

How do consumers perceive sustainable food?

What do they want to eat?

What do they expect from the EU and their governments?

October - November 2019

BEUC+12 members

11 EU countries, 11.000 consumers



## *9 key findings grouped as follows*

- ▶ 3 about food sustainability
- ▶ 3 about eating preferences/trends
- ▶ 3 diverse: expectations from EU-governments, sustainability info, incentives to farmers



# Some key recommendations

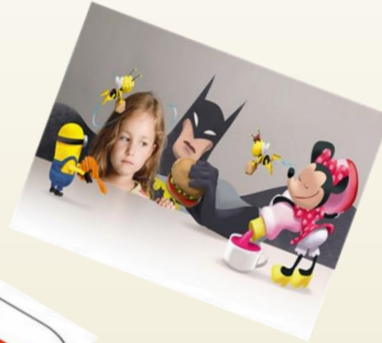
▶ Educate



▶ Inform



▶ Protect children



▶ Regulate



▶ Create healthy food environments



▶ Work with consumer associations



# *In a nutshell...*

## ▶ *Educate... Inform...*

- ▶ Introduce nutrition education in school curricula and Lifelong learning
- ▶ Everlasting, tailored made public awareness campaign
- ▶ Do not let people get lost in information





**In a nutshell...**

**Protect our future, the children**

- ▶ Restrict the marketing and advertising of unhealthy food to children
- ▶ Adopt binding rules
- ▶ Make sustainable eating a pleasant “treasure hunt”



▶ Create the “heroes of sustainability”



**In a nutshell...**

▶ **Regulate**

Adopt mandatory, EU-wide  
front-of-pack colour-coded  
nutrition labeling



“Nutri-Score” the best  
performing scheme up to now

# In a nutshell...

## ▶ Create healthy food environment

- ▶ Change the current food environment
- ▶ Diversify production: more fruits and vegetables, legumes, nuts
- ▶ Ensure equal access



Make healthy food

- ✓ available
- ✓ affordable
- ✓ accessible
- ✓ the easy choice



# *In a nutshell...* *Work with consumer organizations*

Work with BEUC and 44 independent members from 32 countries...they are the channel to reach consumers





# Businesses must respond to consumer demand and act responsibly

Avoid promotion of unhealthy foods

Better inform consumers about production methods and the origin of raw materials

*Provide* consumers with a wider range of meat-free options (esp. in hospitality/catering sector)



- Reformulate food products
- Substantiate claims related to the environmental impact and sustainability of products

## My “last word: a request to the EU”

Overcome the obstacles...

Help consumers to turn their good intentions into actions, they can't only do it by themselves....

Take action at various levels to change the food environment and enable consumers to sustainable eating

