Factors Affecting Consumers' Knowledge about Organic Food Products in Tabriz City

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Industrial agriculture despite from increasing agricultural products and solving food shortages in many countries, especially in developed ones and the developing world, has created new problems in the field of agricultural ecosystems. The contamination of water, food and soil; disturbance in the biological balance of ecosystems and the occurrence of malnutrition due to reduced food quality in humans and animals, are some of the most important problems of this system. These issues especially in the developed countries caused the cultivation system change toward organic agriculture producing. Since the knowledge about target consumers and their attitude towards these produces is the first step in production and consumption planning for the safe food products, the aim of this study is to investigate factors affecting consumers' knowledge about safe food products in Tabriz City. A survey of 102 respondents was conducted during 2013, between the households, whom were chosen randomly. A multiple regression model, was applied to determine Affecting factors of our purpose. According to results, consumers who had higher education and higher personal health criteria index, besides those with higher trends in environmentally friendly, had higher knowledge of safe foods. Individuals who had got people suffered from special disease in their family significantly showed having higher knowledge of organic food products. A suitable advertisement, holding up training courses for the all educational levels, and briefly arising societies knowledge sustainability, safer food producing and environmental issues are suggested by the study.

Key Words: Knowledge, Organic food products, Tabriz