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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

