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Consumer willingness to pay for pesticide-free fresh fruit and
vegetables in Italy

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Abstract

The results and analysis of a survey of Italian consumers' willingness to pay (WTP) for pesticide-free fresh fruit and vegetables are presented. A consumer survey regarding WTP for organic produce was conducted in three large grocery stores in Northern Italy. From the collected data, an ordered logit analysis was constructed to identify the impacts of relevant explanatory variables on the probability of consumers' WTP for different price premiums for the produce. The results indicate that WTP is significantly and positively related to income and risk concern and negatively related to education.



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