Extended Abstract
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Paper/Poster Title	Consumers' perception of their role in the future of food systems: an experimental approach

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Abstract	***200 words max***
Consumers are more and more being held responsible for their consumption choices. But can consumers actually see the link between their choices and behaviours and the future of food systems? 300 participants took take part to an experiment, conducted in a mixed in person-on-line format. We measured their level of Futures Consciousness using a novel psychometric scale. 2 foresight scenarios about the future of the agricultural and food system were used as treatments: a "business-as-usual" scenario presenting a rather bleak future of the agricultural and food system and a "the advent of agroecology" scenario perceived as having a positive valence. Two control groups were included (neutral and no scenario at all). Participants were then asked to perform a choice task in which they were asked to choose baskets of fruits and vegetables with different origins, price and mode of production. Participants treated to a scenario with a positive or negative valence have a higher willingness to pay for local, organic and agroecological products than those treated with a neutral scenario or no scenario at all. We discuss those results in the light of the current debate on nudging consumers into sustainable food choices and of the role for futures literacy into shaping consumers representations of future food systems.	

Keywords	Experimental economics, Future consciousness, Scenario planning, Agricultural and Food systems, Future literacy
JEL Code	Environmental Economics: General see: www.aeaweb.org/jel/guide/jel.php?class=Q)

Introduction	***100 – 250 words***
Consumers are more and more being held responsible for their consumption choices. But how much do consumers really care about the future? Can they actually see the link between how they behave as consumers and the future of the food system? Scenario planning is tool that has been used to help people anticipate and prepare for the future. It often results in plans for action destined at policy makers and consumers have been less often targeted as the final recipients of those scenarios. Here, we propose an original methodology that lies at the frontiers between future studies and experimental economics. We combine the outputs of a scenario planning exercise with an experimental economics study to assess consumers' awareness of the future and of their perception of their potential role in the future of agricultural and food systems.	

Methodology	***100 – 250 words***
300 participants took part to an experiment that was conducted in a mixed in person-on-line format. Participants were interviewed in their homes by trained interviewers who carried tablets on which the online survey was displayed. Participants were mostly left autonomous but were provided minimum guidance by the interviewers when necessary. We measured their level of Futures Consciousness using a novel psychometric scale: the Futures Consciousness Scale. We	

used as treatments 2 scenarios that were elaborated in the context of a foresight study on the future of the agricultural and food system in Guadeloupe. The scenario was the "business-as-usual" scenario and depicted a rather bleak future of the agricultural and food system. It was perceived as a scenario with a negative valence. The second scenario depicted the advent of agroecology at the territorial level and was perceived as having a positive valence. In addition to those two treatments, two control groups were included: one that was treated with no scenario at all and one that was treated to a neutral scenario. Participants were then asked to perform a choice task in which they were asked to choose baskets of fruits and vegetables with different origins (local versus imported), price and mode of production (conventional, organic, agroecological). Socio-demographic data, fruits and vegetables purchasing and consumption habits were then collected as well as their opinion about the future of the local agriculture and food system as complementary explanatory factors of their choices.

Results	***100 – 250 words***

Expected results are that participants who are treated to a scenario with a positive or negative valence have a higher willingness to pay for local, organic and agroecological products than those who are treated with a neutral scenario or no scenario at all. Next, we expect participants treated to the scenario with a positive valence to have a higher willingness to pay for local, organic and agroecological products than those who are treated with the scenario with the negative valence. Finally, we expect participants' Futures Consciousness to be a mediating factor of those results and that participants with a high degree of Futures Consciousness to be willing to pay a higher price premium for local, organic and agroecological products.

Discussion and Conclusion	***100 – 250 words***

We discuss those results in the light of the current debate on nudging consumers into sustainable food choices and of the role for futures literacy into shaping consumers representations of future food systems. In particular, we discuss the role of the valence of emotions (positive versus negative) into triggering a response from consumers. Next, telling narratives of the future is found to be an interesting tool to trigger those responses. Finally, we discuss the advantages and limits of applying the future consciousness scale to the context of food and agriculture. Recommendations are then made to tailor messages to consumers and help them play an active role in the future of agricultural and food systems.