
 Norbert Lance Weston Wilson

Friedman School of Nutrition Science and Policy
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Education

Doctor of Philosophy, Agricultural and Resource Economics University of California, Davis	September 1999 Davis, CA USA
Master of Science, Agricultural Economics University of London, Wye College	September 1994 Wye, England UK
Bachelor of Science in Agriculture, Agricultural Economics University of Georgia <i>Magna cum Laude</i>	March 1993 Athens, GA USA

Employment History

<i>Professor</i> Friedman School of Nutrition Science and Policy Tufts University	January 2017-Present Boston, MA USA
<i>Adjunct Professor</i> Department of Agricultural Economics and Rural Sociology Auburn University	January 2017-Present Auburn, AL USA
<i>Professor</i> Department of Agricultural Economics and Rural Sociology Auburn University	October 2014-Dec. 2016 Auburn, AL USA
<i>Visiting Professor</i> Dyson School of Applied Economics and Management Cornell University	June 2014-May 2015 Ithaca, NY USA
<i>Associate Professor</i> Department of Agricultural Economics and Rural Sociology Auburn University	Sept. 2008-August 2014 Auburn, AL USA
<i>Trade Policy Analyst/Economist</i> Trade Directorate Organization for Economic Cooperation and Development	February 2004-July 2006 Paris, France
<i>Project Post</i> Agriculture Directorate Organization for Economic Cooperation and Development	November 2001-Dec. 2002 Paris, France

Assistant Professor

Department of Agricultural Economics and Rural Sociology
Auburn University

October 1999-August 2008
Auburn, AL USA

Publications and Presentations¹

Peer-Reviewed Published Articles

1. *Chen, Rui*, Valentina Hartarska, and **Norbert L. W. Wilson** (forthcoming) "The Causal Impact of HACCP on Seafood Imports in the U.S.: An Application of Difference-in-Differences within the Gravity Model" *Food Policy*. DOI: [10.1016/j.foodpol.2018.07.003](https://doi.org/10.1016/j.foodpol.2018.07.003).
2. **Wilson, Norbert L. W.**, Ruiqing Miao, and *Carter Weis* (2018) "Seeing Is Not Believing: Perceptions of Date Labels over Food and Attributes", *Journal of Food Products Marketing*, 24(5), 611-631, DOI: [10.1080/10454446.2018.1472700](https://doi.org/10.1080/10454446.2018.1472700).
3. Flores-Lagunes, Alfonso, Hugo B. Jales, *Judith Liu*, and **Norbert L. Wilson**. (2018). "The Differential Incidence and Severity of Food Insecurity by Racial, Ethnic, and Immigrant Groups over the Great Recession in the United States." *AEA Papers and Proceedings*. 108: 379-83. DOI: [10.1257/pandp.20181106](https://doi.org/10.1257/pandp.20181106)
4. *Traore, Togo*, **Norbert Wilson**, and Fields, Deacue. (2018). "What Explains Specialty Coffee Quality Scores and Prices: A Case Study form the Cup of Excellence Program" *Journal of Agricultural and Applied Economics*, 50(3), 349-368. doi:10.1017/aae.2018.5
5. Lusk, Jayson, Brandon McFadden, and **Norbert Wilson** (2018) "Do consumers care how a genetically engineered food was created or who created it? 78(July), 81-90 <https://doi.org/10.1016/j.foodpol.2018.02.007>
6. **Wilson, Norbert L. W.**, Bradley J. Rickard, Rachel Saputo, and Shuay-Tsyro Ho. "Food Waste: The Role of Date Labels, Package Size, and Product Category" (2017) *Food Quality and Preference*. 55:35-44.
7. **Wilson, Norbert L. W.**, David R. Just, Jeffery Swigert, and Brian Wansink "Food Pantry Selection Solutions: A Randomized Controlled Trial in Client-Choice Food Pantries to Nudge Clients to Targeted Foods," *Journal of Public Health* (2016).
8. *Denny, Riva*, Michelle Worosz, and **Norbert L. W. Wilson**, "The Importance of Governance Levels in Alternative Food Networks: The Case of Red Meat Inspection Rules" *Rural Sociology*. (2016) 81: 601–634.
9. **Wilson, Norbert L. W.** "When the Cupboards are Bare: Nudging Food Pantry Clients to Healthier Foods," *Journal of the Association of Consumer Research*, (2016) 1:125-133.
10. *Affuso, Ermanno*, Diane Hite and **Norbert L. W. Wilson**, "A Stochastic Frontier Analysis to Examine Research Priorities for Genetically Engineered Peanuts" *Journal of Agricultural and Applied Economics*. 47(August 2015): 359-381.
11. *Wilson, Adam P.* and **Norbert L. W. Wilson**, "The Economics of Quality in the Specialty Coffee Industry: Insights from the Cup of Excellence Auction Programs" *Agricultural Economics* 45 (November 2014): 91-105.
12. *Tran, Nhuong, Anh Nguyen* and **Norbert L. W. Wilson**. "The Differential Effects of Food Safety Regulations on Animal Products Trade: The Case of Crustacean Product Trade" *Agribusiness* 30 (Winter 2014):31-45.
13. *Ding, Meng*, **Norbert L. W. Wilson**, Kimberly B. Garza, and Claire A. Zizza. "Undiagnosed Prediabetes among Food Insecure Adults" *American Journal of Health Behavior* 38(March/April 2014):225-233.

