

Urban Gardeners' Heterogeneous Willingness to Pay for Disease Control: A Latent-Class Analysis

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Abstract: Food insecurity is a significant issue facing both developed and developed economies, and home gardens can play a significant role in supporting food security in urban environments. Warmer and more humid conditions caused by climate change are expected to negatively affect many urban food gardens due to a rise in plant diseases. Here we detail the main findings of a discrete choice experiment designed to measure home gardeners' preferences for disease management efficacy and avoided damages. Results indicate significant differences in attribute preferences exist between various groups of gardeners. Early-stage or less-experienced gardeners show weak preferences for avoiding damage and are indifferent to control efficacy, while disease management preferences strengthen with increased gardening experience. Implications for supporting and developing urban food security strategy are discussed.

Keywords: Pathogens, Home Gardener, Choice Experiment, Willingness-to-Pay, Food Security

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