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Consumer Valuation of Organic and Conventional Milk: Does Shelf Life Matter?

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SUPPLEMENTAL MATERIALS

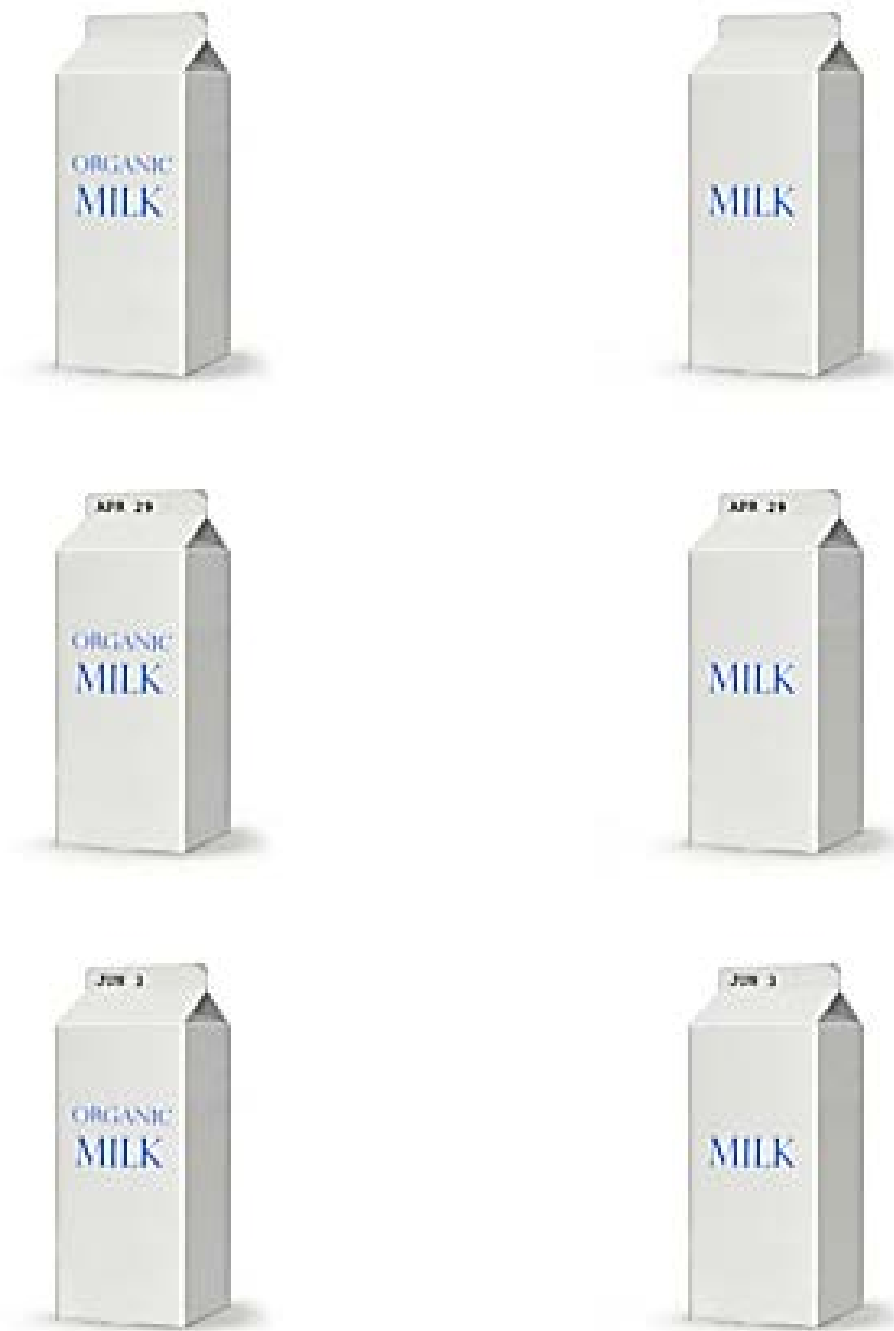


Figure S1. Milk Carton Images Displayed Under the 2x3 CRF Treatment Design

Appendix A.

