.
- Lee, Y., M. Freeman, K. Coatney, W. Schilling, and **A.J. Collart**. 2014. "Does Experience Overcome Perception Bias for Consumers of Grass-Finished Beef?" Paper presented at the Southern Economic Association (SEA) Annual Meeting, Atlanta, GA, Nov. 22–24.

- Goggans, E., **A.J. Collart**, K. Hood, J. Barnes, and R. Little. 2014. "Overview and Economic Impact of the Mississippi Blueberry Industry." Poster presented at the Food Distribution Research Society (FDRS) Annual Conference, Salt Lake City, UT, Nov. 1–4.
- Collart, A.J.**, and M.A. Palma. 2014. "What Motivates Individuals to Participate in Economic Experiments? A Latent Class Analysis with Unobserved Heterogeneity." Paper presented at the Agricultural and Applied Economics Association (AAEA) Annual Meeting. Minneapolis, MN, July 27–29.
- Ramirez, O., C. Carpio, and **A.J. Collart**. 2014. "Producer Welfare Implications of the RMA's "Shrinkage" Crop Insurance Premium Estimator." Paper presented at the Agricultural and Applied Economics Association (AAEA) Annual Meeting. Minneapolis, MN, July 27–29.
- Ramirez, O., C. Carpio, and **A.J. Collart**. 2014. "Premium Estimation Inaccuracy and the Distribution of Crop Insurance Subsidies." Paper presented at the SCC-76 Multistate Project Annual Meeting, Pensacola, FL, March 27–30.
- Collart, A.J.**, and M.A. Palma. 2013. "Modeling Unobserved Consumer Heterogeneity in Experimental Auctions: An Application to the Valuation of Food Safety." Paper presented at the Economic Science Association (ESA) Annual Meeting. Santa Cruz, CA, Oct. 24–26.
- Collart, A.J.**, and M.A. Palma. 2013. "Maximize Your Sample: The Need to Account for Consumer Heterogeneity in Experimental Auctions." Poster presented at the Agricultural and Applied Economics Association (AAEA) Annual Meeting. Washington, DC, Aug. 4–6.
- Collart, A.J.** 2011. "A Stochastic Analysis of Commercial Tree Production Portfolios: The Case of Crape Myrtle, Nellie R. Stephens, and Red Maple." Paper presented at the 2011 Annual World Symposium at the International Food and Agribusiness Management Association (IFAMA) Annual Meeting, Frankfurt, Germany, June 20–21.
- Collart, A.J.**, M.A. Palma, and C. Carpio. 2011. "Assessing the Economic Impact of the Texas Superstar™ and Earth-Kind™ Advertisement Campaign." Paper presented at the Southern Agricultural Economics Association (SAEA) Annual Meeting, Corpus Christi, TX, Feb. 5–8.
- Palma, M.A., **A.J. Collart**, and C. Hall. 2010. "Repeat Buying Behavior for Ornamental Plants: A Consumer Profile." Paper presented at the Southern Agricultural Economics Association (SAEA) Annual Meeting, Orlando, FL, Feb. 6–9.

Invited presentations

- "Does Information on Food Dating Influence Consumer Purchasing Behavior?" Department of Agricultural Economics, Oklahoma State University, Stillwater, OK, Feb. 24, 2017.
- "Local Food Systems, Policy Perspectives and Grant Opportunities." Southern Agricultural Economics Association (SAEA) Annual Meeting, San Antonio, TX, Feb. 8, 2016.
- "Does Information on Food Dating Influence Consumer In-Store Purchasing Behavior?" Department of Agriculture and Resource Economics, University of Connecticut, Storrs, CT, Nov. 30, 2015.
- "Implications of the 2014 Farm Bill." National Value-Added Conference (NVAC) Annual Meeting, Austin, TX, May, 18–21, 2015.
- "Crops Outlook for 2015." Southern Agricultural Economics Association (SAEA) Annual Meeting, Atlanta, GA, Jan. 31–Feb. 3, 2015.
- "Situation and Outlook for Specialty Crops in the U.S." Southern Outlook Conference, Atlanta, GA, Sept. 22–24, 2014.

- "2014 Farm Bill: Conservation Title, Horticulture, and Beginning Farmer Programs." Webinar series by the Western Center for Risk Management Education and Ag in Uncertain Times. March 31, 2014.

