

TRAVIS J. LYBBERT

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APPOINTMENTS & EXPERIENCE

2011+	ASSOCIATE PROFESSOR	Dept. of Ag. & Resource Econ., Univ. of California, Davis, CA
2011	VISITING RESEARCHER	World Intellectual Property Organization, Geneva, Switzerland
2006-11	ASSISTANT PROFESSOR	Dept. of Ag. & Resource Econ., Univ. of California, Davis, CA
2004-06	ASSISTANT PROFESSOR	Wilkes Honors College, Florida Atlantic Univ., Jupiter, FL
2002-03	INSTRUCTOR	Operation Research Department, Cornell University, Ithaca, NY
2002	INTERN	WTO-Intellectual Property Division, Geneva, Switzerland
2000-02	LICENSING CONSULTANT	Cornell Research Foundation, Ithaca, NY
1997-98	FULBRIGHT SCHOLAR	Rabat, Morocco

EDUCATION

CORNELL UNIVERSITY, Ph.D. Applied Economics, 2004
CORNELL UNIVERSITY, M.S. Agricultural Economics, 2000
UTAH STATE UNIVERSITY, B.A. Economics, 1997 *summa cum laude*

TEACHING

Microeconomics of Development (Ph.D)	International Economic Development
Applied Microeconomics (M.S.)	Honors Controversies in the Global Economy
Honors Principles of Microeconomics	Honors Principles of Macroeconomics
Honors Environmental Economics	Honors GIS & Economics
Honors Introduction to Econometrics	Economics of Engineering Systems
Business & Poverty (Lifelong Learning course)	

JOURNAL ARTICLES

30. Travis J. Lybbert. 2012. "Hybrid Public-Private Delivery of Preventative Lipid-Based Nutrient Supplement Products: Key Challenges, Opportunities and Players in an Emerging Product Space" *SCN News* (UN Standing Committee on Nutrition) 39: 32-39.
29. Travis J. Lybbert and Daniel Sumner. 2012. "Agricultural Technologies for Climate Change Mitigation and Adaptation in Developing Countries: Policy Options for Innovation and Technology Diffusion" *Food Policy* 37: 114-123.
28. Travis J. Lybbert, Abdellah Aboudrare, Deborah Chaloud, Nicholas Magnan, and Maliha S. Nash. 2011. "Booming markets for Moroccan argan oil appear to benefit some rural households while threatening the endemic argan forest" *Proceedings of the National Academy of Sciences* 108(34): 13963-13968.
27. Travis J. Lybbert and John McPeak. 2012. "Risk & Intertemporal Substitution: Livestock Portfolios & Off-take Among Kenyan Pastoralists" *Journal of Development Economics* 97: 415-426.
26. Travis J. Lybbert, Troy C. Lybbert, Aaron Smith, and Scott Warren, "Does the Red Flag Rule Induce Risk

