



Consumer acceptance of novel food: The HOLOSUSTAIN consumer survey

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Menu of the day

- What are novel foods?
- Consumer acceptance of novel food
- The HOLOSUSTAIN consumer survey

Menu of the day

“Should we be working to get sea cucumber on our tables?”

Novel foods

“‘Novel food’ means any food that was not used for human consumption to a significant degree within the Union before 15 May 1997 ...”

(Regulation (EU) 2015/2283)

Novel foods

- Newly developed, innovative food
- New technologies and production processes
- Food traditionally consumed outside of the EU

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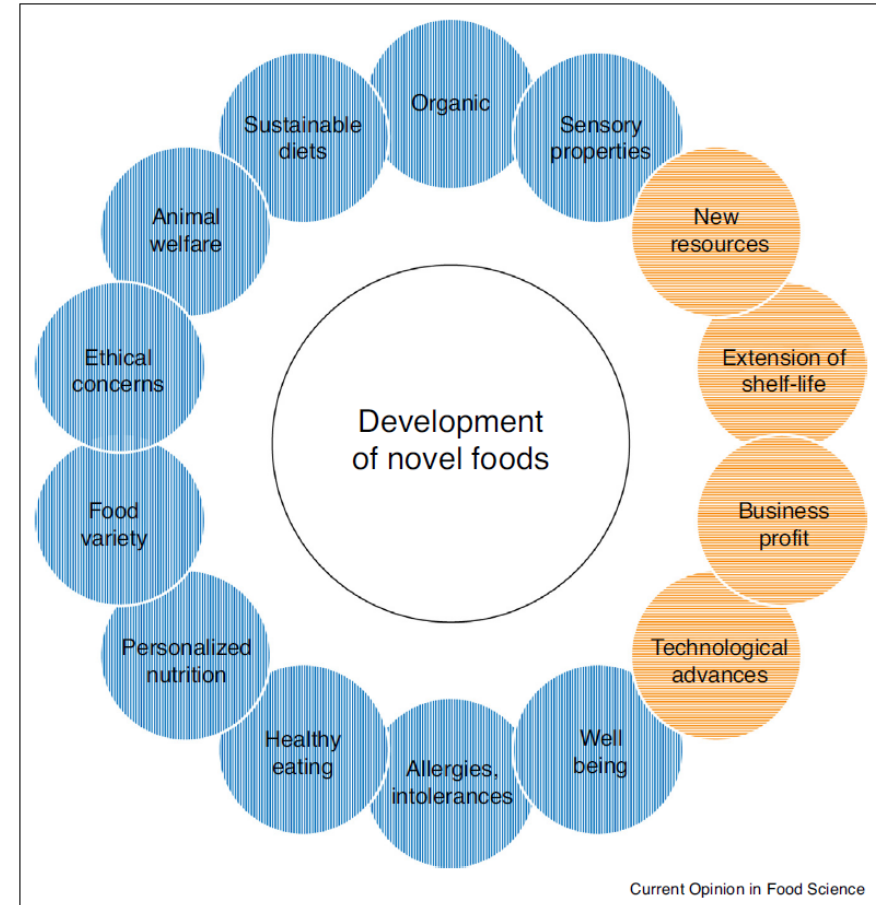
Novel food = unfamiliar food

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Consumer acceptance of novel food

Key factors underlying novel food development

Source: Tuorila & Hartmann, 2020



Consumer acceptance of novel food

*“Why does *who* eat *what*, *when*, and *where*?”*

(Köster, 2009, p. 70)

Consumer acceptance of novel food

“Why does who eat what, when, and where?”

(Köster, 2009, p. 70)

Food-related factors	Person-related factors	Environment-related factors
Extrinsic product attributes	Biological	Cultural
Intrinsic product attributes	Psychological	Social
	Physiological	Economic

Consumer acceptance of novel food

free from
organic gmo
ethnic vegetarian
nutritionally modified
plant based meat replacers
functional 3D printed
artificial meat
insect vegan

Key drivers of novel food acceptance:

- Food neophobia (trait)
- Food disgust sensitivity (trait)
- (Sea)food innovativeness (trait)
- Familiarity (food choice motive)
- Knowledge

The HOLOSUSTAIN consumer survey

- Target: consumers across Norway, Iceland, and Canada
- Scope:
 - identify and compare consumer characteristics and key food choice motives across three countries
 - explore consumer responses to the consumption of sea cucumber
 - learn more about antecedent factors' influence on consumer evaluation of sea cucumber consumption
 - provide a basis for further product development

The HOLOSUSTAIN consumer survey

“Why does who eat what, when, and where?”

