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16. Abstract <p>Wheat straw, a wheat byproduct, can be used in making disposable dinnerware. This study uses a contingent valuation survey to measure consumer willingness to pay (WTP) for wheat straw dinnerware bowls (WSB). Consumers would pay a premium (\$1.33) for a 25-count package of molded WSB over the same size package of conventional bowls. Target markets include those who spend more on disposable dinnerware but also those who have greater concern about reducing greenhouse gas (GHG) emissions and climate change. Recyclability, no plastic, USDA Certified Biobased, and compostability are more important attributes to consumers than no tree cellulose being used in making the disposable dinnerware.</p>					
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