

Intensive Programme Sustainability Management and Technology May 27 – June 9, 2012 / Bethune IUT / France

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Project **“Consumers’ appreciation of food products from sustainable agriculture”**

The members of the team must choose a food product (e.g. yoghurt/wine)

The objectives of the project are:

1. Defining the conventional and the sustainable version of the product chosen and how it is produced and sold;
2. Presenting the state of the art concerning economic studies, production and consumers, (e.g. consumers’ willingness to pay for organic production) and sensory studies asserting differences between conventional and sustainable produced food;
3. Producing graphical representations (histograms, line, pie...) of the relationships between socio-demographics (sex, age, income, region/country, education) and behavioral variables (healthy diet, cooking or eating out, driving SUV’s...and other chosen by group members) and the probability of choosing the food from sustainable productions compared to the conventional (those relationships could be depicted from the literature of obj. 2 or derived from hypotheses of the group members, in this case a short explanation is needed)

The project includes:

- the preparation of a report in which obj. 1 and 2 should be max one page each;
- the presentation to other groups of the graphical relationships analyzed through a power-point presentation of 5-7 minutes maximum.