

**CONSUMERS' WTP FOR BEEF DIRECT SALES. A REGIONAL COMPARISON ACROSS THE
PYRENEES**

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RESUMEN

Willingness to Pay (WTP) for direct market of beef is investigated in two Spanish and two French regions across the Pyrenees. Given the novelty of this distribution system, especially in Spain, a Contingent Valuation approach is undertaken, and a double-bounded model is estimated. Different patterns of awareness, use and WTP are found across regions. Likewise, the profile of current and potential users of direct sale chains is investigated. Age, education, intensity of beef consumption, familiarity with direct market of food in general, and beef in particular, are relevant factors to explain WTP and the probability of getting engaged into a direct distribution system of beef.

Palabras clave: direct sales, Contingent Valuation, beef