

# ***Bibliografía alimentaria***

*y sobre otros productos de consumo*

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**Nº 24 (2013)**

## **Temas:**

***Alimentos  
destinados a una  
alimentación  
especial***

***Alimentos  
ecológicos***

***Alimentos  
enriquecidos***

***Comportamiento  
y percepción del  
consumidor***

***Trazabilidad***

## ***Artículos de revista***

### **Alimentos destinados a una alimentación especial**

- **Eulogio Martínez Porrera**, "De la Directiva 77/94/CEE al Reglamento nº 609/2013: un largo camino de dudas, dilaciones e incertidumbres". *Boletín Digital Alimentación-Consumo*, nº 2 (2013) 3-12.

### **Alimentos ecológicos**



- **Kate Cairns** y otros, "Feeding the *organic child*: Mothering through ethical consumption". *Journal of Consumer Culture*, Vol. 13 nº 2 (2013) 97-118.

#### Abstract

In this article, we examine the gendering of ethical food discourse by focusing on the ideal of the 'organic child'. Drawing from qualitative focus groups and interviews with Canadian mothers of various class backgrounds, we find that the organic child reflects the intersecting ideals of motherhood and ethical food discourse, whereby 'good' mothers are those who preserve their children's purity and protect the environment through conscientious food purchases. Women in our study express the desire to nurture the organic child, and feel responsible for protecting their children's purity. At the same time the organic child represents a gendered burden for women, our participants negotiate the ideal in complex ways that involve managing emotions and balancing the normative expectations of motherhood with pragmatic demands. The idealized figure of the organic child not only works ideologically to reinforce gendered notions of care-work, but also works to set a classed standard for good mothering that demands significant investments of economic and cultural capital. We argue that the organic child ideal reflects neoliberal expectations about childhood and maternal social and environmental responsibility by emphasizing mothers' individual responsibility for securing

children's futures.

Keywords: childhood, consumption, care-work, motherhood, ethical food discourse, neoliberalism

## **Comportamiento y percepción del consumidor**



- **Kerstin Gidlöf** y otros, "Material Distortion of Economic Behaviour and Everyday Decision Quality". *Journal of Consumer Policy* (2013) DOI10.1007/s10603-013-9228-y.

**New**

Publicado como avance *on line* el 11 de julio de 2013

Para más información, consultar:

<http://link.springer.com/article/10.1007/s10603-013-9228-y>

## **Trazabilidad**

- **Corrado Costa** y otros, "A Review on Agri-food Supply Chain Traceability by Means of RFID Technology". *Food and Bioprocess Technology*, Vol. 6 nº 2 (2013) 353-366.



- **Aihwa Chang, Chunhui Tseng y Minyeh Chu**, "Value Creation from a Food Traceability System Based on a Hierarchical Model of Consumer

Personality Traits". *British Food Journal*, Vol. 115 nº 9 (2013)  
articleid=17092870.



Publicado como avance *on line* el 15 de junio de 2013

#### Abstract

**Purpose** - A food traceability system that provides detailed information on food production, processing, transfer, and distribution can create value in food exchange. This study investigates which type of consumer personality places greater value on the food traceability label.

**Design/methodology/approach** - According to the meta-theoretic model of motivation and personality (3M), this study develops a framework that links personality traits with food safety issues. Data are collected from a survey of consumers in shopping malls. The research hypotheses are tested using structural equation modeling.

**Findings** - Based on the 3M hierarchical model, consumers who have open, conscientious, and extroverted personalities, and material and body needs tend to have higher needs for learning and health consciousness. They care more for food value and have positive perception of food traceability labels. This results in intentions to purchase products with a food traceability label.

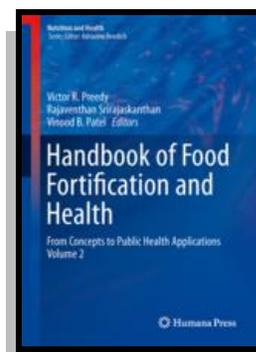
**Practical implications** - Using our conclusions on the relationship of personality traits with a food traceability system, we provide suggestions for businesses planning marketing strategies to gain competitive advantages. For consumers, a food traceability system creates value in food exchange. Regarding policy concerns, the government should regulate the implementation of a food traceability label to disclose comprehensive information regarding food safety.

**Originality/value** - Although various constructs are linked to food traceability, few studies have focused on the value of food exchange. Consumers with specific personality characteristics have different perceptions and reactions to a food traceability system. This study can fill the knowledge gap regarding the relationship between the value of food exchange and consumer personality traits.

Para más información, consultar:

<http://www.emeraldinsight.com/journals.htm?articleid=17092870&show=abstract>

## Libros y otros documentos



- Victor R. Preedy, Rajaventhhan Srirajaskanthan y Vinood B. Patel,

- **Boletín recopilado por el Gabinete de Información y Documentación de la Asociación Iberoamericana para el Derecho alimentario (AIBADA)**



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<http://www.linkedin.com/groups/AIBADA-Asociaci%C3%B3n-Iberoamericana-Derecho-Alimentario-49774877?gid=4977487&mostPopular=&trk=tyah>

Ref.: sb362013borr

“Handbook of Food Fortification and Health”. Springer (2013) 461 págs.

Para más información: <http://link.springer.com/content/pdf/10.1007/978-1-4614-7110-3.pdf>



AARHUS UNIVERSITY

- **Emilie Marie Niebuhr Aagaard**, “Organic food consumption; Exploring the gap between attitudes and behaviours among young Danish consumers by an accompanied shopping approach”. Aarhus University (2013) 82 págs.



Consultar: <http://pure.au.dk/portal-asb-student/files/53786016/BAmain.pdf>



- **Katharina Scholz**, “Carbon footprint of retail food wastage – a case study of six Swedish retail stores”. Swedish University of Agricultural Sciences (2013) 55 págs.



Consultar: [http://stud.epsilon.slu.se/5870/1/scholz\\_k\\_130708.pdf](http://stud.epsilon.slu.se/5870/1/scholz_k_130708.pdf)

