SVETOVNI DAN VARNOSTI HRANE 2023

WORLD FOOD SAFETY DAY 2023

5. konferenca ob svetovnem dnevu varnosti hrane 2023

5th Conference On World Food Safety Day 2023

CITIZENS AND FOOD CHOICES
Role of food safety, among other factors

Domagoj Vrbos, European Food Safety Authority (EFSA)

Ljubljana, 7. junij 2023

Za javnost/For public dissemination



FOOD CHOICES

An interplay of passion and duty

A bit of evidence base

What does the **literature** say?

efsa JOURNAL OPEN ACCESS

Scientific Report | Open Access

Technical assistance in the field of risk communication

European Food Safety Authority (EFSA), Laura Maxim, Mario Mazzocchi, Stephan Van den Broucke, Fabiana Zollo, Tobin Robinson, Claire Rogers, Domagoj Vrbos, Giorgia Zamariola, Anthony Smith

First published: 29 April 2021 | https://doi.org/10.2903/j.efsa.2021.6574

What does **our experience** say?

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Editorial | Open Access

Future directions for risk communications at EFSA

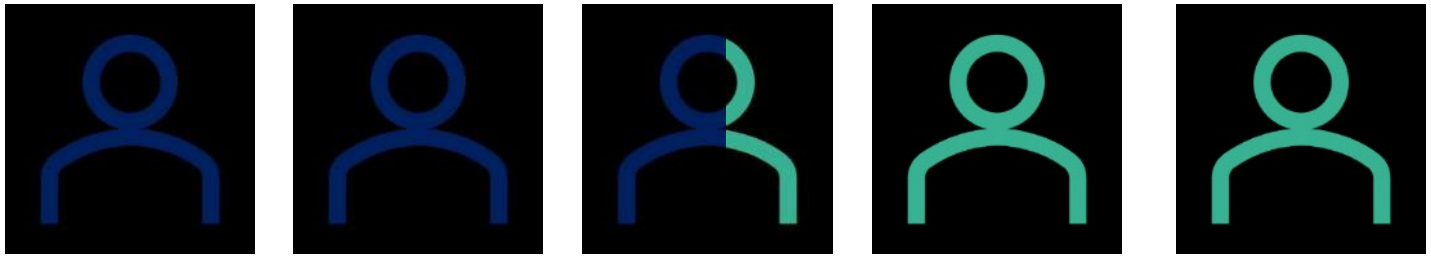
Anthony Smith, Domagoj Vrbos, Jacopo Alabiso, Arthur Healy, James Ramsay, Barbara Gallani

