

Free choice in a complex information environment

Amanda Rose, Ph.D.

Paper available (soon?):

Email:

Gregg's green chicken



Access continuum

Herd
shares
outlawed

Herd
shares
legal

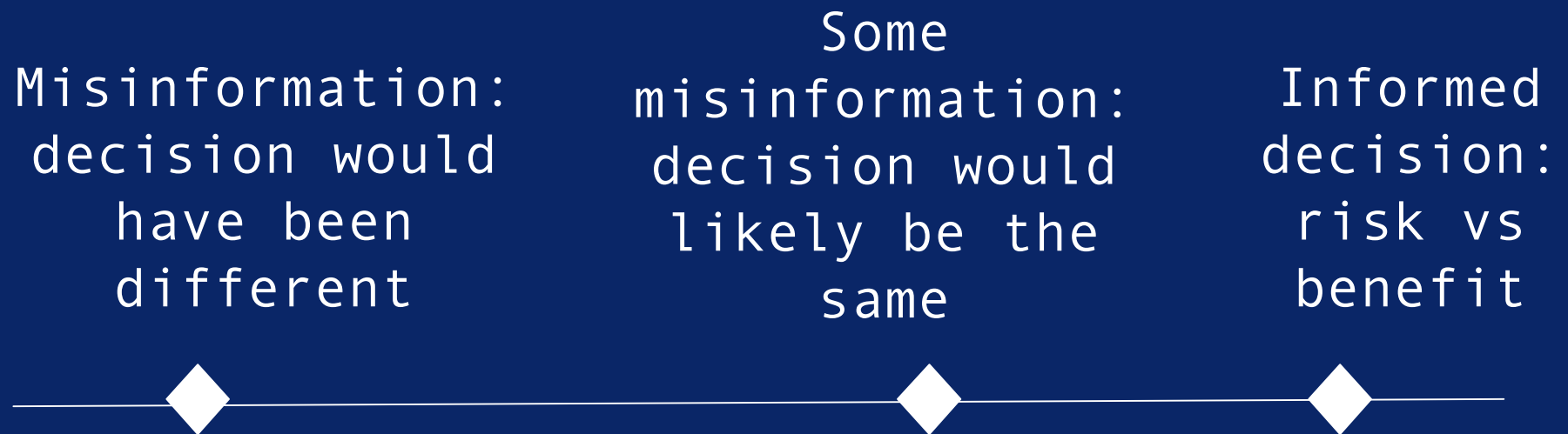
Retail
access
with
regulation



Herd shares
unprotected

Direct
sales
legal

Choice continuum



Choice

Decision is informed



Herd shares outlawed

Retail access with regulation



Access



Decision based on misinformation

Consumer messages



Amy K. Halucha - 2005

Raw milk
is
uniquely
safe

Where do consumer messages come from?

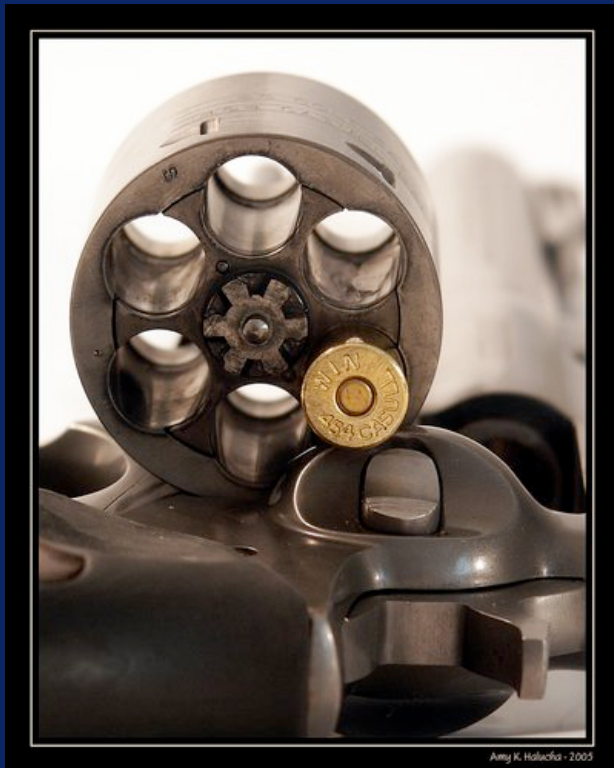
2009 Raw milk consumer survey

- 1040 respondents
- 986 specified “United States”
- 767 United States, actively engaged in raw milk advocacy, drink raw milk at least weekly.

