Consumer Acceptance of Genetically Modified Foods

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Edited by
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Contents

Contributors vii

Acknowledgements ix

Introduction xi

PART I: STUDIES UTILIZING PRICE AND EXPENDITURE DATA

1 **Do Agricultural Commodity Prices Respond to GMO Bans?** 1
Joe L. Parcell and Nicholas G. Kalaitzandonakes

2 **Consumer Acceptance and Labelling of GMOs in Food Products: a Study of Fluid Milk Demand** 9
Kristin Kiesel, David Buschena and Vincent Smith

3 **Consumer Purchasing Behaviour towards GM Foods in The Netherlands** 23
Leonie Marks, Nicholas G. Kalaitzandonakes and Steven Vickner

PART II: STUDIES UTILIZING EXPERIMENTAL METHODS

4. **The Welfare Effects of Implementing Mandatory GM Labelling in the USA** 41
Wallace E. Huffman, Matthew Rousu, Jason F. Shogren and Abebayehu Tegene

5 **Using Simulated Test Marketing to Examine Purchase Interest in Food Products that are Positioned as GMO-free** 53
Marianne McGarry Wolf, Angela Stephens and Nicci Pedrazzi

PART III: STUDIES UTILIZING WILLINGNESS-TO-PAY METHODS

6. **Measuring the Value of GM Traits: the Theory and Practice of Willingness-to-pay Analysis** 61
Simbo Olubobokun and Peter W.B. Phillips

7. **Willingness to Pay for GM Food Labelling in New Zealand** 73
William Kaye-Blake, Kathryn Bicknell and Charles Lamb

8 Contingent Valuation of Breakfast Cereals Made of Non-biotech Ingredients 83
Wanki Moon and Siva Balasubramanian

9 A Comparative Analysis of Consumer Acceptance of GM Foods in Norway and in the USA 95
Wen D. Chern and Kyrre Rickertsen

10 Comparing Consumer Responses toward GM Foods in Japan and Norway 111
Jill J. McCluskey, Kristine M. Grimsrud and Thomas I. Wahl

11 Willingness to Pay for GM Foods: Results from a Public Survey in the USA 117
Hsin-Yi Chen and Wen S. Chern

PART IV: STUDIES OF CONSUMER ACCEPTANCE

12 A Comparison of Consumer Attitudes Towards GM Food in Italy and the USA 131
Marianne McGarry Wolf, Paola Bertolini and Jacob Parker-Garcia

13 Consumer Attitudes Towards GM Food in Ireland and the USA 143
Marianne McGarry Wolf, Juliana McDonnell, Christine Domegan and Heidi Yount

14 Attitudes toward GM Food in Colombia 155
Douglas Pachico and Marianne McGarry Wolf

15 Consumer Acceptance and Development Perspectives of Functional Food in Germany 163
Heiko Dustmann and H. Weindlmaier

16 Factors Explaining Opposition to GMOs in France and the Rest of Europe 169
Sylvie Bonny

PART V: STUDIES OF ECONOMIC CONSEQUENCES

17 Introducing Novel Protein Foods in the EU: Economic and Environmental Impacts 189
Xueqin Zhu, Ekko van Ierland and Justus Wesseler

18 Consumer Attitudes Towards GM Foods: the Modelling of Preference Changes 209
Chantal Pohl Nielsen, Karen Thierfelder and Sherman Robinson

Index 231

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Index

activism against GM foods 132, 175, 176
age and attitudes 106, 126–127
AGE (applied general equilibrium) models 189–190, *212*
  Negishi format 191, 202–203
  shift from animal protein to novel protein foods 191–192
    balance equations 205–206
    budget constraints 195–196
    data and scenarios 196
    environmental quality 195
    objective and utility functions 192–193, 205
    production functions 194–195, 205
    results 196–198
    sensitivity analysis 198–199, 207–208
    symbols used 204
agriculture, attitudes to modernization of 182–183
AIDS (almost ideal demand system) models 27–29
allergies and GM foods 100
animal protein, model of shift away to novel protein foods *see* AGE (applied general equilibrium) models
animal vs. plant modified genes 105
Argentina: extent of biotechnology use 210
attitude surveys *see* surveys, attitude
auctions *see* experimental auction studies
Australia, labelling costs 42
Australia New Zealand Food Authority (ANZFA) 73
Australia New Zealand Food Standards Council (ANZFSC) 73

bans (voluntary) on GM food 1
  models of market response 3–7
behaviour probability scale 55
benefits of GM foods, consumer perceptions 98, *171*
  advantages judged as weak 178, 180
BEUC (European Consumers' Organization) 177–178
bias
  in attitude surveys 24
  in willingness-to-pay studies 25
bovine growth hormone (somatotropin) *see* rBGH (recombinant bovine growth hormone)
breakfast cereals 93–94, 122, 124, 126–127

