



# 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 Labels Correct Biased Consumer Beliefs? Analyzing Reference-Dependent Purchases and Experience-driven Memory Formation in Retail Experiments.

**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 Paoissien**. 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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The collage features numerous food labels and certification logos, including:

- GLOBAL BIODIVERSITY SCORE
- Carbonfree
- NUTRI-SCORE (A, B, C, D, E)
- USDA ORGANIC
- green score
- NON GMO Project
- ECO FRIENDLY 100%
- LA NOTE GLOBALE
- ALTO EN CALORIAS
- ALTO EN GRASAS SATURADAS
- ALTO EN SODIO
- ALTO EN AZUCARES
- Agri-E-ample
- PEFC
- BLEU BLANC COEUR
- SCORE
- Planet SCORE
- MODE D'ELEVAGE
- FSC
- FAIRTRADE
- EU Ecolabel
- Yuka
- FREE RANGE EGGS
- NIVEAU BIEN-ETRE ANIMAL
- AMERICAN HEART ASSOCIATION
- Healthy for Good
- demeter
- ALOXE-CORTON 1<sup>ER</sup> CRU
- cradle2cradle
- ANIMAL WELFARE CERTIFIED
- AC
- Agri éthique
- France
- BIO EQUITABLE EN FRANCE
- CERTIFIED VEGAN
- ENERGY STAR
- Label Rouge
- UTZ Certified
- SANS HUILE DE PALME
- Nutrition Facts
- 8 servings per container

Hard to make sustainable choices!  
Could economists help?

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

## 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](mailto: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](#)

