

## Timothy J. Richards, Ph.D.

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<b>Employment:</b>	Marvin and June Morrison Chair of Agribusiness Arizona State University, Mesa, AZ	2007 - Current
	Power Professor of Agribusiness Arizona State University, Mesa, AZ	2001 - 2007
	Associate Professor of Agribusiness Arizona State University, Mesa, AZ	1999 - 2005
	Assistant Professor of Agribusiness Arizona State University, Mesa, AZ	1994 -1999
	Visiting Assistant Professor University of Alberta, Edmonton, AB	1993 - 1994
	Lecturer Red Deer College, Red Deer, AB	1991 - 1992
	Lecturer University of Lethbridge, Lethbridge, AB	1990 - 1991
<b>Education:</b>	Ph.D.	1994
	Stanford University, Palo Alto, CA	
	George P. Schultz Fellowship in Canadian Studies	
	A.M.	1989
	Stanford University, Palo Alto, CA	
	B.Comm. (Honors)	1988
	University of British Columbia, Vancouver, B.C.	
	Majors: Economics and Finance	
	Dean's List	

Graduating Rank: 2/400

Elsevier Publishing, Atlas Award Winner, 2018.

**Awards:**

*Food Policy.*

American Agricultural Economics Association, Outstanding Ph.D. Dissertation (Hon. Mention), Advisor (William Allender), 2013.

Western Agricultural Economics Association, Best Journal Article, 2010.

*Journal of Agricultural and Resource Economics.*

American Agricultural Economics Association, Best Journal Article (Honorable Mention), 2009.

*American Journal of Agricultural Economics.*

American Agricultural Economics Association, Outstanding M.S. Thesis, Advisor (William Allender), 2009.

Western Economics International Association, Best Journal Article, 2007.

*Contemporary Economic Policy*

Southern Agricultural Economics Association, Best Journal Article, 2007.

*Journal of Agricultural and Applied Economics.*

Southern Agricultural Economics Association, Best Journal Article, 2003.

*Journal of Agricultural and Applied Economics.*

American Agricultural Economics Association, Best Journal Article, 1998.

*American Journal of Agricultural Economics.*

Western Agricultural Economics Association, Best Journal Article, 1998.

*Journal of Agricultural and Resource Economics.*

Northeastern Agricultural Economics Association, Best Journal Article, 1998.

*Agricultural and Resource Economics Review.*

Western Agricultural Economics Association, Best Journal Article, 1996.

*Journal of Agricultural and Resource Economics.*

Canadian Agricultural Economics and Farm Management Society, Best Journal Article, 1996.

*Canadian Journal of Agricultural Economics.*

Canadian Agricultural Economics and Farm Management Society, Best Journal Article, 1995.

*Canadian Journal of Agricultural Economics.*

American Agricultural Economics Association, Dissertation of the Year, honorable mention, 1994.

**Publications:**

1. Stephen F. Hamilton and Timothy J. Richards. "Food Policy and Household Food Waste." Accepted and forthcoming in *American Journal of Agricultural Economics*, 2018.
2. Min Choi, Elliot Rabinovich, and Timothy J. Richards. "Supply Chain Contracts and Inventory Shrinkage: An Empirical Analysis in the Grocery Retailing Industry." Accepted and forthcoming in *Decision Sciences*, 2018.
3. Timothy J. Richards and Stephen F. Hamilton. "Retail Market Power in a Shopping Basket Model of Supermarket Competition." Accepted and forthcoming in *Journal of Retailing*, 2018.
4. Timothy J. Richards. "Immigration Reform and Farm Labor Markets." Accepted and forthcoming in *American Journal of Agricultural Economics*, 2018.
5. Timothy J. Richards and Stephen F. Hamilton. "Food Waste in the Sharing Economy." Accepted and forthcoming in *Food Policy*, 2018.
6. Gareth Green and Timothy J. Richards. "Hyperbolic Discounting and Environmental Goods." Accepted and forthcoming in *Canadian Journal of Agricultural Economics*, 2018.
7. Timothy J. Richards and Elliot Rabinovich. "The Retail Long Tail Effect and Online Food Retailing." Accepted and forthcoming in *Agribusiness: An International Journal*, 2018.

8. Timothy J. Richards, Celine Bonnet, and Zohra Bouamra-Mechemache. "Complementarity and Bargaining Power." Accepted and forthcoming in *European Review of Agricultural Economics*, 2018.
9. Di Fang and Timothy J. Richards. "Social Learning and Variety Adoption: Maize in Mozambique." Accepted and forthcoming in *Canadian Journal of Agricultural Economics*, 2018.
10. Timothy J. Richards, Stephen F. Hamilton, Miguel Gomez, and Elliot Rabinovich. "Retail Intermediation and Local Food." *American Journal of Agricultural Economics* 99(2017): 637-659.
11. Timothy J. Richards. "Analysis of Umbrella Branding with Crowd-Sourced Data." *Agribusiness: An International Journal* 33(2017): 135-150 (Lead Article).
12. Koichi Yonezawa and Timothy J. Richards. "Consumer Risk Reduction and Package Sizes." Accepted and forthcoming in *Managerial and Decision Economics*, 2017.
13. Timothy J. Richards, Stephen F. Hamilton and Janine Empen. "Attribute Search in Online Retailing." *American Journal of Agricultural Economics* 99(2017): 225-242.
14. Koichi Yonezawa, and Timothy J. Richards. "Risk Aversion and Preference for Store-Price Format." *Journal of Agricultural and Resource Economics* 41(2016): 425-443.
15. Timothy J. Richards, Stephen F. Hamilton, and Koichi Yonezawa. "Variety and the Cost of Search in Supermarket Retailing." *Review of Industrial Organization* 50(2016): 263-285.
16. Timothy J. Richards, Stephen F. Hamilton, and William Allender. "Search and Price Dispersion in Online Grocery Markets." *International Journal of Industrial Organization* 47(2016): 255-281.
17. Koichi Yonezawa and Timothy J. Richards. "Competitive Package-Size Decisions." *Journal of Retailing* 92(2016): 445-469.
18. Timothy J. Richards, Jura Liaukonyte, and Nadia Streletskaya. "Personalized Pricing and Price Fairness." *International Journal of Industrial Organization* 44(2016): 138-153.
19. Ashutosh Tiwari and Timothy J. Richards. "Social Networks and Restaurant Ratings." *Agribusiness: An International Journal* 32(2016): 153-174.
20. Timothy J. Richards, Miguel Gomez, and Iryna Printezis. "Hysteresis, Reference Prices, and Price Acceptance." *American Journal of Agricultural Economics* 98(2016): 679-706.
21. Bradley Rickard and Timothy J. Richards. "University Licensing of Patents for Varietal Innovations in Agriculture." *Agricultural Economics* 47(2016): 3-14 (Lead Article).

22. Di Fang, Timothy J. Richards and Bradley Rickard. "Optimal Licensing of Agricultural Patents: Fees vs Royalties." *Journal of Agricultural and Resource Economics* 40(2015): 1-22 (Lead Article).
23. Timothy J. Richards, Koichi Yonezawa, and Sophie Winter. "Cross-Category Effects and Private Labels." *European Review of Agricultural Economics* 42(2015): 187-216.
24. Jura Liaukonyte, Timothy J. Richards, Harry M. Kaiser and Bradley Rickard. "Under-Contribution to Generic Advertising Due to Self-Interested Inequity Aversion." *European Review of Agricultural Economics* 42(2015): 473-497.
25. Timothy J. Richards and Gareth Green. "Environmental Choices and Hyperbolic Discounting: An Experimental Analysis." *Environmental and Resource Economics* 62(2015): 83-103.
26. Timothy J. Richards and Stephen F. Hamilton. "Variety Pass-Through: An Examination of the Ready-To-Eat Cereal Market." *Review of Economics and Statistics* 96(2015): 167-180.
27. Timothy J. Richards and Bradley Rickard. "Patents as Options: Path-Dependency and Patent Values." *European Review of Agricultural Economics* 41(2014): 817-841.
28. Timothy J. Richards, William Allender, and Stephen F. Hamilton. "Social Networks and New Product Choice." *American Journal of Agricultural Economics* 96(2014): 489-516.
29. Eli Fenichel, David Shanafelt and Timothy J. Richards. "The Control of Invasive Species on Private Property with Neighbor-to-Neighbor Spillovers." *Environmental and Resource Economics* 59(2014): 231-255.
30. Timothy J. Richards, David Shanafelt and Eli Fenichel. "Foreclosures and the Spread of Invasive Species." *American Journal of Agricultural Economics* 96(2014): 615-630.
31. Timothy J. Richards, Miguel Gomez and Jun Lee. "Pass-Through and Consumer Search: An Empirical Analysis." *American Journal of Agricultural Economics* 96(2014): 1049-1069.
32. Timothy J. Richards and Lisa Mancino. "Demand for Food-Away-From-Home: A Multiple-Discrete Continuous Extreme Value Model." *European Review of Agricultural Economics* 41(2014): 111-133.
33. Timothy J. Richards and William Nganje. "Preference Heterogeneity and Food Safety." *Canadian Journal of Agricultural Economics* 62(2014): 107-124.
34. Timothy J. Richards, William Allender and Stephen F. Hamilton. "Rivalry in Price and Location by Differentiated Product Manu-

