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**PR3**  
**ATTITUDES TOWARDS GENETIC ENGINEERING OF FOOD BY  
GERMAN CONSUMERS.**

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German consumers show a low acceptance of novel foods processed by applying genetic engineering. This phenomenon was observed before such foods were available. Information of the public by different interest groups on this topic initiated a controversial discussion. In a representative survey data were collected on: attitude towards nutrition, technology in general and gene technology; knowledge, information sources and intention to buy novel foods. In annual representative surveys (since 1992) the relative position of different perceived risks related with nutrition are measured; this list includes gene technology. The results show an increase of negative attitudes; but also possibilities of acceptance by a thorough and open information about novel foods. Creating positive attitudes towards novel plant foods seem to be easier than towards those of animal origin.