Generational Differences in Food Safety Behaviors and Obtaining Food Safety Knowledge
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Introduction
- There are 48 million foodborne illnesses yearly (CDC, 2011).
- Consumers do not exhibit consistent food safety behaviors (Abkreus et al., 2013; Cody & Hoga, 2003).
- Young adults are less likely to use proper food safety behaviors (Abbot et al., 2009; Mayer & Harrison, 2012).
- A 10% reduction in foodborne illnesses would prevent five million illnesses (CDC, 2011).

Discussion
- Millennials participated less in safe food behaviors.
- Older generations also contributed to food safety issues.
- All generations vicariously learned about food safety, most often from their parents.
- Millennials less likely to:
  - Separating raw foods (p = .03)
  - Peeling skin off produce (p = .05)
  - Read expiration dates (p = .02)

Methods
- Online survey
- 500 Florida Residents
- Non-probability sampling
- Weighted demographics
- Millennial: n = 132
- Generation X: n = 106
- Baby Boomers: n = 215
- Descriptive statistics and Pearson Chi square test

Conceptual Framework
- Social Cognitive Theory.
- Enactive learning occurs through performing behaviors.
- Vicarious learning occurs through observations of others (Schunk, 2012).

Wash Produce
- Baby Boomers: 72%
- Gen. X: 69.8%
- Millennials: 49.6%
  \( p < .001 \)

Defrosting
- Gen. X: 46.7%
- Baby Boomers: 36.7%
- Millennials: 18.9%
  \( p = .003 \)

Info. from Parents
- Millennials: 28.8%
- Gen. X: 28.6%
- Baby Boomers: 24.8%

Recommendations
- Millennial focused educational programs.
- Further explore how generations learn about food safety.
- Expand to a national survey.