**PAPER REVIEW**

**On**

**Understanding the Impacts of Food Consumer Choice and Food Policy Outcomes In**

**Principles of Economics**

**BACHELOR OF TECHNOLOGY**

**IN**

**Artificial Intelligence and Machine Learning**

SUBMITTED BY

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**About Paper**

The paper titled “**Understanding the Impacts of Food Consumer Choice and Food Policy Outcomes**” was authored by **Jayson L. Lusk and Jill McCluskey.** This paper is sourced from the Journal **Applied Economic Perspectives** and was published on 16 February 2018.

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**Objectives**

This paper aims to address key challenges and issues related to food consumption and demand and highlights the significant role of agricultural and applied economists in addressing these challenges. It also gives insights to how public policies affect consumer choices which indirectly impact health and environmental outcomes.

**Research Questions**

1. **How do food consumption choices impact health, environment, and food security outcomes?**
2. **How do public policies impact health and sustainability outcomes by influencing food consumption behaviour?**
3. **What are the Concerns about declining consumer trust in food systems and new farm technologies?**
4. **How can we continue to deliver high quality consumables to consumers without compromising on food security?**

**Major Findings**

This paper identifies challenges related to declining survey quality, the inability of polls to predict voting outcomes, the decrease in response rates in academic surveys raising concerns regarding bias in understanding food preferences and consumption patterns, as well as addresses the tendency of people to misreport behaviours relevant to sensitive social norms leading to inaccurate conclusions about food assistance programs and obesity rates.

Correlations between food consumption patterns and environmental outcomes have been established which highlight the use of lifecycle analysis to identify the impact of different productions systems on energy, land and water. Significant impact of foodborne illnesses on public health and economy has also been addressed which brings light to the potential for industrialized agriculture that ensures increased food safety through well-coordinated and integrated standards. This also indirectly highlights the past economic shocks as a function of market response to food recalls and food safety issues.

Well formulated statements also have taken stand conveying the key roles of agricultural and applied economists in addressing issues relevant to food consumption and demand, while discussing the limitations and challenges economists are likely to face when attempting to address these problems and expressing confidence in the profession’s ability to rise to the challenge.

**Theoretical and Practical Implications**

The theoretical and practical implications include a wide range of insights related to food consumption, environmental reformations and public policies. This paper makes it clear that there is a need for people from multidisciplinary domains to put in efforts integrating economic, biological and physical outcomes which are inevitable results from proposed food policies and dietary changes. It also underscores the importance of understanding consumer preferences and behaviour enhancing food safety while addressing impacts on the environment and food consumption.

The theoretical implications lie in the identification of societal challenges relevant to food consumption and demand along with the role of agricultural and applied economists in addressing these challenges. There is also need of further research to understand how public policies drive consumer choice and how this indirectly impacts health, food security and environmental outcomes. Addressing of challenges related to data quality and availability, and welfare economics are also prominent which are presented by behavioural economics.

From a practical standpoint, the critical role of agricultural and applied economists in providing insights to consumer behaviour is highlighted. This study underscores the need for robust data, collaboration and multifaceted research methodologies to effectively address challenges. Additionally, this paper highlights the importance of collaboration between economists, researchers and policymakers to address the complexities of food consumption and to provide evidence-based insights for effective policy formulation.

**Summary and Conclusion**

The paper "Understanding the Impacts of Food Consumer Choice and Food Policy Outcomes" addresses a wide range of issues related to food consumption, environmental impacts, and public policies. It talks about the challenges and uncertainties related to data quality and availability, the environmental impacts of different types of food production types, and the changing preferences of consumers. Additionally, the paper also talks about the societal importance of food consumption and the need for agricultural and applied economists to address these complex issues. This study also discusses challenges related to survey-based measure of consumer behaviour and limitations of capturing of consumption patterns though the same medium. It expresses the need for multidisciplinary collaboration to integrate economic outcomes resulting from food policies. It also establishes linkages between food consumption patterns and effects on environments driven by consumer food consumption behaviour. It also acknowledges the challenges that agricultural and applied economists face when attempting to address these problems while also expressing confidence in the profession's ability tackle such challenges.

This study also inherently proves and is the basis of the fact that the economy is a function of many factors which includes choices made by consumers.