

Joint Event

World Congress on

BIOAVAILABILITY & BIOEQUIVALENCE: BA/BE STUDIES SUMMIT

International Conference on
FOOD & BEVERAGES

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Qualitative factors affecting the production and consumption of milk and cheese

The increase of milk and cheeses consumption belongs to the key problems of food and nutrition policy worldwide, because the consumption of these products has the irreplaceable health benefit. The main aim of the workshop is to discuss the possibility of increasing the consumption of milk and cheeses with special attention paid to the consumers in order to find products which are for them in every way satisfactory in the market. To increase consumption and popularity of milk and milk products we have to know and understand socio-economic and qualitative factors affecting the production and

consumption of milk and cheese. There is a place to discuss microbiological and sensory aspects of milk quality as well as all external product and marketing features. Experiences from using various research techniques will be discussed and compared to in order to show how they contribute to discovering rational and emotional feelings and reactions of consumer, all together leading to understanding purchasing and consumer behaviour on milk and milk products market. Partial attention will be devoted to intercultural studies and perception of symbols as external product features.

Biography

Elena Horska research activities are focused on food marketing and internationalization, intercultural studies in consumer behavior, food trend perception and changes in market environment. The workshop is supported by principal investigators of research project of the Slovak Research and Development Agency Nr. APVV-16-0244.

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