



Innovative pulse and cereal-based food fermentations for human health and sustainable diets

Home-fermentation as differentiated social practice in Europe

HealthFerm's Final Conference
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Why do people do what they do (?)

- What is the profile of home-fermenters across Europe?
 - Who ferments at home? And why do they do it?

- Quantitative material:
Looking at the general population
 - What are the socio-demographic profiles of fermenters (compared to non-fermenters)?

- Qualitative material:
Asking 'experts': home-fermenters
 - What led them to start (and to keep on doing) it?

- Quantitative

- Pan-EU questionnaire
- General population (n = 7812)
- Looking for **representativity**

Some of the questionnaire's items:

“Do you ferment?”

If yes, what products?

Sociodemographic variables

Food preferences and motivations



- Qualitative

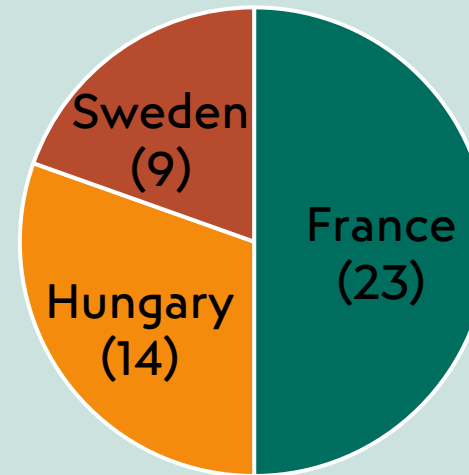
- Semi-structured interviews
- Home-fermenters (n = 45)
- Looking for **diversity** of experiences

Themes of the interview:

“Food habits?”

“life-course?”

“production-consumption of fermented foods?”



Results - Quantitative

- Logistic regression on home-fermenter status ('Yes' or 'No')¹
 - Belgium as a reference
 - Romania (OR = 3,2) and Denmark (OR = 1,4) ferment more
 - France (OR = 0,6), Italy (OR = 0,4), Germany (OR = 0,6) ferment less.



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- Separating by products shows a clearer pattern

	'traditional'		'modern'
	Vinegar-pickled vegetables	Salt-pickled vegetables	Kimchi
Romania	1.9 [1.3, 2.8]	5.4 [3.6, 8.2]	0.6 [0.3, 1.3]
Sweden	0.9 [0.6, 1.4]	1.2 [0.8, 2.0]	2.4 [1.2, 4.7]

1: (Model adjusted for Age, Gender, Educational level, Country of residence, Household size, Diet, Shopping responsibility)

Results - Quantitative

- How to interpret and contextualize the patterns identified?

Western European context

‘Modern’ fermented foods
(Kimchi, Water kefir)

what?

Higher education/financial status

who?

Central and Eastern European context

‘Traditional’ fermented foods
(Sauerkraut, pickled vegetables)

Spread across social groups

Results - Qualitative

- The qualitative part can help explaining the patterns

Western European context

'Modern' fermented foods
(Kimchi, Water kefir)

what?

Higher education/financial status

who?

Health & leisure oriented

why?

→ **Vehicle for social distinction**

Central and Eastern European context

'Traditional' fermented foods
(Sauerkraut, pickled vegetables)

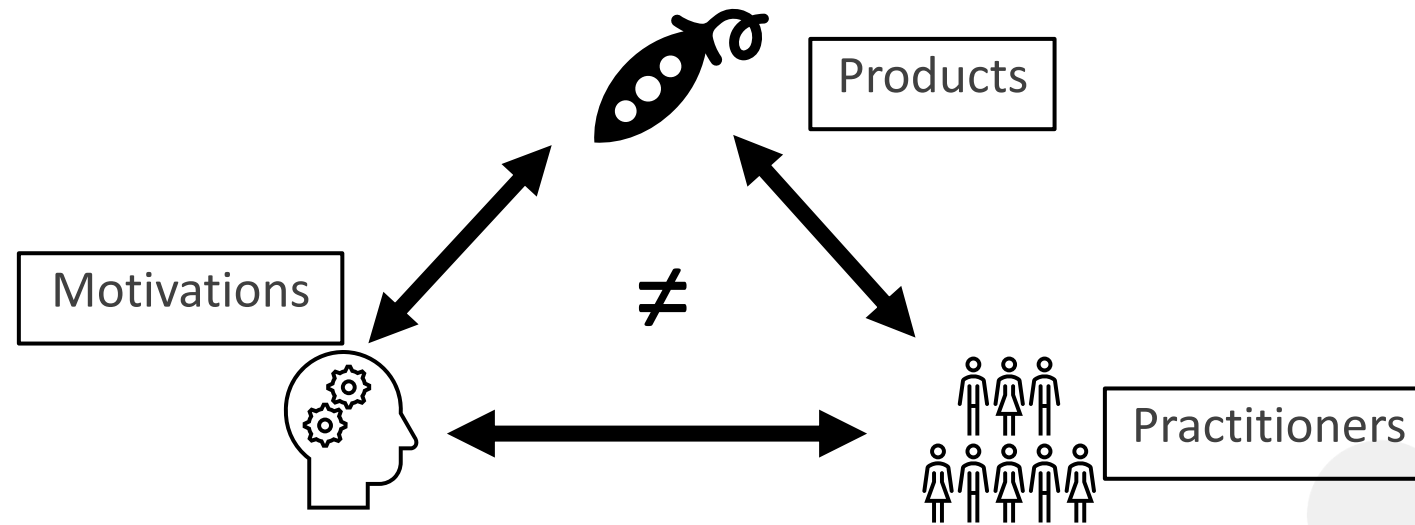
Spread across social groups

Everyday & practical

→ **Embedded everyday practice**

Conclusion

- Home-fermentation = heterogeneous phenomenon across Europe



- Regional contrast between Western European and Central and Eastern European contexts

→ Need for a context-specific approach when promoting fermented foods