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**A rapid evidence assessment of UK
citizen and industry
understandings of sustainability —
Appendix document 2: Summary of
papers in the REA**

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**Why our understanding of sustainable
food is important when making food
choices.**

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Appendix G — Summary of papers in the REA.

Research Database Code	Paper Reference	DOI	Paper Research Design	Research Presented in the Paper	Outcomes of the Research	Evidence for Citizen Perception of Food Sustainability
VCZE23AJ	Ravikumar, D., Spyreli, E., Woodside, J., McKinley, M. and Kelly, C., 2022. Parental perceptions of the food environment and their influence on food decisions among low-income families: a rapid review of qualitative evidence. <i>BMC public health</i> , 22(1), pp.1-16.	https://doi.org/10.1186/s12889-021-12414-z	Qualitative and mixed-methods peer-reviewed journal article review with a thematic synthesis.	Synthesise qualitative evidence of parental perspectives of the food environment and their influence on food decisions among disadvantaged families.	This qualitative evidence synthesis provides an insight into the perceptions of low-income parents on the factors influencing food decisions: Child preferences, financial and time constraints, and location and access to food outlets were barriers to accessing healthy food.	Perception of food sustainability is linked to health and the consumption of healthy food such as fruit and veg.
YBFGX9XH	Steenson, S. and Buttriss, J.L., 2020. The challenges of	https://doi.org/10.1186/s12889-021-12414-z	Review of the literature, including	Presenting the challenges and contradictions of what	The recommendations of the UK Eatwell guidance were advocated for both	No direct consumer voice, but reported consumer behaviour

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	defining a healthy and 'sustainable' diet. <i>Nutrition Bulletin</i> , 45(2), pp.206-222.	111/nbu.12439	newspapers. No direct consumer voice, just perceptions of what consumers were doing and thinking.	is thought to constitute a healthy and sustainable diet.	health and sustainability factors related to diet.	was discussed in the paper. A global perspective was the way this was addressed, so impacts on some other parts of the world was discussed.
PRRQB5W9	Pechey, R., Hollands, G.J. and Marteau, T.M., 2021. Are meat options preferred to comparable vegetarian options? An experimental study. <i>BMC research notes</i> , 14(1), pp.1-5.	https://doi.org/10.1186/s13104-021-05451-9	Experimental psychology showing pictures of different foods and labelling them as containing meat or not, and asking consumer for desire to eat the	From visuals (pictures), consumers were asked to choose a meat or a non meat option. The same picture was presented to the sample for both choices (but the consumers were not aware of this). Consumers were asked which of the	From visuals (pictures), consumers are more likely to choose meat options than non-meat options in equivalent dishes. More vegetarian options should result in more vegetarian choices made.	The evidence from this research suggests consumers will want to eat what looks good to them, and the results indicated that includes meat more often than non-meat. This indicated that food needed more creative options to

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			food in the picture shown.	labelled dishes they would like to eat now.		shift the social norm. Substitution was not the only answer to shift diets away from containing meat.
LIEZNN63	Culliford, A. and Bradbury, J., 2020. A cross-sectional survey of the readiness of consumers to adopt an environmentally sustainable diet. <i>Nutrition Journal</i> , 19(1), pp.1-13.	https://doi.org/10.1186/s12937-020-00644-7	Self-selected participant survey of perceived environmental benefit of nine sustainable diet behaviours.	Readiness to adopt these behaviours was measured using one question with six response options that corresponded with stages of Transtheoretical Model of behaviour change. Self-reported dietary intake of typical weekly frequency of consumption. Stage of behaviour change was measured	There were differences in motivations for behaviour change between different demographic group (age, gender, educational level). Behaviours such as packaging reduction which have recently been heavily discussed in the media were seen to be important by participants. Actual behaviour was not measured reliably which the authors discuss.	Survey has some interesting findings however the self-selecting survey population are not representative of the UK as a whole. Likely more environmentally aware (as survey was sent out via the environment agency staff 2/3 respondents were female (66% vs. 51% in UK Pop) and majority had higher

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					Self-reported consumption of animal based to plant proteins may not be accurate. Authors stress policy intervention is optimal to change in behaviour on a population level.	education (85% vs. 50% in UK pop)). Discusses difficulty in measuring actions effective food practices. demonstrates some knowledge gaps perception gaps about which actions can be most impactful.
BCL9SG7U	Brennan, S.F., Lavelle, F., Moore, S.E., Dean, M., McKinley, M.C., McCole, P., Hunter, R.F., Dunne, L., O'Connell, N.E., Cardwell, C.R. and Elliott, C.T., 2021. Food environment	https://doi.org/10.1186/s12966-021-01086-y	Randomised controlled trial focussed principally on improving diet and health with school children in Northern Ireland, with sustainability	Children in Year 3 and Year 6 were randomly assigned to a programme of Nourish or Engage, where Nourish introduced local foods to children to improve the school food environment.	The Nourish Programme was judged to have delivered better outcomes for children than Engage, based upon scores for emotional and behaviour, well-being and competence regarding food intake	Educating primary school children about agrifood knowledge including aspects of food sustainability provides a baseline level of knowledge which they can use. It is not clear from

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	intervention improves food knowledge, wellbeing and dietary habits in primary school children: Project Daire, a randomised-controlled, factorial design cluster trial. <i>International Journal of Behavioural Nutrition and Physical Activity</i> , 18(1), pp.1-18.		considerations included as part of the educational content to children.	Engage was more academically based programme, aiming to engage children in food and what they eat, and how to eat well.	and cooking. and food knowledge. n>+10k children.	the article how many children had some knowledge already and how this was evidenced. Nor if there are plans for follow up studies to ascertain if good habits have stuck. The research indicates that this knowledge is used, but unevenly and with competing unhealthy products sometimes winning out.
6S73ERTB	Haydon, P., Tobi, R., Bridge, G., Gurung, I. and Scott, C., 2020. Peas Please: Making a pledge for	https://doi.org/10.1111/nbu.12463	Literature review and description of an initiative.	Peas Please initiative to improve the UK's vegetable production and consumption.	The initiative is unique in its food systems approach and, with time, could improve the health of the UK population	The programme indicates that cross-system, multi-stakeholder action could make it easier

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	more veg. <i>Nutrition Bulletin</i> , 45(4), pp.483-494.				while also helping to decrease the environmental footprint of the UK's food system.	for everyone to eat more vegetables. The scheme has fantastic potential but requires robust measures to quantify evidence.
3PVUZHYQ	Graham, F., Barker, M., Menon, M. and Holdsworth, M., 2020. Acceptability and feasibility of a café-based sustainable food intervention in the UK. <i>Health Promotion International</i> , 35(6), pp.1507-1518.	https://doi.org/10.1093/heap/ro/daaa027	Intervention Mapping approach with focus groups of students and caterers. All focus groups were facilitated by one of the researchers on campus within working hours in private rooms. Topic guides for the focus groups	This study aimed to explore the views caterers and customers held towards point-of-choice interventions that promote healthy and environmentally friendly (EF) food and beverage choices at the University of Sheffield.	Attitudes towards intervention options varied considerably amongst stakeholders, with the greatest disparity of opinion in the acceptability of interventions that restrict or limit personal choice, particularly with regards to meat consumption. Information provision was favoured as an acceptable intervention by both customers and	Perception varies a lot among stakeholders. Citizen perception of food sustainability is linked to a lack of information and knowledge (confusion with labels), non-affordability, reduction in choice. Social norms around eating also emerged as influencing the

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			with caterers and customers were devised to ensure key topics were covered during the discussions.		caterers. Labelling products in terms of their environmental impact was considered practically unfeasible. Financial considerations were the main priority of caterers when discussing point-of-choice interventions.	acceptability and feasibility of interventions with concerns raised about shaming customers who chose meat, the exclusivity of vegan choices and the limited availability and appeal of meatless café options.
DBVUJ4WK	Dudinskaya, E.C., Naspetti, S., Arsenos, G., Caramelle-Holtz, E., Latvala, T., Martin-Collado, D., Orsini, S., Ozturk, E. and Zanolli, R., 2021. European	https://doi.org/10.3390/ani11020556	The design used a Discrete choice model survey, 2900 responses were collected from 7 countries including the UK. Advanced	Participants were questioned on their preferences for red meat (beef, lamb and goat), and willingness to pay for health-related, ethical and eco claims in the red	The results indicate substantial differences between the most relevant attributes for the average consumer, as well as their willingness to pay for them in each country. Nevertheless, national origin and	The UK had lower WTP for organic and low carbon footprint food despite it being positively valued. Most consumers believe lamb and goat production to be more

