Willingness to pay for beef is similar between different consumer groups


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6 INRA-VetAgro Sup, UMRH 1213 Theix, 63122 Saint Genes Champanelle, France;

7 Agri-Food and Biosciences Institute, Newforge Lane, Belfast BT9 5PX, U;
Outline

• Consumers would accept an eating quality guarantee

• Consumers are willing to pay more for better beef

• WTP increases the profitability of the industry
Which is Better?
Which is Better?

Consumers want a reliable eating quality guarantee

Verbeke *et al* 2010
Which is Better?

Consumers want a reliable eating quality guarantee

But are they willing to pay?

Verbeke et al 2010
Proportional willingness to pay

Aust (2006)
Aust (2008/9)
Japan
USA
South Africa

Proportional willingness to pay

Influenced by: Consumer age (20-30)

- Japan
- USA
- Aust (2006)
- Aust (2008/9)
- South Africa

Hypotheses - For European Consumers

1. Willingness to pay for premium beef will be double for good every day

2. Demographics will only have small effects
Outline

• Consumers would accept an eating quality guarantee

• Consumers are willing to pay more for better beef

• WTP increases the profitability of the industry
Consumer testing

12 657 Consumers
Consumer testing

Untrained

12 657 Consumers
Consumer testing

Untrained

Demographic questionnaire
- Age
- Gender
- Income
- Occupation
- Children/adults in the household
- Frequency of eating beef
- Importance of beef
- Preferred cooking doneness

12,657 Consumers
### Demographics

<table>
<thead>
<tr>
<th>Age (years)</th>
<th>&lt;20</th>
<th>20-30</th>
<th>31-45</th>
<th>46-50</th>
<th>&gt;50</th>
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<td></td>
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<td>5148</td>
<td>2961</td>
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<table>
<thead>
<tr>
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<th>Female</th>
</tr>
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<td></td>
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<td>10605</td>
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<table>
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<tr>
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<th>2</th>
<th>3</th>
<th>4</th>
<th>5+</th>
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<td>2586</td>
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<table>
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<th>4</th>
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<tbody>
<tr>
<td></td>
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<td>7996</td>
<td>2105</td>
<td>1529</td>
<td>554</td>
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<table>
<thead>
<tr>
<th>Frequency</th>
<th>Daily</th>
<th>4-5/wk</th>
<th>2-3/wk</th>
<th>1/wk</th>
<th>0.5/wk</th>
<th>0.25/wk</th>
<th>Never</th>
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<td></td>
<td>629</td>
<td>2244</td>
<td>7280</td>
<td>4717</td>
<td>2294</td>
<td>2082</td>
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<table>
<thead>
<tr>
<th>Importance</th>
<th>Important</th>
<th>Regular</th>
<th>Like</th>
<th>Not</th>
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</thead>
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<td>7034</td>
<td>4398</td>
<td>2083</td>
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<table>
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<tr>
<th>Doneness</th>
<th>Blue</th>
<th>Rare</th>
<th>Med/rare</th>
<th>Medium</th>
<th>Med-well</th>
<th>Well done</th>
</tr>
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<td></td>
<td>378</td>
<td>890</td>
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<td>5045</td>
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<td>5141</td>
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</table>
Consumer testing

X 7 samples
  • Ranging in quality from poor to excellent

12,657 Consumers
Consumer testing

Untrained

12 657 Consumers

- Categorised as:
  - Unsatisfactory
  - Good every day
  - Better than every day
  - Premium

X 7 samples
- Ranging in quality from poor to excellent
Consumer testing

Untrained

X 7 samples
- Ranging in quality from poor to excellent

12,657 Consumers

- Categorised as:
  - Unsatisfactory
  - Good every day
  - Better than every day
  - Premium

Willingness to pay indicated for:
- Unsatisfactory
- Good every day
- Better than every day
- Premium
## Willingness to pay in local currency

