

**ASSESSING RUSSIAN CONSUMERS' PREFERENCES AND WILLING-  
NESS TO PAY FOR DOMESTICALLY PRODUCED CHEESE AFTER  
THE FOOD IMPORT BAN**

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## **Abstract**

This study provides a unique dataset to investigate Russian consumers' preferences for domestically produced versus imported cheese products after the 2014 Russian Federation import ban on certain food products. Survey data was collected via in-person interviews in the City of Perm, which is one of the largest and most industrial cities in Russia. A double-bounded dichotomous-choice contingent valuation model is utilized to estimate willingness to pay (WTP) and to analyze factors that affect consumers' choice. The results suggest that Russian consumers do not consider domestically produced cheese as a risky product in terms of food safety but simply of lower quality than imported cheese. However, the average respondent's WTP discount for domestic cheese compared to imported cheese is 8%, which is relatively small. This corresponds to participants' opinion that buying domestic cheese is the right thing to do since it supports Russian farmers and producers. In terms of demographic characteristics, well-educated consumers exhibited a lower WTP while primary shoppers and individuals with children in their households report a higher WTP for domestic cheese products.

**Keywords:** Consumer Preferences; Russian Import Ban; Contingent Valuation

## **Highlights:**

1. Investigate Russian consumers' food preferences after the 2014 import ban
2. In-person surveys were conducted in the City of Perm
3. Respondents perceive domestic cheese as lower quality than imported cheese
4. Average WTP is 8% less for domestic than imported cheese

## 1 Introduction

In response to Western sanctions against Russia in the context of the Ukraine crisis, Russia implemented an import ban on certain food and agricultural products in August 2014. Since then the United States, Canada, EU members, Australia and Norway are not allowed to export fruits and vegetables, dairy products, fish and seafood, and meat to the Russian market (USDA, 2017). While the impact of the ban is considered insignificant to North American companies, EU businesses experienced significant losses. In 2013, Russia was the second most important destination for EU agri-food exports following the United States and China which constituted about 12 billion Euros or 10% of EU exports. Approximately 43% of agri-food exports were subject to restrictions (European Commission, 2014). The sectors mostly affected by the ban include dairy products, fruits and vegetables accounting for 33% and 29% of overall exports, respectively.

About two third of Russian households' expenditures corresponds to food products reflected in the list of prohibited import items which constitute a sizable share in the weights used in the calculation of the consumer price index (FAO, 2014). Thus, price fluctuations as a result of supply changes may have important implications for the overall cost of food products purchased by Russian consumers. In fact, the consumer price index for the period following the food ban increased by almost 16% being the highest number since 2009 (Rosstat). Moreover, an economic slowdown in the past two years constrained the purchasing power of Russian consumers. These developments are notable factors in food demand that may trigger reallocation of household expenditure such as the purchase and consumption of alternative substitutes with lower quality and less nutritional value (FAO, 2014).

At the same time it is expected that domestic agricultural producers will benefit from the import ban due to the possibility to develop and expand their business opportunities at the local market. Thus, the import ban is in line with the state declared import substitution policy and achievement of self-sufficiency goals on key food categories outlined in the State Program for Development of Agriculture (Russian Ministry of Agriculture).

However, a clear understanding of consumer acceptance and willingness to pay for domestically produced food is important to Russian producers to arrange sound production processes and design effective marketing strategies. This study is the first one providing empirical evidence on consumer preferences and behavior toward domestically produced food at the Russian market that are likely to fill in the gap of the supply of prohibited food products in the future. Thus, it might provide important information to Russian producers and governmental bodies alike.

