

## Master thesis at FiBL

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<b>Title</b>	Effect of information about organic processing methods on consumer preferences and acceptance of organic food
<b>Background</b>	<p>Minimal/careful processing of organic food may be of high attractiveness to consumers and may be a way to clearly differentiate in the food market while ensuring food safety. However, most consumers don't have detailed knowledge about food processing and impacts thereof (Batte et al. 2007, Riefer and Hamm, 2008). The aim of this master thesis is to investigate how information about organic processing methods (and consequences thereof for the quality and environmental impact of the product) affects consumer preferences and acceptance of organic food and how the added value of minimally/carefully processed organic products could be communicated to the consumer.</p> <p>The master thesis will be embedded in a larger project funded by CORE Organic Cofund, a network of European ministries and research councils funding research in organic food systems at national levels.</p>
<b>Goal</b>	Provide guidance to organic food processors on how to communicate the added value of minimally/carefully processed organic products to the consumer.
<b>Main research question</b>	How does information about organic processing methods (and consequences thereof for the quality and environmental impact of the product) affect consumer preferences and acceptance of organic food?
<b>Method</b>	Experimental auction (non-hypothetical value elicitation method to elicit consumer willingness to pay)
<b>Contact</b>	Claudia Meier (claudia.meier@fibl.org)
<b>Time frame</b>	April 2019 (oder nach Absprache) bis April 2020
Literature	<p>Lusk, J. L., &amp; Shogren, J. F. (2007). <i>Experimental Auctions: Methods and Applications in Economic Research and Marketing Research</i>. United Kingdom: Cambridge University Press.</p> <p>Vecchio, R., Van Loo, E. J., &amp; Annunziata, A. (2016). Consumers' willingness to pay for conventional, organic and functional yogurt: evidence from experimental auctions. <i>International Journal of Consumer Studies</i>, 40(3), 368-378.</p>

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- Batte, M.T., Hooker, N.H., Haab, T.C. and Beaverson, J. (2007). Putting their money where their mouths are: Consumer willingness to pay for multi-ingredient, processed organic food products. *Food Policy*, 32, 145-159.
- Beck, A. (2006). Code of Practice for Organic Food Processing. With contributions from Ursula Kretschmar, Angelika Ploeger and Otto Schmid. Research Institute of Organic Agriculture FiBL, Frick, Switzerland.
- Riefer, A. and Hamm, U. (2008). Report on Focus Group Discussions – Germany.. Consumer and Processor Research on the Quality of Processed Vegetables, in Special Baby Food WP2. QACCP Project, Core Organic. Internal document. Witzenhausen.
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