**Supplementary Materials for**

**“Price Promotion of Organic Foods and Consumer Demand”**

Table S1. Characteristics of 36 Food Categories from the 2015 Nielsen Consumer Panel

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type** | **Product Category** |  **Number of non-organic food purchases**  | **Unit price of non-organic foods ($/oz)** |  **Number of organic food purchases**  | **Unit price of organic foods ($/oz)** | **Price premium of organic foods** | **Purchasing share of organic foods** | **Fresh Category** |
| Virtue | Baby food | 99,935 | 0.76 | 21,282 | 0.8 | 5.49% | 17.56% | No |
| Virtue | Fresh produce | 1,115,614 | 0.45 | 123,556 | 0.52 | 16.26% | 9.97% | Yes |
| Virtue | Dried fruit | 198,517 | 0.47 | 9,573 | 0.91 | 95.66% | 4.60% | No |
| Virtue | Milk | 1,588,951 | 0.05 | 66,239 | 0.08 | 63.81% | 4.00% | Yes |
| Virtue | Soup | 891,423 | 0.24 | 29,729 | 0.22 | -7.95% | 3.23% | No |
| Virtue | Cereal | 1,037,124 | 0.25 | 33,932 | 0.31 | 22.41% | 3.17% | No |
| Virtue | Canned vegetables | 1,087,632 | 0.13 | 30,873 | 0.16 | 18.93% | 2.76% | No |
| Virtue | Canned/bottled juice drinks | 1,277,947 | 0.07 | 35,014 | 0.15 | 109.49% | 2.67% | No |
| Virtue | Frozen prepared foods | 1,319,829 | 0.3 | 29,958 | 0.49 | 64.71% | 2.22% | No |
| Virtue | Yogurt | 1,162,122 | 0.29 | 25,361 | 0.34 | 19.35% | 2.14% | Yes |
| Virtue | Ready-to-serve prepared food | 663,487 | 0.28 | 13,111 | 0.34 | 21.20% | 1.94% | No |
| Virtue | Frozen vegetables | 809,461 | 0.16 | 14,451 | 0.22 | 39.95% | 1.75% | No |
| Virtue | Packaged milk and modifiers | 431,902 | 0.22 | 5,243 | 0.24 | 12.16% | 1.20% | No |
| Virtue | Canned fruit | 313,962 | 0.14 | 2,734 | 0.26 | 90.29% | 0.86% | No |
| Virtue | Bread and baked goods | 2,526,078 | 0.19 | 20,444 | 0.23 | 21.04% | 0.80% | No |
| Vice | Frozen desserts | 177,439 | 0.21 | 11,275 | 0.37 | 75.36% | 5.97% | No |
| Vice | Sugar and sweeteners | 99,525 | 0.22 | 5,609 | 0.4 | 77.82% | 5.34% | No |
| Vice | Table syrups and molasses | 82,337 | 0.18 | 3,067 | 0.53 | 197.26% | 3.59% | No |
| Vice | Non-carbonated soft drinks | 555,148 | 0.22 | 9,936 | 0.19 | -12.96% | 1.76% | No |
| Vice | Desserts, gelatins, and syrup | 421,394 | 0.42 | 6,065 | 0.31 | -25.64% | 1.42% | No |
| Vice | Crackers | 611,250 | 0.28 | 5,816 | 0.56 | 97.22% | 0.94% | No |