This study will focus on hard cheese as it is the most popular product variety among Russian consumers. It has been one of the highly imported dairy products to Russia. During 2011-13 EU exports of cheese to the Russian market increased by 24% (European Commission, 2014). However, after the ban was issued the value of cheese exports by EU members to Russia decreased from 534 million Euros in 2014 to 21 million Euros in 2015. During this period the amount of domestically produced cheese products increased from 499 thousand tons to 589 thousand tons accordingly (Rosstat). At the same time it has been reported that following Russia's ban on European food products the quality of cheese available in Russia has fallen significantly.<sup>1</sup> It has been especially reported that Russian cheese producers have begun to use palm oil as a cheaper alternative to milk since there is a lack of high-quality milk on the Russian markets. Rosselkhoz-nadzor<sup>2</sup> for example estimated that 78% of cheese in the country could not be defined as truly dairy because of alternative products used in its production.

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<sup>1</sup> <http://www.neweuropeinvestor.com/news/quality-of-cheese-available-in-russia-plummets-10572/#sthash.9t2yBh5I.dpuf>

<sup>2</sup> Rosselkhoz-nadzor is the Federal Service for Veterinary and Phytosanitary Surveillance which is the federal organ of executive power, carrying out functions on control and supervision in the field of veterinary science.

Therefore, this paper explores consumer preference for domestically produced cheese compared to imported European cheese with a specific focus on risk and quality perceptions of domestically produced cheese. To achieve the goal of the study a contingent valuation (CV) approach, which is a survey based economic valuation technique, was utilized in order to quantify consumers' WTP for this particular product. Moreover, consumers filled in a questionnaire on perceptions about food safety and quality issues.

The next section describes our data, followed by a methodological section. Results are presented in section 4 and section 5 discusses our results and concludes.

## 2 Data

In - person consumer surveys were pre - tested with Russian consumers during the summer of 2016. After updating and revising the survey questionnaire, the final data were collected between September and December of the same year in Perm City. The City of Perm is one of the largest and industrial cities in Russia with a more than one million population. It is located at the edge between the European and Asian parts of the country that can be considered as a good sample of the traditional Russian population with their conservative consumer behavior and preferences.

In total, 400 respondents were interviewed in front of grocery stores. Respondents were selected randomly, with a key criterion that every third shopper was approached. Those customers who stated that they do not purchase hard cheese at all were excluded from follow-up questions. Each survey lasted for ten and fifteen minutes and each participant was paid 150 rubles (about two and half US dollars).

Table 1 summarizes the demographic characteristics of sample respondents. The average age is 36 years. There are 63.57% male and 36.43% female participants in the survey sample. About forty percent of respondents confirmed that they had minors in their households. The distribution of education level among respondents is as follows: 25.25% of sample participants completed a secondary special or technical education. About thirty eight percent have a bachelor's degree. The rest of respondents who hold secondary education degree constitute 5% of the sample. 18.25% are college students and more than fourteen percent have an advanced education level (master's degree and higher). In terms of monthly income 15.50% made less than 30,000 rubles per month in 2015.<sup>3</sup> 33% earned income from 30,000 to 50,000 rubles. 32.50% are in the 50,000 to 75,000 ruble income group. 9.50% made income that ranges between 75,000 to 90,000 rubles and about ten percent of respondents had income that exceeds 90,000 rubles per month.

The employment status of respondents indicate that 63.75% are officially employed, 19.50% are students, 5% are self-employed or individual entrepreneurs, 5.5% are retired and 6% of sample participants indicated their employment status as others.

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<sup>3</sup> Ruble is currency in Russia. The 2015 official exchange rate was 56.50 dollars per U.S. dollars.

**Table 1: Summary Sample Statistics for Demographic Variables**

Number of respondents	400
Average age (years)	36.37
<b>Variables</b>	<b>Respondents</b>
Male	63.57%
Female	36.43%
Children under 18 present in household	39.85%
<b>Education (highest level)</b>	
Secondary education	5.00%
Secondary special or technical	25.25%
Undergraduate student	18.25%
Bachelors' degree	37.25%
Master's degree or higher	14.25%
<b>Household income (in 2015)</b>	
Less than 30,000 Russian rubles	15.50%
30,000 to 50,000 Russian rubles	33.00%
50,000 to 75,000 Russian rubles	32.50%
75,000 to 90,000 Russian rubles	9.50%
More than 90,000 Russian rubles	9.50%
<b>Employment status</b>	
Student	19.50%
Hired employee	63.75%
Individual entrepreneur	5.00%
Retired	5.50%
Other	6.00%

