"ATTITUDE AND ACCEPTANCE OF FORTIFIED FOODS IN URBAN AREAS, A STUDY"

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ABSTRACT

Food fortification is the addition of one or more essential nutrients to a food whether or not it is normally contained in the food, for the purpose of preventing or correcting a demonstrated deficiency of one or more nutrients in the population or specific population groups. Food fortification is the practice of deliberately increasing content of an essential micro nutrient in a food, so as to improvise the nutritional quality of the food supply and provide a public health benefit with minimal risk to health. Some of the major companies operating in the global market for vitamin fortified and mineral enriched foods and beverages include The Pepsico Company, Mother Dairy, Quaker, Kellogg Company and The Proctor & Gamble Company and so on. The present study entitled "Attitude and acceptance of fortified foods in urban areas, a study – is a case study of Delhi/National Capital Region (NCR) metro consumers" was studied with the following objectives:

1. To study the level of awareness among consumers and their attitude towards the fortified foods in the selected region.
2. To analyze the accept ion of the consumers about fortified products in Delhi/NCR region.
3. To find out the factors influencing the consumers purchase decisions for fortified products in the selected area.

The results showed that almost all the consumers were aware of the fortified food products available in the market. Due to the higher education levels, increasing disposable income and health conscious of the customers they are purchasing these products. TV/Radio and brand advertisements and other display materials are more eye catching and attractive therefore they are highly influencing in generating customers awareness. It is observed that most of the customer's stock purchases are monthly. As in the present days, most of the consumers are aware of fortified foods and becoming health conscious, consumers prefer a particular brand mainly because of its quality, advertisements and the health benefits. It is observed that the consumers purchase decisions influencing factors for almost all the product categories have been the health benefits, nutritive value and quality.

Keywords: Consumer Preference, Novel Foods, Fortified, Public Health,

Themes: Food Safety and Security

Biography



Mrs. SHIVANI SINGH

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Biography

A dynamic M.Sc in food science and Technology, As a skilled, research-oriented with experience in research and Food Safety of almost 7.5 Years.

I have worked as Senior Research Fellow in Indian Agricultural Research Institute PUSA, New Delhi for 2.5 years in a Agri-Nutrition project for Food Security funded by Department for Science and Technology, by interacting with people from corporate industries to Agriculture scientist, Field farmers to farm women from a wide range of backgrounds and learning styles I have honed my communication and creativity skills, enabling me to heighten student interest, participation, and motivation.

Additionally, I have continually demonstrated a record of creative training tools and writing skill excellence, including good number of publications of papers accepted in NASC Rated journal and in Training Manual of IARI.

Highlights of my qualifications include:

• Good understanding developing and validation of measurement tools and indicators.

• Ability to work closely with multiple stakeholders, in current position working along with WHO, CODEX, FAO, ICMSF, APEDA, national government stakeholders, academia, and possibly others.

• Highly experienced of dealing and working with strategic planning groups, task forces, and/or technical advisory groups under CHIFSS IN FACE.

• Proficient in existing virtual meeting tools.

• Excellent communication skills.

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