

## ***04/5/08 CURRICULUM VITAE***

**NAME:** Harry M. Kaiser  
**TITLE:** Professor  
**CAMPUS ADDRESS:** 349 Warren Hall  
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## **BACKGROUND**

### **EDUCATION**

<b><u>Year</u></b>	<b><u>Degree</u></b>	<b><u>Institution</u></b>
1985	Ph.D.	Univ. of Minnesota
1981	M.S.	Univ. of Minnesota
1979	B.A.	Univ. of Wisconsin-Eau Claire

### **ACADEMIC RANKS (year achieved)**

**Professor:** July 1, 1998  
**Associate Professor:** July 1, 1991  
**Assistant Professor:** September 1, 1985

### **PRIMARY DEPARTMENTAL PROGRAM AREA**

Harry M. Kaiser teaches and conducts research in the areas of price analysis, marketing, and quantitative methods. Professor Kaiser has written 100 refereed journal articles, three books, 17 book chapters, over 150 research bulletins, and received \$6 million in research grants in these areas. Since 1994, Professor Kaiser has been the director of the Cornell Commodity Promotion Research Program. Much of his research focuses on the market-wide economic effects of commodity advertising and promotion programs. Currently, Professor Kaiser and his staff annually conduct the economic analysis required by the U.S. Congress for the national dairy and fluid milk processor advertising programs. Professor Kaiser has also authored numerous articles on agricultural policy issues. He also was involved with some of the first research that investigated the economic impacts of climate change on the U.S. agricultural sector. Professor Kaiser served as editor of *Agricultural and Resource Economics Review* from 1999 through 2001, was on the editorial board of the *American Journal of Agricultural Economics* from 1999-2001, and has been the associate editor of *Agribusiness: An International Journal* since 1999. In 2002, Professor Kaiser was elected to a three-year term of the nine-member Executive Board of Directors of the *American Association of Agricultural Economics*. In 2005, Professor Kaiser was elected President of the *Northeastern Agricultural and Resource Economics Association*. Professor Kaiser received the Distinguished Member Award from the *Northeastern Association*

## 2003 CURRICULUM VITAE, HARRY M. KAISER

of *Agricultural and Resource Economics* in 2002. Between 1998 and 2004, Professor Kaiser served as Associate Chair of Applied Economics in the Department of Applied Economics and Management. In 2006, Professor Kaiser received the highest award given to alumni of the University of Wisconsin-Eau Claire—the Alumni Distinguished Achievement Award.

**AREAS OF EXPERTISE (key words)** marketing, policy, advertising, quantitative methods, economic impacts of climate change, experimental economics

### PROFESSIONAL EXPERIENCE

<u>Year</u>	<u>Experience</u>
July 1, 1998 to Present:	Professor, Department of Applied Economics and Management, Cornell University, Applied Economics, and Director, Cornell Commodity Promotion Research Program
July 1, 1991 to June 30, 1998:	Associate Professor, Department of Agricultural, Resource, and Managerial Economics, Cornell University, and Director, Cornell Commodity Promotion Research Program
Sept 1, 1993 to June 17, 1994	Visiting Associate Professor, Department of Agricultural and Applied Economics, University of Minnesota; and Economist, Land O'Lakes, Inc.
September 1, 1985 to July 1, 1991:	Assistant Professor, Department of Agricultural, Resource, and Managerial Economics, Cornell University.
September 1981 to July 1985	Graduate Research and Teaching Assistant, Department of Agricultural and Applied Economics, University of Minnesota
January 1981 to September 1981:	Assistant Economist, Center for Economic Studies, Midwest Research Institute
May 1979 to January 1981:	Graduate Research Assistant, Department of Agricultural and Applied Economics, University of Minnesota

### SABBATICALS AND STUDY LEAVES (year, project, location)

1993-94, Department of Applied Economics, University of Minnesota and Land O'Lakes, Inc. Worked half time as an economist for Land O'Lakes on policy and marketing issues, and half time at the University of Minnesota on agricultural policy and marketing issues.

2003 CURRICULUM VITAE, HARRY M. KAISER

2002, Ithaca, NY. Worked on revising material covered in two courses (AEM 415 and AEM 640) during this one semester sabbatic leave.

**HONORS AND AWARDS (current year 2005)**

Received the University of Wisconsin-Eau Claire Alumni Distinguished Achievement Award, 2006.

