

A Preliminary Study Concerning the Forest Fruits Consumption

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ABSTRACT

The fruit consumption has many health benefits with role in reduction of chronic diseases, reason for the World Health Organization (WHO) to recommend the consumption of a minimum of 400g of fruit and vegetables per day (World Health Organization, 1990; World Health Organization & Food and Agriculture Organization, 2002). Additionally, it is known and recent studies confirm that many wild fruits have higher active properties than the cultivated ones (Giovanelli & Buratti, 2009; Koca & Karadeniz, 2009) which includes them in a new commercial category, the one of the super-fruits (Starling, 2007; Watson, 2007). A preliminary study was done to analyze the perceptions of urban consumers regarding the forest fruits with 32 people in the month of May 2009. The questionnaire contains questions about the type of forest fruits consumed, way of use, place of purchase and others. Further in this paper are analyzed only the frequencies of the variables; cross-tabulations with age, gender, income and study level did not show significance for this small sample. With respect to the fresh fruits consumption, the most preferred are the raspberries, the blueberries and the wild- strawberries and are used mainly for fresh consumption, cakes and jams. The respondents pick themselves the fresh forest fruits or buy them from the farmers' market, groceries and fruits-vegetables stores. The big majority of the consumers agreed that fresh forest fruits "are not available whenever you like to buy them" and they would like to find them all over the year. As a conclusion, the urban consumers are interested to consume fresh forest fruits reason for the decision makers to improve the distribution of forest fruits.

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