

## PERCEPTION OF CONSUMERS AND PRODUCERS ON MILK TRACEABILITY SUPPLY CHAIN

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### Abstract

Food traceability (FT) is an important tool for reducing the occurrence of foodborne diseases in the current context of a continuously growing volume and movement of food. The aim of the research was to determine the perception of consumers and producers regarding FT, the impact on purchase / sale and loyalty to traceable food products (FTP). Thus, a survey was conducted on the milk supply chain in Neamț County, Romania with two questionnaires: for consumers and for producers. The TwoStep Cluster analysis allowed the establishment of 2 clusters for consumers and 2 for producers. Cluster 1 consumers (40.6%) priority: rural area, between 30 and 60 years old; secondary education, women are informed about FT. They consider that FTs are 10% more expensive than non-traceable products and traceability is a formality. Cluster 2 consumers (34.8%) priority: urban environment, with secondary education, men, well informed about FT and are willing to buy for food safety even if the price would increase by 20%. Cluster 1 producers (61.1%) priority: rural area, secondary education, information on FT at medium level and appreciate that traceability is expensive and the information provided can reduce the competitive advantage and increase taxation. Cluster 2 producers (38.9%) priority: rural area, with secondary education, women who have above average information about FT consider that FT allows the legal assurance of their own activity and can determine the increase of sales.

**Key words:** traceability, food, milk supply, consumer perception, producer perception