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**Colorado State University**

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## **DEGREES**

Ph.D., May 2007, Economics, Washington State University  
Dissertation: *Product Characteristics and Reputation Effects in the Wine Market*

M.S., May 2007, Statistics, Washington State University

M.A., 2002, Agribusiness, Washington State University

B.S., 1999, Agriculture, Crop Protection, University of Bologna Italy

## **RESEARCH INTERESTS**

### **Broad areas of expertise:**

Applied Econometrics, Agricultural Marketing and Industrial Organization

### **Areas of special Interest:**

Economics of Information

Product Quality and Reputation, Labeling

Wine Economics

## **ACADEMIC PROFESSIONAL EXPERIENCE**

Assistant Professor, Colorado State University

July 2007-present

## **HONORS**

- Dissertation Travel Fellow, International Agricultural Trade Research Consortium Meetings, St. Petersburg, FL December 3-5, 2006"
- WAEA Travel Grant Recipient, 2005
- Ph.D. Fellowship, IMPACT Center, WSU, 2003 – 2006
- WSU Graduate School Travel Grant Recipient, 2005
- Graduate Fellowship recipient, WSU, 2001
- Erasmus Scholarship recipient, 1998

## PUBLICATIONS

1. Costanigro, M, J.J. McCluskey, and Ron C. Mittelhammer (2007) “Segmenting the Wine Market Based on Price: Hedonic Regression when Different Prices mean Different Products”. *Journal of Agricultural Economics* 58 (3), 454–466
2. Costanigro, M., J.J. McCluskey, and R.C. Mittelhammer (2009). “Estimating Class-Specific Models under Class Uncertainty: Local Polynomial Regression Clustering in an Hedonic Analysis of Wine Markets ”. *Journal of Applied Econometrics*, 24 (7), 1117-1135
3. Costanigro, M., J.J. McCluskey, and C. Goemans, (2010). “The Economics of Nested Names: Name Specificity, Reputations, and Price Premia”. *American Journal of Agriculture Economics*, 92 (5), 1339-1350
4. Costanigro, M., D. Thilmany, S. Kroll and G. Nurse. (2011) “An In-Store Valuation of Local and Organic Apples: the Role of Social Desirability”. *Agribusiness: an International Journal* 27(4), 465-477.
5. Costanigro, M., C. Bond, and J. McCluskey. (2012) “Reputation Leaders and Quality Laggards: Incentive Structure in Markets with Private and Collective Reputation”. *Journal of Agriculture Economics*. Forthcoming.
6. Goemans C. and M. Costanigro and J. Stone. (2012). “The Interaction of Water Restriction and Pricing Policies: Econometric, Managerial and Distributional Implications”. *Journal of Natural Resources Policy Research*. Forthcoming.

## Books/Books chapters

1. Costanigro, M and J.J. McCluskey. “Hedonic Price Analysis in Food Markets”, chapter in the Handbook on the Economics of Food Consumption and Policy. Edited by J. Lusk, J. Rosen and J. Shogren, Oxford University Press, 2011.

## Industry fact sheets and other non-peer reviewed articles

1. Marco Costanigro and Dawn Thilmany. How Do Consumers Value Apples? A comparison of Organic and Colorado Proud Labels. AMR11-04 May 2011. <http://dare.colostate.edu/pubs/AMR/AMR%2011-04.pdf>
2. Obtaining and Managing Reputation Price Premia in Markets for Experience Goods: Evidence from Academic Research on the Wine Market. AMR 09-03. September 2009. <http://dare.colostate.edu/pubs/AMR/AMR%2009-03.pdf>