¹ Papers and presentations with students are denoted with the student in italics.

14. Shepherd, Ben and **Norbert L. W. Wilson**. "Product Standards and Developing Country Agricultural Exports: The Case of the European Union" *Food Policy* (2013) 42:1-10.
15. **Wilson, Norbert L. W.**, Adam P. Wilson and Keith Whittingham. "Helping Consumers 'Know Who Grows' Their Coffee: The Case of THRIVE Farmers Coffee" *International Food and Agribusiness Management Journal* 16(2013):177-94.
16. Tran, Nhuong, Conner Bailey, **Norbert Wilson**, and Michael Phillips. "Governance of Global Value Chains in Response to Food Safety and Certification Standards: The Case of Shrimp from Vietnam" *World Development* 45(May 2013):325–336.
17. Wilson, Wylin Dassie and **Norbert L. W. Wilson**. "African American Health Activism in the 21st Century: Black Women and the Farm Bill" *Race, Gender & Class* 20(2013):232-243.
18. Worosz, Michelle and **Norbert L. W. Wilson**. "Transmutation verses Conventionalization: A Cautionary Tale of Gluten-Free Products" *Journal of Consumer Affairs* 46(Summer 2012):288-318.
19. Tran, Nhuong, **Norbert L. W. Wilson**, and Sven Anders. "Standard Harmonization as Chasing Zero (Tolerance Limits): The Impact of Veterinary Drug Residue Standards on Crustacean Imports in the EU, Japan and North America" *American Journal of Agricultural Economics* 94 (2012): 576-582. *Invited Paper*.
20. **Wilson, Norbert L. W.** "How the Cookie Crumbles: A Case Study of Gluten-Free Cookies and Random Utility" *American Journal of Agricultural Economics* 94(2012): 496-502. *Invited Paper*.
21. Hall, S. Thomas, **Norbert Wilson**, and Deacue Fields, "Improving on Customer Service Quality in Rural Stores." *International Food and Agribusiness Management Journal* 14(2011):1-22.
22. **Wilson, Norbert L. W.** and Robert G. Nelson, "A Laboratory Science Approach to Teaching in the Agricultural Economics Curriculum" *Review of Agricultural Economics* 31(Summer 2009):331-343.
23. **Wilson, Norbert L. W.** and Jesús Antón. "Combining Risk Assessment and Economics in Managing a Sanitary-Phytosanitary Risk" *American Journal of Agricultural Economics* 88(February 2006):194-202.
24. Sumner, Daniel A. and **Norbert L. W. Wilson**. "Capitalization of Farm Policy Benefits and the Rate of Return to Policy-Created Assets: Evidence from California Dairy Quota" *Review of Agricultural Economics* 27(Summer 2005): 245-258. **Outstanding Journal Article, Honorable Mention**
25. **Wilson, Norbert L. W.** "Cape Natural Tea Products and the US Market: Rooibos Rebels Ready to Raid" *Review of Agricultural Economics* 27(Spring 2005):139-148.
26. **Wilson, Norbert L. W.** and Daniel A. Sumner. "Explaining Variations in the Price of Quota: The Role of Flow Returns, Liquidity, Quota Characteristics, and Policy Changes" *Journal of Agricultural and Resource Economics* 29(April 2004):1-16.
27. **Wilson, Norbert L. W.** "Clarifying the Alphabet Soup of the TBT and the SPS of the WTO" *Drake Journal of Agricultural Law* (2004).
28. Brooks, Jonathan, Alan Matthews, and **Norbert Wilson**. "Do Developing Countries Need a Development Box?" *Eurochoices* 2 (2003): 18-22.
29. Nelson, Robert G. and **Norbert L. W. Wilson**. "'It's for Teaching, not Believing': Comments on Teaching, Learning, and Problem Solving through Economic Experiments" *Journal of Agricultural and Applied Economics* 35 (August 2003):360-371.
30. Bayard, Budry, Curtis M. Jolly, **Norbert L.W. Wilson**, and Dennis A. Shannon, "Management of Soil Conservation Practices in Haiti: A Comparative Analysis of Alley Cropping and Rock Walls" *Farm and Business - The Journal of The Caribbean Agro-Economic Society*, Caribbean Agro-Economic Society 6 (October 2003): 21-35
31. King, John L., **Norbert Wilson** and Anwar Naseem, "A Tale of Two Mergers: What We Can Learn from Agricultural Biotechnology Event Studies" *AgBioForum* 5(2002): 14-19.

