

**How
consumers
perceive
sustainable food?**

**What they want to
eat?**

**What they expect
from 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

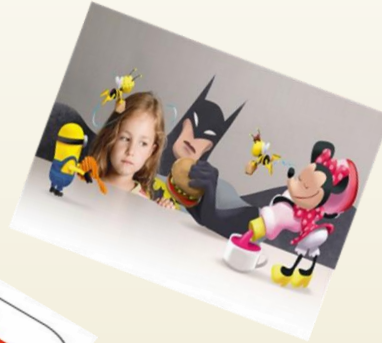
► Educate



► 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

