

# FY2 Wave 3-4 NI: Chapter 1: Food you can trust

The FSA's vision is a food system in which:

- Food is safe
- Food is what it says it is
- Food is healthier and more sustainable

This chapter provides an overview of respondents' awareness of and trust in the FSA, as well as their confidence in food safety and the accuracy of information provided on food labels [\(footnote\)](#).

## Confidence in food safety and authenticity

Most respondents reported confidence (for example, were very confident or fairly confident) in food safety and authenticity; 94% of respondents reported that they were confident that the food they buy is safe to eat, and 88% of respondents were confident that the information on food labels is accurate [\(footnote\)](#).

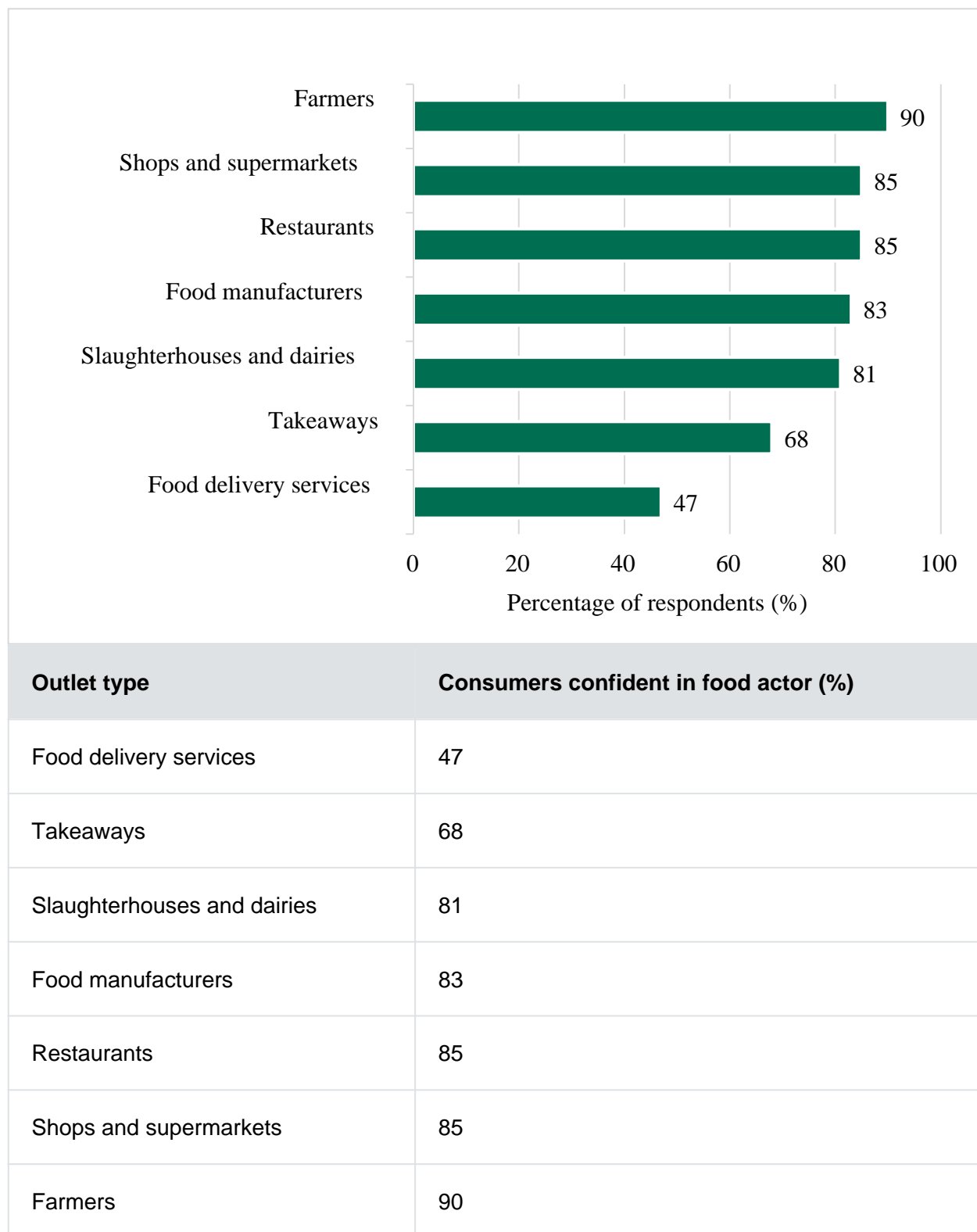
## Confidence in the food supply chain

Around three quarters of respondents (76%) reported that they had confidence (i.e. were very confident or fairly confident) in the food supply chain [\(footnote\)](#).

