



## Attitudes of German consumers towards genetically engineered food

5.1.5

U. Oltersdorf, E.-M. Flick

Federal Research Centre for Nutrition, Garbenstr. 13, D-70599 Stuttgart

German consumers are very critical about genetically engineered food. This was observed already before such foods were available. Recent information campaigns have led to a controversial discussion. In two representative surveys (in 1993 and 1994; N=2500) data were collected on consumer attitudes towards nutrition, technology in general and genetic engineering in particular; knowledge, information sources and possible intention to buy novel food. In regular annual representative surveys (the first in 1992) a list of possible risks involved in nutrition, including genetically engineered food, was presented and the persons were asked to identify the risks according to the assumed danger to health. The results reveal an increase of negative attitudes; but also possibilities of acceptance by profound and open information about novel food. Creating positive attitudes towards novel food seems easier in the case of food of plant than of animal origin.

## The development of models for understanding and predicting consumer food choice

5.1.6

Richard Shepherd<sup>1</sup>, Klaus Grunert<sup>2</sup> and Hely Tuorila<sup>3</sup>

<sup>1</sup> Institute of Food Research, UK, <sup>2</sup> MAPP, Aarhus, Denmark, <sup>3</sup> University of Helsinki, Finland

This project brings together researchers from psychology, marketing and food science in order to develop a better understanding of consumer responses to foods. The research has shown the usefulness of the theory of planned behaviour as a basis for models of food choice and the importance of perceived difficulty in achieving dietary change. The laddering methodology used in means-end chain analysis has been developed and refined and used to show differences in the values held by consumers from different countries. Elements from this approach have been integrated into the theory of planned behaviour approach. Context has also been studied extensively and been shown to be important in food choice decisions.

## Food consumption at home and away from home

5.1.7

Montini, A.

The University of Bologna, Department of Statistics "P. Fortunati", Bologna, Italy

The objective of this study is to analyse the households expenditure behaviour in the food consumption in particular that away from home. The growing interest about the food consumption away from home is due to important socio-economic and demographic changes in the people life-style. The more presence of the women in the labour force than previous years, for example, has limited the time to prepare food at home and has increased the households consumption away from home. In this study the analysis is focused on the main variables which influence the food consumption away from home versus the food consumption at home of the Italian households.

## Meal Patterns in households of the elderly

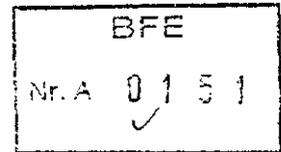
5.1.8

C. Pfau, J. Piekarski

Federal Research Centre for Nutrition, Garbenstr. 13, D-70599 Stuttgart

Aim of the study is to obtain information about the nutritional behaviour of the elderly including data concerning the frequency of intake of warm and cold meals during the day, kind and frequency of individual meals and the combination of these. The data obtained will be used in a computerised information system reflecting actual nutritional habits; it is intended as a tool for calculating diets according to individual requirements at favourable cost. 181 one- and two-person households of people aged 65 - 75 years in Baden-Württemberg participated in the project and filled in daily records on their current diet for two periods of 6 weeks each (1993/1994) and a questionnaire on additional aspects on nutrition.

Only results based on the data of 82 one-person households given for 6,888 days and 36,942 meals totally will be discussed in greater detail. There are only differences between the results obtained from the different assessment methods (daily records - questionnaire) concerning the frequency of snacks in the afternoon and in the evening. The participants had at least one warm meal in 94 % of all days recorded. In 68 % of these days the warm meal was served as lunch, in 8 % as dinner and in 18 % the participants had lunch and dinner as warm meals.



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