Selection bias: Raw milk consumers

Unorganized group
of citizens
avoiding raw milk

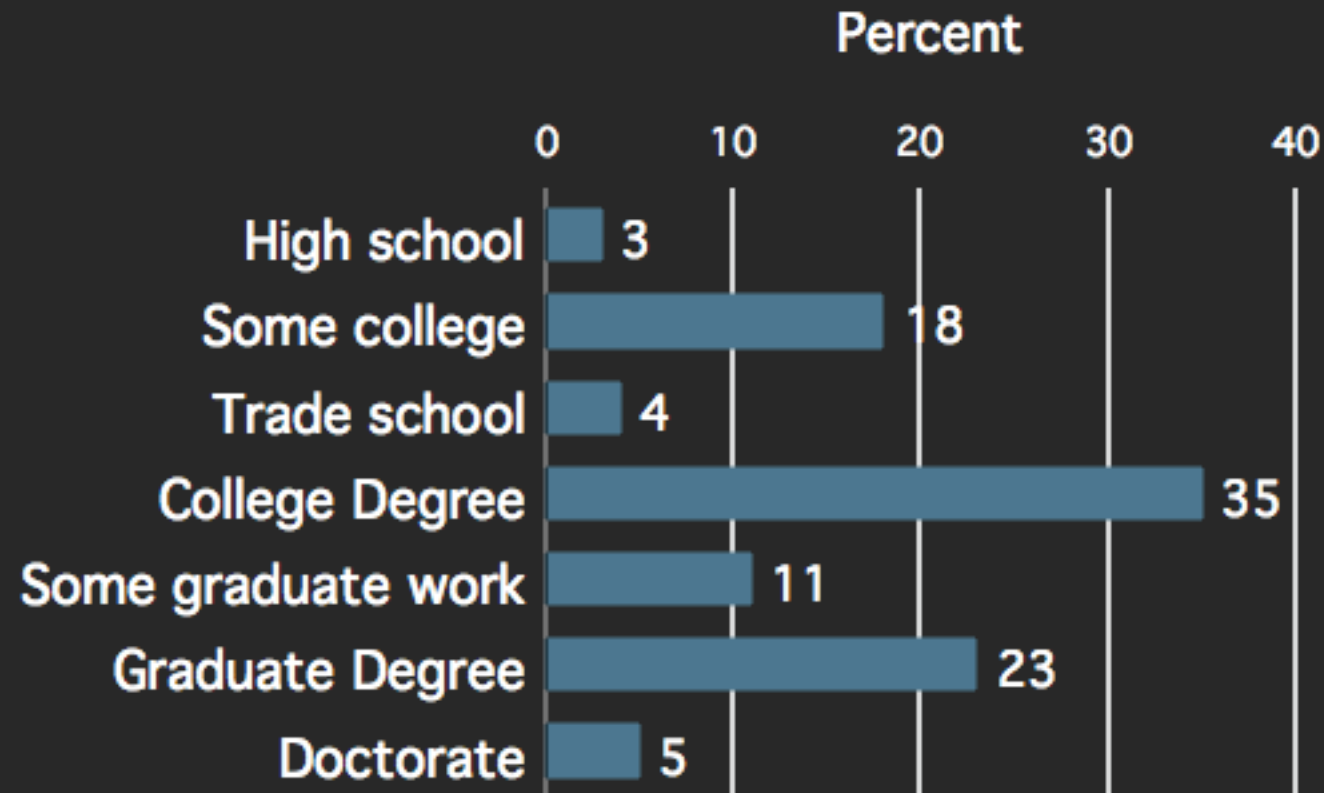
Raw milk
consumers