32. **Wilson, Norbert L. W.** "Linking Globalization, Economic Growth and Poverty: Impacts of Agribusiness Strategies on Sub-Saharan Africa: Discussion" *American Journal of Agricultural Economics* 83(August 2001): 733-735.
33. Sumner, Daniel A. and **Norbert L. W. Wilson**, "Creation and Distribution of Economic Rents by Regulation: Development and Evolution of Milk Marketing Orders in California" *Agricultural History* 74 (Spring 2000): 198-210.

Books, Book Chapters Book Reviews and OECD Publications

1. **Wilson, Norbert L. W.** (2018). "Labels, Food Safety, and International Trade" In Ben Shepherd and Mathias Helble (Eds.) *Trade and the Sustainable Development Goals: Achieving Win-Wins*. Asian Development Bank.
2. **Tran, Nhung, Norbert Wilson**, and Diane Hite, (2013). "Choosing the Best Model in the Presence of Zero Trade: A Fish Product Analysis." In John Beghin (Ed.), *Non-Tariff Measures with Market Imperfections: Trade and Welfare Implications*. Bingley, UK: Emerald Group Publishing Limited.
3. Schmitz, Andrew, **Norbert Wilson**, Charles Moss, and David Zilberman (editors). 2011. *The Economics of Alternative Energy Sources and Globalization*. Sharjah, United Arab Emirates: Bentham Science Publishers.
4. **Wilson, Norbert L. W.** and *Malick Diarrasouba*. "Making the Most Out of FDI in Africa". In *Financial Inclusion, Investment and Innovation: Biotechnology and Capital Markets Working for the Poor*. eds. Ralph Christy and Vicki Bogan. World Scientific, Inc. 2011
5. **Wilson, Norbert** (2011). Book Review of Paarlberg, Robert, *Food Politics: What Everyone Needs to Know*. Oxford University Press, *American Journal of Agricultural Economics*, vol. 93, pp. 1406-1408.
6. Christy, Ralph, Edward Mabaya, Mhlanga Nomathemba, Emelly Mutambatsere, and **Norbert L. W. Wilson**. "Enabling Environments for Competitive Agro-industries." In: Da Silva, C.; Baker; D., Shepherd, A. et al. (Eds). *Agro-industries for Sustainable and Inclusive Growth: Improving Competitiveness and Development Impacts*. CABI International, London, 2009.
7. **Wilson, Norbert**. "Examining the Trade Effect of Certain Customs and Administrative Procedures" OECD Working Paper 42, January 2007.
8. **Wilson, Norbert** and Joyce Cacho, "Linkages between Foreign Direct Investment, Trade and Trade Policy: An Economic Analysis with Application to the Food Sector in the OECD Countries and Case Studies in Ghana, Mozambique, Tunisia and Uganda" OECD Working Paper (2007).
9. Engman, Michael, Osamu Onodera and **Norbert Wilson**, "Facilitating Adjustment: Sector Experience in Agriculture, Telecommunications and Chemicals" OECD Working Paper No. 41 (2006).
10. **Wilson, Norbert. L. W.** "Model-Based Findings on the Impact of SPS Measures." *The Impact of Regulations on Agro-food Trade: A Review of Issues Concerning the TBT and SPS Agreements*. eds. Wayne Jones and Peter Walkenhorst, Organization of Economic Cooperation and Development, Paris 2004.
11. **Wilson, Norbert**. "A Review of Empirical Studies of the Trade and Economic Effects of Food-Safety Regulations." In A. G. J. Velthuis, L. J. Unnevehr, H. Hogeveen, and R.B. M. Huirne, eds. *New Approaches to Food-Safety Economics*. Dordrecht, the Netherlands: Kluwer, 2003.

Papers under Review/Working Papers

- **Wang, Ping** and **Norbert L. W. Wilson** "ASEAN Bilateral Seafood Trade Duration Analysis" (Revise and Resubmit *Marine Resource Economics*)

- Nguyen, Ly and Norbert L. W. Wilson “Maximum Residue Limit Heterogeneity, Trade Costs, and Trade Flows: Case Study of Fruits and Vegetables” (Revise and Resubmit *Agricultural Economics*)
- Muhammad, Andrew, **Norbert L. W. Wilson**, and Amanda Leister Countryman “U.S. Imports and the Rise of Chained Specialist Coffee Shops”
- *Chen, Rui* and **Norbert L. W. Wilson** “A Gravity Model of Blue Virtual Water Trade”
- **Wilson, Norbert L. W.**, Yuqing Zheng, *Shaheer Burney*, and Harry Kaiser, “Food Insecurity and Grocery Food Sales Taxes”
- Nguyen, Ly and **Norbert L. W. Wilson** “Triggering Factors for US Food Import Refusals”
- **Wilson, Norbert L. W.** “When Higher Quality Does Not Translate to Higher Prices: A Case of Quality and Specialty Coffees from the Cup of Excellence Auctions”