Distinguished Member Award, *Northeastern Association of Agricultural and Resource Economics*, 2002

Jerome Johnson Lecture, University of Wisconsin-Eau Claire, 2001.

President, *Northeastern Agricultural Economics Association*, 2005-2007.

Board of Directors, *American Agricultural Economics Association*, 2002-2005.

Associate Editor, *Agribusiness: An International Journal*.

Research Fellow, Rural Development Research Consortium, University of California, Berkeley, 2003-present.

**ACADEMIC RESPONSIBILITIES**

**CURRENT ADMINISTRATIVE RESPONSIBILITIES**

None

**RESEARCH RESPONSIBILITIES (Only current grants are listed)**

- **Active Grants/Contracts/Gifts (format according to provided sample)**

*Sample:*

Project Number (Principal Investigator) Source Title of Project	Dates of Approved/Proposed Project Annual Direct Costs	% Effort
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594, 595, 596 (Harry M. Kaiser) USDA/CSREES National Institute for Commodity Promotion Research and Evaluation	10/1/06 – 9/30/09 \$782,000	33%
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(NOTE: Each of these projects are each three-year projects averaging just under \$200,000 per project. I have had one of these projects awarded each year dating back to 1994.

2003 CURRICULUM VITAE, HARRY M. KAISER

325 (Harry M. Kaiser) Dairy Management, Inc. Quantitative Evaluation of Fluid Milk Processors' and Dairy Producers' Generic Promotion Programs	7/1/07 – 6/30/10 \$446,502	10%
322 (Harry M. Kaiser) NYS Milk Promotion Order The Economic Impacts of Generic Milk Advertising and Promotion Programs	10/1/05 – 9/30/08 \$393,000	25%
<b>• Pending Grants/Contracts/Gifts (format according to provided sample)</b>		
322 (Harry M. Kaiser) NYS Milk Promotion Order The Economic Impacts of Generic Milk Advertising and Promotion Programs	10/1/08 – 9/30/09 \$131,000	25%
597 (Harry M. Kaiser) Hatch National Institute for Commodity Promotion Research and Evaluation	10/1/08 – 9/30/09 \$140,000	33%

**• Current Postdoctoral Associates (list names)**

Dr. Yuqing Zhang

Dr. Lan Li

Dr. Deborah Kerley

**• Past Postdoctoral Associates (list names and dates)**

Dr. Diansheng Dong (1999-2007)

Dr. Kent Messer (2003-2007)

Dr. Todd Schmit (2000-2006)

Dr. Chanjin Chung (1997-2002)

Dr. Carlos Reberte (1996-1998)

Dr. Phillip Vande Kamp (1998-2000)

**TEACHING AND ADVISING RESPONSIBILITIES (current year 2005)**

- **Administrative Leadership (positions related to teaching/education/advising)**

Chair, AEM Social Committee

- **Courses Taught (course number and name)**

AEM 415 Price Analysis Fall 2006

AM 640 Marketing Fall 2006

- **Current Undergraduate Advisees (list names)**

Kimberly Barasch

Alan Chan

Jesse Howard

Steven Hyland

Rohit Gupta

William McCarthy

Ronald Meise

Michael Myaskovsky

Spart Nakamura

David Prendergast

Michael Pishchiker

Richard Weidel

Danielle Quinn

## **EXTENSION RESPONSIBILITIES**

No formal extension appointment. However, I have an active outreach program associated with my research on commodity checkoff programs and the program I direct—the Cornell Commodity Promotion Research Program. I work primarily with people from the following groups: New York State Milk Promotion Advisory Board, Dairy Management, Inc, New York American Dairy Association Council, AMS/USDA, and the Dairy Division of New York State Agriculture and Markets.

## **GRADUATE FIELD MEMBERSHIPS**

Agricultural Economics

## **GRADUATE MAJORS**

- **Current (names and expected date and field of degree including degree (for example, Ph.D, M.S., MPS, MAT, etc.)**

Chris Kanter, M.S., 2005-date (Chair)

**Total Completed (names and dates)**

Pimbucha Rusmevichientong, M.S., 2007  
Yu Wang, M.S. 2005  
Edwin Pineda. M.P.S. 1988-89.  
Thomas Moen, M.S. 1990-1992.  
Abbas E. Mohammad Elamin, M.S. 1990-92.  
Charles Felix Ross, M.S. 1992-94.  
Thad Wengert, M.S. 1995-96.  
David Hall, M.S. 1994-95.  
Todd Schmit. Ph.D. 1999-2003.

