

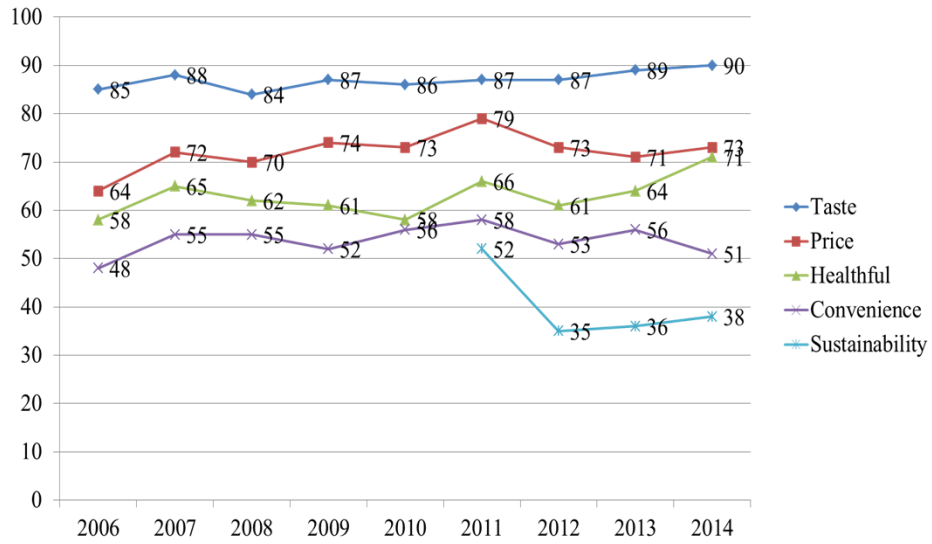


USDA Specialty Crops Project:
"Increasing Consumption of Specialty Crops by
Enhancing their Quality & Safety"

Consumer Preferences Trends

Christine M. Bruhn
Director, Retired
Center for Consumer Research
Dept Food Science and Technology
UC Davis

Factors Influencing Food Purchase



International Food Information Council

