

	Assistant Professor Food, Agricultural & Resource Economics University of Guelph Website: jgnunol.github.io	J.D. MacLachlan Building 50 Stone Rd East. Office 307 Guelph, ON, CAN, N1G 2W1 jnuno [at] uoguelph [dot] ca
INTERESTS	Food Policy; Pricing; Industrial Organization; Contract Theory; Labor Economics.	
EDUCATION	Purdue University. Ph.D. Agricultural Economics. <i>Specialization in Computational Science.</i> Dissertation: <i>Essays in Nonlinear Pricing Under Regulation: Analysis of Interventions on Food Retailing.</i>	December 2018
	University of Minnesota. M.Sc. Applied Economics. <i>Fulbright scholar.</i>	May 2014
	Universidad de Guadalajara (Mexico). Bachelor's degree, Economics. With distinction.	April 2010
ACADEMIC APPOINTMENTS	Assistant Professor of Food Industry Economics and Management Dept. of Food, Agricultural, and Resource Economics University of Guelph, ON, Canada.	2020 - Current
EDITORIAL APPOINTMENTS	Guest Editor <i>Special Issue:</i> "Global dynamics, food markets, and the determinants of Canadian food price inflation." <i>Canadian Journal of Agricultural Economics.</i>	2023 - Current
OTHER EXPERIENCE	Consultant Universidad del Rosario - Alianza EFI Economía Formal e Inclusiva. Senior Economist (Specialty Leader) <i>Banco de México</i> (Central Bank of Mexico). Economic Research Division. Research Assistant Profs. Steven Wu and Joseph Balagtas (2015-2018). Prof. Nelson Villoria (2014-2015). Purdue University, IN, USA. Economist <i>Banco de México.</i> Economic Research Division. Pollster <i>Banco de México.</i> Economic Research Division.	2022 2019 2014 - 2018 2010 - 2012 and Summer 2014 2009 - 2010
JOURNAL ARTICLES	<p>8. Nuño-Ledesma, J. G., Wu, S.Y. & Balagtas, J.V. (2025) "Soda Taxes versus Cup Sizes when the Retailer Practices Nonlinear Pricing: An Experiment" <i>Canadian Journal of Agricultural Economics</i>. https://doi.org/10.1111/cjag.70001</p> <ul style="list-style-type: none"> Working paper: <i>Banco de México</i> (Peer-reviewed). <p>7. Nuño-Ledesma, J. G. (2025) "Incentive Alignment and Effort Provision in Multitask Contracts: A Basic Test of the Theory" <i>Journal of Agricultural & Food Industrial Organization</i>. https://doi.org/10.1515/jafio-2024-0042</p> <ul style="list-style-type: none"> Working paper: <i>AgEcon Search</i>. 	

6. Pérez Pérez, J., & **Nuño-Ledesma, J. G.** (2024) "Workers, Workplaces, Sorting, and Wage Dispersion in Mexico" *Economía LACEA Journal*, 23(1), 311-332.
<https://doi.org/10.31389/eco.424>
 - Working paper: **Banco de México (Peer-reviewed)**.
 5. **Nuño-Ledesma, J.G.**, Wu, S.Y., & Balagtas, J.V. (2024). "Taxing Sugar-Sweetened Beverages: A Nonlinear Pricing Approach." *American Journal of Agricultural Economics*. 1-15. <https://doi.org/10.1111/ajae.12416>
 - Working paper version: **Banco de México (Peer-reviewed)**.
 4. **Nuño-Ledesma, J.G.** & von Massow, M. (2023). "Canadian Food Inflation: International Dynamics and Local Agency." *Canadian Journal of Agricultural Economics*, 71, 393-406. Policy Paper. <https://doi.org/10.1111/cjag.12341>.
 3. **Nuño-Ledesma, J.G.** (2022). "A Portion Cap Rule with Two Products: An Experimental Evaluation." *Canadian Journal of Agricultural Economics*. 70(2), 123-137.
<https://doi.org/10.1111/cjag.12308>.
 - 2023 Outstanding CJAE Article Award - Honorable Mention.
 - Download **data, code, and supporting material**.
 2. **Nuño-Ledesma, J.G.** (2021). "An Analysis of Portion Cap Rules with a Multi-Product Seller." *American Journal of Agricultural Economics*. 103(5), 1820-1831.
<https://doi.org/10.1111/ajae.12221>.
 - Seminar: **#OARES**. Download **supplementary material**.
 1. **Nuño-Ledesma, J. G.** and Villoria, N.B. (2019). "Estimating International Trade Margins Shares by Mode of Transport for the GTAP Data Base." *Journal of Global Economic Analysis* 4(1), 28-49. <https://doi.org/10.21642/JGEA.040102AF>
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5. Pérez Pérez, J., Meléndez, J. & **Nuño-Ledesma, J. G.** "Matching and Local Labor Market Size in Mexico." *Revise and Resubmit (October 2025)*.
 4. Gabrel, G.* & **Nuño-Ledesma, J. G.** "On the Relationship Between Informal Agreements and Sustainable Farming Practices in Farmland Rentals." *Under Review (June 2025)*.
 3. **Nuño-Ledesma, J. G.** "Restricting Volume Price Promotions of 'Less Healthy' Foods and Beverages" *Under Review (October 2025)*.
 2. Liu, Tong*; **Nuño-Ledesma, J.G.** "The Effects of Three Types of Disruptions on Ontario's Beef Supply Chain."
 1. Michler, J., **Nuño-Ledesma, J. G.**, Slade, P. & Wu, S.Y. "Approximation in Complex Pricing Mechanisms."

