

AJAE APPENDIX:

CONSUMERS' WILLINGNESS TO PAY FOR THE COLOR OF SALMON:

A CHOICE EXPERIMENT WITH REAL ECONOMIC INCENTIVES

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Note: The material contained herein is supplementary to the article named in the title and published in the American Journal of Agricultural Economics 89 (AJAE).

This appendix contains the instructions used in the marked experiment described and analyzed in the article named in the title and published in the American Journal of Agricultural Economics. The instructions are translated from Norwegian. In addition to the instructions, two pictures from the market experiment are included for illustration. Picture 1 shows the “lab” with the boxes representing the scenarios in the front. Picture 2 shows a group of participants studying and choosing between the alternatives.

Instructions for marked experiment with salmon (Translated from Norwegian)

I thank you all for taking the time to participate in today’s session. The market study you are going to participate in is a part of a large research project on salmon conducted by the Agricultural University of Norway and Akvaforsk. The project is financed by the Research Council of Norway. The aim of the project is to give advice to researchers working with breeding and feed development on product characteristics important for consumers when buying salmon.

As you entered the building you were given an identity number. You will use this ID number to identify yourself. The ID number must be written on all papers handed in today. You were also given a questionnaire and three vouchers with a total value of NOK 300. The vouchers can be exchange for money when you have completed all parts of the market study. The price of any buys will be drawn from the NOK 300. Therefore, each of you will leave with between NOK 240 and NOK 300, and any products you choose to buy.

After you have completed today's session you will get a short questionnaire to take home. The filled out questionnaire must be posted by February 13. The organization that recruited you for this market study will get NOK 200 for each returned questionnaire.

Importantly, from this point forward, I ask that there be no talking among the participants. If you have a question, please ask one of the monitors.

Are there any questions before we begin?

Questionnaire:

The first thing I want you to do is to fill out the questionnaire you have been given.

Shopping scenario 1-10

We have 30 shopping scenarios with different varieties of farmed salmon fillets. Each shopping scenario is represented by a box. In each of the 30 boxes standing in this room there are two alternatives. The alternatives are fillets from farmed salmon. The fillets are approximately 400 grams.

In the first round of shopping scenarios, you will walk around and study each of the alternatives in the first ten scenarios. Mark on the scheme which of the two alternatives in each scenario you would like to buy. After we have conducted three rounds of shopping scenarios, and you have made your choice in all 30 scenarios, each of you will draw an exclusive number between 1 and 30 determining your binding scenario. You will get the product you chose in your binding scenario, and must pay the price posted in the scenario.

Three important points

- 1) You will have the opportunity to purchase one salmon fillet here to night. After you have made your choice in all 30 shopping scenarios, each of you will draw a binding scenario. Since each of you draw one binding scenario, none of you can leave here with more than one salmon fillet. That is, under no circumstances will you take home more than one fillet from this experiment.
- 2) You have to pay for the salmon fillet you chose in your binding scenario. The price of the salmon fillet will be drawn from the NOK 300 when you cash in your vouchers.
- 3) If you do not want to buy any of the alternatives in a scenario, you can mark for the *none-of-these* alternative. If you have market for none-of-these in the scenario you draw as binding, you will not purchase salmon here today. That is, you will receive NOK 300 for your vouchers and leave without a salmon fillet.

Are there any questions?

Please, go to the first table where you will get the choice scheme. You do not need to start on scenario 1, so please spread around the table.

Shopping scenario 11-20

In the second round of shopping scenario, you will walk around and study each of the alternatives in scenario 11 to 20. Mark on the scheme which of the two alternatives in each scenario you would like to buy.

The rules are as in the first round. After we have conducted three rounds, each of you will draw an exclusive number between 1 and 30 determining your binding scenario. You will get the product you chose in your binding scenario, and must pay the price posted in the scenario.

Are there any questions?

Please, go to the second table where you will get the new choice scheme. You do not need to start on scenario 11, so please spread around the table.

Picture 1. The “lab” with the boxes representing the scenarios in the front



Picture 2. A group of participants studying and choosing between the alternatives