<table>
<thead>
<tr>
<th></th>
<th>Australia $</th>
<th>France €</th>
<th>Ireland €</th>
<th>Northern Ireland £</th>
<th>Poland zł</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsatisfactory</td>
<td>6.62±4.26</td>
<td>4.58±3.95</td>
<td>20.0±3.46</td>
<td>5.76±2.69</td>
<td>14.1±12.3</td>
</tr>
<tr>
<td>Good-every-day</td>
<td>14.3±5.60</td>
<td>11.2±4.66</td>
<td>22.7±4.94</td>
<td>10.3±2.70</td>
<td>26.9±11.7</td>
</tr>
<tr>
<td>Better-than-every-day</td>
<td>21.3±8.15</td>
<td>16.7±5.86</td>
<td>22.6±4.91</td>
<td>12.7±2.71</td>
<td>37.0±15.1</td>
</tr>
<tr>
<td>Premium</td>
<td>29.4±11.2</td>
<td>23.0±7.92</td>
<td>23.2±4.88</td>
<td>14.7±3.11</td>
<td>49.8±21.0</td>
</tr>
</tbody>
</table>
Willingness to pay in local currency

<table>
<thead>
<tr>
<th></th>
<th>Australia $</th>
<th>France €</th>
<th>Ireland €</th>
<th>Northern Ireland £</th>
<th>Poland zł</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsatisfactory</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>14.1±12.3</td>
</tr>
<tr>
<td>Good-every-day</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>26.9±11.7</td>
</tr>
<tr>
<td>Better-than-every-day</td>
<td>21.3±8.15</td>
<td>16.7±5.86</td>
<td>22.6±4.91</td>
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<td>37.0±15.1</td>
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<td>23.2±4.88</td>
<td>14.7±3.11</td>
<td>49.8±21.0</td>
</tr>
</tbody>
</table>

How can we compare currencies?
Proportional willingness to pay $ \alpha$

Premium £ $ zł €

Better-than-every-day

Good-every-day

Unsatisfactory
<table>
<thead>
<tr>
<th></th>
<th>Premium</th>
<th>£</th>
<th>$</th>
<th>zł</th>
<th>€</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good-every-day</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Better-than-every-day</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good-every-day</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good-every-day</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unsatisfactory</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good-every-day</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Proportional willingness to pay $\alpha$

\[
\frac{\text{Premium £ $ zł €}}{\text{Good-every-day}} \quad \frac{\text{Better-than-every-day}}{\text{Good-every-day}} \quad \frac{\text{Good-every-day}}{\text{Good-every-day}} \quad \frac{\text{Unsatisfactory}}{\text{Good-every-day}} = 1
\]
Proportional willingness to pay $\propto$

\[
\begin{array}{c}
\text{Premium} \quad £ \quad $ \quad zł \quad € \\
\hline
\text{Good-every-day} = ?
\end{array}
\]

\[
\begin{array}{c}
\text{Better-than-every-day} \\
\hline
\text{Good-every-day} = ?
\end{array}
\]

\[
\begin{array}{c}
\text{Good-every-day} \\
\hline
\text{Good-every-day} = 1
\end{array}
\]

\[
\begin{array}{c}
\text{Unsatisfactory} \\
\hline
\text{Good-every-day} = ?
\end{array}
\]
Statistical Analysis

Linear mixed effects model

- Fixed Effects
  - Demographics
  - Country
  - Cooking doneness
  - Cooking method
  - Quality grade

- Random Terms
  - Consumer I.D.
  - Country
  - Session

- Dependant Variables
  - Proportional willingness to pay
Statistical Analysis

Linear mixed effects model

- Fixed Effects
  - Demographics
  - Country
  - Cooking doneness
  - Cooking method
  - Quality grade

- Dependant Variables
  - Proportional willingness to pay

- Random Terms
  - Consumer I.D.
  - Country
  - Session
Proportional willingness to pay

Countries: France, Australia, Ireland, Northern Ireland, Poland, Ireland

Quality levels: Unsatisfactory/Ungraded, Good every day, Better than Every day, Premium

Graph shows the proportional willingness to pay across different quality levels and countries.
Proportional willingness to pay

Different questionnaire format
Proportional willingness to pay

Based on the beef you just consumed: Please circle the price per kilo you believe best reflects the value for each category.

