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**Education**

- 2019            Ph.D. in economics  
*University of Bordeaux, France*
- 2002            J.D.  
*Yale Law School, New Haven, CT*  
Cross-registered at Yale School of Management for finance and accounting
- 1998            A.B. *magna cum laude* in neuroscience and philosophy  
*Harvard University, Cambridge, MA*

**Employment history**

- 2019–present    Associate Project Scientist, Department of Agricultural and Resource Economics  
Director, Cannabis Economics Group (since 2021)  
*University of California, Davis, Davis, CA*
- 2016–2019      Assistant Project Scientist  
Principal Economic Counselor  
*University of California Agricultural Issues Center, Davis, CA*
- 2015–2016      Junior Specialist  
Principal Economic Counselor  
*University of California Agricultural Issues Center, Davis, CA*
- 2015            Adjunct Professor of Law  
*McGeorge School of Law, Sacramento, CA*
- 2004–2014      Founder and Publisher  
*Fearless Critic Media, New York, NY* (independent, 2005–2008; acquired by  
Workman Publishing and operated as a Workman imprint, 2008–)
- 2003–2004      Associate  
*McKinsey & Company, New York, NY*

2001 Summer Associate, International Capital Markets, US Law Group  
*Allen & Overy LLP*, London, UK

2000 Summer Associate, Intellectual Property Group  
*Dewey Ballantine LLP*, New York, NY

### **Unpaid positions**

2020–present Member, Economic Development Committee, Greater Northampton (Mass.)  
Chamber of Commerce; Hampshire County (Mass.) Regional Tourism Council

2016–present Associate, Robert Mondavi Institute Center for Wine Economics, University  
of California, Davis

2010–2011 Visiting Scholar, Department of Economics, University of California, Berkeley  
(adviser: Prof. David Card)

2009–2011 Contributor, *New York Times* “Freakonomics” blog

2001–2002 President, Yale Law & Technology Society, Yale Law School

1999–2001 Editor, *Yale Journal of International Law*

### **Awards and certifications**

2013–present Fellow, American Association of Wine Economists (AAWE)

2013–present Fellow, US-China Young Leaders’ Forum (diplomatic program of the National  
Committee on US-China Relations)

2002–present Admitted to Massachusetts Bar

2008 Christophe Baron Best Paper Award, American Association of Wine Economists  
Conference, Portland, OR

2008 WSET Level 3 advanced wine & spirits certificate with merit, International Wine  
Center, New York, NY

2004 Certificate in Cooking, French Culinary Institute, New York, NY

2004 Winner, Yale Entrepreneurial Society “Y50K” business plan competition

1997 Elected to Phi Beta Kappa, Harvard College, one of 24 members in class of  
1,600 chosen as a junior

## Selected publications

### *Articles in refereed journals*

- 1) Valdes-Donoso, P., Sumner, D., and Goldstein, R. (2020). [Costs of cannabis testing compliance: Assessing mandatory testing in the California cannabis market](#). *PLoS ONE* 15(4): e0232041.
- 2) Goldstein, R., Saposhnik, R., and Sumner, D. (2020). [Prices of cannabis in California from licensed and unlicensed retailers](#). *ARE Update* 23(3): 1–4. University of California Giannini Foundation of Agricultural Economics.
- 3) Goldstein, R. (2019). [Half-blind tasting: A deception-free method for sizing placebo and nocebo responses to price and packaging attributes](#). *Journal of Wine Economics* 14:3, 321–331.
- 4) Goldstein, R., Sumner, D., and Fafard, A. (2019). [Retail cannabis prices in California through legalization, regulation and taxation](#). *California Agriculture* 73:3–4, 136–145.
- 5) Goldstein, R., and Sumner, D. (2019). [California cannabis regulation: an overview](#). *California Agriculture* 73:3–4, 101–102.
- 6) Valdes-Donoso, P., Sumner, D., and Goldstein, R. (2019). [Costs of mandatory cannabis testing in California](#). *California Agriculture* 73:3–4, 154–160.
- 7) Catapano, R., Buttrick, N., Widness, J., Goldstein, R., and Santos, L.R., (2014). [Capuchin monkeys do not show human-like pricing effects](#). *Frontiers in Decision Neuroscience* 5(1330).
- 8) Bohannon, J., Goldstein, R., and Herschkowitsch, A. (2010). [Can people distinguish pâté from dog food?](#) *Chance*, 23(2), 43–46.
- 9) Goldstein, R. (2010). [Book review, Parker's Wine Bargains, by Robert M. Parker, Jr.](#) *Journal of Wine Economics*, 5(1), 209–216.
- 10) Goldstein, R., Almenberg, J., Dreber, A., Emerson, J., and Herschkowitsch, A. (2008). [Do more expensive wines taste better? Evidence from a large sample of blind tastings](#). *Journal of Wine Economics*, 3(2), 1–9. (218 Google Scholar citations.)
- 11) Goldstein, R. (2000). Book review, *Trademark Counterfeiting, Product Piracy, and the Billion-Dollar Threat to the US Economy*, by Paul Paradise. *Yale Journal of International Law* 25(2), 563–567.
- 12) Goldstein, R. (1997). Machine Analogies and Categories of Consciousness. *Harvard Brain* 3(1), 19–26.

