

WP6 – Consumer acceptance, preferences and communication

T 6.2 Examine consumer preferences with respect to careful processing and the
processing of organic food

Quantitative consumer survey including choice experiment

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Main results

- Little knowledge about processing.
- Difficult to evaluate processing methods with respect to the concept of careful processing and also with respect to their suitability for organic food.
- Preference for processing method with less impact on taste and vitamin content.
- Processing plays a hidden role in consumers' food choice.
- Careful processing = maintenance of taste and nutritional value.
- Very high expectations towards careful processing.
- Some difference in preferences for regular organic consumers.

Conclusions

- Careful processing in terms of maintenance of taste and vitamin content is important to consumers.
- In communication with consumers the expression «carefully processed» might give rise to overly high expectations. Communication should rather focus on benefits for taste and nutritional content.
- Actually, taste and nutritional benefits can substantially raise the acceptance of an unfamiliar processing method.

Next steps

- Deliverables:
 - Report by mid June
 - Scientific paper by end of October