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	consumers' willingness to pay for red meat labelling attributes. <i>Animals</i> , 11(2), p.556.		econometric models were estimated to identify the diversity of preferences among consumers at the country level.	meat European market.	organic labels were highly valued in most countries.	environmentally friendly than beef, thus did not perceive the carbon footprint label as highly informative.
EKMRNRE U	Rondoni, A., Grebitus, C., Millan, E. and Asioli, D., 2021. Exploring consumers' perceptions of plant-based eggs using concept mapping and semantic network analysis. <i>Food Quality and Preference</i> , 94, p.104327.	https://doi.org/10.1016/j.foodqual.2021.104327	Concept mapping with 180 consumers in the UK and Italy to elicit perceptions about plant-based eggs in the form of liquid, powder and egg-shaped products.	Consumers were asked to write down all the associations they had with the products presented to them through video presentation, using lay language as an intervention to minimise bias, but including information about product	In the UK price was the most frequently used association with the products, followed by sustainability. Health was the next most closely associated concept with the egg shaped product, with taste the concept most associated next with both the liquid and the powdered egg products.	In relation to eggs, sustainability concepts are deeply rooted in UK consumer psychology, evidenced by the positioning of sustainability as a concept secondary only to price, and with a greater

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				sourcing and production method.		valence than health concepts.
P362IT72	Papies, E.K., Johannes, N., Daneva, T., Semyte, G. and Kauhanen, L.L., 2020. Using consumption and reward simulations to increase the appeal of plant-based foods. <i>Appetite</i> , 155, p.104812.	https://doi.org/10.1016/j.appet.2020.104812	Three studies in the article. Study 1- Analysis of wording used to describe meat based, vegetarian or plant based ready meals from UK supermarkets. Studies 2+3: Consumption reward-based simulations is used to describe vegetarian plant based and meat-based meals.	In study 1, participants were evaluating descriptions based on the language that simulated eating e.g. sensory or contextual wording; descriptions that refer to rewarding eating experiences containing meat. In study 2, participants were presented with descriptions of plant or meat-based meals that highlighted sensory features, contextual features, or health-positive	1) In UK supermarkets meat-based foods are more likely to be described with words that can trigger consumption and reward simulations. 2) No evidence that food descriptions which add either sensory, context, or health positive words increase desire or eating simulations of foods. Intention to reduce eating meat correlated with desire for plant-based foods 3) Meat eating frequency negatively predicted attractiveness ratings of	Describes how language may alter attractiveness of meat vs plant-based meals. Using language that simulates (sensory, context, and hedonic words) eating in the subjects mind can attenuate bias in meat eaters against plant based meals.

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				<p>features. In study 3 participants were presented with descriptions of plant or meat-based meals that were either simulatory (combined sensory, context, and hedonic words) or were neutral (but equally long). In both S2&3 participants rated their subjective desire (likelihood to order the dish) as well as the degree to which the descriptions made them simulate eating the food. Participants were also asked frequency they ate meat usually and</p>	<p>plant-based foods although frequent meat eaters found plant-based foods less appealing, this effect was attenuated by simulation-inducing food descriptions (using combination of simulation wording, sensory, context, and hedonic words</p>	

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				intention or not to reduce meat consumption.		
CGVQGAJ8	Banovic, M., Barone, A.M., Asioli, D. and Grasso, S., 2022. Enabling sustainable plant-forward transition: European consumer attitudes and intention to buy hybrid products. <i>Food Quality and Preference</i> , 96, p.104440.	https://doi.org/10.1016/j.foodqual.2021.104440	This study utilised Mixed Methods and Sequential Explanatory Design.	The main aim of the study was to examine whether consumers' intention to buy hybrid products would be affected by consumers' plant-based attitudes, and their expectations concerning sensory perceptions of and attitudes towards hybrid products. Participants were screened using an online questionnaire which assessed their meat consumption, those who then went	Participants across all countries scored higher on factors related to attributes and pleasure associated with meat, and low on meat consumption being perceived as a right and necessity. Participants were more concerned about health factors than environmental factors. Hybrid products were more likely to be chosen when they were categorised in the meat section. The plant product mixed in made a difference to consumers	Participants valued health reasons over environmental and preferred hybrid products to plant-based. If more hybrid products were introduced there would be a significant positive impact both health and environment.

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				<p>on to participate in this study were shown a series of questions measuring individual traits, plant-based attitude, sensory perception of hybrid product, and intention to buy hybrid product which were assessed using Likert scales after been given the definition of a hybrid burger and stating which plant based alternative was mixed in with the beef.</p>	<p>attitude towards the product. There were differences between the 3 countries- Denmark, Spain, Uk. The key finding was that companies should focus on improvement and communication of the sensory characteristics and pleasure derived from taste rather than the environmental and health benefit associated with hybrid products.</p>	
ERRC5PCJ	Banovic, M., Barone, A.M., Asioli, D. and Grasso, S., 2022.	https://doi.org/10.1016/j.food	This study examines for the first-time in a	Conceptual framework of meat attachment, health	Affinity and hedonism were more important than entitlement and	Sustainability is not a primary driver for behaviour of non-

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	Enabling sustainable plant-forward transition: European consumer attitudes and intention to buy hybrid products. <i>Food Quality and Preference</i> , 96, p.104440	qual.2021.104440	cross-cultural context (Denmark, Spain, UK) and on a large consumer sample (N = 2766), attitudes and intention to buy hybrid products, while taking into account consumers individual traits related to meat attachment, health consciousness and environmental self-identity. Comparative	consciousness, environmental self-identity was tested by Survey c 900 participants in each country, which excluded non-meat eaters.	dependence traits. Impartial to plant-based product. Sensory perception to hybrids generally positive. Intention to buy lower than attitude indicates, with type of protein influential for hybrid mix - in UK preference for bean based (rather than soy, pea, oat).	dependent meat eaters. Nor is it a barrier to hybrid products.

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			across three countries.			
J5DVHI79	Culliford, A. and Bradbury, J., 2020. A cross-sectional survey of the readiness of consumers to adopt an environmentally sustainable diet. <i>Nutrition Journal</i> , 19(1), pp.1-13.	https://doi.org/10.1186/s12937-020-00644-7	The study took a quantitative approach in the form of a cross-sectional, online survey of consumers' perceived environmental benefit and readiness to adopt sustainable dietary recommendations	The study aimed to evaluate the perceived environmental benefit of a range of sustainable dietary recommendations and readiness to adopt these behaviours. Participants select the three most important food-choice motives from a provided list (health, cost, religion, taste, environmental sustainability, availability, animal welfare, and weight	Most influencing factors on food choice: health (76%), followed by cost (55%), environment (53%) and taste (48%). Least influencing factors on food choice: animal welfare (31%) availability (20%), weight loss (12%) and religion (1%). A larger proportion of participants with a higher education level associated a high environmental benefit with limiting red and processed meat. A significantly higher proportion of women perceived a large	Behaviours considered to offer the largest environmental benefit were reducing consumption of air-freighted foods, reducing food waste, and buying locally grown produce. Additionally, consuming seasonal fruits and vegetables, limiting red and processed meat, avoiding excess packaging, and choosing sustainable fish

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				loss). Socioeconomic information collected was age group, gender, education level, geographic location, and whether participants had children living at home	environmental benefit with the recommendations to reduce food waste, choose organic produce, choose sustainable fish, and consume seasonal fruit and vegetables.	were also perceived to have a high environmental benefit by most participants. Conversely, participants deemed prioritising plant-based proteins and choosing organic produce to have a lower environmental benefit.
8S8ZKT64	Ares, G., Ha, B. and Jaeger, S.R., 2021. Consumer attitudes to vertical farming (indoor plant factory with artificial lighting) in China, Singapore, UK, and USA: A multi-method study.	https://doi.org/10.1016/j.foodres.2021.110811	Web panel members were asked to text highlight information about vertical farms and vertical farming they liked or	Quantitative assessment of consumer perceptions towards vertical farms and text information provided to the consumer.	Asian participants in China and Singapore were overall more positive about vertical farms and farming than participants from the UK and USA. There were some interesting variations regarding	Freshness of product in short supply chains, impact of less transportation and carbon related to transport and energy were factors used in this research

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	<i>Food Research International</i> , 150, p.110811.		disliked, which was mined for sentiment and attitude.		energy prices and prices of VF products along similar lines, with UK and USA being more cautious about this. Interestingly the UK was shown to have the most negative sentiment toward the use of robots in vertical farming practices.	<p>measuring consumer perceptions. Nothing however, was overtly labelled sustainable in the text or questions for consumers, so if the link exists in the consumer mind is uncertain.</p> <p>The impact of the big picture of food sustainability was measured in this research, with the most positive sentiment score being attached to the needs of people across the world.</p>

