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Agric. Econ Czech

**Lušňáková Z.,
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**Consumer attitudes
towards
the temperate
fruit and its
consumption in
Slovak Republic
study from the
region**

The fruit consumption in the Czech Republic rates below the EU average. There are several factors causing this situation: the low availability of fruit, the situation of the inhabitants in the temperate zone fruit in the country, the unhealthy eating habits of the population. The expenses on fruit have been decreasing within the consumption in our country. The consumption of fruit products (in the value of fruit) rose in 2006 in comparison with 2005 and achieved 54.0 kCZK per capita. The increase of fruit consumption was recorded thanks to the growth of processed fruit containing products. Despite the increasing tendency of the fruit consumption per capita, it is still much lower than the recommended dose. Based on a questionnaire survey, the aim of this paper is to identify and analyze the attitudes and behaviour of consumers, particularly from the temperate zone, to the temperate zone fruit consumption. The survey results show that health is the most important reason for the temperate zone fruit consumption.

Apples and grapes are the frequently consumed sorts comprise 50% of the total the temperate zone fruit. The consumption of the temperate has stagnated recently across