

# JOSHUA J REED

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## EDUCATION

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- PhD** Penn State University, Energy Environmental and Food Economics August 2025  
Advisors: Dr. Edward Jaenicke and Dr. Yizao Liu  
Focus: Food Economics
- MS** University of Massachusetts, Amherst, Resource Economics May 2020  
Advisors: Dr. Nathalie Lavoie and Dr. Emily Wang  
Focus: Industrial Organization
- BA** The College of New Jersey, Economics May 2017  
Advisor: Dr. Donald Vandegrift  
Minor in French

## RESEARCH EXPERIENCE

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- USDA 2025 Trends in Local Foods Systems: A Report to Congress** May 2024 to present
- Co-authoring the forthcoming 2025 Trends in U.S. Local and Regional Food Systems: A Report to Congress with USDA-ERS collaborators.
  - Compiling measurements of direct-to-consumer food prices using Circana consumer panel data.
  - Engaging with researchers at USDA-ERS to report consistent measurements of food prices in the context of changing data structures.

- Urban-Rural Differences in Consumer Demand for Local and Organic Food**  
Penn State University January 2021 to present  
Advisors: Dr. Edward Jaenicke and Dr. Yizao Liu
- Part of the large interdisciplinary *Thriving Agricultural Systems in Urbanized Landscapes* project, a 5-year \$9-million project funded through NIFA.
  - Leading discussions with and communicating findings to stakeholders at annual workshops.
  - Mixed logit discrete choice demand analysis utilizing high-frequency consumer-level purchase data.
  - Helping to plan and execute a complementary experimental study to confirm scanner data results.

**Nutrient-Specific Addiction in Unhealthy Foods: Investigating Dynamic Food-Purchasing Behavior and Policy Implications**

Penn State University

August 2020 to present

Advisors: Dr. Edward Jaenicke, Dr. Yizao Liu, and Dr. Emily Wang

- Working with USDA-ERS collaborators on a NIFA sponsored project.
- Utilizing high-frequency consumer level purchase data, economic theory of rational addiction, and innovative econometric methods.
- Understand addictive consumption patterns at the household level and how they correlate with health status.
- Under Review at *Journal of Health Economics* for publication of *Rational Addiction to Ultra-Processed Food in the Context of Extreme Consumer Heterogeneity*.
- Proposing a follow-up study examining heterogeneous effects of soda taxes in the context of food addiction.

**Market Reaction to Restaurant Calorie Labeling Rule**

University of Massachusetts Amherst

December 2018 to present

Advisors: Dr. Nathalie Lavoie and Dr. Emily Wang

- Helped compile application materials, including project narrative and preliminary analysis, for an approved NIFA research grant of \$454,693.08.
- Using Python and OCR software for efficient data cleaning.
- Performing statistical analysis in R and STATA.
- Managing undergraduate research assistants.

**New Jersey Business and Industry Association**

Trenton NJ

January 2017 to August 2017

Research Assistant

- Collecting and analyzing publicly available data for lobbying purposes.
- Communicating these findings to a non-academic audience.

**The Effect of New Jersey's Parental Leave Policy on Employment,**

The College of New Jersey

June 2016 to May 2017

Advisor: Dr. Donald Vandegrift

- Collecting detailed and geographically specific employment data.
- Utilizing difference-in-difference and panel regression methodology.
- Data organization and analysis in STATA.
- Self-publishing a working paper version of this undergraduate thesis.

**TEACHING EXPERIENCE**

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**Tennessee Tech** Cookeville, Tennessee

August 2025 to Present

- Undergraduate level agribusiness courses in Futures Marketing and Options and Agricultural Finance
- Applications-focused teaching using Microsoft Excel.

**Penn State University** State College, Pennsylvania August 2024 to December 2024  
**Instructor of Record**, College of Agricultural Sciences, Agribusiness Management Program

- Undergraduate Level agribusiness markets and prices course with 35 students.
- Applications-focused analysis and forecasting using Microsoft Excel.
- Independent teaching, lesson planning, and grading.

**Penn State University** State College, Pennsylvania August 2023 to December 2023  
**Adjunct Professor**, Department of International Affairs

- Graduate Level introductory statistics course with 50 students across 2 sections.
- Applications-focused statistics demonstrations and activities in Microsoft Excel.
- Independent teaching, lesson planning, and grading.
- Median instructor rating: 4/5.

