

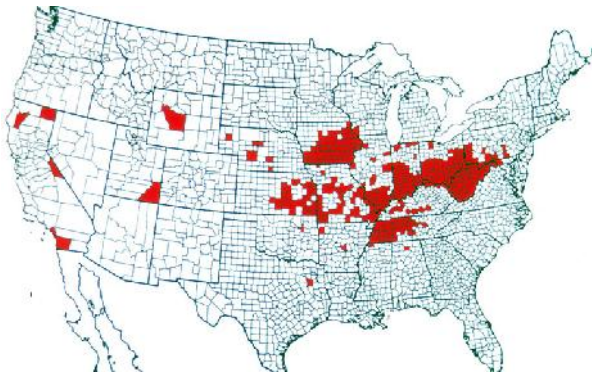
Introduction

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



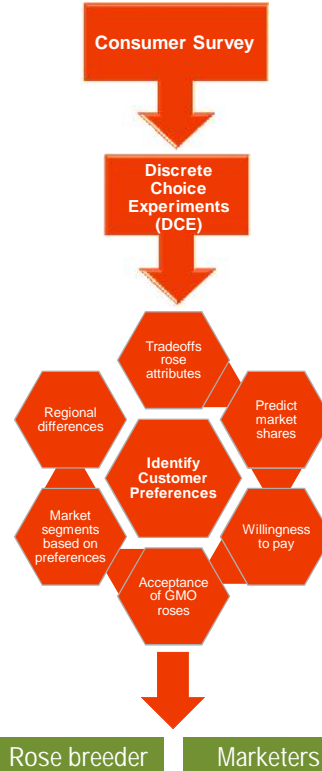
Map of the Known Distribution of Rose Rosette Disease in the US



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

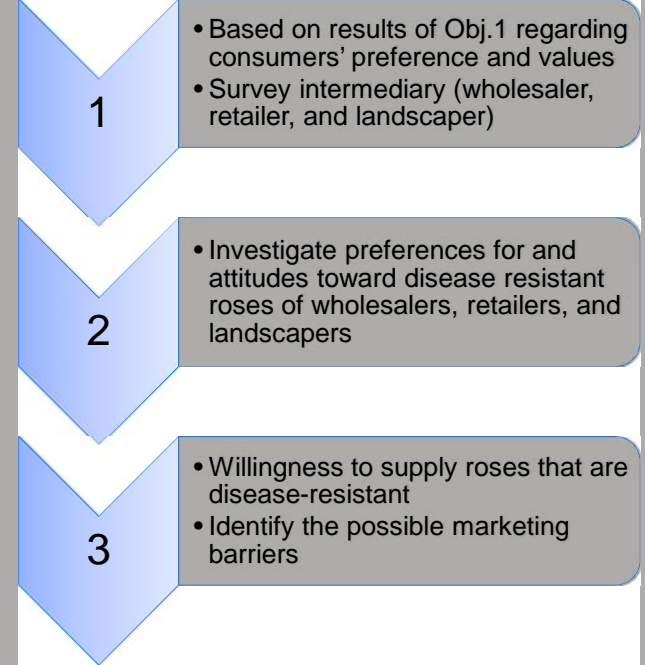


New Eye Tracking Technology for DCE



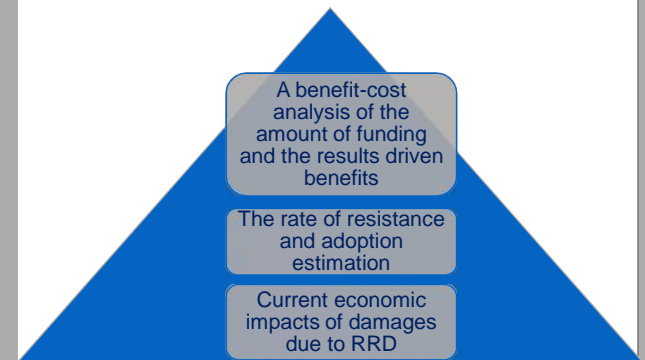
Discrete choice experiment will be combined with eye tracking technology and electromyographic (EMG) data to assess respondent's cognitive response to stimuli and electroencephalogram (EEG) to study brain activity while responding to the experiment stimuli.

Identify Market Barriers Inhibiting Sales of New Roses



Socioeconomic Impacts of RRD Research

Total Socioeconomic Impact of RRD Project



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