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Agric. Econ. – Czech

Polívka M., Martinčík

D.:

Measures ensuring the food quality on retail markets: experimental perspective

Agric. Econ. – Czech, 60 (2014): 343-352

Due to the ongoing problems with the quality of foods in European markets, the public authorities try to take some measures, which would reduce the amount of substandard food products offered to consumers in retailing. Three such measures – the higher frequency of quality checks conducted by public authorities, the imposition of some import barriers on the foodstuffs from countries known for their frequent breaches of quality standards in the food industry and the establishment of an information platform serving for the public pillorying of poor quality food – are studied in this paper. The experimental policy analysis was used as the research method. The results obtained show that only the higher frequency of quality checks can improve the situation of consumers. This measure is also effective in punishing the dishonest retailers, while not harming the honest ones.

Keywords:

experimental economics, experimental policy analysis, food quality & safety, market for " lemons"

[[fulltext](#)]

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