

Attitude Towards Carnivore-Livestock Conflict and It's Effect on Households Willingness to Pay for Organic Meat: A Contingent Valuation Approach

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Abstract : In Europe, there is a growing interest in food produced ethically and with a broader benefit for society. Consumers could consider numerous extrinsic and intrinsic quality attributes, including organically produced, when selecting meat to purchase. Many studies recorded various reasons why consumers may choose to pay the premium price for organic foods, although willingness to pay (WTP) for organic meat and motives behind the WTPs differ depending on the meat type/cut and place. Employing state of the art stated preference (SP) method, this study seeks to find out how environmental attitudes and health concerns shape the demand for organic agriculture in Norway. More specifically, this paper contributes to the existing knowledge on consumer preferences by exploring if consumer's attitude towards carnivore-sheep conflict affects the willingness to pay (WTP) for organic meat. This study will also have a methodological contribution by investigating whether having environmental attitude and carnivore-livestock conflict questions prior to the organic meat WTP question will significantly affect the will to pay and the amount paid. Understanding the effect of the content of the auxiliary questions posed before WTP questions will help to improve future CV survey designs and hence the validity of the results obtained.

Keywords : attitude, consumer reference, contingent valuation, meat, organic, stated preference, survey design

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