

Table 1: Respondent WTP (\$USD) by Label and Label Combinations

Per label (\$ per pound)	Mean	Std Deviation
Non-labeled strawberries	\$3.56	\$2.34
Organic strawberries	\$5.18	\$2.48
Local and organic strawberries	\$5.77	\$2.67
Local strawberries	\$5.20	\$2.53
Non-GMO strawberries	\$4.69	\$2.53
Organic and Non-GMO strawberries	\$5.45	\$2.68