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NPDEQCY G	Vieux, F., Privet, L., Soler, L.G., Irz, X., Ferrari, M., Sette, S., Raulio, S., Tapanainen, H., Hoffmann, R., Surry, Y. and Pulkkinen, H., 2020. More sustainable European diets based on self-selection do not require exclusion of entire categories of food. <i>Journal of Cleaner Production</i> , 248, p.119298.	https://doi.org/10.1016/j.jclepro.2019.119298	Examine national dietary survey data from UK, France, Sweden, Finland, Italy. look for existing diets with lower GHG emissions with nutritional adequacy using two different methods.	Methods looked for clusters with low GHG equivalents using LCA) and high nutritional adequacy. The latter was measured using the Mean Adequacy Ratio (MAR), the Mean Excess Ratio (MER) and the Solid Energy Density 152 (SED). One clustering method was developed for the paper, the second classification diet had been developed previously (Masset et al., 2014	This study found a cluster of 18 % of diets that were relatively more sustainable because they combined low dietary GHGE (21 % reduction vs average of all observed diets) and high nutritional quality. This can inform national dietary guidelines to implement changes to reflect dietary patterns that are already being practiced.	Some citizens already have more sustainable dietary practices than average but this work does not inform the reader of their perceptions about sustainability

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				https://doi.org/10.3945/ajcn.113.077958		
E4IC8KF5	Banovic, M. and Barone, A.M., 2021. The hybrid enigma: The importance of self-construal for the effectiveness of communication messages promoting sustainable behaviour. <i>Food Quality and Preference</i> , 94, p.104334.	https://doi.org/10.1016/j.foodqual.2021.104334	Experiment to determine the effects of self-interest and self-transcendent motives on sustainable food choice with online consumers in three nations in Europe: Spain, the UK and Denmark.	Participants were asked to indicate whether the picture and text stimulus had them think about themselves or their family, in relation to the possibility of eating less meat that was linked to either better health or a better environment.	Better health caused more participants to think of themselves, with notions of the environment causing thoughts of family. Thoughts about the environment were associated with greater positive concerns about product quality than thoughts about health..	Sustainable food choices are more closely linked to interdependence (ie focus of family) than self interest (ie focus on health) in accordance with the results of this experiment. Not tested beyond the family group in this literature.
Y9WEFFTA	Yang, Q., Shen, Y., Foster, T. and Hort, J., 2020. Measuring consumer emotional response and acceptance to	https://doi.org/10.1016/j.foodres.2020.108992	Investigators tested acceptability (liking and emotional response) to two	Participants were presented with the products without being informed of the different ingredient and asked to	Of those who participated there was no difference in liking of the products when uninformed about the inclusion of bambara	Extrinsic information about sustainable ingredients may help consumers engage positively with new

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	sustainable food products. <i>Food Research International</i> , 131, p.108992.		products Cracker and biscotti made with standard ingredients and also with (more sustainable) Bambara flour.	complete rating of how much they liked the products and also what emotional responses were elicited by the four different samples.	flour. However there was some difference in emotional response, as the product characteristics differed in the bambara products although presented under red light to try to mask the differences. When participants were informed of the inclusion of a more environmentally sustainable ingredient this altered the emotional response elicited. More positive emotions and less negative emotions when consuming products containing Bambara flour. It also made them felt less	products containing them.

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					guilty when consuming the Bambara products.	
P2N7XUZX	Patel, V. and Buckland, N.J., 2021. Perceptions about meat reducers: Results from two UK studies exploring personality impressions and perceived group membership. <i>Food Quality and Preference</i> , 93, p.104289.	https://doi.org/10.1016/j.foodqual.2021.104289	The paper comprised of two experimental psychology studies where perceptions of people who ate meat regularly, were reducing their meat intake and vegetarian were sought, in a UK representative sample and in a study designed to test the impact in a university setting.	In both studies people were asked to rate how they saw people who displayed one of three different types of eating behaviour. In the first study, trait associations were freely associated with the three eating behaviour types and these were analysed for their valence. In the second study, personality impressions and perceived group membership were analysed for their	Being healthy and eco-conscious is associated across both studies with meat reducing eating behaviour. Meat reducing behaviour is seen more positively generally than either vegetarianism or habitual meat consumption, and vegetarianism is seen more positively than the authors were expecting, based upon previous social attitudes.	Increasing awareness about issues of sustainability is explicitly mentioned as a reason for changes in social perception of these eating behaviour traits. The evidence on social influence resulting from increased sustainability awareness, particularly in the university context, but apparent in both

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				valence, within a given, known social context.		contexts, is highly pertinent to this.
69LKTMX6	Murphy, B., Martini, M., Fedi, A., Loera, B.L., Elliott, C.T. and Dean, M., 2022. Consumer trust in organic food and organic certifications in four European countries. <i>Food Control</i> , 133, p.108484.	https://doi.org/10.1016/j.foodcont.2021.108484	Study was an experimental psychological survey study conducted with an online panel in 2019. Participants were recruited via an agency from their existing panel, who regularly bought groceries and organic food several times per month. The participants were recruited	Participants were asked to rate on a seven point scale indications of trust in relation to criteria of general trust, authenticity, proven organic and logo recognition against a number of food products. in addition to trust in product, organisation, the food chain and generally in respect of actors in an online environment.	There were differences between the perceptions of consumers in the four different nations, but from the results, the UK scored highly on general trust, the highest level of food chain trust about organic vegetables, and no significant difference between trust in organic meat as opposed to organic vegetables. The UK recorded the lowest scores with regard to all EU certification values, interestingly sharing this position with Germany in respect of traceability	Focal points of trust are pertinent because organic purchasing is one route the market can assist consumer response to increased awareness of sustainability. But the consumer must trust the scheme, product, organisations and network that get the product to the consumer and this was not always the case in this study.

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			from UK, Poland, Germany and Italy.		certification. Germany and the UK also preferred their national schemes of certification rather than the EU scheme, and were classified as low trust countries in respect of this study.	Consumers making organic choices are conscious of the damage that the use of fertiliser and pesticide can do to the quality of the environment, impacting on themselves and society, now and in the future. These points are implicit in what the study says, and not said overtly in the study.
A9FSQW87	Biondi, B., Castiglione, C. and Mazzocchi, M., 2021. Demand drivers and changes in food-related	https://doi.org/10.1016/j.ecolecon.2021.107114	A complex analysis of metadata analysed under economic	Metadata analysis of national level data over a 15 year period of time.	That the GHGE of food purchased by UK Households has increased because of changes in real expenditure and changes in consumer	The reduction in meat, cereals and milk and dairy, and increase in fruit and veg related to purchases by UK

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	emissions in the UK: A decomposition approach. <i>Ecological Economics</i> , 188, p.107114.		modelling over a 15 year period.		preferences, fallen over the period 2000 - 2019 by 8.3%, and of this consumer preferences account for just over a quarter of this amount (25.2%). Does not take into account food purchased outside the home.	Households over this period was, by the use of complex economic modelling, shown not just to be an effect of the recession, but of changes in consumer preferences. Indicates the changes are in effect throughout society in the UK.
2QXC9EBC	Rondoni, A. and Grasso, S., 2021. Consumers behaviour towards carbon footprint labels on food: A review of the literature and	https://doi.org/10.1016/j.jclepro.2021.127031	The study comprises a literature review of global studies of carbon labelling of foods, and consumer	Synthesis of many studies to understand why some countries have carbon labelling and some don't, why some consumer (women) are more receptive to it, what	UK consumers have an advanced knowledge of carbon footprint and food compared to many other countries and are more receptive to labelling. Human behaviour is complex and there are	Nearly all the studies reviewed looked at consumers' understanding of carbon labelling as it pertains to the food products sustainability.

