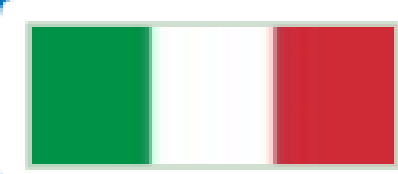



# Consumers Appreciation of Food Products from Sustainable Agriculture



 Dr. Antonio STASI  
University of Foggia

**Tiber-Group 7**

 Sylvain CAVALIER  
• University of Artois / France

 Cristiana CENUSA  
• University of Bacau / Romania

 Antti HARJU  
• University of Savonia / Finland

 Aksel TURAN  
• University of Kocaeli / Turkey

 Tiffany VEET  
• Penn State / United States

**KEEP THIS IN MIND WHEN YOU ARE SHOPPING!**

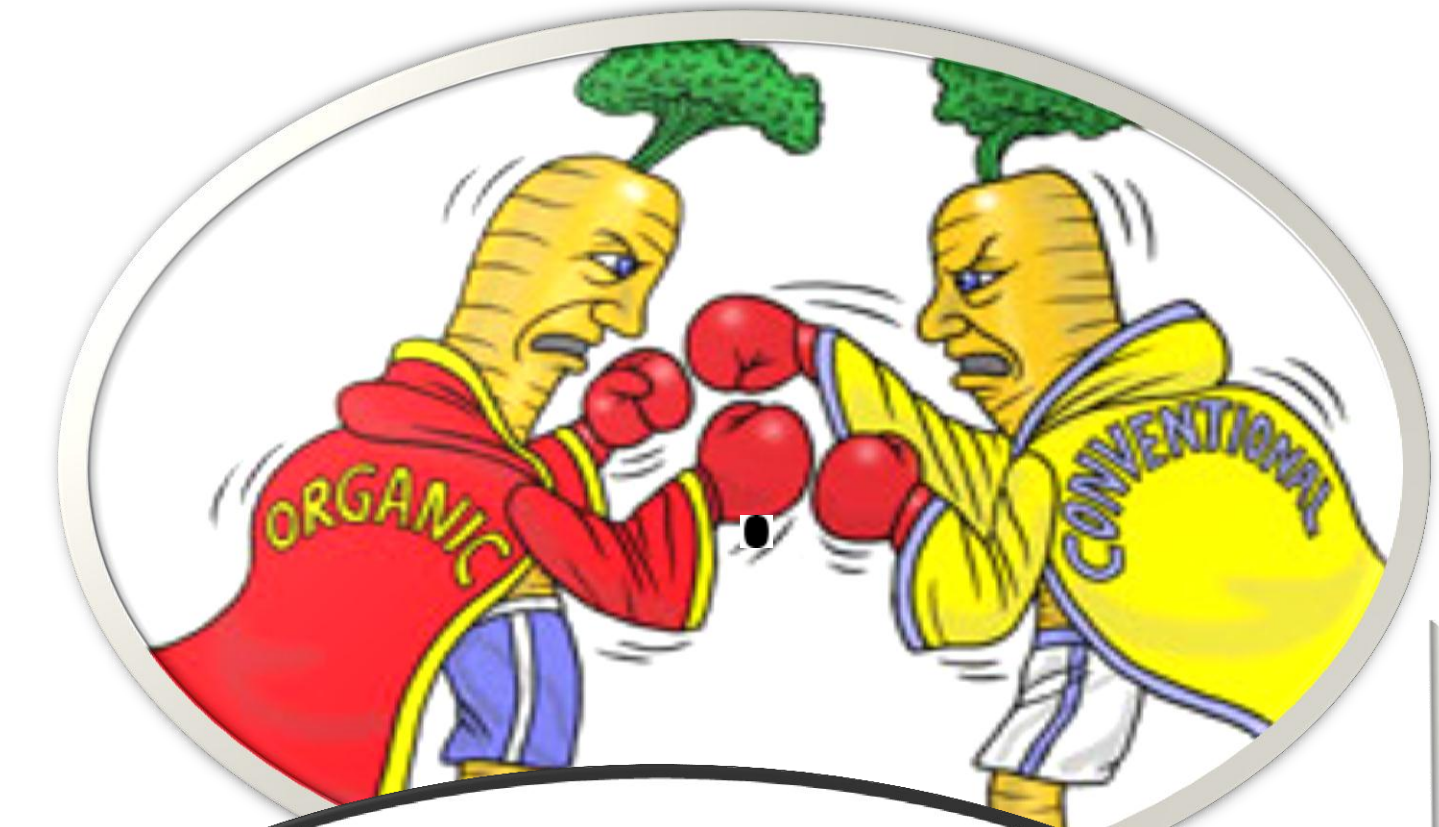
Dirty Dozen Buy these organic		Clean 15 Lowest in Pesticide	
1	Apples	1	Onions
2	Celery	2	Sweet Corn
3	Strawberries	3	Pineapples
4	Peaches	4	Avocado
5	Spinach	5	Asparagus
6	Nectarines - imported	6	Sweet peas
7	Grapes - imported	7	Mangoes
8	Sweet bell pepper	8	Eggplant
9	Potatoes	9	Cantaloupe - domestic
10	Blueberries - domestic	10	Kiwi
11	Lettuce	11	Cabbage
12	Kale/collard green	12	Watermelon
		13	Sweet potatoes
		14	Grapefruit
		15	Mushrooms

