

POLICIES & REGULATIONS FOR A THRIVING CANADIAN AGRI-FOOD SYSTEM

Fourth Annual Canadian Agri-Food Policy Conference

JANUARY 29-31, 2014 • CHÂTEAU LAURIER • OTTAWA, ON

Poster 13

RISK ATTITUDES AND THE ADOPTION OF GENOMIC TECHNOLOGY IN DAIRY PRODUCTION

Xi Yu, Getu Hailu and Ying (Jessica) Cao
University of Guelph

Mastitis has long been one of the most frequent and costly cow diseases in dairy production. The incidence of mastitis is approximately 20% (Thompson-Crispi et al. 2013) whereas the costs and production losses related to mastitis is approximately \$983 per clinical case at the national level (Camps et al. 2007). Meanwhile, the recent development in genotyping provides producers with genetic information about young animals regarding their disease resistance, production and fertility. The objective of this study is to estimate producers' willingness to pay (WTP) for genotyping for mastitis and examine the effect of producers' risk attitudes on their WTP. In summer 2013, a survey was conducted across Ontario dairy farms. The contingent valuation method with double bounded dichotomous choice questions was applied to estimate producers' WTP. The preliminary results indicate that the mean WTP for genotyping is approximately \$46 per test and more risk seeking producers and those that are more concerned about the incidence of mastitis have higher WTP for genotyping for mastitis.