

the salt content and look for simple ways for passing this message to the consumers.

**Objectives:** To determine the factors of choice and barriers for purchasing products with reduced salt content.

**Method / Design:** A survey (face to face interview) was conducted among 434 consumers (220 respondents under 25 years and 214 aged 26-55 years) to find out what criteria were taken into account while choosing and purchasing food products with reduced salt content.

**Results:** The respondents were not able to evaluate their knowledge on the products with reduced salt content. In the group of people under 25, the majority of women chose the answer: "my knowledge is neither broad nor limited". In the group of people aged 26-55 years, women much more frequently declared that an increase of interest in such products is related to the change of diet. In the group of respondents under 25 years, women more often than men declared that a significant decrease in purchasing of products with reduced salt content is due to purchasing habits and high price. In the group aged 26-55 years, women more often than men considered insufficient palatability as an important factor limiting the purchase of such products.

**Conclusions:** We noticed the lack of sufficient knowledge about the products with reduced salt content. Due to this fact, some actions should be undertaken by the producers and some educational campaigns should be implemented to increase consumer awareness.

**Keywords: (maximum 5):** salt content, consumer, purchasing behavior

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## 149/904. Factors driving consumers' intention to purchase food products-Konya, Turkey

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**Introduction:** Consumers' food purchasing behavior is complex phenomena influenced by many factors such as consumer's awareness about food and health, quality, price, brand, package, familiarity and taste.

**Objectives:** This study aims to determine that factors influencing consumers' intention to purchase food products in Konya, Turkey.

**Method / Design:** The research was a cross sectional descriptive survey. The study sample consisted of voluntary consumers randomly selected (n=332; 166 female, 166 male) from individuals shopping from markets in Konya, Turkey. The survey was a one-to-one interview using a questionnaire including open-ended and closed-ended questions regarding demographic information, factors that consumers pay attention to for price, brand, production date, expiry date, flavor, packing, color while purchasing food products. The data were statistically analyzed using descriptive method.

**Results:** Ages of 38.6 % of participants were between 21-29 years. Of the consumers 36.4% were university graduates, 28.3% were self-employed and half of them were unmarried. Consumers paid attention to expiry date while purchasing milk products (77.9%), canned products (68.6%) and frozen foods (67.2%). It was determined that participants gave importance to price during purchase of meat products (46.0%). Package was a feature that consumers did not take into consideration while buying milk products (57.0%) and canned foods (58.8%). For purchasing frozen food, they did not pay attention to price (57.1%), and brands when consumers purchased meat products (87.2%). Gender difference was found to be significantly important among consumers in paying attention to price for purchase of milk and canned products, production date while purchasing frozen foods and taste when they bought meat products ( $p < 0.05$ ).

**Conclusions:** The findings revealed that factors driving consumers' intention to purchase food products were influenced by price, brand, expiry date, package, taste and these factors varied depending on types of food products purchased.

**Keywords: (maximum 5):** Consumer, food products, purchase

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## 149/910. The impact of a message containing health and ecology aspects related to seafood consumption

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**Introduction:** Most guidance on seafood consumption does not take into account the ecological and economic impact of seafood consumption choices. Although little attention has been paid to integrate health and ecology in communication activities, this is important because economic viability and nutritional recommendations depend on the maintenance of adequate fish stocks.

**Objectives:** The determination of a good communication strategy which combines health and sustainability regarding seafood consumption advice.

**Method / Design:** A web-based survey was performed in two countries, namely Belgium (Flanders, n=474) and Portugal (n=512). The survey consisted of three parts: (1) a baseline questionnaire, (2) presentation of a message and (3) a post-intervention questionnaire. The message contained balanced information about health benefits (nutrients) and health risks (contaminants) of seafood, information about the depletion of fish stocks as well as advice to consume seafood twice per week and to buy seafood in a sustainable way.

**Results:** Although the message has a negative effect on the attitude towards eating seafood, the Belgian respondents reported an intended higher seafood consumption frequency after reading the message.