Professional Development Conferences and Workshops

- University of Bologna Summer School on "Experimental Auctions: Theory and Applications in Food Marketing and Consumer Preferences Analysis". Catania, Italy, July 5-12, 2016.
- 2015 Agricultural and Applied Economics Association (AAEA) and Western Agricultural Economics Association (WAEA) Joint Annual Meeting (July 26-28, 2015). San Francisco, CA.
- Applying Behavioral and Experimental Economics to Food and Agri-Environmental Issues. Post-conference workshop at the AAEA & WAEA Joint Annual Meeting, San Francisco, CA, July 29, 2015.
- Field Experiments: Design, Methods, and Applications. Pre-conference workshop at the 2015 Association of Environmental and Resource Economists (AERE) Annual Meeting, San Diego, CA, June 3, 2015.

GRANTS AND CONTRACTS AWARDED

- Assessing and Addressing the Needs of a Growing United States Organic Sweetpotato Industry. Co-PI. USDA-NIFA Organic Agriculture Research and Extension Initiative (OREI), Oct. 1, 2015–Aug. 31, 2017, \$49,902.
- Enumerating Sweetpotato Marketability Based on Consumer Perception of Skinning. Co-PI. Mississippi Department of Agriculture and Commerce, Specialty Crop Block Grant Program (SCBG), Oct. 1, 2015–Oct. 1, 2017, \$18,461.
- Identifying and Understanding Traits to Improve Sweetpotato Tolerance to Abiotic and Biotic Stresses, Diseases, and Disorders. Co-PI. Office of Research and Economic Development (ORED) cross-college working group proposal, Mississippi State University, Jan. 2015, \$2,000.
- Consumer Demand for Frozen and Value-Added Mississippi Grown Blueberry Food Products. PI. Mississippi Department of Agriculture and Commerce, Specialty Crop Block Grant Program (SCBG), Oct. 1, 2014–Jun. 30, 2017, \$28,300.
- Identifying New Market Opportunities for U.S. Catfish. Co-PI. Strategic Research Initiative, Mississippi Agricultural and Forestry Experiment Station (MAFES), Jan. 1, 2014–June 30, 2015, \$49,400.

EXTENSION

Program statement

The focus of my extension and outreach programs at Mississippi State University is on horticultural marketing and policy. On the marketing side, my work has covered value-added and sustainable agriculture including local and regional food systems. On the policy side, I have worked on detangling the implications of the 2014 Farm Bill for the U.S. specialty crop industry. I collaborate with nationally recognized programs, such as Market Maker, Market Ready, and Farm-to-School, and also rely on my applied research efforts to deliver research-based educational programs through both face-to-face meetings and online tools. Stakeholders for these extension programs include specialty crop growers, public and private organizations working with the specialty crop industry, farmers' market managers, advocates, and other extension specialists state and nationwide.

Summary of evidence of demand for extension programs

Type	Number of Presentations
Statewide	17
National and Regional	6
Total	39

Statewide

1. 1/31/17	Hattiesburg, MS	"Consumers' Willingness-to-Pay for Selected Food Products Made with Mississippi-grown Blueberries."	100 attending
2. 3/2/16	Raymond, MS	"Cost Analysis for Greenhouse Tomatoes." Greenhouse Tomato Short Course	50 attending
3. 8/20/15	Verona, MS	"Economics of Wine Grapes." Wine Grapes and Muscadine Short Course	40 attending
4. 8/13/15	Hattiesburg, MS	"Economics of Wine Grapes." Wine Grapes and Muscadine Short Course Delivered by: Dr. Eric T. Stafne	20 attending
5. 7/24/15	Starkville, MS	"Market Maker." Cochran Fellowship Program Training	4 attending
6. 5/7/15	Jackson, MS	"Mississippi Market Maker and Farm-to-School." Market Ready Training	60 attending
7. 3/4/15	Raymond, MS	"Greenhouse Tomato Budgets." Greenhouse Tomato Short Course	50 attending
8. 2/8/15	Verona, MS	"Situation and Outlook for U.S. Specialty Crops." North Mississippi Fruit and Vegetable Growers' Association Conference	50 attending
9. 10/15/14	Grenada, MS	"Economic Situation for Specialty Crops." Agricultural Lenders Workshop	10 attending
10. 8/27/14	Raymond, MS	"Sampling as a Promotion Strategy and a Food Marketing Database for Farmers' Markets." Micro-farming Conference: Growing for Farmers' Markets	35 attending
11. 7/10/14	Jackson, MS	"Highlights of the New Farm Bill for Specialty Crops." Mississippi Farm Bureau Summer Horticulture and Apiculture Meeting	40 attending
12. 5/13/14	Choctaw, MS	"Consumer Preferences for Locally-Produced Strawberries, and MSU-ES Decision Tools." Strawberry Short Course	40 attending
13. 4/30/14	Hattiesburg, MS	"Highlights of the New Farm Bill for Specialty Crops." South Mississippi Conference hosted by Mississippi Farm Bureau	50 attending

