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| In a previous lecture we took a virtual field trip to a grocery store in my town. We didn’t talk about milk there because I saw something on the milk labels that I thought deserved its very own lecture. Let’s go back to the grocery store and see what I found so curious. |  |
| Use Consumers IGA video for this:00:23:31;00To00:24:02;00 | Cut to grocery store scene where I discuss the rBST labels.And use a screen shot of around 00:24:416;00 |
| This lecture concerns that rBST label. What is rBST? Is it safe? If so, why do so many people oppose it? Why does the label communicate two conflicting ideas?The article *rBST growth hormone in milk production* answers these questions, and provides us an apt introduction to measuring consumer preferences for food, and issue we will turn to shortly. | [talking points]What is rBST?Is it safe?Why the label?The article *rBST growth hormone in milk production* answers these questions. |
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