Portuguese respondents reported to buy seafood in a sustainable way before reading the message and the intention did not change

after reading the message. This is in contrast with Flanders where the intention to buy seafood in a sustainable way significantly increased, however this intention remained low. Therefore, attention has to be paid to perceived barriers such as price, satisfaction with conventional seafood and low availability regarding sustainable seafood consumption.

**Conclusions:** A message including health and ecology aspects related to seafood does not decrease intended consumption frequency and has a positive effect on the intention to buy seafood in a sustainable way. However, barriers and motives are important to consider when aiming a behavioural change.

**Keywords: (maximum 5):** Seafood, Communication strategy, Health, Ecological sustainability

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## 149/912. Climate change, post harvest food losses and food security trainings for Georgian farmers

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**Introduction:** By estimating the significant scientific evidence indicating that the climate is changing, largely due to human activities and anthropogenic factors are evident. The goal of this paper is to show our study the complex interaction between agriculture, economic growth and post harvest food losses given future uncertainties. We combine economic concepts to analyze the long-term socio-economic and environmental consequences of different crops. Georgian Agriculture is rapidly transforming into a modernized, productive and competitive force by the State Support in the last three years, a wide ranging, highly effective set of policy reforms focused on enabling private-sector led modernization of the Ag Cooperatives to sustainable agribusiness community.

**Objectives:** Smallholder farmers in some selected communities of Georgia have been trained by the Experts of the Association for Farmers Rights Defense, AFRD how to reduce Post-Harvest Losses using the small bags and vehicles for collecting post harvest crops for moving to storages.

**Method / Design:** The benefits to consumers from reducing losses include lower prices and improved food security. In addition, postharvest activities such as processing and marketing can create employment and thus income and better food security in the agricultural sector. Therefore, reducing PHL clearly complements other efforts to enhance food security through improved farm-level productivity and will generate incomes.

**Results:** During trainings were analyzed the establishment of postharvest weight loss baseline data, as well as a better understanding of the magnitude of the opportunities lost, are both critical to better inform development experts, policy makers, and industry stakeholders of the options offered by the systematic adopting of PHL-reduction strategies.

**Conclusions:** The exercise presented here on PHL estimations also suggests the need for an approach that balances the costs and benefits of producing more food to cover the losses caused by the lack of appropriate PHL reduction technologies and practices

**Keywords: (maximum 5):** Climate Change, Food Security, Georgia

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## 149/922. Course for use of tilapia (*Oreochromis niloticus*) in school meals

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**Introduction:** The food served in public schools in Brazil is free and constantly seeks to offer good quality, nutritious and healthy. Currently it is necessary to seek more sustainable alternatives that promote greater care for the environment. The Santo Antônio de Jesus city is located in Bahia, Brazil and receives an average of 9,580 students daily. Guide those involved in school feeding on the inclusion of food purchased in the region becomes very important.

**Objectives:** The study aimed to empower multipliers of school feeding Santo Antônio de Jesus - BA, Brazil on the inclusion of tilapia fish (*Oreochromis niloticus*) produced in the region replacing the fillet Hake "Merluza" (*Merluccius hubbsi*) purchased from Argentina.

**Method / Design:** Agents involved in school feeding management received training with the theme "Inclusion of Tilapia in school meals." The event was addressed the nutritional characteristics of Tilapia, taste, ease of removal of thorns, the low cost and the possibility of acquiring the city itself.

**Results:** All participants reported at the end of training that will change the fish imported from Argentina by Tilapia acquired locally, they saw that it is possible to make the switch. The impact of this change is too big for only one day in the fish consumption is 700kg.

**Conclusions:** The training allowed make a major change in the food offered in schools since the fish to be used will be acquired in the town itself and not imported from Argentina. Thanks to the training used positive impacts on the environment and health will be prioritized.

**Keywords: (maximum 5):** Food. Environment. Health. Fish.

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## 149/933. The impact of packaging type on the antioxidant activity of pickled red cabbage cool stored

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