predisposition



Raw milk
is
*uniquely
safe*

Education

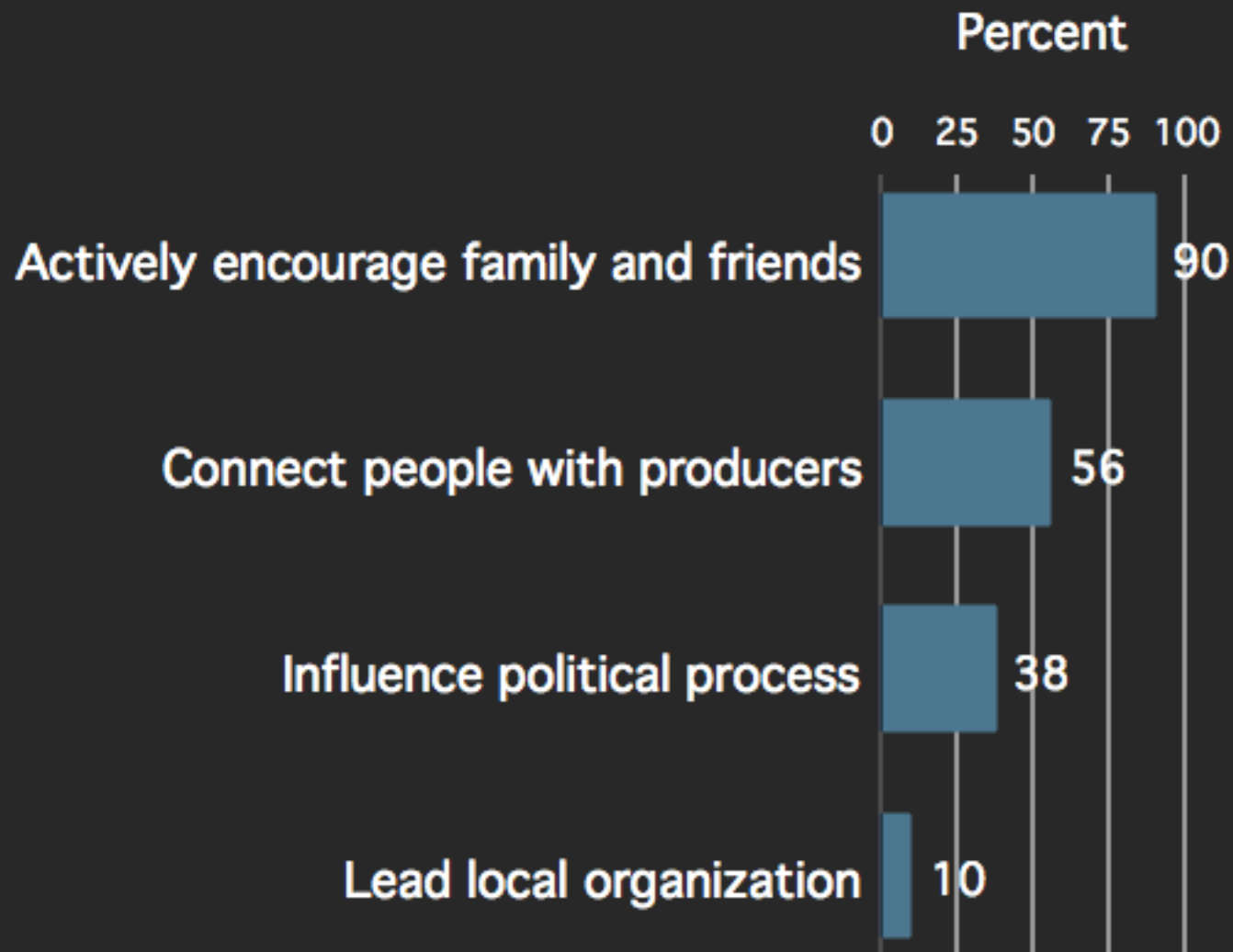
Raw Milk Advocates



Percent of advocates by education levels