Selected Presentations

Professional Presentations

“Is it More Convenient to Waste? Trade-offs between Grocery Shopping and Waste Behaviors”

- Track Session Agricultural and Applied Economics Association Meetings, Washington, DC, August 2018

“The Road to Food Waste is Paved with Good Intention” Ruiqing Miao and *Carter Weis*

- Plenary Session Food Distribution Research Society Annual Meeting, Waikiki, HI, October 2017
- Invited Plenary Session International Conference of Agricultural Economics, Vancouver Canada, July 2018

“Risk, Loss, and Ambiguity as Drivers of Food Waste” with Ruiqing Miao, and *Carter Weis*

- Agricultural and Applied Economics Association, Chicago, IL July 2017

“Contributing to Economic Development in Sub-Saharan Africa through Value-Added Agriculture” with *Bley Cynthia N'dede Hourizene* (poster)

- Agricultural and Applied Economics Association, Chicago, IL July 2017

“The Impact of Regulatory Similarity on the Seafood Trade” with *Rui Chen*

- Agricultural and Applied Economics Association, Chicago, IL July 2017

“Household Exposure to Food Insecurity in the United States over the Great Recession: How Did Exposure Vary by Race/Ethnicity and Immigrant Status?” with Alfonso Flores-Lagunes, Hugo Borges, and *Judith Liu*

- Agricultural and Applied Economics Association, Chicago, IL July 2017

“Food Waste: Points of Consideration on Household Waste”

- Keynote Address to the Group of Friends of Food and Nutrition Security sponsored by the Mission of the Kingdom of the Netherlands and the Liaison Office with the U.N. Food and Agriculture Organization. New York, December 2016

“ASEAN Bilateral Seafood Trade Duration Analysis” with *Ping Wang*

- Selected Paper International Agricultural and Trade Research Consortium, 2016 IATRC Annual Meeting, December 2016, Scottsdale, AZ

“U.S. Imports and the Rise of Chained Specialist Coffee Shops” with Andrew Muhammad and Amanda (Leister) Countryman

- Selected Paper International Agricultural and Trade Research Consortium, 2016 IATRC Annual Meeting, December 2016, Scottsdale, AZ

“A Gravity Model of Blue Virtual Water Trade” with *Rui Chen*

- Selected Paper International Agricultural and Trade Research Consortium, 2016 IATRC Annual Meeting, December 2016, Scottsdale, AZ

“Hunger Relief Programs in the U.S. and Behavioral Economics: Nudging Better Nutrition”

- Invited Presentation for the Food Security and Nutrition Seminar sponsored by Mesa Brazil (Brazilian Food Bank Network), October 2016.

“The Impact of HACCP Implementation on U.S. Seafood Imports” with *Rui Chen* and Valentina Hartarska

- Selected Poster at the 2016 Annual Meeting of the Agricultural and Applied Economics Association (AAEA), Boston, MA, July 2016.

“Food Insecurity and Grocery Food Sales Taxes” with Yuqing Zheng, *Shaheer Burney*, and Harry Kaiser

- Selected Paper at the 2016 Annual Meeting of the Agricultural and Applied Economics Association (AAEA), Boston, MA, July 2016.

“Does Price Volatility Affect Food Insecurity in Small Island States?” with *Ping Wang* and *Roshini Brizmohun*

- Selected Poster at the 2016 Annual Meeting of the Agricultural and Applied Economics Association (AAEA), Boston, MA, July 2016

“Food Waste: The Role of Date Labels, Package Size, and Product Category” with Brad Rickard, *Rachel Saputo*, and *Shuay-Tsyr Ho*

- Selected Poster at the 2016 Annual Meeting of the Agricultural and Applied Economics Association (AAEA), San Francisco, CA, July 2015
- Invited presentation at the Organization for Economic Cooperation and Development, Paris, June 2015
- Invited Presentation at the UN Food and Agriculture Organization, Rome August 2015
- Mississippi State University Departmental Seminar, January 2016.
- Invited Presentation Friedman School of Nutrition Science and Policy, April 2016

“When Higher Quality Does Not Translate to Higher Prices: A Case of Quality and Specialty Coffees from the Cup of Excellence Auctions”

- Agricultural and Applied Economics Association Meeting, Minneapolis, MN, July 2014
- Dyson School Applied Economics and Management, Cornell University, Ithaca, NY, October 2014

“Interest in and Feasibility of Farm to School in Alabama and Louisiana” with *Samantha Watts*

- Food, Agricultural and Human Values Conference Burlington, VT June 2014

“The Economics of Quality in the Specialty Coffee Industry: Insights from the Cup of Excellence Auction Programs” with *Adam Wilson*

