



VALUING NATURE

Ajaz Ahmed, PhD
Environmental Economics

Choice Modelling of the Health and
Environmental Friendly Agricultural Production in
Pakistan

Introduction

- Increased food demand
- Intensive farming – concentrated use of inputs
- Damage to health & environment
- Change in agriculture production approaches
- Consumer demand & farmers' willingness to uptake the cleaner agricultural practices
- Need to design right set of incentives
- This choice modelling seeks to elicit the consumers' WTP and farmers' WTA

Why Business Impact School?

- Need suggestions to;
 - make my field survey more information efficient
 - design innovative incentive schemes for farmers and other stakeholders
 - highlight business opportunities pertaining to cleaner food production
 - effectively translate the study findings into practical information for policy makers and businesses
 - make it more applied, interesting & tailored to a developing country context

Opportunities & challenges

- Supply side:
 - Willingness to alter the current practices
 - Risk aversion and reluctance
 - Poor monitoring and thereby compliance
 - Trust and accountability
 - Technical and financial support
 - Additional premium
- Demand side:
 - Awareness and information
 - Health consciousness
 - Additional cost
 - Affluent consumers
 - Business opportunity & market niche

Thank you