***Other recent articles, book chapters, working papers, research reports***

- 1) Goldstein, R., and Sumner, D. (2021). [The economic impact of state regulations and taxes on legal and illegal cannabis markets.](#) Chapter 13 in *Routledge Handbook of Post-Prohibition Cannabis Research*, 1st Edition, Corva, D., and Meisel, J., Eds., 149–161.
- 2) Sumner, D., Goldstein, R., and Sambucci, O. (2021). California Cannabis Industry: Guidance for revisions of fee structures. Report prepared for the California Bureau of Cannabis Control, Department of Consumer Affairs, and accepted in June 2021.
- 3) Sumner, D., Goldstein, R., Matthews, W., and Sambucci, O. (2020). [Cannabis in California.](#) Chapter 13 in *California Agriculture: Dimensions and Issues*, 2nd Edition, P. L. Martin, R. E. Goodhue, and B. Wright, Eds., Giannini Foundation Information Series Monograph 20-01, 281–300.
- 4) Sumner, D., Goldstein, R., Hart, J., Lee, H., Matthews, W., and Medellin-Asuara, J. (2020). [Standardized Regulatory Impact Assessment \(SRIA\) of proposed regulations to implement Proposition 12.](#) Report prepared for the California Department of Food and Agriculture and accepted by the California Department of Finance in July 2020.
- 5) Sumner, D., and Goldstein, R. (2019). Study on the feasibility of creating one or more classifications of nonprofit cannabis license types. Report prepared for the California Bureau of Cannabis Control, Department of Consumer Affairs, and accepted in December 2019.
- 6) Sumner, D., Goldstein, R., and Matthews, W. (2018). [California’s Cannabis Industry.](#) Chapter 12 in *California Agriculture: Dimensions and Issues*, P. L. Martin, R. E. Goodhue, and B. Wright, Eds., Giannini Foundation Information Series Monograph 18-01.
- 7) Goldstein, R., Almenberg, J., Dreber, A., Emerson, J.W., Herschkowitsch, A., and Katz, J. Do More Expensive Wines Taste Better? Evidence from a Large Sample of Blind Tastings. Reprinted in Ashenfelter, O., Gergaud, O., Storchmann, K., and Ziemba, W., Eds. (2018), *Handbook of the Economics of Wine*, Vol. 1 (World Scientific Press).
- 8) Sumner, D., Goldstein, R., Matthews, W., Pan, Y., Lee, H., and Lapsley, J. (2018). [Economic Costs and Benefits of Proposed Regulations for the Implementation of the Medicinal and Adult-Use Cannnabis Regulation and Safety Act \(MAUCRSA\): Standardized Regulatory Impact Analysis \(SRIA\) and Appendix.](#) Report prepared for the California Bureau of Cannabis Control and accepted by the California Department of Finance in April 2018.

