

## **Compromise between Food Safety and Consumer Reassurance Issues**

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### **Summary**

While guarantees of food safety and measures for consumer reassurance have been proclaimed on many occasions recently, it appears that there are conflicts between these two aspects of public health nutrition. Demonstrating that different principles support safety and reassurance in general, the author here identifies important factors which determine safety and consumer acceptability of food products through analysis of the social and psychological background in various particular cases. A proposal for conciliation of apparent conflicts is presented based on studies and achievements attained through cooperative work of various stakeholders.