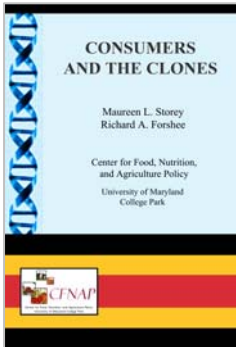




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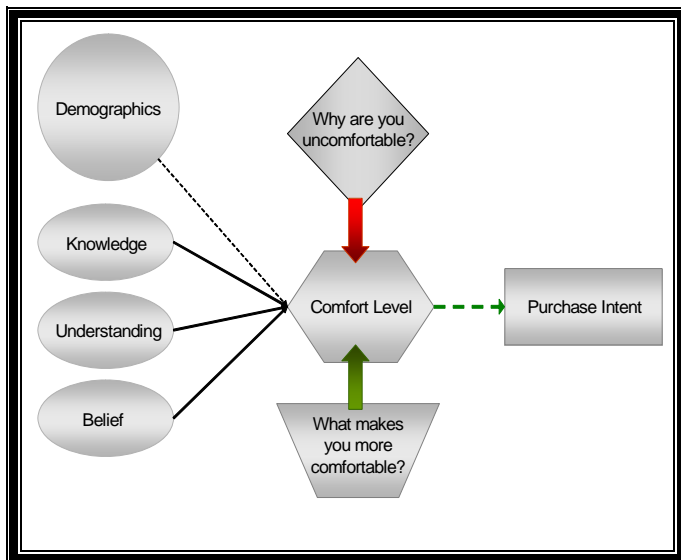


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CONSUMERS AND THE CLONES

An Analysis of the Relationship between Consumers' Comfort Level with Animal Cloning and Purchase Intent of Meat and Milk from Cloned Animals and their Offspring

Maureen Storey, PhD and Richard Forshee, PhD

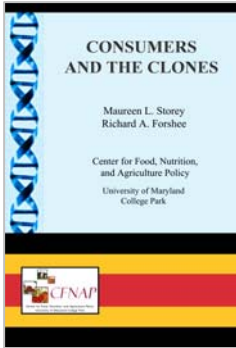


This is the first study that provides an in-depth analysis of the demographics, beliefs, understanding, and knowledge that affect consumers' comfort level and purchase intent of meat and milk from cloned animals and their offspring. Our 111-page report contains 23 tables and 11 figures that provide insight into consumers' reactions to animal cloning. We ask consumers about the feasibility and likelihood of using animal cloning for breeding purposes among food-producing livestock, self-reported understanding, "tested" knowledge, comfort level, reasons for being uncomfortable, reasons that might make them more comfortable, and purchase intent of meat and milk from cloned animals and their offspring.





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