

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

Communication Challenges in food domain / KOMUNIKACIJSKI IZZIVI NA PODROČJU HRANE

Bosnia and Hercegovina
Neira Fazlović

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Za javnost/For public dissemination



COMMUNICATING WITH CONSUMERS ABOUT FOODBORNE ILLNESS OUTBREAKS



RISE OF SOCIAL MEDIA LEADS TO SPREAD OF MISSINFORMATION

INFORMATION MUST BE:

- FACTUAL
- FAST
- PRECISE

BUT REAL INFORMATION IS OFTEN:

- INCOMPLETE
- SLOW TO ARRIVE
- COMPLEX



GLOBALIZATION → MORE WEAK POINTS IN FOOD PRODUCTION

- MORE FOODBORN OUTBREAKS

IT'S IMPOSSIBLE TO COMPLETELY STOP THE SPREAD OF MISINFORMATION

FOOD SAFETY AUTHORITIES MUST ADAPT, BUT MUST REMAIN OBJECTIVE AND TRUTHFUL

CONSUMERS ARE NOT OUR ENEMIES