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Background

- ☀ Food labels provide key information including production related attributes
 - ➔ **origin**, hormone use, organic, etc.
- ☀ Labels reflect high number of credence & experience quality attributes
 - ➔ valuable to consumers
 - ➔ differentiation efforts of producers
- ☀ Origin of production has received extensive attention, e.g. country-of-origin, region-of-origin, locally grown
- ☀ Research and market evidence indicates consumers value origin labels for food products
 - ➔ No studies on perceptions and preferences of European consumers for Canadian meat imports
 - ➔ Potential for Canadian producers to tailor products and marketing efforts to further increase export to Europe

Objective of study

- ☀ Understand European consumers' choices of Canadian food products
 - ☀ Explain the impact of Canada-oriented labelling schemes on product choices
 - ☀ Provide guidance to producers for expanding their export market share
1. Identify products and attributes from Canada valued by Europeans
 2. Analyze differences between consumers from different European regions in order to target marketing activities
 3. Define consumers' knowledge/perceptions of Canadian products
 - ➔ to assess which characteristics of beef products from Canada are especially favored by European customers
 - ➔ to evaluate differences between- country and within-country preferences (e.g., Canadian versus Alberta beef)
 - ➔ to analyze demand for Canadian beef at the point of sale where they compete directly with other meat products

Survey instruments

- ☀ Household and retail surveys of general European population in 2012
- ☀ Survey European consumer perception of Canadian food in general and in particular choices of beef in the context of different product and origin labelling schemes
- ☀ Measure prior knowledge and perceptions towards Canadian foods using the word association test
- ☀ Classify consumers' personal value systems that influence their product evaluation
- ☀ Assess consumers' willingness to try new imported foods by means of the food neophobia scale
- ☀ Quantify respondents' value for Canadian beef using choice experiments
- ☀ Include socio-demographic characteristics

Benefit

CMD network will be provided with information on potentially significant drivers of future demand for Canadian export beef

Policy relevance

- ☀ Analysis of different export markets in Europe
- ☀ Likelihood of European consumers to purchase Canadian beef with different characteristics
- ☀ Effect of European consumer preferences for other beef attributes, such as conventional versus organic production towards their preferences for Canadian beef

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ABSTRACT CMD-04

The Role of Origin in European demand for Canadian beef

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In the food product space, labels provide a host of product information including production related attributes such as: origin, GMO use, hormone use and organic. This variety of labels reflects the abundance of credence and experience attributes among food products that are of value to consumers and the efforts of producers to differentiate their products in a crowded marketplace.

One product attribute that has recently received extensive attention is origin of production. Origin of production labels encompass a variety of different designations such as country-of-origin, region-of-origin, and locally grown. Yet, while there is extensive evidence that consumers value origin labels for food products, previous studies have not focused on the perceptions, preferences, and valuations of European consumers for food products imported from Canada. This is surprising given the size of the European food market and the potential for Canadian producers to tailor their products and marketing efforts to further expand their export presence in Europe. Understanding European consumers' perception of different Canadian products, the impact of different Canadian oriented labelling schemes on consumer product choices, and the underlying consumer characteristics driving these preferences are all critical to guide producers in expanding their export market share.

Against this backdrop, the aim of this research is (1) to identify food products and attributes from Canada that are especially valued by Europeans; (2) to identify differences between consumers from different European regions in order to target marketing activities; (3) to identify consumers' prior knowledge and perceptions of Canadian products; (4) to assess which characteristics of beef products from Canada are especially favoured by European customers and whether country specific differences exist with regard to preferences for, e.g., Canadian beef versus Alberta beef; (5) to analyze demand for Canadian beef products at the point of sale where they compete directly with other meat products.

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To reach these goals we will analyze European consumer perception of Canadian food in general and in particular choices of beef in the context of different product and origin labelling schemes using consumer surveys and experiments.

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