

## **Investigating the role of front-of-pack labels on consumers' WTP for a PDO product**

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International and governmental organizations are looking for practical ways to encourage consumers to adopt healthier and more sustainable eating habits. Among the potential tools to support individuals in their dietary choices, the World Health Organization (WHO) emphasizes the importance of visible information on the nutritional and sustainable impact of food through front-of-pack (FOP) labels. In this context, many FOP labeling systems have been proposed both for nutritional and sustainable aspects.

Given the increasing interest in these topics and the growing debates about the most suitable FOP label to adopt, the present study aims at investigating the impact of different FOP labels on consumers' perception and food choices. Specifically, a lab experiment (N = 120 Italian consumers) was implemented using nutrition labels (i.e., the NutriScore and NutriInform), a sustainable label (i.e., EcoScore), and price as attributes in an online discrete choice experiment (DCE). Specifically, as little is known about how such schemes impact the price premium when displayed along with Geographical Indications, the food under investigation in this study is the Parmigiano Reggiano DOP.

To further explore consumers' behavior, participants' visual attention was assessed using eye-tracking. Finally, participants also responded to attitudinal and sociodemographic questions.

Data were collected in Spring 2024, and the analysis is currently ongoing.

In light of the European Union's proposal to adopt a mandatory nutrition FOP labeling system, findings and implications from this study could support policymakers in developing strategies to promote healthier and more sustainable dietary behaviors; while also considering the economic impact that such an implementation could have on specific food categories, such as foods with Geographical Indications.

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