

**AWARENESS AND ATTITUDES OF FOOD SAFETY KNOWLEDGE AND
PRACTICES OF CONSUMERS IN SOUTHERN DISTRICTS OF KARNATAKA**

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Abstract

Food handlers play a major role in transmission of food borne diseases. The Centre for Disease Control and Prevention Food Net surveillance data show that infants and young children are affected mostly by foodborne illness. Majority of the microbial pathogens which causes food borne diseases is easily spreaded into the body through hands. Hand washing interrupts the transmission of diseases agents. Hand washing is one of the most effective means of preventing the food borne diseases especially diarrhoea. Food borne illness is also evidenced by a series of widely publicized food safety problems, including adulterated food. The contamination and adulteration in food is done either for financial gain or due to carelessness and unhygienic method of processing, storing, transportation and marketing of the product. In India, around 76 million cases of food borne diseases, resulting in 3, 25,000 hospitalizations and 5,000 deaths are estimated to occur each year. Food borne illness usually arises from improper handling, preparation, or food storage and poor hygiene practices. The most common factors contributing to food borne diseases are unsafe storage of food, contaminated equipment, food from unsafe sources and inadequate cooking. The researcher has made an attempt to find out the reason for the existing food borne diseases in India. The main objectives of the study are to identify the existing infrastructure facility available to consumers and its impact on food handling practices at home. To examine the consumer awareness in food adulteration and the complaint giving attitude and its effect on the outbreaks of food poisoning. To

investigate the consumer's knowledge regarding food safety. A total of 450 food handlers were participated in this question survey study. The study was carried out for a period of two years. The collected data was analyzed using the Statistical Package for the Social Science (SPSS) software package version 17. The F test has been used to infer the age groups of respondents no impact on importance given in purchasing food items. Chi-Square analysis has been used to depict the association between the complaints giving attitude of the consumer against the adulterated food. Regression analysis has been used to reveal the relationship between the Poor quality of the product and causes of food poisoning. This study indicated the need for more awareness programs among the food handlers to avoid food borne diseases.