

Dr. Caroline Noblet abstract

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Understanding Consumer Responses to PFAS in Agriculture and Food Systems

National media, and other sources, have extensively focused on how PFAS or 'forever chemicals' may be present in our food system, particularly due to contamination of cropland. Importantly, the true distribution of these impacts is unknown, though popular media often focuses on specific case studies and regions. The State of Maine has been very proactive in identifying PFAS contamination in agricultural lands, but therefore has been the subject of high profile media attention. This presentation will share preliminary results from studies undertaken with Maine and U.S. food consumers that provides a baseline of consumer knowledge of PFAS in food systems. We seek to understand the most effective informational messaging that mitigates the damage to the reputation of Maine food, after PFAS information has been presented. Additionally, we examine the relationship consumers may now have with farmers, including willingness to support subsidies to impacted farmers.