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	discussion of industry implications. <i>Journal of Cleaner Production</i> , 301, p.127031.		attitudes to those labels	the impact of the labelling has on purchasing decisions, especially in relation to other information such as price or calories.	many factors driving decisions (habit, socio-economic, culture etc), but carbon labelling is successful once it is familiar. Success rests on being universally adopted by food manufacturers. Education around carbon labelling and what they mean should be undertaken on a national level to help their effectiveness.	Additionally, throughout the paper there was discussion around age and gender barriers or drivers towards adopting more sustainable purchasing behaviours.
IPCQML5Y	Morley, A. and Morgan, K., 2021. Municipal foodscapes: Urban food policy and the new municipalism.	https://doi.org/10.1016/j.foodpol.2021.102069	A geographically focused case study is presented that reflects on the impact of multi-level	The impact of a schools meals service servicing many schools in a municipal successfully acquiring food for life	The paper advocates the proliferation of the foundational approach to food utilised in the locality and the wider utilisation of food growing for this purpose	The articles articulates the actions that are being taken in this municipality to enable wider awareness of the

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	<i>Food Policy</i> , 103, p.102069.		governance and political decision making on the management, output, reach, and success of a school meals service in a municipality in the North of England characterized as highly deprived. The focus on aspects of sustainability is secondary to the context of hardship, including the increase in the provision of free school meals.	'Gold' status, despite the economic challenges surrounding this. The paper is focused on the scaling up and the limitations of power within political decision makers, and does not substantially comment on the important issue of the role of guardianship of health and environmental sustainability that public procurement at the local and regional levels must discharge in providing food related services. It does this often without reference to	across a wider population. It situates food as a moral issue of decision making relative to health as well as sustainability, and fundamental to the revitalisation of places such as the municipality and the establishment of urban food policy in the case study.	issue, and the opportunity to acquire information on the issue, and so make cognissant behaviour changes.

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			<p>The success of the schools meals service in the area, impacting positively upon sustainability also positively impacts upon the health of a cohort of consumers with little agency in these matters. Thus the choices that are made for this consumer group by managers and board members in public organisations are shown to be</p>	<p>the perceptions of its consumers, or their parents/guardians or carers on matters of sustainability (or anything else). The proliferation of free school meals as articulated in the paper reinforces the notion that there is little choice for those struggling economically, but in some geographies, public services officials make every effort to maintain high food quality standards. The reach of the importance of good food is being scaled up through the</p>		

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			key to learning environments now and health, well-being, and environmental quality both now and into the future.	Northern Roots scheme in an attempt to spread key messages about the importance of good food in society locally.		
5VGJNTUM	Broeckhoven, I., Verbeke, W., Tur-Cardona, J., Speelman, S. and Hung, Y., 2021. Consumer valuation of carbon labeled protein-enriched burgers in European older adults. <i>Food Quality and Preference</i> , 89, p.104114.	https://doi.org/10.1016/j.foodqual.2020.104114	EU study, a choice experiment in older adults over 65 yrs old. five EU countries (the Netherlands, the United Kingdom, Poland, Finland, and Spain). Multimodal choice experiment	Adults were presented with alternatives of protein enriched red meat, poultry or plant based burgers with carbon footprint label of A (low) B (moderate) or C High. Unlikely alternatives namely low rated beef or high rated plant based choices were excluded.	There were four clusters of respondents Meatlovers, No burgers, Eco and Poultry lovers/ The largest segment (41%), "Meatlovers", are not likely to change their red meat and poultry consumption. However, carbon labeling entails some opportunity; they showed willingness to pay a premium for a product with a lower	There are segments of older consumers with differing knowledge of sustainable diets and attitudes to meat consumption. This study suggests opportunities to promote more sustainable protein consumption in different ways to

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			<p>examining willingness to pay for protein enriched burgers of either red meat poultry or plant based substitute</p>	<p>questionnaire was used to collect additional information socio- demographics, dietary habits, intention to change protein sources food-related attitudes, knowledge, and perception of protein and food in the diet.</p>	<p>moderate carbon label B vs higher C. Familiarity was important to this segment of respondents. “Eco-friendly” consumers (28%) were willing to consume protein from more sustainable sources and herewith constitute the primary target group. This group had the best knowledge of food sustainability. . “Poultry lovers” (12%) were most likely to shift their protein consumption based on health-related motives and sustainable alternatives could be marketed to them in this way.</p>	<p>these different segments. There may be similar segments in other age groups of the UK population. An extension of this work could provide similar insights for other age groups.</p>

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5F6VVU5F	Altintzoglou, T., Honkanen, P. and Whitaker, R.D., 2021. Influence of the involvement in food waste reduction on attitudes towards sustainable products containing seafood by-products. <i>Journal of cleaner production</i> , 285, p.125487.	https://doi.org/10.1016/j.jclepro.2020.125487	The paper was an experimental design to test the factors of sustainability, public health and food waste on processed, cosmetic and nutritional supplement products. This Norwegian study was undertaken with UK consumers in pre-pandemic times.	The survey design was supplemented with the novel ability to use free text. This meant that participants could make associations of any kind between their experience and the option they were asked to comment on. This revealed a number of associations to sustainability and public health issues that the authors had not fully anticipated.	In the utilisation of the whole seafood product, consumers were more amenable to its use in processed food product and nutritional supplements. Information on public health and food waste reduction intensified the consumer decision making as a group. Positive moral orientation in attitude and perceived trust in producer were articulated as also important in the decision outcomes of consumers.	That using food waste in the circular economy and for recycling in new product is more accepted within the UK consumer group than anticipated because of the general attitude of aversion to waste. The authors were mindful of the say-do gap resulting from the socially desirable, morally rooted attitudes related to sustainability and public health drivers of consumer choices, and

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						whether this would be a scaled up outcome.
BBI57YCH	Menozzi, D., Nguyen, T.T., Sogari, G., Taskov, D., Lucas, S., Castro-Rial, J.L.S. and Mora, C., 2020. Consumers' preferences and willingness to pay for fish products with health and environmental labels: Evidence from five European countries. <i>Nutrients</i> , 12(9), p.2650.	https://doi.org/10.3390/nu12092650	The objective of this study was to investigate consumer demand and choice behaviour for fish products in five European countries (France, Germany, Italy, Spain, and the UK). In particular, consumer preferences for different fish	Combination of quantitative method (labelled choice experiment to collect data, which enabled us to estimate a Fish-Species-Specific Effect (FSSE) model to elicit the consumers' WTP for fish attributes that are specific to particular fish species) and qualitative methods (90 individual in-depth interviews conducted in five countries (France, Germany, Italy,	The results show the highest premiums for wild-caught fish than farm-raised alternatives. Ready-to-cook products are generally preferred to whole fish, whereas fish fillet preference is more species-specific. The results show positive premiums for a sustainability label and nutrition and health claims, with high heterogeneity across countries and species.	Citizen perception of good sustainability is linked to knowledge (re. value of certification) and perceptions regarding expected taste and quality, which translates into higher WTP rates.

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			species and different attributes, i.e., sustainability label, nutrition and health claims, products presentation, system and price. A discrete choice experiment (DCE) was applied to accomplish this objective	Spain, and the UK) to identify the positive or negative motives, perceptions, associations, and attitudes toward fish/seafood consumption, with a focus on the chosen species: Salmon, trout, seabass, seabream, pangasius, herring and cod).		
GA3P8UPV	Alae-Carew, C., Green, R., Stewart, C., Cook, B., Dangour, A.D. and Scheelbeek, P.F.,	https://doi.org/10.1016/j.scitotenv.2021.151041	Quantitative analysis of national survey data summarising	Research focussed on sociodemographic differences of self-reported intake of	Increasing exposure of PBMA, particularly to low-uptake sociodemographic groups, may 'progress	Gender, income differences were identified in uptake of PBMA, indicating potential barriers to

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	<p>2022. The role of plant-based alternative foods in sustainable and healthy food systems: Consumption trends in the UK. <i>Science of The Total Environment</i>, 807, p.151041.</p>		<p>consumers' self-reported intake of various food groups, across 11 years of data.</p>	<p>'Plant Based Meat Alternatives' (PBMA).</p>	<p>towards meeting emissions targets' and that PBMA are likely to become more popular over time</p>	<p>consumption of sustainable food. Females, high income, millennials had highest uptake and change over time (2008-2019). PBMA suggested as 'easy-to-apply' or 'hassle free' way of transitioning from meat to plant based diets while maintaining cultural ties to meat consumption. Consumers in certain markets move from processed meat products to PBMA in post-pandemic climates (SARS</p>

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						2003, Avian flu 2013, Covid 2020).
CK7FCQL4	Kowalska, A., Ratajczyk, M., Manning, L., Bieniek, M. and Mącik, R., 2021. "Young and Green" a Study of Consumers' Perceptions and Reported Purchasing Behaviour towards Organic Food in Poland and the United Kingdom. <i>Sustainability</i> , 13(23), p.13022.	https://doi.org/10.3390/su132313022	The aim of this study was to consider young consumers' attitudes and behaviours concerning organic food, where the organic food market in the UK is more mature than in Poland. The main RQ were: Do pro-environmental attitudes influence the choice of organic food? Does the	Using a questionnaire on-line survey, this study examined links between constructs to first test the model of do Paço et al. for young consumers from the UK and Poland in order to evaluate its applicability in different generational cohorts and countries. Second, this research intended to expand the prevailing model of green consumer behaviour through examining both the	UK respondents are significantly more conscious green consumers with higher environmental attitude intensity than Polish residents. Intensity of pro-environmental attitude components influences directly and indirectly the choice of organic food. People with a higher intensity of pro-environmental attitudes are significantly more likely to choose organic food. Perception of organic food influences purchases only in Poland. The	Could not be verified. Need of additional variables.

