



## INTERNATIONAL WORKSHOP ADVANCES IN CLEANER PRODUCTION

"KEY ELEMENTS FOR A SUSTAINABLE WORLD: ENERGY, WATER AND CLIMATE CHANGE"

# Organic Food Consumers in Vitória da Conquista, Bahia

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### Abstract

Knowledge of consumers about organic food, their willingness for organic food consumption and criteria they use to buy it are analyzed. A sample of 207 people were interviewed, between 17 and 79 years old, going to do purchase at two largest super-marketed in the city of Vitória da Conquista, Bahia, Brazil. This research confirms that women are more influential than men on food purchasing, therefore, on organic food consumption too. However, our findings diverge from other researches that show concentration of organic food consumption among more mature people, specifically around the 40s. Our findings also show that relationship between schooling and income with organic food consumption is much more complex than previous research have shown. No association between participation on any environmental movement and consumption of organic food was registered here. Data confirms other findings showing that, in Brazil, most consumers read labels of merchandises, before purchasing. Once again, data show that consumers associate organic food with health and feeding security, in the first place; environment and other aspects come after. Finally, findings show that, in terms of organic food consumption, consumers pay attention professionals of the area, such as nutritionists, in the first place, followed by physicians, professors and environmentalists.

*Keywords: Organic food, consumers` knowledge, consumption willingness, decision criteria, sustainable community.*

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