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How do consumers value Nutri-score and Eco-score labels on meat and meat alternatives? Evidence

from China

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***Selected Paper prepared for presentation at the 2023 Agricultural & Applied Economics Association
Annual Meeting, Washington DC; July 23-25, 2023***

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Abstract

Consumers desire to know the nutritional and sustainable implications related to their food choices. Front-of-pack labels which are receiving a lot of attention recently, are the Nutri-score label, as well as the Eco-score label. However, previous studies discussing dual score labels were mainly on food in general. Instead, we apply the front-of-pack labeling on different meat alternatives and conventional meat and evaluate the effect on consumer food choices. The present study aimed to explore the potential effect of Nutri-score & Eco-score labels on consumers' choice of meat alternatives using a choice experiment. This study also applies a between-subject design to assess the naming effect of cultured meat. With 1532 Chinese participants, our results show that most of respondents would prefer conventional meat, while 17% and 11% would choose plant-based meat and cultured meat. Providing Eco-score and Nutri-score labels could significantly encourage consumers to choose meat alternatives. Consumers' willingness to pay for the Nutri-score is higher than the Eco-score, and they are also willing to pay more for score A than score C in both score labels. Naming could also influence consumers' choice of cultured meat. However, it is worth noting that consumers would like to pay more for nutrition and environmental value when using less preferred naming for cultured meat.