| Vice | Cookies | 820,141 | 0.32 | 6,792 | 0.53 | 68.47% | 0.82% | No |
| Vice | Cot cheese, sour cream, and toppings | 496,451 | 0.17 | 3,889 | 0.3 | 73.10% | 0.78% | Yes |
| Vice | Ice cream and novelties | 487,462 | 0.11 | 3,088 | 0.18 | 61.70% | 0.63% | No |
| Vice | Candy | 1,801,804 | 0.65 | 9,060 | 1.54 | 137.24% | 0.50% | No |
| Vice | Cheese | 1,674,938 | 0.4 | 6,710 | 0.75 | 90.61% | 0.40% | Yes |
| Vice | Carbonated beverages | 1,558,716 | 0.08 | 3,793 | 0.33 | 297.67% | 0.24% | No |
| Vice | Beer | 229,140 | 0.15 | 290 | 0.33 | 114.65% | 0.13% | No |
| Neither | Tea | 284,308 | 0.43 | 11,696 | 0.39 | -9.05% | 3.95% | No |
| Neither | Spices, seasoning, and extracts | 409,776 | 1.74 | 12,760 | 5.5 | 215.20% | 3.02% | No |
| Neither | Pasta | 418,612 | 0.13 | 8,863 | 0.27 | 104.61% | 2.07% | No |
| Neither | Fresh meat | 220,971 | 0.34 | 4,113 | 0.52 | 55.27% | 1.83% | Yes |
| Neither | Coffee | 339,937 | 0.57 | 4,562 | 0.69 | 20.11% | 1.32% | No |
| Neither | Deli-packed meats | 1,486,815 | 0.38 | 3,405 | 0.73 | 91.17% | 0.23% | Yes |
| Neither | Baking mixes | 361,305 | 0.15 | 799 | 0.26 | 69.91% | 0.22% | No |
| Neither | Canned seafood | 232,525 | 0.62 | 184 | 0.22 | -65.11% | 0.08% | No |

Table S2. Coefficients Estimated by OLS with Clustered Standard Errors

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Independent Variable | Intercept | Ln(P) | Organic | Promotion | Ln(P)\*Organic | Ln(P)\*Promotion | Organic\*Promotion | Ln(P)\*Organic\*Promotion | College | Full time | Household income | Household size | Children | Married |
| Product Category | $$β\_{0}$$ | $$β\_{1}$$ | $$β\_{2}$$ | $$β\_{3}$$ | $$β\_{4}$$ | $$β\_{5}$$ | $$β\_{6}$$ | $$β\_{7}$$ | $$β\_{8}$$ | $$β\_{9}$$ | $$β\_{10}$$ | $$β\_{11}$$ | $$β\_{12}$$ | $$β\_{13}$$ |
| Baby food | 1.251\*\*\* | -0.329\*\*\* | -0.270\*\*\* | 0.167\*\*\* | -0.242\*\*\* | 0.049\*\* | -0.056 | 0.205\*\*\* | 0.034† | 0.038 | 0.002 | 0.014 | 0.030 | -0.025 |
| Fresh produce | 1.264\*\*\* | -0.704\*\*\* | -0.211\*\*\* | 0.362\*\*\* | -0.201\*\*\* | 0.213\*\*\* | -0.253\*\*\* | -0.011 | 0.015\*\*\* | -0.002 | 0.005\*\*\* | 0.018\*\*\* | 0.000 | -0.006 |
| Dried fruit | 1.049\*\*\* | -0.868\*\*\* | 0.369\*\*\* | 0.182\*\*\* | -0.177\*\*\* | 0.281\*\*\* | -0.229\*\*\* | 0.035 | 0.082\*\*\* | -0.077\*\*\* | 0.011\*\*\* | 0.010\*\* | -0.111\*\*\* | 0.042\*\*\* |