- 9) Sumner, D., Goldstein, R., Matthews, W., Pan, Y., Lee, H., and Lapsley, J. (2017). [Economic Costs and Benefits of Proposed Regulations for the Implementation of the Medical Cannabis Regulation and Safety Act \(MCRSA\): Standardized Regulatory Impact Analysis \(SRIA\) and Appendix](#). Report prepared for the California Bureau of Marijuana Control and accepted by the California Department of Finance in February 2017.
- 10) Goldstein, R. (2018). [Ping-pong Paradise](#). *Racquet* 6, 34–45.
- 11) Goldstein, R. (2017). [Treasured Island](#). *China Daily*, July 17, 2017.
- 12) Goldstein, R. (2016). [Why you don't need fish oil supplements](#). *Men's Health*, April 20, 2016.
- 13) Almenberg, J., Dreber, A., and Goldstein, R. (2014). [Hide the Label, Hide the Difference?](#) American Association of Wine Economics Working Paper #165.

***Published books (as lead author or co-author)***

- 1) Goldstein, R., and Sumner, D. (2022). *Legal Weed: The Economics of Cannabis Legalization*. Oakland: University of California Press. In press, hardcover release Spring 2022.
- 2) Goldstein, R. (2008–2011). [The Wine Trials](#). 1st Ed., New York: Workman (2008). [2nd Ed.](#), with A. Herschkowitsch and T. Walters, Workman (2010). [3rd Ed.](#), with A. Herschkowitsch and T. Walters, Workman (2011).
- 3) Campbell, S., and Goldstein, R. (2010). [The Beer Trials](#). New York: Workman.
- 4) Goldstein, R., Duffy, S., and Yu, J. (2008–2012). *Fearless Critic Houston Restaurant Guide*. 1st Ed., Austin: Fearless Critic Media (2008). 2nd Ed., Fearless Critic Media (2008). 3rd Ed., New York: Workman (2010). 4th Ed., Workman (2012).
- 5) Goldstein, R., Markovits, R., and Nelson, M. P. (2006–2012). *Fearless Critic Austin Restaurant Guide*. 1st Ed., New Haven: Off the Map Press (2006). 2nd Ed., Austin: Fearless Critic Media (2008). 3rd Ed., New York: Workman (2009). 4th Ed., Workman (2010). 5th Ed., Workman (2012).
- 6) Goldstein, R., and Murumba, C. (2004). *The Menu: Northampton, Amherst, and the Five-College Area Restaurant Guide*. New Haven: Off the Map Press.
- 7) Goldstein, R., and Murumba, C. (2003–2009). *The Menu: New Haven Restaurant Guide*. 1st Ed., New Haven: Off the Map Press (2003). 2nd Ed., Off the Map Press (2005). 3rd Ed., as *Fearless Critic New Haven Restaurant Guide*, New York: Workman (2009).

## Selected presentations

- 1) 10th Congress of the Asian Association of Environmental and Resource Economics (AAERE), August 2021. “Demand for organic, convenience foods: a large online survey from U.S. carrot buyers during COVID-19” (presented by H. Lee).
- 2) Agricultural and Applied Economics Association (AAEA) Annual Meeting, Kansas City, August 2021. Presented papers: “People in California reported drinking more beer and wine than usual, and less liquor than usual, after COVID-19-related lockdowns began”; “Retail prices of licensed and unlicensed cannabis.”
- 3) Agricultural and Applied Economics Association (AAEA) Annual Meeting, Kansas City, July 2020. Joint work presented at meeting: “Effect of taxes and costly regulations on the licensed and unlicensed cannabis markets” (presented by O. Sambucci); “Demand for Food Attributes: Evidence from a Large Sample of Carrot Buyers” (presented by H. Lee).
- 4) American Association of Wine Economists, Annual Meeting, Vienna, Austria, July 2019. “What is the Price of Excellence? The Case of Restaurant Wine Awards.”
- 5) Beeronomics Society, Biannual Meeting, Pilsen, Czech Rep., June 2019. Keynote Address: “The Economics of Pretension: Lessons from Beer”; “Cheaper By The Keg? Price-Quantity Relationships in U.S. Retail Beer Prices.”
- 6) 23<sup>rd</sup> International Consortium on Applied Bioeconomy Research (Regulation and Finance of Innovations for a Sustainable Economy), Ravello, Italy, June 2019. “The Economic Impacts of Legalization and Regulation on the Legal and Illegal Cannabis Markets.”
- 7) 30<sup>th</sup> International Conference of Agricultural Economists (IAAE), Vancouver, BC, August 2018. Cannabis economics panel.
- 8) American Association of Wine Economists, Annual Meeting, Ithaca, NY, July 2018. “Price-quality inversion in U.S. retail consumer markets”; “Legal cannabis prices in California.”
- 9) Agricultural and Applied Economics Association (AAEA) Annual Meeting, Chicago, IL, August 2017. Co-organized (with D. Sumner) AAEA’s first cannabis economics panel. Presented papers: “Prices and Premiumization in the Legal Cannabis Market: A review of data from the UC Agricultural Issues Center Retail Cannabis Price Survey, November 2016–March 2017”; “Craft Beer is Wine” (Track Session, Australasia Section, “Beer Versus Wine.”
- 10) 21st International Consortium on Applied Bioeconomy Research (“Bioeconomy in Transition: New Players and New Tools”), Berkeley, CA, July 2017. “A Selective History of Muckraking in the U.S. and Britain, 1906–2017.”
- 11) American Association of Wine Economists (AAWE) 11th Annual Conference, Padova, Italy, June 2017. “Do Premium and Generic Consumer Prices Diverge Over Time? Normal and Snob Demand in the Markets for Alcohol and Marijuana.”
- 12) 13th Annual Conference of the NeuroPsychoEconomics Association, Antwerp, Belgium, June 2017 (“Neuroeconomic foundations of bounded rationality and heuristic decision making”). “Do premium and generic prices diverge over time? Evidence for the snob effect in the US and UK beer, wine, and marijuana markets.”