14. 4/23/14	Jackson, MS	"2014 Farm Bill Highlights Impacting Farmers' Markets." Farmers' Market Manager Workshop	60 attending
15. 3/12/14	Raymond, MS	"Highlights of the New Farm Bill for Specialty Crops." 2014 Farm Bill Education Workshops	9 attending
16. 3/5/14	Verona, MS	"Highlights of the New Farm Bill for Specialty Crops." 2014 Farm Bill Education Workshops	10 attending
17. 3/4/14	Raymond, MS	"Highlights of the New Farm Bill for Specialty Crops." Greenhouse Tomato Short Course	90 attending

National and Regional

1. 2/8/16	San Antonio, TX	"Local Food Systems, Policy Perspectives and Grant Opportunities." Southern Agricultural Economics Association (SAEA) Annual Meeting	15 attending
2. 11/30/15	Storrs, CT	"Vision of Extension". Department of Agricultural and Resource Economics, University of Connecticut	10 attending
3. 5/20/15	Austin, TX	"Implications of the 2014 Farm Bill for Value-Added for Specialty Crops." National Value-Added Conference (NVAC) Annual Meeting	20 attending
4. 2/2/15	Atlanta, GA	"Situation and Outlook for U.S. Specialty Crops." Southern Agricultural Economics Association (SAEA) Annual Meeting	10 attending
5. 9/22/14	Atlanta, GA	"Situation and Outlook for Specialty Crops in the U.S." Southern Outlook Conference	50 attending
6. 3/31/14	Online Webinar	"Highlights of the 2014 Farm Bill for Specialty Crops". Webinar by the Western Center for Risk Management Education and Ag in Uncertain Times	80 attending

TEACHING

Department of Agricultural Economics, Mississippi State University

Courses taught

- Agri-Marketing (AEC 4711): Undergraduate course on agricultural marketing, Fall Semester 2014–Fall Semester 2016.
- Directed Individual Study (AEC 4000), Fall Semester 2014: E. Goggans.
- Directed Individual Study (AEC 7000), Spring Semester 2017: C.A. Moreno-Ortiz.

M.S. Theses supervised

- C. Henson (Co-major Professor). Spring Semester 2017–Present.
- S. Thapaliya (Committee member). "Health Motivation for Purchasing Local Foods in the Southeastern United States." Spring Semester 2015.
- Y. Lee (Committee member). "Does Experience Overcome Perception Bias for Consumers of Grass-Finished Beef?" Fall Semester 2014. *Recipient of the 2015 Richardson-Applebaum Award for Best M.S. Thesis.

Ph.D. Dissertations supervised

- C.A. Moreno-Ortiz (Committee member), Ph.D. Student, Fall Semester 2015–Present.
 - Student in School of Human Sciences, Agricultural and Extension Education Program, Mississippi State University.

International Visiting Scholars

- A. Hidalgo, Undergraduate Research Intern (from Zamorano University, Honduras), Spring Semester 2016.

Other projects supervised

- R. Thompson, Graduate Research Assistant, Fall Semester 2016.
- P. Hannaford, Graduate Research Assistant, May 2016.
- J. Ellington, Graduate Research Assistant, Spring Semester 2016.
- C. Siameh, Graduate Research Assistant, Fall Semester 2014–Fall Semester 2015.

SERVICE**National and Regional**

- Vice-President of Education for the Food Distribution Research Society (FDRS), Jan. 2015–Present.
- Session moderator at the 2017 Southern Agricultural Economics Association (SAEA) Annual Meeting, Mobile, AL, Feb. 2017.
- Session moderator at the 2016 Southern Agricultural Economics Association (SAEA) Annual Meeting, San Antonio, TX, Feb. 2016.
- Presentation judge for the Undergraduate Student Marketing Challenge Competition at the Food Distribution Research Society (FDRS) Annual Meeting, Philadelphia, PA, Oct. 2015.
- Session organizer. "Implications of the 2014 Farm Bill." National Value-Added Conference (NVAC) Annual Meeting, Austin, TX, May 18–21, 2015.
- Session moderator at the 2015 Southern Agricultural Economics Association (SAEA) Annual Meeting, Dallas, TX, Feb. 2015.
- Presentation judge for the Undergraduate Student Marketing Challenge Competition at the Food Distribution Research Society (FDRS) Annual Meeting, Salt Lake City, UT, Nov. 2014.
- Session moderator at the Agricultural and Applied Economics Association (AAEA) Annual Meeting, Minneapolis, MN, July 2014.
- Presentation judge for the Undergraduate Student Section Paper Competition at the Agricultural and Applied Economics Association (AAEA) Annual Meeting, Minneapolis, MN, July 2014.
- Grant reviewer in the 2014 Specialty Crop Advisory Committee for the Mississippi Department of Agriculture and Commerce (MDAC), Summer Semester 2014.

