

IDENTIFYING EGG ATTRIBUTES VALUED BY CONSUMERS: ANIMAL WELFARE OR ORIGIN?

Azucena Gracia, Jesús Barreiro-Hurlé, Belinda Galan
Centro de Investigación y Tecnología Agroalimentaria de Aragón (CITA)

RESUMEN

Egg consumption in Spain has not only declined but the demand for eggs have changed due to consumers preferences for healthier products and more friendly production systems. As a result, Spanish eggs market is now more differentiated and most grocery stores currently offer not only eggs from battery-caged production system but also from other more friendly production systems such as free-range and organic eggs. Then, the aim of the paper is to assess consumers' willingness to pay (WTP) for eggs from more friendly production systems. To do that a choice experimental approach has been used to assess consumers' valuation of different eggs options and calculate the willingness to pay for more friendly production systems and origin of production. The data come from a survey conducted in two Spanish regions (Andalucía and Aragón). Results indicate that the highest consumers' WTP are associated with locally produced eggs followed by organic eggs. In particular, consumers would pay an extra price of 0.4 €/half-dozen for locally produced eggs and 0.37 €/half-dozen for organic eggs.

Palabras clave: lugar de origen, producción ecológica, bienestar animal, disposición a pagar, experimentos de elección