| Milk | 1.706\*\*\* | -0.768\*\*\* | 0.948\*\*\* | 0.907\*\*\* | 0.221\*\*\* | 0.279\*\*\* | -0.133† | 0.032 | -0.003 | 0.017\*\*\* | -0.003\*\*\* | 0.051\*\*\* | 0.057\*\*\* | 0.033\*\*\* |
| Soup | 1.142\*\*\* | -0.624\*\*\* | 0.695\*\*\* | 0.556\*\*\* | 0.004 | 0.242\*\*\* | -0.326\*\*\* | -0.034† | 0.029\*\*\* | -0.026\*\*\* | 0.008\*\*\* | 0.002 | -0.060\*\*\* | 0.005 |
| Cereal | 1.683\*\*\* | -0.617\*\*\* | 0.356\*\*\* | 0.451\*\*\* | 0.205\*\*\* | 0.349\*\*\* | -0.401\*\*\* | -0.283\*\*\* | 0.016\*\*\* | -0.033\*\*\* | 0.003\*\*\* | 0.013\*\*\* | -0.016\*\* | 0.027\*\*\* |
| Canned vegetables | 1.819\*\*\* | -0.315\*\*\* | -0.136\*\*\* | 0.361\*\*\* | -0.250\*\*\* | 0.133\*\*\* | 0.295\*\*\* | 0.274\*\*\* | -0.003 | -0.017\*\*\* | 0.003\*\*\* | 0.018\*\*\* | -0.033\*\*\* | 0.002 |
| Canned/bottled juice drinks | 2.097\*\*\* | -0.578\*\*\* | -0.099\*\*\* | 0.768\*\*\* | -0.070\*\*\* | 0.279\*\*\* | -0.532\*\*\* | -0.090\*\*\* | 0.036\*\*\* | -0.052\*\*\* | 0.007\*\*\* | 0.008\*\*\* | -0.012† | 0.043\*\*\* |
| Frozen prepared foods | 1.957\*\*\* | -0.373\*\*\* | -0.308\*\*\* | 0.086\*\*\* | -0.149\*\*\* | 0.139\*\*\* | -0.079\*\*\* | -0.113\*\*\* | 0.016\*\* | -0.016\*\* | 0.005\*\*\* | 0.048\*\*\* | 0.020\* | 0.083\*\*\* |
| Yogurt | 1.374\*\*\* | -0.449\*\*\* | 0.014 | 0.115\*\*\* | -0.328\*\*\* | 0.228\*\*\* | -0.044 | 0.016 | 0.042\*\*\* | -0.055\*\*\* | 0.003\*\*\* | 0.029\*\*\* | 0.031\*\* | 0.012 |
| Ready-to-serve prepared food | 1.730\*\*\* | -0.414\*\*\* | 0.249\*\*\* | 0.148\*\*\* | -0.036\* | 0.096\*\*\* | 0.039 | 0.048† | 0.007\* | -0.019\*\*\* | 0.004\*\*\* | 0.024\*\*\* | -0.042\*\*\* | 0.016\*\*\* |
| Frozen vegetables | 1.850\*\*\* | -0.460\*\*\* | -0.462\*\*\* | 0.359\*\*\* | -0.446\*\*\* | 0.232\*\*\* | 0.118\* | 0.196\*\*\* | -0.031\*\*\* | 0.015\*\*\* | -0.001\*\*\* | 0.036\*\*\* | -0.014\* | 0.015\*\*\* |
| Packaged milk and modifiers | 1.401\*\*\* | -0.728\*\*\* | 0.036 | 0.318\*\*\* | -0.213\*\*\* | 0.171\*\*\* | 0.074 | 0.192\*\*\* | -0.019\*\* | 0.000 | 0.005\*\*\* | 0.014\*\*\* | -0.016† | 0.038\*\*\* |
| Canned fruit | 2.067\*\*\* | -0.336\*\*\* | -0.166† | 0.301\*\*\* | -0.185\*\*\* | 0.150\*\*\* | 0.081 | 0.153\* | 0.022\*\*\* | 0.002 | 0.002\*\*\* | 0.010\*\*\* | 0.017\* | 0.008† |