**GRADUATE MINORS**

- **Current (names and expected date and field of degree)**

None

- **Total Completed (names and dates)**

Kenneth R. Simler, M.S. 1987-1988.  
Jo-Jo Baidu-Forson. Ph.D. 1984-1987.  
Jork P. Sellschopp, Ph.D. 1986-89.  
Arthur Thomas, M.S. 1989-1990.  
Fude Wang, Ph.D. 1989-1992.  
Nisse Lanna, M.S. 1990-93.  
Todd Schmit, M.S. 1992-94.  
Ann Marie Rose, M.S. 1990-94.  
Ayo Heinegg, M.S. 1991-94.  
Zuang Li, Ph.D. 1990-94.  
Regendra Berta Sousa, M.S. 1994-96.  
Edward Mabaya, M.S. 1996-98.  
Hector Emilio Suazo. MPS 1998-2000.  
Lesiba Elias Bopape, M.S. 2000-2002.  
Emelly Mutambatsere, M.S. 2000-2002.  
Erica Pagel, M.S. 2000-2005.  
Phil Bishop, Ph.D. 1998-2004.  
Emma Stephens Ph.D. 2004-2007.

**Current Graduate Students**

Chris Kanter, M.S., 2005-date (Chair)

## **PROFESSIONAL ACTIVITIES**

### **PROFESSIONAL SOCIETIES**

*American Agricultural Economics Association*

*Australian Agricultural Economics Association*

*Northeastern Agricultural and Resource Economics Association*

*Western Agricultural Economics Association*

*American Dairy Science Association*

*Western Economics Association International*

*Southern Agricultural Economics Association*

*Canadian Agricultural Economics Association*

*Royal Economic Society*

### **PROFESSIONAL HONORARIES**

President, *Northeastern Agricultural and Resource Economics Association*, 2005-2008

Board of Directors, *American Agricultural Economics Association*, 2002-2005.

Research Fellow, Rural Development Research Consortium, University of California, Berkeley, 2003-present

Distinguished Member Award, *Northeastern Association of Agricultural and Resource Economics*, 2002

Co-recipient of Outstanding Journal Article, *Northeastern Association of Agricultural and Resource Economics*, 1991

Co-recipient of the *American Association of Agricultural Economics* Extension Award, 1986

### **EDITORIAL BOARDS**

Editor, *Agricultural and Resource Economics Review*, 1998-2001

Associate Editor, *American Journal of Agricultural Economics*, 1997-2001.

Associate Editor, *Agribusiness: An International Journal*, 1997-date.

Editorial Board, *Northeastern Journal of Agricultural and Resource Economics*, 1992-94

## COMMITTEE ASSIGNMENTS

- **International/National:**

Communications and Publications Committee, *American Agricultural Economics Association*, 2001-present.

Teaching Committee, *American Agricultural Economics Association*, 2002-present.

NEC-63 (Regional Information Exchange on Economics of Commodity Promotion Programs) – Secretary-Treasurer

NC-188 (Regional Information Exchange on Dairy Marketing and Policy) – Past Chair and Vice Chair

- **State/Local:**

Ex Officio member of New York State Milk Promotion Advisory Board

- **University:**

Cornell University Faculty Senator

- **College:**

- **Department:**

Director, Cornell Commodity Promotion Research Program

Associate Chair, Applied Economics, 1998-2003

Chair, Research Awards Committee, 1998-2003

Chair, Search Committee for strategy and finance positions

Member, Search Committee for two senior marketing positions

Ad hoc promotion to tenure or full professor committee (2)