First published: 16 February 2021 | https://doi.org/10.2903/j.efsa.2021.e190201

Interest in food and nutrition



A dinner party of 10



Very interested

Interested



Moderately interested

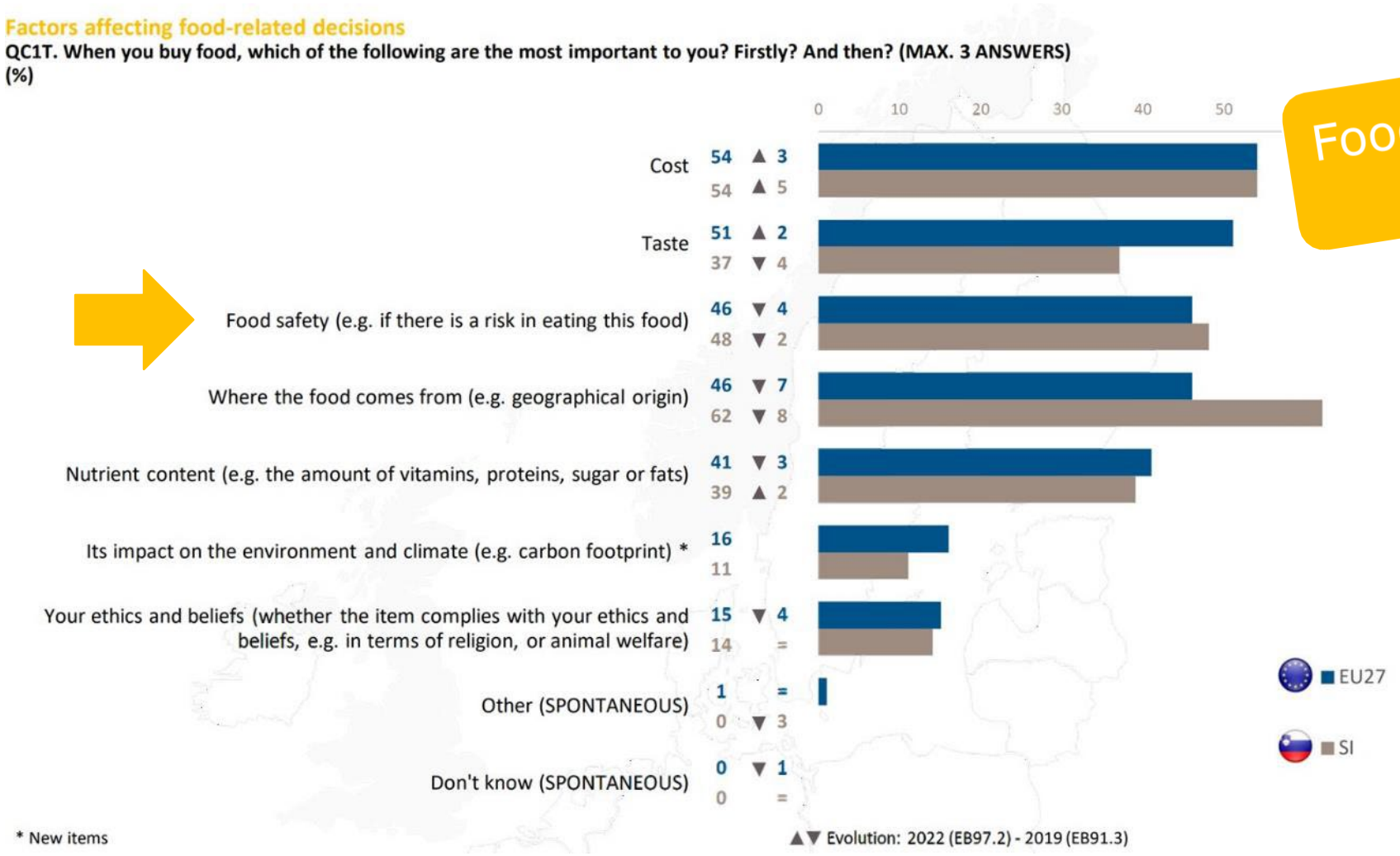
Not interested



74%

Source
EU Insights study on consumer and dietary sugars (2022)

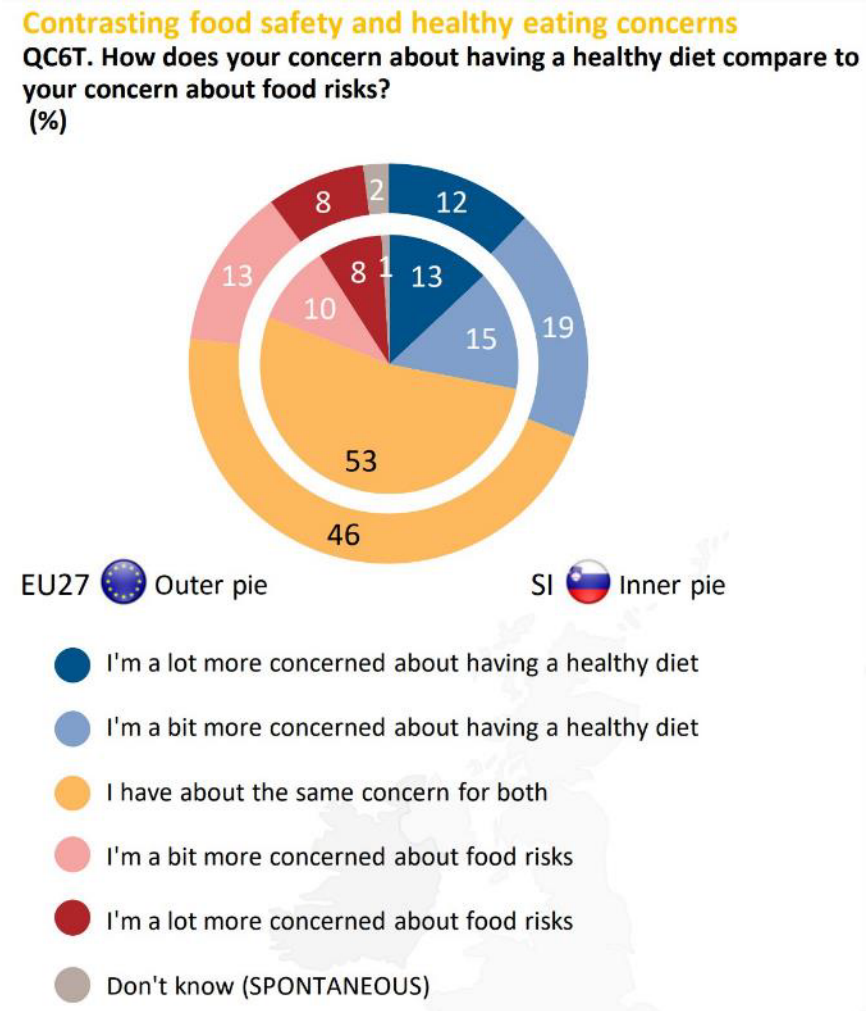
Where does food safety stand?



