

# Comparative Study of GM Food Consumer Preferences in Iran and the World

Alireza Karbasi , Houman Hashemzadeh , Hosein Mohammadi , Ali Firooz zare

Department of Agricultural Economics, Ferdowsi University of Mashhad, Iran

## Abstract:

The results obtained in this research show that consumers generally have negative preferences for the feature of transgenic corn oil. Due to the limited number of studies in Iran related to consumer preferences for GM food and in the world for GM corn oil, an evaluation was made and the results were compared with other studies of GM foods in different parts of the world. Research has shown that US consumers are willing to pay -\$0.41 per pound for GM-fed beef, -\$0.10 to -\$3.90 for GM rice, and -\$1.33 to -\$1.93 for GM sugar (Lewis et al., 2016; Lask et al., 2003; Yu, Zhao, & Kuzma, 2015). Also in China, Gao et al. (2019) show that consumers have a negative but low willingness to pay for GM fruit juice. Studies in Italy show that Italian consumers tend to pay less for GM products than those in America and China (Lin et al., 2019). Therefore, GM crops that have been investigated in other countries have tended to pay negatively. At the level of internal studies, a research has investigated the attitude towards transgenic food in Mashhad, the result of which was in accordance with this study (Rostgaripour and Sepahi, 2021). Although the results of the present study happened in Iran, it can be claimed to some extent that the preferences and willingness to pay obtained for GM oil are in agreement with the results of other countries. This conformity can show that the results of this study are reasonable and similar to other parts of the world

Keywords: Iran, Transgenic, Food, Demand, Preferences