- Agricultural and Applied Economics Association Meeting, Washington, D.C, 2013
- “Choosing the Best Model in the Presence of Zero Trade: a Fish Product Analysis” with *Nhuong Tran* and Diane Hite
- International Agricultural Trade Research Consortium, San Diego, CA December 2012
- “Agricultural Trade Bias in Exchange Rate Volatility Effect Estimation: An Application of Meta-Regression Analysis” with *John D. Wesley, Xuan Shen, and Sheng Li*
- Agricultural and Applied Economics Association Meeting, Seattle, WA, 2012
- “Willingness to Pay for Traceability for Food Products: A Meta-Analysis Approach” with *Kenesha Reynolds and Thomas Dorn*
- Agricultural and Applied Economics Association Meeting, Seattle, WA, 2012
- “Zero-Tolerance Rules and the Challenge of Detection: Lessons from gluten-free products”
With Michelle Worosz
- Agricultural and Applied Economics Association Meeting, Seattle, WA, 2012
- Invited Paper** “How the Cookie Crumbles: A Case Study of Gluten-Free Cookies and Random Utility”
- Agricultural and Applied Economics Association Meeting, Pittsburg, PA, 2011
- Invited Paper** “Standard Harmonization as Chasing Zero (Tolerance Limits): The Impact of Veterinary Drug Residue Standards on Crustacean Imports in the EU, Japan and North America” (with *Nhuong Tran* and Sven Anders)
- Agricultural and Applied Economics Association Meeting, Pittsburg, PA, 2011
- “Voluntary Standards and Developing Country Agricultural Exports: The Case of the European Union” (with Shepherd, Ben)
- International Agricultural Trade Research Consortium, Berkeley, CA December 2010
- “It Happened All at Once: Switching Regressions, Gravity Models and Food Safety” with *Victoria Bray*
- Agricultural and Applied Economics Association Meeting, Denver, CO, 2010
- “Improving on Customer Service Quality in Rural Stores” (with *S. Thomas Hall* and Deacue Fields)
- International Food and Agribusiness Management Association, Boston 2010
- “Are Food Safety Standards Weighing Exports Down? A Theoretically-Consistent Gravity Model Approach on Seafood Exports to the EU, Japan and US” (with *Anh Nguyen*)
- International Agricultural Trade Research Consortium, Ft. Myers, FL December 2009
- “Societal Concerns and the Role of International Organizations”
- Organization for Economic Cooperation and Development, Paris France 2009
- “The Effects of Market Price Support of the Trade of Sugar in OECD Countries” (with *Malick Dirassouba*)
- Agricultural and Applied Economics Association, Milwaukee, WI July 2009

“Ethics and Economics in International Trade”

- Agricultural and Applied Economics Association, Milwaukee, WI July 2009

“When the Cookie Crumbles: The Case for Gluten Free Cookies”

- International Food and Agribusiness Management Association, Budapest, Hungary 2009

“What a Difference a Day Makes: An Estimate of Potential Gains from Trade Facilitation”

- American Agricultural Economics Association, Portland, OR July 2007
- Department of Agricultural and Applied Economics, University of Georgia, Athens, GA October 2007

“Understanding the Significance of Non-tariff Measures in Agricultural Trade”

- Conference entitled “Regional Meeting on Agriculture and Trade in Latin American Countries sponsored by the Organization for Economic Cooperation and Development, World Trade Organization and Inter-American Bank October 2006

“Trade Reform: A View from OECD”

- Conference entitled “Reunión de Expertos Responsables del Comercio Exterior de América Latina” (Meeting of International Trade Exports of Latin America) at the United Nations Commission for Latin America and the Caribbean (UN ECLAC), May 2006 (Listed elsewhere)

“Regional Trading Arrangements and the Multilateral Trading System: Agriculture”

“Analysis of Non-Tariff Barriers of Concern to Developing Countries (Agriculture and Beyond)”

- Regional Forum on Agricultural Trade in South East Asia, Manila, Philippines, October 2005

“The Trade Literature Concerning Food Safety”

- New Approaches to Food Safety Economics, Workshop of Invited Experts, Wageningen, NL 2002

“Market Valuation of Consolidation Events in the Agricultural Biotechnology Industry” (co-authored with John L. King, Anwar Naseem, and Anthony Artuso).

