

Consumers' Preferences for Food Quality Attributes and Stated Preference Methods

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About the lecturer

Hideo Aizaki is an Associate Professor in the Research Group of Agricultural Economics, Research Faculty of Agriculture, Hokkaido University. He got his PhD from Hokkaido University in 2000. Before joining Hokkaido University as a faculty member in 2014, he worked as a (senior) researcher at the Institute for Rural Engineering, National Agriculture and Food Research Organization, Japan. His research interests include applications of stated preference methods to various research topics in agricultural economics, such as consumer valuations of food safety, economic valuations of the multifunctionality of agriculture, and farmer valuations of agricultural technology. He is a developer of R packages for stated preference methods: **support.CEs**, **support.BWS**, **support.BWS2**, and **mded**. He has also contributed to an R package for contingent valuation methods (**DCchoice**) developed by his colleague. These packages are freely available from the Comprehensive R Archive Network. Moreover, with his colleagues, he published a co-authored book entitled *Stated Preference Methods Using R* in 2014, a book in The R Series from Chapman & Hall/CRC Press. These R-related materials have been used internationally for research and education.