

## 特別研修

### 月例研究会 議事録 ( 1 月 )

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報告題名 Japanese Beef Traceability System	
報告者 デッフィ アユ プスピト サリ (所属分野)	日時 1月24日 3時~5時 場所 第8講義室
座長 小山田	議事録担当者 飯塚聖司
出席者	
<b>報告要旨</b> Japanese consumers are sophisticated; they are willing to pay more for food with higher standard of safety. BSE outbreaks degrade the consumers trust towards government, their ability to provide safe food for domestic market. My study is devoted to well understand about traceability system implemented in Japan, study about consumer behavior. Some of the questions are how far the traceability system applied in Japan and more specific is how far it should be applied in details, this question hopefully could explain the desired level and acceptable level of risk of traceability system in meat product. And effects of application of traceability system in consumer preferences and how the incentives for the firm to apply traceability system also become part of the discussion.	

## 質疑・応答

Oyamada: To whom conjoint analysis will be tested? Who are the survey targets?

Deffi: To the consumers. Especially to get information about consumer preferences in choosing beef products.

Sibuya: What are the benefits of traceability system to the consumer?

Deffi: Traceability system of beef product in Japan has been established based on consumer's demand, because consumers insisted government to provide safe food.

So the benefit for the consumer is that consumer can get safer beef products. Since the government subsidizes the cost of traceability system so that consumer can buy in regular price, even though domestic beef's price is still more expensive than imported one.

Yonekura: How many percent of WTP in Indonesia and in US?

Deffi: Through International journals that I read, I have not found the exact nominal yet, my assumption is it might be lower than WTP in Japan, especially for case in Indonesia. For the case in US, traceability system is not only based on BSE issue, GMF, chemical agents, and many other food safety production issues also become parts of the consideration.

Hasebe: How to analyse the desired level of traceability system?

Deffi: I will do with econometric analysis, now I am selecting which method is the most suitable for the analysis, this research would be conducted further especially for my doctoral research.