

trick, Allhand
Dauherdes Fortdunpnshtet für Ernährungsforschung
Potsdam, Bergholz-Rohbruder
Geminy

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CHANGES IN NUTRITIONAL BEHAVIOUR 1990/1991 (POTSDAM STUDY)

- 1. Changes in food consumption**
 - less butter, beef and pork, white bread, rolls
 - more tropical fruits, cheese, non-alcoholic beverages, margarine, poultry, fresh vegetables, yoghurt, wholemeal products
- 2. Selection of food in accordance with an increased consciousness about the relation between price and esteem of food**
- 3. Creating of more sensibility in the population for healthy nutrition with the help of the mass media**
- 4. Strong decrease in canteen catering and restaurant meals**
- 5. Increase in snacks, cooking in individual households, and take-along meals to place of work**
- 6. Drastic decrease in losses of food**
(because domestic animals are no longer fed with human food)
- 7. Small esteem of native (regional) products accompanied by a tendency to buy hitherto unknown foods out of curiosity**

Main issues of the investigations into consumer behaviour in Land Brandenburg

| Questioning | Sensory investigations |
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| <ol style="list-style-type: none">1. development in food consumption2. criteria of food choice3. motivation for changes in food consumption4. attitudes to healthy nutrition5. attitudes to regional food products | <ol style="list-style-type: none">1. measurement of current and long-term preference of selected regional food products2. experimental determination of a "local sympathy factor" for regional products |