Table 2 compares the socio-demographics of the city and country with corresponding variables in the sample. There are some notable differences among variables of interest. The median age of the sample is lower compared to the city and national level. Thus, our sample included younger shoppers and college degree holders. In terms of gender distribution and presence of children under 18 years old, our sample contains a relative high share of male shoppers and people with small children at home. Overall, our sample respondents are also better educated. Half of respondents who participated in the survey had a bachelor's or higher degrees. The employment status is comparable to the Perm official statistics but remains different from country's indicator. Thus, these differences should be kept in mind while interpreting the results.

**Table 2: Census and sample statistics**

	<b>Census statistics</b>		<b>Sample statistics</b>
	<b>Russia</b>	<b>Perm</b>	<b>Perm</b>
Population	146,267,000	1,992,000	400
Median age (years)	39.3	39.8	33
<b>Variables</b>	<b>Respondents</b>		
Male	46%	45.9%	63.57%
Female	54%	54.1%	36.43%
Children under 18 present in household	21%	24.3%	39.85%
<b>Education</b>			
Secondary education	18%	16.3%	5.00%
Secondary special or technical	30.3%	30.8%	25.25%
Undergraduate student	4.4%	3.3%	18.25%
Bachelors' degree	22.8%	16%	37.25%
Master's degree and higher	3.2%	5.2%	14.25%
<b>Median household income</b>	49,235	48,497	50,000-75,000

## Employment status

Employed	73.4%	64.8%	63.75%
Others	26.6%	35.2%	36.25%

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### 3 Methodology

The contingent valuation method is utilized to estimate the willingness to pay (WTP) for domestically produced cheese and analyze factors that affect consumer's choices. This empirical approach is widely used for estimating individual WTP based upon the responses of market-type questions with dichotomous choices (Kanninen, 1993; Venkatachalam, 2004). This method is a utility-based, stated-preference model unlike the price-based revealed-preference models. While the hedonic price approach highlights the effect of extrinsic and demographic characteristics on market equilibrium prices, the contingent valuation shows the value consumers place on expressed characteristics of a particular good or service.

In this study, consumers responded to dichotomous-choice bid questions to measure their WTP for domestically produced cheese. Each respondent was asked if he or she was willing to purchase domestically produced cheese at a specified price, which referred to the initial bid. The initial bid is the current market price for cheese that consumers usually pay for at grocery stores. If the respondent's answer was "yes", then the respondent was asked whether he or she was willing to pay a higher price for domestically produced cheese. Alternatively, if the answer to the initial bid was "no", then the respondent was asked whether he or she was willing to purchase the domestically produced cheese at a lower, discounted price. One of four premiums (5%, 10%, 20% and 30%) or discounts (5%, 10%, 20% and 30%) was randomly assigned to each survey participant.

We evaluated the respondents' outcome from the survey based on a double-bounded, dichotomous-choice model (Hanemann et al., 1991; Venkatachalam, 2004). It is asymptotically more efficient compared to the single-bounded model. However, Hanemann et al. (1991) reported that the double-bounded model may exhibit bias due to possible anchoring from the initial bid. Since we took the current market price as the initial bid, it may serve as natural anchor that consumers could be aware of even with a single-bounded model.

Answers expressed by respondents to the contingent valuation questions were reflected in four possible outcomes in the double-bounded model: (1) the respondent was not willing to purchase domestically produced cheese at the market price and did not to buy it at the discounted price either ("no" to both bids); (2) the respondent was not willing to purchase the domestically produced cheese at the market price but was willing to buy it at the discounted price (i.e. "no" followed by "yes"); (3) the respondent was willing to purchase the domestically produced cheese at the market price but was not willing to buy it at the premium price (i.e. "yes" followed by "no"); (4) the respondent was willing to purchase the domestically produced cheese at the market price and also was willing to purchase it at premium price (i.e. "yes" followed by "yes").

