

MAXIME TRANCHARD

Paris-Saclay Applied Economics, INRAE-AgroParisTech

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CURRENT POSITION

Paris-Saclay Applied Economics (PSAE), INRAE-AgroParisTech *since October 2021*

Ph.D. Candidate in Economics

Thesis Title: *Modifying the food supply: An effective policy tool to reduce the incidence of cancer?*

Advisors: Olivier Allais (PSAE) & Céline Bonnet (Toulouse School of Economics)

REFERENCES

Olivier Allais

Paris-Saclay Applied Economics
olivier.allais@inrae.fr

Céline Bonnet

Toulouse School of Economics
celine.bonnet@tse-fr.eu

RESEARCH FIELDS

Primary fields: Empirical Industrial Organization, Policy Evaluation

EDUCATION

M.Sc. in Economics, Toulouse School of Economics *2019*
Economics & Law (*with Honours*)

Master of Laws, University Toulouse 1 Capitole *2019*
Business Law (*with Honours*)

B.Sc. in Economics, Toulouse School of Economics *2017*
Bachelor of Laws, University Toulouse 1 Capitole *2017*

PREVIOUS RELEVANT POSITIONS

Predoctoral Research Associate (*Ingénieur d'études*), Toulouse School of Economics *2019-2021*

RESEARCH VISITING

Department of Industrial Organization, Toulouse School of Economics *2021-*

SUMMER SCHOOLS

2017 Summer School on Principles of International Financial Regulation (Part 1: Law & Part 2: Regulation), London School of Economics and Political Science, June-July, London, UK

TEACHING

Fall 2022 Econometrics with Panel Data (18h lecture), M.Sc. Stat. and Econometrics 2nd year, TSE *
Introduction in Empirical IO & Policy Evaluation in Agri-food Markets (3h lecture), M.Sc.
Public Health 2nd year, Sorbonne Paris North University *
**Taught in English*

SCHOLARSHIPS AND GRANTS

2021-2024 Doctoral Scholarship, French National Cancer Institute

WORK IN PROGRESS

Reformulation and taxes for healthier consumption: Empirical evidence in the French Dessert market (*with Olivier Allais, Céline Bonnet, Vincent Réquillart & Marine Spiteri*)

Many countries have introduced taxes on unhealthy foods, where the tax is based on nutrients. Faced with such a tax, firms may adjust their pricing strategy and modify the characteristics of their products to avoid the tax or to reduce the amount of the tax. So far, there are only a few ex-ante analyses of the impact of taxes on consumption that endogenize the price response of firms to tax policy. However, none of them takes into account the possibility for firms to change the characteristics of a product. In this paper, we propose an ex-ante evaluation of the impact of a tax targeting products high in caloric sweeteners on key market outcomes by integrating not only the strategic price responses of firms, but also exogenous changes in the nutritional composition of a product. We develop a structural econometric model that integrates consumers' substitution patterns across products, accounts for competition among firms, and integrates the possibility for firms to change the characteristics of a product in response to taxation. Using household scanner data from the French dessert market, we show that ignoring how firms might respond to a tax policy leads to a significant underestimation of the potential impact of taxation on the consumption of taxed nutrients. In our case, we show that ignoring the combined effect of strategic price reactions and product reformulation leads to a 44% underestimation of the impact of the tax on the intake of the taxed nutrient. From a policy perspective, we conclude that a tax scheme should be designed to encourage product reformulation by firms.

Strategic behavior in quality and price: Empirical evaluation of sin taxes in the french dairy market (*with Olivier Allais, Céline Bonnet & Marine Spiteri*)

Although we observe some reformulation effects due to the introduction of taxes (UK Government, 2018), the impact of a tax on product formulation is still neglected in the ex ante policy evaluation literature. In this paper, we develop a structural econometric demand and supply model that allows for both price and quality (or product formulation) responses to tax policy. Using the Kantar WorldPanel dataset on purchases of dairy desserts, combined with nutritional information from the Oqali dataset, we develop a marginal cost model that integrates all technological constraints in the production of dairy desserts. We extend the methodology of Barahona et al. (2023) by endogenizing product formulations on both the demand and supply sides.

REPORTS

Allais Olivier, Céline Bonnet, Pauline Leveneur and Maxime Tranchard (2021). **Report on the Assessment of the potential impacts of new fiscal and regulatory policies on added sugar in Europe**, H2020 Science and Technology in Childhood Obesity Policy: STOP

CONFERENCE AND SEMINAR PRESENTATIONS

2022 Jornadas de Economía Industrial, 1-2 September, Las Palmas de Gran Canaria, Spain
Policy symposium on NCDs prevention, 14-16 June, Brussels, Belgium
Paris-Saclay School of Economics (PSAE) Seminar, June 9, Palaiseau, France

PROFESSIONAL ACTIVITIES

Referee: *Statistical Papers*

Participation in Research Programs:

- European project **FOODcoST**: FOOD Costing and Internalisation of Externalities for System Transition, funded by the Horizon Europe Framework Programme under Grant Agreement 101060481, 2022-2016. Project leader: Willy Baltussen, Wageningen University & Research, The Netherlands.

- European project **STOP**: Science and Technology in childhood Obesity Policy, funded by the EU's Horizon 2020 research and innovation programme under grant agreement No 774548, 2018-2022. Project leader: Franco Sassi, Imperial College of Science Technology and Medecine, United Kingdom.

TECHNICAL SKILLS AND LANGUAGES

Office Software: L^AT_EX, Microsoft Office (Word, Excel, PowerPoint), Open Office

Statistical Software: Matlab, R, Stata, Python

Languages: French (native), English (proficient), German & Greek (early beginner)

PERSONAL INFORMATION

Citizenship: French