## Work in progress

### Under review

1. Costanigro, M., S. Kroll, D. Thilmany and M. Bunning. “Local, Organic, Conventional- Asymmetric Effects of Information and Taste on Label Preferences in an Experimental Auction”. *European Review of Agriculture Economics*
2. Deselnicu, O., M. Costanigro, D. M. Souza-Monteiro and D. Thilmany. “What Determines the Success of a Geographical Indications? A price-based Meta-Analysis for GIs in Food Products”. *Food Policy*.  
AAWE working paper No.93 available at  
[http://wine-economics.org/workingpapers/AAWE\\_WP93.pdf](http://wine-economics.org/workingpapers/AAWE_WP93.pdf)
3. Rickard, B., M. Costanigro and T. Garg. Regulating the Availability of Beer, Wine, and Spirits in Grocery Stores: Beverage-Specific Effects on Prices, Consumption and Traffic Fatalities. *Journal of Law and Economics*  
AAWE working paper No. 95 available at  
[http://wine-economics.org/workingpapers/AAWE\\_WP95.pdf](http://wine-economics.org/workingpapers/AAWE_WP95.pdf)

### Working papers and Research in Progress

Goemans G., J. Stone and M. Costanigro “Evolution of Household Water Demand Following Drought: Lessons from a Major Colorado Utility”.

Costanigro, M. and R. Mittelhammer. “Stop the Transformation: Quantile regression in Hedonic Modeling”.

Costanigro, M. “Implication of Labeling Food Attributes and Production Processes: the Good, the Bad and the Ugly.”

Deselnicu O., M. Costanigro, and S. Kroll “Inferred Nutritional Value and Environmental Impact of Milk from Front & Back Milk Labels”

Deselnicu O., M. Costanigro and D. Thilmany. “Where should the Milk Industry Improve? Corporate Social Responsibility from a Consumers’ Point of View”

Appleby Chris, M. Costanigro and D. Thilmany. “WTP for Reduced Sulfite Content in Wine”

## GRANT ACTIVITY

1. Willingness to pay for reduced sulfite content in wine. \$5,000 funded by Surepure.
2. Consumer Ranking and Valuation of Credence Attributes in Fluid Milk. With Dawn Thilmany. \$20,000 Funded by Aurora Organic Dairy
3. Estimating the Cost Effectiveness of Water Conservation Efforts. With Chris Goemans \$35,000 Funded by
4. Organic, Locality and Food Miles - Implications for Trade, Supply Chains, Environment and Consumer Welfare. \$462,000 Funded by USDA NRI Markets and Trade Program. Collaborator.

## CONFERENCE PRESENTATIONS AND POSTERS

1. *Examining the Links between Wine Distribution Laws, Alcohol Consumption, and Traffic Fatalities*. With B. Rickard, and T. Garg, AAEA and NAREA joint meetings, Pittsburgh, July 24-26, 2011
2. *What Determines the Success of a Geographical Indication? A Meta-analysis of Price Premia and WTP studies for GIs in Food Products*. With O. Deselnicu, D. Souza-Monteiro and D. Thilmany. AAEA and Narea joint meetings, Pittsburgh, PA, July 24-26, 2011.
3. *Wine Distribution Laws, Alcohol Consumption and Traffic Fatalities in the US*. With B. Rickard, and T. Garg. Academy of Wine Business Research, Bordeaux Management School. June 8<sup>th</sup>, 2011.
4. *Local and Organic: Substitutes or Complements? An in Store Valuation of Labels for Apples*. With Kroll S., Thilmany D., and Nurse, G. Selected Presentation at AAEA conference in Denver, Co, July 25-27 2010.
5. *Do Taste Buds Trump Labels and Information? A Sensory Test and Economic Experiment on Organic and Local Apples*. With Kroll S., Thilmany D., and Bunning, M. Selected Presentation at AAEA conference in Denver, Co, July 25-27 2010.
6. *Quantile Regression in Hedonic Modeling*. With Jeremy Carter. Selected poster at AAEA conference in Milwaukee, Wi. July 26-28 2009
7. *My Name or Our Name? Firm and Collective Reputation in the Wine Industry*. With Jill McCluskey. NEC-63/FAMPS joint meetings. San Diego, Ca. Feb 1-3, 2009
8. *Valuing collective and firm reputation in the wine market: my name or our name?* With Jill McCluskey. Selected paper presented at the AAWE meeting in Portland, Oregon August 14-16, 2008.
9. *Collective versus Brand Reputations in Wines*, selected paper presented at the AARES Organized Symposium at the 2007 AAEA, WAEA, and CAES Joint Annual Meeting in Oregon, July 29 - August 1, 2007.
10. *Wine Valuation by Price Segments*, selected poster at the 2006 American Agricultural Economics Association Annual Meeting in Long Beach, July 23-26.
11. *Identifying Submarkets in the Wine Industry: a Multivariate Approach to Hedonic Regression*. Paper accepted for presentation at the 2006 American Agricultural Economics Association (AAEA) Annual Meeting in Long Beach, CA, July 23-26.
12. *Segmenting the Wine Market based on Price: Hedonic regression when different prices mean different products*. Presented at the Western Agricultural Economics Association (WAEA) meetings, San Francisco, CA 2005.

