

# JOSÉ R. SOTO

September 24, 2018

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## EDUCATION

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

## EMPLOYMENT

2017-present                  University of Arizona, School of Natural Resources and the Environment.  
Assistant Professor.  
2016-2017                      University of Florida, USDA National Institute of Food and Agriculture.  
Postdoctoral Fellow.  
2014-2016                      University of Florida, School of Forest Resources & Conservation.  
Postdoctoral Research Associate.

## ACADEMIC & RESEARCH AFFILIATIONS

2018-present                  University of Arizona, Department of Agricultural & Resource Economics.  
Courtesy Appointment.  
2018-present                  University of Arizona, Graduate Interdisciplinary Program in American  
Indian Studies. Faculty.

## PUBLICATIONS (12)

Rubino, E.C., Pienaar, E.F. and Soto, J.R., 2018. Structuring Legal Trade in Rhino Horn to Incentivize the Participation of South African Private Landowners. *Ecological Economics*, 154, pp.306-316.  
White, A.E., Lutz, D.A., Howarth, R.B., and Soto, J.R., 2018. Small-scale forestry and carbon offset markets: An empirical study of Vermont Current Use forest landowner willingness to accept carbon credit programs. *PloS one*, 13(8), p.e0201967.  
Soto, J.R., Escobedo, F.J., Khachatryan, H. and Adams, D.C., 2018. Consumer demand for urban forest ecosystem services and disservices: examining trade-offs using choice experiments and best-worst scaling. *Ecosystem Services*, 29, pp.31-39.

- Dawes, L.C., Adams, A.E., Escobedo, F.J. and Soto, J.R., 2018. Socioeconomic and ecological perceptions and barriers to urban tree distribution and reforestation programs. *Urban Ecosystems*, 21(4), pp.657-671.
- 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): pp. 459-480.
- Susaeta, A., Adams, D.C., Soto, J.R., and Hulcr, J. 2017. Expected Timber-Based Economic Impacts of a Wood-Boring Beetle (*Acanthotomicus* sp.) that Kills American Sweetgum. *Journal of Economic Entomology*, 110 (4), pp.1942-1945.
- 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, pp.122-131.
- Soto, J.R., Escobedo, F.J., Adams, D.C., and Blanco, G., 2016. A Distributional Analysis of the Socioecological Determinants of Forest Carbon Stocks. *Environmental Science and Policy*, 60, pp.28-37.
- 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, pp.875-881.
- 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, pp.35-42.

#### **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. Revise and resubmit 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 (4)**

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., Alvarez, S., Adams, A., and Tovar, J.A. Climate Change Related Hurricane Risks and the Economic Vulnerabilities of Florida Farmworkers.

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.

#### **SUMMARY OF FUNDING (\$2,989,993 Total; PI on \$177,701 and Co-PI on \$2,812,292)**

2018-2023 National Science Foundation (\$1,599,767). “CNH-L: Revealing the Hidden Ecoclimate Teleconnections Between Forest and Agriculture in the U.S. Enables Novel Governance Strategies for a Telecoupled World.” Co-PI with Breshears, D.D., Lopez-Hoffman, L., Swann, A., and Baldwin, E.

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.

### PROFESSIONAL PRESENTATIONS (19)

**Feng, X**, AM Lien, T-K Huang, A Swann, DD Breshears, JJ Derbridge, E Baldwin, MM Laguë, MM Núñez-Regueiro, J Soto and L López-Hoffman. Poster. How does forest die-off affect agriculture thousands of miles away? Revealing the hidden teleconnected network of NEON domains. 8 August 2018, Ecological Society of America 2018, New Orleans, LA.

Escobedo, F.J., and **J.R. Soto**, “Measuring socioecological trade-offs in people's choices among ecosystem services, disservices and functional traits.” Ecological Society of America Annual Meeting, New Orleans, LA, August 5-10, 2018.

López-Hoffman, L., Feng, X., Huang, T., Lien, A., Swann, A.L.S., Breshears, D.D., Soto, J.R., Baldwin, E., Nunez-Regueiro, M., Dang, T., Park, D.S., Merideth, R., Ferguson, D., Enquist, B., and Ernst, K., “Crops in a Changing World: Hidden Forest-Agriculture Teleconnections.” 5<sup>th</sup> European Congress of Conservation Biology, Jyväskylä, Finland, June 12<sup>th</sup>-15<sup>th</sup>, 2018.

Kennedy, K.A.u, Lai, J.p, Adams, D.C., Soto, J., and Pienaar, E. Palm Beach County Ecosystem Valuation Survey: Implications for Policy Decisions Regarding the Natural Areas Program. University of Florida Undergraduate Research Symposium. Gainesville, FL, March 22, 2018.

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.

#### **AWARDS**

2013 University of Florida Hall of Fame

2012 American Society of Hispanic Economists Dissertation Fellowship Award

#### **TEACHING EXPERIENCE (\*INVITED LECTURES, +TEACHING ASSISTANT)**

RNR696A-006 Ecosystem Service Valuation, University of Arizona, Fall 2018

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**

Marianela Velilla, UA Doctoral Student, Committee Chair, exp. Summer 2022  
Sonia Delphin, UA Doctoral Student, Committee Chair, exp. Summer 2022  
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**

Grant Review Panelist for the USDA National Institute of Food and Agriculture  
Journal referee - *Ecosystem Services, Landscape Research, Sustainability, Forests, Rangeland Ecology & Management*

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, Ecological Society of America, 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