## PROFESSIONAL CONTRIBUTIONS

### CONFERENCES/WORKSHOPS/IN-SERVICE PARTICIPATION (please provide detail)

1. Kaiser, Harry M. "Decomposing the Changes in Milk and Cheese Consumption: A Tale of Two Products." Southwest Dairy Conference, Fort Worth, Texas, April 16, 2008.
2. Kaiser, Harry M. "Can Generic Advertising Alleviate Consumer Concerns over Food Scares?" Seminar, Oklahoma State University, Stillwater, Oklahoma, April 18, 2008.
3. Kerley, Deborah, Kent Messer, William Schulze, Brian Wansink, and Harry M. Kaiser. "Stigma: Emotions and Risk." Paper presented at International Meetings on Experimental and Behavioral Economics. Alicante, Spain, March 27, 2008.
4. Zheng, Yuqing and Harry M. Kaiser. "Generic Advertising in Oligopoly: Demand Shift, Rotation, and Free Riding Effects." Selected Paper. *American Agricultural Economics Association* Annual Meeting, Orlando, Florida, July 2008.
5. Kerley, Deborah, Kent Messer, Brian Wansink, Harry M. Kaiser, and William Schulze. "Why Aren't There Age-Based Hedonic Markets for Perishable Goods?" *American Agricultural Economics Association* Annual Meeting, Orlando, Florida, July 2008.
6. Kanter, Christopher, Kent Messer, and Harry M. Kaiser. "Do rBST-Free and Organic Milk Stigmatize Conventionally Produced Milk?" *American Agricultural Economics Association* Annual Meeting, Orlando, Florida, July 2008.
7. Kaiser, Harry M. and Pimbucha Rusmevichientong. "Halo Effects of US Export Grain Promotion." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Hilton Head, South Carolina, March 14, 2008.
8. Zheng, Yuqing, Harry M. Kaiser, and Talia Bar. "Generic Advertising in Oligopoly: Demand Shift, Rotation, and Free Riding Effects." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Hilton Head, South Carolina, March 14, 2008.
9. Zheng, Yuqing and Harry M. Kaiser. "Generic Advertising vs Non-Advertising Marketing." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Hilton Head, South Carolina, March 14, 2008.
10. Kaiser, Harry M. "The 2007 Report to Congress." Presentation to the Evaluation Committee of **Dairy Management, Inc.**, Chicago, Illinois, September 17, 2007.
11. Kaiser, Harry M., John Cranfield, and Maurice Doyon. "An Economic Analysis of Generic Fluid Milk Advertising in Ontario, Quebec, and the Maritime Provinces." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Vancouver, British Columbia, September 27, 2007.
12. Kaiser, Harry M., John Cranfield, and Maurice Doyon. "An Economic Analysis of Generic Advertising and Promotion Activities by Dairy Farmers of Canada." Paper

- Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Vancouver, British Columbia, September 27, 2007.
13. Zheng, Yuqing and Harry M. Kaiser. "Estimating Asymmetric Advertising Response for U.S. Nonalcoholic Beverage Demand." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Vancouver, British Columbia, September 27, 2007.
  14. Rusmevichientong, Pimbuha and Harry M. Kaiser. "An Economic Analysis of U.S. Rice Export Promotion Programs." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Vancouver, British Columbia, September 27, 2007.
  15. Kanter, Chris and Harry M. Kaiser. "Consumer Preferences for Milk Produced by Various Methods: An Experimental Study." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Vancouver, British Columbia, September 28, 2007.
  16. Zheng, Yuqing and Harry M. Kaiser. "Measuring and Testing Advertising Induced Rotation in the Demand Curve." Selected Paper. *American Agricultural Economics Association* Annual Meeting, Portland, OR, July 31, 2007.
  17. Kaiser, Harry M. "The 2007 Report to Congress." Presentation to the Evaluation Committee of **Dairy Management, Inc.**, Chicago, Illinois, September 13, 2006.
  18. Zheng, Yuqing and Harry M. Kaiser. "Measuring and Testing Advertising Induced Rotation in the Demand Curve." Selected Paper. *American Agricultural Economics Association* Annual Meeting, Portland, OR, July 31, 2007.
  19. Kaiser, Harry M. "An Economic Evaluation of the Fluid Milk and Dairy Acts." Presentation to the **Midwest Dairy Association** annual meeting, December 12, 2006, Kansas City, Missouri.
  20. Kaiser, Harry M. "The 2006 Report to Congress." Presentation to the Evaluation Committee of **Dairy Management, Inc.**, Chicago, Illinois, September 13, 2006.
  21. Kaiser, Harry M. "The 2004 Report to Congress." Presentation to the Board of Directors of **Dairy Management, Inc.**, San Antonio, Texas, January 25, 2005.
  22. Schmit, Todd M. and Harry M. Kaiser. "The Dairy Case Management Program, Does It *Mooove* More Milk?" Presentation to the **NYS Milk Promotion Order Board of Directors**, October 2003.
  23. Messer, Kent D., Harry H. Kaiser, Collin Payne and Brian Wansink. "Advertising Power to Inoculate Food Safety Fears." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Auburn, Alabama, October 12, 2006.