## Objective of the project

**Understanding sustainable food and predict the market potential**

**Organic foods** are foods which production certifies that are produced using methods that do not involve modern synthetic inputs such as synthetic pesticides and chemical fertilizers, do not contain genetically modified organisms, and are not processed using irradiation, industrial solvents, or chemical food additives

**Antibiotic free** does not use any forms of medicine.



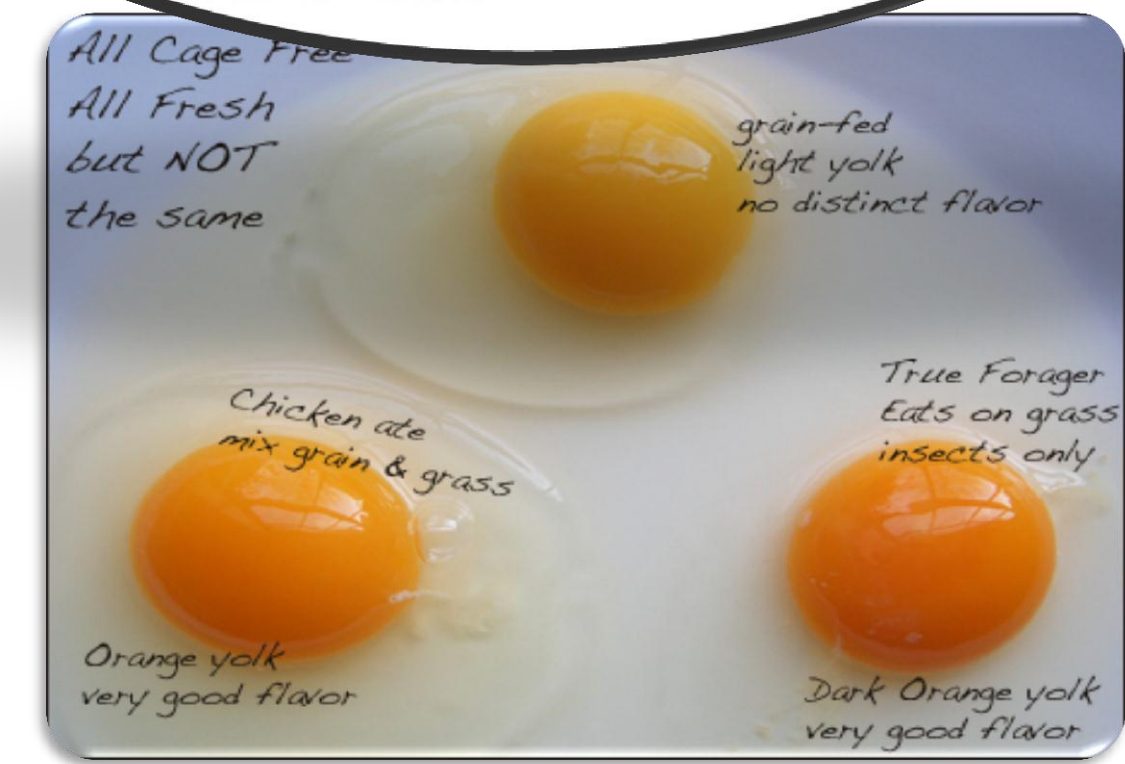
**Irradiated free** – does not include the application of ionizing radiation, especially in medical treatment and for the sterilization or preservation of food.



