

TITLE : **Global Summit on Food Processing & Technology**

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Conjoint analytic surveys were administered to potential consumers of foods processed by innovative and emerging food technologies in order to assess the factors contributing to their interest in using such products. Respondents included 1) a consumer panel of civilian lab employees, training exercises.

Respondents rated their interest in different food product concepts that varied in food type, processing or production technology, costs, benefits, risks, endorsing agencies, and product information that the relative importance of factors did not vary greatly among the consumer groups.

Perceived risks associated with the technologies were the most important factors influencing interest in use. Among the emerging technologies assessed, irradiation and genetic modification resulted in the greatest negative effect on likely use, while high pressure processing produced the most positive effect.

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