**Penn State University** State College, Pennsylvania August 2022 to December 2022  
**Instructor of Record**, College of Agricultural Sciences, Agribusiness Management Program

- Undergraduate Level Global agribusiness course with 75 students.
- Discussion focused class with a series of curated YouTube videos.
- Independent teaching, lesson planning, and grading.
- Median instructor rating: 6/7.

**University of Massachusetts Amherst**, Amherst, Massachusetts Sep 2019 to May 2020  
**Head Teaching Assistant**, Department of Resource Economics

- Introductory statistics course with about 600 students.
- Administration of electronic homework and exam system.
- Advising other teaching assistants as well as students in the class.
- Organizing class for switch to virtual learning.

**University of Massachusetts Amherst**, Amherst, Massachusetts Sep 2018 to May 2019  
**Teaching Assistant**, Department of Resource Economics

- Introductory statistics course with about 600 students.
- Leading discussion sections of about 50 students.
- Assisting professor with instruction during class.
- Grading final papers and giving feedback on first drafts.

**Ministère d'Éducation National**, Blois, France Sep 2017 to May 2018  
**Foreign Language Instructor** Ecoles Jules Ferry, Mirabeau, and Molière (Pre-School)

- Teaching classes of 10-30 children aged 2-11 basic English vocabulary and grammar.
- Lesson planning.
- French language in a professional setting and day-to-day life.

**The College of New Jersey**, Ewing, New Jersey Sep 2014 to Aug 2017  
**French Conversation Hour Leader**, TCNJ Foreign Languages Department

- Leading discussion groups of about 10 undergraduate students.
- Designing spoken French activities to engage undergraduate students.

## MANUSCRIPTS

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- Reed, J., Jaenicke, E.C., Liu, Y., Wang E., and Zeballos E.** “Rational Addiction to Ultra-Processed Foods in the Context of Household-Specific Heterogeneity” (November 20, 2024). SSRN: <https://ssrn.com/abstract=5063106> or <http://dx.doi.org/10.2139/ssrn.5063106>
- Reed, J., Liu, Y., Jaenicke, E.C., Huang C., Xiao D.** “Urban-Rural Differences in Consumer Demand for Locally Sold Food” (AAEA 2023 conference paper). AgEcon Search <https://ageconsearch.umn.edu/record/335689?ln=en>
- Reed, J., Jaenicke, E.C., Liu, Y., Wang E., and Zeballos E.** “Rational Addiction to Food by Obesity Status” (AAEA 2022 Conference Paper). AgEcon Search. <http://dx.doi.org/10.22004/ag.econ.322479>
- Reed, J.,** "The Effect of Nutrition Labelling on Fast-Food Nutritional Content" (2020). Master's Theses University Of Massachusetts Amherst. 942. <https://doi.org/10.7275/17658761>
- Reed, J., & Vandegrift, D.** (2016). The effect of New Jersey's paid parental leave policy on employment (MPRA Working Paper). University Library of Munich. [https://mpra.ub.uni-muenchen.de/74794/1/MPRA\\_paper\\_74794.pdf](https://mpra.ub.uni-muenchen.de/74794/1/MPRA_paper_74794.pdf)

## SELECTED PRESENTATIONS

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| <b>Differential Impacts of Soda Taxes by Obesity Status and Implications for Food Addiction,</b><br><i>AAEA Conference</i> , poster presentation<br>Reed, J., Jaenicke, E.C., Liu, Y., Wang E., and Zeballos E<br>New Orleans, LA                | July 2024    |
| <b>Movements and Markets for Local Foods</b><br><i>Thriving Agriculture in Urbanized Landscapes Workshop</i> , session leader<br>Reed, J. and Nunn, N.<br>Stevensville MD  | July 2024    |
| <b>Effect of Urban-Rural Environment on Demand for Local Foods</b><br><i>USDA ERS Local and Organic Farming Systems Research Symposium</i> , oral presentation<br>Reed, J., Liu, Y., Jaenicke, E.C., Huang C., and Vecchi, M.<br>Kansas City, MO | January 2024 |
| <b>Food Addiction and Obesity</b><br><i>EAAE Congress</i> , oral presentation<br>Reed, J., Jaenicke, E.C., Liu, Y., Wang E., and Zeballos E<br>Rennes, France  | August 2023  |
| <b>Urban-Rural Differences in Consumer Demand for Locally Sold Foods</b><br><i>AAEA conference</i> , oral presentation<br>Reed, J., Liu, Y., Jaenicke, E.C., and Huang C.,<br>Washington D.C.  | July 2023    |
| <b>Market Reaction to Calorie Labelling Rule</b><br><i>NAREA Conference</i> , oral presentation<br>Reed J., Lavoie N., Liu Q., and Wang E.<br>Annapolis, MD  | June 2023    |