- factors.” *American Journal of Agricultural Economics* 95(2013): 650-668.
35. Timothy J. Richards, William Allender and Di Fang. “Ballot Initiatives and Media Advertising: An Experimental Analysis.” *Contemporary Economic Policy* 31(2013): 145-162.
  36. Timothy J. Richards, Stephen F. Hamilton and Geoff Pofahl. “Network Economics in Supermarket Retailing.” *European Review of Agricultural Economics* 40(2013): 1-22.
  37. Miguel Gomez and Timothy J. Richards. “Trade Promotions and Consumer Search in Supermarket Retailing.” *American Journal of Agricultural Economics* 95(2013): 1209-1215.
  38. Timothy J. Richards and Stephen F. Hamilton. “Hyperbolic Discounting and Obesity: An Experimental Analysis.” *Journal of Agricultural and Resource Economics* 37(2012): 181-198.
  39. Timothy J. Richards, Lisa Mancino, and William Nganje. “Nutrient Demand in Food Away From Home.” *Forum for Health Economics and Policy* 15(2012). Online.
  40. Timothy J. Richards, Miguel Gomez and Geoff Pofahl. “A Multiple Discrete / Continuous Model of Retail Price Promotions.” *Journal of Retailing* 88(2012): 206-225.
  41. William Allender and Timothy J. Richards. “Brand Loyalty and Equilibrium Promotion Strategies.” *Journal of Retailing* 88(2012): 323-342.
  42. Liaukonyte, Jura, Bradley J. Rickard, Harry M. Kaiser, Abigail Okrent, and Timothy J. Richards. “Economic and Health Effects of Fruit and Vegetable Advertising: Evidence from Lab Experiments.” *Food Policy* 37(2012): 533-543.
  43. Timothy J. Richards, William J. Allender and Stephen F. Hamilton. “Commodity Price Inflation, Retail Pass-Through and Market Power.” *International Journal of Industrial Organization* 30(2012): 50-57.
  44. Bradley J. Rickard, Jura Liaukonyte, Harry M. Kaiser and Timothy J. Richards. “Consumer Response to Commodity-Specific and Broad-Based Promotion Programs for Fruits and Vegetables.” *American Journal of Agricultural Economics* 93(2011): 1312-1327.
  45. Stephen F. Hamilton, Kyle Stiegert and Timothy J. Richards. “How Does Advertising Affect Market Performance: A Note on Generic Advertising.” *Economic Inquiry* Online 2011: 1-13.
  46. Timothy J. Richards, Ram Acharya and Ignacio Molina. “Retail and Wholesale Market Power in Organic Apples.” *Agribusiness: An International Journal* 27(2011): 62-81.

47. Timothy J. Richards, Peter Ellsworth, Russ Tronstad and Steve Naranjo. "Market Based Instruments for the Optimal Control of Invasive Insect Species." *Journal of Agricultural and Resource Economics* 35(2010): 349-367.
48. William Allender and Timothy J. Richards. "Consumer Impact of Animal Welfare Regulation in the California Poultry Industry." *Journal of Agricultural and Resource Economics* 35(2010): 424-442.
49. Timothy J. Richards, Stephen F. Hamilton and Paul M. Patterson. "Spatial Competition in Private Labels." *Journal of Agricultural and Resource Economics* 34(2010): 183-208.
50. William Allender and Timothy J. Richards. "Market Power and Market Diversion: California Eggs." *Review of Industrial Organization* 36(2010): 37-58.
51. Timothy J. Richards and Geoff Pofahl. "Commodity Prices and Food Inflation." *American Journal of Agricultural Economics* 91(2009): 145-155.
52. Timothy J. Richards, William Njanje and Ram Acharya. "Public Goods, Hysteresis and Investment in Food Safety." *Journal of Agricultural and Resource Economics* 34(2009): 464-482.
53. Timothy J. Richards, Ignacio Molina and Osman Hussein. "Welfare Impacts of the Mexico Potato Quarantine." *Journal of Agricultural and Applied Economics* 41(2009): 761-776.
54. Geoff Pofahl and Timothy J. Richards. "Valuation of New Products in Attribute Space." *American Journal of Agricultural Economics* 91(2009): 402-415.
55. Stephen F. Hamilton and Timothy J. Richards. "Variety Competition in Retail Markets." *Management Science* 55(2009): 1368-1376.
56. Timothy J. Richards and Luis Padilla. "Promotion and Fast Food Demand." *American Journal of Agricultural Economics* 91(2009): 168-193.
57. Mark R. Manfredo and Timothy J. Richards. "Hedging with Weather Derivatives: A Role for Options in Reducing Basis Risk." *Applied Financial Economics* 19(2009): 87-97.
58. Timothy J. Richards, James Eaves, Mark Manfredo, Steven E. Naranjo, C.-C. Chu and T. J. Henneberry. "Spatial - Temporal Model of Insect Growth, Diffusion and Derivative Pricing." *American Journal of Agricultural Economics* 90(2008): 962-978.
59. Timothy J. Richards, Ram Acharya, and Albert Kagan. "A Spatial Model of Market Power in Non-Metro Banking." *Journal of Economics and Business* 60(2008): 436-454.

60. Timothy J. Richards, Paul M. Patterson and Stephen F. Hamilton. "Fast Food, Addiction and Obesity." *Journal of Agricultural and Resource Economics* 32(2007): 425-447.
61. Timothy J. Richards, Paul M. Patterson, and Abebayehu Tegene. "Nutrient Consumption and Obesity: A Rational Addiction?" *Contemporary Economic Policy* 25(2007): 309-324.
62. Mark R. Manfreda and Timothy J. Richards. "Cooperative Risk Management, Rationale and Effectiveness: The Case of Dairy Cooperatives." *Agricultural Finance Review* 67(2007): 311-339.
63. Timothy J. Richards and Paul M. Patterson. "Firm-Level Competition in Price and Variety." *Journal of Agricultural and Applied Economics* 38(2007): 491-512.
64. Timothy J. Richards. "A Nested Logit Model of Strategic Promotion." *Quantitative Marketing and Economics* 5(2007): 63-91.
65. Timothy J. Richards, J. Eaves, V. Fournier, Steven E. Naranjo, C.-C. Chu, and T. J. Henneberry. "Managing Economic Risk from Invasive Species: Bug Options." *Agricultural Finance Review* 66(2006): 27-46.
66. Timothy J. Richards and Stephen F. Hamilton. "Price and Variety Competition Among Supermarket Retailers." *American Journal of Agricultural Economics* 88(2006): 710-726.
67. Timothy J. Richards and Paul M. Patterson. "Native American Obesity: An Economic Model of the Thrifty-Gene Theory." *American Journal of Agricultural Economics* 88(2006): 542-560.
68. Timothy J. Richards. "Sales by Multi-product Retailers." *Managerial and Decision Economics* 27(2006): 261-277.
69. Timothy J. Richards and Paul M. Patterson. "Sales Promotion and Cooperative Retail Pricing Strategies." *Review of Industrial Organization* 26(2005): 391-413.
70. Timothy J. Richards and Paul M. Patterson. "A Bilateral Comparison of Fruit and Vegetable Consumption: U.S. and Canada." *Journal of Agricultural and Resource Economics* 30(2005): 333-349.
71. Timothy J. Richards and Paul M. Patterson. "Price Fixity as a Facilitating Mechanism." *American Journal of Agricultural Economics* 87(2005): 86-103.
72. Timothy J. Richards and Paul M. Patterson. "Slotting Allowances as Real Options: An Alternative Explanation." *Journal of Business* 77(2004): 675-696.
73. Timothy J. Richards, Mark Manfreda and Dwight Sanders. "Pricing Weather Derivatives." *American Journal of Agricultural Economics* 86(2004): 1005-1017.



