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Understanding Consumer Preferences for Goat and Lamb Meat in Florida

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Understanding Consumer Preferences for Goat and Lamb Meat in Florida

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Overview

Research Question:

- What consumer factors determine the willingness to pay for lamb and goat meat products in Florida?

Objective:

- Determine market potential for lamb and goat meat products in Florida.
- Provide agribusiness decision makers with insight into how consumer perceptions impact the WTP for lamb and goat meat products.
- Provide a benchmark study for further expansion of research into the lamb and goat meat industry.

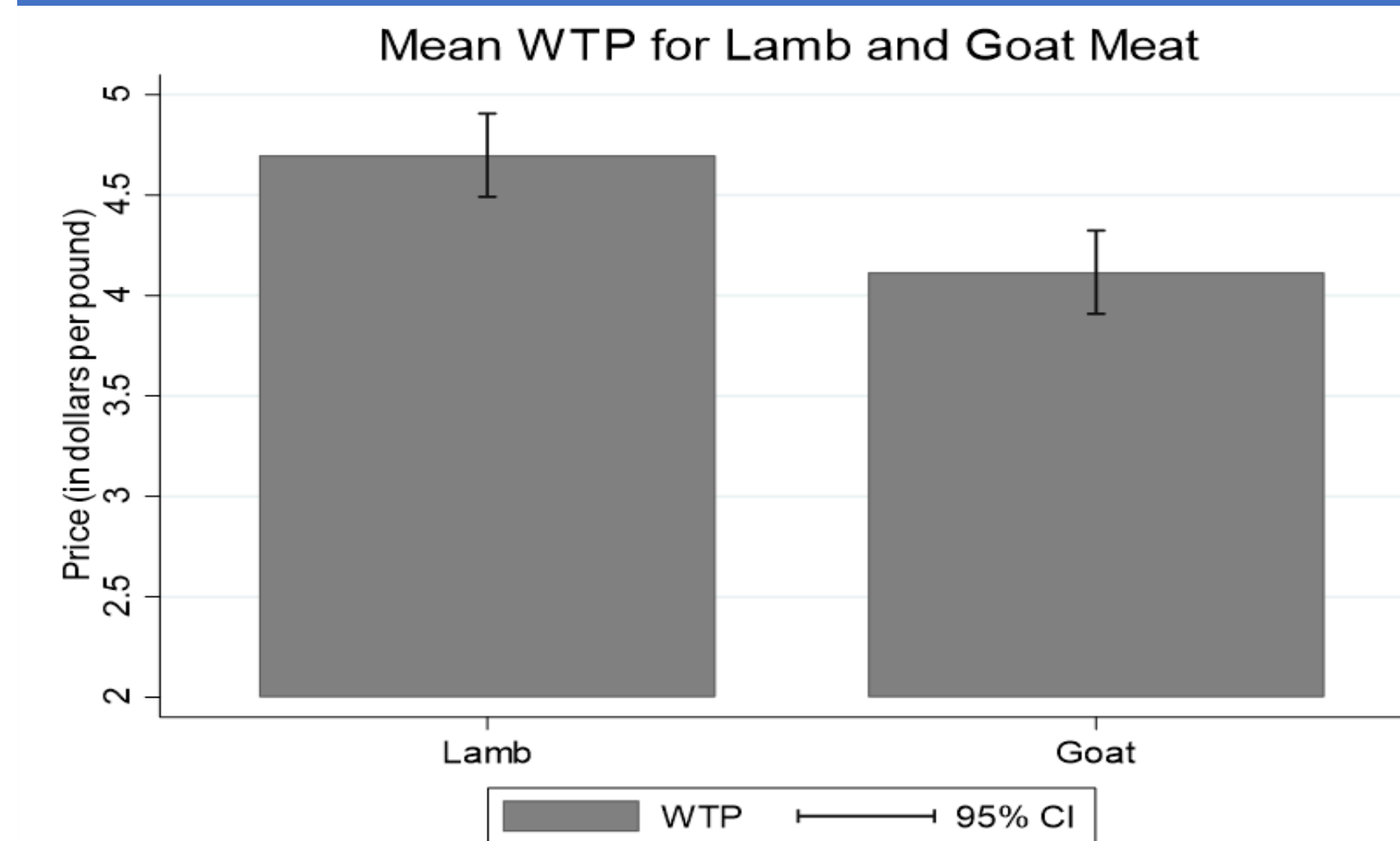
Methods

- Data was collected via online survey that was pretested by extension specialists ensuring all questions were appropriate to participants
- A sample of 1,022 adult Floridians was collected after screening on primary shoppers in their household, who incorporated any source of meat into their diet, resided in Florida, and were over 18 years old.
- After dropping outlier observations, the final sample used in this analysis contained 924 responses (a retention rate of 90.4%).

Results

	Respondents (%)	2019 U.S. Census (%)
Gender		
Male	42***	51
Age		
18–24 years	8**	10
25–34 years	15	16
35–44 years	13	15
45–54 years	15	16
55–64 years	19**	17
Over 65 years	30***	25
Income		
Under \$25,000	20	21
\$25,000–\$34,999	12**	10
\$35,000–\$49,999	15	14
\$50,000–\$74,999	21***	18
\$75,000–\$99,999	14*	12
\$100,000–\$149,999	11**	13
\$150,000–\$199,999	4	5
\$200,000 or more	2***	6
Education		
Less than HS degree	2***	12
HS diploma, GED, or eq.	19***	28
Some college/AS degree	38***	31
BS degree	25***	18
Graduate/professional degree	15***	10

Note: *, **, and *** denote statistical significance at 90%, 95%, and 99%, respectively.



