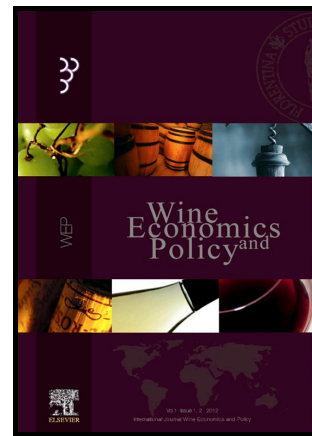


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Young consumers' preferences for water-saving wines: An experimental study

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Young consumers' preferences for water-saving wines:**An experimental study**Eugenio Pomarici^aDaniele Asioli^{b,c,d}Riccardo Vecchio^eTormod Næs^{c,f,1}^aDepartment of Land, Environment, Agriculture and Forestry, University of Padua, Padua, Italy.^bAgri-Food Economics & Social Sciences Division -

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Freshwater scarcity is becoming one of the most pressing issues of the global environmental sustainability, and agriculture is the main responsible of that scarcity. During the last decade, there has been an increasing consumers' environmental concern about the impact of food production on water usage. This paper investigates young consumers' preferences towards water saving wines and the determinants of willingness to pay (WTP) for these products. Data were collected through an experimental auction mechanism in Italy by assessing young consumers' willingness to pay for three different wines (i.e. conventional-no water saving label, water saving front-of-pack labelled and water saving back-of-pack labelled). Young

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