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			perception of organic food influence the choice of organic food?	direct and indirect impact of modelling constructs (general pro-social attitudes, green consumption values, receptivity to green communication, buying behaviour) on the perception of organic food and purchasing behaviour in the organic food market.	components of pro-environmental attitudes and perception of organic food alone do not explain the variability in behaviour, despite a good fit of the model. This suggests that other independent variables may be of influence.	
6LLGWB6Y	Morley, A., 2021. Procuring for change: An exploration of the innovation potential of sustainable food procurement. <i>Journal of Cleaner</i>	https://doi.org/10.1016/j.jclepro.2020.123410	A qualitative paper that interviewed stakeholders involved in public procurement (schools, etc)	Understanding the motivations for participation and the impact of the scheme on the communities.	Procurement is a powerful instrument in sustainable diets.	Consumers want local and they associate that with sustainability despite it not necessarily meaning sustainable in practice, but also

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	<i>Production</i> , 279, p.123-410.		that participated in the soil association's fair for life scheme.			animal welfare and production methods, and responsible procurement can help with all three.
FEF9B8WM	Biondi, B., Castiglione, C. and Mazzocchi, M., 2021. Demand drivers and changes in food-related emissions in the UK: A decomposition approach. <i>Ecological Economics</i> , 188, p.107-114.	https://doi.org/10.1016/j.ecolecon.2021.107114	Decomposition Model using secondary data from UK household budget survey (currently named as the Living Costs and Food Survey, LCF).	Secondary Data Analysis	(Real) food budgets over time have led to lower emissions and is the strongest driver for change. Household preferences would have also reduced emissions but to a lesser extent. Relative prices and demographics have acted towards an increase in emissions, however their impact is smaller relative to other factors.	Household budget is the main driver to whether citizens eat sustainably or not. How budget and cost can help reduce GHGE.

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UPTCX9ZH	Topić, M., Lawson, A.D. and Kelsey, S., 2021. Women and the squander cycle in food waste in the United Kingdom: An ecofeminist and feminist economic analysis. <i>Socijalna ekologija: časopis za ekološku misao i sociologijska istraživanja okoline</i> , 30(2), pp.219-253.	https://doi.org/10.17234/SocEkol.30.2.3	Quantitative online survey	Research Question 1 (RQ1): Are there differences in food economy in the UK between women and men? Research Question 2 (RQ2): What factors contribute to women's evaluations of yellow-sticker food shopping? Research Question 3 (RQ3): What factors contribute to women's identification with reduced-price shopping profiles? Research Question 4 (RQ4): What factors influence women's	1. women and men see grocery economy differently, men tend to spend more money on groceries and have a significantly higher negative evaluation of yellow-sticker food than women. 2. the data suggest that values are the most important predictors of the ways in which women evaluate yellow-sticker food shopping. However, the data also reveal that socioeconomics have a significant influence in how women evaluate yellow-sticker food shopping. 3. the data suggest that both socioeconomic factors	The data demonstrate that socioeconomics and values both influence perceptions of food waste. As the risks of food insecurity grows with changes to the climate, regional and global economic changes, and growing rich-poor gaps within countries, the negative association between causes seemingly championed by the privileged may make it more difficult to not

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				perceptions of food waste?	and values significantly influence how women define their approach to reduced-price food shopping. 4. The data demonstrate that socioeconomics and values both influence perceptions of food waste.	only engage women from less privileged backgrounds but these negative attitudes may represent a barrier to their own empowerment.
WFV8BWD H	Skelhorn, E.P.G., Garcia-Ara, A., Nova, R.J., Kinston, H. and Wapenaar, W., 2020. Public opinion and perception of rosé veal in the UK. <i>Meat Science</i> , 167, p.108032.	https://doi.org/10.1016/j.meatsci.2019.108032	A sample of UK consumers were surveyed online about veal. The purpose of the survey was to inform respondents about the realities of the dairy industry wasteful practice	The research presented consumers with additional information about a bi-product from the dairy industry, currently wasted, that could be developed into a product complementary to other meat products available in the UK.	In the presentation of information about what rose veal is and how it is farmed, and what happens commonly now, a significant number of consumers said they would change their purchasing habits and include rose veal as part of their meat choices.	Sustainability of the cattle industry in supplying the market and so the consumer with meat and milk, and enhancing animal welfare and working conditions for farmers. This issue would not be of direct interest to vegetarian and

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			of killing bull calves at birth because there is no market for their product in the UK currently. This challenged cultural norms concerning food choices, attitudes towards veal as a product and the sustainability of the domestic dairy farming industry.	The research challenged the cultural norms surrounding animal welfare and sustainability of the dairy industry to some success, and underlined how remote consumers are to the realities of domestic meat production and the impact and threat to the related industry of domestic milk production.		vegan consumers' perceptions of sustainability, perhaps, but they may have a view on 'least worst option' basis. The decreasing of waste in the industry and the ability of farmers to make their livelihoods more sustainable impacts upon the market, ie the sustainable food choices available to society.
ZXBN3VQH	Grasso, S. and Asioli, D., 2020.	https://doi.org/10.1	To evaluate UK consumer	The study used online survey	It was clear that the consumer group were	In this study, the results suggest far

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	Consumer preferences for upcycled ingredients: A case study with biscuits. <i>Food Quality and Preference</i> , 84, p.103951.	016/j.foodqual.2020.103951	perceptions on the use of upcycling ingredients in biscuit product.	research questionnaire to ascertain consumer acceptability of an upcycled ingredient that impacted upon carbon reduction, and was labelled as such, in contrast to a familiar biscuit product made without upcycled ingredient.	not aware of the term 'upcycled' and what it means, but said they would try products made in this way, once aware of it. Positive choice drivers were environmental consciousness, contribution to food waste reduction and curiosity about the product's taste. Negative choice drivers were said to be that upcycled products would need to be cheaper than conventional products, because they would be healthier, although some consumers expressed disinterest in the environmental impact,	more UK consumers are concerned about environmental impact and sustainability than not (49% v 3% respectively), although this suggests there are many (the majority) UK consumers that are still to be convinced. The perception of contribution to the reduction of food waste in this study particularly underlines how not wasting food means there is more for society to enjoy.

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					higher price and were not keen on the idea of having waste product in new food product. Interestingly, a surprising outcome was that more educated people preferred biscuits with lower protein content. This may be for a number of reasons not in scope of this research.	
VXZPIZ3I	Weis, C., Narang, A., Rickard, B. and Souza-Monteiro, D.M., 2021. Effects of Date Labels and Freshness Indicators on Food Waste Patterns in the United States and the United Kingdom.	https://doi.org/10.3390/su13147897	Using a split-plot experimental design implemented on a survey administered to a convenience sample of UK and US consumers,	Using a Likert scale questionnaire to elicit consumers' projected likelihood to discard 15 different food and beverage products under different date label treatments. This survey was designed in Qualtrics and	The UK consumer sample was likely to vary what they discarded and when, despite different labelling codes, some which included 'best before' and 'use by' dates. The findings echo those of WRAP in 2011, in a study that concluded	Not all date labels would lead to reductions in waste, semantics matter.

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	<i>Sustainability</i> , 13(14), p.7897.		aimed to determine how different types of date labels and freshness indicators affect the stated likelihoods of discarding 15 foods.	distributed to participants online via Prolific, a UK-based research firm with their own online consumer panel.	that household's decisions about food waste can be attributed in part to concern and confusion with date labels.	
2HPQ9KYQ	Tu, V.H., Kopp, S.W., Trang, N.T., Kontoleon, A. and Yabe, M., 2021. UK Consumers' Preferences for Ethical Attributes of Floating Rice: Implications for Environmentally Friendly Agriculture in Vietnam.	https://doi.org/10.3390/su13158354	This research provides empirical evidence related to the preferences of UK consumers for ethical attributes for floating rice imported from Vietnam. The	Extensive exploratory research identified appropriate ethical attributes of floating rice. This included an extensive literature review and a focus group with Vietnamese experts in environment, agricultural economics, and	Overall, study participants favoured the attributes of floating rice, but reported utility for only the "fair trade" attribute and for a marginal willingness to pay premiums for profit allocations to farmers. Consumers did not find value in either CO2 emission reduction or	In this study of perceptions related to the impact of organic farming, respondents strongly agreed with the positive public attributes benefits from organic cultivation (protecting threatened species,

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	<i>Sustainability</i> , 13(15), p.8354.		study examines the characteristics of consumers, and then identifies some of the ethical product attributes consumers value most. A discrete choice experiment provides evidence of the willingness to pay for rice that is cultivated using a specific environmentally beneficial method.	agronomy. This enabled the identification of three primary non-market rice attributes to evaluate. The levels for the fourth product attribute included in the survey, retail price to the consumer, were determined based on observations at three supermarkets in the UK. In an online survey, the study used a choice experiment that asked 306 UK consumers to report their preferences for one kilo of floating rice with three non-	biodiversity improvement. Study participants tended toward low-involvement shopping. They reported, on average, that they tended not to pay much attention to food nutrition and ingredient labelling information. Awareness of biodiversity issues varies considerably across countries [50], but a relative minority of consumers can define it [85,120]. The lack of understanding, particularly within the agroecology of rice farming, may also be a challenging concept for consumers who are	reducing pollution) and public health, yet they held neutral opinions regarding the “better taste” of organic products (a private attribute). Study participants found value in environmental and social sustainability attributes for food products, and this study found they were willing to pay more for any additional allocation of value chain benefits.

