|  |  |
| --- | --- |
| 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;00  To  00:24:02;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. |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |