

1. Record Nr.	UNINA9910455972203321
Titolo	Market development for genetically modified foods [[electronic resource]] / / edited by Vittorio Santaniello, Robert E. Evenson, and David Zilberman
Pubbl/distr/stampa	Mew York, : CABI, c2002
ISBN	1-280-82970-2 9786610829705 0-85199-701-5
Descrizione fisica	1 online resource (313 p.)
Altri autori (Persone)	SantanielloV EvensonRobert E <1934-> (Robert Eugene) ZilbermanDavid <1947->
Disciplina	338.17 381/.45664
Soggetti	Genetic engineering industry - Europe Genetic engineering industry - North America Genetically modified foods - Europe Genetically modified foods - North America Food industry and trade - Europe Food industry and trade - North America Market surveys - Europe Market surveys - North America Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Contributors; Acknowledgements; Introduction; 1 A Way Forward for Frankenstein Foods; 2 A Comparison of Consumer Attitudes towards GM Food in Ireland and the United States: a Case Study Over Time1; 3 Differences in Public Acceptance between Generic and Premium Branded GM Food Products: an Analytical Model; 4 Is European Consumers' Refusal of GM Food a Serious Obstacle or a Transient Fashion?; 5 Estimates of Willingness to Pay a Premium for Non-GM Foods: a Survey; 6 A Consumer-based Approach towards New

Product Development through Biotechnology in the Agro-food Sector
7 The Impact of Bovine Somatotropin on Farm Profits8 The Importance of Feed Management Technologies in the Decision to Adopt Bovine Somatotropin: an Application to California Dairy Producers; 9 The Potential Effect of Recombinant Bovine Somatotropin on World Dairying; 10 Gains to Yield-increasing Research in the Evolving Canadian Canola Research Industry; 11 Determinants of GMO Use: a Survey of Iowa Maize-Soybean Farmers' Acreage Allocation1; 12 Estimating Adoption of GMO Soybeans and Maize: a Case Study of Ohio, USA
13 Ex ante Economic Assessment of Adopting Genetically Engineered Crops in Finland14 Biotechnology, Farm Management and Local Agricultural Development1; 15 Public Acceptance of and Benefits from Agricultural Biotechnology: a Key Role for Verifiable Information; 16 Science and Regulation: Assessing the Impacts of Incomplete Institutions and Information in the Global Agricultural Biotechnology Industry; 17 Quantifying Scientific Risk Communications of Agrobiotechnology; 18 Time Series Analysis of Risk Frames in Media Communication of Agrobiotechnology
19 Case Study in Benefits and Risks of Agricultural Biotechnology: Roundup Ready Soybeans20 Labelling for GM Foods: Theory and Practice; 21 Estimating the Costs of Segregation for Non-biotech Maize and Soybeans; 22 Endogenous Demand and Optimal Product Regulation: the Case of Agricultural Biotechnology; 23 Tobin's q and the Value of Agriceutical Firms; 24 The Structure of the European Agro-food Biotechnology Industry: Are Strategic Alliances Here to Stay?; 25 Market Structure in Biotechnology: Implications for Long-run Comparative Advantage
26 Biotechnology in the Supply Chain: Managing a Product Differentiating TechnologyIndex

Sommario/riassunto

This work addresses key issues in market development for genetically modified foods. It focuses on: consumer reactions to GM food information; regulatory issues; farmer acceptance of biotech products; changes in industrial organization in life science and food sectors.
