

Are consumer studies in low-income and food insecure population identical to conventional practices? Case of Africa

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Abstract

In some African developing countries a high proportion of population is food-insecured and of low socioeconomic background. Studies specifically focusing on food acceptance and preference of formulated foods are well documented but are not as developed as in high income countries. In this webinar I will present some consumer studies performed to assess highly enriched formulated foods dedicated to vulnerable population in Africa. These studies used sensory methods, however gaps in research on the topics and approaches used by researchers when conducting consumer tests on these populations were observed. Some methodologies modifications may be required when conducting consumer tests with low-income, food-insecure consumers. The consumer studies in undernourished or vulnerable individuals have clearly demonstrated the importance of adapting such studies on formulated foods for these target markets.

Biography:

Ramaroson Rakotosamimanana has completed her PhD in Food Science in 2014 from the Burgundy University (France). She is the head of the sensory laboratory of the National Research Center applied in Rural Development (FOFIFA/CENRADERU) in Madagascar and is the first sensory scientist in this country. She is the first author of four articles in peer-reviewed scientific journals and is member of some consortia of researchers. She is also involved in malnutrition fighting programs.

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