

Dr. JOSÉ R. SOTO

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RESEARCH AREAS

Coupled Natural Human Systems, Environmental & Natural Resource Economics, Stated Preference Valuation, Policy Analysis

EDUCATION

Ph.D., Food and Resource Economics	University of Florida, 2013
M.S., Agricultural and Resource Economics	University of Arizona, 2008
B.A., Economics, Mathematics Minor	University of Arizona, 2006

PROFESSIONAL EXPERIENCE

Assistant Professor, School of Natural Resources and the Environment, The University of Arizona, 2017 to present.

Postdoctoral Fellow, USDA National Institute of Food and Agriculture, University of Florida, 2016 – 2017.

Postdoctoral Research Associate, School of Forest Resources & Conservation, University of Florida, 2014 – 2016.

Graduate Research Assistant, Food and Resource Economics Department, University of Florida, 2010 – 2013.

Graduate Research Assistant, Agricultural and Resource Economics Department, University of Arizona, 2006 – 2008.

Undergraduate Researcher, Department of Economics, University of Arizona, 2005.

PUBLICATIONS (9)

Soto, J.R., Escobedo, F.J., Khachatryan, H., and Adams, D.C., 2018. Public and Private Preferences for Urban Forest Ecosystem Services and Disservices. *Ecosystem Services*, 29 (Part A): p.31, <https://doi.org/10.1016/j.ecoser.2017.11.009>.

Kreye, M.M., E.F. Pienaar, J.R., Soto, and Adams, D.C., 2017. Creating Voluntary Payment Programs: Effective Program Design and Ranchers' Willingness to Conserve Florida Panther Habitat. *Land Economics*, 93(3): 459-480, doi:10.3368/le.93.3.459.

- Susaeta, A., Adams, D.C., Soto, J.R., and Hulcr, J. Expected Timber-Based Economic Impacts of a Wood-Boring Beetle (*Acanthotomicus* sp.) that Kills American Sweetgum. *Journal of Economic Entomology*, 110 (4), p. 1942.
- Susaeta, A., Adams, D. C., Gonzalez-Benecke, C., and Soto, J. R., 2017. Economic Feasibility of Managing Loblolly Pine Forests for Water Production under Climate Change in the Southeastern United States. *Forests*, 8(3), p.83.
- Kreye, M.M., Adams, D.C., Escobedo, F.J., and Soto, J.R., 2016. Does Policy Process Influence Public Values for Forest-Water Resource Protection in Florida? *Ecological Economics*, 129, p.122.
- Soto, J.R., Escobedo, F.J., Adams, D.C., and Blanco, G., 2016. Distributional Analysis of the Socioecological Determinants of Forest Carbon Stocks. *Environmental Science and Policy*, 60, p.28.
- Susaeta, A., Soto, J.R., Adams, D.C., and Allen, D., 2016. Economic Sustainability of Payments for Water Yield in Slash Pine Plantations in Florida. *Water*, 8(9), p.382.
- Susaeta, A., Soto, J.R., Adams, D.C., Carter, D.R., and Hulcr, J., 2016. Pre-invasion Economic Assessment of Invasive Species Prevention: A Putative Ambrosia Beetle in Southeastern Loblolly Pine Forests. *Journal of Environmental Management*, 183, p.875.
- Soto, J.R., Adams, D.C., and Escobedo, F.J., 2016. Landowner Attitudes and Willingness to Accept Compensation from Forest Carbon Offsets: Application of Best-Worst Choice Modeling in Florida USA. *Forest Policy and Economics*, 63, p.35.

EXTENSION PUBLICATIONS (2)

- Soto, J.R., Escobedo F.J., and Adams D.C., 2014. An Overview of Carbon Markets for Florida Forest Landowners. University of Florida- IFAS, EDIS, FOR 319.
- Soto J.R., Adams, D.C., and Escobedo F.J., 2014. Florida Forest Landowner Preferences for Carbon Offset Program Characteristics, University of Florida- IFAS, EDIS, FOR320.

MANUSCRIPTS IN REVIEW (2)

- Pienaar, E., Soto, J.R., Adams D.C., and Lai, J. Would County Residents Vote for an Increase in Their Taxes to Conserve Native Habitat and Ecosystem Services? Funding Conservation in Palm Beach County, Florida. In review in *Ecological Economics*.
- Soto, J.R., Adams, D.C., Escobedo, F.J., Khosravi, A., and Chichorro, J.F. Ecosystem Services from Florida's Citrus Lands. Revise and resubmit at the *University of Florida- IFAS, EDIS*.

