Collective reputation and agrarian market: Evidence from Fukushima Nuclear Accident

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Abstract

The existence of collective reputation implies an important externality. Among farmers, reputational damage could affect the demand of agricultural product, nonetheless they do not have causes. We study such a reputational damage in the context of a sensational issue that affected the Japanese agrarian sector in 2011 due to Fukushima Nuclear Accident. Leveraging detailed household-level agriculture census data and a natural experiment stemming from the accident, we document sizable externalities on uncontaminated areas. We further investigate potential mechanisms that could mediate the strength of collective reputation, including information accuracy, observability of the supply chain, and prior export experience.

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