

Willingness to pay for maize moisture detection devices in Kenya

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Abstract: This study describes an experimental auction conducted amongst 600 maize traders and farmers in Western Kenya to measure adoption for two low-cost technologies that can measure grain moisture content. Willingness-to-pay auctions WTP were combined with a risk preference lottery, allowing an opportunity to study the impact of risk preferences on technology adoption. We also randomized two variations of the BDM method for collecting WTP data to examine the impact of the method on valuation data. We find some evidence that risk aversion increased willingness to pay. Another result with implications in implementation of field experiments in the developing world is that farmers were very sensitive to the method in which the auction was method, whereas the traders in our sample were not.