

Introducing novel technologies in the food system: a consumer perspective

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Abstract

Novel technologies such as the breakthrough in material sciences, biotech, and blockchain technologies may revolutionize the food system and to some extent already have. But there is a lack of knowledge about consumer perspectives of the effects of novel technologies entering the food system. The presentation will use an historical, comparative approach, drawing parallels to earlier introductions of novel technologies. The findings suggest that attitudes to foodtech differ between social groups and also between different situated practices. Ideological standpoints of influential groups in society and their view on foodtech are influencing many consumers. The dominating rationality of the epoch in combination with the perceived main problem/s of the present situation are important factors in determining the acceptance or rejection of novel technologies from a consumer perspective.