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CURRENT POSITION

2006 - ... : Research engineer, French Agricultural Research Institute (INRA) INRA-ALISS, Ivry-sur-Seine.

EDUCATION

2006: Ph.D. in Economics ,University of Panthéon-Assas, Paris II.

Title: « Economie de la consommation et stratégies industrielles: contributions théoriques et applications au secteur agro-alimentaire »

Advisor: Eric Giraud-Héraud, INRA-LORIA

Committee members: Gérard Ballot (Professor at University of Panthéon-Assas), Françoise Brugière (ONIVINS) , Farid Gasmi (Professo rat University of Toulouse 1), Marie-Claude Pichery (Professor at University of Burgundy), Yves Surry (professor at Swedish University of Agricultural Sciences).

Doctoral Thesis Award of University Panthéon-Assas

2002: M.Sc. (post-graduate) in Industrial Organization and Quantitative methods, University of Panthéon-Assas (Paris II).

2002 : Master thesis Award of AREA (Association pour les Recherches sur l'Economie Agro-alimentaire – Association for research on agro-food economics)

PREVIOUS POSITIONS

2009 -2010: Visiting researcher, Aristotelous University of Thessaloniki, GREECE.

2004 - 2006: Teaching assistant, University of Paris II, Panthéon-Assas.

RESEARCH INTERESTS

Consumption analysis, Experimental Economics, Environmental policies, Behavioral Economics, Incentives and Compensation Policies.

PUBLICATIONS

- **Willingness to pay for pesticide reduction in the EU: nothing but organic?**, Bazoche, P., Combris, P., Giraud-Heraud, E., Seabra Pinto, A., Bunte, F., Tsakiridou, E. (2013).

European Review of Agricultural Economics, Advance Access, 1-23. DOI : 10.1093/erae/jbt011

- **Consumers' response on the labels of fresh fruits and related implications on pesticide use.**, Tsakiridou, E.; Mattas, K.; Bazoche, P., 2012. *Food Economics*, First on line: 1-6.
- **Food choices: What do we learn from combining sensory and economic experiments?** , Combris, P., Bazoche, P, Giraud-Héraud, E. and S. Issanchou, 2009, , *Food Quality and Preference*, Vol. 20: No. 8, pp. 550-557.
- **Réduire les pesticides utilisés en viticulture : à quel prix ?**, Bazoche, P. ; Cartolaro, P. ; Delhomme, B. ; Deliere, L. ; Goutouly, J.P. ; Léger, B. ; Leroy, P. ; Naud, O. ; Soler, L.G. ; Ugaglia, A., 2008, (129 S numéro spécial : Nouvelles technologies en viticulture et oenologie : état des lieux et perspectives), pp. : 71-75
- **Premium Private Labels, Supply Contracts, Market Segmentation, and Spot Prices** , Bazoche P., Giraud-Héraud E., and Soler L-G., 2005, *Journal of Agricultural & Food Industrial Organization*, Vol. 3: No. 1, Article 7.
<http://www.bepress.com/jafio/vol3/iss1/art7>

WORKING PAPERS AND WORKS IN PROGRESS

- **Which food policies for enhancing food security in small tropical islands? Consumers' willingness to pay to sustain yam food chains in Guadeloupe**, Barlagne, C. , Bazoche, P.; Blazy, J.M, Causeret, F. Ozier-Lafontaine, In revision
- **An Experimental Study of Wine Consumers' Willingness to Pay for Environmental Characteristics**, Bazoche, P., Deola, C., Soler L.G., submitted
- **Buyer Power and Category Captainship**, Bazoche ,P, Chambolle, C and Schlippenbach, V.
- **Willingness to pay for pesticides' reduction in European Union: nothing but organic?.**, Bazoche, P., Bunte, F., Combris, P., Giraud-Heraud, E., Seabra-Pinto, A., Tsakiridou, E., *Alimentation et Sciences Sociales* (2012).
- **Willingness to pay for appellation of origin: results of an experiment with pinot noir wines in France and Germany.**, Bazoche, P., Combris, P., Giraud-Héraud, E., *Alimentation et Sciences Sociales* (2009).
- **Méta-analyse de la demande de vin**, Bazoche, P., Giraud-Héraud, E., Surry, Y., *Laboratoire sur les Organisations Industrielles dans l'Agro-Alimentaire* (2005).

BOOK CHAPTERS

- **Willingness to Pay for Appellation of Origin: Results of an Experiment with Pinot Noir Wines in France and Germany.** Bazoche, P.; Combris, P.; Giraud-Héraud, E.; Traversac, J.B., 2012. In: Giraud-Héraud, E.; Pichery, M.C.E., eds. *Wine Econometrics*. Palgrave MC Millan.
- **Aptitude des consommateurs à modifier leur comportement pour prendre en compte l'environnement**, Bazoche, P. (2010)., In: *Les comportements alimentaires. Quels en sont les déterminants ? , Quelles actions, pour quels effets ?* (p. 177-178).

- **Evoluzione dei consumi : tendenze e approcci di analisi.**, Bazoche, P., Giraud-Héraud, E., Grazia, C. (2006). . . , in: Gian Paolo Cesaretti (Editeur), Raul GREEN (Editeur), Angela Mariani (Editeur), Eugenio Pomarici (Editeur), *Il mercato del vino : tendenze strutturali e strategie dei concorrenti* (p. 337-361). Milan, ITA : FrancoAngeli.