24. Kaiser, Harry M. "Economists' Evaluation of Checkoff Programs." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Monterey, California, March 9, 2006.
25. Kaiser, Harry M. "Decomposing the Changes in Milk and Cheese Demand: A Tale of Two Products." Presentation at the **Extension Education Committee Workshop**, Sacramento, California, March 30, 2005.
26. Messer, Kent, Todd M. Schmit, and Harry M. Kaiser. "Optimal Institutional Designs for Voluntary Checkoff Programs." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, San Diego, California, March 17, 2005.
27. Dong, Diansheng, Todd M. Schmit, and Harry M. Kaiser. "Optimal Media Allocation for Fluid Milk Advertising in New York State." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, San Diego, California, March 17, 2005.
28. Messer, Kent, Todd Schmit, and Harry M. Kaiser. "Optimal Institutional Mechanisms for Voluntary Checkoff Programs." Selected Paper. *American Agricultural Economics Association Annual Meeting*, Denver, CO, August 3, 2004.
29. Schmit, Todd M., Harry M. Kaiser, and Chanjin Chung. "The Dairy Case Management Program: Does It *Mooove* More Milk?. *American Agricultural Economics Association Annual Meeting*, Denver, CO, August 3, 2004.
30. Schmit, Todd M. and Harry M. Kaiser. "Optimal Seasonal Advertising." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Lake Louise, Canada, September 30, 2004.
31. Messer, Kent D., Harry M. Kaiser, and William Schulze. "Alternative Designs for Funding Generic Commodity Advertising: An Experimental Analysis." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Washington, DC, March 26, 2004.
32. Dong, Dinahseng, and Harry M. Kaiser. "The Effect of Coupons on Household Cheese Purchases: A Censored Panel Data Approach." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Lake Tahoe, California, October 6, 2003.
33. Chung, Chanjin and Harry M. Kaiser. "Benefits of Category Management in Dairy Cases of Grocery Retailers." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Lake Tahoe, California, October 6, 2003.
34. Chung, Chanjin and Harry M. Kaiser. "Economic Evaluation of Category Management of Dairy Cases of Grocery Retailers." Paper presented at the Annual Conference of the

- Western Economic Association International Association*, Denver, Colorado, July 3, 2003.
35. Schmit, Todd M. and Harry M. Kaiser. "Evaluating the Net Benefits of Generic Dairy Advertising to Milk Producers: Time-Varying versus Constant Parameter Applications." Paper presented at the Annual Conference of the *Western Economic Association International Association*, Denver, Colorado, July 3, 2003.
  36. Dong, Diansheng, and Harry M. Kaiser. "Coupon Effects on Household Demand and Quality Choice: The Case of Cheese." Paper presented at the Annual Conference of the *Western Economic Association International Association*, Denver, Colorado, July 3, 2003.
  37. Schmit, Todd M. and Harry M. Kaiser. "The Dairy Case Management Program, Does It *Moove* More Milk?" Presentation to the **NYS Milk Promotion Order Board of Directors**, October 2003.
  38. Schmit, Todd M. and Harry M. Kaiser. "The Report to Congress on Generic Dairy Advertising." Presentation to the Board of Directors of **Dairy Management, Inc.**, Chicago, Illinois, January 21, 2003.
  39. Kaiser, Harry M. and Todd M. Schmit. "Distributional Effects of Generic Dairy Advertising Throughout the Marketing Channel." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Washington, D.C., October 21, 2002.
  40. Chung, Chanjin and Harry M. Kaiser. "Distributional Effects of Commodity Promotion Programs by Type of Producer." Paper Presented at the **NEC 63 Research Conference on Commodity Advertising and Promotion**, Washington, D.C., October 21,
  41. Dong, Diansheng, Brian Gould, and Harry M. Kaiser. "Food Demand in Mexico: An Application of the Amemiya-Tobin Approach to the Estimation of a Censored System." Selected Paper. *American Agricultural Economics Association Annual Meeting*, Long Beach, CA, July 28-31, 2002.
  42. Schmit, T.M. and H.M. Kaiser. "Estimating the Demand Effects of Generic Dairy Advertising using a Time-Varying Parameter Model." Selected Paper. *American Agricultural Economics Association Annual Meeting*, Long Beach, CA, July 28-31, 2002.
  43. Dong, Diansheng, Chanjin Chung, Todd M. Schmit, and Harry M. Kaiser. "Panel Data Double Hurdle Model: An Application to Dairy Advertising." Presentation at the *American Association of Agricultural Economics Meeting*, Chicago, Illinois, August 1, 2001.