IN PREPARATION (6)

- Soto, J.R., Adams, D.C., and Escobedo, F.J. Combining Binary Choice and Best-Worst Scaling: A Comparison of Best-Worst Choice and Discrete Choice Experimentation.
- Soto, J.R., Escobedo, F.J., Adams, D.C. Hypothetical Bias Calibration of Best-Worst Choice: A Split Sample Empirical Comparison of Certainty Scales and Diminishing Cognitive Dissonance.

- Soto, J.R., Alvarez, S., Adams, A., and Tovar, J.A. Climate Change Related Hurricane Risks and the Economic Vulnerabilities of Florida Farmworkers.
- Dawes, L.C., Soto, J.R., Adams, A., Adams, D.C., and Escobedo, F.J., Socioeconomic Disparities of Broward County Tree-giveaway Program.
- Soto, J.R., Koch, F.C., Adams, D.C., Susaeta, A., and Hulcr, J. Potential Establishment and Economic Assessment of Ambrosia Beetles (Coleoptera: Curculionidae): Where, How Many, and the Economic Impact on the U.S. Loblolly Pine Industry.
- Soto, J.R., Adams, D.C., and Hulcr, J. Potential Establishment and Economic Assessment of Forest Invasive Insects Arriving from Cuba.

PROFESSIONAL PRESENTATIONS (15)

- Soto, J.R., Adams, D.C., Hulcr, J., Koch, F.C., and A. Susaeta, “Trade-Dependent Framework for Assessing the Arrival and Economic Impacts of Invasive Species: The Case of the Asian Ambrosia Beetle and How it Applies to the Cuban Context.” *VIII Seminario Científico Internacional de Sanidad Vegetal 2017*, Havana, Cuba, April 10-15, 2017.
- Soto, J.R., Escobedo, F.J., Adams, D.C., and H. Khachatryan, “Scale Effects & Consumer Demand for Urban Forest Services and Disservices.” *A Community on Ecosystem Services*, Jacksonville, FL, December 5-9, 2016.
- Adams, D.C., Soto, J.R., Escobedo, F.J., and H. Khachatryan, “Consumer Preferences for Urban Forest Landscape Ecosystem Services.” *Society of American Foresters National Meeting*, Madison, WI, November 3-5, 2016.
- Susaeta, A., Adams, D.C., Soto, J.R., and D. Allen, “Economic Sustainability of Payments for Water Yield in Slash Pine Plantations in Florida (poster).” *Society of American Foresters National Meeting*, Madison, WI, November 3-5, 2016.
- Allen, D., Adams, D.C., Susaeta, A., and J.R. Soto, “The Economic Sustainability of Water Yield Payments in Southern Pine Forests.” *Society of American Foresters National Meeting*, Madison, WI, November 3-5, 2016.
- Kreye, M. M., E. F. Pienaar, J. R. Soto and D. C. Adams “Creating Voluntary Payment Programs: Effective Program Design and Ranchers' Willingness to Conserve Florida Panther Habitat.” *9th International Wildlife Ranching Symposium*, Windhoek, Namibia, September 12-16, 2016.
- Soto, J.R., Escobedo, F.J., D.C. Adams, and K. Hayk, “Public and Private Preferences for Urban Forest Ecosystem Services and Disservices.” *Agricultural & Applied Economics Association Meeting*, Boston, MS, July 31 – August 2, 2016.
- Soto, J.R., Adams, D.C., Susaeta, A., Hulcr, J., and F.H. Koch, “Potential Establishment and Economic Assessment of Ambrosia Beetles (Coleoptera: Curculionidae): Where, How Many, and the Economic Impact on the US Loblolly Pine Industry.” *2016 North American Forest Insect Working Conference*, Washington, D.C., June 3, 2016.
- Soto, J.R., D.C. Adams, J. Hulcr, and A. Susaeta, “Pre-Invasion Economic Assessment of Ambrosia Beetle X in Southern US Loblolly Stands.” *2015 Society of American Foresters National Convention*, Baton Rouge, LA, November 3-7, 2015.

