



Mandatory Integrated Pest Management in the European Union: Experimental insights on consumers' reactions

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Résumé en anglais	<p>A realistic experiment with 189 French consumers was conducted to analyse consumers' reaction to the transition towards Integrated Pest Management (IPM) as the standard in European farming. Results indicate high substitutability between IPM and organic tomatoes. It suggests IPM sales will benefit from the withdrawal of conventional products from the market only if there is a significant reduction in the price of IPM products as compared to organic ones and/or an important increase in the shelf space dedicated to IPM products. While information on IPM guidelines increases IPM products purchases, providing extra information on residue levels in IPM tomatoes has no further impact on consumers' choices in this experiment.</p>
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