

Formation of Vermont Consumer Perceptions of Raw Milk Safety; a Risk-Benefit Assessment

Raw milk continues to be advocated for and consumed by Vermont residents at increasing levels despite repeated warnings from state health officials. While research has been conducted on factors influencing consumer perceptions of the safety of other food items, very limited research has been conducted to assess how specific factors influence consumer perceptions of raw milk safety and to what extent. This study will utilize a risk-benefit assessment framework to analyze the factors influencing Vermont resident's perceptions of the safety of raw milk by surveying a statistically representative sample of Vermonters. Survey data will be analyzed to inform the increasingly polarized debate between raw milk advocates and opponents; specifically, that both sides of the debate form their perceptions through a complex process of analyzing perceived benefits and risks of raw milk.

Results pending upon completion of Vermonter Poll Survey