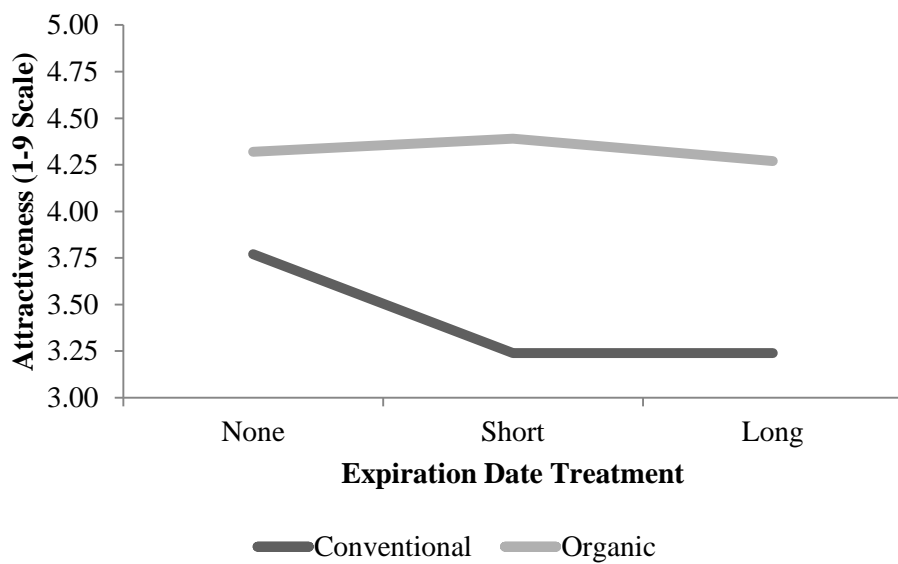


Figure A1. Profile Plot of Mean Attractiveness Values, By Treatment

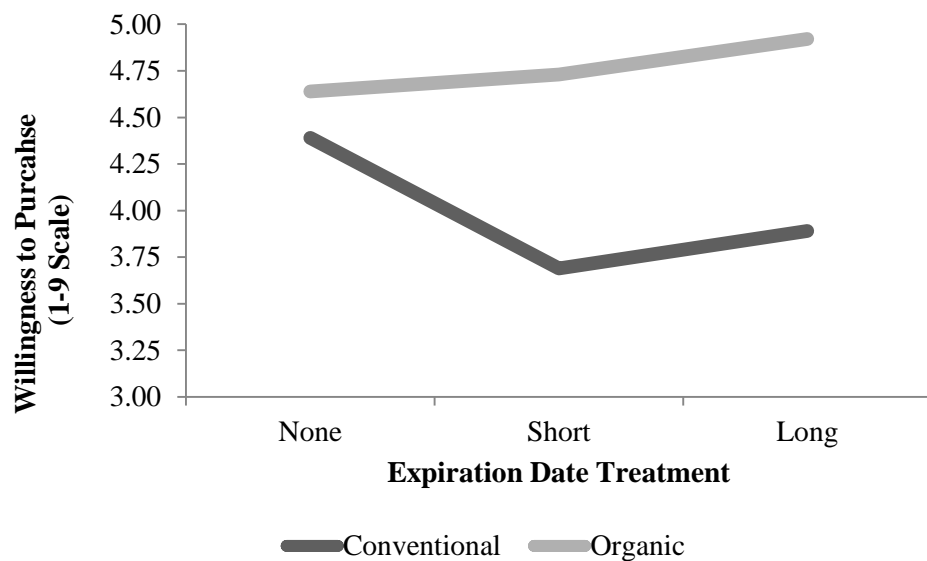


Figure A2. Profile Plot Mean Willingness to Purchase Values, By Treatment

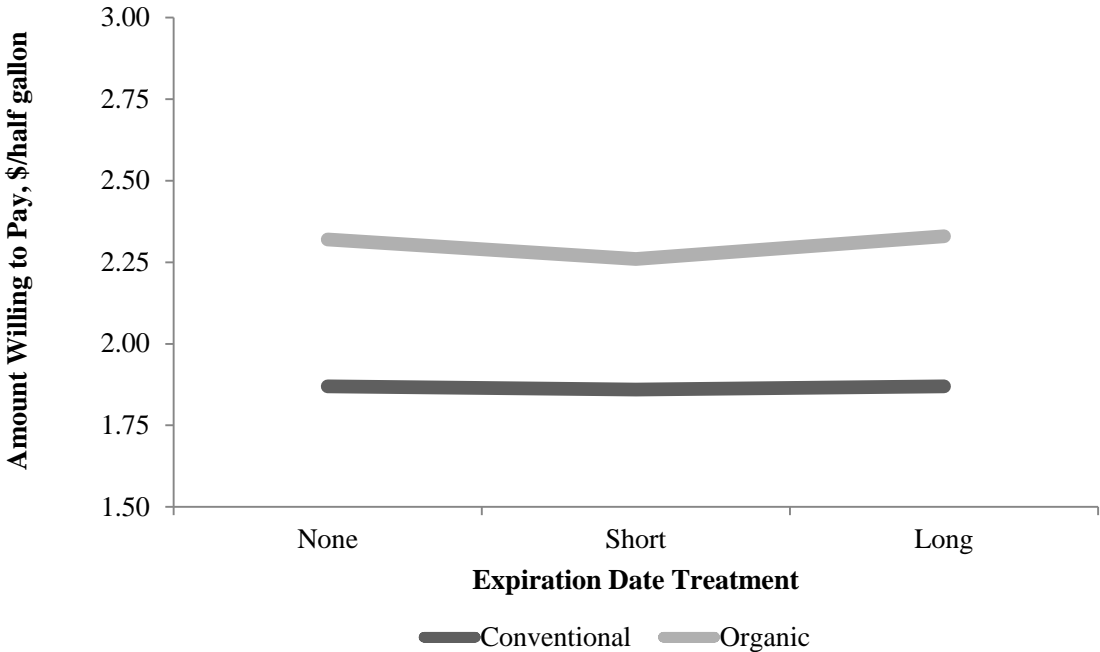


Figure A3. Profile Plot of Mean Amount Willing to Pay Values, By Treatment

Appendix B.**Table B1.** GLM/ANOVA Analysis of Product Attractiveness, Willingness to Purchase, and Amount Willing to Pay

| Variable | Source | Type III Sum of Squares | df | Mean Square | F-statistic | Prob. | Observed Power ($\alpha=0.05$) |
|---|-------------------|----------------------------|-----|----------------|-------------|-------|--|
| Attractiveness of Product (1-9 Likert Scale) R Squared = .758 Adj. R Squared = .755 | Model | 4249.1 | 4 | 1062.3 | 214.7 | .00 | 1.00 |