- Taking in Spring Finishes? Moral Hazard Crashes in Cycling's Grand Tours" *Journal of Sports Economics* forthcoming.
25. Nicholas Magnan, Rachid Mrabet, Travis J. Lybbert, and Aziz Fadlaoui. 2011. "The Option Value of Delayed Input Use Under Catastrophic Drought Risk: The case of no-till in Morocco" *American Journal of Agricultural Economics* 93(2): 498-504.
 24. Nicholas Magnan, Travis J. Lybbert, Alex F. McCalla, and Julian A. Lampietti. 2011. "Modeling the Limitations and Implicit Costs of Cereal Self-Sufficiency: The Case of Morocco" *Food Security* 3 (Suppl 1): S49-S60.
 23. Travis J. Lybbert and Adrian Bell. 2010. "Stochastic Benefit Streams, Learning and Technology Diffusion: Why Drought Tolerance is not the new Bt" *AgBioForum* 13(1): 13-24. Correspondence in *Nature Biotechnology* 28(6): 553-554.
 22. Travis J. Lybbert, Nicholas Magnan, and Abdellah Aboudrare. 2010. "Household and Argan Forest Impacts of Morocco's Argan Oil Bonanza" *Environment and Development Economics* 15: 439-464.
 21. Travis J. Lybbert, Francisco Galarza, John McPeak, Christopher B. Barrett, Stephen R. Boucher, Michael R. Carter, Sommarat Chantarat, Aziz Fadlaoui, Andrew G. Mude. 2010. "Dynamic Field Experiments in Development Economics: Risk valuation in Morocco, Kenya and Peru" *Agricultural and Resource Economics Review* 39(2): 176-192.
 20. David R. Just and Travis J. Lybbert. 2009. "Risk Averters that Love Risk? Marginal Risk Aversion in Comparison to a Reference Gamble" *American Journal of Agricultural Economics* 91: 612-626.
 19. Christopher R. Gustafson and Travis J. Lybbert. 2009. "What's Extra Virgin? An Economic Assessment of California's Olive Oil Labeling Law" *Agricultural and Resource Economics Update* 12:3 Jan/Feb.
 18. Travis J. Lybbert. 2010. "The Economic Roots of the American "Zigzag": Knives, Forks, and British Mercantilism" *Economic Inquiry* 48(3): 810-815.
 17. Travis J. Lybbert and Christopher B. Barrett. 2011. "Risk taking behavior in the presence of nonconvex asset dynamics" *Economic Inquiry* 49(4): 982-988.
 16. Travis J. Lybbert and W. Douglas Gubler. 2008. "California Wine Grape Growers' Use of Powdery Mildew Forecasts" *Agricultural and Resource Economics Update* 11(4) March/April.
 15. Travis J. Lybbert. 2008. "Exploring the Role of Spiritual Capital in Poverty Traps & Microfinance" *Faith & Economics* 51: 57-79.
 14. Travis J. Lybbert. 2007. "Patent Disclosure Requirements and Benefit Sharing: A counterfactual case of Morocco's argan oil" *Ecological Economics* 64: 12-18.
 13. Travis J. Lybbert and David R. Just. 2007. "Is Risk Aversion Really Correlated with Wealth? Spurious correlation from estimated probabilities" *American Journal of Agricultural Economics* 89: 964-979.
 12. Travis J. Lybbert and Christopher B. Barrett. 2007. "Risk Responses to Dynamic Asset Thresholds" *Review of Agricultural Economics* 29(3): 412-418.
 11. Travis J. Lybbert. 2007. "Polarization & Pricing to the Rich" *Applied Economics Letters* 14: 389-394.
 10. Travis J. Lybbert, Christopher B. Barrett, John G. McPeak, and Winnie K. Luseno. 2007. "Bayesian Herders: Updating of Rainfall Beliefs In Response to External Forecasts" *World Development* 35: 480-497.
 9. Travis J. Lybbert. 2006. "Indian Farmer's Valuation of Yield Distributions: Will poor farmers value 'poor' seeds?" *Food Policy* 31: 415-441.
 8. Travis J. Lybbert, Christopher B. Barrett, Solomon Desta, and D. Layne Coppock. 2004. "Stochastic Wealth Dynamics and Risk Management Among A Poor Population" *Economic Journal* 114: 750-777.

7. Travis J. Lybbert, Christopher B. Barrett, and Hamid Narjisse. 2004. "Does Resource Commercialization Induce Local Conservation? A Cautionary Tale from Southwestern Morocco." *Society & Natural Resources* 17: 413-430.
6. William H. Lesser and Travis J. Lybbert. 2004. "Do Patents Come Too Easy?" *IDEA: The Journal of Law and Technology* 44(3): 381-407.
5. Travis J. Lybbert. 2002. "On Assessing the Cost of TRIPS Implementation." *World Trade Review* 1: 309-319.
4. Travis J. Lybbert. 2002. "Technology Transfer for Humanitarian Use: Economic Issues and Market Segmentation Approaches." *Intellectual Property Strategy Today* 2: 17-24. Revised version in 2003. *International Journal of Food, Agriculture & Environment* 1: 95-99.
3. Travis J. Lybbert, Christopher B. Barrett, and Hamid Narjisse. 2002. "Market-Based Conservation and Local Benefits: The Case of Argan Oil in Morocco." *Ecological Economics* 41: 125-144.
2. Christopher B. Barrett and Travis J. Lybbert. 2000. "Is Bioprospecting A Viable Strategy for Conserving Tropical Ecosystems?" *Ecological Economics* 34: 293-300.
1. Travis J. Lybbert and Dawn Thilmany. 2000. "Migration Effects of Olympic Siting: A Cross-Sectional Analysis of Host Regions." *The Annals of Regional Science* 34(3): 405-420.