Spring 2009 Raw Milk Survey

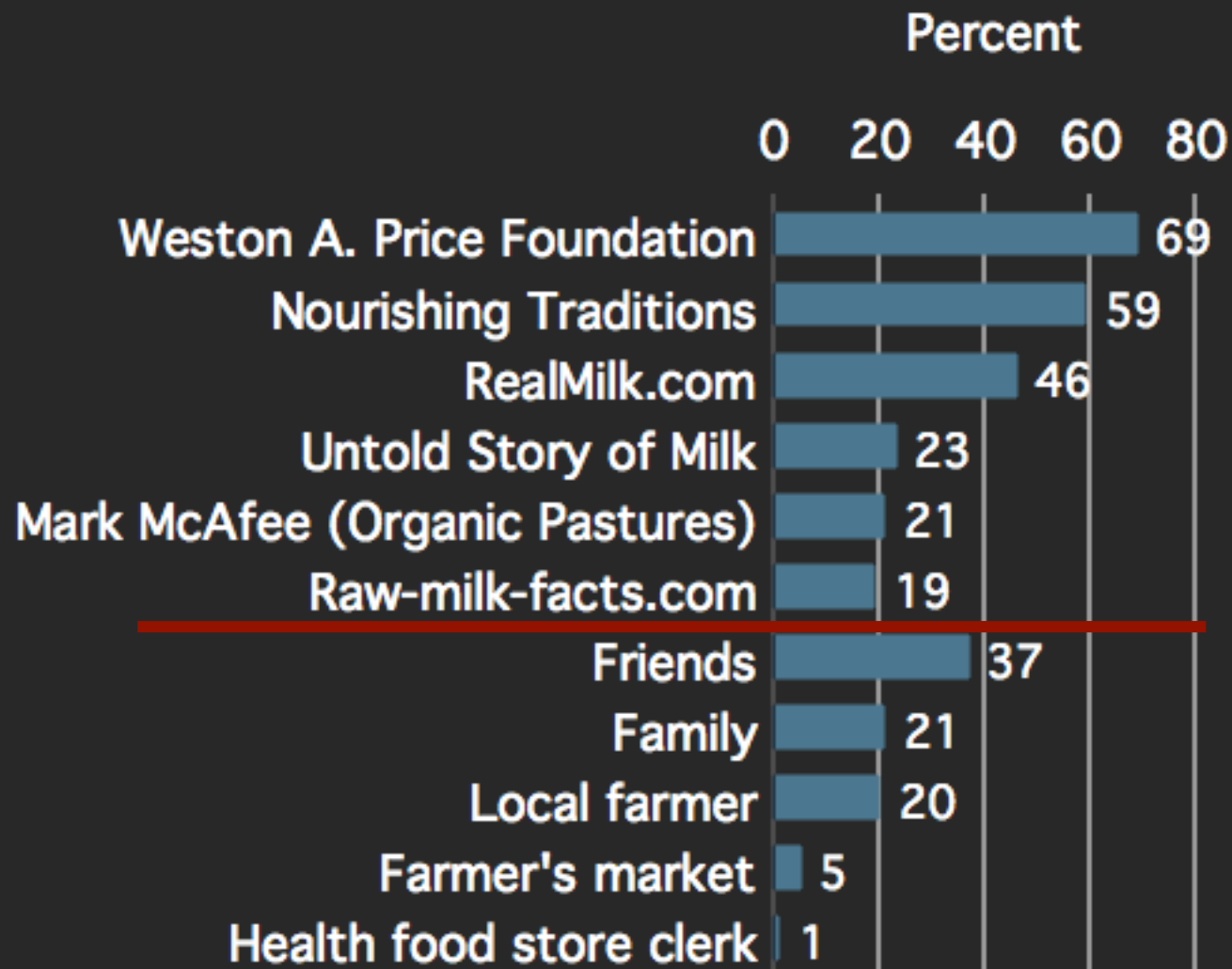
www.FoodGraphs.net

Advocacy work



Percent of activists who consume