Possible alternatives for sustainable food



**Pesticides free** products do not use chemicals to kill pests or insects.

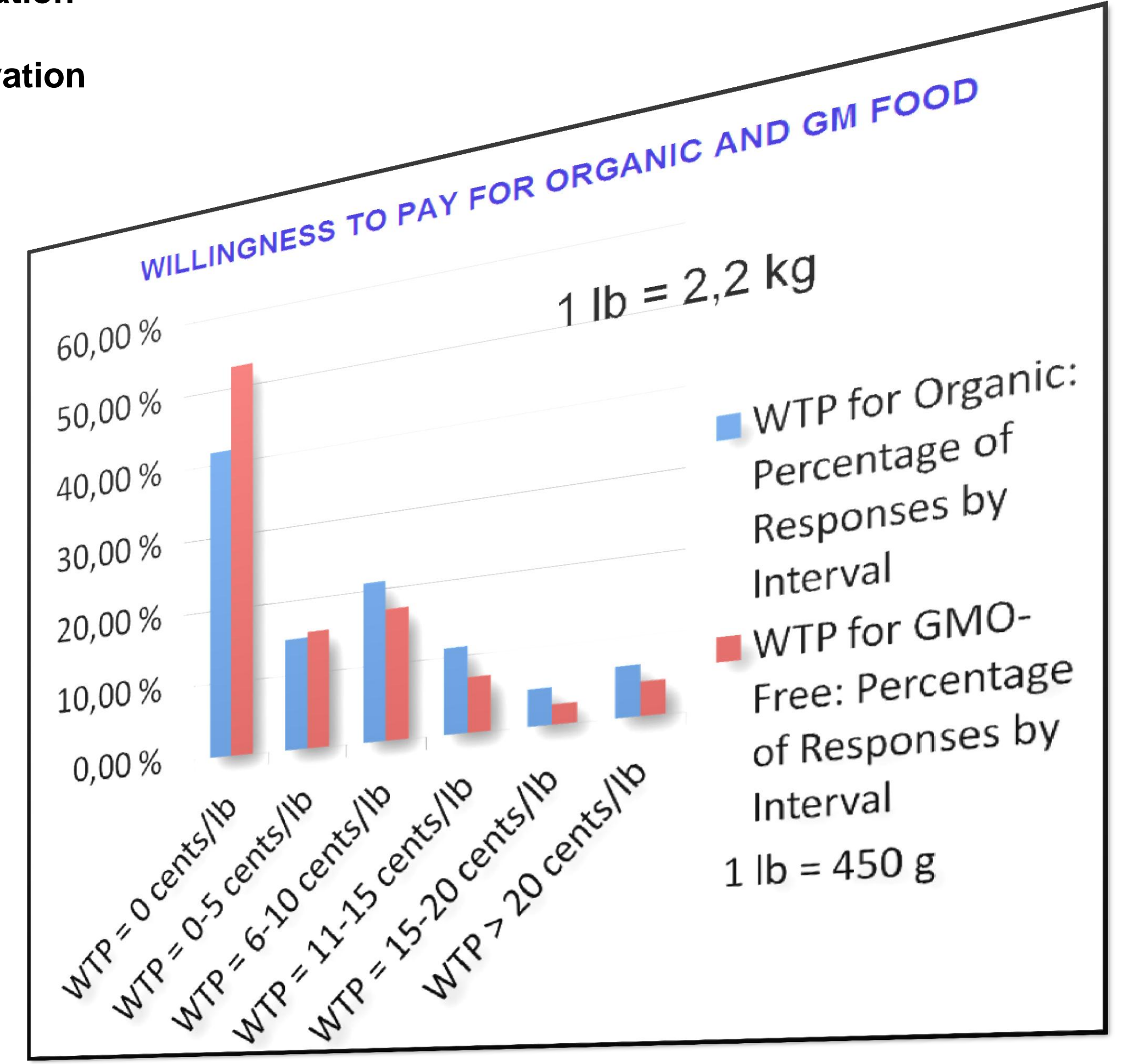
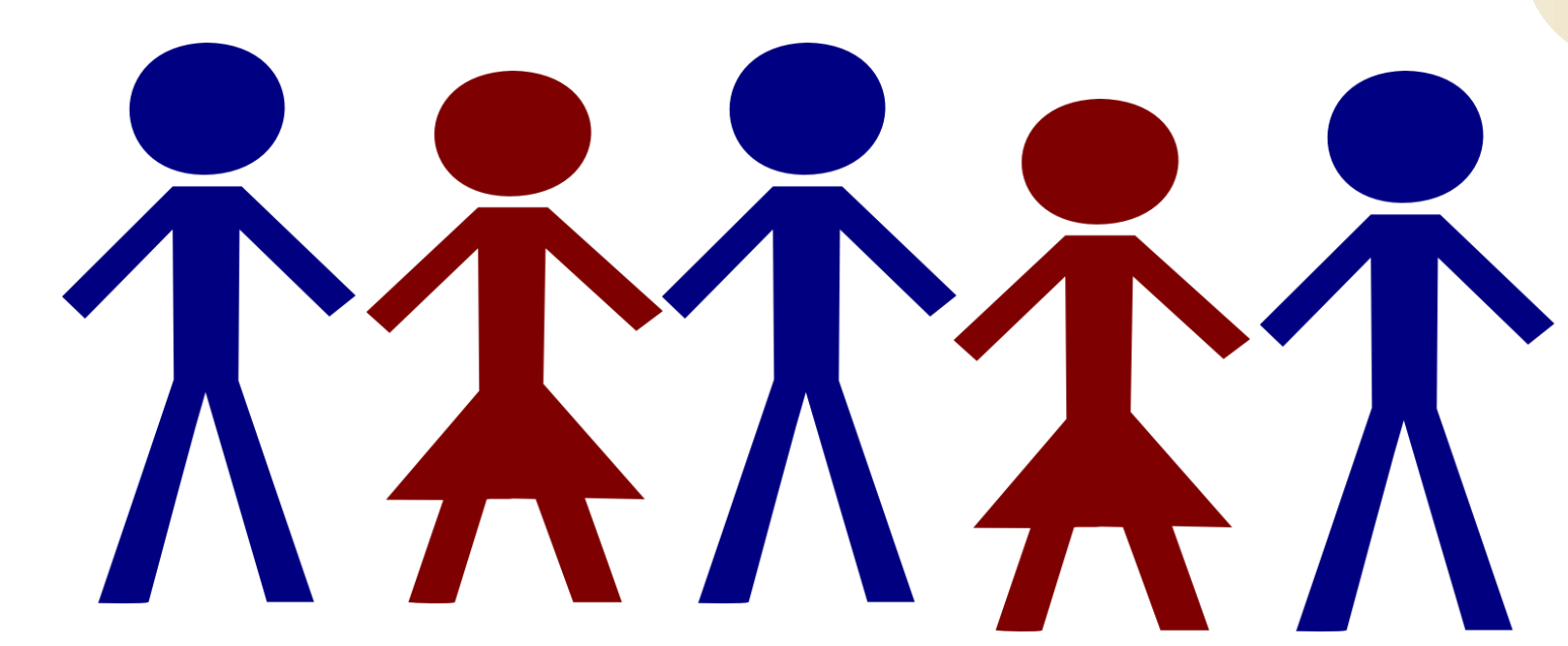


