

Objectives

- 1 Find the **existence** of acceptance or rejection when using new technologies to produce new types of food
- 2 Determine the **main factors** of acceptance or rejection when using new technologies to produce new types of food
- 3 Discover how **manipulating these factors** to improve the perceptions
- 4 Describe how a real **field study** should be performed in order to determine perceptions and behaviors



Acceptance or rejection factors

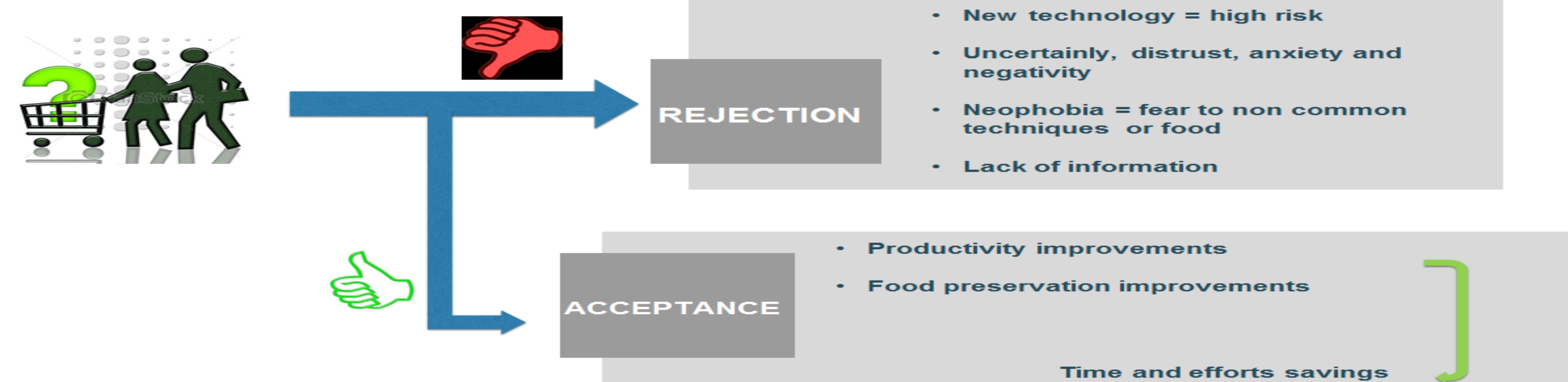
Acceptance or rejection factors of new technologies to produce new types of food

Health, safety and environment	Consumers are strongly concerned about the environment impact and the lack of natural origin food
Ethics and animal wellness	Animals have rights and feelings and must not be treated as goods
Cost	The cost is higher than traditional technologies
Social economics and demographics	Age, genre, income or ethnics may impact the acceptance these new technologies
Cultural	Cultural factors like religion, country, ...
Risks and Benefits	Benefits on environment or health impacts positively
Packaging	Packaging and labeling is the 1st point of contact between the product and the consumer

