**Appendix**

**Table A1**. Parameter estimates from fixed effects model of Ubox platform sales.

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| --- | --- | --- | --- | --- | --- | --- |
|  | Coeff. | | S.E. | Coeff. | | S.E. |
| Weekly cases | 0.249 | \*\*\* | 0.042 |  |  |  |
| Cumulative cases |  |  |  | 0.072 | \*\* | 0.018 |
| Farm cooperative | -1.369 | \*\* | 0.289 | -1.345 | \*\* | 0.284 |
| Agribusiness | -1.286 | \*\* | 0.243 | -1.260 | \*\* | 0.234 |
| Frozen food | 1.426 | \* | 0.535 | 1.423 | \* | 0.526 |
| Fresh fruits & vegetables | 4.549 | \*\* | 1.320 | 4.534 | \*\* | 1.308 |
| Grains | 3.108 | \*\* | 0.535 | 3.080 | \*\*\* | 0.509 |
| Non-alcoholic drinks | 2.355 | \*\*\* | 0.184 | 2.333 | \*\*\* | 0.192 |
| Other food | 2.550 | \*\*\* | 0.294 | 2.533 | \*\*\* | 0.306 |
| Constant | 2.714 | \* | 0.967 | 2.710 | \* | 0.966 |
| R2 | 0.056 | | | 0.053 | | |
| NꞏT | 2,686 | | | 2,686 | | |

Notes: Standard errors are cluster-corrected at the county and week level. All models include

county, week and year fixed effects. Platform sales are in NT$ 1,000/week. \*\*\*,\*\*,\* indicate

significance at the 1%, 5% and 10% level.

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| **Table A2**. Parameter estimates from fixed effects model of Ubox platform sales using a semiparametric partial linear model. | | | | | | |
|  | Weekly cases | | | Cumulative cases | | |
|  | Coeff. | | S.E. | Coeff. | | S.E. |
| Farm cooperative | -1.894 | \*\* | 0.851 | -1.707 | \*\* | 0.845 |
| Agribusiness | -1.743 | \*\* | 0.862 | -1.695 | \*\* | 0.853 |
| Frozen food | 1.532 | \* | 0.815 | 1.519 | \* | 0.808 |
| Fresh fruit or vegetable | 5.353 | \*\*\* | 0.789 | 5.449 | \*\*\* | 0.782 |
| Grain | 3.934 | \*\*\* | 0.710 | 3.936 | \*\*\* | 0.704 |
| Non-alcoholic drink | 2.992 | \*\*\* | 0.712 | 3.030 | \*\*\* | 0.706 |
| Other food | 3.032 | \*\*\* | 0.726 | 3.105 | \*\*\* | 0.719 |
| R2 | 0.067 | | | 0.072 | | |
| NꞏT | 2,686 | | | 2,686 | | |
| *Specification tests* |  |  |  |  |  |  |
| H0: Model is linear in Weekly cases | 0.748 (p-value=0.26) | | |  |  |  |
| H0: Model is linear in Cumulative cases |  |  |  | 0.746 (p-value=0.3) | | |

Notes: Standard errors are cluster-corrected at the county and week level. All models include

county, week and year fixed effects. Platform sales are in NT$ 1,000/week. \*\*\*,\*\*,\* indicate

significance at the 1%, 5% and 10% level.

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| **Table A3**. Effect of COVID-19 Google web and news searches and COVID-19 newspaper mentions on Ubox platform sales in three weeks prior to COVID-19 period. | | | | | | | | | | | | |
|  | Coeff. | | S.E. | Elas. | Coeff. | | S.E. | % | Coeff. | | S.E. | Elas. |
| Keyword search | 0.070 |  | 0.128 | 0.12 |  |  |  |  |  |  |  |  |
| News search |  |  |  |  | 0.114 |  | 0.464 | 0.17 |  |  |  |  |
| Newspaper mentions | |  |  |  |  |  |  |  | 0.084 |  | 0.060 | 0.92 |
| R2 | 0.055 | | | | 0.054 | | | | 0.053 | | | |
| NꞏT | 917 | | | | 917 | | | | 917 | | | |

Notes: Standard errors are cluster-corrected at the county and week level. All models include county, week and year fixed effects, and controls for type of producer and product category. Elasticites are evaluated at the means of the COVID-19 sample. \*\*\*,\*\*,\* indicate significance at the 1%, 5% and 10% level.

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| **Table A4**. Estimates of Ubox platform sales model using different control years. | | | | | | | | | | | | | | | | | | | |
| Years in sample | 2020 and 2019 | | | | | | 2020 and 2018 | | | | | | 2020 and 2017 | | | | | | |
|  | Coeff. | | S.E. | Coeff. | | S.E. | Coeff. | | S.E. | Coeff. | | S.E. | Coeff. | | S.E. | Coeff. | | S.E. |
| Weekly cases | 0.292 | \*\*\* | 0.091 |  |  |  | 0.312 | \*\* | 0.107 |  |  |  | 0.263 | \*\* | 0.100 |  |  |  |
| Cumulative cases |  |  |  | 0.091 | \* | 0.048 |  |  |  | 0.102 | \* | 0.052 |  |  |  | 0.076 |  | 0.050 |
| R2 | 0.076 | | | 0.070 | | | 0.071 | | | 0.067 | | | 0.067 | | | 0.065 | | |
| NꞏT | 1,120 | | | 1,120 | | | 1,381 | | | 1,381 | | | 1,335 | | | 1,335 | | |

Notes: Standard errors are cluster-corrected at the county and week level. All models include county, week and year fixed effects, and

controls for type of producer and product category. Platform sales are in NT$ 1,000/week. \*\*\*,\*\*,\* indicate significance at the 1%, 5%

and 10% level.