Department/Department of Agricultural Economics, Mississippi State University

- Member of Departmental Seminars Committee, 2015–2017.
- Member of Search Committee for Agricultural Marketing Position, Fall Semester 2014–Fall Semester 2015.
- Member of Search Committee for Professor and Head Position, Spring Semester 2016–Present.

University/Mississippi State University

- Faculty Advisor of student National Agri-Marketing Association (NAMA) team, Spring Semester 2014–Present. *Team reached the semi-finals in the 2015 NAMA Agri-Marketing Conference held in Kansas City, MO, April 14–17, 2015.
- Faculty chaperone in the Maroon Volunteer Center’s Alternative Fall Break 2015, March 8-10, 2015.
- Member of Curriculum Development Committee for the Iraqi Young Leaders Exchange Program (IYLEP), Office of Student Leadership and Community Engagement, Mississippi State University, July 2014.

Editing

Refereed Journal Article Reviewer for:

- Applied Economic Perspectives and Policy, 2016.
- Journal of Food Distribution Research, 2015
- International Food and Agribusiness Management Review, 2015.

LANGUAGES AND COMPUTER SOFTWARE

- English (fluent) and Spanish (native)
- Proficient in Stata and SIMETAR. Knowledge of SAS, SPSS, NLOGIT, and Ngene.

PAST EXPERIENCE

Inter-American Development Bank, Washington, DC Short-term Researcher. Contributed to Discussion Paper No. IDB-DP-329 “Agriculture and Future Climate in Latin America and the Caribbean: Systematic Impacts and Potential Responses”.	Nov. 2013–Jan. 2014
Texas A&M AgriLife Extension Service, Texas A&M University, College Station, TX Graduate Research Assistant	Jan. 2008–Dec. 2013
Department of Agribusiness, Pan-American Agricultural School, Zamorano, Honduras Teaching Assistant	April–Aug. 2007
Development Economics Group, Wageningen University, The Netherlands Research Intern	Jan.–April 2007
English Language Section of the General Curriculum Department, Pan-American Agricultural School, Zamorano, Honduras Teaching Assistant	April–Aug. 2007
e-Learning Center, Pan-American Agricultural School, Zamorano, Honduras Instructional Designer	April–Aug. 2006

PROFESSIONAL MEMBERSHIPS

- Food Distribution Research Society (FDRS), Vice-President of Education and Board Member, 2014 - Present.
- National Agri-Marketing Association (NAMA), Faculty advisor for MSU's Student Chapter, 2014 - Present.
- NIMSS Project S-1067 (formerly S-1050): Specialty Crops and Food Systems: Exploring Markets, Supply Chains, and Policy Dimensions, Member, Aug. 2014–Present.
- NIMSS Project S-1065 (formerly S-1051): Sustainable Practices, Economic Contributions, Consumer Behavior, and Labor Management in the U.S. Environmental Horticulture Industry, Member, Feb. 2014–Present.
- Mississippi Agricultural Economics Association (MAEA), Member, 2014 - Present.
- Agricultural and Applied Economics Association (AAEA), Member, 2013 – Present.
- Southern Agricultural Economics Association (SAEA), Member, 2008 - Present.
- Gamma Sigma Delta, Member, Inducted Nov 12, 2007.

AWARDS AND HONORS

Texas A&M University

- Finalist in the Agricultural and Applied Economics Association (AAEA) Graduate Student Extension Competition, Aug. 2013.
- Graduate Student Association Travel Grant, May 2013.
- President of Zamorano Alumni Association at Texas A&M University, 2011–2012.
- Department of Agricultural Economics Travel Grant, June 2011.
- Office of Graduate Studies (OGS) Presentation Grant, April 2011.
- 1st Place Graduate Poster in Marketing, Management and Finance at the Student Research Week, 2011.

Pan-American Agricultural School, Zamorano

- 1st place of the graduating class, Dec. 2007.
- Gamma Sigma Delta, Honor Society of Agriculture, Nov. 12, 2007.
- USDA Scholarship through the Food for Progress (FFP) Program, Jan. 2006.
- Honduran Department of Agriculture (SAG) Scholarship, Jan. 2004.