

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 (Altekruse et al., 2015; Cody & Hogue, 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).

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%
- $p = .003$

Defrosting

- Gen. X 46.7%
 - Baby Boomers 36.7%
 - Millennials 18.9%
- $p < .001$

Millennials less likely to:

- Separating raw foods ($p = .03$)
- Peeling skin off produce ($p = .05$)
- Read expiration dates ($p = .02$)

Info. from Parents

- Millennials 28.8%
- Gen X 28.6%
- Baby Boomers 24.8%

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

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.

Recommendations

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

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