

MAXIME TRANCHARD

Paris-Saclay Applied Economics, INRAE-AgroParisTech

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CURRENT POSITION

Paris-Saclay Applied Economics (PSAE), INRAE-AgroParisTech *since October 2021*

Ph.D. Candidate in Economics

Thesis Title: *Modifying the food supply: An effective policy tool to reduce the incidence of cancer?*

Advisors: Olivier Allais (PSAE) & Céline Bonnet (Toulouse School of Economics)

REFERENCES

Olivier Allais

Paris-Saclay Applied Economics
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Céline Bonnet

Toulouse School of Economics
celine.bonnet@tse-fr.eu

Yassine Lefouili

Toulouse School of Economics
yassine.lefouili@tse-fr.eu

RESEARCH FIELDS

Primary fields: Empirical Industrial Organization, Policy Evaluation

EDUCATION

M.Sc. in Economics, Toulouse School of Economics *2019*
Economics & Law (*with Honours*)

Master of Laws, University Toulouse 1 Capitole *2019*
Business Law (*with Honours*)

B.Sc. in Economics, Toulouse School of Economics *2017*
Bachelor of Laws, University Toulouse 1 Capitole *2017*

PREVIOUS RELEVANT POSITIONS

Predoctoral Research Associate (*Ingénieur d'études*), Toulouse School of Economics *2019-2021*

RESEARCH VISITING

Department of Industrial Organization, Toulouse School of Economics *2021-*

SUMMER SCHOOLS

2023 EARIE, 22-24 August, European Association for Research in Industrial Economics, with professor Frank Verboven, Roma

2017 Summer School on Principles of International Financial Regulation (Part 1: Law & Part 2: Regulation), London School of Economics and Political Science, June-July, London, UK

TEACHING

2023 - Policy Evaluation in Agri-food Markets (3h lecture), Master EEET évaluations des politiques publiques, Agroparistech

2022 - Econometrics with Panel Data (18h lecture), M.Sc. Stat. and Econometrics 2nd year, TSE
Introduction in Empirical IO & Policy Evaluation in Agri-food Markets (3h lecture), M.Sc. Public Health 2nd year, Sorbonne Paris North University

SCHOLARSHIPS AND GRANTS

2023 Paris-Saclay Graduate School Economie & Management, Laureat, *Ma thèse en 5 min*
2021-2024 Doctoral Scholarship, French National Cancer Institute

WORK IN PROGRESS

Sugar-based tax design for healthier consumption: Empirical evidence in the French Dessert market (*with Olivier Allais, Céline Bonnet, Vincent Réquillart & Marine Spiteri*)

Many countries have implemented fiscal policies to promote healthier diets. However, policymakers still have little guidance on how to design taxes. The main objective of this paper is to investigate the impact of the tax threshold in a sugar-based tax on welfare when firms engage or not in product reformulation. We develop a structural econometric model that incorporates consumers' substitution patterns and firms' price competition. Using household scanner data from the French dessert market, we show that the choice of the tax threshold strongly affects the share of taxed and reformulated products, the magnitude of the price increase, and welfare effects: the lower the tax threshold, the lower sugar consumption reduction, but the greater the reduction in consumer surplus and firms profit. Moreover, a tiered sugar-based tax reduces more sugar consumption when firms reformulate and allows for better targeting of the at-risk population.

Strategic behavior in quality and price: Empirical evaluation of sin taxes in the french dairy market (*with Olivier Allais, Céline Bonnet & Marine Spiteri*)

Although we observe some reformulation effects due to the introduction of taxes (UK Government, 2018), the impact of a tax on product formulation is still neglected in the ex ante policy evaluation literature. In this paper, we develop a structural econometric demand and supply model that allows for both price and quality (or product formulation) responses to tax policy. Using the Kantar WorldPanel dataset on purchases of dairy desserts, combined with nutritional information from the Oqali dataset, we develop a marginal cost model that integrates all technological constraints in the production of dairy desserts. We extend the methodology of Barahona et al. (2023) by endogenizing product formulations on both the demand and supply sides.

REPORTS

Allais Olivier, Céline Bonnet, Pauline Leveneur and Maxime Tranchard (2021). **Report on the Assessment of the potential impacts of new fiscal and regulatory policies on added sugar in Europe**, H2020 Science and Technology in Childhood Obesity Policy: STOP

CONFERENCE AND SEMINAR PRESENTATIONS

2023 EARIE, 24-26 August, European Association for Research in Industrial Economics, Roma
2022 Jornadas de Economía Industrial, 1-2 September, Las Palmas de Gran Canaria, Spain
Policy symposium on NCDs prevention, 14-16 June, Brussels, Belgium
Paris-Saclay Applied Economics (PSAE) Seminar, June 9, Palaiseau, France

PROFESSIONAL ACTIVITIES

Referee: *Statistical Papers*

Participation in Research Programs:

- European project **FOODcoST**: FOOD Costing and Internalisation of Externalities for System Transition, funded by the Horizon Europe Framework Programme under Grant Agreement 101060481, 2022-2016. Project leader: Willy Baltussen, Wageningen University & Research, The Netherlands.

- European project **STOP**: Science and Technology in childhood Obesity Policy, funded by the EU's Horizon 2020 research and innovation programme under grant agreement No 774548, 2018-2022. Project leader: Franco Sassi, Imperial College of Science Technology and Medecine, United Kingdom.

TECHNICAL SKILLS AND LANGUAGES

Office Software: L^AT_EX, Microsoft Office (Word, Excel, PowerPoint), Open Office

Statistical Software: Matlab, R, Stata, Python

Languages: French (native), English (proficient), German & Greek (early beginner)

PERSONAL INFORMATION

Citizenship: French