## Figure 1: Confidence that food supply chain actors ensure food is safe to eat

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Source: Food and You 2: Wave 4

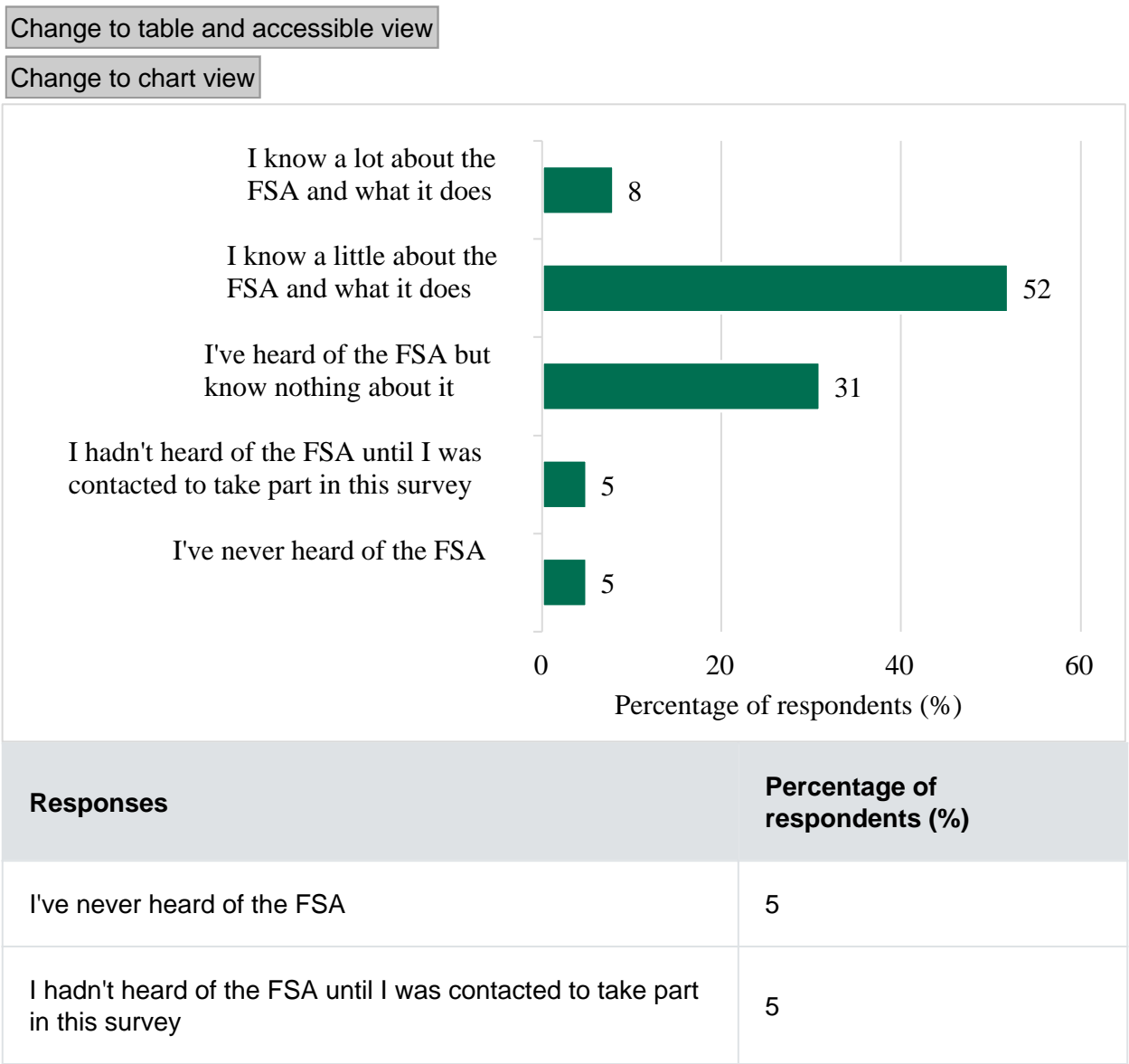
Respondents were asked to indicate how confident they were that key actors involved in the food