- 13) 5th Beeronomics Conference, Copenhagen, Denmark, June 2017 (“The Economics of Beer and Brewing”). “Dark days for normal beer in America.”
- 14) University of California, Davis, Agricultural and Resource Economics Brown-Bag Lunch Seminar, May 2017. “The Bullshit Horizon: Do the Generic and Premium Prices of Consumer Goods Diverge Over Time? Evidence from Beer, Wine, and Marijuana.”
- 15) 4th Beeronomics Conference, Seattle, WA, August 2015. “Hide the Label, Hide the Difference?” Joint work with Johan Almenberg and Anna Dreber.
- 16) American Association of Wine Economists (AAWE) 9th Annual Conference, Mendoza, Argentina, May 2015. “Price-Quality Inversion: Unexpected Effects of Information Signals on Consumer Experience in Wine, Beer, and Other Hedonic Product Markets.”
- 17) University of Bordeaux, Department of Economics, Laboratory of Analysis and Research in Economics and International Finance, April 2015. “The Inferiority Premium: Evidence for Price-Quality Inversion in Consumer Markets.”
- 18) American Association of Wine Economists, Walla Walla, WA, June 2014. “Do More Expensive Things Taste Worse? Some Working Economic Hypotheses on Snobbery.”
- 19) American Association of Wine Economists, Stellenbosch, South Africa, June 2013. “Combining the Love and the Hate: Hedonic Asymmetries in Wine Rating Scales.”
- 20) Eastern Economic Association, New York, NY, May 2013. “The Benefits of Being Tipsy: Behavior Under the Influence of Moderate Amounts of Alcohol.”
- 21) Roosevelt University, Chicago, IL, April 2013. “Doctors of Strange Love: Deliberate Disutility in Markets for Beer, Food, and Medical Marijuana.”
- 22) Enometrics XIX, Vineyard Data Quantification Society and European Association of Food Economists, Coimbra, Portugal, May 2012. “Strange Brew: European Lagers Not So Distinct?” Joint work with Johan Almenberg, Seamus Campbell, Anna Dreber, and Alexis Herschkowitsch.
- 23) Association for Private Enterprise Education, Las Vegas, Nevada, March 2012. “Can Americans Distinguish Between Different Brands of European Pale Lager Beer?” Joint work with Johan Almenberg, Seamus Campbell, Anna Dreber, and Alexis Herschkowitsch.
- 24) International Food Bloggers Conference (IFBC), Santa Monica, CA, November 2011. “Blogging Your Values: Panel Discussion.” With Barnaby Dorfman, Dianne Jacob, and Linda Miller Nicholson.
- 25) International Food Bloggers Conference (IFBC), New Orleans, LA, August 2011. “Ethics and Values In Food Blogging.”
- 26) American Association of Wine Economists, Bolzano, Italy, June 2011. “Do Expert Ratings Measure Quality? The Case of Restaurant Wine Awards.” Joint work with Orley Ashenfelter and Craig Riddell.
- 27) Keynote address, Healthy Menus R&D Collaborative, The Culinary Institute of America at Greystone, St. Helena, CA, June 2011. “Behavioral Economics: How Expectations, From Pricing to Health Messaging, Influence Consumer Food and Drink Decisions.”