74. Timothy J. Richards and Paul M. Patterson. "Causes of Retail Price Fixity: an Empirical Analysis." *Journal of Economics and Business* 56(2004): 117-136.
75. Timothy J. Richards and Mark Manfredo. "Infrequent Shocks and Rating Revenue Insurance: A Contingent Claim Approach." *Journal of Agricultural and Resource Economics* 28(2003): 233-251.
76. Timothy J. Richards and Mark Manfredo. "Merger and Acquisitions Among Agricultural Cooperatives: the Role of Capital Constraints." *Journal of Agricultural and Resource Economics* 28(2003): 152-168.
77. Timothy J. Richards and Mark Manfredo. "Post-Merger Performance Among Agricultural Cooperatives." *Agricultural Finance Review* 63(2003): 175-192.
78. Timothy J. Richards and Gareth Green. "Economic Hysteresis in Variety Selection." *Journal of Agricultural and Applied Economics*. 35(2003): 1-14.
79. Timothy J. Richards. "Dynamic Strategic Interaction: A Synthesis of Modeling Methods." *Western Economics Forum* 1(2002): 11-15.
80. Timothy J. Richards. "Minimum Effective Scale in Export Promotion." *Agribusiness: An International Journal* 18(2002): 523-541.
81. Timothy J. Richards and Luis Padilla. "Commodity R&D and Promotion." *Journal of Agricultural and Applied Economics* 34(2002): 401-415.
82. Timothy J. Richards, Paul M. Patterson, and Ram N. Acharya. "Price Behavior in a Dynamic Oligopsony: Washington Processing Potatoes" *American Journal of Agricultural Economics* 83(2001): 259-271.
83. Timothy J. Richards. "The Effect of Promotion and Advertising: A Latent Class Approach." *Journal of Agricultural and Applied Economics* 32(2000): 441-457.
84. Timothy J. Richards. "A Two-Stage Model of the Demand for Specialty Crop Insurance." *Journal of Agricultural and Resource Economics*. 25(2000): 177-194.
85. Timothy J. Richards and Scott Jeffrey. "Economic Performance in Alberta Dairy: An Application of the MIMIC Model." *Journal of Agricultural and Resource Economics*. 25(2000): 232-251.
86. Timothy J. Richards and Paul M. Patterson. "New Varieties and the Returns to Commodity Promotion: The Case of Fuji Apples." *Agricultural and Resource Economics Review* 29(2000): 10-23.
87. Paul M. Patterson and Timothy J. Richards. "Produce Marketing and Retail Buying Practices." *Review of Agricultural Economics* 29(2000): 160-171.

88. Timothy J. Richards. "A Discrete/Continuous Model of Fruit Promotion, Advertising and Response Segmentation." *Agribusiness: An International Journal*. 16(2000): 179-196.
89. Paul M. Patterson and Timothy J. Richards. "Newspaper Advertisement Characteristics and Consumer Preferences for Apples: A MIMIC Model Approach." *Agribusiness: An International Journal*. 16(2000): 159-177.
90. Timothy J. Richards and Paul M. Patterson. "The Economic Value of Public Relations Expenditures: Food Safety and the Strawberry Case." *Journal of Agricultural and Resource Economics* 24(1999): 440-462.
91. Timothy J. Richards, X. M. Gao; and Paul M. Patterson. "Advertising and Retail Promotion of Washington Apples: A Structural Latent Variable Approach to Promotion Evaluation." *Journal of Agricultural and Applied Economics* 31(1999): 15-28.
92. Timothy J. Richards. "Dynamic Model of Commodity Promotion: A Household Production Approach." *American Journal of Agricultural Economics* 81(1999): 195-211.
93. Timothy J. Richards and Paul M. Patterson. "Hysteresis and the Shortage of Agricultural Labor." *American Journal of Agricultural Economics* 80(1998): 683-695.
94. Timothy J. Richards and Paul M. Patterson. "Dynamic Complementarity in Export Promotion: The Market Access Program in Fruits and Vegetables." *Journal of Agricultural and Resource Economics* 23(1998): 319-337.
95. Timothy J. Richards, Pieter van Ispelen, and Paul M. Patterson. "Modeling Fresh Tomato Marketing Margins: Econometrics versus Neural Networks." *Agricultural and Resource Economics Review* 28(1998): 186-199.
96. Timothy J. Richards and Pamela Mischen. "The Demand for Specialty Crop Insurance: Adverse Selection and Inefficiency." *Journal of Agribusiness* 16(1998): 53-78.
97. Timothy J. Richards, X. M. Gao, and Paul M. Patterson. "The Demand for Value Added and Convenience: A Household Production Approach." *Agribusiness: An International Journal* 14(1998): 363-378.
98. Timothy J. Richards, K. K. Klein, and A. M. Walburger. "Principal-Agent Relationships in Agricultural Cooperatives: An Empirical Analysis from Rural Alberta." *Journal of Cooperatives* 13(1998): 21-34.

99. Kurt K. Klein, Timothy J. Richards and Alan Walburger. "Determinants of Cooperative Patronage in Alberta." *Canadian Journal of Agricultural Economics* 45(1997) 93-110.
100. Timothy J. Richards, Pieter Van Ispelen, and Albert Kagan. "A Two-Stage Model of the Effect of Promotion on U.S. Apple Exports." *American Journal of Agricultural Economics* 79(1997): 825-837.
101. Timothy J. Richards and Scott Jeffrey. "The Effect of Supply Management on Herd Size in Alberta Dairy." *American Journal of Agricultural Economics* 79(May 1997): 555-565.
102. X. M. Gao, Timothy J. Richards, and Albert Kagan. "A Latent Variable Model of Consumer Taste Determination and Taste Change For Complex Carbohydrates" *Applied Economics* 29(1997): 1643-1654.
103. Timothy J. Richards, Paul M. Patterson, and Pamela Mischen. "An Economic Analysis of the Market Access Program." *Georgetown Policy Review* 1997.
104. Timothy J. Richards, Albert Kagan, and X. M. Gao. "Structural Change in Staple Carbohydrate Demand" *Agricultural and Resource Economics Review* 26(1997).
105. Timothy J. Richards and Scott Jeffrey. "Establishing Indices of Genetic Merit Using Hedonic Pricing: An Application to Dairy Bulls in Alberta." *Canadian Journal of Agricultural Economics* 44(November 1996): 251-264.
106. Timothy J. Richards, Albert Kagan, Pam Mischen, and Richard Adu-Asamoah. "Marketing Order Suspension and Fresh Lemon Retail-FOB Margins." *Journal of Agricultural and Applied Economics* 28(1996): 263-277.
107. Timothy J. Richards. "Economic Hysteresis and the Effects of Output Regulation." *Journal of Agricultural and Resource Economics* 21(1996): 1-17.
108. Timothy J. Richards. "The Effect of Supply Management on Dairy Productivity." *Canadian Journal of Economics* 29(1996): S458-462.
109. Timothy J. Richards. "Supply Management and Productivity Growth in Alberta Dairy." *Canadian Journal of Agricultural Economics* 43(1995): 421-434.
110. Timothy J. Richards and B. Freeze. "Estimating Lactation Curves for Use in Dairy Mathematical Programming Models" *Journal of Dairy Science* November (1992).

**Articles Submitted for Review:**

1. Timothy J. Richards, Gordon Klein, Celine Bonnet, and Zohra Bouamra-Mechemache. "Strategic Obfuscation." Submitted to *Review of Industrial Organization*, March 2018.
2. William Allender and Timothy J. Richards. "A Structural Model of Multi-Product Search." Revise and resubmit at *Marketing Science*, July 2015.
3. Iryna Printezis and Timothy J. Richards. "Local Foods and Market Transformation?" Submitted to *Food Policy*, June 2017.
4. William Allender, Jura Liaukonyte, and Timothy J. Richards. "Price Fairness and Strategic Obfuscation." Revise and resubmit at *Marketing Science*, September 2017.
5. William Allender and Timothy J. Richards. "An Experimental Examination of Consumer Search Behavior." Submitted to *Journal of Marketing Research*, January 2016
6. Timothy J. Richards and Jura Liaukonyte. "Switching Costs, Store Choice, and Market Competition." Revise and resubmit, *Journal of Marketing Research*, December 2017.
7. Stanley Lim and Timothy J. Richards. "Scan-Based Trading and Vertical Bargaining Power." Submitted to *Production Operations and Management*, December 2018.
8. Koichi Yonezawa, Timothy J. Richards, and Miguel Gomez. "Is the Robinson-Patman Act Dead?" Revise and resubmit, *American Journal of Agricultural Economics*, October 2018.
9. Timothy J. Richards. "Income Targeting, Farm Labor Supply, and the Streetlight Effect." Submitted to *Food Policy*, January 2019.
10. Timothy J. Richards and Bradley Rickard. "Mergers and Pricing in the Craft Beer Industry." Submitted to *American Journal of Agricultural Economics*, February 2019.