- International Consortium on Agricultural Biotechnology, Ravello Italy 2001
- INRA Laboratory, Grenoble France 2001

“Experimental Economics in the Agribusiness Classroom” (co-authored with Robert G. Nelson)

- International Food and Agribusiness Management Association Forum, Chicago, IL, 2000

“Maize Seed Markets and Institutional Structure in Central America and the Caribbean” (co-authored with Gustavo Sain and Gregory Traxler)

- American Association of Agricultural Economics Annual Meeting, Tampa, FL, 2000

“Explaining Variations in the Price of Quota: The Role of Flow Returns, Liquidity, Quota Characteristics, and Policy Changes” (co-authored with Daniel A. Sumner)

- Western Agricultural Economic Association Annual Meeting, Vancouver, BC, 2000

Educational Conferences

- Experimental Auction Summer School Crete, Greece June 2015

- Global Trade Analysis Project (GTAP) Course to learn the GTAP computable general equilibrium trade model 2005
- The Art and Craft of Discussion Leadership sponsored by Harvard Business School, Cambridge, MA, 2000

Teaching/Advising Experience

Friedman School of Nutrition Science and Policy, Tufts University, Boston, MA

Health Claims in the Food Industry (Graduate) Spring 2017, 2018

- Coordinate the teaching team and lead student (Master and Ph.D. students) in case discussions and industry speakers

Department of Agricultural Economics and Rural Sociology, Auburn University, Auburn, AL

Food and Agricultural Policies (Graduate) Fall 2011, 2013, 2015

- Lead students (Ph.D. students) through discussions of papers on food and agricultural policies. *Developed the course*

Agricultural Prices (Undergraduate and Graduate Sections) Spring 2011-2016

- Lectured students (seniors and MS students) on supply and demand issues in agriculture

Careers Seminar Spring 2012-206

- Lead students in career preparations and coordinated with outside speakers

Agricultural Policy and Trade (Undergraduate) Spring 2007-2016

- Co-taught (2007-14) course and gave lectures on trade policy and applications to agriculture

Special Problem (Graduate Directed Readings Various Topics) Summer 2009-2012

- Lead students MS students in readings and discussion on various topics
 - International Trade (2008)
 - U.S. Farm Bill (2012)
 - Food Hubs (2013)
 - Coffee Global Value Chains (2013)

Advance Agribusiness Management (Undergraduate/Graduate) Spring 2001 and 2003

- Conducted lectures on managerial economics, led students (MS, MBA and advanced undergraduates) through agribusiness case studies and organized tours of agribusiness firms in the area. *Developed the course*

Introduction to Agricultural Economics (Undergraduate) Spring 2000

- Conducted lectures for students and directed graduate-teaching assistant.

Honors College, Auburn University, Auburn, AL

Honors Thesis (Undergraduate Honors) Fall 2012-Spring 2013

- Led student in the development of honors thesis

Honors Sustainability I (Undergraduate Honors) Fall 2011-2012

- Co-lectured and co-led discussions on sustainability of food and water. *Co-developed the course*

Department of Economics, Auburn University, Auburn, AL

Mathematical Economics (Graduate)

Fall 2003, 2006- 2009

- Conducted lectures on mathematical economics, led students (MS and Ph.D. students) through matrix algebra, optimization theory and dynamics in economics

Mathematical Methods for Economists (Undergraduate)

Fall 2007-2009

- Conducted lectures on mathematical economics, led undergraduate students through algebra, functions, optimization theory and statistics

International Economics (Undergraduate)

Spring 2007, Fall 2009

- Conducted lectures on theory and applied analysis of international trade and finance

Principles of Microeconomics (Undergraduate)

Fall 2000

- Conducted lectures for 107 undergraduate students and directed graduate-teaching assistant

International Courses/Lectures

Special Problem Ecuador Project (Graduate)

Summer 2010-2012

Department of Agricultural Economics and Rural Sociology, Auburn University, Auburn, AL

- Lead students MS students in discussion of lectures on food security issues while in traveling through Ecuador. *Developed the course*

International Guest Lectures

Making Markets Matter Workshop

2001, 2002, 2004, 2013-16

Stellenbosch University, South Africa

- Facilitated sessions on strategic management for agribusiness firms.
- Assisted in the monitoring and evaluation of the course.

Agricultural Trade and Policy

Winter 2005 and 2006

ESSEC Business School, Paris France

- Guest Lecturer: Lectured on agricultural policies in the U.S., the European Union, and the WTO

Diseases in the Trade of Animal Products

Winter 2002

Grande Ecole, Paris France

- Guest Lecturer: Lectured on animal diseases and the trade implications for international trade

Advising

Undergraduate Academic Advisor

Spring 2000-December 2016

- Advised undergraduate students on courses and give general guidance to these students
- Introduced students to the Department and provide them information on requirements and job options

Graduate Faculty/Advisor

Spring 2000-December 2016

- Supervised four doctoral students, three master students, and one undergraduate Honors student to completion.

