

Bread and pasta are the most consumed products and are regarded as the most popular future products to be based on heritage cereals.

Consumer awareness, attitudes and preferences towards heritage cereals

INTRO

Consumer trends are pointing towards local and regional food production, not least because of a rising interest for sustainability. It is well known that the sensory experience of a product is of greatest importance for the consumers, but also claims such as ancient, organic, or local may have a positive impact. This study investigates consumers' awareness, attitudes and preferences towards heritage cereals.

METHODS

Swedish consumers, aged 18 years or older were invited to answer a web-based questionnaire concerning awareness, knowledge and attitudes towards heritage cereals.

RESULTS

Most consumers are aware of heritage cereals, where spelt is the most well-known variety (fig 1). Bread (fig 2) and pasta are the most consumed products and are regarded as the most popular future products to be based on heritage cereals (fig 3). In bread, the most essential factors are taste and flavour, followed by freshness and texture.

DISCUSSION

In line with other studies, sensory properties are the most important factors for the consumers. Still, well known product categories are the most preferred future products among all consumers.

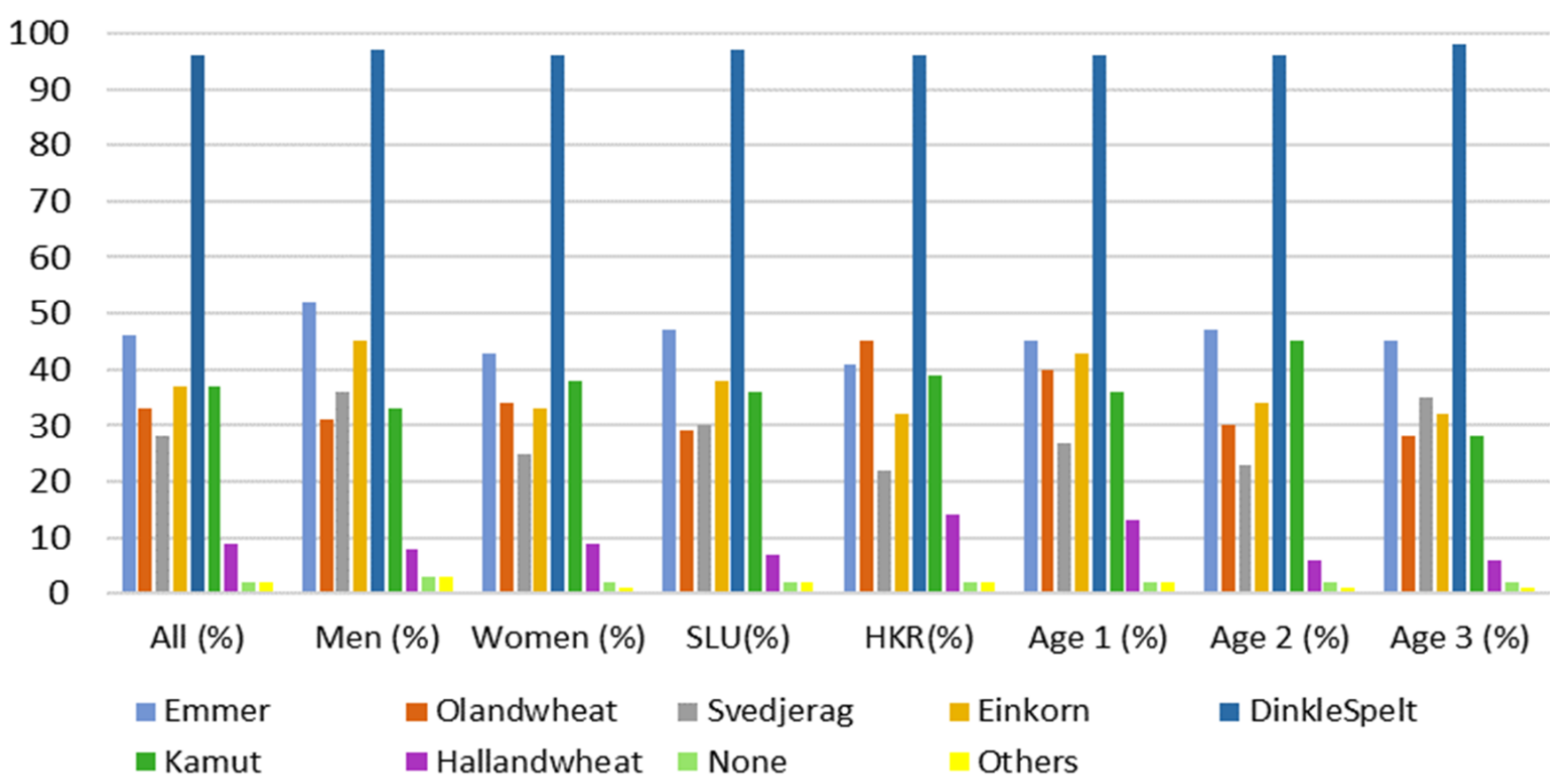


Figure 1. Frequency data given in percentages for each group showing the awareness of the different varieties of heritage cereals. The category "others" included black oat, quinoa, buck wheat, dala wheat, spring wheat, millet, naked oat, and teff. Swedish University of Agricultural Sciences (SLU), Kristianstad University, Sweden (HKR).

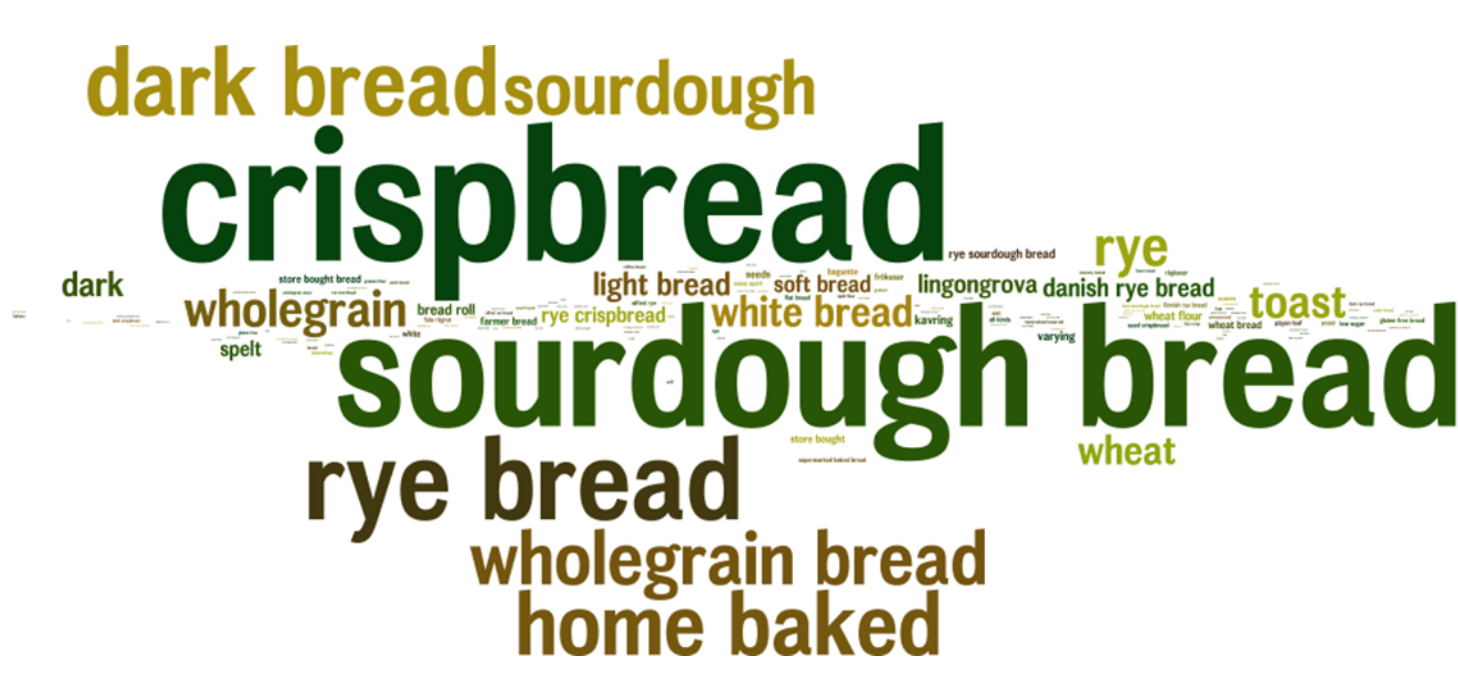


Figure 2. Illustration giving an indication of the most common types of bread consumed among the study population.