| | Production System | 57.1 | 1 | 57.1 | 11.5 | .00 | .92 |
| | Expiration Date | 4.1 | 2 | 2.1 | 0.4 | .66 | .12 |
| | Error | 1355.8 | 274 | 4.9 | | | |
| | Total | 5605.0 | 278 | | | | |
| Willingness to Purchase (1-9 Likert Scale) R Squared = .783 Adj. R Squared = .780 | Model | 5400.8 | 4 | 1350.2 | 247.8 | .00 | 1.00 |
| | Production System | 42.0 | 1 | 42.0 | 7.7 | .01 | .79 |
| | Expiration Date | 4.2 | 2 | 2.1 | 0.4 | .68 | .11 |
| | Error | 1493.2 | 274 | 5.450 | | | |
| | Total | 6894.0 | 278 | | | | |
| Amount Willing to Pay for Product (\$/half gallon) R Squared = .795 Adj. R Squared = .792) | Model | 1225.0 | 4 | 306.2 | 263.8 | .00 | 1.00 |
| | Production System | 13.1 | 1 | 13.1 | 11.3 | .00 | .92 |
| | Expiration Date | 0.1 | 2 | .1 | 0.0 | .96 | .06 |
| | Error | 315.8 | 272 | 1.2 | | | |
| | Total | 1540.8 | 276 | | | | |