WORKING PAPERS

- a. Travis J. Lybbert, David R. Just, and Christopher B. Barrett, "Estimating risk preferences in the presence of bifurcated wealth dynamics: Do we misattribute dynamic risk responses to static risk aversion?" in review.
- b. Travis J. Lybbert and Ghada Elabed, "Olive Oil as an Economic Development Elixir: Olive oil policies and rural poverty alleviation in the Middle East & North Africa" in review.
- d. Michael Carter and Travis J. Lybbert, "Who Smooths What? Asset smoothing, consumption smoothing & unmitigated risk in Burkina Faso" in review.
- e. David R. Just and Travis J. Lybbert, "A Generalized Measure of Marginal Risk Aversion: Experimental Evidence from India and Morocco"
- g. Travis J. Lybbert, Nicholas Magnan and W. Douglas Gubler, "Powdery Mildew Risk & Forecasting in Winegrapes: Do growers change risk management strategies in response to disease forecasts?"
- h. Jenny C. Aker, Christopher Ksoll and Travis J. Lybbert "ABC, 123: The Impact of a Mobile Phone Literacy Program on Educational Outcomes" in review.
- i. Christopher R. Gustafson, Travis J. Lybbert, Daniel A. Sumner, "Consumer Characteristics, Identification, and Hedonic Valuation of Wine Attributes: Exploiting Data from a Field Experiment"
- j. Travis J. Lybbert, Nicholas Magnan, David Spielman, Kajal Gulati, Anil Bhargava, "Farmers' Demand for Laser Land Leveling in Eastern Uttar Pradesh, India: An experimental auction to inform market segmentation and targeting strategies"
- k. Katherine P. Adams, Stephen A. Vosti, Travis J. Lybbert, and Emmanuel Ayifah, "Using Experimental Auctions to Estimate Willingness-to-Pay for a New Maternal Nutrient Supplement in Ghana"

OTHER PUBLICATIONS & REPORTS

10. Travis J. Lybbert, "Drought-tolerance: a learning challenge for poor farmers" *Science and Development*

- Network*, Opinions, 14 July 2010. <http://www.scidev.net/en/opinions/drought-tolerance-a-learning-challenge-for-poor-farmers.html>
9. Travis J. Lybbert and Daniel Sumner, “Agricultural Technologies for Climate Change Mitigation and Adaptation in Developing Countries: Policy Options for Innovation and Technology Diffusion” *ICTSD-IPC Platform on Climate Change, Agriculture and Trade*, Issue Brief No.6, May 2010, International Centre for Trade and Sustainable Development (Geneva, Switzerland) and International Food & Agriculture Trade Policy Council (Washington DC).
 8. Travis J. Lybbert and Michael R. Carter, “Evaluation of CIRM Research Plan for WRMS Project: *Comprehensive Agriculture Risk Management Services*” September 2009, Prepared for ILO and CIRM.
 7. Abdellah Aboudrare, Travis J. Lybbert, and Nicholas Magnan “Le Marché de l’Huile d’Argan et Son Impact Sur Les Ménages et La Forêt dans La Region d’Essaouira” *Transfert de Technologie en Agriculture* Avril 2009 (Published by the Ministry of Agriculture and Fisheries, Kingdom of Morocco).
 6. Travis J. Lybbert, Nicholas Magnan, and Alex McCalla “Assessing the Tradeoffs between Cereal and High Value Crop Production in Morocco” October 2008, Prepared for the World Bank.
 5. Travis J. Lybbert, “Empirical Approaches to Assessing Tenure Constraints on Emerging Value Chains in Morocco” July 2007, Prepared for USAID project Integrating Agriculture and Agribusiness.
 4. Travis J. Lybbert, “Costly Measures vs. ‘Unconscionable’ Profits” *Palm Beach Post* OP-ED, 10 November 2005.
 3. Travis J. Lybbert, “Indian Farmers’ Valuation of Crop Yield Distributions: Implications for Bt Brinjal” Policy brief prepared for the Agricultural Biotechnology Support Project II (<http://www.absp2.cornell.edu/>), July 2004.
 2. Travis J. Lybbert, Christopher B. Barrett, and Hamid Narjisse, “Market Solutions, the Environment, and Morocco” *Project Syndicate* Into Africa series, January 2003.
 1. Travis J. Lybbert and Richard Cahoon, *Licensing the Ring-Spot Virus Resistant Papaya in the Caribbean Region*, Report prepared for Jamaican Agricultural Development Foundation, May 2001.