**Genetically Modified Food** refers to an organism whose DNA has been altered for the purpose of improvement or correction of defects.

**Main points highlighted in the project**  
 It is important for us to know what we are eating.  
 Each company should be required to put detailed labels about the products.  
 The safety of the animals should not be compromised.  
 The safety of the environment is more important than low prices.  
 The conditions of the workers should be humane.  
 Preservation for the future needs to be taken into account.  
 We want to maintain our current standard of living.

**Cage-free** means that the animals are not kept in cages, though there are no regulations to govern care beyond that.

**Outcome of the project**  
 People everywhere are beginning to realize the importance of eating better, buying food environmentally sound, respect animal welfare and biodiversity.  
 The awareness and availability of organic food is growing. People are more willing to pay more if they get a healthier product.



Variable	Description	Mean
Gender	Dummy variable, 0=Male, 1=Female	0.603
Children	Number of Children in family	1.516
Income	Household's income	\$48,000
Age	Age of Consumer	44.4
Educational Level	Highest Level of Education completed: 1=Non-Graduate 2=High School 3=Some College 4=Associates Degree 5=Bachelors Degree 6=Masters Degree 7=Doctorate	3.147
Fresh	Importance of Freshness in Produce Choice: Lickert scale from 1-5	2.872
Nutrition	Importance of Nutrition: Lickert scale from 1-5.	3.724

