Consumer Preferences: Choice Between “Asiago Style” vs. Asiago

New research by AAEA members released in AEPP.

MILWAUKEE (PRWEB) August 28, 2019 -- Do labels on food product guide or deter you from purchasing it?

Under the new trade agreement between Canada and the EU (CETA), Canadian Cheese producers are precluded from labelling their cheese as asiago, feta, or gorgonzola. Instead, they must label their cheese using modifiers such as “asiago style,” “feta type,” or “imitation gorgonzola.”

In a new article released in the Applied Economic Perspectives & Policy, “Foreign Geographical Indications, Consumer Preferences, and the Domestic Market for Cheese,” authors Peter Slade from the University of Saskatchewan, along with Jeffrey Michler and Anna Josephson from the University of Arizona look into the recently signed trade agreement.

Slade says, “Overall, our results suggest that the details are very important when setting GI policies. We find that protecting GIs can generate significant gains for European producers, either through increased market shares or higher prices. However, we also find that domestic cheese producers can partially neutralize the effects of GI protection through the judicious selection of which modifying terms to use on their labels and the information provided to consumers. For policymakers who wish to preserve domestic industries while recognizing foreign GIs, it is therefore important to leave domestic firms with as much latitude as possible when marketing their products. Conversely, countries that want to protect their GIs should try to foreclose these avenues for product marketing.”

If you are interested in setting up an interview, please contact Allison Scheetz in the AAEA Business Office.

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