The Value of Eco-Labelling. Edition No. 1

Description: Which eco-labels and which place-of-origin labels add value to food items? Just how much value do they add? And for which consumers? This study demonstrates that a knowledge of the somehow and the somewhere of food has measurable monetary value for consumers. The study sets out to establish the value to consumers of particular eco-labels and geo-labels. The Value of Eco-Labelling reports the values of Organic, Certified Organic, Natural and Eco, as well as of country-of-origin labelling (CoOL) and regional provenance labelling. The interaction effects of multiple food labelling claims are identified. Based on a raft of demographic measures, The Value of Eco-Labelling identifies just which consumers are responsive to which claims. This book reveals an efficient and effective methodology for quantifying consumer value. The Value of Eco-Labelling presents a treasure trove of data, analysis, insights and surprises. The Value of Eco-Labelling will be essential reading for food producers, marketers and certifiers, as well as for agricultural departments, organisations, advisers, policy makers, consumer advocates and researchers.


Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Product Name: The Value of Eco-Labelling. Edition No. 1
Web Address: http://www.researchandmarkets.com/reports/1905766/
Office Code: SCD2G2B8

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard Copy (Paper back):</td>
<td>USD 78 + USD 29 Shipping/Handling</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr □ Mrs □ Dr □ Miss □ Ms □ Prof □
First Name: ____________________________ Last Name: ____________________________
Email Address: * ____________________________
Job Title: ____________________________
Organisation: ____________________________
Address: ____________________________
City: ____________________________
Postal / Zip Code: ____________________________
Country: ____________________________
Phone Number: ____________________________
Fax Number: ____________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: __________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World