

Household Behaviour and Environmental Policy: Organic Food Consumption

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Three Outstanding Issues

- Health or the Environment
- Impact of Organic Labels
- Importance of Price

Motivation

Degree of concern about an environmental* condition (Public Good)

Qualification/Label meaning

Recognition of organically produced food/Belief it is better for the 'environment'

Age

Education

Family

Gender

Primary shopper

Experience?

Price Sensitivity

Income

Preference/ Participation, WTP, Proportion/ Expenditure organically produced food

Recognition of organically produced food/Belief that it is healthier

Degree of Concern about personal health (Private Good)

*pollution, farmers/farmland, farm labor, farm animals, wild animals, wilderness preservation

Attitude

Belief that individual can improve environmental* conditions->shown by actions

ENVATTID_INDX
ENVPURCH_INDX

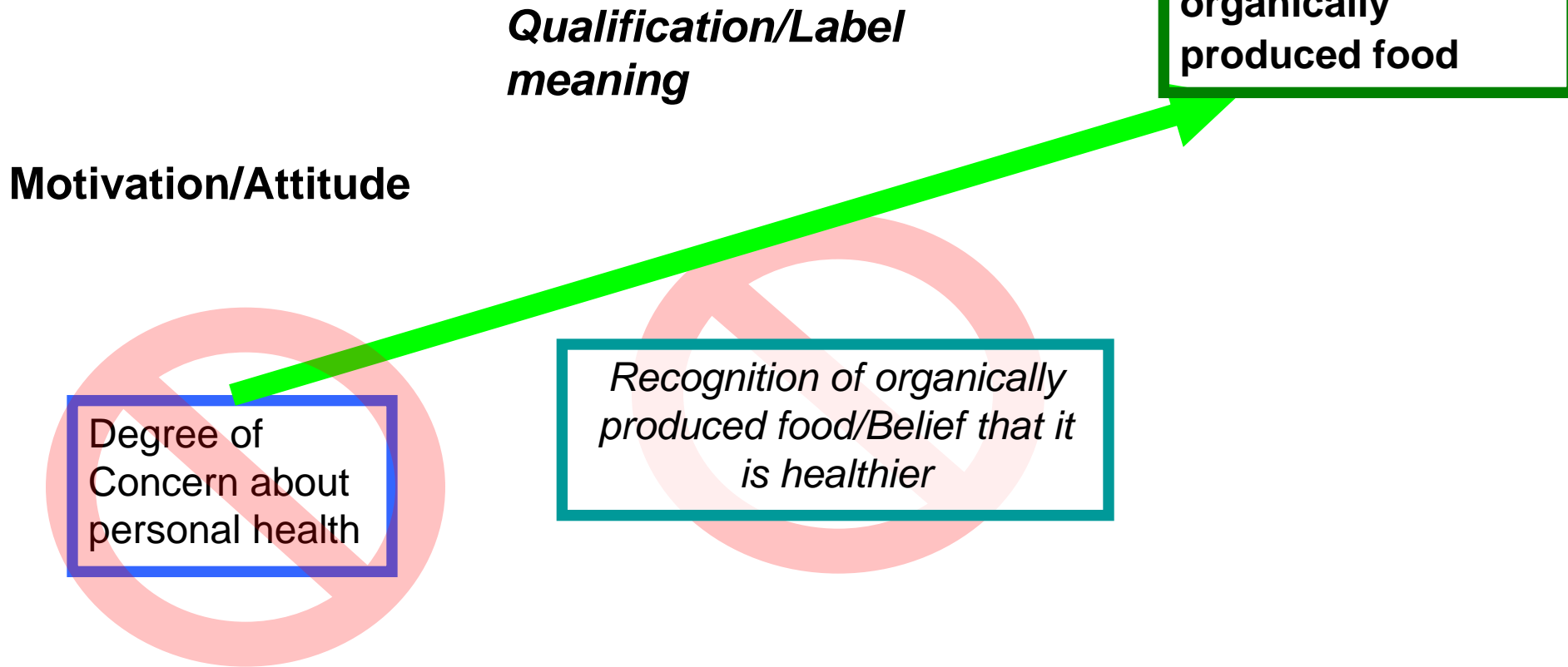
Qualification/Label meaning

Recognition of organically produced food/Belief it is better for the 'environment'

**Preference/
Participation, WTP,
Proportion/
Expenditure
organically
produced food**

Environmental Motivation

Health Motivation



As pointed out by Professor Boccaletti the health variables used in the survey are not as appropriate for investigating health motivation as the environmental variables included contributes to ambiguous results

Selected Questions for Motivations:

Environmental (from 10)

Health (from 13)

- I have convinced members of my family or friends not to buy some products that are harmful to the environment
- I have tried very hard to reduce the amount of electricity I use
- I have purchased products because they cause less pollution
- I try only to buy products than can be recycled
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- I read more health-related articles than I did 3 years ago
- I worry that there are harmful chemicals in my food.
- I'm concerned about my drinking water quality.
- Good health takes active participation on my part.
- It is the doctor's job to keep me well
- I avoid foods containing nitrites or preservatives
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First Outstanding Issue

- What is the Consumer Motivation for Buying Organic?

Health or the Environment?

- BOTH in determining preference for Organic
- And the proportion of purchases, with ‘attitude’ in environment and health increasing in importance relative to concern

Second Outstanding Issue

- Organic food labels impact?
 - 45% of your sample recognized some sort of organic label.
 - How much does this % vary across
 - Countries
 - Income
 - Age
 - % of organic currently consuming?
 - **And also**

What would encourage you to start consuming/consume more organic food products?

- better availability of organic products
- lower price of organic products
- better appearance of the food
- more trust in health benefits
- more trust in environmental benefit
- more trust in certification and labelling

Scaled from 1 not at all important to 4 for very important

Third Outstanding Issue

- Do ‘consumers who seem interested in buying organic products choose not to buy them because their price level is perceived to be too high?’
 - Oregon study found price sensitivity affected preference for organic
 - Not significant in proportions once preference was established.
 - But more work needed

Interesting Possibilities

- Additional Investigations
 - Organic Share of Purchases
 - Interesting to see report of beliefs on **‘What would encourage you to consume/consume more’** Likert questions, and analysis of influences on those by country, age, current proportion of organic
- Future Surveys
 - Expanded consideration of health related reasons for buying organic
 - Improved price evaluation, price sensitivity, and at country level a relative price (organic v. conventional)
 - Alternative approaches