This study was to research the HACCP system and the tendency of school lunch box consumers in the middle of Taiwan. The subjects of this study were teachers, students, and school employees. The findings were as follows:

1. Regarding the HACCP system, the consumers agreed:
   (1) To assure consumers, the lunch box suppliers should get the HACCP approval.
   (2) HACCP system is a quality assurance for all consumer's rights and interests.
   (3) There is a different cognition on HACCP and the consumers are not clear about the HACCP regulation and consumer's rights and interests.

2. Regarding the consumers' preference, the school lunch box consumers agreed:
   (1) The quality of lunch box, food material, and cooking methods are important.
   (2) Regarding the cooking methods, food to be stewed with soy sauce is preferred to food to be stewed with water.
   (3) Regarding the cooking style, Chinese style and Japanese style are preferred.
   (4) Regarding the food material, vegetable and fruit is preferred.
   (5) Regarding the flavor, appropriate salty and sweet flavor is preferred.
   (6) The price of lunch box between NT$40-60 is acceptable.
   (7) The clarity and hygiene of lunch box is important.

Keywords: HACCP System, School Lunch, Purchase Preference

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二、英文部分

三、網站部分
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