- Serve on committees of 17 masters and 17 doctoral students

Undergraduate Coordinator

July 2016-December 2016

- Supervised the undergraduate program and advising for the department
- Directed advising activity in the department

Grants

- USDA Economic Research Service Cooperative Agreement, 58-3000-7-0085, “Food Loss and Waste for Produce: On-Farm Loss and Waste”
Norbert Wilson Principle Investigator, \$70,000 10/2017-12/2018
- Hunger Free America, Summer Meals Program in New York City
Norbert Wilson Principle Investigator, \$10,000 04/2018-09/2018
- Alabama Agricultural Experiment Station (AAES) Post-Doctoral Fellow Grant Program,
Norbert Wilson Principle Investigator, \$50,000 10/2016-09/2017
- National Institute for Food and Agriculture, AFRI Foundation Program, CORNELL-76721-10688, “Food Waste: Consumer Response to Information, Technology, and Risk” Brad Rickard, Principle Investigator, **Norbert Wilson Co-Principle Investigator**, \$500,000 (subcontract \$ 234,651), 04/2015-03/2017
- National Institute for Food and Agriculture, 1890 Institution Capacity Building Grant, SCSU-16-521053-AGRI-AUBURN-AL, “TTIP: Its Impact on U.S. Food Safety, the Environment, and State Agricultural Production, Exports and Trade”, David Karemera, Principle Investigator, **Norbert Wilson, Co-Principle Investigator**, \$444,029 (sub-contract \$34,517), 06/2016-09/2017
- National Institute for Food and Agriculture, AFRI Foundation Program, “Conference: Implications of TTIP and TTP for GM/Non-GM Coexistence.” David Bullock, Principle Investigator; **Norbert Wilson, Co-Investigator**; Osei Yeboah, Co-Investigator; and Lia Nogueira, Co-Investigator; \$49,600 04/2014-05/2015
- Alabama Agricultural Experiment Station, “Expanding Markets for Small and Mid-Sized Farmers in Alabama.” Michelle Worosz, Principle Investigator, and **Norbert Wilson Co-Investigator**, \$45,000 10/2014-09/2016
- National Institute for Food and Agriculture, AFRI Foundation Program, USDA-2014-67024-21849, “Sabbatical Leave on Behavioral Economics: Nudges at Client-Choice Pantries” **Norbert Wilson, Principle Investigator**, and David Just, Co-Investigator, \$177,529 04/2014-03/2015
- Auburn University Competitive Outreach Scholarship Grant. “Macon a Moveable Feast: A Celebration of Food and Health in Macon County Alabama” **Norbert Wilson, Principle Investigator**; Conner Bailey, Investigator; Michelle Worosz, Co-Investigator; Jocelyn Zanzot, Co-Investigator; and Claire Zizza, Co-Investigator; \$20,000 04/2012-03/2013

- Alabama Peanut Producers Association, APPA-RIA03-AG ECON RESCH, “The Economic and Environmental Impacts of Peanut Production” **Norbert Wilson, Principle Investigator**, and Diane Hite, Co-Principle Investigator, \$52,540 3/2011-2/2015
- AARP Foundation, “Coming to the Table: Creating a Statewide Food Policy Council to Combat Food Insecurity in Alabama” AARP Alabama Principle Investigator; **Norbert Wilson, co-Principle Investigator** and Michelle Worosz, Co-Investigator \$30,000 (subcontract \$7500) 9/2012-12/2012
- USDA Economic Research Service, USDA-58-6000-0-0034, “Pilot Project to Study Student Access to ARMS Data through the NORC Data Enclave” **Norbert Wilson, Principle Investigator**, \$20,000 6/2010-9/2011
- Groupe d’Economie Mondiale à Sciences Po (GEM), “Product Standards and Developing Country Agricultural Exports: The Case of the European Union” Ben Shepherd, Principle Investigator, and **Norbert Wilson, Co-Principle Investigator**, €20,000 (\$16,836 subcontract), 10/2009-05/2010
- USDA Agricultural Research Service National Peanut Research Laboratory, USDA-58-6604-9-230 “Technical and Economic Baselines for Pest Management, Irrigation, and Tillage in US Peanut Production” **Norbert Wilson, Principle Investigator**, and Diane Hite, Co-Investigator, \$20,000 7/2009-9/2011
- Auburn University, Competitive Research Grant. “Has the World Grown Too Small: An Analysis of the Public Policies of Agriculture” **Norbert Wilson, Principle Investigator**, \$4,743. 04/2007-03/2008
- Auburn University, Alabama Agricultural Experiment Station, Agriculture Initiative Grant, “Improving the Supply Chain Management of Alabama Turf Grass Producers” **Norbert Wilson, Principle Investigator**; Deacue Fields, Co-Investigator; Emmett Lodree, Co-Investigator; and David Han, Investigator, \$75,500 10/2007-09/2009.
- Auburn University, Alabama Agricultural Initiative on Natural and Human Resources., “Evaluating the Evolution of Agricultural Cooperatives to Meet the Needs of Non-Traditional Clientele” **Norbert Wilson, Principle Investigator**, and Deacue Fields, Co-Investigator, \$59,261 10/2006-09/2008
- US Department of Agriculture, Initiative for Future Agricultural and Food Systems (IFAFS/USDA). “Innovation and Dynamic Efficiency in Agricultural Biotechnology.” Carl Pardy, Principle Investigator of the grant; Greg Traxler, Co-Principal Investigator; **Norbert Wilson, Co-Investigator**; and Jose Falck, Co-Investigator; \$855,000 (subcontract \$141,000) 03/2001–09/2003

