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**HOW AN AMERICAN *BSE* CRISIS HAS AFFECTED THE VALUE OF  
TRACEABILITY AND COUNTRY OF ORIGIN CERTIFICATIONS  
IN THE U.S. BEEF INDUSTRY?**

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**ABSTRACT**

The announcement on December 23, 2003 that a dairy cow in the state of Washington was diagnosed as having *BSE* sent shock waves through the US beef industry. This research uses auction experiments to determine the pre- and post-*BSE* effects of traceability and country-of-origin information on US consumer willingness to accept US and Canadian beef. The findings indicate that *BSE* has likely damaged US consumer demand for Canadian beef more than it has for US beef. The findings also indicate that most participants in the auction experiments would support the implementation of a mandatory animal identification program in the United States.

Key words: willingness to accept, action experiments, beef, BSE