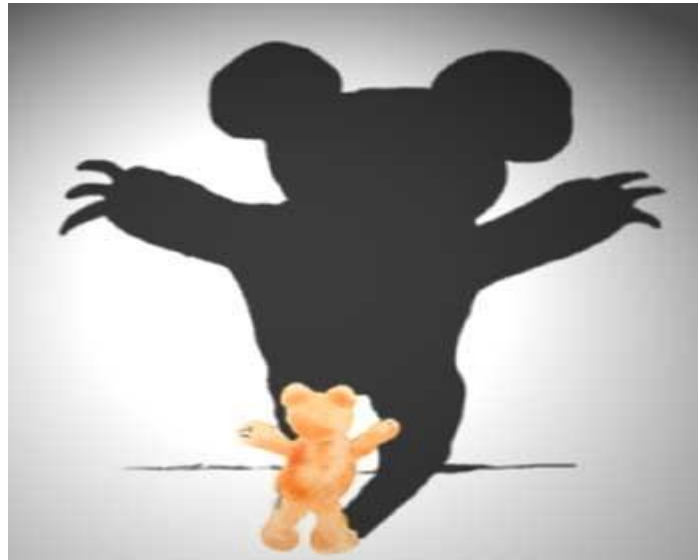


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# TRUST AND FOOD SAFETY



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# Public perception of food risks and risk management

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- Food sensitivities
  - Direct incorporation
  - Mix of familiar and unfamiliar risks
  - Institutional management and control necessary
- Key characteristics (unfamiliar risks)
  - Long delay between exposure and effect, such as cancer
  - No possibility to detect the danger by human senses
  - Reliability on information from third parties
- Key variable trust:
  - If yes: risk-benefit balancing accepted
  - If no: request for zero risk (no benefits considered)
  - If maybe: orientation on external criteria

# Example: Genetically Modified Organisms

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- Characteristics
  - Complex risks and benefits
  - Scientific uncertainty about long-term effects
  - Benefit for consumer contested
  - Perceived as “unnatural” and human “hubris”
- Problems
  - Risks socially amplified
  - Threat to traditional food knowledge and authority
  - Potential for high social mobilization