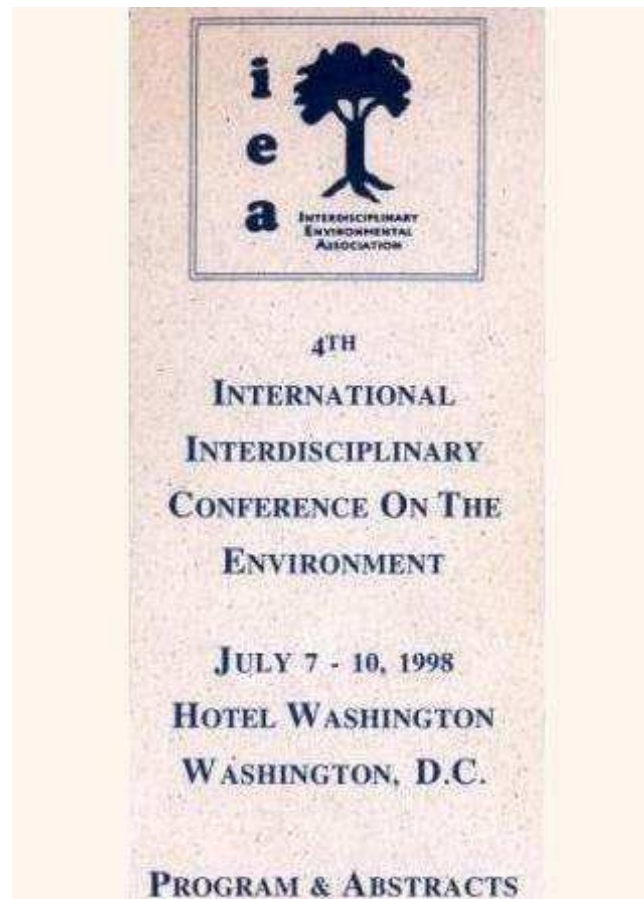


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THE INFLUENCE OF IDEAS OF A HEALTHY LIFESTYLE ON THE FOOD PREFERENCES OF THE POPULATION: THE ROLE OF NONGOVERNMENTAL ORGANIZATIONS

This paper represents a qualitative sociological research of ethical orientation and food preferences of representatives of five organizations (Macrobiotic Association, Rerich Society, Radosteya, Cathedral for Spiritual Unity, Porfiry Ivanov's Society). Their work toward promoting healthy lifestyles has been studied. Motivation for nutritional choice, nutritional recommendations of particular associations, conformity between the recommendations and real food preferences of the participants, and the influence of ideology and propaganda on food preferences were examined.

The context for a change of food preferences and the development of informal public associations has been analyzed. Prior to the market reforms in Russia, the choice of food was strongly limited. Since 1992 with the development of economic reforms, a variety of food gradually appeared on the market and the conditions for realization of nutritional preferences have appeared. Together with democratic reforms have appeared favorable conditions for development of non-governmental sector, public clubs and associations. The public has received an opportunity for choice of both food and practice of nutritional ideology.