

Synthesis Report: Common insights from the Efficacy of Recalls, Regulating our Future and Transparency research reports

Area of research interest: [Innovative regulator](#)

Study duration: 2017-11-01

Planned completion: 30 November 2017

Conducted by: Kantar Public

Key findings

- Consumers and food business operators (FBOs) typically do not look beyond their immediate contexts and needs when it comes to food issues.
- Consumers and FBOs have high levels of trust in the UK food system as a whole - consumers think UK food standards are among the highest in the world and are rigorously enforced.
- Although most consumers do not actively seek out information about food, consumers feel being able to access information is important - this is particularly the case for those with specific information needs, such as people with allergies.
- The three projects in this synthesis considered different potential changes to how food businesses are regulated - for the most part, FBOs and consumers welcomed these proposed changes if they would increase consumer safety and target businesses that represent the greatest risk.

Research report

PDF

[View FSA Synthesis Report as PDF\(Open in a new window\)](#) (201.46 KB)