| Bread and baked goods | 1.862\*\*\* | -0.383\*\*\* | 0.508\*\*\* | 0.184\*\*\* | -0.022 | 0.108\*\*\* | 0.051 | 0.123\*\*\* | 0.031\*\*\* | -0.022\*\*\* | 0.006\*\*\* | 0.009\*\*\* | -0.012\*\*\* | 0.013\*\*\* |
| Frozen desserts | 1.727\*\*\* | -0.488\*\*\* | -0.095 | -0.036\* | -0.456\*\*\* | 0.020† | 0.384\*\*\* | 0.619\*\*\* | 0.081\*\*\* | 0.044\*\*\* | 0.010\*\*\* | 0.016\*\*\* | 0.022 | -0.060\*\*\* |
| Sugar and sweeteners | 1.839\*\*\* | -0.529\*\*\* | -0.004 | -0.182\*\*\* | -0.368\*\*\* | -0.029\*\* | 0.549\*\*\* | 0.422\*\*\* | 0.002 | 0.000 | 0.001 | 0.012\*\*\* | -0.006 | 0.051\*\*\* |
| Table syrups and molasses | 2.163\*\*\* | -0.402\*\*\* | 0.066† | 0.315\*\*\* | -0.481\*\*\* | 0.165\*\*\* | -0.256\*\*\* | 0.409\*\*\* | 0.004 | -0.012\*\* | 0.003\*\*\* | 0.019\*\*\* | 0.005 | 0.016\*\* |
| Non-carbonated soft drinks | 1.225\*\*\* | -0.873\*\*\* | 0.827\*\*\* | 0.043\*\*\* | 0.282\*\*\* | 0.005 | 0.023 | 0.114\* | -0.016† | -0.019\* | 0.009\*\*\* | 0.027\*\*\* | -0.032\*\* | 0.040\*\*\* |
| Desserts, gelatins, and syrup | 0.428\*\*\* | -0.954\*\*\* | 0.828\*\*\* | 0.365\*\*\* | 0.013 | 0.203\*\*\* | 0.051 | 0.214\*\* | 0.019\*\* | 0.040\*\*\* | 0.007\*\*\* | 0.021\*\*\* | 0.100\*\*\* | -0.046\*\*\* |
| Crackers | 1.609\*\*\* | -0.472\*\*\* | 0.021 | 0.229\*\*\* | 0.094\*\*\* | 0.177\*\*\* | -0.107\*\*\* | 0.010 | 0.002 | -0.022\*\*\* | 0.003\*\*\* | 0.017\*\*\* | -0.011\* | 0.032\*\*\* |
| Cookies | 1.466\*\*\* | -0.500\*\*\* | -0.018 | 0.286\*\*\* | -0.316\*\*\* | 0.201\*\*\* | -0.070† | 0.385\*\*\* | 0.009\*\* | -0.008\* | 0.006\*\*\* | 0.008\*\*\* | -0.001 | 0.049\*\*\* |
| Cot cheese, sour cream, and toppings | 1.829\*\*\* | -0.476\*\*\* | 0.307\*\*\* | 0.312\*\*\* | 0.031 | 0.198\*\*\* | -0.180 | 0.059 | 0.011\*\* | -0.015\*\*\* | 0.001 | 0.021\*\*\* | -0.051\*\*\* | 0.008† |
| Ice cream and novelties | 2.123\*\*\* | -0.663\*\*\* | 0.927\*\*\* | 0.521\*\*\* | 0.356\*\*\* | 0.246\*\*\* | -1.138\*\*\* | -0.483\*\*\* | -0.021\*\*\* | -0.040\*\*\* | -0.001\*\*\* | 0.018\*\*\* | -0.009 | 0.077\*\*\* |
| Candy | 0.847\*\*\* | -0.699\*\*\* | 0.065\* | 0.160\*\*\* | 0.150\*\*\* | 0.179\*\*\* | -0.178\*\*\* | 0.007 | 0.029\*\*\* | -0.029\*\*\* | 0.012\*\*\* | -0.013\*\*\* | -0.071\*\*\* | 0.059\*\*\* |
