

Contents

Tables	IV
Figures	IV
Abbreviations and Acronyms.....	VI
Introduction	1
References	9
 Scope Insensitivity in Health Risk Reduction Studies: A Comparison of Choice Experiments and the Contingent Valuation Method for Valuing Safer Food	 12
Abstract	13
Introduction	14
1 Methodological Background.....	16
1.1 <i>WTP for Health Risk Reductions</i>	16
1.2 <i>Scope Insensitivity and Embedding</i>	18
1.3 <i>CVM</i>	20
1.4 <i>CEs</i>	20
2 Data and Methods	21
2.1 <i>Consumer Survey</i>	21
2.2 <i>CVM Question Design</i>	23
2.3 <i>Choice Set Design</i>	24
2.4 <i>Econometric Models</i>	26
3 Results and Discussion.....	29
3.1 <i>Results for the CVM Format</i>	31
3.2 <i>Results for the CEs</i>	32
3.3 <i>Tests for Scope and Embeddedness</i>	33
3.4 <i>Comparison of Results of CVM and CE</i>	35
4 Conclusion.....	37
Acknowledgement.....	40
References	41
Appendix I.....	43
Questionnaire	45
Descriptive Analysis of the Questionnaire	56

Parental Response to Health Risk Information: Experimental Results on Willingness to Pay for Safer Infant Milk Formula	64
Abstract	65
Introduction	66
1 Background	67
1.1 <i>Microbial Risks of Powdered Infant Milk Formula</i>	67
1.2 <i>Marketing of Breast-Milk Substitutes</i>	68
1.3 <i>Ambiguity in Communicating Health Risk Information</i>	69
2 Experimental Design	69
2.1 <i>Design to Test Ambiguity Effects</i>	70
2.2 <i>Design to Test Safe-Handling Information Effects</i>	71
3 Results and Discussion	74
3.1 <i>Willingness to Pay</i>	75
3.2 <i>Testing for the Ambiguity Effect</i>	76
3.3 <i>Testing for the Effect of Safe-Handling Information</i>	78
3.4 <i>Testing the Impact of Explanatory Variables on WTP</i>	80
4 Conclusion	83
Acknowledgement	84
References	85
Appendix II	87
Questionnaires and Experimental Instructions	88
Descriptive Analysis of the Pre- and Post Auctioning Questionnaire	112
Hedonic Price Analysis of Powdered Infant Milk Formula	129

Closing the Gap in the Cold Chain: Can New Food Safety Standards Help to Ensure Quality and Safety of Bagged Salad?	136
Abstract	137
Introduction	138
1 Theoretical Background	139
1.1 <i>Quality and Safety of Bagged Salad</i>	139
1.2 <i>Sectoral Changes and Developments</i>	144
1.3 <i>Food Safety Standards: IFS and IFS Logistic</i>	146
1.4 <i>Research Questions and Hypotheses</i>	147
2 Case Studies	147
2.1 <i>Data Collection</i>	148
2.2 <i>Results of the Interviews</i>	148
2.3 <i>Findings</i>	152
3 Conclusion	153
Acknowledgement	155

References	156
Appendix III	159
Interview Guideline: Producer of Bagged Salad	159
Producer Questionnaire.....	160
Interview Guideline: Retailer of Bagged Salad	166
Retailer Questionnaire.....	167
 Summary and Conclusion	 173
 German Summary – Deutsche Zusammenfassung	 180