



www.proorgproject.com

COORDINATOR

CREA (ITALY)

PARTNERS

DENMARK (KU)

FRANCE (ACTIA, INRA, ITAB)

GERMANY (AÖL, FH MU, TI)

HUNGARY (ÖMKI)

ITALY (ASSOBID, CREA, UNIVPM)

POLAND (WULS)

SWITZERLAND (FIBL)

THE NETHERLANDS (WUR)


CORE organic



TASK 6.3 PRELIMINARY ACTIVITY AT CREA

ONE FOCUS GROUP to define:

- i) food processing technologies and products
- ii) how communicate the food processing in our study
(different technologies introduced by a brief description; several products shown).

RESULTS

Poor knowledge and interest of consumers for the food processing

Other aspects seemed to be relevant in consumers purchase decision, such as **process sustainability**, the use of **recyclable materials** for packaging, **none or limited use of additives**, the product **nutritional quality** and **sensory quality**

TASK 6.3 PRELIMINARY ACTIVITY AT CREA

ONE FOCUS GROUP to explore:

- i) what Italian consumers look up in processed organic products
- ii) what they want to know about the process and how they want it to be communicated.

RESULTS

Environmental **sustainability** and **nutritional/sensory quality** were **confirmed to be relevant** in consumer purchase decision

TASK 6.3 PRELIMINARY ACTIVITY AT CREA

Design of an additional questionnaire (online) (May-June)

An items' elicitation online study, with a small number of participants (~50), with open questions to get further insights on:

- Concepts/meanings that consumers attach to a “careful” processing
- Best ways to communicate it

The results of this preliminary test will be used to draw up a second section of the quantitative survey, in addition to the conjoint analysis task.

QUANTITATIVE SURVEY (online)

(presumably in October)

OBJECTIVES

- Evaluate the importance that every single factor and level have on
 - (i) the personal concept of organic food
 - (ii) the intention to purchase
- Investigate the concepts/meanings that consumers attach to a “careful” processing, and best communication ways
- Estimate effects of socio-demographics, of food shopping habits (time for shopping, reading the labels), and attitudes towards environmental issues.

DESIGN OF THE CONJOINT ANALYSIS TASK

TARGET

300 consumers of processed organic food (at least once/fortnight); (co)responsible of food purchase; users of the products or that do not refuse the products.

Quotas for gender (50% F, M), age (two/three classes of adults) and geographic distribution (North, Central, South Italy).

PRODUCTS (according to NOVA classification)

- *minimally processed*: salads (in bags)
- *processed*: peas (in glass jar)
- *ultra-processed* and multi-ingredient: vegetable burger

MEASURES

- (i) consumers' concept of organic food
- (ii) intention to purchase

FACTORS

- Environmental sustainability of the process related to **PACKAGING**
- Environmental sustainability of the process related to **TRANSPORT** (for peas and salads)
- Environmental sustainability of the process related to **TRANSFORMATION** (for vegetable burger)
- Use of **ADDITIVES** (only for vegetable burger)
- Nutritional/sensory **QUALITY**

From two to three levels (messages) for each factor

MAIN SURVEY TEST DESIGN

SECTION 1

Three independent rating based conjoint analyses, one for each product

SECTION 2

(i) Questions on how the consumers wish to be informed on food processing

(ii) Ways and means of information

(iii) Additional information on:

- Socio-demographics
- Food-related habits
- Environmental awareness (*15 items New Environmental Paradigm Scale*)

CONTRIBUTE OF TASK 6.3 TO THE CODE OF PRACTICE

Understanding:

- Importance (cognitive and emotive) attached by consumers to food processing in relation to environmental sustainability, sensory/nutrition quality, for minimally processed, processed and ultra-processed organic foods
- What consumers want to know about the process and how they want it to be communicated

