

**CBEAR HONORS DR. ROBBIN SHOEMAKER AND DR. DANIEL HELLERSTEIN WITH  
THE 2024 CBEAR PRIZE FOR AGRI-ENVIRONMENTAL RESEARCH  
AND INNOVATION**

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**Newark, DE.** – The Center for Behavioral and Experimental Agri-Environmental Research (CBEAR) proudly announced the recipients for the 2024 CBEAR Prize for Agri-Environmental Innovation, Dr. Robbin Shoemaker, and Dr. Daniel Hellerstein. Both esteemed recipients have been former employees at the USDA and were recognized for their exceptional contributions to utilizing behavioral sciences and experimental design to enhance agricultural and environmental programs.

Commenting on the significance of this recognition, Kent Messer, Co-Director, CBEAR, remarked, “Robbin and Dan have been champions within USDA advancing the frontiers of behavioral science and experimentation. Robbin has worked across USDA agencies to promote efficient design of environmental and conservation policy and is a tremendous advocate for thinking about the next generation of research. Dan’s passion lies in bringing the best science to agricultural conservation policy and he continues to be a big advocate of experiments and behavioral science in the ERS. Dan’s been both an active researcher in the field and a funder of field experiments across the entire country. As they often collaborated to advocate for and fund behavioral and experimental research, it made a lot of sense to celebrate them together.”

In response to receiving the prestigious award Dr. Hellerstein expressed his appreciation, stating, “The team at CBEAR realizes the importance of the impact of evidence-based policy and I applaud their work in this domain.” Dr. Shoemaker echoed his sentiments and said, “I spent a big part of my career in natural resource and environmental economics issues and CBEAR’s approach has always been on the ground and realistic, with the goal of getting policy implemented at the grassroots level.”

**CBEAR** is a collaborative group of researchers that incorporates behavioral insights into program designs, primarily within USDA, 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, Johns Hopkins University 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, visit <http://www.centerbear.org>.