

Category	: International Rice Research Conference
Select Theme	: Food systems for the future
Endorsement email	:
Keyword 1	: Consumer preferences and behavior
Keyword 2	: Rice supply, demand, and trade
Keyword 3	: Agri-food systems and the food environment
Title of Entry	: Consumer valuation of sustainably-produced rice in urban Vietnam
Presenting author	: Nguyen Hoang Diem My
Presenting author email	: mynhdiem@gmail.com
Co author 1	: Dr. Matty Demont (a); Dr. Ellen J. Van Loo (b); Ms. Annalyn de Guia (a); Dr. Pieter Rutsaert (a); Assoc. Prof. Dr. Tran Huu Tuan (c); Prof. Dr. Wim Verbeke (b)
Co author 2	:
Affiliation presenting author	: Department of Agricultural Economics, Ghent University, Ghent, Belgium; and Faculty of Economics and Development Studies, University of Economics, Hue University, Hue city, Vietnam, Email: mynhdiem@gmail.com
Affiliation 1	: (a) International Rice Research Institute (IRRI), DAPO Box 7777, Metro Manila, Philippines;
Affiliation 2	: (b) Department of Agricultural Economics, Ghent University, Ghent, Belgium; (c) School of Hospitality and Tourism, Hue University, Hue City, Vietnam
Select only one type of presentation	: 15 minute oral presentation
Abstract	: This study investigates consumers' willingness-to-pay (WTP) for rice produced and labeled under a national sustainable production standard (Vietnamese good agricultural practices (VietGAP)) in the South of Vietnam through experimental auctions. Results show that WTP gradually increases under increased levels of information on sustainable production standards and traceability. Urban Vietnamese consumers are willing to pay a 9% price premium for certified sustainably-produced rice. The premium increases up to 33% when supplementary information on the standard and traceability is provided. The inclusion of supplementary information on sustainable production standards and traceability is crucial to increase consumers' valuation of sustainably-produced rice. Importantly, it is suggested to provide proper information related to sustainable production standards and traceability to strengthen consumers' appreciation of sustainably-produced rice. Communication strategies for sustainably-produced rice should focus on enhancing consumers' knowledge and trust in food quality certification for rice. Also, it is recommended to improve consumers' beliefs in the health benefits and value for money of sustainably-produced rice and to enhance their environmentally friendly motivation.

[Read more»](#)

Uploaded Files »

No files found.

