



## Country-Of-Origin Labeling: Theory and Observation (Paperback)

By Barry Krissoff, Fred Kuchler

Bibliogov, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This report examines the economic rationale behind the various claims about the effects of mandatory country-of-origin labeling, thereby identifying the most likely outcomes. Profits motivate firms to innovate and introduce thousands of new food products each year to satisfy consumers demand. Yet, food suppliers have generally not emphasized, advertised, or labeled food with U.S. country of origin. The infrequency of Made in USA labels on food suggests suppliers do not believe domestic origin is an attribute that can attract much consumer interest. We find little evidence that suppliers would have difficulty supplying such labels if there were sufficient consumer interest.



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