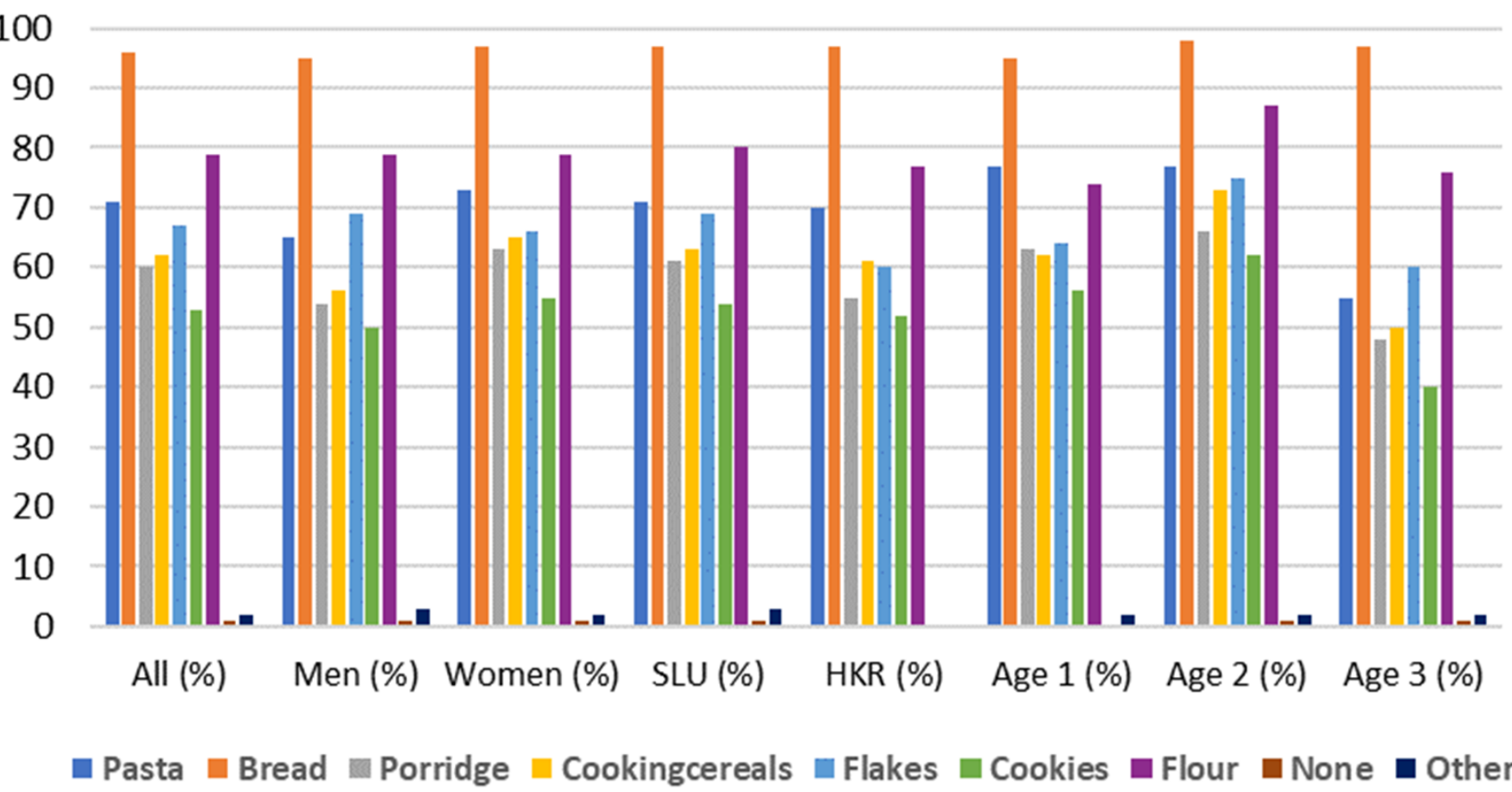



Figure 3. Future willingness to purchase heritage cereal products. The category "others" includes drinks, smoothies, beer brewing, alcoholic beverages and everything today that is done by modern cereals.

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