- 28) FENAVIN, Spanish national wine fair, Ciudad Real, Spain, May 2011. “Critiquing the Critics.”
- 29) Fifth Nordic Behavioral and Experimental Economics Conference, Helsinki, Finland, November 2010. “Modeling the Nocebo Effect: Some Early Experimental Evidence for Negative Price Signals in Blind Tastings.”
- 30) International Food Bloggers Conference (IFBC), Seattle, WA, August 2010. “The Law and Ethics of Food Blogging.”
- 31) Federal Reserve Bank, San Francisco, CA, July 2010. “Do Expert Ratings Measure Quality? The Case of Restaurant Wine Awards.” Presented by Orley Ashenfelter; joint work with Craig Riddell.
- 32) American Association of Wine Economists, Davis, CA, June 2010. “Do Expert Ratings Measure Quality? The Case of Restaurant Wine Awards.” Presented by Orley Ashenfelter; joint work with Craig Riddell.
- 33) American Association of Wine Economists, Davis, CA, June 2010. “Can People Tell the Difference Between Brands of European Pale Lager Beer?” Joint work with Johan Almenberg, Seamus Campbell, and Alexis Herschkowitsch.
- 34) American Association of Wine Economists, Davis, CA, June 2010. Plenary panel on wine competitions and judging. With Orley Ashenfelter, Robert Hodgson, George Taber, and “Pooch” Pucilowski.
- 35) University of Houston Alumni Association, Houston, TX, May 2010. “Placebo Effects and the Neuroscience of Food and Wine Tasting.”
- 36) Authors Weekend, Fairmont Hotel, Scottsdale, AZ, February 2010. “How the Brain Fools the Palate: Lessons From Blind Tasting.” With chefs Michael Mina, Michelle Bernstein, Bobby and Jamie Deen, and wine author Karen MacNeil.
- 37) Yale Entrepreneurial Institute, New Haven, CT, July 2009. Entrepreneurs & Innovators Series. ”The Fearless Critic: Guerrilla Marketing, Entrepreneurship, and Consumer Advocacy.”
- 38) American Association of Wine Economists, Reims, France, June 2009. “Can People Tell the Difference Between Dog Food and Pâté?” Joint work with John Bohannon and Alexis Herschkowitsch.
- 39) FENAVIN, Spanish National Wine Fair, Ciudad Real, Spain, May 2009. “Blind Tasting and the Honest Wine Movement.”
- 40) Junior League of Milwaukee, Harley-Davidson Museum, Milwaukee, WI, February 2009. “The Wine Trials.” With Alexis Herschkowitsch.
- 41) Catavino, Madrid, Spain, November 2008. “The Wine Trials.”
- 42) American Association of Wine Economists, Portland, OR, August 2008. “Do More Expensive Wines Taste Better? Evidence From A Large Sample of Blind Tastings.” Presented with Johan Almenberg; joint work with Anna Dreber, Jay Emerson, Alexis Herschkowitsch, and Jake Katz.

- 43) Muhlenberg College, Allentown, PA, 2004. "Food Criticism: Ethical, Financial, and Logistical Challenges." With Clare Murumba.
- 44) Università degli Studi di Roma (La Sapienza), Rome, Italy, March 2001. "Antitrust and Innovation in the US: The Case of Microsoft."
- 45) LUISS Guido Carli University, Rome, Italy, March 2001. "The Law and Economics of the Microsoft Antitrust Case." With Valerio De Luca and Ernest Miller.
- 46) Brain and Self Workshop, Elsinore, Denmark, 1997. "Animal Cognition and Consciousness: Defining the Terms."