Research project IZS VE 04/06

Food risks perception in the population of Triveneto: comparison between beliefs and eating behaviours

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In order to design effective communication campaigns on food safety it is important to understand the factors contributing to consumers' perceptions with regard to food risk.

Based on the results of earlier research carried out in the Veneto region, this study analysed consumer trends and behaviours in the Triveneto area with a view to highlighting similarities and differences among various regions in relation to food risks.

The research also made it possible to identify useful elements for planning effective communication actions aimed at reducing food risks, to be implemented and extended also at national level.