

Value-added Dairy Product Survey RESULTS

Survey Administered: May 2000

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We prepared the following survey results for the survey participants (*thank you again!*) and other interested parties. The results show the aggregated responses to almost all of the survey questions. The responses of individual participants are, of course, confidential.

The Value-added Dairy Product Survey is part of a University of Kentucky research project funded by the Kentucky Department of Agriculture Value-added Grants Program. The survey was administered on May 25-26, 2000 to over 110 participants. The goal of the survey was to gather information about the market potential for dairy products containing high levels of a cancer-fighting substance called CLA. CLA (conjugated linoleic acid) occurs naturally in cows' milk, and one way to raise CLA levels is to mix fish oil into the cows' feed. In this study, four cows received the "special" feed and four cows received "normal" feed, milk was collected from each group of cows, and the milk was used to make dairy products in the UK dairy lab. The dairy products were 2% milk, unsalted butter, and plain sweetened yogurt.

Survey participants were asked to taste two samples of each dairy product. One sample (labeled by even numbers) was made from milk with normal CLA levels, and the second

sample (labeled by odd numbers) was made from high-CLA milk. Participants were asked if they could tell the difference between the two samples, and which one they preferred. As the results show, participants tended to prefer the products made from "normal" milk (in answer to a frequently asked question, no one identified a fishy taste in any of the high-CLA products).

Participants were then asked how much extra they would be willing to pay for high-CLA dairy products if they caused a 50% reduction in the risk of four cancers and tasted the same as competing dairy products. On average, participants indicated a willingness to pay 41 cents per gallon more for high-CLA milk, 38 cents per pound more for high-CLA butter, and 15 cents per 8-ounce cup more for high-CLA yogurt.

If you have any questions about this research project, please contact:

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Section 1: Dairy Product Taste Testing

MILK TASTE TESTING

Flavor rating of high-CLA milk

Worst milk I've ever had	Very bad flavor	Slightly bad flavor	Neither good nor bad flavor	Slightly good flavor	Very good flavor	Best milk I've ever had
6 %	11 %	24 %	15 %	22 %	22 %	1 %

Flavor rating of "normal" milk

Worst milk I've ever had	Very bad flavor	Slightly bad flavor	Neither good nor bad flavor	Slightly good flavor	Very good flavor	Best milk I've ever had
7 %	3 %	16 %	13 %	33 %	28 %	0%

No preference	"Normal" milk preferred	High-CLA milk preferred
45 %	34 %	21 %

YOGURT TASTE TESTING

Flavor rating of high-CLA yogurt

Worst yogurt I've ever had	Very bad flavor	Slightly bad flavor	Neither good nor bad flavor	Slightly good flavor	Very good flavor	Best yogurt I've ever had
2 %	14 %	29 %	18 %	31 %	8 %	0 %

Flavor rating of "normal" yogurt

Worst yogurt I've ever had	Very bad flavor	Slightly bad flavor	Neither good nor bad flavor	Slightly good flavor	Very good flavor	Best yogurt I've ever had
2 %	2 %	12 %	25 %	21 %	36 %	2 %

No preference	"Normal" yogurt preferred	High-CLA yogurt preferred
64 %	34 %	2 %

BUTTER TASTE TESTING

Flavor rating of high-CLA butter

Worst butter I've ever had	Very bad flavor	Slightly bad flavor	Neither good nor bad flavor	Slightly good flavor	Very good flavor	Best butter I've ever had
1 %	7 %	16 %	26 %	25 %	25 %	1 %