**National and International Refereed Conference Papers:**

1. Timothy J. Richards, Gordon Klein, Celine Bonnet, and Zohra Bouamra-Mechemache. "Strategic Obfuscation." Paper presented at Agricultural and Applied Economics Association Meetings, Chicago, IL, August 2017 and International Industrial Organization Conference, Boston, MA, April 2017.
2. William Allender, Jura Liaukonyte, and Timothy J. Richards. "Price Fairness and Strategic Obfuscation." Paper presented at Agricultural and Applied Economics Association Meetings, Chicago, IL, August 2017.
3. Koichi Yonezawa, Timothy J. Richards, and Miguel Gomez. "Is the Robinson-Patman Act Dead?" Paper presented at Agricultural and Applied Economics Association Meetings, Chicago, IL, August 2017.

4. Timothy J. Richards, Jura Liaukonyte, and Nadia Streletskaya. "Personalized Pricing, Fairness, and Market Stability." Paper presented at Agricultural and Applied Economics Association Meetings, Boston, MA, July 2016.
5. Timothy J. Richards. "Pricing Complementary Products." Paper presented at Agricultural and Applied Economics Association Meetings, Boston, MA, July 2016.
6. Timothy J. Richards and Stephen F. Hamilton. "Attribute Search and Online Grocery Markets." Paper presented at EAAE Seminar 153, Gaeta, Italy, June, 2016.
7. Timothy J. Richards and Stephen F. Hamilton. "Attribute Search and Online Grocery Markets." Paper presented at Universidad Zaragoza, April 2016.
8. Timothy J. Richards. "Pricing Complementary Products." Paper presented at Toulouse School of Economics, March 2016.
9. Timothy J. Richards. "Competitive Package-Size Decisions." Paper presented at Toulouse School of Economics, February 2016.
10. Timothy J. Richards. "Pricing Complementary Products." Paper presented at University of Arkansas, October 2015.
11. Timothy J. Richards and Stephen F. Hamilton. "Attribute Search and Online Grocery Markets." Paper presented at Agricultural and Applied Economics Association annual meeting, San Francisco, CA. July 2015.
12. Timothy J. Richards and Stephen F. Hamilton. "Consumer Search and Price Dispersion in Online Grocery Markets." Paper presented at Agricultural and Applied Economics Association annual meeting, San Francisco, CA. July 2015.
13. Timothy J. Richards, Stephen F. Hamilton, and William Allender. "Variety and the Cost of Search in Supermarket Retailing" Paper presented at Western Economics Association International meeting, Denver, CO. June 2014, and European Association of Agricultural Economists Congress, Ljubljana, Slovenia, August 2014.
14. Timothy J. Richards, Miguel Gomez, and Iryna Printezis. "Hysteresis, Reference Prices, and Price Thresholds." Paper presented at Agricultural and Applied Economics meeting, Minneapolis, MN. July 2014.
15. Ashutosh Tiwari and Timothy J. Richards. "Peer versus Anonymous Social Networks and Restaurant Choice." Paper presented at AAEE / EAAE / CAES Joint workshop on The Economics of Food Consumption and Social Networks, Montreal, Canada. May 2014.

16. Timothy J. Richards, Miguel Gomez and Jun Lee. "Pass-Through and Consumer Search: An Empirical Analysis." Paper presented at International Industrial Organization Meeting, Boston, MA. May 2013.
17. Timothy J. Richards and Gareth Green. "Hyperbolic Discounting and Environmental Amenities." Paper presented at Association of Environmental and Resource Economists Annual Meeting, Banff, Alberta, June 2013.
18. Timothy J. Richards, William Allender and Stephen F. Hamilton. "Rivalry in Price and Location by Differentiated Product Manufacturers." Paper presented at Grenoble Applied Economics Lab conference, Grenoble, France, June 2013.
19. Timothy J. Richards and Bradley Rickard. "Patents as Options: Path-Dependency and Optimal Valuation Strategies." Paper presented at Agricultural and Applied Economics Association annual meeting, Washington, DC. August 2013.
20. Ashutosh Tiwari and Timothy J. Richards. "Peer versus Anonymous Social Networks and Restaurant Choice." Paper presented at Agricultural and Applied Economics Association annual meeting, Washington, DC. August 2013.
21. Koichi Yonezawa and Timothy J. Richards. "Consumer Risk-Reduction Behavior and New Product Purchases." Paper presented at Agricultural and Applied Economics Association annual meeting, Washington, DC. August 2013.
22. Bradley Rickard and Timothy J. Richards. "Fees versus Royalties in Patent Licensing: An Experimental Analysis." Paper presented at Agricultural and Applied Economics Association annual meeting, Washington, DC. August 2013.
23. Timothy J. Richards, William Allender and Stephen F. Hamilton. "Social Networks and New Products." Paper Presented at the 34th INFORMS Marketing Science Conference, Boston University, Boston, MA. June 9 - 12, 2012.
24. Timothy J. Richards, William Allender and Stephen F. Hamilton. "Social Networks and New Products." Paper Presented at the Agricultural and Applied Economics Association Meeting, Seattle, WA. August 6 - 9, 2012.
25. Timothy J. Richards and Gareth Green. "Hyperbolic Discounting and Environmental Amenities." Paper Presented at the Agricultural and Applied Economics Association Meeting, Seattle, WA. August 6 - 9, 2012.

26. Timothy J. Richards, William Allender and Stephen F. Hamilton. "Social Networks and New Products." Paper Presented at the Western Agricultural Economics Association meetings, Park City, UT. June 20 - 21, 2012.
27. Timothy J. Richards and Gareth Green. "Hyperbolic Discounting and Environmental Amenities." Paper Presented at the Western Agricultural Economics Association meetings, Park City, UT. June 20 - 21, 2012.
28. Timothy J. Richards, William Allender and Stephen F. Hamilton. "Social Networks and New Products." Paper Presented at the Consumer and Market Demand Network Conference, Edmonton, Alberta, Canada. May 24 - 25, 2012.
29. Timothy J. Richards and Lisa Mancino. "Food Away from Home Demand: A Multiple Discrete / Continuous Extreme Value Model." Paper Presented at the AAEE-EAAE Food Environment Conference, Tufts University, Boston, MA. May 30 - 31, 2012.
30. Timothy J. Richards and Lisa Mancino. "Food Away from Home Demand: A Multiple Discrete / Continuous Extreme Value Model." Paper Presented at the Consumer and Market Demand Conference, Edmonton, Alberta, Canada. May 24-25, 2012.
31. William Allender and Timothy J. Richards. "Consumer Search and Asymmetric Price Adjustments: An Empirical Model." Paper Presented at the 34th INFORMS Marketing Science Conference, Boston University, Boston, MA. June 9 - 12, 2012.
32. Sophie Theron and Timothy J. Richards. "Umbrella Branding and Private Labels: An Experimental Analysis." Paper Presented at the 34th INFORMS Marketing Science Conference, Boston University, Boston, MA. June 9 - 12, 2012.
33. Di Fang and Timothy J. Richards. "Optimal Licensing of an Agricultural Innovation: Fees vs Licenses." Paper Presented at the 34th INFORMS Marketing Science Conference, Boston University, Boston, MA. June 9 - 12, 2012.
34. Koichi Yonezawa and Timothy J. Richards. "Consumer Risk Reduction and New Product Purchases." Paper Presented at the 34th INFORMS Marketing Science Conference, Boston University, Boston, MA. June 9 - 12, 2012.
35. Timothy J. Richards and Stephen F. Hamilton. "Variety Pass-Through: An Examination of the Ready-To-Eat Cereal Market." Paper Presented at the Western Agricultural Economics Association Annual Meeting, June 30 - July 1, 2011. Banff, Canada.
36. Timothy J. Richards and Stephen F. Hamilton. "Variety Pass-Through: An Examination of the Ready-To-Eat Cereal Market."