**Food Addiction and Obesity**

August 2022

AAEA conference, oral presentation

Reed, J., Jaenicke, E.C., Liu, Y., Wang E., and Zeballos E  
Anaheim, CA**Demand for Local Agriculture**

August 2021

AAEA Conference, oral presentation

Reed, J., Liu, Y., Jaenicke, E.C., Huang C., and Xiao D.  
Austin, TX

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**GRANTS, HONORS, AND AWARDS**

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**NAREA Recognition of Outstanding Service Award**

2024

Awarded by the Northeastern Agricultural and Resource Economics Association in recognition of service on the board of directors as the Graduate Student Representative 2022-2024.

**Vijay Bhagvan Teaching Assistant of Distinction Award**

2021

Awarded by the University of Massachusetts Amherst, Department of Resource Economics to a teaching assistant exemplifying dedication, enthusiasm and commitment to the wellbeing of students. In recognition of my role as Head Teaching Assistant in transitioning a 600-person class to online learning during the Coronavirus pandemic, award of \$1,000.

**Graduate Student Fellowship**

2020

Prestigious fellowship program available to incoming Penn State graduate students. Provides a stipend of \$30,000 in addition to tuition and healthcare subsidy.

**NIFA Grant**

2020

Helped compile application materials, including project narrative and preliminary analysis, for an approved National Institute of Food and Agriculture (NIFA) research grant of \$454,693.08. Working with Dr. Nathalie Lavoie, Dr. Emily Wang, and Dr. Qihong Liu on a project titled *Market Reaction to The Restaurant Calorie Labeling Rule*, focusing on restaurant reactions to a calorie labelling mandate in the U.S.

**GSRF Grant**

2019

Graduate Summer research fund sponsored by the University of Massachusetts Amherst. \$899 to sponsor additional work hours and materials for “The Effect of Nutrition Labeling on Fast Food Nutritional Quality” in collaboration with Dr. Nathalie Lavoie and Dr. Emily Wang.

**MUSE Grant**

2016

Mentored undergraduate student experience grant sponsored by the College of New Jersey. \$3,500 to sponsor 8 weeks research on “The Effect of New Jersey’s Parental Leave Policy on Employment” with Dr. Donald Vandegrift.

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**SERVICE**

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**Financial Literacy Subcommittee**

August 2024 to Present

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**NAREA Board Member**

June 2022-June 2024

- Graduate student representative on the board of the Northeastern Agricultural and Resource Economics Association.

- Attending quarterly board meetings and voting on relevant measures.

#### **NAREA Graduate Student Engagement Committee**

June 2022-June 2024

- Founding member of committee designed to increase graduate student engagement within the NAREA organization.
- Planning and implementing a poster award at the June 2023 meeting to recognize graduate student contributions.

#### **EEFE Graduate Association Treasurer**

November 2022- May 2024

- Founding member and treasurer of a social organization for Ph.D. Students in the Energy Environment and Food Economics program at Penn State University.
- Student organization training including sensitivity, event planning, and financial management.

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#### **COMPUTER SKILLS**

**Advanced Skills:** Stata, R, Microsoft Office Suite, SQL, ABBYY (optical character recognition software)

**Intermediate Skills:** Python, Latex, MATLAB, GAMS

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#### **OTHER**

**Languages:** English (Native), French (Conversational), German (Novice), Spanish (Novice)

**Citizenship:** United Kingdom and United States

**Interests/Hobbies:** Computer science, language, history, cooking, fostering dogs.

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#### **REFERENCES**

**Dr. Edward Jaenicke**, [Professor]

Penn State University Energy Environmental and Food Economics Department

Email: [ecj3@psu.edu](mailto:ecj3@psu.edu)

**Dr. Yizao Liu**, [Associate Professor]

Penn State University Energy Environmental and Food Economics Department

Email: [yul459@psu.edu](mailto:yul459@psu.edu)

**Dr. Emily Wang**, [Associate Professor]

University of Massachusetts, Amherst, Department of Resource Economics

Email: [emilywang@resecon.umass.edu](mailto:emilywang@resecon.umass.edu)