Using the double-bounded model with these four outcomes allows us to place the respondent's true WTP for domestically produced cheese into one of four intervals:  $[-\infty, B_D)$ ,  $[B_D, B_I)$ ,  $[B_I, B_P)$ , or  $[B_P, +\infty)$  where  $B_D$ ,  $B_I$  and  $B_P$  are discounted, initial, and premium bids, respectively. The bidding mechanism results in the following discrete outcomes:

$$D = \begin{cases} 1 & WTP < B_D & (No, No) \\ 2 & B_D \leq WTP < B_I & (No, Yes) \\ 3 & B_I \leq WTP < B_P & (Yes, No) \\ 4 & B_P \leq WTP, & (Yes, Yes) \end{cases} \quad (1)$$

where  $WTP$  denotes the respondent's WTP (or bid function) for domestically produced cheese. The individual WTP outcome is based upon the random utility model where the respondent maximizes his or her utility by choosing to purchase a product at the associated bid amount if the utility derived from this commodity is higher than from refusing the bid and foregoing the product. The probability of each outcome can be written as

$$\Pr(Y = j) = \begin{cases} F(v(B_D, R)) \\ F(v(B_I, R)) - F(v(B_D, R)) \\ F(v(B_P, R)) - F(v(B_I, R)) \\ 1 - F(v(B_P, R)) \end{cases} \quad \text{for } j = \begin{cases} 1 \\ 2 \\ 3 \\ 4 \end{cases} \quad (2)$$

where  $F(\cdot)$  is a cumulative distribution function that characterizes the stochastic components of utility,  $v(B, R)$  denotes the difference in indirect utility function between purchasing a commodity at bid  $B$  and declining the bid, and  $R$  is a vector of characteristics affecting the indirect utility. The function  $v(B, R)$  in previous expression for the individual  $i$  can be expressed as

$$v(B_i, R_i) = \alpha - \rho' B_i + \mu' X_i, \quad i = 1, 2, 3, \dots, n, \quad (3)$$

where  $B_i$  is the bid amount offered to survey participants  $i$  and  $X_i$  is the observable characteristics of the survey participant  $i$ .  $\alpha$ ,  $\rho$  and  $\mu$  are unknown parameters to be estimated. Hence, the log-likelihood function can be expressed in the following form:

$$\ln L = \sum_{i=1}^n x \begin{cases} I_{Y_{i=1}} \ln F(\alpha - \rho B_{Di} + \mu' X_i + \\ I_{Y_{i=2}} \ln [F(\alpha - \rho B_{Li} + \mu' X_i) - F(\alpha - \rho B_{Di} + \mu' X_i)] + \\ I_{Y_{i=3}} \ln [F(\alpha - \rho B_{Pi} + \mu' X_i) - F(\alpha - \rho B_{Li} + \mu' X_i)] + \\ I_{Y_{i=4}} \ln [1 - F(\alpha - \rho B_{Pi} + \mu' X_i)] \end{cases} \quad (4)$$

where  $I_{Y_{i=j}}$  is the indicator for each  $j$  outcomes ( $j=1, 2, \dots, 4$ ) for the individual  $i$ . The function  $F(g)$  is defined to be the standard logistic distribution having a mean of zero and standard deviation of  $\sigma = \pi/\sqrt{3}$ . The maximum likelihood method is used to estimate the model. Table A1 in the annex contains a description and explanation of covariates used in the model.

#### 4 Results

Table 3 presents information about the respondent's attitudes and perception toward domestically produced cheese. Most survey participants expressed a positive attitude towards the existence of this particular product at the store and do not see any risks with its consumption. However, in terms of healthiness, quality, safety as well as taste most respondents favor previously imported

cheese over domestically produced cheese. More than half of survey participants indicated further that its production and supply would benefit the Russian economy and 45% confirmed that purchasing domestically produced cheese is the right thing to do.

