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### **HEALTH IN YOUR PLATE**

Dear Consumers,

Thanks to an international project financed by the European Commission, the Departments of Microbiology and Food Science from Universities in 9 European Member States have been carrying out a joint research project. This project, which utilizes new technology designed by the researchers, aims at the elimination or reduction of, degradative and pathogenic microorganisms that are present in the most widespread kinds of food such as: milk, mayonnaise, cheese, vegetables, juice, and ready-to-eat meals. Positive results from the research will enable the acquisition of new technological processes which allow for safer food from a microbiological point of view.

Please take a moment of your time to fill out the following questionnaire.  
Your help is greatly appreciated.

- 1) On a scale of 1-10 (with 0 being the most negative and 10 being the most positive). How would you rate the partial or total substitution of thermal treatments (such as pasteurization) with alternatives such as non-thermal (physical) methods, which aim at obtaining a higher food safety?

Negatively  
0 - 1 - 2 - 3 - 4

Indifferently  
5

Positively  
6 - 7 - 8 - 9 - 10

- 2) What do you consider more important: organoleptic characteristics (taste, color, odor, and feel) and/or structural characteristics (consistency, viscosity..), or food quality and safety?

Organoleptic/Structural Characteristics

Quality and Safety

- 3) What Organoleptic/structural characteristics do you consider more important?

Taste

Color

Odor

Feel

- 4) Do you prefer to keep standard organoleptic characteristics obtained with traditional treatments (cooking, pasteurization) or would you try new organoleptic characteristics which aim at eliminating all dangerous microorganisms in order to provide higher food safety?

Keep standard characteristics

Accept innovative characteristics



5) If new (non thermally processed) products were launched on the market, would you be willing to pay a higher price in order to receive the benefits of higher hygienic safety?

Yes

No

6) If so, what percentage increase over the original price would you accept?

10%

20%

30%

A different percentage .....