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General Perceptions

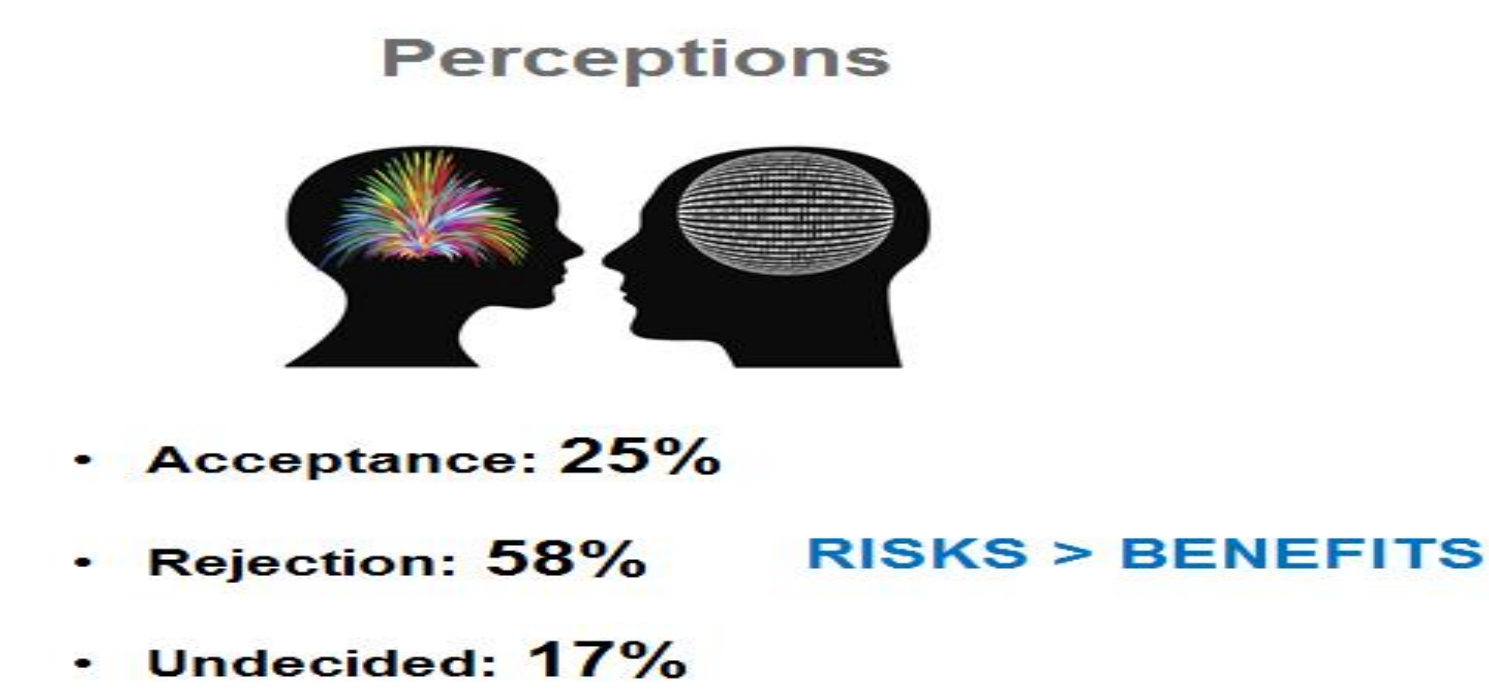
Consumer general perception on new technologies to produce new kinds of food



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Genetically modified food (GM)

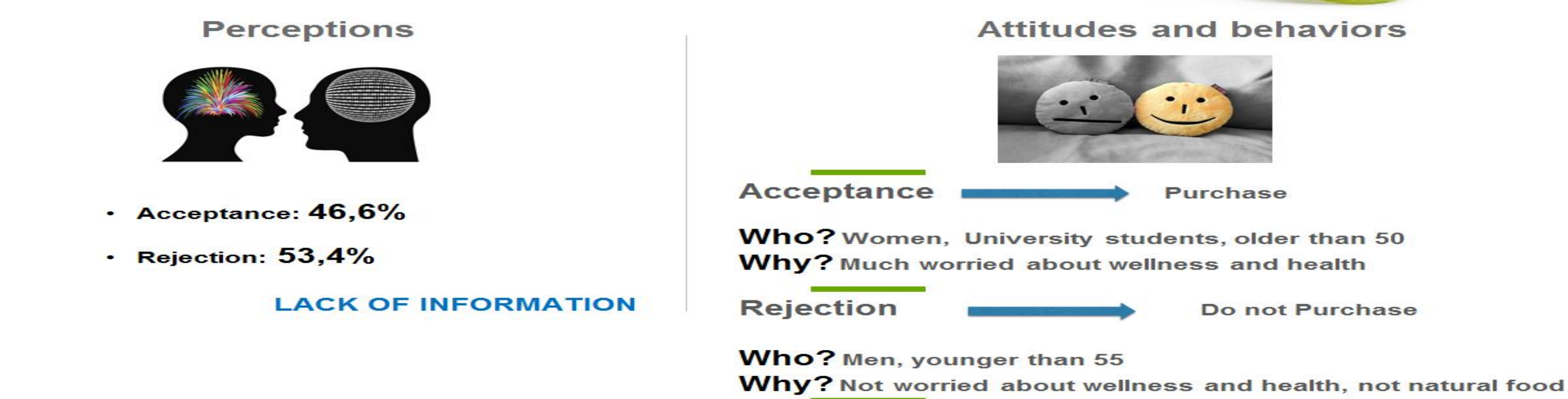
Consumer definition: product genetically altered in order to get a new product feature



