

# Consumers' knowledge on **protected designation of origin** of food products – a cross cultural study

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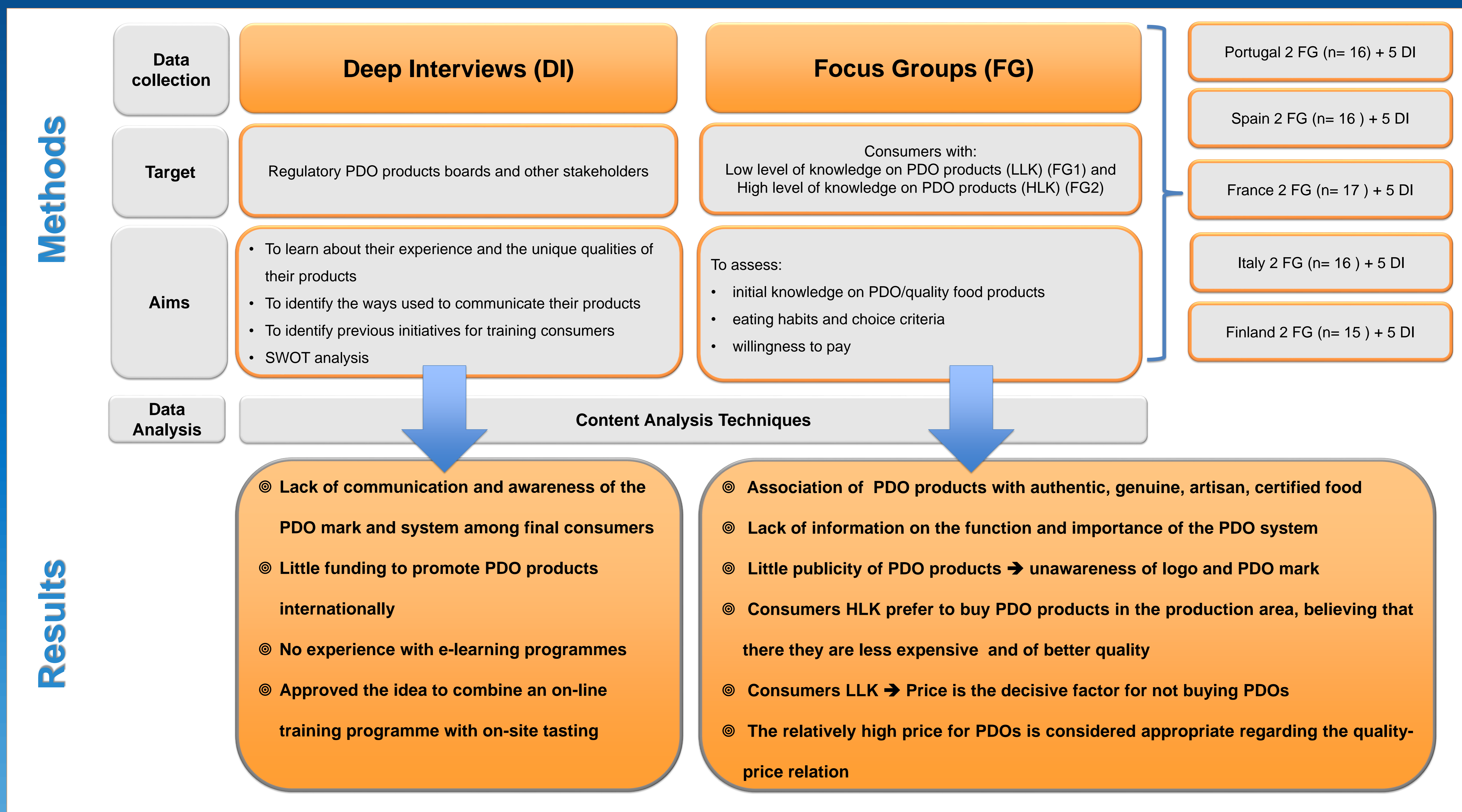


## Introduction

Food products with **Protected Designation of Origin (PDO)** have been a success in Europe, with more than 1.000 products registered. The unique sensory characteristics and traditional culture play a key role on the authenticity of PDO products, constituting differentiating factors. However, these products are not easily accessible to consumers. Given the relevance of these products in the European heritage, culture and economy, it seems important to identify the knowledge and needs of consumers concerning PDO products.

## Objectives

- ☉ To identify the **Consumers' perceptions about PDO products**
- ☉ To gain knowledge of the vision of the **current situation in regulatory PDO products**
- ☉ To design an innovative **e-learning Training Course**, defining the general contents and materials and identifying the critical points to highlight in the training programme
- ☉ To **improve European consumer knowledge** on PDO products



## Conclusions – Training Course Design on PDO products

The e-learning course for consumers on PDO products should have a **blended-learning approach**, with a face-to-face session to accommodate the needs assessed. Each country will be working with a specific product category relevant for them: Portugal – cheeses; Spain – olive oil; Italy – meat cured products / hams; Finland - reindeer meat. **Sensory evaluation** of the PDO products is being performed for the characterization of the categories' profile and as a start-up of the practical part.

**Theoretical part:** General information about **PDO meaning and how the PDO system works** AND Importance of the certification process, specific information about PDOs (link with territory, production method, nutritional aspects, ways of eating and food pairing). **Practical part:** Tasting sessions with several PDO products: **Real tasting learning experiences on-line at home and in class**, supported by an e-learning platform offering interactive and multimedia tools like discussion forums, self-evaluation quizzes, guided tasting videos.

You can find more in: <http://moodle-gilearn.ainia.es/moodle/> <http://www.gilearn.eu/> <https://vimeo.com/121807237>

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