



CREST-PSAE Workshop on Food Labels and *Score-economics*

April 22-23, 2026, Palaiseau

Guillaume Hollard, Stéphan Marette, Hugo Molina

Wednesday, April 22

Location 1: Campus-Agro Paris Saclay, 22 Place de l'Agronomie. 91120 Palaiseau (see the MAP). **Amphi A0.04** (on the left once you face the podium in the entrance)

9H15 Welcome and Coffee

9H45: Introduction

Keynote Speech 1 (Chair: Vincent Martinet)

10H00: **Kristin Kiesel**. Can Food Safety Labels Correct Biases in Consumer Beliefs? An Analysis of Reference-Dependent Purchases and Experience-driven Memory Formation in a Retail Experiment.

Apps and Labels (Chair: Vincent Martinet)

11H00: Cornudet C., **Marie-Eve Laporte**, Berger-Remy F., Parguel B., Richet J. When Food Scanner Apps Outperform Front-of-Pack Nutrition Labels: A Conditional Process Model to Foster Healthier Food Choices in Times of Growing Distrust.

11H45: **Guillaume Hollard**, Ghewa El Dora, Olivier Bonroy. Rate My Product: The Effects of Digital Disclosure on Food Quality.

12H30-14H00 : LUNCH

Multiple Labels (Chair: Claire Chambolle)

14H00 : Olivier Allais, Emmanuel Paroissien, **Hugo Molina**. The Cross-Category Effects of Food Labels: A Canteen Experiment.

14H45 : **Lydiane Nabec**, Florence Durieux, Eva Delacroix-Bastien, Stéphan Marette. The Priming effect in Front-Of-Pack Multi-Labeling Strategy: Improving Consumers' Willingness-To-Pay for Healthier and Greener Food Products.

15H30: **Kristin Kiesel**, Hyunjung Lee. Strategic Redundancies in Sustainability Labels and Claims: Do They Inform or Mislead Consumers?

16H15-16H45 Coffee Break

Local Labels and the Experimental Restaurant (Chair: Anne Saint Eve)

16H45 : **Lucie Charbonnieras**, Lydiane Nabec, Louis-Georges Soler, Anne Saint-Eve, Stéphan Marette. Are local and technological foods antinomic for consumers?

17H15: **Jérôme Pivard**, Olivier Allais and Stéphan Marette. Green Trays, Greener Meals? Social Image and the Choice of Organic and Vegetarian Food in a Student Experiment.

Thursday, April 23, 2026

Location 2: Bâtiment d'Enseignement Mutualisé (BEM), Avenue Augustin Fresnel, 91120 Palaiseau (see the Map)

9H30 Welcome and Coffee

Keynote Speech 2 (Chair: Emmanuelle Taugourdeau)

10H00: **Nano Barahona** Food Labeling Policies: Aggregate Impacts and Heterogeneous Effects Across Categories

Environmental Labeling (Chair: Emmanuelle Taugourdeau)

11H00 : Olivier Allais, **Emmanuel Parioisien**. Does Environmental Labelling Change What Consumers Know, Want, and Choose? Evidence from a Workplace Canteen Experiment

11H45: Nicolas Munier-Jolain, Christophe Martin, Fabrice Martin, **Stéphan Marette**, Consumer Preferences Coming from the Full Transparency Regarding the Pesticide Treatments in Agriculture: The Possibility of a PESTI-Score on Apples

12H30: CONCLUSION and LUNCH

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Hard to make sustainable choices!
Could economists help?

Not sure with all their complex trade-offs!
Let's see this workshop...

Nutrition Facts
8 servings per container

Practical Information

Registration is mandatory

Free participation, subject to availability

The registration is mandatory by sending an email to Elodie Rigoux, elodie.rigoux@inrae.fr, before **March 30** and by (1) precising your affiliation and (2) your presence (or absence) to the Wednesday lunch and/or the Thursday lunch.

Location and transportation

From Paris: RER B (train), Stop at Massy-Palaiseau and BUS line 4606 (see the 2 stations on the map).

[Bus Ligne 4606 : plan, arrêts et horaires en temps réel | Bonjour RATP](#)

