

**The evolution of food liking between 2–3 and 20 year-old: Results from a longitudinal study.** S. NICKLAUS, V. BOGGIO<sup>1</sup> and S. ISSANCHOU. *Unité Mixte de Recherche sur les Arômes, INRA Dijon and <sup>1</sup>Faculté de Médecine de Dijon, UMR, INRA, 17 rue Sully, BP 86510, 21065 Dijon Cedex, France.*

How does food liking evolve from early childhood to early adulthood? We present an experimental approach to assess this question, which has received little answer so far. Food choices were recorded in children aged 2–3 in a nursery in which they were free to choose the composition of their lunch among a choice of 8 foods (excluding sweet items). The same subjects ( $n = 61$ ) were contacted when they were 17–21, in order to assess their current food preferences, through questionnaires. Current preferences were related to the level of choice of the same foods at the nursery. This study reveals a strong individual variability in the extent to which current preferences are related to former levels of choice. Boys' patterns are more stable than girls ones are. Food categories do not all elicit the same evolution: patterns of liking for cheeses are remarkably stable (in particular non-consumers at 2 remain non-consumers at 20), whereas patterns for meat products vary a lot: at 2, all kinds of meat products were almost equally appreciated, but at 20, liking for offal drops critically, as well as liking for muscle meats products but to a lesser extent. This drop is much more pronounced in girls. In the case of vegetables, the order of preferences remains stable but the level of appreciation raised from childhood to early adulthood, especially in girls. The remarkable influence of gender on the evolution of food liking raises multiple questions about the modelling of food preferences through social and cultural context.

**Web-based tailored nutrition information and printed self-test forms as interactive methods to raise awareness of dietary intake.** A. OENEMA and J. BRUG. *Department of Health Education and Promotion, Maastricht University, P.O. Box 616, 6200 MD Maastricht, The Netherlands.*

In Western countries many people eat too much fat and too little fruits and vegetables. A majority of these people, however, have no intention to change to healthier diets. In line with Weinstein's Precaution Adoption Process model, lack of awareness of personal dietary intake has been identified as an important reason for this low motivation to change. Weinstein's model proposes feedback as a strategy to raise awareness. We developed and tested two innovative ways of providing people with dietary feedback: (1) a web-based tailored nutrition education program and (2) printed self-test forms. The two interventions were compared with a control group that received generic nutrition information in an RCT with 304 participants. Immediate impact on awareness and intention to change were studied, as well as subjective impact and appreciation of the interventions. At post-test, respondents in the tailored intervention group were more likely than those in the other groups, to be aware of their fat and fruit intake compared to others and had a greater intention to eat less fat and more vegetables. Furthermore, the tailored intervention was subjectively rated as more effective and was appreciated better than the other interventions. Intervention effects for the self-test forms were absent. Only the tailored intervention had an immediate impact on awareness and intention to change dietary intake. Longer term and behavioural impact remain to be studied.

**Role of the price in functional food products: a qualitative approach.** S. OLLILA and S. TUOMI-NURMI. *Department of Economics and Management Food Economics, University of Helsinki, P.O. Box 27, FIN-00014 University of Helsinki, Finland.*

Compared to the price of regular food products, that of corresponding functional foods is higher. The aim of the study was to create a better understanding of the role of the higher price on consumers' willingness to buy functional food products. In-depth interviews were conducted with 40 Finnish adults, 26 of whom were females. Subjects had different professional and educational backgrounds. The role of the price was discussed in three different contexts: (1) price in general, (2) price of food in general, (3) price of functional food products in particular. In the third part, an array of functional food products was presented as visual stimuli. The content analysed data suggested that the higher price is likely to be a reason not to buy a functional food product, especially if a person has no health problems. However, a higher price was considered a promise of a better value. This better value is perceived in actual product quality and thus it amplified expectations and enhances the credibility of the product. If a person was not familiar with a particular functional food product the price had the primary role on buying decision. This stronger effect on the willingness "not to buy" than "to buy" a functional food product is supported by Prospect Theory, in which it is suggested that "the risks to loose" have a stronger impact on behaviour than "the possibilities to win". The role of the price became secondary if a person was familiar with the product or had a special need for it. It is implicated that increased knowledge could reduce the negative effect of the higher price on buying behaviour.

**Impact of research on nutrition behaviour on nutrition programs and nutrition policy.** U. OLTERSDORF. *Bundesforschungsanstalt für Ernährung, Institut für Ernährungswissenschaft und -soziologie, Haid-und-Neu-Str. 9, D-76131 Karlsruhe, Germany.*

The development of a society is interrelated with research activities. Innovation in food and nutritional sciences enabled industrialised countries to live in conditions of food security, nevertheless there are huge health problems, e.g. the diseases of affluence. In order to reach current dietary goals related to health and sustainability, which are approved by scientific research, it is necessary to understand principles of human (nutrition) behaviour. The retrospective research revealed that nutrition policy has to consider the biopsychosocial background of human behaviour. Nutrition programs cannot be based solely on individual behaviour and this cannot be directed only by cognitive measures; but social-marketing approaches have to be integrated. Some comments of the process of diffusion of such findings into practise are presented with emphasis to Germany and in relation to activities of the AGEV (Working Association for Nutritional Behaviour), which was founded 25 years ago. An example of the impact of nutrition behaviour research in nutrition policy is the development towards food-group based dietary recommendations. Another one can be found in international guidelines for public health (nutrition), like those of the Ottawa Charter for Health Promotion. The prospective importance of the application of findings on nutrition behaviour research should become more important, since there is a tendency of increasing nutritional problems: e.g. the increasing prevalence of obesity in children and the estrangement on food and nutrition ("Entfremdung"; "Gastroanomy"). It is a challenge for nutrition research, but also for the society, to recognise the relevance of behaviour research for political orientation.

