



WP1 – Determination of consumer perception, expectations, and attitudes

INFO-SHEET on TRUEFOOD main research results

Experimental studies on consumers attitudes to innovations in TFP and product acceptance

Prepared by :

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Needs / challenges:

The objectives were 1) to explore consumer responses to innovations of traditional food, 2) to understand the interaction between different product attributes related to possible innovations on consumer acceptance, 3) to study appropriateness, for everyday use and special occasions, of traditional products with selected innovations and 4) to determine cultural differences in consumer responses to innovations of traditional food.

Cheeses and dry cured ham were the main products tested for these objectives. Experiments were held in France, Italy, Norway and Spain.

Expected benefits/Impact of the results and possible application by SMEs:

For cheese, the following innovations were tested: raw milk/pasteurized milk, traditional packaging/new packaging (exclusive and convenience), traditional packaging/modified atmosphere packaging, not organic milk/organic milk, and original level of omega-3/increased level of omega-3. In addition, effects of an increased price (20 % extra) were studied in all four countries and appropriateness of the innovations for daily consumption vs. a special occasion studied in France, Norway and Spain.

For dry cured ham, consumers' responses to reduction of salt content were studied in all four countries. In addition the following innovations were selected: a specific pork genotype (France), effect of brand/origin (Italy), effect of country of origin (Norway) and effect of a new processing method i.e. high hydrostatic pressure (HHP) in Spain.

Results point out that it is difficult to generalise consumers' attitudes to innovations in TFPs. The acceptance is dependent on the type of innovation applied, the product selected and the characteristics of the selected consumer sample. However, proper information may effect consumers' expectation to innovated products positively.

More information on results for specific products and innovations tested may be obtained by contacting Margrethe Hersleth, Nofima.

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