

Letter to the editor

Dear Editor

As I know, about six months ago, Genetically Modified (GM) canola and corn oils were permitted and authorized by Iranian Ministry of Health, Care and Medical Education for the first time for usage in edible oil industries. However, based on previous backgrounds and experiences in other countries, there may be still few challenges in regard to Iranian consumers' acceptance and public trust to these GM products. So, in my opinion, it is a necessity to do some comprehensive studies about evaluation of knowledge and attitude of the Iranian consumers. For this purpose, some researches should be performed regarding

application of Theory of Planned Behavior toward GM foods, modeling of GM food purchase intentions, determinants of willingness-to-pay, and social aspects of GM food trade in Iran.

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