

Assessing Tennessee Consumers' Willingness to Pay for Food Protection

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This presentation highlights results of training workshops in agricultural bio-security and delivery of relevant information to diverse stakeholders. The workshops were held at the Institute of Agricultural and Environmental Research, Tennessee State University. They are funded by the CSREES, USDA. Two training workshops have been held, and another will be conducted during this year. The workshops were scheduled both during the academic year and in the summer. This was done to accommodate as many participants as possible. The participants involved in the workshops were mixed and include Tennessee State University students, teaching faculty, extension personnel, researchers, high school agriculture teachers, and health and other science instructors.

A majority of the participants were recruited through the State Department of Education and by direct invitation. Material on CD prepared by University of Kentucky Extension Service was shared with the participants. Speakers from universities and government agencies were also invited to make presentations on specific topics in which they have expertise. Some of the issues discussed were vulnerabilities in crops, livestock, and the food supply due to deliberate action aimed at causing economic and non-economic damage.

During the first workshop, a written assessment was given to evaluate how much the participants learned from the training. During the second workshop, a one-page survey was used to get feedback

from participants on a number of issues ranging from their level of concern about agricultural bio-security to socio-demographic characteristics. Of the fifty-three participants, responses were received from thirty-eight people, a 72-percent response rate. About 37 percent and 63 percent of the participants indicated that they have learned a lot and quite a bit, respectively. Two-thirds of the respondents were over thirty years old.

A very high proportion (87 percent) of workshop participants indicated that their concern about bio-security ranged from high to very-high. The participants indicated strong interest in protecting the food supply and are willing to pay between five percent and 20 percent extra. The training helped to increase awareness of bio-security issues among the participants. Each participant received a book titled *Crisis and Emergency Risk Communication* (CDC 2002) and a Certificate of training completion. Future workshop will engage more agriculture teachers and extension agents who have access to a large number of students and farmers, respectively. This work provides a useful basis to undertake related future work and can be adopted by others.

References

Centers for Disease Control and Prevention. 2002. *Crisis and Emergency Risk Communication*. <http://www.bt.cdc.gov/erc/leaders.pdf>.

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Choice experiment, consumer willingness to pay, interaction design. JEL Classification. Q13. Despite the reasons why cattle are currently not finished in Tennessee, consumer interest in locally sourced foods could result in price premiums for producers to sell their cattle in-state, which could help overcome cost disadvantages Tennessee producers currently face. Recently, Tennessee's Governor Haslam challenged policy makers and state agricultural leaders to develop a plan to help expand the agricultural and forestry industries within the state (Johnson, Upchurch, and Arrington, 2013). One approach identified was to expand marketing opportunities for Tennessee producers. This paper presents the consumers' willingness to pay a price premium for organic products in Klang Valley. The survey is based on consumer purchases by 2012 with information on their demographic and social-economic characteristics. Consumers are willing to purchase organic products because these products are pesticides-freed and chemical-freed. A strong health conscious is the one of the main determinants of willingness to pay followed by consumer perception and quality towards the organic products. The result of analysis shows that social demographic and level of knowledge could not explain the willingness to pay of organic product. x. For food and beverages, almost all foods and beverages, with few exceptions can be certified organic. An analysis of willingness to pay for innovative food attributes. Concetta Nazzaro (Department of Law, Economics, Management and Quantitative Methods, University of Sannio, Benevento, Italy). Marco Lerro (Department of Law, Economics, Management and Quantitative Methods, University of Sannio, Benevento, Italy). Marcello Stanco (Department of Law, Economics, Management and Quantitative Methods, University of Sannio, Benevento, Italy). Giuseppe Marotta (Department of Law, Economics, Management and Quantitative Methods, University of Sannio, Benevento, Italy). Second, product innovation was addressed toward a traditional food that is mostly reluctant to innovation due to consumers' resistance and skepticism. Keywords. Contingent valuation. Is It Possible To Influence Consumers' Willingness To Pay? 6 incredibly effective tips to improve WTP. By Iris Dings May 14, 2020 June 15th, 2020 Comments. Wouldn't it be great to know how much money shoppers are willing to pay for your product? You'd have a better idea of demand at each price point, right? What if I told you you can have a pretty good idea of shoppers' willingness to pay (WTP) and even influence it to a certain extent? Doing that will give you the flexibility to target multiple segments of the market at different price levels. Also, it gives you the opportunity to bridge the g Willingness to pay (WTP) is the maximum price at or below which a consumer will definitely buy one unit of a product. This corresponds to the standard economic view of a consumer reservation price. Some researchers, however, conceptualize WTP as a range. According to the constructive preference view, consumer willingness to pay is a context-sensitive construct; that is, a consumer's WTP for a product depends on the concrete decision context. For example, consumers tend to be willing to pay more for a