| Cheese | 1.610\*\*\* | -0.565\*\*\* | 0.128\*\*\* | 0.227\*\*\* | 0.238\*\*\* | 0.336\*\*\* | -0.269\*\*\* | -0.189\*\*\* | 0.006\* | -0.010\*\*\* | 0.002\*\*\* | 0.029\*\*\* | -0.024\*\*\* | 0.020\*\*\* |
| Carbonated beverages | 2.306\*\*\* | -0.518\*\*\* | 0.057\*\* | 1.004\*\*\* | 0.230\*\*\* | 0.242\*\*\* | -1.120\*\*\* | -0.175\*\*\* | -0.041\*\*\* | -0.032\*\*\* | 0.006\*\*\* | 0.007\* | -0.073\*\*\* | 0.117\*\*\* |
| Beer | 2.310\*\*\* | -0.854\*\*\* | -0.187\* | 0.182\*\* | 0.182\*\* | 0.018 | -0.121 | 0.024 | -0.104\*\*\* | -0.050† | 0.018\*\*\* | -0.009 | -0.051 | 0.153\*\*\* |
| Tea | 1.096\*\*\* | -0.897\*\*\* | 0.131\*\* | 0.309\*\*\* | 0.161\*\*\* | 0.138\*\*\* | 0.588\*\*\* | 0.356\*\*\* | -0.022\* | -0.077\*\*\* | 0.012\*\*\* | 0.003 | -0.042\*\* | 0.065\*\*\* |
| Spices, seasoning, and extracts | 0.720\*\*\* | -0.745\*\*\* | 0.402\*\*\* | -0.053\*\*\* | -0.149\*\*\* | 0.061\*\*\* | -0.259\*\*\* | 0.138\*\*\* | 0.045\*\*\* | -0.023\*\*\* | 0.010\*\*\* | -0.002 | -0.024\*\*\* | 0.007 |
| Pasta | 2.044\*\*\* | -0.278\*\*\* | -0.084\*\*\* | 0.394\*\*\* | -0.139\*\*\* | 0.191\*\*\* | -0.300\*\*\* | -0.044\* | -0.003 | 0.000 | 0.001\*\*\* | 0.015\*\*\* | -0.011\*\*\* | 0.003 |
| Fresh meat | 2.318\*\*\* | -0.588\*\*\* | 0.317\*\*\* | 0.094\*\*\* | -0.174\*\*\* | 0.132\*\*\* | -0.163\*\*\* | 0.277\*\*\* | -0.045\*\*\* | 0.017\* | -0.004\*\*\* | 0.068\*\*\* | -0.053\*\*\* | 0.030\*\*\* |
| Coffee | 1.728\*\*\* | -0.829\*\*\* | 0.319\*\*\* | 0.341\*\*\* | 0.187\*\*\* | 0.367\*\*\* | -0.267\*\*\* | -0.156\*\*\* | -0.022\*\* | -0.045\*\*\* | 0.009\*\*\* | -0.005 | -0.066\*\*\* | 0.105\*\*\* |
| Deli-packed meats | 1.765\*\*\* | -0.497\*\*\* | 0.212\*\*\* | 0.202\*\*\* | 0.048 | 0.208\*\*\* | -0.255\*\*\* | 0.058 | 0.004 | -0.025\*\*\* | 0.006\*\*\* | 0.020\*\*\* | -0.044\*\*\* | 0.031\*\*\* |
| Baking mixes | 1.700\*\*\* | -0.423\*\*\* | 0.486\*\*\* | 0.466\*\*\* | -0.092\* | 0.216\*\*\* | -0.230† | -0.014 | 0.022\*\*\* | -0.015\*\*\* | 0.005\*\*\* | 0.014\*\*\* | 0.003 | 0.024\*\*\* |
| Canned seafood | 1.254\*\*\* | -0.461\*\*\* | 0.749\*\*\* | 0.065\*\*\* | 0.459\*\*\* | 0.256\*\*\* | -0.383\*\*\* | -0.437\*\*\* | 0.019\*\* | -0.065\*\*\* | 0.009\*\*\* | 0.018\*\*\* | -0.056\*\*\* | 0.034\*\*\* |

p≤0.001\*\*\*, p≤0.01\*\*, p≤0.05\*, p≤0.1†.