

Table of contents

Acknowledgements.....	I
List of figures.....	V
List of tables.....	VI
List of text boxes	VII
Abbreviations.....	VIII
1 Introduction	1
2 Food safety, informational asymmetries, repeated purchase experience and food certification	5
2.1 Food safety	5
2.1.1 Definition, hazards and adverse health effects.....	6
2.1.2 Unsafe irrigation water and its associated adverse health effects	9
2.2 Food safety as a quality attribute of food	11
2.3 Information costs, informational asymmetries and market failure	15
2.4 Solutions to the problem of asymmetrical information.....	17
2.4.1 Product and process certification	19
2.4.2 Repeated purchase experience and reputation	24
2.5 Trust in persons and trust in institutions providing information on food quality attributes.....	26
2.5.1 Trust in persons	27
2.5.2 Trust in institutions.....	29
3 Economic valuation of food quality changes.....	31
3.1 Categorisation of food safety as pure public good.....	31
3.2 Trust and consumers' WTP for uncertified safe and certified safe food: theoretical considerations.....	34
3.3 Contingent valuation method	38
3.3.1 A short historical outline of CVM	41
3.3.2 Constructing valuation scenarios for reliable WTP estimates	42
3.3.3 WTP elicitation techniques	45
3.3.4 Biases in CVM: hypothetical bias and embedding effect.....	50
3.3.5 Protest responses	64
3.3.6 Probability distributions	66
3.3.7 Application of the DBDC format in food safety contexts	68

4 Research design and methodology for the elicitation of consumers' WTP for safe and certified safe vegetables	71
4.1 Food safety in Tamale, Ouagadougou, Bamenda and Bamako	72
4.1.1 Ghana – background information.....	72
4.1.2 Burkina Faso – background information.....	74
4.1.3 Cameroon – background information	76
4.1.4 Mali – background information.....	78
4.2 Sampling procedure and data collection	79
4.3 Application of the DBDC format	84
4.4 Description of variables.....	91
5 Empirical results on trust and consumers' WTP for safe and certified safe vegetables in Tamale, Ouagadougou, Bamenda and Bamako	99
5.1 Household characteristics of West African consumers.....	100
5.2 Consumers' food quality awareness.....	102
5.3 Food safety perception	106
5.4 Trust in farmers and traders.....	108
5.5 Trust in certifying institutions	110
5.6 WTP for safe and certified safe vegetables in West African cities...	112
5.6.1 Hypothetical market scenario and consumers' principle WTP.	113
5.6.2 Mean WTP and price premia: estimation procedure and results.....	120
5.6.3 WTP-influencing determinants: construct validity, estimation and results	129
5.7 Preferred location for the purchase of safety improved vegetables ..	140
6 Summary and conclusion	145
References.....	151
Appendix.....	171
A 1 Household questionnaire on WTP for certified safe vegetables	171
A 2 Household questionnaire on WTP for safe vegetables.....	177
A 3 Distribution of trust in farmers and traders	182
A 4 Distribution of trust in potential certifiers	186
A 5 Observations removed from data analysis.....	190
A 6 Best fitting distribution for WTP estimation.....	191
A 7 Overview of different WTP measures	193
A 8 Regression results on WTP for safe and certified safe vegetables...	197