- Soto, J.R., D.C. Adams, J. Hulcr, and J. Smith, "Potential Pine-Killing Wood Borers in the US: Preliminary results of pathogenicity assessment and economic conceptual model." *Center for Plant Health Science and Technology- Animal and Plant Health Inspection Service*, Raleigh, NC, March 12, 2015.
- Soto, J.R., D.C. Adams, J. Hulcr, and J. Smith, "Emerging Invasive Species Threats to Forest in Florida: What is the future of our forests, how much it will cost, and what we are doing about it." *Department-wide AgScience Café: Florida Department of Agriculture and Consumer Services*, Tallahassee, FL, February 27, 2015.
- Soto, J.R. and D.C. Adams, "Estimating the Supply of Forest Carbon Offsets: A Comparison of Best-Worst and Discrete Choice Valuation Methods." *A Community on Ecosystem Services & Ecosystem Markets Meeting*, Ft. Lauderdale, FL, December 10-14, 2012.
- Soto, J.R. and D.C. Adams, "Estimating the Supply of Forest Carbon Offsets: A Comparison of Best-Worst and Discrete Choice Valuation Methods." *Agricultural & Applied Economics Association Meeting*, Seattle, WA, August 12-14, 2012.
- Soto, J.R. and D.C. Adams, "Stated Preference Research: Best-Worst Scaling and Conjoint Choice." *Empirical Applications of Microeconomic Theory Workshop*, University of Florida, Gainesville, FL, August 2, 2012.
- Soto, J.R. and D.C. Adams, "Attitudes and Willingness to Accept Compensation for Carbon Offset Production in Florida: Application of Best-Worst Choice Modeling." *Western Agricultural Economics Association Meeting*, Park City, Utah, June 20-22, 2012.
- Soto, J.R., D.C. Adams, and F.J. Escobedo, "Estimating the Supply of Forest Carbon Offsets: A Comparison on Best-Worst and Discrete Choice Valuation Methods." *PINEMAP Annual Meeting*, Atlanta, GA, May 15-17, 2012.

SUMMARY OF FUNDING (\$1,390,226 Total; PI on \$177,701 and Co-PI on \$1,212,525)

- 2017-2020 USDA AFRI National Institute of Food and Agriculture (\$499,729). "Ecosystem Service Tradeoffs, Landowner Incentives, and Optimal Policy Design to Promote Sustainable Longleaf Pine Agroecosystems." Co-PI with Adams, D.C., Susaeta, A., Lal, P., and Dwivedi, P.
- 2017-2018 2014 Farm Bill: USDA Animal and Plant Health Inspection Service (\$208,273). "The emerging Cuba-US plant pest pathway: Assessing Cuban pest threats, institutional capacity, and economic impacts." Co-PI with Adams, D.C., Hulcr, J., and Carton de Grammont, P.
- 2016-2018 USDA AFRI National Institute of Food and Agriculture Postdoctoral Fellowship (\$143,821). "Understanding Public Preferences and Barriers to the Use of a Critical Climate Change Mitigation Tool: Economics of Longleaf Pine and Ecosystem Services." PI.
- 2017 Palm Beach County, FL. (\$67,765). "Economic Valuation of the Ecosystem Services (Nature's Benefits) of Palm Beach County's Natural Areas Managed by the Department of Environmental Resources Management." Co-PI with Pienaar, E.F.
- 2016-2017 Collier County, FL. (\$33,880). "Expanding Collier County's Tourism Market and Value: An Extension Education Needs Assessment." PI with Stein, T.
- 2016-2017 University of Florida Climate Change and Florida's Agricultural, Natural Resources and Human Systems (\$145,660). "Removing a Key Barrier to the Use of a Critical Climate

Change Mitigation Tool: Economic Modeling of Longleaf Pine Market Value and Ecosystem Services”. Co-PI with Adams, D.C., Susaeta, A., Ober, H., Cohen, M., Gonzalez-Benecke, C., and Carter, D.

2016-2017 2014 Farm Bill: USDA Animal and Plant Health Inspection Service (\$228,403).

“Potential Tree Pest Invasions from Cuba: Pest Diversity, Economic Assessment of Threat, and Cuban Policy Analysis.” Co-PI with Adams, D.C., Hulcr, J., and Carton de Grammont, P.