44. Chung, Chanjin, Diansheng Dong, Todd M. Schmit, and Harry M. Kaiser. "Estimation of Price Elasticities from Cross-Sectional Data." Presentation at the *American Association of Agricultural Economics Meeting*, Chicago, Illinois, August 2, 2001.
45. Schmit, Todd, Chanjin Chung, Diansheng Dong, Harry M. Kaiser, and Brian Gould. "The Effect of Generic Dairy Advertising on the Household Demand for Milk and Cheese" Presentation at the *American Association of Agricultural Economics Meeting*, Tampa, Florida, August 1, 2000.
46. Chanjin Chung, Diansheng Dong, Harry M. Kaiser, and Brian Gould. "Advertising Evaluation and Data Aggregation." Presentation at the *American Association of Agricultural Economics Meeting*, Tampa, Florida, August 1, 2000.
47. Dong, Diansheng, Chanjin Chung, Todd Schmit, and Harry M. Kaiser. "Modeling the Effects of Advertising using a Dynamic Tobit Model." Presentation at the *American Association of Agricultural Economics Meeting*, Tampa, Florida, August 1, 2000.
48. Kaiser, Harry M. "Economic Evaluations of Commodity Checkoff Programs." Paper Presented at the *NEC 63 Research Conference on Commodity Advertising and Promotion*, Portland, Oregon, October 2, 2000.
49. Kaiser, Harry M. "Economic Evaluation of Raisin Export Promotion." Paper Presented at the *NEC 63 Research Conference on Commodity Advertising and Promotion*, Portland, Oregon, October 2, 2000.
50. Schmit, Todd, Chanjin Chung, Diansheng Dong, Harry M. Kaiser, and Brian Gould. "The Effect of Generic Dairy Advertising on the Household Demand for Milk and Cheese." Paper presented at the Annual Conference of the *Western Economic Association International Association*, Vancouver, British Columbia, Canada, July 3, 2000.
51. Dong, Diansheng, Chanjin Chung, Todd Schmit, and Harry M. Kaiser. "Evaluating Advertising Impacts using a Dynamic Tobit Model." Paper presented at the Annual Conference of the *Western Economic Association International Association*, Vancouver, British Columbia, Canada, July 3, 2000.
52. Kaiser, Harry M. "Impact of Generic Dairy Advertising on Dairy Markets, 1984-98." Paper Presented at the *NEC 63 Research Conference on Commodity Advertising and Promotion*, Ottawa, Canada, September 27, 1999.
53. Tomek, William G. and Harry M. Kaiser. "On Improving Economic Analyses of Generic Advertising Impacts." Paper Presented at the *NEC 63 Research Conference on Commodity Advertising and Promotion*, Washington, D.C., March 29, 1999.
54. Chung, Chanjin and Harry M. Kaiser "Measurement of Advertising Effectiveness Using Alternative Measures of Advertising Exposure." Paper Presented at the *NEC 63*

*Research Conference on Commodity Advertising and Promotion, Washington, D.C.,  
March 29, 1999.*

**RECENT INVITED PRESENTATIONS (please provide detail)**

1. Chung, Chanjin and Harry M. Kaiser. "Advertising Evaluation and Data Aggregation." Invited Paper at *Allied Social Science Association*, Atlanta, GA, January 4, 2002.
2. Kaiser, Harry M. "Opportunities in Applied Economics." Keynote address at Jerry Johnson Lecture Series, University of Wisconsin-Eau Claire, April 6, 2001.