PRESENTATIONS

35. “Farmers’ Heterogeneous Valuation of Laser Land Leveling in Eastern UP: An Experimental Auction Approach to Informing Segmentation & Subsidy Strategies” Presented at ASSA January 2012.
34. “Comment les marchés d’argan ont eu un impact sur les ménages et la forêt ?” Presented at the Congrès International de l’Arganier, Agadir, Morocco, December 2011.
33. “Data Mining & Probabilistic Matching Methods for Linking Patents to Trade: A Platform for Empirical Analysis of International Patenting Strategies” Presented at World Intellectual Property Organization July 2011.
32. “Powdery Mildew Risk & Forecasting in Wine Grapes: Do growers change risk management strategies in response to disease forecasts?” Presented at SCC-76 Economics & Management of Risk in Agriculture & Natural Resources Annual Meeting March 2010, AAEA July 2010, and Colorado State University May 2011.
31. “Agricultural Technologies for Climate Change Mitigation and Adaptation in Developing Countries: Policy Options for Innovation and Technology Diffusion” Presented at Tamil Nadu Agricultural University, September 2009; Roundtable on Climate Change and Food Security: Taking Stock after the COP15, OECD Paris, February 2010.

30. “Goats, Trees & Rural Poverty: Ten years of booming markets for Moroccan argan oil” Presented at ‘Biodiversity Conservation & Poverty Traps’ Workshop, Cornell University, February 2010, University of Provence-Marseille, Laboratoire Population Environnement Développement, February 2010, Environmental Protection Agency, Landscape Ecology Branch, May 2010, and International Union for the Conservation of Nature-Geneva July 2011.
29. “Dynamic Field Experiments in Development Economics: Risk valuation in Morocco, Kenya & Peru” Presented at Northeast Agricultural & Resource Economics Association Workshop in Experimental Economics, June 2009 and Tamil Nadu Agricultural University, September 2009; FAO Rome, January 2010.
28. “Do Powdery Mildew Forecasts Shape How Winegrape Growers Manage Disease Risk?” Presented at SCC-76 Economics & Management of Risk in Agriculture & Natural Resources Annual Meeting, Galveston, March 2009 and at California Department of Pesticide Regulation, December 2009.
27. “Do We Misattribute Dynamic Risk Responses to Static Risk Aversion?” Presented at Pacific Development Conference, March 2009.
26. “Will the Poor Value Seed Traits that Reduce Risk? Bt in India and Drought Tolerance in Morocco” Presented at Biotechnology in Developing Countries, UC Berkeley, January 2009.
25. “Seeing Shadows of Asset Dynamics in Variability Preferences: Risk Aversion & Intertemporal Substitution Among Kenyan Pastoralists” Presented as ARE Department Seminar, UC Berkeley, November 2008 and at AAEEA, July 2009.
24. “Drought Risk, Vulnerability & Rural Livelihoods in Morocco” Presented at Global Climate Change and Poverty in Dry Areas: Poverty Research for Improved Livelihoods in Dry Areas Workshop, Alexandria, Egypt, November 2008.
23. “The Impact of the Argan Market Boom on Households and on the Forest” Presented at the Direction Provinciale d’Agriculture, Essouira, Morocco, July 2008.
22. “What to Smooth? Asset v Consumption Smoothing in Burkina Faso” Presented at the Pacific Development Conference, San Diego March 2008; Brigham Young University October 2009; Utah State University October 2009; UC Davis January 2010; and University of Ouagadougou, Burkina Faso November 2011.
21. “Drought Risk & Tolerant Technologies in Meknes, Morocco” Presented at the International Center for Agricultural Research in the Dry Areas (ICARDA), Aleppo, Syria, February 2008.
20. “PCT Applicants’ Spatial Strategies: Trade & Technology Attraction” Presented at the World Intellectual Property Organization, Geneva, Switzerland, February 2008.
19. “Risk Averters that Love Risk? Average v Marginal Risk Aversion” Presented at AAEEA, July 2007 and Economic Science Association, October 2007.
18. “Farmers’ Valuation of Crop Yield Distributions & Field Experiments” Presented at University of San Francisco, April 2007.
17. “Risk Aversion & Intertemporal Substitution Among Kenyan Pastoralists: Two sides of the same coin?” Presented at the Duke Development Economics Workshop April 2007 and Northeast University Development Consortium 2007.
16. “Risk Responses to Dynamic Asset Thresholds” Presented at Allied Social Science Associations 2007.
15. “Desperation and dynamic risk aversion: Activity and investment choice when there’s nothing left to lose” Presented at Northeast University Development Consortium 2006 and Pacific Development Conference 2007.

