A Comparative Analysis of Consumers’ WTP for Milk and Meat from Cloned Animals in Canada

Anahita Hosseini Matin, Ellen Goddard
Department of Resource Economics and Rural Sociology, University of Alberta
anahita.matin@ualberta.ca,  ellen.goddard@ualberta.ca

Jayson Lusk
Department of Agricultural Economics, Oklahoma State University
jayson.lusk@okstate.edu

Diane McCann Hiltz, Darren Chase
Alberta Agriculture and Rural Development
diane.mccann-hiltz@gov.ab.ca,  Darren.chase@gov.ab.ca


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A Comparative Analysis of Consumers’ WTP for Milk and Meat from Cloned Animals in Canada

Anahita Hosseini Matin¹, Ellen Goddard¹, Jayson Lusk², Diane McCann Hiltz³, Darren Chase³

1. Department of Resource Economics and Rural Sociology
2. Department of Agricultural Economics, Oklahoma State University
3. Alberta Agriculture and Rural Development

BACKGROUND

- The United States Food and Drug Administration in 2008 stated that “meat and milk from cattle, swine, and goat clones or their offspring are as safe to eat as conventional food we eat from those species now”.
- Animal cloning is a complex process by which scientists copy the genetic or inherited traits of an animal. Somatic cell nuclear transfer is the process most often used in animal cloning (Vjatka & Morris, 2000).
- Consumer preferences play a very important role in food policy, while science may determine what is safe; society will decide what is acceptable.
- The commercial development of cloning technology, their offspring and derived products has sparked controversy in the food industry.

METHODS

- Stated preference choice method was applied to elicit Canadian consumer preferences towards various attributes for their meat and milk and their offspring products.
- Strength of Stated Preference Method: Consumers can be asked about their willingness to purchase for any product, including those currently unavailable in the marketplace and the researcher can control the data collection process in order to ensure that price changes are correlated with other variables of interest (Brooks & Lusk, 2010).
- Two national surveys were conducted in the period of January-March 2010 across Canada with approximately 800 valid respondents for each survey.

RESULTS

- Conditional Logit Regression Analysis for meat and milk from cloned animals and their offspring’s

COMPARATIVE FACTS

- Canadians are not WTP for meat and milk products produced from cloned animals.
- Canadian consumers are WTP more for meat products with lower saturated fat (5%), skim milk, and 1% milk products as compared to meat products with higher saturated fat (10%) and 2% milk products.
- The Canadian consumers are WTP 58% and 74% less than the average market price ($5.66/kg) for meat produced by cloned animal, and 45% and 44% less than the average retail price ($4.99 for 4 litres) of milk produced by cloned animals or their offspring.
- People strongly value labeling of cloned and organic products (Lusk and 2).
- Possibly increases resistance to diseases (Lewis et al., 2004; Wall...

REFERENCES


CONCLUSIONS

- Canadians are not WTP for meat and milk products produced from cloned animals and their offspring.
- American people strongly prefer meat products from a non-cloned animal vs. a cloned animal.
- Canadian populations like Canadians enjoy decreases in saturated fat content in meat products. Also, skim, and 1% milk is more preferred compared to whole milk.
- Americans are WTP 68% and 59% less than the average market price ($2.99/lb) for meat produced by cloned animal, and their offspring.
- American consumers are WTP 57% and 65% more than the average price ($4.49/gal) to avoid milk produced by cloned animals or their offspring.

DATA

Canadian National Surveys Demographic Variables

<table>
<thead>
<tr>
<th>Milk Attributes</th>
<th>Organic</th>
<th>Convienent, Organic</th>
<th>Whole Milk</th>
<th>White Milk</th>
<th>Skim milk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price ($/lb)</td>
<td>$5.99/kg</td>
<td>$5.99/kg</td>
<td>$5.99/kg</td>
<td>$5.99/kg</td>
<td>$5.99/kg</td>
</tr>
<tr>
<td>Production Attribute</td>
<td>Milk from non-cloned animals, Milk from Offspring of Cloned animals</td>
<td>Milk from non-cloned animals, Milk from Offspring of Cloned animals</td>
<td>Milk from non-cloned animals, Milk from Offspring of Cloned animals</td>
<td>Milk from non-cloned animals, Milk from Offspring of Cloned animals</td>
<td>Milk from non-cloned animals, Milk from Offspring of Cloned animals</td>
</tr>
<tr>
<td>Fat Content</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
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</tr>
</tbody>
</table>

PRIVATE WTP FOR CLONED PRODUCTS IN MEAT & MILK

OBJECTIVE

- To analyze whether or not people's stated WTP for meat or milk products produced from cloned animals suggests the need for regulation of cloning within data.

ACKNOWLEDGEMENT

The authors would like to thank Alberta Agriculture and Rural Development for their contribution to this project.

CONTACTS

anahtamatin@ualberta.ca; ellen.goddard@ualberta.ca