

Consumers' Willingness to Pay for Rice Varieties: Are there Tradeoffs in Valuation with Respect to Greenhouse Gas Emissions, Local Production, and Food Miles Attributes?

コメの品種に対する消費者の支払意志額
—温室効果ガス削減、地元産、フードマイル属性への評価にトレードオフが存在するか—

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Abstract This study examines consumers' valuation for hybrid rice varieties associated with lower greenhouse gas (GHG) emissions and conventionally inbred rice varieties associated with higher GHG emissions in production using non-hypothetical experimental auctions. This study also estimates the interaction effects of GHG emissions during production, food miles, and origin/locality attributes on valuation for the rice products. Results suggest that consumers are willing to pay a premium for lower GHG emitting hybrid varieties compared to the relatively higher GHG emitting conventionally inbred rice. This premium is significantly higher for a low GHG emitting, locally grown and low food miles variety than for a high GHG emitting, non-locally grown and high food miles variety. However, there is no statistically significant difference in valuation between a low GHG emitting, non-local and high food miles rice variety and a high GHG emitting, local and low food miles rice variety. This finding suggests that tradeoffs exist when consumers are faced with a non-local environmentally friendly product and a local less environmentally friendly product.

多数の皆様のご参加をお待ちいたします。