Paper Presented at the European Association of Agricultural Economists, Aug. 29 - Sept. 2, 2011. Zurich, Switzerland.

37. Timothy J. Richards and Sophie Theron. "Cross-Category Effects of Private Label Products." Paper Presented at Western Agricultural Economics Association Annual Meeting, June 30 - July 1, 2011. Banff, Canada.
38. Timothy J. Richards and Sophie Theron. "Cross-Category Effects of Private Label Products." Paper Presented at INFORMS Marketing Science Meetings, Rice University, Houston, Texas. June 9-10, 2011.
39. Timothy J. Richards, Miguel Gomez and Jun Lee. "Pass-Through and Consumer Search: An Empirical Analysis." Paper Presented at INFORMS Marketing Science Meetings, Rice University, Houston, Texas. June 9-10, 2011.
40. Timothy J. Richards and Stephen F. Hamilton. "Variety Pass-Through: An Examination of the Ready-To-Eat Cereal Market." Paper Presented at International Industrial Organization Society Meeting, Boston, MA. April, 2011.
41. Timothy J. Richards, Peter Ellsworth, Russ Tronstad and Steve Naranjo. "Market Based Instruments for the Optimal Control of Invasive Insect Species." Paper Presented at the Agricultural and Applied Economics Association Annual Meeting, July 27 - 29, 2010. Denver, CO.
42. Timothy J. Richards and Geoffrey Pofahl. "Strategic Behavior and Cost Pass-Through by Supermarket Retailers." Paper presented at the Agricultural and Applied Economics Association Annual Meeting, July 27 - 29, 2010. Denver, CO.
43. Timothy J. Richards, Stephen F. Hamilton and Geoff Pofahl. "Obesity and Hyperbolic Discounting: An Experimental Analysis." Paper presented at the Agricultural and Applied Economics Association Annual Meeting, July 27 - 29, 2010. Denver, CO. and at the 1st EAAE/AAEA Seminar on Consumer Demand, Health and Obesity, Technical University of Munich, Freising, Germany, September 15 - 17, 2010.
44. Timothy J. Richards and Stephen F. Hamilton. "Rivalry in Price and Location by Differentiated Product Manufacturers." Paper Presented at the INFORMS Marketing Science Conference, Cologne, Germany. June, 2010.
45. Timothy J. Richards and Stephen F. Hamilton. "Network Externalities in Supermarket Retailing." Paper Presented at the International Industrial Organization Society Conference, Vancouver, Canada. April, 2010.



46. Timothy J. Richards, Peter Ellsworth, Russ Tronstad and Steve Naranjo. "Market Based Instruments for the Optimal Control of Invasive Insect Species." Paper Presented at PREISM Annual Workshop. Washington, DC. October, 2009.
47. Timothy J. Richards. "A Multiple Discrete / Continuous Model of Retail Price Promotions." Paper presented at NEC 63 / FAMPS Conference. Banff, Alberta, Canada. September, 2009.
48. Timothy J. Richards. "Competition in Price and Variety Among Supermarket Retailers." Paper presented at Innovations in Consumer Research Conference, Technical University of Munich, Friesing, Germany. October, 2009.
49. Timothy J. Richards and Geoff Pofahl. "Commodity Prices and Food Inflation." Paper presented at Agricultural and Applied Economics Association Annual Meeting, Milwaukee, WI. July, 2009.
50. Timothy J. Richards, Ram Acharya and Ignacio Molina. "Vertical and Horizontal market power in organic foods." Paper presented at Agricultural and Applied Economics Association Annual Meeting, Milwaukee, WI. July, 2009.
51. William Allender and Timothy J. Richards. "Sales and Brand Loyalty." Paper presented at Agricultural and Applied Economics Association Annual Meeting, Milwaukee, WI. July, 2009.
52. Stephen F. Hamilton, Kyle Stiegert and Timothy J. Richards. "Distributional Effects of Generic Advertising: An Empirical Study." Paper presented at Agricultural and Applied Economics Association Annual Meeting, Milwaukee, WI. July, 2009.
53. Timothy J. Richards, Miguel Gomez and Geoff Pofahl. "A Multiple Discrete / Continuous Model of Retail Price Promotions." Paper presented at INFORMS Marketing Science Annual Meeting, Ann Arbor, MI. June, 2009.
54. Timothy J. Richards and Stephen F. Hamilton. "Network Externalities in Food Retailing." Paper Presented at Oklahoma State University Seminar, March, 2009.
55. Timothy J. Richards and Stephen F. Hamilton. "Network Externalities in Food Retailing." Paper Presented at Western Economics Association International Pacific Meeting, Kyoto, Japan, February, 2009.
56. Timothy J. Richards and Lisa Mancino. "Fast food demand, Physical Activity, Obesity and Health." Paper Presented at American Agricultural Economics Meetings, Orlando, FL. July 2008.
57. Timothy J. Richards and Luis Padilla. "Promotion and Fast Food Demand." Paper presented at Western Economics Association International Conference, Honolulu, Hawaii, July 2008.

58. Timothy J. Richards and Paul M. Patterson. "Nutrient Consumption and Obesity: A Rational Addiction?" Paper presented at Western Economics Association International Conference, Honolulu, Hawaii, July 2008 (Best Paper, Contemporary Economic Policy)
59. Timothy J. Richards, William Nganje and Ram Acharya. "Hysteresis and Food Safety Investments." Paper presented at 2nd International European Forum on Innovation and System Dynamics in Food Networks. Innsbruck, Austria. February 2008.
60. Timothy J. Richards, William Nganje and Ram Acharya. "Hysteresis and Food Safety Investments." Paper presented at INFORMS conference, Seattle, WA. November, 2007.
61. Timothy J. Richards and Luis Padilla. "Promotion and Fast Food Demand in Canada: Where's the Beef?" Paper presented at Consumer Market Demand Network Conference. Edmonton, AB., Canada. November, 2007.
62. Timothy J. Richards, James Eaves and Valerie Fournier. "Spatial - Temporal Model of Insect Growth, Diffusion and Derivative Pricing." Paper presented at Program for Research on the Economics of Invasive Species Management Workshop, ERS-USDA, Washington, D.C. October, 2007.
63. Timothy J. Richards, Stephen F. Hamilton and Paul M. Patterson. "Spatial Competition in Private Labels." Paper presented at American Agricultural Economics Association Meetings. Portland, OR. July 2007.
64. Timothy J. Richards. "Returns to Potato Promotion Programs: A Discrete Choice Approach." Paper presented at NEC 63 / International Agribusiness Management Association conference, Parma, Italy. June 2007.
65. Timothy J. Richards, R. Acharya and A. Kagan. "Innovation and Spatial Competition Among U.S. Non-Metro Banks." Paper presented at 1st International European Forum on Innovation and System Dynamics in Food Networks. Innsbruck, Austria. February 2007.
66. Timothy J. Richards. "Food and Nutrition Policy Options in the 2007 Farm Bill." Paper presented at Cal-Med Consortium Conference, Washington, D.C. December 2006.
67. Timothy J. Richards. "Spatial Competition in Private Labels." Paper presented at Orfalea College of Business, California Polytechnic State University, San Luis Obispo, CA. October 2006.
68. Timothy J. Richards. "A Nested Logit Model of Strategic Promotion." Paper presented at NEC 63 Conference, Auburn, Alabama. October 2006.

