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## **Insights in consumer expectations and perceptions about the diversity of processing in organic and conventional fruit products.**

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### **Abstract :**

Fruit and vegetables are an important part of a healthy diet. When consumed in appropriate amounts they could help prevent micronutrient deficiency and health diseases (FAO 2017). The Food and Agriculture Organization and the World Health Organization have been promoting fruit and vegetable production and consumption for improving people's health and farmers' incomes.

Fruits offer a large range of processed products associated to a vast gustative diversity. Fruits can be processed with different unit operations (dehydrated, canned, etc) and lead to different products (purée, juice, sorbet, etc). Processing of fruits will bring many benefits such as shelf life increase, ensure availability all the year and reduce wastes. Raw fruits can be produced and processed by organic way or not. Organic fruit products present large interest for human and planet health. However, if the positive values of organic raw fruits by consumer are known, only few studies are interested in the expectations and perceptions for different levels of processed fruit products.

We focused on understanding the links between fruit processing and values of organic agriculture. The main objective of this work is to better understand consumer's expectations and perceptions between organic and conventional processed fruits. A qualitative consumer test (Focus Group) and a free sorting and ranking online task were performed.

First results showed that consumer's approach of organic includes simultaneously the environment, the producer and the consumer. Results (from 60 French consumers) showed that there is a difference perceived between the raw conventional and organic fruits, while there is no gap in consumer's perception processed fruits (organic and conventional). Consumers have a consensual idea of the products which seem to them the most transformed and those closer to the raw fruits. Finally, "local" is more important for consumers than organic when consuming fruits and its derivatives.

**Keywords :** Consumers perception, Organic, Fruits, Processing

**Category :** Advancing Science for Shifting Consumer Trends – Sensory and consumers perception

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