Canada
  extent of biotechnology use 210
  labelling costs 42
cereals
  breakfast cereals 93–94, 122, 124, 126–127
  grains
    model absorption results 226–228
    model of trade and production 215–218
    model price and trade results 220–223
    model production results 224–226
    world production and trade 212–215
certainty equivalence 64–65
closed-ended questioning 89
Codex committees (WTO) 112
Colombia
  attitudes to food safety and science 156–157
  attitudes to GM food 157–160
  consumer knowledge 157
commodities *see* markets
computable general equilibrium models
  absorption results 226–228
  consumer preferences 219–220
  market segregation 215–217
  price and trade results 220–224
  production results 224–226

concept exposure 55–56
consumer organizations 177–178
consumer surplus 63–65
  effects of labelling *19*
consumption, direct vs. indirect 105
contigent valuation 69, 70, 88–89, 119–121
corporations, multinational *see* multinationals; consumer perceptions

demand curves 12, 64
  and segregation costs 86
desirability, characteristics of snack products 56–59
developing countries 155, 157
discounts for GMO foods 86

ECAM (EC agricultural model) 189–190
education and attitudes 78, 107
environment
  impact of move from animal protein to novel protein foods *see* AGE (applied general equilibrium) models
  modelling consumer concerns 67–68
  risk and benefit perceptions 92, 111, 122, 126, 157, 171–172
  see also opposition to GM foods
ethics and morals 126
  and consumer concerns 92, 100, 111
  modelling consumer concerns 66–67
Europe
  attitude surveys 24–25, 73–74, 111, 118, 172–174, *176*
  experimental auction studies 25–26
  hostility to biotechnology industry 175
  image in United States 178, 180
  labelling costs 73
  labelling policies 42, 96
  novel protein foods, model of introduction *see* AGE (applied general equilibrium) models
  willingness-to-pay studies 25
  see also individual countries
European Consumers' Organization (BEUC) 177–178
expenditure share equations 31–35
experimental auction studies 69–70
  Europe 25–26
  limitations 26
  random *n*th-price auctions 44
  United States 26n, 43–49

Food and Drug Administration (US FDA) 85
food insecurity 157, 159
France
  influence of media 174
  organized opposition to GM foods 174–175
  public research organizations 177
  public trust in authorities *182*
functional foods 163–167

gender and attitudes 74, 79–80, 106–107, 126, 171
genes, plant vs. animal 105
genetic engineering in food production, current status and future market structures 210–211
Germany
  consumer trends in food market *164*
  functional foods 163–167
governments, attitudes to 136, 137–138, 146, 156–157
  and willingness to purchase GM food 149, *150*, *151*
Greenpeace 174, 178
growth hormone, bovine *see* rBGH (recombinant bovine growth hormone)
GTAP (global trade analysis project) model 189, *212*

Hawthorne effect 26
health
  functional foods 163–167
  modelling consumer concerns 66, 67
  risk and benefit perceptions 63, 92, 98, 100, 122, 126, 156
    USA vs. Europe 132
  see also opposition to GM foods
hedonic pricing 68–69
Hicksian demand curves 12, 64
Iceland (retailer) 1

identity preservation systems 211
  models 216–217
income, disposable 80
Info-conso Network (Greenpeace) 178
information
  effect on purchase decisions 45–47
  importance 127
  sources 135–136, 145–146, *147*, 157, 175–178
  see also media
International Consumers' Organization 177
International Food Council 145
interviews
  in shops 112–113, 143, 156
  in simulated test marketing 54–55
Ireland 131, 132
  attitude surveys 143–144
  consumer knowledge 145–146

Italy
  anti-GM protests 132
  attitude surveys 132–140
  organic food 133–134
  reading of labels 134