raw milk at least weekly

Information sources



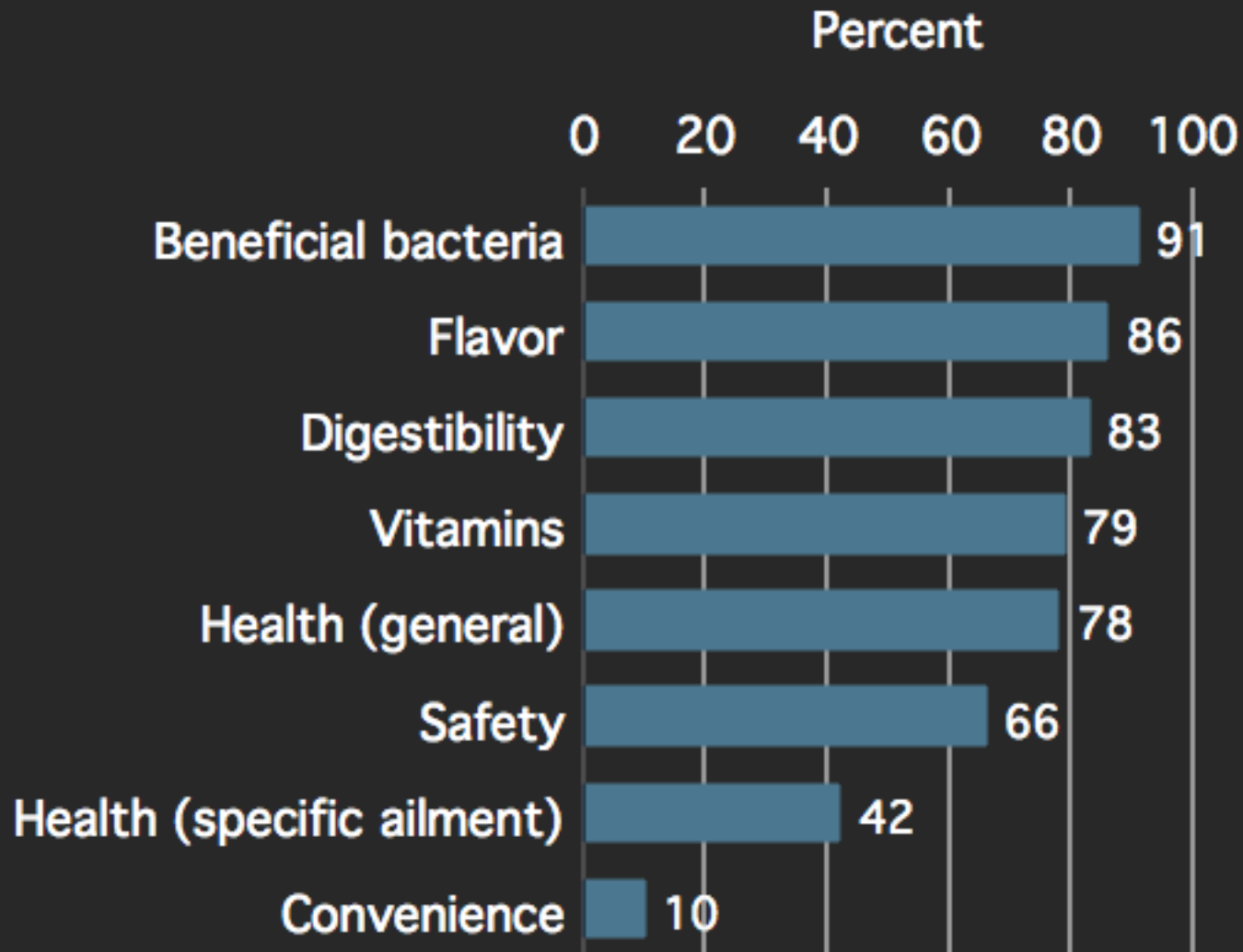
Percent of activists who consume raw milk at least weekly

