Author's personal copy





Journal of Policy Modeling
www.elsevier.com/locate/jpm

Journal of Policy Modeling 34 (2012) 81-98

The impact of CAP policy in farmer's behavior – A modeling approach using the Cumulative Prospect Theory

Luís Alberto Godinho Coelho ^{a,b,*}, Cesaltina Maria Pacheco Pires ^{a,b}, Andreia Teixeira Dionísio ^{a,b}, Amílcar Joaquim da Conceição Serrão ^b

^a CEFAGE-UE, Evora University, Largo dos Colegiais, 2, 7000-803 Evora, Portugal
 ^b Management Department, Evora University, Largo dos Colegiais, 2, 7000-803 Evora, Portugal
 Received 1 January 2011; received in revised form 1 March 2011; accepted 1 March 2011
 Available online 2 April 2011

Abstract

This paper proposes a modeling approach to evaluate the impact of economic policies on the decision maker's behavior. This modeling approach incorporates the agent's preferences, estimated through utility elicitation methods, into the objective function of a discrete sequential stochastic programming model that describes the uncertainties and the constraints faced by the decision maker. Our approach was applied to nine farmers of Portugal. The elicitation of the farmers' preferences reveals that the Cumulative Prospect Theory is relevant to describe the farmers' behavior under risk. Our programming model was used to evaluate the impact of the Common Agricultural Policy with partial and full decoupling of subsidies.

© 2011 Society for Policy Modeling. Published by Elsevier Inc. All rights reserved.

JEL classification: C61; D81; Q18

Keywords: Cumulative Prospect Theory; Common Agricultural Policy; Discrete sequential stochastic programming model; Utility Theory

1. Introduction

The prediction of the impact of economic policies is a difficult task. One way of dealing with this task is to construct a model that describes well the way in which the economic agents act and

E-mail address: lcoelho@uevora.pt (L.A.G. Coelho).

^{*} Corresponding author at: Management Department, Evora University, Largo dos Colegiais, 2, 7000-803 Evora, Portugal. Tel.: +351 266740800.