The figure above displays a confidence interval test to determine statistical difference between the reported average WTP of lamb and goat meat from participants using a self-reported value of the maximum price they would be willing to pay for a pound of ground shoulder meat. From this figure, we see that WTP for goat meat is reported being lower than the WTP for lamb meat.

Variables	[1]	[2]	[3]
mfxx dydx (Std. err.)			
Adventurousness	0.195*** (0.039)	0.181*** (0.041)	0.151*** (0.041)
Tasted and liked lamb in last 12 months	0.994*** (0.212)	0.998*** (0.213)	0.963*** (0.216)
Lamb has higher flavor quality than beef	1.240*** (0.292)	1.203*** (0.292)	1.101*** (0.291)
Lamb has better health benefits than beef	0.123 (0.226)	0.0753 (0.227)	0.103 (0.226)
High household importance on animal welfare	- (0.234)	-0.172 (0.233)	-0.132 (0.233)
High household importance on ethics	- (0.227)	-0.128 (0.227)	0.143 (0.226)
High household importance on health	- (0.222)	0.216 (0.222)	0.346 (0.226)
High household importance on religion	- (0.213)	0.0866 (0.213)	0.0213 (0.214)
Price importance	- (0.099)	-0.0437 (0.103)	-0.0557 (0.111)
Environmental friendliness importance	- (0.163)	0.0922 (0.099)	-0.0457 (0.103)
Taste importance	- (0.300**)	-0.318* (0.139)	-0.257 (0.140)
Food security importance	- (0.098)	0.300** (0.100)	0.329** (0.100)
Domestically produced importance	- (0.098)	-0.14 (0.098)	-0.0354 (0.100)
Generation Z	-	-	1.669*** (0.463)
Millennials	-	-	0.668** (0.294)
Generation X	-	-	0.248 (0.263)
Male	-	-	0.00655 (0.212)
Upper income	-	-	0.252 (0.292)
Lower income	-	-	0.148 (0.260)
Education	-	-	0.0617 (0.076)
Caucasian	-	-	0.27 (0.454)
African American	-	-	0.33 (0.560)
Hispanic	-	-	-0.516 (0.335)
Log Likelihood	-2224	-2218	-2205
Observations	924	924	924

Note: *, **, and *** denote statistical significance at 90%, 95%, and 99%, respectively.

Positive correlations for lamb meat WTP:

- Adventurousness when eating meat, perceiving lamb to have a higher flavor quality when compared to beef, having tasted/liked lamb recently, importance on food security, and being among Gen Z and Millennials.

Positive correlations for goat meat WTP:

- Adventurousness when eating meat, perceiving goat to have a higher flavor quality when compared to beef, having tasted/liked lamb recently, and being among Gen Z and Millennials.

Variables	[1]	[2]	[3]
mfxx dydx (Std. err.)			
Adventurousness	0.176*** (0.041)	0.160*** (0.042)	0.135*** (0.042)
Tasted and liked goat in last 12 months	1.552*** (0.277)	1.538*** (0.280)	0.592*** (0.221)
Goat has higher flavor quality than beef	1.632*** (0.381)	1.530*** (0.379)	0.863*** (0.298)
Goat has better health benefits than beef	0.138 (0.246)	0.103 (0.247)	0.233 (0.231)
High household importance on animal welfare	- (0.240)	-0.453* (0.240)	-0.3 (0.238)
High household importance on ethics	- (0.232)	0.122 (0.232)	0.0156 (0.231)
High household importance on health	- (0.227)	0.0268 (0.227)	0.15 (0.230)
High household importance on religion	- (0.218)	-0.0328 (0.218)	0.0473 (0.219)
Price importance	- (0.113)	0.0291 (0.113)	0.0269 (0.113)
Environmental friendliness importance	- (0.102)	0.250** (0.102)	0.114 (0.105)
Taste importance	- (0.167)	-0.233 (0.167)	-0.229 (0.165)
Food security importance	- (0.142)	0.15 (0.142)	0.217 (0.142)
Domestically produced importance	- (0.100)	-0.231** (0.100)	-0.0502 (0.102)
Generation Z	-	-	2.360*** (0.494)
Millennials	-	-	1.103*** (0.306)
Generation X	-	-	0.404 (0.271)
Male	-	-	0.247 (0.216)
Upper income	-	-	0.275 (0.298)
Lower income	-	-	-0.0271 (0.264)
Education	-	-	0.0326 (0.077)
Caucasian	-	-	-0.0937 (0.468)
African American	-	-	0.686 (0.583)
Hispanic	-	-	-0.859** (0.341)
Log Likelihood	-2210	-2203	-2185
Observations	924	924	924

Note: *, **, and *** denote statistical significance at 90%, 95%, and 99%, respectively.

Table 2 and 3 display Tobit regression analyses of multiple specifications of consumer attributes and how they correlate to WTP for each meat product. Each specification [2] and [3] adds a set of variables representing taste preferences, preferences as it relates to meat consumption, and demographics respectfully.

Conclusions

- Younger, adventurous consumers who value the flavor of lamb and goat meat are WTP a premium price for each respective meat product.
- In-depth sensory analyses of taste preferences as it relates to lamb and goat meat, using results of study as a base could prove valuable to market decision makers.
- Health and environmental preferences are not determinants of WTP for lamb and goat meat in this analysis.