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**“German Consumers on functional food from gm-plants versus  
organic food”**

by

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**ABSTRACT**

One central thesis of our work is derived from many observations on the GMO-debate: There is a hidden agenda behind this controversy, which is the larger framework of dis-/satisfaction with the past development of agriculture and food as well as different visions for the future. The range can be marked by two distinct paths: functional food, esp. based on second generation gm-plants, and organic farming and food. Two studies on these topics have been made: Strategies to increase the share of organic farming, and the views of researchers and

developers versus consumers on functional food from transgenic rapeseeds, esp. long chain poly unsaturated fatty acids (LCPUFAs). As a common module of both studies focus groups with consumers have been made including some comparable questions. The paper will consist of three parts:

An introduction enfolding the framework mentioned above, based on literature sources, and deriving the questions to be analysed.

Selected empirical results of the focus groups,

A final discussion, relating the results to those of other studies and to the current and prospective situation in Germany based on the state of coexistence regulation and debate.

The central topics treated in section 2:

Differences in the criteria for purchasing food products: researchers and developers, representative consumer sample, consumers in focus groups A ( 50 % purchasers of functional food) and focus groups B (50% consumers of organic products)?

Willingness to purchase and to pay for organic products (poultry meat and potato chips as two products with special problems in the organic niche) on the one hand, and on the other hand for a new LCPUFA margarine, based on gm-rapeseed, compared to a well established functional margarine.

Who do you trust in information on food products (comparison of groups, see above)?