14. “Is Risk Aversion Really Correlated with Wealth? Spurious correlation from estimated probabilities” Presented at AAEA, July 2006 and UC Davis 2006.
13. “Biodiversity Access, Benefit Sharing, and Patent Disclosure: A counterfactual case of Morocco’s Argan Oil” Presented at the WIPO-WTO Intellectual Property Colloquium 2006, Geneva, Switzerland.
12. “Tendances de l’Intégration de l’Agriculture et l’Agrobusiness” (Trends in the Integration of Agriculture and Agribusiness) Presented at the International Agriculture Fair 2006 Meknés Morocco, Meknés Regional Center of the *Institut National de Recherche Agricole* Morocco 2007, and Tamil Nadu Agricultural University 2007.
11. “Governing Entrepreneurs: The dynamic nexus of government, business, society, and technology” Presented at Wilkes Honors College Outreach Breakfast 2006 for local government and business leaders.
10. “How the World Got Rich Quick” Presented at Wilkes Honors College Forum 2006.
9. “La Sécheresse, La Vulnérabilité, et La Valorization des Semences” (Drought, Vulnerability, and the Valuation of Seeds) Presented at Rabat and Meknés Regional Centers of the *Institut National de Recherche Agricole* – Morocco 2006.
8. “Wealth, Farmer Characteristics and Risk Aversion” Presented at SCC-76 Economics and Management of Risk in Agriculture and Natural Resources, March 2005.
7. “Indian Farmers’ Valuation of Yield Risk: Will poor farmers value ‘pro-poor’ seeds?” Presented at Florida Atlantic University 2004, UW-Madison 2005, AAEA, July 2005.
6. “Diseases, Drugs, People, & Profit” Presented at Wilkes Honors College Forum 2004 and Rotary International Club-Jupiter 2004.
5. “Bayesian Herders: Asymmetric Updating of Rainfall Beliefs In Response To External Forecasts” (with Christopher B. Barrett) Presented at University of Arizona 2004, Montana State University 2004, UC-Berkeley 2004, Florida Atlantic University 2004, NEUDC 2002 and at the World Meteorological Organization 2002 (Geneva, Switzerland).
4. “Assessing the Impact of Plant Variety Protection Using Variety Trials” Presented at NC1003 Conference 2003, New Brunswick, NJ.
3. “Does Resource Commercialization Induce Local Conservation? A Cautionary Tale from Southwestern Morocco.” Presented at Western Ag. Econ. Assoc. meetings 2001.
2. “Pastoral Risk and Wealth-Differentiated Herd Accumulation Patterns in Southern Ethiopia” (with Christopher B. Barrett) Presented at Cornell University, SUNY-Binghamton, and AAEA, July 2000.
1. “Migration Rates and Olympic Amenities: a model of previous Olympic host regions.” (with Dawn Thilmany) Presented at the Utah Governor’s Office of Planning and Budget 1997 and the Western Regional Science Association meetings 1998.