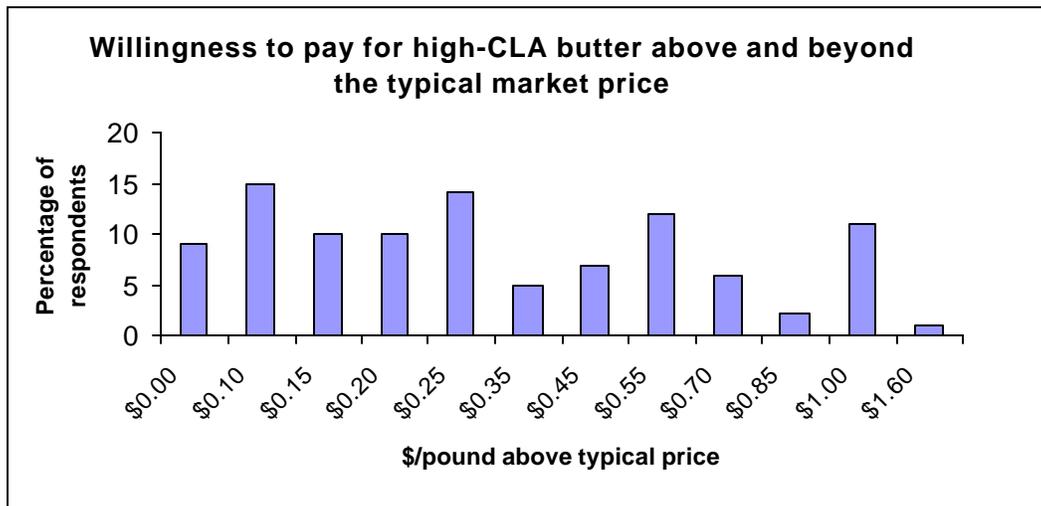
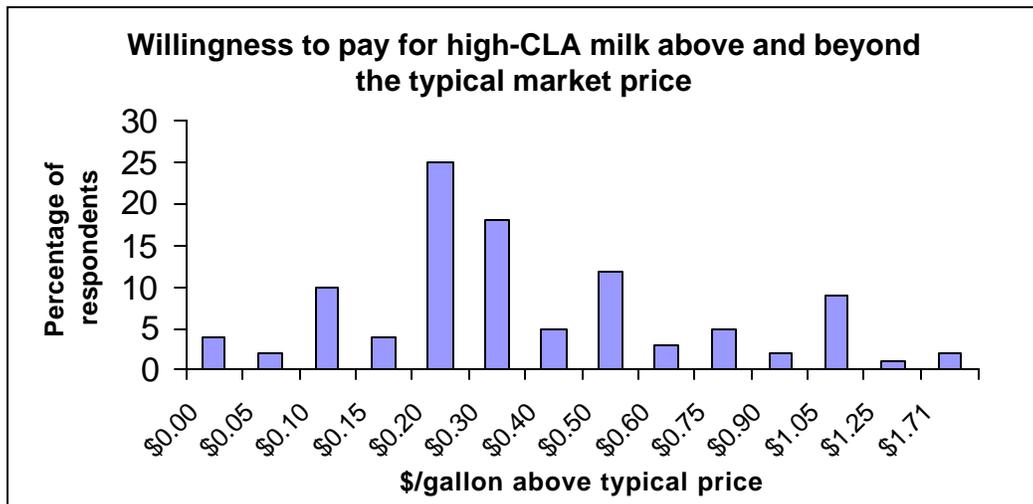
Flavor rating of "normal" butter.

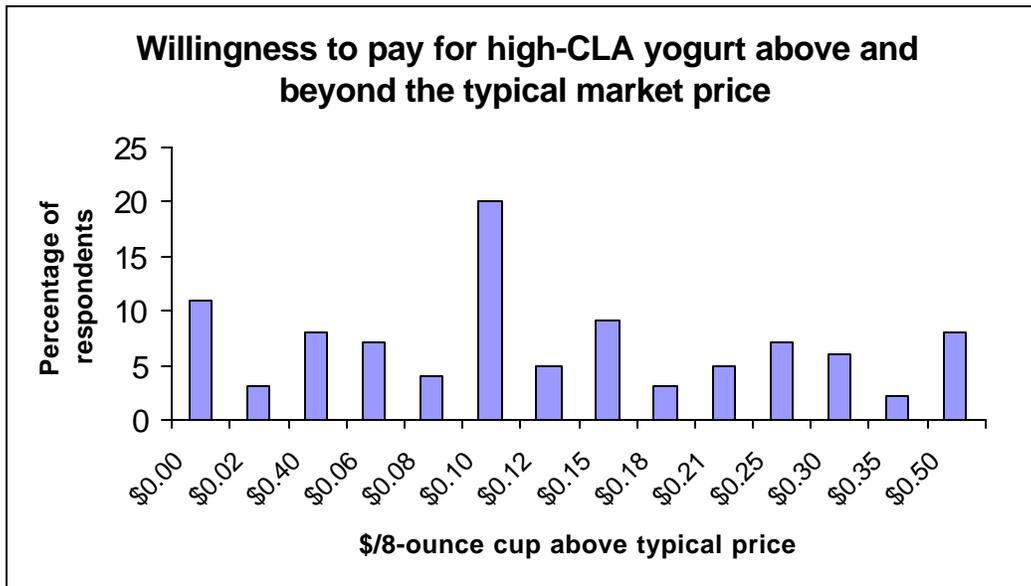
Worst butter I've ever had	Very bad flavor	Slightly bad flavor	Neither good nor bad flavor	Slightly good flavor	Very good flavor	Best butter I've ever had
0 %	2 %	3 %	24 %	37 %	33 %	2 %