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				market attributes. The questionnaire also included measures of respondent demographics, beliefs about the environment, beliefs about sustainable (organic) food products, and shopping behaviours.	geographically distant from the paddies.	
ZMU3YTM2	Djafarova, E. and Fouts, S., 2022. Exploring ethical consumption of generation Z: theory of planned behaviour. <i>Young Consumers</i> .	https://doi.org/10.1108/YC-10-2021-1405	Qualitative, semi-structured interviews with a UK Generation Z cohort of 18 individual consumers.	Exploring the factors that encourage Gen Z consumers to convert ethical purchase intentions into behaviour, according to the Theory of Planned Behaviour.	Gen Z display strong awareness and desires towards ethical and environmental issues. Behaviour traits include frugality, reluctance to broadcast strong opinions on social media for fear of offending peers, high engagement	Perceptions of wider issues of sustainability discussed with reference to food and diet, but not explicitly included in the study results.

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					with social justice issues, 'feel-good' factor when making ethical purchases, and high levels of formal and informal (social) education. Low conversion of desires/intentions into purchase behaviour due to economic barriers, and a desire to acquire further knowledge before making decisions. Awareness of limitations of social and economic capital on purchase behaviour.	
ELR5HHIQ	Graham, F., Barker, M., Menon, M. and Holdsworth, M., 2020. Acceptability	https://doi.org/10.1093/heap	Qualitative focus group study with 16 caterers and 45 customers	Sustainable food choice interventions for a café-based setting using the	Limiting/eliminating choice least favoured by caterers and customers, though some strategies,	The research suggests that customers were confused about

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	and feasibility of a café-based sustainable food intervention in the UK. <i>Health Promotion International</i> , 35(6), pp.1507-1518.	ro/daaa027	within a university setting in the UK.	a Nuffield Bioethics intervention framework, to determine which would be most useful in promoting or influencing customers towards sustainable diets. Focus group transcripts underwent thematic analysis, identifying common concepts and to identify the most acceptable and feasible interventions.	such as concurrently reducing both portion size and price of high-impact foods were discussed. Interventions that preserved freedom of choice were most widely welcomed by both groups. Information & labelling was favoured as acceptable, but information trustworthiness was raised as a concern. The study found customers were more receptive to health than to sustainability messaging, with opportunities for cross-benefits. Caterers' biggest concern was the financial implications of	whether 'environmentally friendly' foods meant less packaging, locally sourced or plant-based, though they had been provided with information about shifting from meat and dairy consumption in order to be environmentally friendly. The authors suggest that more 'credible evidence' about the benefits of dietary shift is needed, and to be communicated from 'trustworthy

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					losing customers who had restricted food choices.	sources' to overcome scepticism. Low understanding and awareness of environmental impacts of foods and that plant-based diets are not mainstream choices.
JBNKV3ZB	Pechey, R., Bateman, P., Cook, B. and Jebb, S.A., 2022. Impact of increasing the relative availability of meat-free options on food selection: two natural field experiments and an online randomised trial. International	https://doi.org/10.1186/s12966-021-01239-z	The research in the paper comprised of two field experiments and one online survey, so wholly quantitative research.	The results were assessed between meat choice when more meat free options were present, and when less meat free options were offered in all three scenarios utilised in the study.	The proportionate reduction in meat choice does not (yet) wholly convert to the same proportionate reduction in choice to eat meat-based dishes. The proportionate reduction came closest in the university cafeteria environment, but not in a work-place food setting.	Social norms resulting from predominant social psychology suggests meat-based dishes remain the default choice option for many consumers currently.

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	<i>Journal of Behavioural Nutrition and Physical Activity</i> , 19(1), pp.1-11.				The authors found no significant differences related to age, gender or socio-economic status in relation to choices made in the online study. The highlighted the importance of social and cultural norms in influencing meat-based choices.	
R6M5B5JV	Trewern, J., Chenoweth, J. and Christie, I., 2022. Sparking Change: Evaluating the effectiveness of a multi-component intervention at encouraging more sustainable food	https://doi.org/10.1016/j.appet.2022.105933	The research is a multi-component behaviour intervention pilot programme with a group of UK consumers through a UK retailer to ascertain the	The multi-component behaviour intention pilot was designed to test behaviours surrounding meat reduction, plant based consumption, food waste reduction and cooking from scratch.	Meat consumption and food waste continued to reduce beyond the intervention period, with fruit, vegetable and wholegrain consumption remaining consistent beyond the intervention period. Scratch cooking declined slightly after the intervention period,	Knowledge and awareness impacted upon consumer resolve to transition to a more sustainable diet. Meat substitute products were rejected more by older consumers, who preferred

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	behaviours. <i>Appetite</i> , p.105933.		barriers to a shift to sustainable diets with different life-stage groups.		resulting in suggestions from the authors that this is an issue that consumers require ongoing support to sustain. Consumers did not buy better meat during the transition of changing meat consumption, but did buy less.	vegetable alternatives rather than plant-based products as a group. Cultural norms and social norms were considered to influence food product choices, explaining differences between older and younger groups' choices particularly around plant-based products.
9X6V8X7E	Filimonau, V., Beer, S. and Ermolaev, V.A., 2021. The COVID-19 pandemic and food consumption at	https://doi.org/10.1016/j.seps.2021.101125	This study utilised an exploratory sequential mixed	Explores the effect of Covid-19 on food consumption in English households at home and away.	Public hesitance for eating out post-covid-19. Increased preference towards eating sustainable food at	Increased preference towards eating sustainable food at home, but not when eating out. Customers saying

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	home and away: An exploratory study of English households. <i>Socio-Economic Planning Sciences</i> , p.101125.		methods approach.		home, but not when eating out.	they expect restaurants to provide more sustainable food options should be rejected as significant because it implies that sustainable eating might influence choices made, which is not the case. The attributes such as provenance and healthiness of food in the home do not translate to the context of out-of-home food consumption. Eating out will be viewed as a treat because of the pro-longed

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						periods of cooking at home. When treating themselves, customers will be unlikely to pay attention to the sustainability elements of foodservice provision.
S9ABUKDP	Trewern, J., Chenoweth, J. and Christie, I., 2022. "Does it change the nature of food and capitalism?" Exploring expert perspectives on public policies for a transition to 'less and better' meat and dairy. <i>Environmental</i>	https://doi.org/10.1016/j.envsci.2021.11.018	Qualitative study soliciting industry expert opinion.	Interviews with experts in the food and farming industry to inform whether the 'less and better' concept of meat and dairy production offers a viable alternative to intensive production and could hold sway with consumers.	There is a lack of a shared vision for what 'less and better' looks like for the meat/dairy industry, and there is a real opportunity for policy intervention to bring about a more holistic industry.	'Less and better' provides a useful framework for exploring policies to reduce multiple impacts of food production and consumption, and potential unintended consequences. It revealed divergent perspectives on the

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	<i>Science & Policy</i> , 128, pp.110-120.					potential for impact and political feasibility of specific policy measures. It also produced interesting insights around challenges and opportunities for linking production and consumption (trade-offs and win-wins) and generated agreed policy goals.
IAFYA6I2	Skelhorn, E.P.G., Garcia-Ara, A., Nova, R.J., Kinston, H. and Wapenaar, W., 2020. Public opinion and perception of rosé veal in the UK. <i>Meat</i>	https://doi.org/10.1016/j.meatsci.2019.108032	Quantitative survey study with consumers to understand the barriers to rose veal consumption in the UK.	Questionnaire filled in by 1002 respondents that asked them about their attitudes to rose veal, educated them on veal production and sustainability impacts before asking them	Consumer statements around what sustainability is, ethical meat production, and new awareness of the nuance in food sustainability.	Education is key for consumers making decisions. Lack of knowledge drives unsustainable food choices and attitudes. Much evidence around social stigmas and