47% of respondents remained neutral about the environmental benefits that could be gained from domestically produced cheese. About one fourth of respondents neither agrees nor disagrees regarding trust in country's food control authorities. A 10-point Likert scale to quantify respondents' preferences between food safety and its price demonstrates that survey respondents are more inclined toward food safety.

**Table 3: Response Summary to Selected Questions Used in the Empirical Analysis**

Variables	Respondents
<b>Relation to the existence of domestically produced cheese at the store</b>	
Very positive	16.33%
Somewhat positive	41.46%
Neutral	25.88%
Somewhat negative	12.06%
Very negative	2.01%
Don't know	2.26%
<b>Existence of health risks associated with the consumption of domestically produced cheese</b>	
Yes, very high risks	3.02%
Yes, some risks	21.61%
No, no risks at all	56.03%
I don't know	19.35%
<b>Domestically produced cheese is healthier and more nutritious than imported cheese</b>	
I strongly disagree	7.75%
I disagree	48.50%
I neither agree nor disagree	32.50%
I agree	9.50%
I strongly agree	1.75%
<b>Domestically produced cheese currently offered at the store is of high quality</b>	
I strongly disagree	8.00%
I disagree	41.00%
I neither agree nor disagree	14.25%
I agree	31.50%
I strongly agree	5.00%
<b>Domestically produced cheese benefits the Russian economy</b>	
I strongly disagree	1.25%
I disagree	3.25%
I neither agree nor disagree	14.00%
I agree	52.25%
I strongly agree	29.25%
<b>Domestically produced cheese offers environmental benefits</b>	
I strongly disagree	9.25%
I disagree	12.00%
I neither agree nor disagree	47.00%
I agree	26.75%
I strongly agree	5.00%

