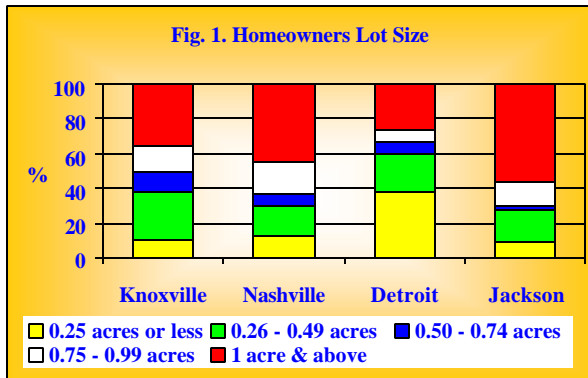




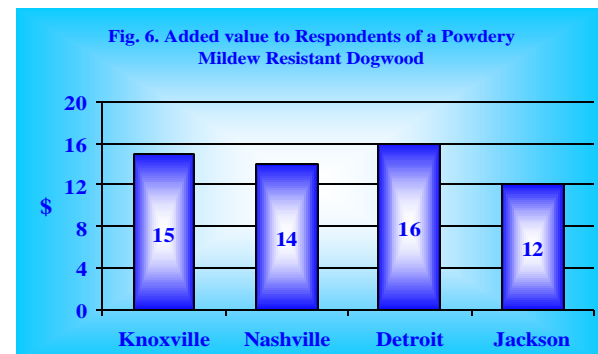
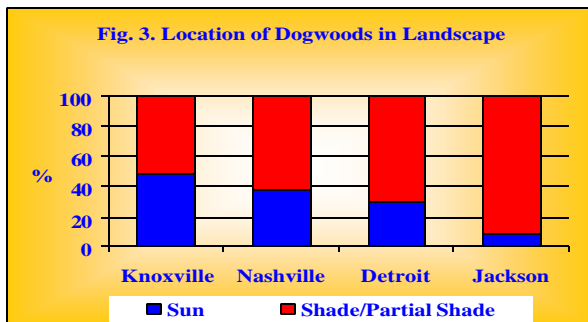
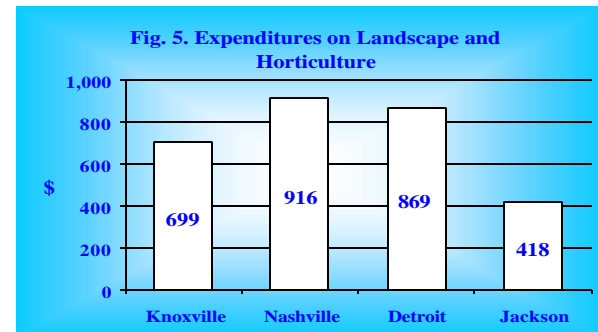
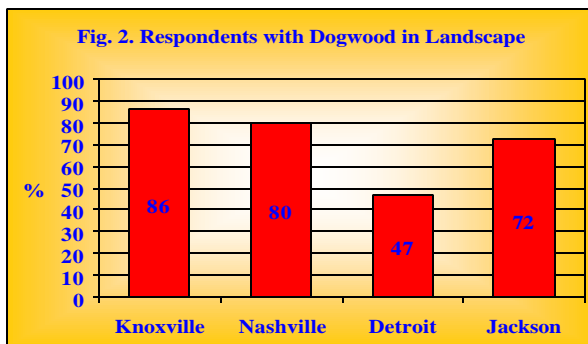
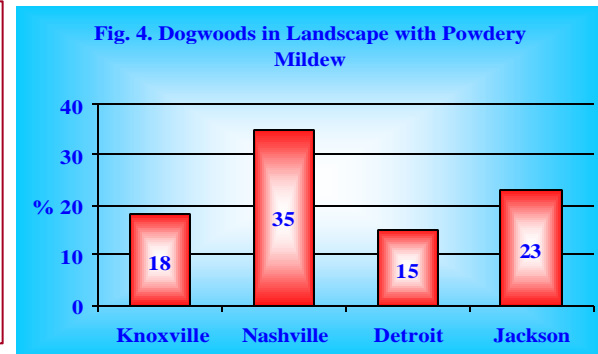
CONSUMER VALUATION OF POWDERY MILDEW RESISTANT DOGWOOD

Benedict Posadas and Patricia Knight



Objective: To determine consumers' willingness to pay for patented dogwood trees resistant to powdery mildew.

Source: Klingeman, W., J. Brooker, D. Eastwood, J. Riley, B. Behe, and P. Knight. 2001. *Consumer Perceptions of Landscape Characteristics, Disease and Pest Problems, and the Value of Powdery Mildew Resistant Dogwood*. The University of Tennessee Institute of Agriculture, Knoxville, Tennessee.



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