supply chain ensure that the food they buy is safe to eat. Respondents were more likely to report confidence (i.e. very confident or fairly confident) in farmers (90%), shops and supermarkets (85%), and restaurants (85%), than in takeaways (68%), and food delivery services for example, Just Eat, Deliveroo, Uber Eats (47%) (Figure 1) [\(footnote\)](#).

## Awareness, trust and confidence in the FSA

Most respondents (91%) had heard of the FSADAERA), (NI) Health and Safety Executive Northern Ireland (HSENI), (NI) SafeFood. Base is 1017, all online respondents in Northern Ireland. Wave 4. Please note: All consumers taking part in the survey had received an invitation to take part in the survey from Ipsos which mentioned the FSA. An absence of response indicates the organisation had not been heard of by the respondent or a non-response.

Figure 2 Knowledge about the Food Standards Agency



| Responses                                       | Percentage of respondents (%) |
|-------------------------------------------------|-------------------------------|
| I've heard of the FSA but know nothing about it | 31                            |
| I know a little about the FSA and what it does  | 52                            |
| I know a lot about the FSA and what it does     | 8                             |

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Source: Food and You 2: Wave 4

Most (60%) respondents reported at least some knowledge of the FSA; 8% reported that they knew a lot about the FSA and what it does, and 52% reported that they knew a little about the FSA and what it does. Around 3 in 10 (31%) had heard of the FSA but knew nothing about it, 5% had not heard of the FSA before being contacted to take part in the survey, and 5% had not heard of the FSA (Figure 2)([footnote](#)).

Knowledge of the FSA varied between different categories of people in the following ways:

- Age group: respondents aged between 35 and 74 years (for example, 70% of those aged 55-64 years) were more likely to report knowledge of the FSA compared to the oldest respondents (46% of those aged 75 years and over).
- Annual household income: respondents with an income between £19,000 and £95,999 (for example, 66% of those with an income of £64,000-£95,999) were more likely to report knowledge of the FSA compared to those with an income of less than £19,000 (52%).
- Country: six in ten (60%) respondents in Northern Ireland reported knowledge of the FSA. Respondents in Wales (68%) were more likely to report knowledge of the FSA than those in England (57%)\*\*.
- Food hypersensitivity: respondents with an intolerance (72%) were more likely to report knowledge of the FSA compared to respondents who did not have a food hypersensitivity (58%).

Responsibility for cooking and / or shopping: respondents who were responsible for cooking (61%) and/or shopping (61%) were more likely to report knowledge of the FSA compared to respondents who do not cook (47%) and/or those who never shop (47%).

Northern Ireland Multiple Deprivation Measure 2017 (NIMDM)([footnote](#)): knowledge of the FSA was comparable between respondents who lived in area with different levels of deprivation. For example, 62% of those who lived in the most deprived areas (NIMDM 1) and 60% of those who lived in the least deprived areas (NIMDM 5) reported knowledge of the FSA.\*\*

## Trust in the FSA

Respondents who had at least some knowledge of the FSA were asked how much they trusted the FSA to do its job, that is to make sure food is safe and what it says it is; 81% of these respondents reported that they trusted the FSA to do this([footnote](#)).

Around 9 in 10 (86%) respondents reported that they were confident that the FSA (or the

government agency responsible for food safety) can be relied upon to protect the public from food-related risks (such as food poisoning or allergic reactions from food), 84% were confident that the FSA is committed to communicating openly with the public about food-related risks, and 85% were confident that the FSA takes appropriate action if a food-related risk is identified [\(footnote\)](#).