



Gerald J. and Dorothy R.
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Dietary Policy, Consumers, and Producers:

What happens when good intentions enter the marketplace?



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Die Lebensmittelwirtschaft – Symposium 2016

“Das Sollst Du Essen! Orientierung vs. Bevormundung”

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The Policy Pantry

- R&D policy
- Labeling and social marketing
- Marketing restrictions
- School-based policies
- Process restrictions
- Taxes and subsidies
- Behavioural economic tools (“nudges”)
- Agricultural policy



Three simple rules of taxing consumption of food

- People respond to food price
- Not too much
- They mostly pay

And the who and how of Behavioural responses may not always be what you want or expect to see ...

A Spectrum of Frameworks

- Framework 0: Individual responsibility / strict libertarian
- Framework I: Market failure model
- Framework II: Libertarian paternalism
- Framework III: Medical intervention model
- Framework ∞ : market/structural determinism



Policies and choice

- Policy interventions are not medical prescriptions
- Policy changes produce winners and losers
- Producers, consumers respond to incentives – but to the ones they face, not necessarily the ones policymakers intended



Thank you!



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