

Citrus Growers' Willingness to Pay for Cover Crops by Adoption Status

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Take Home Message:

- The median WTP for cover crops is \$465.74 per acre per year.
- The mean WTP for cover crops is \$509.48 per acre per year.
- Growers who use cover crops or grow organic citrus have significantly higher WTP than those who do not.

Effort Statement: We now compare cover crop willingness-to-pay estimates by cover crop adoption and organic production.

Summary: Cover crops are non-cash crops that are used in agriculture production for their soil health and

| Estimate | Using cover crops | Not using cover crops | Difference |
|------------|-------------------|-----------------------|------------|
| Mean WTP | 635.71 | 422.92 | 212.78*** |
| Median WTP | 693.86 | 348.19 | 345.67*** |
| N | 24 | 35 | |
| | Organic | Nonorganic | Difference |
| Mean WTP | 787.78 | 405.93 | 381.85*** |
| Median WTP | 750.99 | 404.24 | 346.75*** |
| N | 16 | 43 | |

Florida citrus growers' willingness to pay (WTP) for cover crops by adoption status and organic crop production status.

other environmental benefits. Citrus growers in Florida can benefit from adopting cover crops since cover crops increase soil organic matter, nitrogen, and water holding capacity, which are beneficial for the state's sandy soils. However, adopting cover crops depends on a grower's perceptions of the benefits and challenges of using the practice as well as the cost of adoption. Cover crops may be particularly attractive to organic growers since, in the long run, cover crops have the potential to reduce pest pressure and herbicide use. In this study, we use a survey to better understand citrus growers'

willingness to pay (WTP) for cover crops. We estimate growers' WTP using a double bounded dichotomous choice model and control for growers' demographics, management practices, and perceptions of cover crops. We find that the median WTP for cover crops is \$465.74 per acre per year and the mean WTP is \$509.48 per acre per year. We also found that growers who use cover crops or grow organic citrus have significantly higher WTP than those who do not.

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