**RESEARCH PANELS (please provide detail)**

Reviewer for:

*National Science Foundation  
American Journal of Agricultural Economics  
Journal of Environmental Economics and Management  
Northeastern Journal of Agricultural and Resource Economics  
North Central Journal of Agricultural Economics  
Western Journal of Agricultural Economics  
Southern Journal of Agricultural Economics  
Canadian Journal of Agricultural Economics  
Agribusiness: An International Journal  
Giannini Foundation Series Publications  
Journal of Dairy Science  
Agricultural Finance Review  
Journal of Production Agriculture  
Journal of Agricultural Cooperation  
Journal of Soil and Water Conservation.*

**CONSULTING (please provide detail)**

Conducted economic evaluation of Kentucky's state branding program for food and agricultural products.

Conducted economic evaluation of California Raisin Advisory Board's export promotion programs.

Conducted economic evaluation of the Foreign Agricultural Services' nonprice export enhancement programs, 2006.

Conducted economic evaluation of the American Egg Board's advertising campaign, 2006.

Conducted economic analysis of Canadian Dairy Farmer's fluid milk advertising and promotion programs in Ontario, Quebec, and the Maritimes, 2005.

Conducted economic analysis of mango promotion for USDA, 2004.

Conducted an economic evaluation of blueberry promotion for the Highbush Blueberry Commission. The title of the project is "Economic Impacts of Blueberry Promotion and Public Relations Programs in the U.S." 2003.

Conducted a project for the Norwegian Seafood Export Council in 2003. The title of the project was "Economic Impact of Generic Salmon Advertising on Household Salmon Demand."

**RESOURCE FOR MEDIA (i.e., called upon as an expert for electronic or print media)**

Expert on commodity checkoff programs, agricultural policies (primarily dairy), and agricultural marketing issues.

Have done interviews appearing in the New York Times, Wall Street Journal, Newsweek, and many smaller newspapers around the United States.

**RESEARCH AND EXTENSION PUBLICATIONS (full reference—list most current first)**

**Refereed Journal Articles**

1. Messer, Kent, Harry M. Kaiser, Collin Payne, and Brian Wansink. "Advertising Inoculation of Food Safety Scares: Can Advertising Alleviate Consumer Concerns About Mad Cow Disease?" *Applied Economics*. Forthcoming.
2. Zheng, Yuqing and Harry M. Kaiser. "Advertising and U.S. Nonalcoholic Beverage Demand." *Agricultural and Resource Economics Review*. Forthcoming.
3. Rusmevichientong, Pimbucha and Harry M. Kaiser. "Measuring the Effectiveness of U.S. Rice Export Promotion Programs." *Agribusiness: An International Journal*, Forthcoming.
4. Zheng, Yuqing and Harry M. Kaiser. "Estimating Asymmetric Advertising Response for U.S. Nonalcoholic Beverage Demand." *Journal of Agricultural and Applied Economics*. Forthcoming.

5. Doyon, M., L.D. Tamini, V. Simard, K. Messer and H. Kaiser. "An Analysis of Modifications to the Centralized Milk Quota Exchange System in Quebec using Experimental Economics." *Canadian Journal of Agricultural Economics*. 56(2008):295-312.
6. Messer, Kent, Homa Zarghamee, Harry M. Kaiser, and William Schulze. "New Hope for the Voluntary Contributions Mechanism: The Effects of Framing and Context." *Journal of Public Economics*. 91(2007):1783-1799.
7. Messer, Kent, Harry M. Kaiser, William Schulze. "The Problem with Generic Advertising: Parallelism and Possible Solutions from the Lab." *American Journal of Agricultural Economics*, Forthcoming 2007.
8. Zheng, Yuqing, Henry Kinnucan, and Harry M. Kaiser. "Measuring and Testing Advertising-Induced Rotation in the Demand Curve." *Applied Economics*, Forthcoming.
9. Dong, Diansheng, Harry M. Kaiser, and Oystein Myrland "Quantity and Quality Effects of Advertising: A Demand System Approach." *Agricultural Economics*. 36(2007):313-324.
10. Nicholson, Charles F. and Harry M. Kaiser. "The Impact of Generic Fluid Milk and Cheese Advertising on Regulated Dairy Product Markets: A System Dynamics Analysis." *Journal of Business Research*, Forthcoming 2008.
11. Dong, Diansheng and Harry M. Kaiser. "Studying Household Purchasing and Non-Purchasing Behavior for a Frequently Consumed Commodity: Two Models." *Applied Economics*. Forthcoming, 2008.
12. Chung, Chanjin, Todd M. Schmit, Diansheng Dong, and Harry M. Kaiser. "Economic Evaluation on Shelf-Space Management in Grocery Stores." *Agribusiness: An International Journal*. 23(2007):583-597.
13. Messer, Kent, Gregory Poe, and Harry M. Kaiser. "Voluntary Funding for Generic Advertising Using a Provision-Point Mechanism: An Experimental Analysis of Option Assurance." *Review of Agricultural Economics*. 29(2007):612-631.
14. Dong, Diansheng, Todd M. Schmit, and Harry M. Kaiser "Optimal Media Allocation of Generic Fluid Milk Advertising Expenditures: The Case of NY State." *Agricultural and Resource Economics Review*. 36(2007):253-266.
15. Schmit, Todd M. and Harry M. Kaiser. "Optimal Seasonal Allocation of Generic Dairy Advertising Expenditures." *Journal of Agricultural and Applied Economics*. 39(2007):187-199.
16. Alston, Julian M., John M. Crespi, Harry M. Kaiser, and Richard J. Sexton. "An

