

FOOD CITIZENSHIP AND CONSUMER INSIGHTS ON PRIORITIES DURING THE COVID-19 PANDEMIC

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Introduction: Food citizenship is the recognition of the obligations and rights of the population regarding food systems. During the pandemic with the covid-19, consumers may have realized the importance of aspects of food citizenship or given priority to other food-related aspects, e.g., safety. **Objective:** This work investigates the attitude of food consumers toward important topics amid covid-19, with and without the influence of food citizenship principles. **Method:** We applied an online questionnaire among consumers responsible for food purchasing. First, the concept of food citizenship was introduced to consumers. Then, they completed two sentences referring to a dialogue (projective techniques of completion test). In the first sentence, consumers (N=254) completed: "Well, this theme of food citizenship makes sense to me because the pandemic with the new coronavirus made me realize that...". In the second, consumers (N=223) complemented: "I had never thought about that. Especially not in the middle of the pandemic when I essentially care for...". Each set of responses was submitted to textual analysis by the software Iramuteq to obtain the descendent hierarchical classification (DHC). **Results:** The first sentence gave rise to five classes related to food citizenship: support for small producers (29.9%), health promotion via food (20.1%), positive impact on the planet (17.8%), knowledge of food origin (16.4%), and awareness and social impact (15.9%). The second sentence yielded another five classes containing what is essential amid the pandemic: care for family health (22.9%), safe food (21%), healthy food (21%), quality food (18.5%), and purchase from local producers (16.6%). The findings indicate that the second approach reinforced the importance of health, safety, food quality, and the support of small producers during the pandemic. However, differently from the first assessment, there were no significant mentions of the importance of caring for the planet and social issues. **Conclusion:** It seems consumers provide normative aspects (environmental and social issues) when stimulated to think about food citizenship. However, when focusing on what matters during the pandemic, they mention health-related concerns. Supporting small or local producers emerged in both approaches, bringing attention to the current importance of this topic for consumers.

Keywords: food citizenship, covid-19, Iramuteq, projective technique

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