

## The study of consumer issues

Earlier studies conducted within another EU framework programme (CADE-GENTECH) show that consumers are fairly negative towards the use of **genetic modification (GM) in food production**. Consumer's negative attitudes towards GM in food production are rooted in their more general attitudes. This means that consumer's concern for nature and their view on technology in food production affects their attitudes towards GM in food production. Attitudes towards GM are so deeply rooted that they are not easily changed by information. However, results show that direct product experience, e.i trying food products produced with GM but which are otherwise well-known and favoured can make attitudes more positive (Grunert et al., in press).

The results from the first consumer study in CROSSENZ show that attitudes towards the use of **enzymes in food production** are fairly neutral as long as the enzymes are produced without the use of GM. Consumer attitudes towards enzymes in food production are also formed by more general attitudes, in this case towards technology and industrial food production. When asked about their attitudes towards different enzyme production methods (enzymes derived from plants or microbes and produced with or without the use of GM) consumers prefer the non-GM plant production method (where the enzyme is derived directly from plants and used in food production).

When looking at consumers buying intentions results show that the type of enzyme production method clearly has, compared to price and benefits, the largest effect on forming buying intentions for all three products in the study (bread, ice cream and pasta). The GM enzyme production methods are clearly the least preferred of the production methods.

Experience with products and benefits, which will be investigated in the second consumer study, may change consumer attitudes.

NOTE: the first CROSSENZ consumer study is based on interviews with 1200 respondents in Finland, Germany and Italy.