Japan
  attitude surveys 111–112, 118
  interviews in shops 112–113
  labelling policies 112
  willingness-to-pay studies 113–114
Juster, Thomas 55

knowledge, consumer 111
  Colombia 157
  Ireland 145–146
  Italy 135–136
  New Zealand 77
  Norway 98
  organic foods 133–134
  United Kingdom 93
  United States 93, 98, 127, 135–136, 144–146

labelling
  attitude surveys 73–74, 93, 136–137, 147, *148*, 158–159
  costs 42–43, 73, 84
  effects on consumer surplus *19*
  effects on US milk purchases 17–21
  factors affecting demand 74–75
  harmonization112
  lack of consumer response, The Netherlands 35–37
  mandatory vs. voluntary 36, 42–43, 84–85
    experimental auction studies 43–49
  national policies 42, 73, 96–97
  and price insensitivity 100
  theoretical models 9–13, 27–29
  usefulness or otherwise 74
labels, reading of 134, *144*, *145*, 158
lifestyle and attitudes 74, 79, 80
limited market experiments 27n
Litmus^{R} simulated test marketing system 54
logistic model 120

mail surveys 121–122
maize, StarLink(TM) 145
markets
  GM crops in world production and trade 212–215
  niche market behaviour 3
  response to information 2
    empirical models 3–7
  segregated agricultural markets 209
    computable general equilibrium model 215–217
  soybean futures 2
Marshallian demand curves 12, 64
media
  modelling effects of coverage 29
  role in opinion formation 174, 175–176
  see also information
men *see* gender and attitudes
methods: testing for GMO content 211
milk
  use of bovine growth hormone (somatotropin) *see* rBGH (recombinant bovine growth hormone)
models
  AGE (applied general equilibrium) models *see* AGE (applied general equilibrium) models
  AIDS (almost ideal demand system) models 27–29
  computable general equilibrium models *see* computable general equilibrium models
  conditional logit models 15
  effects of voluntary labelling 9–13
  logistic model 120
  of market response to voluntary bans 3–7
  multiregional models 215–217
  ordered logit model 75–76
  random utility models 11–13, 119–120
    limitations 27
  in willingness-to-pay studies 66–68
Monsanto (Italy) 132
morals *see* ethics and morals
multinationals, consumer perceptions 92–93

Negishi AGE model format 191–196, 202–203
Netherlands, The
  AIDS model of response to GM labelling 27–29
  attitude surveys 35–36
  demand system variables *30*
  expenditure share equations 31–35
  price elasticities 34–35
New Zealand
  attitude surveys 75–81
  labelling costs 42, 73
Norway
  attitude surveys 97–100
  interviews in shops 112–113
  labelling policies 96
  willingness-to-pay studies 100–108, 113–114
novel protein foods, model of acceptance *see* AGE (applied general equilibrium) models

oil, soybean 102–104, 106–108
oil, vegetable 122, 124, 126–127

oilseeds
model of trade and production 215–217
design of experiments 217–219
results 220–228
world production and trade 212–215
online surveys 88
open-ended questioning 89
opinion polls *see* surveys, attitude
opposition to GM foods
and future markets 211–212
Monsanto protests (Italy) 132
by organizations and groups 174–175, 176
reasons for opposition *179*, *184*
as reflection of wider social concerns 181–184
and risk perception by public 180–181
US perception of European attitudes 178, 180
world statistics *170*
option price 65
option value 65
ordered logit model 75–76
organic foods 133–134, 143, *144*

payment card questioning 89
permission-based surveys 87
pesticides, reduced use 98, 138, 148–149, 158
Philippines, The, labelling costs 42–43
plant protein: model of acceptance *see* AGE (applied general equilibrium) models
plant vs. animal modified genes 105
polls, opinion *see* surveys, attitude
pork: model of shift away to plant protein *see* AGE (applied general equilibrium) models
preferences, consumer, modelling 218–220, 226–228
price elasticities
The Netherlands 34–35
and rBGH in milk 19–20
prices
determination of premium for non-GMO crops 85–86
and willingness to pay for non-GM products 122, 157, 159
pricing, hedonic 68–69
producers
attitudes of consumers 136, 137–138, 146, 157
Europe 175
and willingness to purchase GM food *151*, *152*
communication to public 176–177
PROFETAS (PROtein Foods, Environment, Technology And Science, NL) 189
protein, model of switch from animal to plant protein *see* AGE (applied general equilibrium) models

quality, perception of 62–63

race and attitudes 127
random *n*th-price auctions 44
random utility models 11–13, 101, 119–120
limitations 27
rational agent theory 64–65
rBGH (recombinant bovine growth hormone) 85
theoretical model of labelling effects 10–13
US milk purchases
data characteristics 15–16
data collection and organization 13–14
demand consumer surplus effects *19*
econometric analysis 15
price elasticities 19–20
regression results 16–20
Vermont 118
use in USA 9
regulations and consumer confidence 84
religion, influence of *see* ethics and morals
retailers
removal of GM ingredients 1
risk, perception of 65, 159, 172–174, 180–181
see also environment; health; opposition to GM foods