SELECTED WORK
IN PROGRESS
* = STUDENT

GRANTS

As Principal Investigator or Lead Applicant:

- **2025-2028**. Ontario Ministry of Agriculture, Food and Agribusiness (OMAFRA) "Commodity-Specific Economic Modeling." \$360,000 CAD.
- **2024-2025**. Ontario Ministry of Agriculture, Food and Agribusiness (OMAFRA) - "Commodity-Specific Economic Modeling." \$120,905 CAD.
- **2022/Dec**. SSHRC Institutional Grants - Explore. "Food Prices: Grocers, Suppliers, and Market Power." \$4,875 CAD. U of G internal grant.

- **2018.** Jim & Neta Hicks Small Grants Program - Purdue University. \$3,527 USD.
As Collaborator:
- **2025-2028.** Ontario Ministry of Agriculture, Food and Agribusiness (OMAFRA) -
“Building Supply Chain Resilience in an Evolving Post Pandemic Consumer Environment.”
PI: Michael von Massow \$84,200 CAD.

TEACHING

University of Guelph.

- FARE 1040: Intro. Enviro. Economics, Law & Policy (Undergrad.) W 2023, 2025
- FARE 332/6180: Supply & Value Chain Mgmt (Undergrad.) F 2021, 2023, 2024
- FARE 6100: The Methodology of Economics (Grad) W 2025
- FARE 6930/6940: Food Firms, Consumers, and Mkts. (Grad.) F 2020 - 2022, 2024
- UNIV 4800: Independent Research (Undergrad) F 2020

Purdue University.

- AGECE 217: Economics (Undergraduate). Instructor: Summer 2018
- AGECE 217: Economics (Undergraduate). Teaching Asst: Fall 2017, Spring 2018

SELECTED ACADEMIC PRESENTATIONS

- **2025:** Canadian Agri-Food Policy Conference (Ottawa). University of Alberta. Latin American Assoc. of Environmental and Resource Economists (Bogotá, Colombia). Canadian Ag. Econ. Society (CAES, Montreal).
- **2024:** Canadian Agri-Food Policy Conference (Ottawa); Cornell University; Oregon State University; Canadian Econ. Assoc. (CEA, Toronto). CAES (Winnipeg); Agricultural & Applied Economics Assoc. [poster] (AAEA, New Orleans). Universidad de Guadalajara, Graduate School of Economics (Virtual).
- **2023:** Michigan State University. University of Manitoba. Banco de la República (Colombian Central Bank, Virtual). CEA (Winnipeg). CAES (Whistler, BC). AAEA (Virtual session).
- **2021:** Online Agricultural and Resource Economics Seminar (#OARES. Virtual). CAES (virtual).
- **2020:** AAEA (virtual).
- **2019:** Banco de México (Mexico City). CIDE - Centro de Investigación y Docencia Económicas (Mexico City). Universidad de Guadalajara (Mexico). Latin American and Caribbean Economic Association (LACEA; Puebla, Mexico).
- **2018:** University of Guelph. AAEA (Washington, D.C.).
- **2017:** Jordan-Wabash Conference on Experimental & Behavioral Econ (Indiana University, Dept. of Economics). AAEA (Chicago, IL).
- **2016:** AAEA, Invited Paper (Boston, MA). WAEA & CAES Joint Meetings (Victoria, Canada).