<table>
<thead>
<tr>
<th>Unsatisfactory</th>
<th>£2</th>
<th>£4</th>
<th>£6</th>
<th>£8</th>
<th>£10</th>
<th>£12</th>
<th>£14</th>
<th>£16</th>
<th>£18</th>
<th>£20</th>
<th>£22</th>
<th>£24</th>
<th>£26</th>
<th>£28</th>
<th>£30</th>
<th>£32</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good everyday eating quality</td>
<td>£2</td>
<td>£4</td>
<td>£6</td>
<td>£8</td>
<td>£10</td>
<td>£12</td>
<td>£14</td>
<td>£16</td>
<td>£18</td>
<td>£20</td>
<td>£22</td>
<td>£24</td>
<td>£26</td>
<td>£28</td>
<td>£30</td>
<td>£32</td>
</tr>
<tr>
<td>Better than everyday eating quality</td>
<td>£2</td>
<td>£4</td>
<td>£6</td>
<td>£8</td>
<td>£10</td>
<td>£12</td>
<td>£14</td>
<td>£16</td>
<td>£18</td>
<td>£20</td>
<td>£22</td>
<td>£24</td>
<td>£26</td>
<td>£28</td>
<td>£30</td>
<td>£32</td>
</tr>
<tr>
<td>Premium quality</td>
<td>£2</td>
<td>£4</td>
<td>£6</td>
<td>£8</td>
<td>£10</td>
<td>£12</td>
<td>£14</td>
<td>£16</td>
<td>£18</td>
<td>£20</td>
<td>£22</td>
<td>£24</td>
<td>£26</td>
<td>£28</td>
<td>£30</td>
<td>£32</td>
</tr>
</tbody>
</table>
Proportional willingness to pay

Australia

Consumer Age

- 0-29
- 30-44
- 45-59
- ≥60

Consumer Age

- Unsatisfactory/Ungraded
- Good every day
- Better than Every day
- Premium

0.4
0.9
1.4
1.9
2.4
1.5
2.5
3.5
4.5
5.5
Proportional willingness to pay

Australia

Consumer Age

- 0-29
- 30-44
- 45-59
- ≥60

Unsatisfactory/Ungraded
Good every day
Better than Every day
Premium

0.4
0.9
1.4
1.9
2.4

0.5
0.3

0.5
0.3
Proportional willingness to pay

Northern Ireland

Consumer Age

0-29
30-44
45-59
≥60

 Unsatisfactory/Ungraded
Good every day
Better than Every day
Premium

0.4
0.7
1.0
1.3
1.6

0.1

0,4
0,7
1
1,3
1,6

1,5 2,5 3,5 4,5 5,5
Proportional willingness to pay

France

Frequency of eating beef

0.45

Daily
4-5x week
2-3x week
Weekly
Frequently or less

Duns satisfactory/ Ungraded
Good every day
Better than Every day
Premium

0.45
Hypotheses - For European Consumers

1. Willingness to pay for premium beef will be double for good every day

2. Demographics will only have small effects
Hypotheses - For European Consumers

1. Willingness to pay for premium beef will be double for good every day

2. Demographics will only have small effects

Questionnaire format is important
Hypotheses - For European Consumers

1. Willingness to pay for premium beef will be double for good every day.

2. Demographics will only have small effects. Questionnaire format is important.

Younger consumers value quality more.
Outline

• Consumers would accept an eating quality guarantee

• Consumers are willing to pay more for better beef

• WTP increases the profitability of the industry
Retailer/Consumer

The mass market
Commercial Brands
Official marks
Quality based beef grading system

Information

Producer

$ $

Processor

$ $

Retailer/Consumer

$ $

The mass market
Commercial Brands
Official marks

[Diagram showing the flow of information and money between producer, processor, retailer/consumer, and the mass market.]
Quality based beef grading system

Information

Producer

$ Australia
• 77 million in 2010/11
• 523 million since inception
• 40% to the producer.