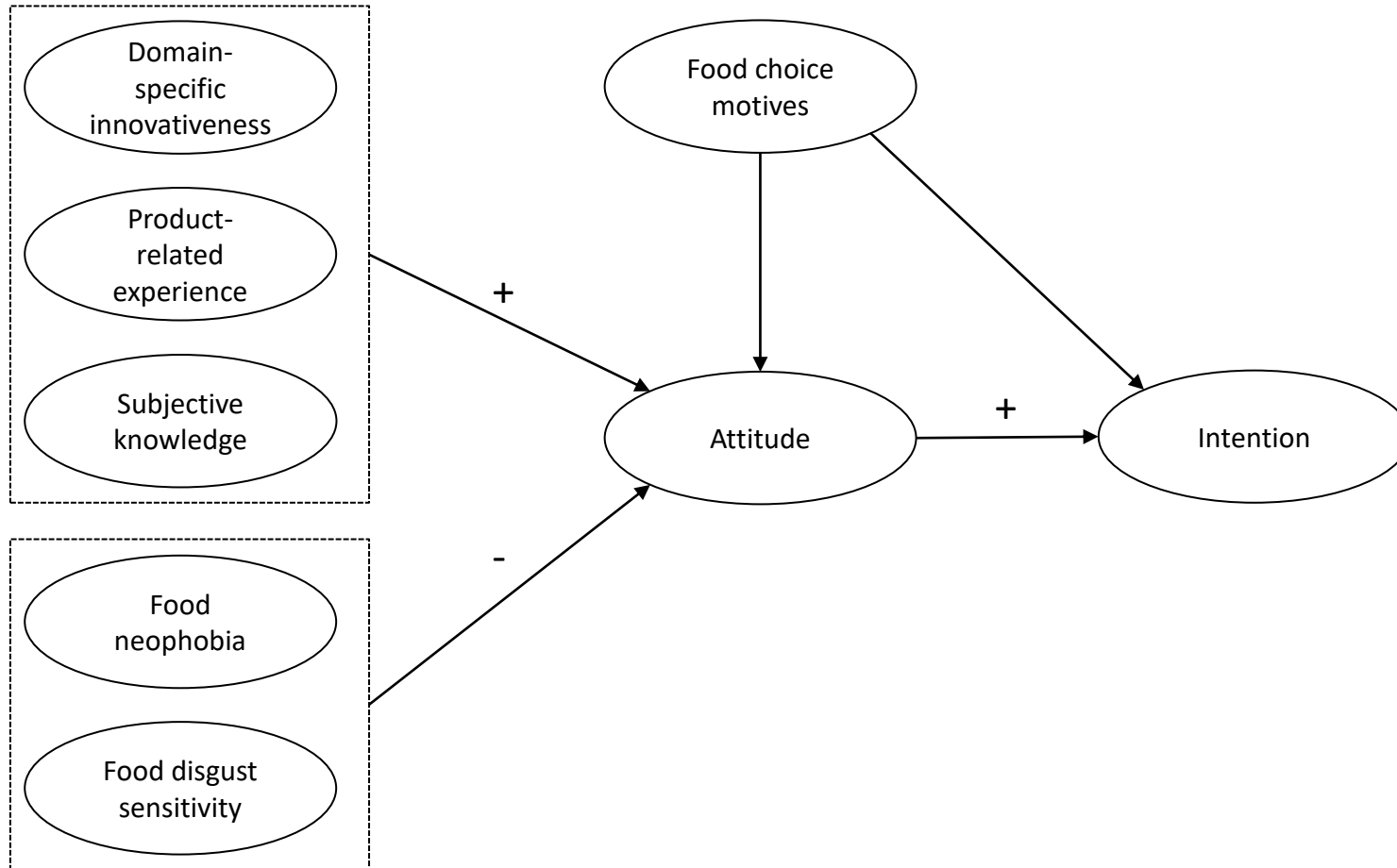
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The HOLOSUSTAIN consumer survey

“**Why** does **who** eat **what**, *when*, and *where*?”

(Köster, 2009, p. 70)

The HOLOSUSTAIN consumer survey: conceptual model



Main hypotheses:

- *Attitude* toward the consumption of sea cucumber is **positively** influenced by *domain-specific innovativeness, experience with sea cucumber, and subjective knowledge* about sea cucumber
- *Attitude* toward the consumption of sea cucumber is **negatively** influenced by *food neophobia and food disgust sensitivity*
- *Attitude* toward the consumption of sea cucumber is **positively** associated with *intention to consume*



Thank you for your attention!

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