

Consumers are constantly faced with new information regarding the health and safety of their food. However, recent evidence suggests consumers remain concerned over their food supply. Understanding current barriers to communicating the risks and benefits of food and identifying potential remedies for such challenges are the objectives of the European Commission-funded project FoodRisC. This project seeks to produce a practical toolkit that enables effective and balanced food risk communication. (...)

The article:

<http://www.eufic.org/page/it/page/MEDIACENTRE/podid/communicating-food-risks-and-benefits/>

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Sull'argomento:

<http://www.eufic.org/article/it/page/FTARCHIVE/artid/Valutazione-delle-percezioni-e-della-comunicazione-dei-rischi-e-dei-benefici-degli-alimenti-in-Europa/>