



The Center for
Behavioral and Experimental
Agri-Environmental Research

Press Release

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CBEAR Awards 2020 Prize for Innovation to Dr. Marca Weinberg for Leadership in Agri-Environmental Research and Policy

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NEWARK, DE – The Center for Behavioral and Experimental Agri-Environmental Research (CBEAR) is happy to present the 2020 CBEAR Prize for Agri-Environmental Innovation to Dr. Marca Weinberg, USDA Economic Research Service (ERS). The prize will be awarded on January 11, 2021, during the inaugural CBEAR Fellows Seminar Series.

CBEAR Co-Director Dr. Kent Messer commented, “The selection committee chose Dr. Weinberg for this recognition because she demonstrates extraordinary leadership in advancing research that quantifies benefits from USDA agri-environmental programs, ultimately improving policy and conservation efforts.” Alongside her outstanding leadership record at the USDA ERS, Dr. Weinberg has an impressive publication record addressing policy development. Since completing a PhD at the University of California, Davis, Dr. Weinberg has held many leadership positions, including serving as Acting Administrator (2019-2020) and RRED Director (2012-2019), as Associate Director for RRED, and Chief of the Division's Resource, Environmental, and Science Policy Branch. Prior positions include Assistant Professor, University of California, Davis, and economist with the Congressional Budget Office. She has incorporated and celebrated the use of behavioral insights throughout her career. During her 23 years with the ERS she has promoted the use of evidence from economic experiments to improve agri-environmental programs. Upon accepting the award, Dr. Weinberg encouraged CBEAR and ERS colleagues to continue their high impact collaborations with program agencies to advance the evidence-based approaches to agri-environmental programs.

The annual CBEAR Prize for Innovation goes to leaders who foster the development of evidence-based policy design at the intersection of agriculture and the environment. CBEAR Outreach Director, Mark Masters, emphasized that “Dr. Weinberg’s leadership encourages researchers and policymakers to work together to implement proven strategies to create a path forward for future conservation efforts.”

CBEAR is a collaborative group of researchers that incorporates behavioral insights into agri-environmental program designs to increase participation, improve environmental outcomes and reduce program costs. Directed jointly by research leaders at the University of Delaware and Johns Hopkins University with funding from the USDA Economic Research Service, CBEAR efforts are supported by a diverse group of research professionals within academia and government from across the United States. For more information, visit <http://www.centerbear.org>.