

The Effect of Country-of-Origin Labeling on Bovine Meat Trade

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Paper Abstract

Consumers often evaluate the quality of food based on its origin. To satisfy consumers' cognitive demand, many countries have introduced country-of-origin labeling (COOL). If consumers consider the quality of imported products to vary across countries, they may change their product selection upon the implementation of COOL. This study uses the bilateral trade data of bovine meat to examine whether COOL influences consumers' commodity selection. The empirical results reveal that COOL alters trade flows. We found that the impact of COOL varies widely across countries. It is found that while Australia and Canada have expanded their market share as a result of COOL implementation, Germany and Ireland have lost theirs.

Key Words: Bilateral Trade; Bovine Meat; Country-of-Origin Labeling; Food Quality; Non-Tariff Barrier

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