- Evaluation of California's Mandated Commodity Promotion Programs." *Review of Agricultural Economics*. 29(2007):40-63.
17. Myrland, Øystein, Diansheng Dong, and Harry M. Kaiser. "Price and Quality Effects of Generic Advertising: The Case of Norwegian Salmon." *Agribusiness: An International Journal*. 23(2007):85-100.
  18. Schmit, Todd M. and Harry M. Kaiser. "Forecasting Fluid Milk and Cheese Demands for the Next Decade." *Journal of Dairy Science*. 89(2006):4924-4936.
  19. Schmit, Todd M., Chanjin Chung, and Harry M. Kaiser. "The Dairy Case Management Program: Does it Mooove More Milk?" *Choices*. 21(2006):1-5.
  20. Kinoshita, Junko, Nobuhiro Suzuki, and Harry M. Kaiser. "The Degree of Vertical and Horizontal Competition Among Dairy Cooperatives, Processors, and Retailers in Japanese Milk Markets." *Journal of the Faculty of Agriculture Kyushu University*. 51(2006):157-163.
  21. Suzuki, Nobuhiro, Junko Kinoshita, Toshiaki Fujii, and Harry M. Kaiser. "Measuring the Export Subsidy Equivalents (ESEs) through Price Discrimination Generated by Exporting State Trading Enterprises." *Journal of the Faculty of Agriculture Kyushu University*. 50(2005):743-751.
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### **PROFESSIONAL OVERVIEW AND OBJECTIVES**

**(One paragraph, not to exceed one-half page, single-spaced)**

Harry M. Kaiser teaches and conducts research in the areas of price analysis, marketing, and quantitative methods. Professor Kaiser has written 93 refereed journal articles, three books, 17 book chapters, over 150 research bulletins, and received \$6 million in research grants in these areas. Since 1994, Professor Kaiser has been the director of the Cornell Commodity Promotion Research Program. Much of his research focuses on the market-wide economic effects of commodity advertising and promotion programs. Currently, Professor Kaiser and his staff annually conduct the economic analysis required by the U.S. Congress for the national dairy and

fluid milk processor advertising programs. Professor Kaiser has also authored numerous articles on agricultural policy issues. He also was involved with some of the first research that investigated the economic impacts of climate change on the U.S. agricultural sector. Professor Kaiser served as editor of *Agricultural and Resource Economics Review* from 1999 through 2001, was on the editorial board of the *American Journal of Agricultural Economics* from 1999-2001, and has been the associate editor of *Agribusiness: An International Journal* since 1999. In 2002, Professor Kaiser was elected to a three-year term of the nine-member Executive Board of Directors of the *American Association of Agricultural Economics*. In 2005, Professor Kaiser was elected President of the *Northeastern Agricultural and Resource Economics Association*. Professor Kaiser received the Distinguished Member Award from the *Northeastern Association of Agricultural and Resource Economics* in 2002. Between 1998 and 2004, Professor Kaiser served as Associate Chair of Applied Economics in the Department of Applied Economics and Management. In 2006, Professor Kaiser received the highest award given to alumni of the University of Wisconsin-Eau Claire—the Alumni Distinguished Achievement Award.