

Ag Econ

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1. Accession 0208530	Agency Identification No. 2. CSREES 3. LAB	5. Work Unit/Project No. LAB93821	6. Status Final Report
7. Title Economic Analysis of Consumer Preferences for Food Nutrition, Health and Exercise			
12. Investigator Name(s) (Last Name and Initials) Harrison, R. W.			
20. Termination Date 09/30/2012		40. Period Covered (mo/da/year): 10/01/2006 TO 09/30/2012	
Outputs: One refereed journal article was published and two consumer surveys were completed.			
Outcomes/Impacts: 1. Grass fed beef project: Results of the conjoint analysis indicates that the most preferred product is a locally produced grass-fed product with a USDA certification, prime cut, and priced at \$2.99 per pound. Subsequent analysis will examine difference in preferences across demographic groups, including Hispanic and non-Hispanic ethnicity. The questionnaire also included a variety of questions regarding the respondent's general knowledge about grass-fed beef production and attitudes toward health, wellness and the environment. Questions regarding socio-economic and demographic variables were also included in the survey. The results will be used to construct optimal product recommendations for the grass-fed beef cattle 2. Goat meat project: Results indicated that consumers preferred chops and cubes over whole and half carcasses. They were willing to pay a higher premium to receive these cuts. Imports had a negative WTP, indicating that consumers did not place a high value on imported goat meat. Color of goat meat was not as important to consumers as the other attributes. The results will be used to construct optimal product recommendations for the goat industry, as well as insights into target marketing.			
Publications: Ferreira, G. F.C. and R.W. Harrison. 2012 From Coffee Beans to Microchips: Export Diversification and Economic Growth in Costa Rica. Journal of Agricultural and Applied Economics.44,4:517-531.			
Participants: R.W. Harrison (PI), LSU AgCenter.			
Target Audiences: The target audience are beef cattle and goat producers, and food industry participants in Louisiana, the region and nationally.			
Project Modifications:			



Nothing significant to report during this reporting period.

Approved (Signature)	Title	Date
		