

GENETICALLY MODIFIED FOODS IN BALKAN COUNTRIES- WHO ACCEPTS THEM?

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ABSTRACT

The introduction of new technologies and innovations in the food industries has transformed the efficiency of food products systems. One of the most evident innovation examples of food technology is Genetically Modified Food (GMF). Several studies have evaluated positive effects related to GMF applications, mainly linked to economic effects, environmental impact from the changes in the use of insecticides and herbicides and their contribution to the greenhouse reduction emissions. Both consumers and farmers receive benefits are reported. However, despite the promising scientific consensus about the no inherent risk for human health and the environment of GM technology, a widespread feeling of dislike concerning GMF persist. The disapproval is more evident to developed countries than to developing ones. In this framework, the presents research aims to analyse consumers' attitudes in Albania and Kosovo toward GMF. To capture the most influential factors in the attitudes of Balkan consumers concerning the GMF SPART (Subjective norms, perceived benefits, Attitudes, Risk and Trust) model is applied. The results show that respondents can be classified into three main groups regarding their attitudes and intentions towards GMF. The first group does not have a defined opinion (40%) to GMF, the second reveals a clear opposition to GMF (32%), and finally, the third group is considered GMF supporters (28%). Youngers consumers and big households show positive attitudes toward GMF. Consumers that reveal low trust in institutions show a negative attitude toward GMF in both countries.

Keywords: Genetically Modified Food , consumer acceptance, Balkan Countries, food product development, SPART model