

PRESS RELEASE

KENT MESSER RECEIVES THE BRUCE GARDNER VISITING ECONOMIST AWARD

April 24, 2025

Newark, DE. – The Center for Behavioral and Experimental Agri-Environmental Research (CBEAR) is delighted to share that Kent Messer, S. Hallock du Pont Professor of Applied Economics at the University of Delaware and Director of CBEAR, has been recognized by the U.S. Department of Agriculture (USDA) with the Bruce Gardner Visiting Economist Award.

The USDA Bruce Gardner Award celebrates academic and industry economists who have significantly contributed to enriching USDA programs and policies. Dr. Messer is honored for his outstanding leadership in partnering with the USDA to apply behavioral and experimental economics to agriculture, food, and environmental policymaking. His work has helped to design more effective, evidence-based programs across the agency.

At CBEAR, Dr. Messer has led a range of impactful projects that integrate behavioral and experimental insights into agri-environmental programs, helping federal agencies boost program participation, reduce costs, and improve environmental outcomes. His efforts exemplify the spirit of collaboration and innovation that the Bruce Gardner Award seeks to honor.

We congratulate Kent on this well-deserved recognition and thank him for his ongoing contributions to USDA and the broader agricultural economics community.

CBEAR is a collaborative group of researchers that incorporates behavioral insights into program designs, primarily within USDA and its partners, to achieve greater levels of participation and satisfaction, improved environmental outcomes, and reduced program costs. Directed jointly by research leaders at the University of Delaware and Albany State University, CBEAR is a USDA Center of Excellence whose efforts are supported by a diverse group of research professionals within academia, non-profits, and government from across the United States.

For more information about CBEAR and its ongoing projects:

Please visit www.centerbear.org.

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