Sainsbury (supermarkets) 1
salmon 104, 105, 106–108, 122, 124, 126–127
San Luis Obispo Country, CA (USA) 54, 132, 143
science, attitudes to 132–133, 143, *144*, 156, 182–184
scientists, opinions of 177, 180
segregation 209
costs and demand 86
simulated test marketing
concept exposure 55–56
interview process 54–55
methodology 53–54
systems 54
Slutsky's equation 64
snack products 55–59
somatotropin, bovine *see* rBGH (recombinant bovine growth hormone)
soybeans
futures prices 2
empirical models of movements 3–7
oil 102–104
standards, international 112
StarLink(TM) maize 145
stated choice method 100
surveys, attitude 62, 73–74
Colombia 156–160
Europe 24–25, 118
international 170–171
Ireland 143–144, 146–153

Italy 132–140
Japan 118
limitations 24
methodology 86–88, 97–98
The Netherlands 35–36
Norway 97–100
Taiwan 118
United Kingdom 118
United States 97–100, 118, 132–140, 146–153, 171–172
see also willingness-to-pay studies

Taco Bell recall 145
Taiwan, attitude surveys 118
technology, home use of 132
telephone surveys 97–98
television as information source 135
tests for GMO content 211
trade, world
contribution of GM crops 212–213
trade dependence 213–214
trade flows 214–215
tradition, influence of 114
trust, consumer
in food producers 77, 79, 136, 149, *151*
in government and regulatory agencies 84, 136, 149, *150*, *151*, 156–157
negative influences 174, 181–182

uncertainty 65
United Kingdom
attitude surveys 88, 118, 132
voluntary bans on GM food 1
willingness-to-pay studies 88, 91–94
United States
attitude surveys 74, 87–88, 97–100, 132–140, 143–144, 171–172
consumer confidence in food supply 131
consumer knowledge 144–146
experimental auction studies 26n, 43–49
extent of biotechnology use 131, 210–211
labelling policies 42
and consumer response 48–49
limited market experiments 27n
organic food 133–134
perception of European opposition 178, 180
reading of labels 134, *144*, *145*
recombinant bovine growth hormone in milk *see* rBGH (recombinant bovine growth hormone)
San Luis Obispo Country, CA 54, 132, 143
simulated test marketing 55–59
willingness-to-pay studies 87–88, 91–94, 100–108, 121–128
USDA (US Department of Agriculture)
effects of announcements on markets 4, 5
utility theory 64–65

valuation, contingency 69, 70
variation, compensating and equivalence 64

welfare analysis, Negishi format AGE model 191–196
willingness-to-pay studies
breakfast cereals 93–94
and consumer surplus 63–65
demographic and lifestyle influences 79–80, 92–93, 124, 126
empirical measurements 68–70
Europe 25
Japan 113–114
limitations 25
methodology 75–78, 88–89, 100–102, 119–122
models 66–68, 75–76, 89–90
New Zealand 75–81
Norway 100–108, 113–114
research applications 70
theoretical background 62–63
United Kingdom 88, 91–94
United States 87–88, 91–94, 100–108, 122–128
Wirthlin Group Quorum Surveys 145
women *see* gender and attitudes
World Trade Organization (WTO) 112

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In recent years there have been increasing concerns about the potential health risks of genetically modified foods. Consumer perceptions vary between countries, but are probably most pronounced in Europe and least in North America. These have had a profound and controversial effect on the development of markets for GM products.

This book presents a compilation of studies of consumer acceptance of GM foods. These studies utilized different methods and evidence including: price and expenditure data; experimental methods; 'willingness to pay'; consumer attitudes; and economic consequences. Case studies cover a range of countries, including the USA, several European countries, Japan, New Zealand and Colombia. Chapters are based on papers presented at meetings of the International Consortium on Agricultural Biotechnology Research, held in Ravello, Italy. The book will be of significant interest to researchers in biotechnology and agricultural economics.

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