69. Timothy J. Richards. "Strategic Promotion." Paper presented at Institut D'Economie Industrielle Conference on Industrial Organization in the Food Processing Industry, Toulouse, France. June 2006.
70. Timothy J. Richards and Paul M. Patterson. "Farm Bill 2007: Policy Options and Consequences for the Fruit and Vegetable Industry: Food and Nutrition Title." Paper presented at American Agricultural Economics Association Meetings, Long Beach, CA. July 2006.
71. Timothy J. Richards. "A Nested Logit Model of Price Promotion by Supermarket Retailers." Paper presented at American Agricultural Economics Association Meetings, Providence, RI. July, 2005.
72. Timothy J. Richards, James Eaves and Mark Manfredo. "Bug Options: Managing Insect Risk in California Specialty Crops." Paper presented at American Agricultural Economics Association Meetings, Providence, RI. July, 2005.
73. Timothy J. Richards, Paul M. Patterson and Stephen Hamilton. "Fast Food, Addiction and Obesity: Have you had your Fix Today?" Paper presented at American Agricultural Economics Association Meetings, Providence, RI. July, 2005.
74. Timothy J. Richards and Paul M. Patterson. "A Dynamic Logit Model of Firm-Level Price and Product Line Rivalry." Paper presented at Western Agricultural Economics Association Meetings, San Francisco, CA. July, 2005.
75. Timothy J. Richards and Stephen Hamilton. "Rivalry in Price and Variety by Supermarket Retailers." Paper presented at Food Systems Research Group conference, Madison, WI. June, 2005.
76. Timothy J. Richards. "Competition in Price and Variety by Fresh Produce Retailers." Paper accepted for presentation at European Agricultural Economics Association Congress, Copenhagen, Denmark. July 25 - 28, 2005.
77. Timothy J. Richards. "Price and Product-Line Rivalry Among Supermarket Retailers." Paper presented at American Agricultural Economics Association Meetings, Denver, CO. August 2004.
78. Timothy J. Richards and Paul M. Patterson. "Obesity and Nutrient Consumption: A Rational Addiction?" Paper presented at American Agricultural Economics Association Meetings, Denver, CO. August 2004.
79. Timothy J. Richards and Paul M. Patterson. "Native American Obesity: A Test of the Thrifty Gene Theory." Paper presented at Western Agricultural Economics Association Meetings. Honolulu, Hawaii. July 2004.

80. Timothy J. Richards. "Enterprise Risk Management for Agricultural Cooperatives." Paper presented at University of Alberta Cooperative Symposium. June 2004.
81. Timothy J. Richards and Mark Manfredo. "Mergers and Acquisitions among Agricultural Cooperatives: Why and to What Effect?" Paper presented at University of Alberta Cooperative Symposium. June 2004.
82. Timothy J. Richards and Paul M. Patterson. "An Empirical Analysis of Price Promotion by Multi-Product Retailers." Paper presented at the 88th Seminar of the European Agricultural Economics Association, Retailing and Producer-Retailer Relationships in the Food Chain Paris, France. May 2004.
83. Mark Manfredo and Timothy J. Richards. "Risk Management Strategies for Dairy Cooperatives." Paper presented at American Agricultural Economics Association Meetings, Montreal, Canada. August 2003.
84. Timothy J. Richards and Mark Manfredo. "Pricing Weather Derivatives for Agricultural Risk Management." Paper presented at NCR 134 Research Group meeting. St. Louis, Missouri. April 2003.
85. Timothy J. Richards, Paul M. Patterson and Luis Padilla. "Price Promotion by Multi-Product Retailers." Paper presented at Food Systems Research Group Conference. Madison, WI. June 2003.
86. Timothy J. Richards and Paul M. Patterson. "A Bilateral Comparison of Fruit and Vegetable Consumption in the U.S. and Canada." Paper presented at American Agricultural Economics Association Meetings, Montreal, Canada. August 2003.
87. Timothy J. Richards and Mark Manfredo. "Pricing of Weather Derivatives: The Importance of Discrete Events." Paper presented at NCR 134 Research Group meeting. St. Louis, Missouri. April 2002.
88. Timothy J. Richards and Paul M. Patterson. "Dynamic Oligopolistic Rivalry with Multiple Tools: A New Empirical Model." Paper accepted for presentation at Institut D'Economie Industrielle Conference on Industrial Organization in the Food Processing Industry, Toulouse, France. June 2002.
89. Timothy J. Richards and Paul M. Patterson. "Retail Price Fixity: Causes and Consequences." Paper presented at American Agricultural Economics Association Meetings, Long Beach, CA. July 2002.
90. Timothy J. Richards and Mark Manfredo. "Post Merger Performance of Agricultural Cooperatives." Paper presented at AAFA Meetings, Chicago, Illinois. August, 2001.

91. Timothy J. Richards. "Research and Development and Commodity Promotion," Paper accepted for presentation at AAEA Meetings, Chicago, Illinois. August, 2001.
92. Timothy J. Richards and Paul M. Patterson. "Retail Contracting in Fresh Produce." Paper presented at EAAE Seminar, Copenhagen, Denmark. June, 2001.
93. Timothy J. Richards and Gareth Green. "Why Grow no Wine Before its Time? Hysteresis in Variety Selection." Paper presented at International Association of Agricultural Economics Meetings, Berlin, Germany. August, 2000.
94. Timothy J. Richards and Paul M. Patterson. "Retail Concentration and its Impact on Fruit and Vegetable Markets." Paper presented at Western Growers Association Annual Meeting, Tucson, AZ. November, 2000.
95. Timothy J. Richards. "Minimum Effective Scale in Export Promotion." Paper presented at NEC-63 Commodity Promotion Conference, Denver, CO. April, 2000.
96. Timothy J. Richards. "Contingent Claim Method of Valuation for Revenue Insurance," Paper presented at invited seminar, University of California - Davis, Davis, CA. February, 2000.
97. Timothy J. Richards and Paul M. Patterson. "A Real Option Model of Slotting Allowances: An Alternative Explanation." Paper presented at Food Distribution Research Society Meetings, San Antonio, TX. October, 1999.
98. Timothy J. Richards. "The Effect of Promotion and Advertising on Category and Variety Choice: A Latent Class Approach." Paper presented at American Agricultural Economics Association Meetings, Nashville, TN. August, 1999.
99. Timothy J. Richards, Paul M. Patterson, and Ram N. Acharya. "Price Setting in a Dynamic Oligopsony: Washington Processing Potatoes" Paper presented at American Agricultural Economics Association Meetings, Nashville, TN. August, 1999.
100. Timothy J. Richards. "A Two-Stage Model of the Demand for Specialty Crop Insurance." Paper presented at American Agricultural Economics Association Meetings, Nashville, TN. August, 1999.
101. Timothy J. Richards. "The Effect of Promotion and Advertising on Consumer Brand Choice and Purchase Incidence." Paper presented at NEC-63 conference, Tempe, AZ. Oct., 1998.
102. Timothy J. Richards and Paul M. Patterson. "The Economic Value of Spin Control: Food Safety and the Strawberry Case." Paper presented at Food Distribution Research Society meetings, Monterey, CA. Oct., 1998.

103. Timothy J. Richards and Paul M. Patterson. "New Varieties and the Returns to Commodity Promotion: the Case of Washington Fuji Apples." Paper presented at American Agricultural Economics Association meetings, Salt Lake City, UT. July, 1998.
104. Timothy J. Richards and Paul M. Patterson. "Dynamic Complementarity in Export Promotion: The Market Access Program in Fruits and Vegetables." Paper presented at American Agricultural Economics Association meetings, Salt Lake City, UT. July, 1998.
105. Timothy J. Richards and Amy Bryant. "Hysteresis and the Shortage of Agricultural Labor." Paper presented at American Agricultural Economics Association Meetings, Salt Lake City, UT. July, 1998.
106. Paul M. Patterson and Timothy J. Richards. "The Effectiveness of Apple Advertisement Characteristics: A Structural Latent Variable Approach." Paper presented at NEC-63 conference, Orlando, FL. March, 1998.
107. Timothy J. Richards and Pieter Van Ispelen. "Forecasting Marketing Margins for Fresh Tomatoes: Neural Networks and Econometrics." Paper presented at American Agricultural Economics Association Meetings, Toronto, Ont. July, 1997.
108. Timothy J. Richards. "Dynamic Household Production Model of Commodity Promotion: An Application to Washington Apples." Paper presented at American Agricultural Economics Association Meetings, Toronto, Ont. July, 1997.
109. Timothy J. Richards, X.M. Gao, and A. Kagan. "The Demand for Quality and Convenience: A Household Production Approach." Paper presented at American Agricultural Economics Association Meetings, Toronto, Ont. July, 1997.
110. Timothy J. Richards, and Pam Mischen. "The Demand for Specialty Crop Insurance: Adverse Selection and Efficiency." Paper presented at Western Agricultural Economics Meetings, Reno, NV. July, 1997.
111. Timothy J. Richards, Pieter Van Ispelen, and Albert Kagan. "Forecasting Retail-Farm Margins for Fresh Tomatoes: Econometrics vs Neural Networks." Paper presented at NCR-134 Conference, Chicago, Illinois, Apr. 1997.
112. Timothy J. Richards, X. M. Gao, and Paul Patterson. "A Structural Latent Variable Approach to the Evaluation of Branded versus Generic Promotion of Potatoes." Presented at NEC-63 Conference, Monterey, CA., Oct. 1996.
113. Timothy J. Richards, Pieter Van Ispelen, and Albert Kagan. "A Two-Stage Model of the Effect of Promotion on U.S. Apple Exports." Presented at NEC-63 Conference, Cancun, Mexico, May, 1996.