13. *Price Segmentation of Wine*, Academic Showcase Juried Poster Session Washington State University, 2005.
14. *Price as a Signal of Quality: Segmenting the California and Washington Wine Markets based on Price*, selected paper presented at the 2005 Australian Agricultural and Resource Economics Society meetings in Coffs Harbour, Australia.
15. *Urban Market improvement and Social Capital in Arsi and Bale*. End of mission report and recommendations submitted to the Arsi and Bale Rural Development Project and F.A.O., fall 2002.
16. *Economic Implications of a Molecular Assay for Detection of Seed-Borne Botrytis spp. on Onions*. Poster presented at the 2002 National Allium Research Conference Pasco, WA, 2002

## UNIVERSITY TEACHING

### Classroom Activity

1. AREC 335. Introduction to Econometrics (undergrad) Fall 07, 08, 09, 10, 11
2. AREC 310. Agricultural Marketing (undergraduate) Fall 08, Spring 10, 11, 12
3. AREC 735. Econometrics Theory II (Ph.D.) Spring 09 (Co-Taught)
4. AREC 735. Econometrics Theory II (Ph.D.) Spring 10, 11, 12
5. AREC 710. Advanced Agriculture Economics (Ph.D.) Fall 10 (Co-Taught)

### Ph.D Committee Chair (current students)

1. Oana Deselnicu Expected degree completion: Summer 2012

### Masters Committee Chair (current students)

1. Chris Appleby Expected degree completion: Summer 2012

## SERVICE

**Journal Reviewer:** *Agribusiness*: an International Journal, *Agricultural and Resource Economics Review*, *American Journal of Agriculture Economics*, *Applied Economic Perspective and Policy*, *Canadian Journal of Agriculture Economics*, *Choices*, *Empirical Economics*, *European Review of Agriculture Economics*, *Journal of Wine Economics*

### National and Regional

Topic Leader, Research Methods/Econometrics/Stats sessions. 2012 AAEA meeting, Seattle.

AAEA Employment Services Committee, 2010-2011

### College

Information Technology Committee, 2010-present.

**Academic Unit**

Graduate Program Review Committee	2011-present
Awards Committee	2009-present, chair 2008-2009
Quantitative Core Exam	2009-present, chair 2009-2010
Graduate Committee	2008-present.
Graduate Admission Committee	2008-Present
Graduate Program Review of Quantitative Methods	2009-2010

**Other**

F.A.O. Volunteer, Marketing and Rural Finance Service (AGSM) ROME, Fall 2002  
Asela, Ethiopia, fall 2002. Rural Market Infrastructure Development in Arsi and Bale. A joint collaboration with Arsi and Bale Rural Development Project, F.A.O. and University of Bologna.

President, School of Economic Sciences Graduate Student Association, WSU (2005-2006)

Vice-President, School of Economic Sciences Graduate Students Association, WSU (2004-2005)

**Professional Affiliation (past and present):**

Agricultural & Applied Economics Association, American Association of Wine Economists, Agricultural Economics Society, Western Agricultural Economics Association

Last updated: Feb 2012