Information flow for pro-raw milk



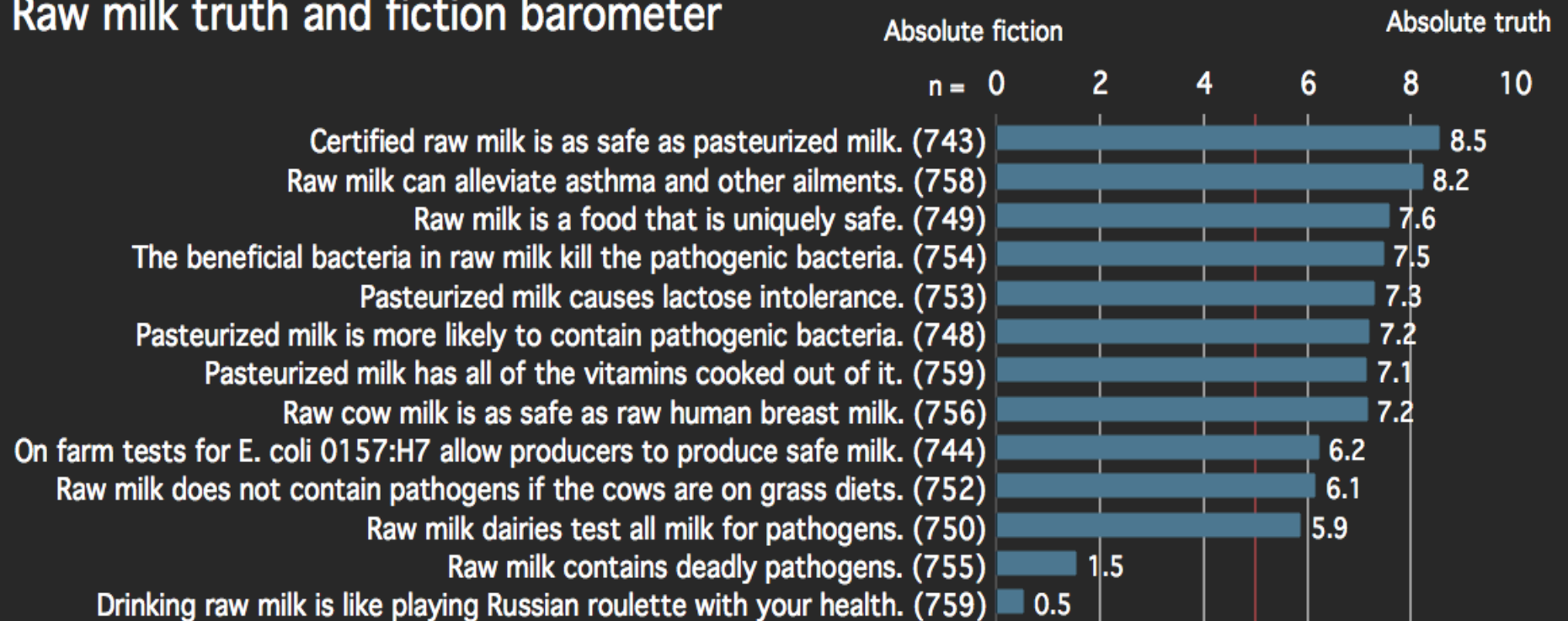
**Truth
and
Fiction
Barometer**

Reasons for consumption

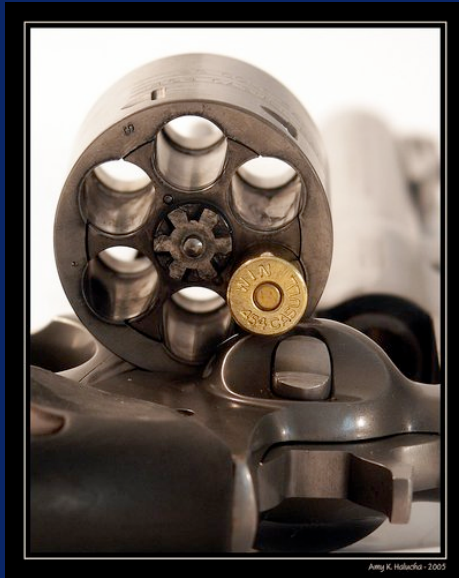


Percent of activists who consume raw milk at least weekly.

Raw milk truth and fiction barometer



Competitive exclusion



Raw milk
is
*uniquely
safe*

Does raw milk kill pathogens?

No, it does not. In fact, raw milk potentially harbors a wide range of dangerous pathogens that can cause illness.

Raw milk contains enzymes lactoferrin, xanthine oxidase, lactoperoxidase, lysozyme and nisin that kill pathogens.
~BSK Study~

Choice

Decision is informed

Herd shares outlawed

Retail access with regulation

Access

Decision based on misinformation