114. Kurt K. Klein, Timothy J. Richards, and Alan Walburger. "Determinants of Cooperative Patronage in Alberta." Presented at American Agricultural Economics Association Meetings, San Antonio, Texas, July, 1996.
115. Kurt K. Klein, Timothy J. Richards, and Alan Walburger. "An Empirical Test of the Principal-Agent Problem in Alberta Cooperatives." Presented at Canadian Agricultural Economics and Farm Management Society Meetings, Lethbridge, Alberta, July, 1996.
116. Timothy J. Richards, Albert Kagan, Richard Adu-Asamoah, and Pam Mischen. "Structural Change in Staple Carbohydrate Demand" Presented at Western Agricultural Economics Association meetings, Rapid City, South Dakota, July, 1995.
117. Timothy J. Richards, Albert Kagan, Richard Adu-Asamoah, and Pam Mischen. "The Effect of Marketing Order Termination on Fresh Lemon Margins" Presented at American Agricultural Economics Association meetings, Indianapolis, Indiana, August, 1995.
118. Timothy J. Richards and Scott R. Jeffrey. "Efficiency and Cost of Production in Alberta Dairy" Canadian Journal of Agricultural Economics: Proceedings of the 1995 Annual Meetings, Ottawa July 6-9. December, 1995.
119. Timothy J. Richards. "Hysteresis and Agricultural Investment: an Alternative Explanation of the Fixed Asset Theorem" Presented at the American Agricultural Economics Association Meetings, San Diego, CA., August, 1994.
120. Timothy J. Richards and S. Jeffrey. "The Value of Genetic Traits in Alberta Dairy" Presented at Canadian Agricultural Economics and Farm Management Society Meetings, Regina, Sask. July, 1994.
121. Timothy J. Richards. "Comparative Advantage in Dairy: an International Comparison of Productivity Growth" Presented at Supply Management in the Twenty-First Century Conference, McGill Univ., St. Anne-de-Bellevue, PQ. June, 1994.
122. Timothy J. Richards and B. Freeze. "Estimating Lactation Curves in Dairy Cattle" Presented at the Western Agricultural Economics Meetings, Portland, Oregon, July, 1991.
123. Timothy J. Richards and K.K. Klein. "Supply Response of Canola on the Canadian Prairies" Presented at the Canadian Agricultural Economics and Farm Management Society meetings, Vancouver, B.C. August, 1990.

- Book Chapters:**
1. Timothy J. Richards and Celine Bonnet, "Empirical Models of Differentiated-Product Demand," in Handbook of Agricultural Economics, Gail Cramer and Andrew Schmitz, eds. 2018.
  2. K. K. Klein and Timothy J. Richards, "The Feeding Value of Ethanol Production Byproducts to Livestock" in Michelle Heath ed. Towards a Commercial Future: Ethanol and Methanol as Alternative Transportation Fuels, Canadian Energy Research Institute, Calgary, January, 1989.
  3. R. Barichello, B. Stennes, R. Romain, and T.J. Richards. "Cost Competitiveness in the Canadian and U.S. Dairy Industries" in Regulation and Protectionism Under GATT. A. Schmitz, G. Coffin, and K. Rosaasen eds. Boulder, Co: Westview Press, 1995.
  4. K. Rosaasen, J. Lokken, and T. J. Richards. "Provincialism: Problems for the Regulators and the Regulated" in Regulation and Protectionism Under GATT. A. Schmitz, G. Coffin, and K. Rosaasen eds. Boulder, Co: Westview Press, 1995.

**Funded Research Projects:**

1. Timothy J. Richards, Stephen F. Hamilton, Miguel Gomez, and Koichi Yonezawa. "Big Data and Food Loss Mitigation in the Supply Chain." AFRI, USDA. December, 2018 (\$499,999).
2. Timothy J. Richards, Stephen F. Hamilton, Jennifer Ifft, and Aric Shafran. "Immigration Reform and Farm Labor Shortages." AFRI, USDA. December, 2018 (\$499,990).
3. Timothy J. Richards and Ashok Mishra. "Farm-Level Food Waste," ERS-USDA Cooperative Agreement, August 2017 (\$96,000).
4. Timothy J. Richards, Stephen F. Hamilton, Miguel Gomez, and Elliot Rabinovich. "Food Waste: A Market-Based Solution using Commercial Peer-to-Peer Mutualization Systems" AFRI, USDA. December, 2016 (\$499,409).
5. Timothy J. Richards, Min Choi, Carola Grebitus and Elliot Rabinovich. "Scan-Based Trading: Opportunities for Enhancing Supply-Chain Efficiency" AFRI, USDA. December, 2016 (\$496,407).
6. Timothy J. Richards, Elliot Rabinovich, Stephen F. Hamilton, and Miguel Gomez. "Online Retailing and Local Food: How Farmers can Capitalize." AFRI, USDA. October, 2015 (\$482,831).
7. Timothy J. Richards, Bradley Rickard and Julian Alston. "Optimal Licensing of an Agricultural Innovation: Fees versus Royalties." AFRI, USDA. July, 2011 (\$348,676).
8. Timothy J. Richards and Stephen F. Hamilton. "Consumer Search and Retail Price Pass-Through." AFRI, USDA. July, 2011 (\$277,104).



9. Geoffrey Pofahl and Timothy J. Richards. "Measuring Cross-Category Spillover Effects of Private Label Branding in U.S. Supermarket Retailing." AFRI, USDA. November, 2010 (\$415,114).
10. Timothy J. Richards and Eli Fenichel. "Asian Citrus Psyllid in California: an Economic Analysis of Efficient Management and Control Strategies." Specialty Crop Research Initiative, NIFA, USDA. July, 2010. (\$315,000).
11. Stephen Hamilton and Timothy J. Richards. "Farm-Retail Price Transmission in Multi-Product Retail Environments." AFRI, USDA. November, 2009 (\$336,000).
12. Timothy J. Richards, Stephen Hamilton and Geoffrey Pofahl. "Equilibrium Pricing and Positioning of New Products in a Social Network." AFRI, USDA. November, 2009 (\$246,635).
13. Timothy J. Richards and Geoffrey Pofahl. "Commodity prices, Food Inflation and Marketing Margins." Cooperative Research Agreement, Economic Research Service, USDA. August 2008 (\$49,000).
14. Geoffrey Pofahl and Timothy J. Richards. "Income Targeting and New Product Introduction." Food and Nutrition Research Program, Economic Research Service, USDA. August 2008 (\$100,000).
15. Timothy J. Richards, Russ Tronstad, Peter Ellsworth and Steve Naranjo. "Market-Based Instruments for the Optimal Control Of Invasive Insect Species: B. Tabaci in Arizona. Program for Research on the Economics of Invasive Species Management, Economic Research Service, USDA. July 2008 (\$124,000).
16. Timothy J. Richards and William Nganje. "Foodservice Demand and Obesity." Cooperative Research Agreement, Economic Research Service, USDA. August 2007 (\$39,000).
17. Timothy J. Richards and Paul M. Patterson. "Evaluation of the U.S. Potato Board Promotion Programs." U.S. Potato Promotion Board, Denver, CO. July 2006 (\$52,000).
18. Timothy J. Richards and Paul M. Patterson. "California Olives: Economic Returns to Grower Investments in Marketing and Promotion." California Olive Committee, Madera, CA. July 2006 (\$9,900).
19. Timothy J. Richards. "A Distance Metric Model of Strategic Promotion." National Institute for Commodity Promotion Research and Evaluation, Cornell University, Ithaca, N.Y. April 2006 (\$10,000).
20. Timothy J. Richards, James Eaves and Valerie Fournier. "Managing Insect Risk with Derivative Securities." USDA, Economic Research Service, PREISM. Washington, D.C. August 2005 (\$103,300).
21. Timothy J. Richards and Paul M. Patterson. "Options and Consequences for Specialty Crops in the 2007 Farm Bill." California

