WHY BECR

$108.9 billion spent on food & nutrition assistance (FY 2013)

SNAP
~50M people/month

WIC
~9M participants

OUR RESEARCH APPROACH

BEHAVIORAL MODELS

DATA

PARTNERSHIPS

REAL WORLD PARTNERSHIPS

DATA-CENTRIC APPROACH

Transaction data
Program data
Machine Learning/Econometrics

Identify behavioral patterns

BEHAVIORAL APPROACH

Non-standard decision making
Non-standard beliefs
Non-standard preferences

FIELD EXPERIMENTS  POLICY
PURSUIT OF TRIPLE-WIN STRATEGIES

Profitable for firms

Benefit consumers

Promote social good

BUILDING A FIELD

New Perspectives Fellowships

Healthy Food Behavior Grants

DISSEMINATION & POLICY

- Conferences
- Web-based strategies
- Online media
- White papers
- Media presence
- Policy roundtables
- Duke in DC

Funding for students and young researchers

FOR MORE INFORMATION
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