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Functional food

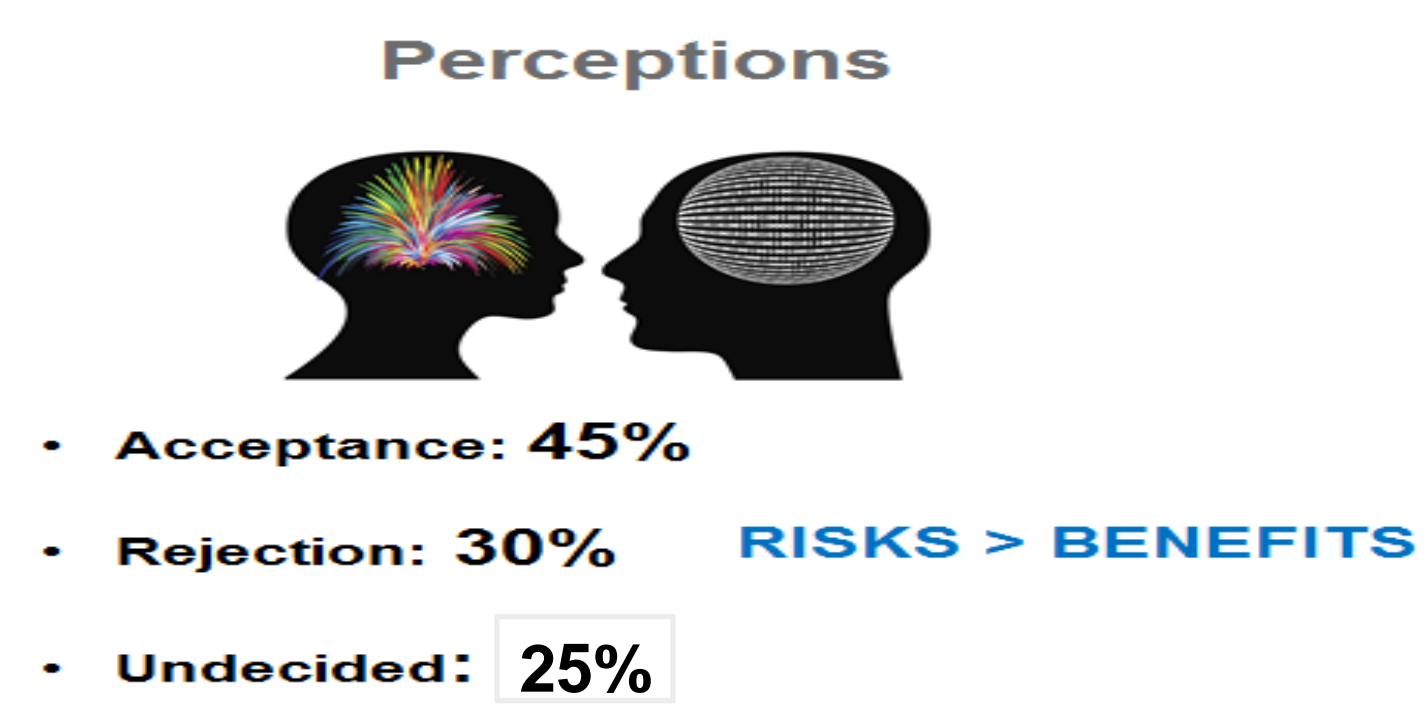
Consumer definition: successfully show added benefits on top of nutritional benefits: healthy, low illness likelihood,...



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High hydrostatic pressure

Consumer definition: high pressure utilization to improve food preservation



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Conclusions

There is a general rejection to the use of new technologies on food processing

Concept	Acceptance	Rejection
GM	25%	58%
Functional food	46,6%	53,4%
HHP	45%	30%

Main factors involved: • Social economics and demographics
• Knowledge about the different technologies

Improve perception AND Acceptance: ↑ Knowledge
↑ Benefits Perception AND ↓ Risks Perception

Study: Surveys and food testing

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