- Institute for the Study of Specialty Crops. California Polytechnic State University, San Luis Obispo, CA. July 2005 (\$98,500).
22. Timothy J. Richards, Paul M. Patterson and Stephen Hamilton. "A New Model of Competition among Supermarket Retailers." USDA-CSREES National Research Initiative. July 2005. (\$180,700).
  23. Albert Kagan, Timothy J. Richards, and Paul M. Patterson. "National Food and Agricultural Policy Project XI." USDA-CSREES. July, 2004. (\$320,000).
  24. Timothy J. Richards, James Eaves and Mark Manfredo. "Bug Options: Managing Infestation Risk in California Specialty Crops." USDA, Risk Management Agency, Washington, D.C. August 2004 (\$212,000).
  25. Stephen Hamilton and Timothy J. Richards "Price and Variety Competition Among Retail Supermarkets." Food Systems Research Group, University of Wisconsin - Madison. September 2003. (\$14,372).
  26. Albert Kagan, Timothy J. Richards, and Paul M. Patterson. "National Food and Agricultural Policy Project X." USDA-CSREES. July, 2003. (\$320,000).
  27. Timothy J. Richards. "Causes and Consequences of Price Promotion in Agricultural Commodities." National Institute for Commodity Promotion Research and Evaluation, Cornell University, Ithaca, NY. January 2003. (\$10,000).
  28. Albert Kagan, Timothy J. Richards, and Paul M. Patterson. "National Food and Agricultural Policy Project IX." USDA-CSREES. July, 2002. (\$320,000).
  29. Timothy J. Richards, Paul M. Patterson and Luis Padilla. "Marketing Strategies for Sonoran Grapes." Asociacion Agricola Local Productores Uva de Mesa, Hermosillo, MX. August 2002. (\$54,000).
  30. Timothy J. Richards, Mark Manfredo and Dwight Sanders. "Pricing Weather Derivatives for Managing Crop Risk." USDA-CSREES National Research Initiative. July 2002. (\$56,000).
  31. Calum G. Turvey, Timothy J. Richards and Mark Manfredo. "Weather Derivatives: Risk Management Tools for U.S. Specialty Crop Growers." USDA Risk Management Agency. Washington, D.C. August 2002. (\$463,000 total, \$150,605 ASU).
  32. Timothy J. Richards and Paul M. Patterson. "Price Fixity in Retail Produce." Food Systems Research Group. University of Wisconsin - Madison. June 2002. (\$20,000).
  33. Timothy J. Richards and Mark Manfredo. "Risk Management Strategies Among Agricultural Cooperatives." Cooperative Agreement with USDA - Rural Business Cooperative Service. June, 2002. (\$36,000).

34. Albert Kagan, Timothy J. Richards, and Paul M. Patterson. "National Food and Agricultural Policy Project VIII." USDA-CSREES. July, 2001. (\$320,000).
35. Timothy J. Richards, Paul M. Patterson, and Jeffrey Hampl. "Economic Causes of Dietary Patterns Among Arizona Pima Indians." ASU Faculty Grant in Aid. June, 2002. (\$20,000).
36. Timothy J. Richards, Paul M. Patterson and Jeffrey Hampl. "Why do Americans Eat Poorly? A Bilateral Comparison of Fresh Produce Consumption in the U.S. and Canada." USDA-CSREES National Research Initiative. July, 2000. (\$96,000).
37. Albert Kagan, Timothy J. Richards, and Paul M. Patterson. "National Food and Agricultural Policy Project VII." USDA-CSREES. July, 2000. (\$320,000).
38. Timothy J. Richards and Paul M. Patterson. "Market Power in the Fresh Produce Industry." Cooperative Agreement with USDA - ERS. June, 2000. (\$180,000).
39. Timothy J. Richards and Paul M. Patterson. "Product R&D and Generic Commodity Promotion." NICPRE-Cornell University. October, 1999. (\$7,500).
40. Albert Kagan, Timothy J. Richards, and Paul M. Patterson. "National Food and Agricultural Policy Project VI." USDA-CSREES. July, 1999. (\$320,000).
41. Timothy J. Richards and Mark Manfredo. "Mergers and Acquisitions Among Agricultural Cooperatives." USDA-Rural Business Cooperative Services. July, 1999. (\$45,000).
42. Timothy J. Richards and Paul M. Patterson. "Retail Contracting in the U.S. Fruit and Vegetable Industry." USDA-CSREES National Research Initiative. July, 1999. (\$29,000).
43. Timothy J. Richards and Paul M. Patterson. "Market Structure and the Role of Cooperatives in the Pacific Northwest Processing Potato Industry." USDA-Rural Business Cooperative Services. June, 1999. (\$36,000).
44. Timothy J. Richards and Paul M. Patterson. "Retail Concentration and Retail Buying Practices in U.S. Fruits and Vegetables." Cooperative Agreement with USDA-Economic Research Service. August, 1999. (\$184,000).
45. Timothy J. Richards and Paul M. Patterson. "Market Analysis for Category Expansion." Washington Apple Commission, Wenatchee, WA. June, 1998 (\$12,000).

46. Albert Kagan, Timothy J. Richards, and Paul M. Patterson. "National Food and Agricultural Policy Project V." USDA-CSREES. July, 1998. (\$295,000).
47. Timothy J. Richards and Paul M. Patterson. "Economic Evaluation of Fuji Apple Promotion Programs." Washington Apple Commission. June, 1997. (\$20,000).
48. Paul M. Patterson and Timothy J. Richards. "The Effect of Newspaper Advertisement Characteristics on Apple Sales." Washington Apple Commission. February, 1998. (\$4,370).
49. Timothy J. Richards and Paul M. Patterson. "The Effect of Apple Promotion and Advertising on Consumer Choice: An Application to Washington Apples." National Institute for Commodity Promotion Research and Evaluation (NICPRE), Cornell University. September, 1998. (\$7,500).
50. Albert Kagan, Timothy J. Richards, and Eric Thor. "National Food and Agricultural Policy Project IV." USDA-CSREES. July, 1997. (\$295,000).
51. Timothy J. Richards and Pamela Mischen. "Adverse Selection and the Demand For Specialty Crop Insurance." Cooperative Agreement with Economic Research Service-USDA. March, 1996. (\$60,000).

**Recent Graduate Students  
Advised: Ph.D.**

1. Geoffrey Pofahl. "Essays on Horizontal Merger Simulation: The Curse of Dimensionality, Retail Price Discrimination, and Supply-Channel Stage-Games." Department of Agricultural Economics, Texas A&M University, 2006. (Winner of the Southern Agricultural Economics Association Outstanding Dissertation Award, 2006). Currently Senior Data Scientist, IBM Smarter Commerce.
2. William Allender. "Consumer Search in Retail Food Markets." Morrison School of Agribusiness, 2013. (Winner of the Agricultural and Applied Economics Association Outstanding Dissertation Award, honorable mention, 2013). Currently Assistant Professor of Marketing, McMaster University, Hamilton, ON, Canada.
3. Sophie Winter. "Umbrella Effects in Private Labels." Morrison School of Agribusiness, 2014. Currently Assistant Professor of Agribusiness, State University of New York, Cobleskil, Cobleskil, NY.
4. Koichi Yonezawa. "Essays in Consumer Response to Risk." Morrison School of Agribusiness, 2014. Currently Postdoctoral Researcher,

Cornell University, Ithaca, NY.

5. Di Fang. "Essays on Agricultural Innovation and Diffusion." Morrison School of Agribusiness, 2015. Currently Assistant Professor, University of Arkansas, Fayetteville, AR.

### M.S.

1. William Allender. "Brand Loyalty and Equilibrium Promotion Strategies." Morrison School of Agribusiness, Arizona State University, 2009. (Winner of the Agricultural and Applied Economics Association Outstanding M.S. Thesis Award, 2009).

### Professional Service

1. *American Journal of Agricultural Economics*, Co-Editor, 2018 - 2022.
2. *Journal of Agricultural and Resource Economics*, Editorial Board, 2010 - 2018.
3. *Agricultural Economics*, Editorial Board, 2011 - 2018.
4. *Agribusiness: An International Journal*, Editorial Board, 2011 - 2018.
5. *European Review of Agricultural Economics*, Editorial Board, 2008 - 2018.
6. *American Journal of Agricultural Economics*, Editorial Board, 2004 - 2009.
7. Reviewer for *American Journal of Agricultural Economics*, *European Review of Agricultural Economics*, *International Journal of Industrial Organization*, *RAND Journal of Economics*, *Journal of Agricultural and Resource Economics*, *Agribusiness: An International Journal*, *Agricultural Economics*, *Journal of Business and Economic Statistics*, and others.
8. Served on AAEE Dissertation of the Year Award committee 2006 - 2009.
9. Served on AAEE M.S. Thesis of the Year Award committee 2015 - 2018.
10. Served on AAEE Selected Paper committee 2012 - 2018.