Processor

Retailer/Consumer

The mass market
Commercial Brands
Official marks

$
Acknowledgements

- Meat and Livestock Australia
- Murdoch University
- The Beef CRC
- Alan Gee from Cosign, Australia
- Ray Watson from Melbourne University
- John Thompson from the University of New England
- University of Blaise-Pascal
- ProSafeBeef
- The French Livestock Institute (IDELE)
- Direction Générale de l’Alimentation (DGAL)
- France AgriMer
- The Charolais Institute
- Charal
- The Syndicat de Défense et du promotion de la Viande de Boeuf de Charolais
- The National Institute of Agricultural Research (INRA)
- The gourmet restaurants ‘Jean Denaud”
- ProOptiBeef
- The Irish Department of Agriculture, Food and the Marine
- Egide/Fast and Egide/Polonium funds from the French, Australian and Polish governments
# Consumer Demographics

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
<th>Unreported</th>
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</thead>
<tbody>
<tr>
<td>Australia</td>
<td>148</td>
<td>191</td>
<td>02</td>
</tr>
<tr>
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<td>672</td>
<td>826</td>
<td>2</td>
</tr>
<tr>
<td>Ireland</td>
<td>921</td>
<td>755</td>
<td>64</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>3938</td>
<td>4994</td>
<td>60</td>
</tr>
<tr>
<td>Poland</td>
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<td>4030</td>
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<table>
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<th>b</th>
<th>c</th>
<th>d</th>
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<td>0</td>
<td>0</td>
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<td>493</td>
<td>302</td>
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<td>727</td>
<td>773</td>
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<td>1033</td>
<td>2184</td>
<td>2234</td>
<td>940</td>
<td>52</td>
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<table>
<thead>
<tr>
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<th>Professional</th>
<th>Admin¹</th>
<th>Technical</th>
<th>Service</th>
<th>Labourer</th>
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<td>95</td>
<td>52</td>
<td>31</td>
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<td>France</td>
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<td>232</td>
<td>542</td>
<td>130</td>
<td>0</td>
<td>100</td>
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<tr>
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<td>519</td>
<td>213</td>
<td>282</td>
<td>110</td>
<td>28</td>
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<td>924</td>
<td>2093</td>
<td>1125</td>
<td>627</td>
<td>709</td>
<td>633</td>
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<tr>
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<td>297</td>
<td>517</td>
<td>1526</td>
<td>479</td>
<td>815</td>
<td>834</td>
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<table>
<thead>
<tr>
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<th>Unemployed</th>
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<th>Retired</th>
<th>Homemaker</th>
<th>Other</th>
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<td>4</td>
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<td>France</td>
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<td>82</td>
<td>257</td>
<td>26</td>
<td>8</td>
<td>2</td>
</tr>
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<td>170</td>
<td>0</td>
<td>203</td>
<td>0</td>
<td>34</td>
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<td>0</td>
<td>1177</td>
<td>0</td>
<td>143</td>
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<td>219</td>
<td>1190</td>
<td>0</td>
<td>103</td>
<td>1257</td>
<td>23</td>
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</table>
## Consumer Demographics

<table>
<thead>
<tr>
<th>Adults in the home</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5+</th>
<th>Unreported</th>
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<tbody>
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<td>Australia</td>
<td>0</td>
<td>29</td>
<td>207</td>
<td>64</td>
<td>29</td>
<td>10</td>
<td>0</td>
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<tr>
<td>France</td>
<td>4</td>
<td>311</td>
<td>877</td>
<td>189</td>
<td>83</td>
<td>33</td>
<td>3</td>
</tr>
<tr>
<td>Ireland</td>
<td>0</td>
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<td>707</td>
<td>379</td>
<td>311</td>
<td>181</td>
<td>24</td>
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<tr>
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<td>505</td>
<td>1 136</td>
<td>3 844</td>
<td>1 678</td>
<td>1 178</td>
<td>576</td>
<td>75</td>
</tr>
<tr>
<td>Poland</td>
<td>45</td>
<td>1 001</td>
<td>2 457</td>
<td>1 816</td>
<td>1 304</td>
<td>631</td>
<td>6</td>
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<tr>
<td>Children in the home</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5+</td>
<td>Unreported</td>
</tr>
<tr>
<td>Australia</td>
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