No preference	"Normal" butter preferred	High-CLA butter preferred
40 %	42 %	18 %

Section 2: Dairy Products that Help Prevent Cancer

Assuming that high-CLA dairy products differed only in terms of the cancer-fighting attribute, participants were asked how much more they would pay, in addition to the typical market price, for high-CLA dairy products.





Section 3: Your Household’s Grocery Shopping Habits and Preferences

How much of your household’s grocery shopping do you do?

Almost none	Less than half	About half	More than half	Almost all
5 %	10 %	11 %	7 %	68 %

What percentage of your household’s meals are prepared outside the home (including take-out meals that you eat at home)?

10% or fewer	11% -30%	31% -50%	51% -70%	71% -90%	More than 90%
31 %	32 %	23 %	11 %	3 %	0 %

“When choosing between two similar brands of a product, price is often the deciding factor.”

Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
3 %	3 %	2 %	17 %	43 %	33 %

“When choosing between two similar brands of a product, I often choose the brand with lower fat and cholesterol, even when it costs more.”

Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
7 %	12 %	14 %	32 %	27 %	8 %

If I know one brand of a certain product tastes better than another, I am willing to pay quite a bit more for the better tasting brand.”

Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
0 %	5 %	5 %	32 %	45 %	13 %

“When given a choice, I often buy food products that are locally produced, even when they cost more.”

Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
3 %	21 %	12 %	46 %	14 %	5 %

In your household, do you mostly use butter or margarine?

Almost always use margarine	Usually use margarine	Almost equal use of butter and margarine	Usually use butter	Almost always use butter
33 %	27 %	20 %	7 %	13 %

On average, how many sticks of butter does your household consume each week

0	0.5	1	2	3	4	5	6 or more
28 %	24 %	20 %	10 %	9 %	7 %	2 %	0 %

What is your opinion on the taste of butter compared to margarine?

Strongly prefer margarine	Slightly prefer margarine	No preference	Slightly prefer butter	Strongly prefer butter
6 %	11 %	22 %	32 %	29 %

Which do you believe is a healthier food: butter or margarine ?

Margarine much healthier	Margarine somewhat healthier	Almost equally healthy	Butter somewhat healthier	Butter much healthier
8 %	33 %	31 %	21 %	7 %

Butter costs more per pound than margarine. How important is this in your household?

Not at all important	Somewhat important	Very important
39 %	47 %	14 %

Margarine in tubs is often easier to spread than butter or margarine in sticks. How important is this in your household?

Not at all important	Somewhat important	Very important
44 %	39 %	17 %

On average, how many gallons of milk does your household consume in a week?

0	½	1	1½	2	3	4	5 or more
2 %	20 %	29 %	17 %	18 %	5 %	5 %	4 %

Which type of milk is usually consumed in your household?

Whole milk	2% milk	1% milk	Skim milk	Other
16 %	30 %	18 %	34 %	2 %

On average, how many servings (6-8 ounces) of yogurt does your household consume in a week?

0	1	2	4	6	8	10	12 or more
33 %	17 %	20 %	10 %	12 %	3 %	4 %	2 %

“At least one member of my household is at above-average risk of developing cancer due to family history, age, occupation, personal habits, or other factors.”

Strongly Disagree	Disagree	Don't Know	Agree	Strongly Agree
11 %	17 %	22 %	36 %	13 %

“At least one member of my household is at above-average risk of developing heart disease due to family history, age, occupation, personal habits, or other factors.”

Strongly Disagree	Disagree	Don't Know	Agree	Strongly Agree
6 %	16 %	14 %	43 %	22 %

Please indicate your gender.

Female	Male
69%	31 %