



**FACULTEIT ECONOMIE  
EN BEDRIJFSKUNDE**

**HOVENIERSBERG 24  
B-9000 GENT**  
Tel. : 32 - (0)9 - 264.34.61  
Fax. : 32 - (0)9 - 264.35.92

**WORKING PAPER**

**SUSTAINABLE FOOD CONSUMPTION:  
EXPLORING THE CONSUMER ATTITUDE – BEHAVIOUR GAP**

**Iris Vermeir <sup>1</sup>**

**Wim Verbeke <sup>2</sup>**

October 2004

2004/268

---

<sup>1</sup> Ghent University, Faculty of Economics and Applied Economics, Department of Marketing, E-mail: Iris.Vermeir@UGent.be.

<sup>2</sup> Ghent University, Faculty of Agricultural and Applied Biological Sciences, Department of Agricultural Economics, E-mail: Wim.Verbeke@UGent.be