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	<i>Science</i> , 167, p.108032.			again about their attitudes to rose veal.		cultural determinants of food choice.
EKHZHXE2	Altintzoglou, T., Honkanen, P. and Whitaker, R.D., 2021. Influence of the involvement in food waste reduction on attitudes towards sustainable products containing seafood by-products. <i>Journal of cleaner production</i> , 285, p.125487.	https://doi.org/10.1016/j.jclepro.2020.125487	The research paper aimed to measure consumer responses to the use of seafood by-products in three product categories; Processed Food Products, Nutritional Supplements. and Cosmetics. The methodology was a hybrid of quant and qual using a	Recruitment took place in May 2018, and the inclusion criterion was to have used the assigned product category at least once in the last month. The exclusion criterion was having any allergies related to seafood. A balanced sample, representative of the sophisticated market in the United Kingdom was urged, with flexibility on expected differences per product category.	The first and main conclusion of this paper is that consumers report more positive attitudes towards buying processed food and nutritional supplements than cosmetic products that contain ingredients from a cleaner production process that makes use of the whole raw material from shrimp, crab or mussels. The second main conclusion is that information about improved public health and reduced food waste	Evidence that food waste and the reduction of food waste is a key component of food sustainability for consumers. It implicitly infers consumer support for the circular economy for food waste and biproducts.

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			<p>combination of open-ended questions and a scale of 'attitude'. The researcher notes the personalities and characteristics of individuals and incorporates this aspect into how candidates respond differently to the benefits presented by the product.</p>	<p>Recruitment and online data collection were performed by a professional recruitment company, thus ensuring data quality.</p>	<p>has a positive effect on these attitudes. The third main conclusion was that high involvement with food waste led to less positive attitude scores in the control condition, possibly because they were more sceptical of the control definition, compared with similar consumers that received a definition with the purpose of this production method added to it. The last conclusion was that a positive moral attitude, trust in producers and domain-specific innovativeness could explain the results.</p>	

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WDZ5PC82	Banovic, M. and Barone, A.M., 2021. The hybrid enigma: The importance of self-construal for the effectiveness of communication messages promoting sustainable behaviour. <i>Food Quality and Preference</i> , 94, p.104334.	https://doi.org/10.1016/j.foodqual.2021.104334	Messages influencing consumer food choices based upon self-construal processes of independence or interdependent kinds were assessed for key sustainability messages of value to marketers.	The experimental design was used to assess the drivers of making sustainable food choices with people from Spain, Denmark and the UK, based upon self-interest in health at one end of the continuum through to self-transcendent considerations in the environment at the other.	National differences were highlighted as significant, with Spain being the most self-transcendent consumer group, the UK next, followed by the Danish. The suggests that marketing messages about health concerns would impact upon consumer choices greatest in the UK and Denmark, with environmental messaging impacting greatest in Spain. The marketing messages are targeting whole populations with the specific aim of	The drivers for the UK sample were characterised as being more individually driven and related to health rather than the environment in this study. Being less self-transcendent in attitude was also shown to impact upon judgement of the perceived quality of the product used in the experiment. The evidence from this study indicates that self-transcendence is present in the UK sample in this study

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					transitioning to a more sustainable diet.	but that on this occasion, self-interest was the most dominant quality. The sample was 52% female, and the research appears to have taken place in 2020, and so may be impacted by health attitudes related to the pandemic.
H3ZY39JS	Sullivan, V.S., Smeltzer, M.E., Cox, G.R. and MacKenzie-Shalders, K.L., 2021. Consumer expectation and responses to environmental	https://doi.org/10.1111/jhn.12897	Systematic review (PRISMA guidelines) across four academic databases. Due to non-homogeneity of research	Expectations/responses to interventions grouped into three brackets: 1. food waste (reduction), 2. single-use item and packaging waste (reduction), 3. menus, messaging	Carbon foot prints generally viewed as positive, however attitudes do not necessarily translate into behaviours. The combination of information and nudging strategies (increasing	EVIDENCE FROM UK DATA ONLY: Customers view carbon footprint information 'positively' (n=18), labelling resulted in decrease in overall CO2 impact of

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	sustainability initiatives and their impact in foodservice operations: A systematic review. <i>Journal of Human Nutrition and Dietetics</i> .		outcomes, narrative synthesis was conducted and key concepts identified. n=10,652 studies; n=172 primary review; n=33 final review.	and labelling. Explored outcomes included consumer expectations (attitudes) and responses (attitudes vs behaviours). Attitudes categorised as either affective (satisfactory/emotive), or cognitive (knowledge/awareness/reasoning).	availability) was beneficial.	purchases (n=14). Despite positive attitudes, there was 'clear resistance' to behavioural change, especially when the intervention ran counter to routine practice (n=14). Price, provenance and nutrition found to be roughly equal determinants of food choice (n=340). Choice editing/nudge had strong +ve effect on purchase behaviour: + 40.8-78.9% sales of vegetarian meals when overall proportion of vegetarian meals

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						was increased, with little impact on overall sales (and therefore cost) to the outlet (n=94).
47YC8UY4	Howlett, N., Roberts, K.P., Swanston, D., Edmunds, L.D. and Willis, T.A., 2021. Testing the feasibility of a sustainable preschool obesity prevention approach: a mixed-methods service evaluation of a volunteer-led HENRY programme. <i>BMC public health</i> , 21(1), pp.1-13.	https://doi.org/10.1186/s12889-020-10031-w	The study recorded volunteer work with well-educated parents on low incomes in London and their children with the aim of reducing child obesity. Volunteers were recruited by the health and early years professional communities.	Volunteers did assessment with parents of children up to five years old on their eating habits, the food they were giving their children, and using this assessment with materials provided to make positive changes to reduce the likelihood of childhood obesity in their children. This emphasised the role	Improvements were measured in relation to fruit and vegetable consumption and food eating behaviours, ie eating with the family, and in front of the TV. None of the changes were linked to the concept of sustainable diets.	There is no evidence of citizens' perceptions of sustainability from this work because this aspect was not designed into the study.

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				of food and physical activity.		
NS63TSWF	Armstrong, B., Bridge, G., Oakden, L., Reynolds, C., Wang, C., Panzone, L.A., Rivera, X.S., Kause, A., Ffoulkes, C., Krawczyk, C. and Miller, G., 2020. Piloting citizen science methods to measure perceptions of carbon footprint and energy content of food. <i>Frontiers in Sustainable Food Systems</i> , p.120.	https://doi.org/10.3389/fsufs.2020.00120	This pilot assesses the potential of the Zooniverse citizen science platform as a data collection methodology to explore perception of foods of carbon footprint and energy content.	Three data input methods were selected within the Zooniverse platform multiple choice, slider tool, and text box. All carbon footprint scale anchor points (i.e., slider minimums and maximum values, the ranges on the multiple choice options) were provided in 10 throughout the experiment. The participants had to then estimate the carbon and energy	The majority of citizens are unable to accurately estimate or distinguish between the energy content and carbon footprint of food. That the slider tool is the most appropriate input method for estimations of energy content and carbon footprint when compared to multiple choice and text box.	Having evidence that the majority of citizens are unable to accurately estimate or distinguish between the energy content and carbon footprint of food identifies the need for citizens to be educated about the environmental sustainability of different foods.

