

Combating Rose Rosette Disease: Economics and Marketing

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Introduction

Market potential of disease resistant roses will be estimated from primary data collected on the particular rose traits valued by key market chain members. This information will be obtained using a mix of survey research methods including internet surveys, mail-in surveys, and one-to-one interviews. Data will be collected from the key rose users (end consumers) and key rose suppliers.

Infected Rose vs Resistant Rose





Map of the Known Distribution of Rose Rosette Disease in the US



Economic Research Team Objectives

- 1. Assess U.S. consumer preferences
- 2. Identify market barriers inhibiting sales of new roses
- 3. Socioeconomic impacts of RRD research

Assessing U.S. Consumer Preference Consumer Survey Experiments Rose breeder Marketers

New Eye Tracking Technology for DCE



Discrete choice experiment will be combined with eye tracking technology and electromyographic (EMG) data to assess respondent's cognitive response to stimuli and electroencephalogram (EEG) to study brain activity while responding to the experiment stimuli.

Identify Market Barriers Inhibiting Sales of New Roses

 Based on results of Obj.1 regarding consumers' preference and values

• Survey intermediary (wholesaler, retailer, and landscaper)

 Investigate preferences for and attitudes toward disease resistant roses of wholesalers, retailers, and landscapers

Willingness to supply roses that are disease-resistant

 Identify the possible marketing barriers

Socioeconomic Impacts of RRD Research

Total Socioeconomic Impact of RRD Project

A benefit-cost analysis of the amount of funding and the results driven benefits

The rate of resistance and adoption estimation

Current economic impacts of damages due to RRD

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