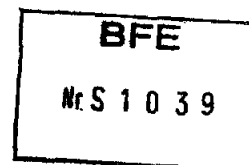


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**Abstracts**

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**Fourth Food Choice Conference**

University of Birmingham, U.K., 24-26 April 1995

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ABSTRACTS

**Information Needs and Preferred Information Sources on Nutrition Topics: Results of a Qualitative Study.** RENATE VOGELSANG and ULRICH OLTERSDORF. *Institute of Nutritional Economics and Sociology, Federal Research Centre for Nutrition, D-70577 Stuttgart, Germany.*

Content and form of information strategies based on needs of consumers would strengthen the effectiveness of nutrition education. The purpose of this qualitative study on 45 female housekeepers was to assess the nutrition subjects on which consumers would like to receive information and their preferred information channels. The interviewees indicated little need for nutrition information. If the interviewees saw any need for nutrition information at all, it was on the following subjects: "healthy nutrition" in the broadest sense and new recipes as they help to increase the "joy of eating". In addition, mothers were interested in psychological factors that may influence the nutritional behavior of their children. Even those consumers that perceived a need for nutrition information rarely became active information seekers. This is partly due to their insufficient knowledge of existing information sources. Overall the interviewees preferred the kind of information sources that require only a little initiative from the part of the consumer, that is, information sources that are easily accessible; and in general they are not willing to pay for it.

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