Food safety in the **top 3**

Source
[Eurobarometer on Food Safety in the EU (2022)]

Food safety vs. healthy eating



Pesticide residues in food

Eating more fruits and vegetables

Eating locally produced food

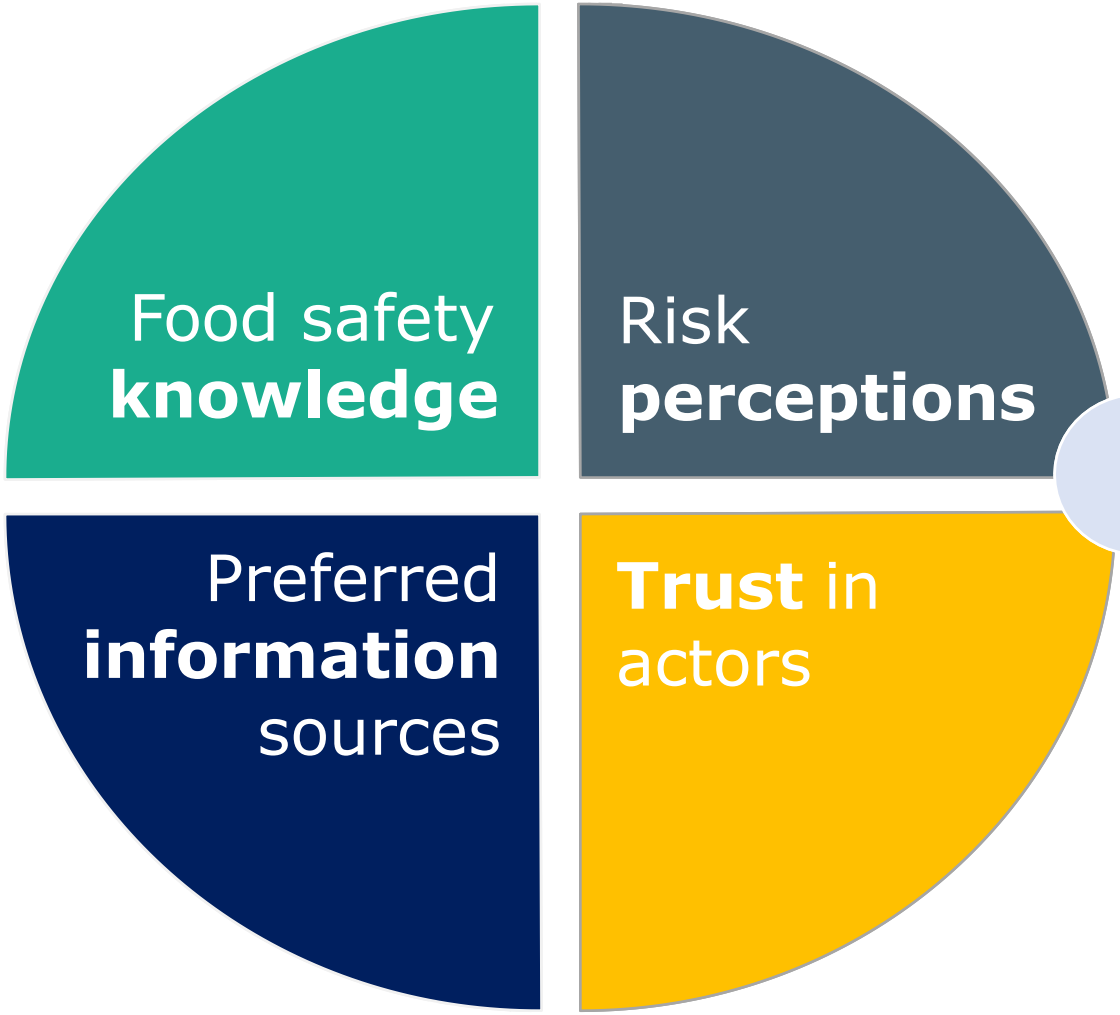
Source
Eurobarometer on Food Safety in the EU (2022)

FOOD CHOICES

From insights to campaigns

EUROPEAN FOOD SAFETY AUTHORITY

A segmentation model



Combine with socio-demographic characteristics

Source
[Technical assistance in the field of risk communication (2021)]

EU Choose Safe Food Campaign





Source
EU Choose Safe Food Campaign (2023)

Acknowledgment

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