

# Consumer acceptance of novel bread products containing vitamin D and soy

**Author:** Ruth E De Guire

**Major:** Food Science and Technology

**Project Advisor:** Neal Hooker

Vitamin D deficiency is widespread and increasing in the United States, contributing to the prevalence of many illnesses, such as cardiovascular disease and bone density loss. Novel bread products containing synergistic vitamin D and soy are uniquely poised to positively influence the health status of consumers in America. Bread is regularly consumed across demographics, suggesting reliable dosage of synergistic vitamin D and soy. The objective of this study is to gain an initial understanding of consumer acceptance of novel breads, given controlled nutritional information and claims. 500 participants from Ohio will be surveyed online to determine preference for wheat, soy, or soy bread with 50% or 100% vitamin D. Results will be collected in the months of January and February and will guide research and development efforts in production of foods designed for health based on consumer preference. Additionally, insight will be given into how consumer willingness to purchase changes with nutrition labeling and claims, suggesting improved policy for nutrition labeling and health.