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| **Table A5**. Effect of confirmed and suspected COVID-19 cases on Ubox platform sales, payments to producers and profits. | | | | | | | | | | | | | | | | | | |
|  | Platform sales | | | | | | Payments to producers | | | | | | Platform profits | | | | | |
|  | Coeff. | | S.E. | Coeff. | | S.E. | Coeff. | | S.E. | Coeff. | | S.E. | Coeff. | | S.E. | Coeff. | | S.E. |
| Weekly total cases/100 | 0.765 | \*\*\* | 0.133 |  |  |  | 0.557 | \*\*\* | 0.101 |  |  |  | 0.197 | \*\*\* | 0.030 |  |  |  |
| Effect in % per 100 cases | 17.42% |  |  |  |  |  | 17.67% |  |  |  |  |  | 16.07% |  |  |  |  |  |
| Effect in % per case | 0.17% |  |  |  |  |  | 0.18% |  |  |  |  |  | 0.16% |  |  |  |  |  |
| Cumulative total cases/100 |  |  |  | 0.113 | \*\* | 0.031 |  |  |  | 0.082 | \*\*\* | 0.023 |  |  |  | 0.029 | \*\*\* | 0.007 |
| Effect in % per 100 cases |  |  |  | 2.56% |  |  |  |  |  | 2.60% |  |  |  |  |  | 2.38% |  |  |
| Effect in % per case |  |  |  | 0.03% |  |  |  |  |  | 0.03% |  |  |  |  |  | 0.02% |  |  |
| R2 | 0.084 | | | 0.072 | | | 0.075 | | | 0.065 | | | 0.100 | | | 0.087 | | |
| NꞏT | 2,686 | | | 2,686 | | | 2,686 | | | 2,686 | | | 2,686 | | | 2,686 | | |

Notes: Weekly total cases and cumulative total cases are divided by 100 to rescale the coefficient estimate. Standard errors are cluster-corrected at the county

and week level. All models include county, week and year fixed effects, and controls for type of producer and product category. Marginal effects in percentage

terms are evaluated at the mean of the non-COVID-19 sample. Platform sales, payments to producers and profits are in NT$ 1,000/week. \*\*\*,\*\*,\* indicate

significance at the 1%, 5% and 10% level.

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| **Table A6**. Falsification test of the effect of confirmed COVID-19 cases on Ubox platform sales, payments to producers and profits using only the non-COVID-19 sample (2017-2019). | | | | | | | | | | | | |
|  | Platform sales | | | | Payments to producers | | | | Platform profits | | | |
|  | Coeff. | S.E. | Coeff. | S.E. | Coeff. | S.E. | Coeff. | S.E. | Coeff. | S.E. | Coeff. | S.E. |
| Weekly cases | 0.475 | 0.308 |  |  | 0.332 | 0.229 |  |  | 0.141 | 0.090 |  |  |
| Cumulative cases |  |  | 0.189 | 0.152 |  |  | 0.133 | 0.093 |  |  | 0.055 | 0.037 |
| R2 | 0.179 | | 0.193 | | 0.173 | | 0.187 | | 0.191 | | 0.200 | |
| NꞏT | 2,111 | | 2,111 | | 2,111 | | 2,111 | | 2,111 | | 2,111 | |

Notes: Standard errors are cluster-corrected at the county and week level. All models include county, week and year fixed effects, and controls for

type of producer and product category. Platform sales, payments to producers and profits are in NT$ 1,000/week. \*\*\*,\*\*,\* indicate significance at

the 1%, 5% and 10% level.

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| **Table A7**. Estimate of ratio of selection on unobservables relative to selection on observables () needed to generate null effect of confirmed COVID-19 cases on Ubox platform sales, payments to producers and profits. | | | | | | |
|  | Sales value | | Producer received payments | | Platform profits | |
| Weekly cases | 2.54 |  | 2.27 |  | 2.68 |  |
| Cumulative cases |  | 2.79 |  | 2.74 |  | 2.37 |

Notes: All models include county, week and year fixed effects, and controls for type of producer and product category.

**Figure A1**. Non-parametric fit of confirmed COVID-19 case variables in Ubox platform sales model.



Partial sales (NT$ 1,000/week)

Weekly cases



Partial sales (NT$ 1,000/week)

Cumulative cases

Notes: The y-axis is platform sales minus predicted sales from the parametric component of the semiparametric partial linear model (i.e. partial sales).