

Consumer Trust in Food

Final Conference

November 22nd 2004



Conference venue: Dorint Hotel Brussels

Boulevard Charlemagne 11-19, Brussels

<http://www.dorint.de/brussels/uk/>

Programme

13.00 **Arrival and buffet lunch**

14.00 **Opening of the conference**

What is European research doing to increase consumer trust in food ?
By Christian Patermann, Director, Research DG, European Commission

14:15 Session I

Welcome and introduction to the TRUSTINFOOD project

On the research questions and the project design.

By Unni Kjærnes, National Institute for Consumer Research (SIFO), Norway

Do European consumers trust foods like beef and tomatoes?

Representative surveys on trust, consumer strategies and practices. The results show consistently higher levels of trust in Great Britain, Denmark and Norway, compared to Germany, Portugal and Italy. Consumers' individual resources and strategies cannot account for these big differences.

By Unni Kjærnes, National Institute for Consumer Research (SIFO), Norway

Why are there such big country differences in trust in food?

Substantial differences between people in different countries can only be explained in terms of social conditions and institutional arrangements. Systematic comparison of food provisioning systems, regulatory policies and household indicates some of the main bases of the apparent differences in trust.

By Alan Warde/Mark Harvey, ESRC Centre for Research on Innovation and Competition (CRIC), Manchester University, United Kingdom



15:35

Coffee/tea break

Posters

Special opportunity for the press to put questions to speakers and researchers



16:00

Session II

What can consumers do?

An analysis of the role of consumers and consumer organisations and a dialogue with European consumer organisations on strategies for trust in food, with a focus on safety and nutrition.

By Pedro Graca, Faculty of Nutrition (FCNAUP), University of Porto, Portugal

The TRUST project. Another survey on trust in food

Report from another study funded by the European Commission. What can be added to the understanding of trust in food when using other, more economic perspectives in a survey including some of the same, but also additional countries?

By Bruce Truill, University of Reading, United Kingdom

Questions from the audience

Posters illustrating studies in the participating countries to be presented before the opening and during coffee break

17:30

End of Conference

Conference venue

Dorint • Brussels
Bd. Charlemagne 11-19
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Regarding accommodation, please note that the Dorint hotel holds a limited number of rooms for this event. Attendance at the Seminar, including lunch and coffee/tea is free of charge. However, participants will have to bear their own travel and accommodation costs.



For further information on the Final Conference you may contact:
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