HONORS AND SCHOLARSHIPS

- 2023. Outstanding *Canadian Journal of Agricultural Economics* Article Award - Honorable Mention. Canadian Agricultural Economics Society.
- 2018. AAEA Chester O. McCorkle Jr. Scholarship.
- 2012-2014. Fulbright-García Robles Scholarship.
- 2012-2014. CONACYT - Mexico's Natl Council of Science and Technology Grantee.

REFeree SERVICE

- **Journals:** *Agricultural Economics*; *American Journal of Agricultural Economics*; *Australian Journal of Agricultural and Resource Economics*; *Canadian Journal of Agricultural Economics*; *Climate and Development*; *European Review of Agricultural Economics*; *Food and Energy Security*; *Food Policy*; *International Food and Agribusiness Management Review*; *Journal of Agricultural & Food Industrial Organization*; *Journal of Economic Growth*; *The Lancet Regional Health - Western Pacific*; *The World Economy*.
- **Grants, Conferences, and Awards:** AAEA meetings abstracts. CAES meetings abstracts. World Congress of Environmental and Resource Economists (WCERE 2026). CAES Outstanding MS Thesis Award. CAES Outstanding PhD Thesis Award.

	<p>AAEA Health Econ Section Best Publication Award. AAEA Food Safety and Nutrition Section Best Publication Award. CAES meetings abstracts. Ontario Agri-Food Innovation Alliance Tier 1 Research Program Grants.</p> <ul style="list-style-type: none"> • Fulbright-García Robles Selection Committee Member: Scholarship for Graduate Studies in the U.S. - Economics and Finance. US-Mexico Binational Business Program. Mexico Studies Chair Program.
PROFESSIONAL AND UNIVERSITY SERVICE	<ul style="list-style-type: none"> • Agricultural & Applied Economics Association (AAEA): Quality of Research Discovery Award selection subcommittee - 2026-2028 • Canadian Agricultural Economics Society (CAES): Councilor - 2023-Current. Chair - Publications committee. Member - Awards committee. • University of Guelph: Departmental Seminar Series Coordinator. 2024-Current. Search and Hiring Committee X 2. 2024 - 2025. • Purdue University: Elected vice president, Grad Students Org. 2016-2017. • University of Minnesota: Elected international students representative 2013-2014. Graduate program committee member 2013-2014. • Universidad de Guadalajara: Elected school academic counselor 2006-2007.
PROFESSIONAL AFFILIATIONS	<p>Agricultural and Applied Economics Association (AAEA). Canadian Agricultural Economics Society (CAES). Latin American Association of Environmental and Resource Economists (LAERE).</p>
OUTREACH	<p>2025:</p> <ul style="list-style-type: none"> • Ontario Agri-Food Innovation Alliance - Swine Webinar Series Part 2: African Swine Fever and Ontarios Swine Industry. <p>2024:</p> <ul style="list-style-type: none"> • African Swine Fever Federal-Provincial-Territorial Business Continuity Working Group - Agriculture and Agri-Food Canada. • Austin, S. (2024, October 17). Can you save money by buying Halloween candy earlier? Or is it better to play the waiting game? Toronto Star. • Cortés-Selva, A. (Host). (2024, April 29). Canada inflation: Moving in the right direction? [Audio podcast episode]. In <i>Sustainability Leaders Podcast</i>. BMO Capital Markets. <p>2021:</p> <ul style="list-style-type: none"> • Online Seminar. #OARES - Online Agricultural and Resource Economics.
PERSONAL	<ul style="list-style-type: none"> • Language proficiency: Spanish (Native), English (Fluent). • Mexican Citizen. Canadian Citizen.