**Choice tasks: experimental design**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **Alternative A** | | | **Alternative B** | | |
| BLOCK | design | Price | Form | Distrib. | Price | Form | Distrib. |
| A | ortho | 50% | Semi-wet (75% moisture) | current distributor | 100% | Air-dried | separate company |
| A | ortho | 50% | Semi-wet (75% moisture) | current distributor | 100% | Pelletized | separate company |
| A | ortho | 75% | Semi-wet (75% moisture) | current distributor | 100% | Pelletized | separate company |
| A | ortho | 75% | Pelletized | separate company | 100% | Air-dried | current distributor |
| A | policy | 75% | Semi-wet (75% moisture) | current distributor | 50% | Pelletized | current distributor |
| B | ortho | 50% | Semi-wet (75% moisture) | separate company | 100% | Pelletized | current distributor |
| B | ortho | 50% | Air-dried | current distributor | 75% | Pelletized | separate company |
| B | ortho | 75% | Semi-wet (75% moisture) | current distributor | 100% | Air-dried | separate company |
| B | ortho | 50% | Semi-wet (75% moisture) | current distributor | 75% | Pelletized | separate company |
| B | policy | 75% | Pelletized | separate company | 75% | Pelletized | current distributor |
| C | ortho | 50% | Air-dried | separate company | 75% | Semi-wet (75% moisture) | current distributor |
| C | ortho | 50% | Pelletized | separate company | 100% | Air-dried | current distributor |
| C | ortho | 75% | Air-dried | separate company | 100% | Semi-wet (75% moisture) | current distributor |
| C | ortho | 75% | Air-dried | separate company | 100% | Pelletized | current distributor |
| C | policy | 75% | Air-dried | current distributor | 100% | Pelletized | current distributor |