

Guidelines for Contributed Papers for the AES Annual Conference

Submission in the Contributed Paper category can be either in the form of an extended abstract or a full paper – in each case, please, follow these guidelines below and upload the pdf version of your document when submitting the application.

1. Extended abstract: follow the template in Annex 1.
2. Full paper: follow the guidelines for the Journal of Agricultural Economics (with length not exceeding 7000 words). To standardise submissions use the title page shown in Annex 2.

Accepted Contributed Papers will be made available to delegates through the AES website after the conference. In addition, papers from the conference are normally archived on the AgEcon Search repository at the University of Minnesota. If you would rather not have your paper included on AgEcon Search, please let us know.

Vera Eory, AES Programme Secretary, 2016

Annex 1 – Extended abstract for Contributed Paper session

Paper Title	<p>Maximising export returns: Consumer preferences for food attributes in developed and developing countries and their potential impact</p> <p>Authors: Caroline Saunders, Meike Guenther, John Saunders, Paul Dalziel, Paul Rutherford</p>
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Contributed Paper abstract prepared for presentation at the 91st Annual Conference of the Agricultural Economics Society, Royal Dublin Society in Dublin, Ireland

24 - 26 April 2016

Abstract	200 words max
<p>This study assessed consumers' preferences and attitudes towards food attributes in China, India, Indonesia, Japan and the UK. These attributes included basic attributes such as price and quality, but also extended to credence attributes such as food safety and health benefits, environmental and social attributes. In addition, the importance of factors affecting key attributes were assessed in more detail. The study used a web-based survey with 1,000 middle and upper income consumers in each country. Further, the potential economic impact of agricultural returns of different levels of premiums for food attributes in New Zealand were assessed using the partial equilibrium Lincoln Trade and Environment Model (LTEM). This study found that consumers from emerging countries valued attributes in food and beverages more than in the developed countries. Trade model projections showed an important impact on the agricultural sectors in New Zealand from the different levels of premiums for food attributes in selected overseas markets.</p>	
Keywords	New Zealand, Food Sustainability, Consumer Preferences, Cross Country Comparison, Trade Modelling
JEL Code	Q13 Agricultural Markets and Marketing • Cooperatives • Agribusiness see: www.aeaweb.org/jel/guide/jel.php?class=Q)
Introduction	100 – 250 words
<p>Exports of agricultural commodities are important to New Zealand, thus it is important to target markets in order to receive greatest value for products. This value can be from taste and quality but also from other attributes including credence attributes Consumer preferences for different food attributes are likely to vary across different countries and commodities. This study assessed consumers' preferences and their attitudes towards attributes in food and beverages in China, India, Indonesia, Japan and the UK. The attributes included basic attributes such as price and quality, but also extended to credence attributes such as food safety and health benefits, as well as environmental and social attributes. The importance of factors affecting key attributes were examined in more detail.</p>	
Methodology	100 – 250 words

The method included a structured and self-administered survey. Five surveys were conducted in April 2015. The surveys involved two developed countries (Japan and the UK) and three developing countries (China, India and Indonesia). The survey was administered through Qualtrics™, a web-based survey system, and had a sample size of 1,000 consumers in each country. The survey also included a choice experiment to assess consumers' willingness-to-pay (WTP) for certain food attributes in dairy products, meat products, fruit and vegetables, and wine. The detailed WTP results of the choice experiment are, not in the scope of this paper, however these were used in the final stage of this study, i.e. assessing the impacts of price premiums on New Zealand producer returns using the Lincoln Trade and Environment Model (LTEM). The LTEM is a multi-country, multi-commodity partial equilibrium (PE) model of international trade.

Results

100 – 250 words

This study found that consumers from developing countries valued food attributes more than the developed countries. Trade model projections showed an important impact on the agricultural sectors in New Zealand from the different levels of premiums for food attributes in selected overseas markets.

Discussion and Conclusion

100 – 250 words

Overall, this study found that credence attributes in food and beverages are important to consumers in China, India, Indonesia, Japan and the UK. In many cases, developing countries valued attributes more than developed countries. However, the relationship between the attributes and important factors underpinning those showed differences across the markets with participants from the developing countries tending to rate these more important than their counterparts from the developed countries. The results from the trade modelling indicate that if New Zealand agri-food products were able to capture price premiums in these key export markets, returns could increase by up to 15 per cent, depending on the targeted commodity and attribute. This result is under the assumption that New Zealand isn't the sole exporting country gaining price premiums in-market. If New Zealand were the sole recipient of premiums for attributes we would expect higher returns. To conclude, consumer preferences and attitudes for attributes in food and beverages differ across countries. However, these can have a positive impact on producer returns in New Zealand.

Annex 2 – Front page of full paper for Contributed Paper session

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