CONFERENCE ORGANIZATION AND ADMINISTRATIVE ACTIVITIES

- Organizer of **Labels on sustainability, an issue for consumers, producers, policy makers, and NGOs'**, 134th EAAE Seminar, March 2013
- Participation to the FP7 contract TEAMPEST, financed by the European Commission.
- Participation to the VINPEST contract, financed by the French Ministry of Ecology.
- Participation to RMT Sensorialis.

CONFERENCES AND SEMINARS

- **Evaluating consumers' sustainable choice of wine: A virtual shop experiment**, Bazoche, Pascale; Issanchou, Sylvie; Brouard Joëlle; Maratray, Jacques; Ginon, Emilie, Presentation at the EAAE-AAEA Joint Seminar, "Consumer Behavior in a Changing World: Food, Culture, Society", Naples, March 2015.
- **How to increase the demand to ensure the sustainability of a tropical sector?**, Barlagne, C., Bazoche, P., Diman, J.-L., Blazy, J.-M. (2013)., Presented at 134.EAAE Seminar Labels on sustainability: an issue for consumers, producers, policy makers, and NGOs , Paris (2013-03-21 - 2013-03-22)
- **Evaluating consumers' sustainable choice of wine: A store experiment**, Ginon, E., Bazoche, P., Esteves Dos Santos Laboissiere, L. H., Brouard, J., Issanchou, S. (2013), Presented at 10. Pangborn sensory science symposium, Rio de Janeiro, BRA (2013-08-11 - 2013-08-15).
- **Buyer power and category captainship**, Chambolle, C., Schlippenbach, V., Bazoche, P. (2012). Presented at EARIE 2012, Rome, ITA (2012-09-02 - 2012-09-04).
- **Willingness to pay for appellation of origin: results of an experiment in France and Germany**, Bazoche, P. Combris, P., Giraud-Héraud, E., Traversac, J. B., Western Economic Association International (2008). Presented at 83. Annual conference, Honolulu, USA (2008-06-29).
- **An experimental study of wine consumers' willingness to pay for environmental characteristics**, Bazoche, P., Deola, C., Soler, L. G., Presented at 12. EAAE Congress, Ghent, BEL (2008-08-26 - 2008-08-29) 25. Journées de Microéconomie appliquée, Saint-Denis de La Réunion, REU (2008-05-29 - 2008-05-30).
- **Distribution sélective et revente entre distributeurs**, Bazoche, P., Presented at 23. Journées de Microéconomie appliquée, Nantes, FRA (2006-06-01 - 2006-06-02).
- **Willingness to pay for appellation of origin in the world chardonnay's war: an experimental study**, Bazoche, P., Combris, P., Giraud-Héraud, E., Presented at 12. Oenometrie, Macerata, ITA (2005-05-27 - 2005-05-28).
- **Private label quality and shelf space segmentation. Presented at 88. EAAE Seminar : Retailing and producer-retailer relationships in the food chain**, Bazoche, P., Giraud-

Héraud, E., Soler, L.G., EAAE, European Association of Agricultural Economists, The Hague (NLD) (2004)

RESEARCH REPORTS

- **Une évaluation expérimentale des consentements à la réduction de l'utilisation des pesticides dans le vin**, Bazoche, P., Issanchou, S., Sutan, A., Ginon, E., Brouard, J., Bourg, G., Court, M., Esteves Dos Santos Laboissiere, L. H., Deliza, R., Grolleau, G., Bonescu, M., Cochard, F., Bratu, D. (2014), Rapport de Recherche projet VINPEST.
- **A report on the efficient way to take into account the consumer WTP in order to improve the European regulation of pesticides for fresh and processed agricultural products**, Bazoche, P., Bunte, F., Combris, P., Giraud-Heraud, E., Seabra Pinto, A., Tsakiridou, E. (2011). (Deliverable D 4.5 Teampest).
- **Consumers' willingness to pay for organic products, both with existing brands as the exclusive signal of quality and with additional signals incorporated**, Bazoche, P., Combris, P., Giraud-Heraud, E., Seabra Pinto, A., Tsakiridou, E. (2010). Deliverable 4.4 TEAMPEST Work Package 4.
- **Evaluation of different instruments for signalling the reduction of pesticides, survey of the literature about the role of extrinsic cues which include the pesticide reduction in their production requirements for improving the WTP**, Bazoche, P., Berjano, M., Combris, P., Giraud-Heraud, E., Hanus, Maia, R., Seabra Pinto, A. (2009), Deliverable D 4.3 TEAMPEST Work Package 4.
- **Estimation of consumers' willingness to pay to reduce pesticides, based on experimental markets**, Bazoche, P., Berjano, M., Combris, P., Giraud-Heraud, E., Maia, R., Seabra Pinto, A., Hanus (2009), Deliverable 4.2 TEAMEST Work Package 4.
- **Consumers' perceptions on health risks derived from pesticide use and on the attachment for the respect of the environment**, Bazoche, P., Berjano, M., Combris, P., Giraud-Heraud, E., Maia, R., Seabra Pinto, A. (2009)., Deliverable D 4.1 TEAMPEST Work Package 4.

TEACHING

2015 : Sciences Po, Paris, Undergraduate Studies (Collège Universitaire) , Environmental Economics (enseignement électif de 2^{ème} année : Economie de l'environnement).

2002-2006 : Teaching Assistant (Université Paris II Pantheon-Assas, Université Paris I Panthéon-Sorbonne)