



# **New Age, New Food Market: The correlation between Biotechnological developments and consumer behaviour in the food industry**

*Tamara Yagil*

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In today's world, new products and technologies are developed and introduced to the market every day. Consumers face the need to adapt to these changes and stay updated constantly. One of the biggest areas of development today, is the field of biotechnology. It may seem that biotechnology is a new age technology, but the facts state differently; biotechnology is one of the most ancient technologies existing, its development began in the early times of the Neolithic age, when humans started domesticating plant and animals. Nowadays, biotechnological developments of food are based more on creating healthier products such as low fat and sugar free; this technology is trying to answer the needs of today's consumer. Today in a world where knowledge is available everywhere, and for everyone, it seems that the media is not providing the public with all the necessary information to form a correct opinion about biotechnological developments and its applications.

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