

WP6 – Consumer acceptance, preferences and communication

T 6.1 Identify consumer knowledge and preferences of selected food processing technologies and trade-offs between different organic food attributes

Focus Group Discussions

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Main Results

- Time-savers, convenient, easy to portion, non-seasonal goods
- General insecurity → e.g. ingredients, packaging, CO₂ footprint
- Organic ingredients
→ Organic processing technologies not part of 'organic'
- Transparent and sustainable value chains

Trade-offs

Convenience	--	Naturalness
Longer shelf life	--	Naturalness
Naturalness	--	Food waste
Longer shelf life	--	Nutrients
Convenience	--	Nutrients
Taste	--	Naturalness

Summary and Conclusions

- Consumers' with low knowledge of (and interest in) organic food processing
- Processing technologies are not part of consumers' concept of organic
- Consumer focus is on maintenance of **vitamins and micro nutrients and taste**
- Low acceptance of modification/loss/impact through processing
- High variation in consumer preferences

Careful (consumer perspective)

- Maintenance of vitamins and micro nutrients and taste
- Low acceptance of modification/loss/impact through processing
- Naturalness

Consequences for the Code of Practice

Processors

- Definition of target group
 - modern vs traditional consumer
- Organic consumers tend to have a higher FNI index (Food naturalness index)
- Natural = healthy
- No universal definition of naturalness, but less ingredients, less processing
- → Maintain original products as much as possible → naturalness
- Transparency, Communication strategy for used technologies
- Subjective anticipation of consumers' preferences needed

Sector

- **Careful processing** to be defined in accordance with consumer expectations ('Natural', 'healthy', 'organic') → organic values

