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*ABSTRACTS*



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**The Influence of Ideas of a Healthy Lifestyle on the Food Preferences of the Population: the Role of Nongovernmental Organizations**

**ABSTRACT**

This paper represents a qualitative sociological research of ethical orientation and food preferences of representatives of five organizations (Macrobiotic Association, Reisch Society, Radostea, Cathedral for Spiritual Unity, Porfiry Ivanov's Society). Their work toward promoting healthy lifestyles nature have been studied. The following methods were used: participatory observation, problem-orientated interviews, and a survey. 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.

This 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. The food preferences could be realized only in terms of self-restriction, such as "healthy starvation" or refusal of certain kinds of products without their replacement. 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.

We found that prices, traditions, level of health, and ideas all motivate food preferences. Ideas are extremely important for the representatives of informal associations. These organizations give recommendations for choice, preparation and the use of food. They also impose specific restrictions. The tendency for use of organic food was shown. There is no direct correlation between recommendations and the actual nutritional behavior of the representatives of organizations. However, the ideas spread by studied organizations have influenced consumer choices of the population and have promoted "clean" food production technologies.