GRANTS & FELLOWSHIPS

UNDERSTANDING PATENTING STRATEGIES IN THE PATENT PERIPHERY

National Science Foundation, Science of Science and Innovation Policy Program, 2011-2013

PEST RISK FORECAST MAPS FOR PRODUCTION & BIOSECURITY THREATS

USDA Agriculture & Food Research Initiative, 2010-12

SUSTAINABLE GRAPE PEST MANAGEMENT IN CALIFORNIA

California Department of Food & Agriculture, 2010-12

LINKING MOROCCAN SAFFRON PRODUCERS TO HIGH VALUE SAFFRON MARKETS

International Center for Agricultural Research in the Dry Areas (ICARDA), 2009-10

LIPID NUTRIENT SUPPLEMENT FOR INFANTS & PREGNANT / LACTATING MOTHERS

Bill & Melinda Gates Foundation (with UC Davis Nutrition), 2008-2013

CELL PHONES AS A PLATFORM FOR ADULT LITERACY TRAINING

Center for Information Technology In Society (CITRIS), UC, 2008-09

Blum Center for Developing Economies, UC Berkeley, 2008-10

Fell Fund, Oxford University, 2008-10

ALO/INDIA PROJECT – EXPERIMENTAL ECONOMICS WORKSHOP

International Programs & Outreach, College of Agriculture & Environmental Sciences, UC Davis, 2007

GRAPE GROWERS & DISEASE FORECAST INFORMATION RESEARCH GRANT

Giannini Foundation of Agricultural Economics, 2008 & 2007

SEED GRANT FOR NEW INITIATIVES – INDIA

International Programs, UC Davis, 2007

DROUGHT RISK, VULNERABILITY & THE VALUATION OF TECHNOLOGY, MOROCCO

International Center for Agricultural Research in the Dry Areas (ICARDA), 2006-07

WIPO-WTO ACADEMY GRANT

Lifelong Learning Society, Florida Atlantic University, 2006

DISSERTATION RESEARCH GRANT

Agricultural Biotechnology Support Project II (USAID), 2003

A W A R D S & A C T I V I T I E S

QUALITY OF RESEARCH DISCOVERY AWARD

“Risk Averters that Love Risk? Marginal Risk Aversion in Comparison to a Reference Gamble” (with David R. Just), *American Journal of Agricultural Economics* Vol.91: 3 (2009), European Association of Agricultural Economists 2011

OUTSTANDING *AMERICAN JOURNAL OF AGRICULTURAL ECONOMICS* ARTICLE

“Risk Averters that Love Risk? Marginal Risk Aversion in Comparison to a Reference Gamble” (with David R. Just), *Agricultural & Applied Economics Association*, 2010

EXCELLENCE IN EDUCATION AWARD FINALIST

Associated Students of UC Davis in College of Agriculture and Environmental Sciences 2008-09

WORLD INTELLECTUAL PROPERTY ORGANIZATION (WIPO) ACADEMY INVITEE

Two week training at WIPO and WTO for teachers of intellectual property, Summer 2006

DISTINGUISHED TEACHER OF THE YEAR NOMINEE

Students of Wilkes Honors College, Florida Atlantic University, 2004-05 and 2005-06

INSTRUCTOR OF THE YEAR

Dept of Operations Research, Cornell University, 2003

BEST GRADUATE STUDENT PAPER

Dept of Applied Economics & Management, Cornell University, 2000

OUTSTANDING TEACHING ASSISTANT OF THE YEAR

College of Agriculture & Life Sciences, Cornell University, 1999

FULBRIGHT SCHOLAR, Morocco, 1997-98

HARRY S. TRUMAN SCHOLARSHIP FINALIST, 1996

O T H E R

REFEREE: American Journal of Agricultural Economics
Economic Development & Cultural Change
Environment & Development Economics
World Development
Current Anthropology
Journal of Agricultural & Applied Economics
Food Policy
National Science Foundation
Journal of Agricultural Economics
Journal of Sports Economics
Proceeding of the National Academy of Sciences
Ecology & Society

AFFILIATION: Agricultural & Applied Economics Association, Western Economic
Association, American Economics Association

LANGUAGES: English (native)
French (fluent)
Moroccan Arabic (conversational)