Outreach

Bipartisan Policy Center Task Force Member: “Leading with Nutrition: Leveraging Federal Programs for Better Health”

Awards

Research Awards

- Rural Sociology Best Paper Award for Denny, R. C., Worosz, M. R. and Wilson, N. L. (2016), "The Importance of Governance Levels in Alternative Food Networks: The Case of Red Meat Inspection Rules." *Rural Sociology*, 81: 601-634. doi:[10.1111/ruso.12103](https://doi.org/10.1111/ruso.12103)
- Honorable Mention for Best Article in the *Review of Agricultural Economics* 2005 for the article: Sumner, Daniel A. and Norbert L. W. Wilson. "Capitalization of Farm Policy Benefits and the Rate of Return to Policy-Created Assets: Evidence from California Dairy Quota." *Review of Agricultural Economic*, 27 (June 2005): 245-258
- Auburn University's Experiment Station Director's Research Award for faculty with less than 10 years of experience, December 2003

Teaching Awards

- College of Agriculture, Dean's Award for Teaching Excellence, 2014
- College of Agriculture, York International Study Program Grant to Ecuador for class on Food Security 2010, 2011 and 2012.
- Undergraduate Research Fellowship, 2007-2008, with Courtney Anderson. "Consumer Perception of the Health Benefits of Gluten-Free Cookies"
- Co-advisor for First Place Case Study Student Competition sponsored by the American Agricultural Economics Association 2001
- Daniel F. Breeden Endowment for Faculty Enhancement for Teaching, \$2000, Spring 2000 "Learning by Doing: Case Studies, Experiments and the Internet"

Media

Reports on my work

Tufts Magazine "Willingness to Waste"

<https://sites.tufts.edu/nutrition/winter-2017/waste-by-design/> Winter 2017

UN FAO "Date Labels and their Impact on Food Waste in the United States"

<http://www.fao.org/save-food/news-and-multimedia/news/news-details/en/c/341409/> November 2, 2015

Auburn University—News and Events "Study reveals reasons behind food waste"

<http://aaes.auburn.edu/maru/news/study-reveals-reasons-behind-food-waste/>

WasteDive Study: Consumers willing to waste more food depending on label language

<http://www.wastedive.com/news/study-consumers-willing-to-waste-more-food-depending-on-label-language/425170/> August 26, 2016

Auburn University—News and Events “A nudge toward healthier food choices”
<http://aers.auburn.edu/news/a-nudge-toward-healthier-food-choices/> May 6, 2016

Science Daily “Nudging health in food pantries: Use product placement, packaging to increase healthful food selection in food pantries”
<https://www.sciencedaily.com/releases/2016/05/160517083201.htm> May 17, 2016

Science World Report “Healthy Selections For Food Pantries, Researchers Examine Low Cost Techniques” <http://www.scienceworldreport.com/articles/36519/20160128/healthy-selections-food-pantries-researchers-examine-low-cost-techniques.htm> January 28, 2016

Today’s Dietician “Encouraging Healthful Food Selection in Food Pantries”
http://www.todaysdietitian.com/enewsletter/enews_0616_02.shtml

Norbert Wilson on RFD-TV's Market Day Report
<https://www.youtube.com/watch?v=EPkxWkbsl-8> June 16, 2016

CityLab from the Atlantic “How Grocery Taxes Hurt Poor Americans”
<http://www.citylab.com/navigator/2016/07/grocery-taxes-food-insecurity-study/493520/>

TakePart “Taxes on Groceries, Not Soda, Are Hurting Poor Americans”
<http://www.takepart.com/article/2016/07/24/grocery-taxes-hunger/> July 24, 2016

StateLine from Pew Charitable Trusts “Decried as Unfair, Taxes on Groceries Persist in Some States” <http://www.pewtrusts.org/en/research-and-analysis/blogs/stateline/2016/08/16/decried-as-unfair-taxes-on-groceries-persist-in-some-states> August 16, 2016

Cooperative Farming News “Customer Survey can help farm co-op improve on service”
<http://www.alafarmnews.com/index.php/archiveshomepage/3360-customer-survey-can-help-farm-co-ops-improve-on-service> July 2011

Commentary or news that I wrote on my work

“Promoting the sustainable development goals with “win–win” regulations in food and agricultural trade” <http://www.asiapathways-adbi.org/author/norbert-wilson/>

Rural Cooperatives “Is ‘local’ enough? Keeping customers happy in farmer co-op stores” co-authored with Deacue Fields and S. Thomas Hall <https://www.rd.usda.gov/files/rdCoopMagNov-Dec2011.pdf> Nov/Dec 2011