



**ILSI Workshop: Are South African Consumers Moving Towards Healthy Eating?**

**07 September 2017**

**Marriott Crystal Towers, Cape Town, South Africa**

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**Title of presentation:**

Consumer Understanding and Acceptance of Healthier Food Choices

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Kempen, E.L.

**Abstract:**

Consumers' approach to healthier food choices remains an anomaly. Research supports the possibility of food labels and front of pack information playing a major role in assisting the consumer to make better food choices. The current movement towards nudging strategies as well as taxing certain food sources seems a desperate measure to direct the consumer towards healthier food choices. The food choices consumers make are dependent upon various influencing factors of which health literacy might be a forthcoming challenge. Nutrition knowledge studies have exhausted what consumers really know about healthy food choices. The question now is whether consumers' really know enough and if they do, does it help them to make the final healthful food choice?