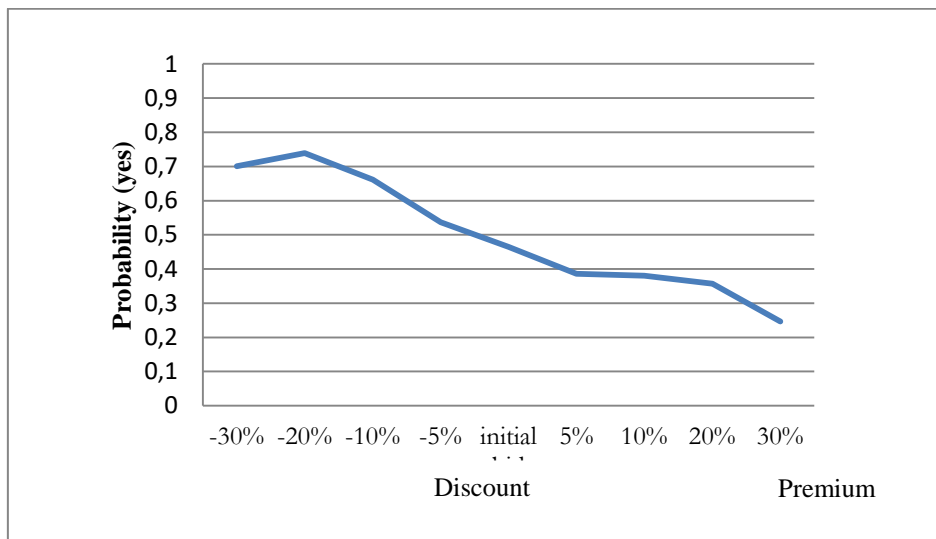


<b>Domestically produced cheese is safer than imported cheese</b>	
I strongly disagree	10.50%
I disagree	42.75%
I neither agree nor disagree	31.25%
I agree	13.25%
I strongly agree	2.25%
<b>Domestically produced cheese tastes better than imported cheese</b>	
I strongly disagree	30.33%
I disagree	40.35%
I neither agree nor disagree	17.04%
I agree	10.03%
I strongly agree	2.26%
<b>Buying domestically produced cheese is the right thing to do</b>	
I strongly disagree	3.25%
I disagree	8.25%
I neither agree nor disagree	16.00%
I agree	45.25%
I strongly agree	27.25%
<b>I can rely on Russian food control authorities that domestically produced food is safe to eat</b>	
I strongly disagree	17.25%
I disagree	15.25%
I neither agree nor disagree	23.00%
I agree	37.00%
I strongly agree	7.50%
<b>Food safety versus food price<sup>a</sup></b>	
1	0.25%
2	0.25%
3	2.76%
4	5.76%
5	10.78%
6	14.04%
7	22.81%
8	19.55%
9	8.77%
10	15.04%

<sup>a</sup> Reported measurement of how important are lower food safety risks compared to lower food price, continuous scale of 1 = only price is important to 10 = only food safety is important

Figure 1 shows the distribution of probability of purchasing the product for each bid amount. We calculated the probability that a respondent chooses to domestic cheese. Figure 1 presents the probability of saying “yes” to it given different levels of bids. As expected, the probability of saying “yes” to purchasing domestic cheese generally increases when the price decreases. The probability of saying “yes” to the initial bid is 46.5%. The lowest level of probability is 24.6% for a 30 percent price premium. The highest level of probability is 73.9% for a 20 percent price discount followed by 70.0% for a 30 percent price discount. Our results suggest that the domestic cheese is a normal good while the demand can be price-inelastic in some price intervals.

**Figure 1. Change in Estimated Probability of Choosing Russian Domestic Cheese given Bids.**



Furthermore, table 4 presents the estimated marginal effects of the variables from the double-bounded CV analysis. In our sample, WTP for domestic cheese is heterogeneous among different demographic groups. Specifically, consumers who are primary shoppers or have children in their households are more likely to choose to purchase the product. On the other hand, more educated individuals reported lower WTP, indicating that those consumers generally prefer imported cheese to domestic cheese.

Attitudinal variables have been found to play an important role in WTP for domestic cheese.<sup>4</sup> In general, our results show that food safety is not a significant concern when consumers choose between domestic and imported cheese. That is, all the variables associated with safety, “domestic has more risk”, “domestic is safer”, and “food safety is more important than price”, are statistically insignificant. Intuitively, individuals who believe that domestic cheese is generally bad are willing to pay less for it. Interestingly, consumers who think that domestic cheese helps the economy or the environment are less willing to pay for it, however the marginal effects are statistically insignificant. On the other hand, those who believe that domestic cheese has a better taste, is better controlled and those who believe that purchasing domestic cheese is the right thing to do are significantly more willing to pay for it.

**Table 4. Marginal Effects of the Explanatory Variables on Mean WTP**

Parameters	Marginal Effect	Standard Error	Probability
Frequency	0.01	0.02	0.70
<b>Attitudes/Perceptions</b>			
Domestic is generally bad	-0.07***	0.03	0.01
Domestic has more risk	0.01	0.03	0.66
Domestic is generally better	0.02	0.03	0.54

<sup>4</sup> The authors note that factor analysis or latent class analysis would help reduce the number of variables used in our model. However, the attitudinal questions were designed to analyze how specific factors influence consumer preferences for domestic cheese. Therefore, we analyze a model with individual attitudinal variables.

Domestic has better quality	0.01	0.02	0.58
Domestic benefits the economy	-0.01	0.03	0.79
Domestic benefits the environment	-0.01	0.03	0.61
Domestic is safer	0.05	0.03	0.13
Domestic has better taste	0.09***	0.03	0.00
Domestic is the right thing to do	0.12***	0.03	0.00
Domestic is more reliable	0.06***	0.02	0.00
Food safety is more important than price	0.00	0.01	0.83
<b>Socioeconomics</b>			
Population density	-0.02	0.02	0.40
Education	-0.06***	0.02	0.00
Income	0.00	0.02	0.88
Child in household	0.08*	0.04	0.09
Primary shopper	0.11**	0.05	0.03
Age	0.00	0.00	0.62
Female	-0.04	0.05	0.37
Constant	-	-	-

Note: \*10% significance level, \*\*5% significance level, \*\*\*1% significance level.