2015-2016 USDA McIntire-Stennis Research Project Grant (\$42,695). “Consumer Preferences for Ecosystem Services from Urban Forest Landscapes.” Co-PI with Escobedo F.J., Adams D.C., Khachatryan, H., Koeser, A.

2012 Sociological Initiatives Foundation Grant (\$20,000). “Farmworkers Disaster Relief Project.” Co-PI with Tovar, J.A., Rada, L., and Moreno, T.

2012 Food and Resource Economics Travel Grant, University of Florida.

2012 Graduate Student Council Travel Grant, University of Florida.

2006 Seminar Travel Grant, Property & Environment Resource Center.

2006 Summer Research Institute Grant, University of Arizona.

AWARDS

2013 University of Florida Hall of Fame

2012 American Society of Hispanic Economists Dissertation Fellowship Award

TEACHING EXPERIENCE (*INVITED LECTURES, +TEACHING ASSISTANT)

FOR2662 Forests for the Future, University of Florida, Spring 2017

FOR6905 Econometric Modeling, University of Florida, Spring 2017

FNR4623 Integrated Natural Resource Management*, University of Florida, Spring 2017

FOR2662 Forests for the Future, University of Florida, Fall 2016

FOR6905 Econometric Modeling, University of Florida, Fall 2016

FNR4660 Natural Resource Policy & Economics*, University of Florida, Fall 2014 – 2016

EVS4932 Introduction to Environmental Science*, University of Florida, Spring 2015

FOR4090c Urban Forestry*, University of Florida, Spring 2015

FOR4934/6934 Nature of Running*, University of Florida, Fall 2015 & 2016

AEB3450 Introduction to Natural Resource & Environmental Economics*, University of Florida, Fall 2014, 2015

AEB6921 Workshop in FRE I-Empirical Applications of Microeconomic Theory*, University of Florida, Summer 2012

AEB3450 Introduction to Natural Resource and Environmental Economics*, University of Florida, Fall 2011

AEB3300, Agricultural and Food Marketing⁺, University of Florida Spring 2011
AEB3300 Agricultural and Food Marketing*, University of Florida, Fall 2010
FNR4660, Natural Resources Policy and Administration⁺, University of Florida, Fall 2010
AEB3122, Financial Planning for Agribusiness⁺, University of Florida, Spring 2010

GRADUATE STUDENTS & MENTORING

Ta-Ken Huang, UA Doctoral Student, Committee Member, exp. Fall 2019
Cristina Nuñez Godoy, UF Doctoral Student, Special Committee Member, exp. Summer 2020
Derek Allen, UF Doctoral Student, Special Committee Member, Summer 2017
Leandre Dawes-vaeth, UF Master's Student, Special Committee Member, Spring 2017
Alisa E. White, Dartmouth College Undergraduate Student, Mentor, Spring 2017
Kotryna Klizentyte, UF CALS Undergraduate Research Intern, Mentor, Summer 2016
Tegan Straughen, UF CALS Undergraduate Research Intern, Mentor, Summer 2015
Justin Soto, UF CALS Undergraduate Research Intern, Mentor, Summer 2014

SERVICE

Journal referee - *Ecosystem Services, Landscape Research, Sustainability, Forests*
Poster and Presentation Judge, University of Florida Graduate Student Research Day, Fall 2015
University of Florida Provost's Campus Diversity Assessment Group, Member, Spring 2013
University of Florida Faculty Senate, Graduate Council Committee, Representative, Spring 2012
Reitz Union Facility Program Committee, Member, Fall 2010
University of Florida Student Government, Graduate Student Senator, 2010 – 2011
Mexican National Association of Economics Students, Delegate 2005 – 2006
University of Arizona's Economics Society, Member 2003 – 2005

PROFESSIONAL MEMBERSHIP

American Agricultural Economics Association, Southern Agricultural Economics Association,
Association of Environmental & Resource Economics, Society of American Foresters, Pimeria Alta
Historical Society, American Society of Hispanic Economists.

SOFTWARE PROFICIENCY & TRAINING

Proficient in STATA, SAS, R, GAMS, Qualtrics
Basic to Advanced General Algebraic Modeling Systems Training (40 hours). Frisco, CO, USA,
Aug 4-8, 2014.

Geographic Information System Workshop (32 hours). Florida Sea Grant, Gainesville, FL, USA,
Dec 14-17.

LANGUAGE SKILLS

Spanish - Native Speaker, English - Native Speaker