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Insights into Food Perception and Consumer Behavior

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Message from the Guest Editors

Many factors influence consumers' perception or understanding of healthy food choices. Skepticism about the nutrient content indicated on the labels of industrialized products, the safety of the consumption of industrialized food and/or the use of food additives, genetically modified foods/ingredients, the production of foods through organic agriculture, and the credibility of industrialized formulations, influenced by current trends (products for vegans, foods added/supplemented with proteins, minerals, vitamins, antioxidants, bioactive compounds, etc.) stand out in the literature. The discussion about the microbiological risks arising from certain foods, such as canned foods, meat derivatives, or even foods prepared at home or in food services, is also highlighted given the possibility of the occurrence of foodborne illness. This Special Issue aims to identify weaknesses in the food chain that influence consumers' perception of their beliefs regarding food quality so that strategies can be proposed to reduce the informational asymmetry between science and consumer perception.



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Special Issue



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Message from the Editor-in-Chief

Foods (ISSN 2304-8158) is an open access and peer reviewed scientific journal that publishes original articles, critical reviews, case reports, and short communications on food science. Articles are released monthly online, with unlimited free access. Currently, *Foods* has been indexed by the Science Citation Index Expanded (SCIE - Web of Science), PubMed, and Scopus. Our aim is to encourage scientists, researchers, and other food professionals to publish their experimental and theoretical results as much detail as possible. We therefore invite you to be one of our authors, and in doing so share your important research findings with the global food science community.

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