Lunch~N~Learn SEMINAR

NATIONAL C-FAR

THE NATIONAL COALITION FOR FOOD & AGRICULTURAL RESEARCH

CHOICES

Improving Nutrition Among Low Income and Food Insecure Individuals

November 5, 2015
PROGRAM

Welcome and Introduction

CARON GALA
NATIONAL C-FAR REPRESENTATIVE

Distinguished Speaker

DR. DAVID R. JUST
CHARLES H. DYSON SCHOOL OF APPLIED ECONOMICS AND MANAGEMENT
&
DIRECTOR, CENTER FOR BEHAVIORAL ECONOMICS IN CHILD NUTRITION PROGRAMS
CORNELL UNIVERSITY

Open Forum

Closing

CARON GALA

NATIONAL C-FAR IS a nonprofit, nonpartisan, consensus-based and customer-led coalition that brings food, agriculture, nutrition, conservation and natural resource stakeholders together with the food and agriculture research and extension community, serving as a forum and a unified voice in support of sustaining and increasing public investment at the national level in food and agricultural research, extension, and education. For additional information, go to www.ncfar.org; or contact Tom Van Arsdall, Executive Director, at tom@vanarsdall.com.
ABSTRACT

Stronger measures are being suggested, and in some cases taken, in an effort to curb the costs of childhood and adult obesity. Economic research has shown that these measures can sometimes have counterintuitive impacts on populations that are food insecure. Recent evidence suggests that low-income populations are subject to greater stress and distraction, potentially leading to poor nutritional decisions. However, cognitive stress can also cause individuals to be more receptive to indirect suggestions about nutritionally beneficial food choices. Research from food insecure populations served at food pantries shows evidence of healthy eating behaviors in the presence of interventions including positive reinforcement of nutritional food choices. These results show promise for implementation of the framework behind the ‘Smarter Lunchrooms’ research in a variety of food decision contexts.

SPEAKER BIOGRAPHY

David R. Just, Ph.D., uses the tools of psychology and economics to find why we eat and what we can do about it. David has conducted dozens of field and laboratory experiments identifying the subtle factors in the environment that can lead children and adults to make the healthy choice. His work on behavioral economics and food assistance programs has shown how low cost solutions—like placing fruit in an attractive bowl—can lead consumers to make healthier choices without reducing overall availability of choices, or breaking the program budget. David’s research has been published in scores of research articles. His research has won numerous awards and has been reported by NPR, the Wall Street Journal, New York Times, US News and World Reports, Newsweek, Washington Post among many others. David received his PhD and MS degrees in Agricultural and Resource Economics from the University of California, Berkeley, and a Bachelor’s degree in Economics from Brigham Young University.
SEMINAR SERIES DESCRIPTION

National C-FAR’s Seminar Series regularly presents leading-edge researchers to address pressing issues confronting the public and Congress. National C-FAR and the Seminar Series serve as a resource to policymakers and staff.

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