



CHILDREN AND ADULTS CONSUMER PREFERENCE: “TRADITIONAL” VS. GREEN FLAVORS VIRGIN OLIVE OILS

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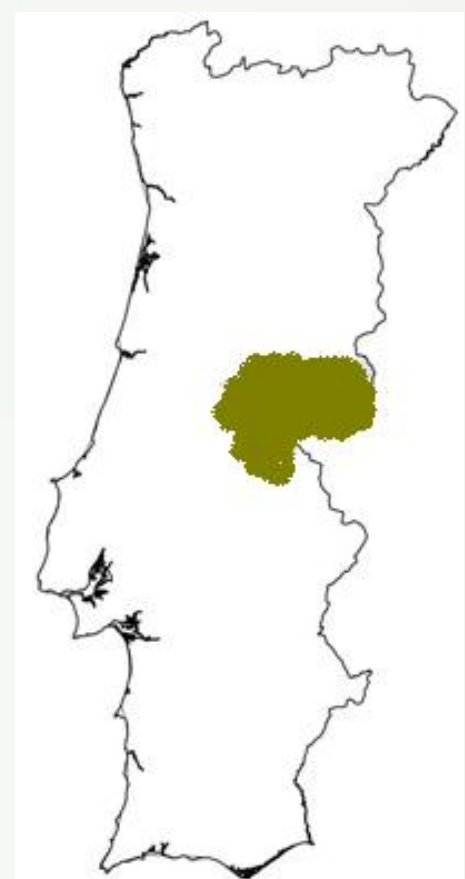
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INTRODUCTION

Nowadays product value is becoming more and more entwined with the emotional benefits it can offer to consumers. Preference is not always clear for a product that is strongly dependent on cultural traditions, education and culinary habits, such as for olive oil in Mediterranean region. This study was designed **TO EVALUATE CHILDREN AND ADULTS CONSUMER PREFERENCES FOR OLIVE OILS WITH INTENSE GREEN FLAVOR VS. THE “TRADITIONAL”**.

MATERIAL AND METHODS



OLIVE OILS PRODUCED IN CASTELO BRANCO REGION

SENSORY EVALUATION Reg (EU) N° 640/2008

OLIVE OILS SELECTION

‘Galega Vulgar’ (EVOO) (median green fruity=5.5)

‘Cobrançosa’ (EVOO) (median green fruity=6.5)

“Traditional” (VOO)

(median fruity ripe=0,5 | median of fusty defect=3.0)

CONSUMERS RECRUITMENT AT A LOCAL FAIR

100 children (6-10 years old) and 60 adults

RANKING TEST

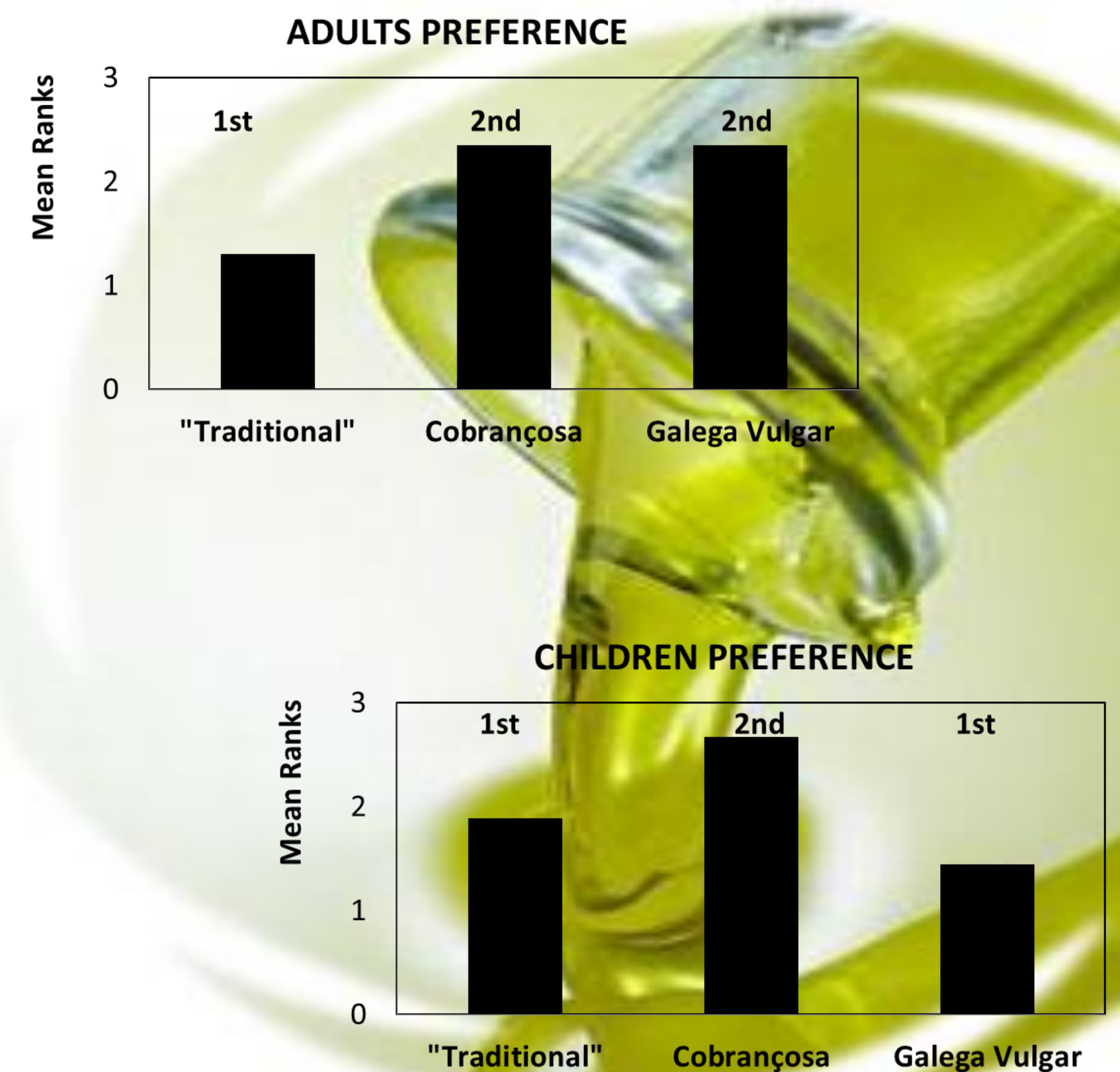
Samples ranking by overall odor preference

Mean ranks were calculated and compared (Friedman test)

(1, 2 and 3, being 1 the favorite olive oil)



RESULTS AND DISCUSSION



Adults preferred the “Traditional” olive oil (median of ripe fruity=0,5; median of fusty defect=3.0), whereas children also chose olive oil with intense green flavors (‘Galega Vulgar’, median of green fruity=5.5). Consumers who were experienced, local, or familiar with a particular type of olive oil tend to consider the oil with fusty defect a “characteristic quality” and this is a key factor that drives purchasing and preference, while these factors did not seem to influence children, less knowledgeable, and less experienced with this type of olive oil.

No differences between ‘Galega Vulgar’ and ‘Cobrançosa’ green flavor were assembled by adults, which seems to be a good feature in what concerns the blending of these monovarietal olive oils.

FURTHERMORE, IN ORDER TO MAKE HEALTHY CHOICES, AN UNDERSTANDING OF THE IMPORTANCE OF THE CHARACTERISTICS OF EXTRA VIRGIN OLIVE OIL CAN BE INSTILLED ON CHILDREN.