

Consumers' Awareness and Acceptance Towards Upcycled Foods

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Abstract

Food loss and waste has been a global problem recently that led to several attempts both to reduce and to utilize food waste. One of the approaches in the field is using side or waste streams of the food industry to develop new food ingredients as well as new food products, so called upcycled foods. Upcycled foods are defined as “food products that elevate food that would otherwise be wasted to higher uses and have tangible benefits to the environment and society” (Spratt et al., 2020). Researchers and industry are already aware that the acceptance of such products among consumers requires special attention and several work has already been published looking at this aspect. The present talk will provide an overview of the current situation regarding the upcycled foods market, and focus on the consumer awareness and acceptance towards such products. Accumulated evidence applying consumer interviews or polls, together with the authors' own work with Turkish consumers (Yilmaz & Kahveci, 2022), will be evaluated based on the factors that affect consumer acceptance, such as consumers' country, sociodemographic (Coderoni and Perito, 2020) as well as lifestyle variables (Asioli and Grasso, 2021), knowledge of and expectations from upcycled food products (Aschemann-Witzel et al., 2022), in order to draw general conclusions that could help the newly growing market.

Keywords: Upcycled foods; Food waste; Consumer behavior

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