Next, we estimate the mean WTP calculated following Hanemann (1984) as

$$WTP = \frac{1}{\hat{\rho}} (\hat{\alpha} + \hat{Z}'\bar{X}) \quad (5)$$

The results suggest that in our sample, consumers, on average, are willing to pay less than for domestic cheese compared to imported cheese (8% price discount). We calculate the confidence intervals around the estimated mean WTP using the delta method (Greene, 2008). In percentage terms, the mean WTP for domestic cheese falls between 2.9% and 13.0% price discount over imported cheese.

## 5 Discussion and Conclusions

Overall, our results indicate that Russian consumers do not consider domestically cheese as a risky product in terms of food safety but simply of lower quality than imported hard cheese in terms of taste. Thus, on average they are also not willing to pay the same price as for imported cheese. However, the average price discount is only eight percent. Thus, even though over 70% of respondents agreed that the taste of domestically produced cheese is worse than that of imported cheese the discount for domestically produced cheese is rather small. This might be due to the consumers' opinion that buying Russian cheese the right thing to do since it supports Russian farmers and producers. Thus, our results confirm a strong normative component in Russian consumer behavior towards domestically produced food. Moreover, it is interesting to point out the strong dichotomy in the answers towards the quality of domestically produced cheese. Around 50% of respondents disagreed that the cheese is of high quality, whereas over 40% stated it is of high quality. Taken the answers towards the taste statement into account it seems to be that for a certain segment of consumers taste is not the dominant quality indicator. Thus, there seems to be a great heterogeneity about how to define quality of domestically produced cheese. This offers

interesting insights that are worth to be considered in more detail in further studies. Overall, it seems to be that Russian cheese producers still have a long way to go to produce as good quality cheese as EU producers.

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## Annex

**Table A1: Description of Explanatory Variables**

Variable	Description
<b>Shopping Behavior</b>	
Frequency	Reported frequency of cheese consumption, continuous scale of 1 = least frequently to 5 = most frequently
Food safety is more important than price	Reported measurement of how important are lower food safety risks compared to lower food price, continuous scale of 1 = only price is important to 10 = only food safety is important
Primary shopper	1 = primary shopper, 0 = otherwise
<b>Attitudes toward Domestically Produced Cheese (continuous scale of 1 = strongly disagree to 5 = strongly agree unless otherwise indicated)</b>	
Domestic is generally better	Domestically produced cheese is generally healthier and more nutritious than imported cheese.
Domestic has better quality	Domestically produced cheese currently offered at the store is of high quality.
Domestic benefits the economy	Domestically produced cheese benefits the Russian economy.
Domestic benefits the environment	Domestically produced cheese offers environmental benefits.
Domestic is safer	Domestically produced cheese is safer than imported cheese.
Domestic has better taste	Domestically produced cheese tastes better than imported cheese.
Domestic is the right thing to do	Buying domestically produced cheese is the right thing to do.
Domestic is more reliable	I can rely on Russian food control authorities that domestically produced food is safe to eat.
Domestic is generally bad	Reported overall feeling about the existence of domestically produced cheese at the store, continuous scale of 1 = very positive to 5 = very negative
Domestic has more risk	Reported health risks associated with the consumption of domestically produced cheese, continuous scale of 1 = no risks at all to 3 = very risky
<b>Demographics</b>	
Population density	1 = Rural, 2 = Suburban, 3 = Urban

Education	Continuous scale of 1 = secondary education to 6 = Ph.D.
Income	Continuous scale of 1 = less than 30000 RUB to 5 = more than 90000 RUB
Child in household	1 = Present of child under 18 in the family, 0 = otherwise
Age	Reported age
Female	1 = Female, 0 = otherwise

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