


U.S. Department of Agriculture <b>Work Unit Description AD-416</b> U.S. Dept. of Agriculture, State Agricultural Experiment Stations and Other Institutions				Date (Month/Day/Year) 08/06/2012
1. Accession No.	Agency Identifiers		5. Work Unit/Project No.	6. Status
	2. NIFA	3. LA.B	LAB94159	A = New Project
7. Title <b>Consumer Demand for Locally-Sourced Foods, and Nutrition, Health, Safety and Wellness Attributes for Whole and Functional Foods</b>				
8. Performing Organization 0016 - 2010 Agri Economics & Agribusiness Agricultural Experiment Sta, Louisiana State Univ			9. Cooperating Departments within State Performing Institution	
10. Multistate Project No.			11. Cooperating States	
12. Investigator Name(s) Last Name and Initials)				sent via BITNET/INTERNET electronic mail systems Date: 8/9/12
1. Harrison, R.W.				POSTED
13. Project Contact Last Name and Initials: Harrison, R. W.		Phone: 225-578-2727 Fax: 225-578-2716		
E-Mail: wharrison@agcenter.lsu.edu URL:				
14. Project Type Hatch	15. Contract/Grant/Agreement No.	16. Amount	17. FY	
18. Award Date (Month/Day/Year)	19. Start Date (Month/Day/Year)	20. Termination Date (Month/Day/Year)		
	10/01/2012	09/30/2016		
Goals/Objectives/Expected Outputs				
<p>Objectives of the proposed study are: 1. to elicit and measure consumers' beliefs and attitudes regarding sustainability, health, safety, wellness and exercise, and their effects on U.S. consumption and willingness to pay (WTP) for selected local, whole and functional foods; and, 2. to analyze the effects of trends in consumers preferences on demand for locally sourced foods produced by Louisiana's core agricultural and seafood industries. Specific outputs of the proposed project include publications that analyze and report changing consumer beliefs and attitudes toward local foods, and linkages to availability, cost, health and wellness of Louisiana citizens and profitability of Louisiana agricultural and seafood industries. Expected research outlets include Departmental and Experiment Station publications, peer reviewed journals, popular press publications, and presentations to industry and researchers at professional conferences.</p>				
Methods				
<p>The objectives of the proposed project will be achieved by using both secondary and primary data. Selected secondary economic data will be analyzed by employing standard econometric tools for analyzing food demand. The proposed project will also utilize consumer surveys (i.e., primary data) in combination with choice based experiments and conjoint analysis to test hypotheses regarding the effects of food prices, incomes, health risks, and consumers' knowledge, beliefs and attitudes regarding nutrition, diet, exercise and demand for local, whole and functional foods.</p>				
23. Non-Technical Summary				
<p>The proposed study will utilize economic and market analysis to measure the effects of consumer attitudes and beliefs regarding health, wellness, safety and other aspects of food, and their linkages to the demand for local and functional foods produced by Louisianas core agricultural and seafood industries. The proposed project will assist in lowering barriers that many farmers and local food processors face in marketing local whole and functional foods. The lack of market information for moving local foods into mainstream markets remains a problem for many farmers and processors.</p>				
24. Keywords				
Demand for local foods; Whole and functional foods; conjoint analysis				

\*\*\*\* The Original signed document is on file at this institution. \*\*\*\*

Signature	Title	Date
Dept:  Admin:	Associate Director	8-7-12