

Market Acceptance of Irradiated Food in the City of Piracicaba, Brazil

Authors : Vanessa de Cillos Silva, Fabrício José Piacente, Sônia Maria De Stefano Piedade, Valter Arthur

Abstract : The increasing concern in relation to safety and hygiene of food consumption makes it so that food conservation is studied. Food radiation is a technique used for conservation, but many consumers associate this technique with dangers such as environmental contamination and development of diseases. This research had the objective of evaluating the acceptance of radiated products by the consumer market in the city of Piracicaba/SP-Brasil. The methodology adopted was the application of a questionnaire in the city's supermarkets. After the application, the data was tabulated and analyzed. It was observed that the majority of interviewees would not eat irradiated food. The unfamiliarity and questions about the safety of irradiated food were the main causes of your rejection.

Keywords : irradiation, questionnaire, storage, market acceptance

Conference Title : ICASTE 2015 : International Conference on Agricultural Science, Technology and Engineering

Conference Location : Barcelona, Spain

Conference Dates : October 26-27, 2015