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				values of the 10 foods using these tools. Ten types of food were selected with a range of carbon footprint and energy content (boiled rice, cheese, puffed rice cereal, boiled rice, baked beans, chicken breast, beef mince, fried chips, sliced apple, raw carrot).		
H3ZY39JS	McEachern, M.G., Warnaby, G. and Moraes, C., 2021. The role of community-led food retailers in enabling urban resilience. <i>Sustainability</i> , 13(14), p.7563.	https://doi.org/10.3390/su13147563	Semi-structured qualitative interviews with store owners, managers, community-led retail organisations and social	Interpretive concepts were drawn from the interviews, aggregated into 'thematic dimensions', according to theories of urban and community resilience,	CLFR implemented business models that engaged and integrated community members, to produce moral, sustainable and resilient solutions at a local level. Contrasting the existing prevailing business	This study provides evidence that cohesive relationships incorporating sustainable values at the local level can produce better food system outcomes

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			supermarkets (n=14).	in order to inform a model of 'Sustainable Community Retail Resilience'.	model of large scale food retailers, such as waste/damaging environmental practices, unsustainable/unhealthy consumption behaviours, and contentious (business) relationships. Extending current theories of community resilience to include 'Moral values and behaviours' into adaptive business practices, to enhance community resilience.	regarding sustainability than the current systems of large scale retail operations do in the food system currently. Evidences the transformative potential of point of sale contexts.
56CB9SC8	Dagevos, H., 2021. Finding flexitarians: Current studies on meat eaters and meat reducers. <i>Trends in Food</i>	https://doi.org/10.1016/j.tifs.2021.06.021	This study is a work of systematic literature review.	A literature search was conducted using search terms like "flexitarian diet", "meat diet" from 2019 onwards. Paper with	The study demonstrates that multiple studies point to the existence of a group of flexitarians that is distinct from consumers who are	This study evidences the prevalence of attitudes towards flexitarian diets for sustainability. As a

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	<i>Science & Technology</i> , 114, pp.530-539.			specific information on the number of flexitarian's based on empirical evidence were primarily selected for inclusion, followed by "meat eaters", followed by "meat reducers".	deeply attached to meat eating and have no intention whatsoever to limit their meat intake. Flexitarians not only differ from meat lovers but they also differ from each other. Against the backdrop of numerous devoted meat eaters, and flexitarians who frequently reduce their meat consumption only slightly, the question is raised whether flexitarianism is enough to tackle the pressing environmental and human health problems.	result, many people switch to a flexitarian diet as they believe it is healthier and more sustainable. In addition it is believed to be easier than going vegan or vegetarian.
SXHBVG5U	Deroover, K., Siegrist, M., Brain, K., McIntyre, J. and	https://doi.org/10.1016/j.tifs	A scoping review of consumer behaviour	This work is a scoping review which summarizes and	Sustainability is only assessed in relation to health not planetary	Sustainability only related to notions of human health.

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	Bucher, T., 2021. A scoping review on consumer behaviour related to wine and health. <i>Trends in Food Science & Technology</i> , 112, pp.559-580.	2021.03.057	related to wine and health. The UK data applicable is limited.	draws conclusions from extant research.	health or environmental quality. The UK studies related to lower alcohol wine and beer, and particularly reinforce the need for public messaging about pregnancy related alcohol harm.	Lower strength alcohol products were agreed to assist in alcohol harm reduction strategy.
45FYUAMN	Biasini, B., Rosi, A., Giopp, F., Turgut, R., Scazzina, F. and Menozzi, D., 2021. Understanding, promoting and predicting sustainable diets: A systematic review. <i>Trends in Food Science & Technology</i> , 111, pp.191-207.	https://doi.org/10.1016/j.tifs.2021.02.062	Systematic review carried out following PRISMA guidelines, using three academic databases. n=67 studies included in qualitative synthesis of evidence.	Investigation of research applying three behavioural models - Theory of Reasoned Action (TRA), Theory of Planned Behaviour (TPB) and Social Cognitive Theory (SCT) - to describe sustainable eating behaviours in consumption (eating)	Attitudes towards sustainability are the most significant predictor of the intention to eat sustainably. Social/subjective norms and personal capacity (PBC) less significant in predicting sustainable eating behaviour. Behaviours are also determined by past behaviour and/or habit.	Consumer perceptions of sustainability are linked with broad themes such as 'healthy eating', and more defined concepts such as 'reduce fat intake' and 'reducing food waste'. Based upon limited direct

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				and post-consumption (waste) phases. Considered nutritional (UK data included), environmental (UK data included) and social-economical (UK data not included) dimensions.		evidence from this systematic review.
HAV2VSPN	Eckl, M.R., Biesbroek, S., Van't Veer, P. and Geleijnse, J.M., 2021. Replacement of meat with non-meat protein sources: A review of the drivers and inhibitors in developed countries.	https://doi.org/10.3390/nu13103602	This study was a review of the literature, and the narratives within extant literature to support or defy their hypothesis concerning drivers of eating	The work describes literature from developed countries, including the UK, relating to the replacement of meat with non-meat protein sources among omnivores and flexitarians.	The study found that there are multiple personal, socio-cultural, and external factors relating to the replacement of meat with non-meat protein sources among omnivores and flexitarians in developed countries. The results	Reviews factors that impact attitudes to non-meat proteins including carbon footprint. One study showed a greater proportion of reducers were motivated by health than environmental impact information

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	<i>Nutrients</i> , 13(10), p.3602.		non-meat protein.		indicate that female gender, information on health and the environment, and lower price of non-meat protein sources may act as drivers, whereas male gender, food neophobia, attachment to meat, and the lower situational appropriateness of consuming non-meat protein sources act as inhibitors.	(Apostolidis & McLeay, 2019).
WTAWTVV Z	Grasso, A.C., Hung, Y., Olthof, M.R., Brouwer, I.A. and Verbeke, W., 2021. Understanding meat consumption in later life: A segmentation of older consumers	https://doi.org/10.1016/j.foodqual.2021.104242	Secondary Data Analysis using cross-sectional data from 2,500 community dwelling adults aged 65 years and older from	A survey focused on dietary habits, physical activity, attitudes and preferences. Consumption frequency of ten protein-rich food	Meat intake differed significantly in several socio-demographics and background characteristics, appetite, protein intake, attitudes towards meat and plant-based 'meat' substitutes,	Health and sustainability food choice motives were important determinants for being classified as a medium or light meat consumer compared

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	in the EU. <i>Food Quality and Preference</i> , 93, p.104242.		an online pan-EU survey conducted in October 2019.	groups, including cooked meat, was assessed with a short, modified version of a validated food frequency questionnaire. Food sustainability knowledge was assessed by three true or false questions developed by the researchers: 1) A diet high in animal-based foods contributes more to global warming than a diet high in plant-based foods (true); 2) Eating foods with a high carbon footprint is bad for the	and liking of protein sources other than meat. Health and sustainability food choice motives were important determinants for being classified as a medium or light meat consumer compared to a heavy meat consumer whereas food fussiness, sensory appeal, and familiarity were important determinants for being classified as a heavy meat consumer compared to a light meat consumer.	to a heavy meat consumer Limited evidence related to food sustainability.

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				environment (true); and 3) Eating beef is better for the environment than eating chicken (false).		
IP8BEMN3	Jia, L. and van der Linden, S., 2020. Green but not altruistic warm-glow predicts conservation behaviour. <i>Conservation Science and Practice</i> , 2(7), p.e211.	https://doi.org/10.1111/csp2.211	Online self-completed survey conducted with a local organic food retailer. n=341 first responses, n=251 second responses.	Respondents were asked a series of questions around whether they felt positive emotional feedback when considering carrying out environmentally conscious or altruistic behaviours, and then whether they intended carry out a series of tasks linked with environmentalism (n=341). Actual	Anticipated positive emotional feedback predicts environmental intentions and behaviours, including (for example) "buy[ing] more locally grown and produced foods".	There are social desirability aspects related to this study, which might give rise to the say-do gap, or indeed cognitive dissonance, which might be reinforced by other retail messages, as the authors acknowledge.

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				behaviour was then assessed (n=251). Questions/assessments used Likert scales.		
B29UYBQJ	Parkin, B.L. and Attwood, S., 2022. Menu design approaches to promote sustainable vegetarian food choices when dining out. <i>Journal of Environmental Psychology</i> , 79, p.101721.	https://doi.org/10.1016/j.jenvp.2021.101721	A survey to discover whether menu language, design, and offerings impacted choices of vegetarian foods.	Menus were presented to participants and they were asked to choose which dish they would order in a restaurant, the menus were designed differently to test what impacted vegetarian choices most.	75% of a menu needs to be vegetarian in order to drive significant increases in vegetarian dish choice. Describing a dish as veggie reduces choice, but a V mark does not.	Consumers associated vegetarian and vegan food with sustainability and lower climate impacts, but when eating out, 75% of a menu needs to be sustainable food in order to drive sustainable choices. Nudge is suggested as an appropriate tool to assist in the shift to sustainable

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						habits when eating out.
XPIR218C	Gazdecki, M., Goryńska-Goldmann, E., Kiss, M. and Szakály, Z., 2021. Segmentation of food consumers based on their sustainable attitude. <i>Energies</i> , 14(11), p.3179.	https://doi.org/10.3390/en14113179	Systematic review of papers published between 1990 and 2020, using two scientific databases. Usefulness was assessed using a recognised framework (PRISMA). (n=27)	Papers were reviewed according to customer segmentation with regards to sustainable food consumption. Segments were identified (e.g. conscious, active, willing, unwilling) and grouped into categories of variables (environment, socio-demographic, economic, etc) and consumption grouped into variables (lifestyle, values,	Around 60% of consumers in the data as a whole may belong to segments that may positively modify attitudes towards sustainable consumption.	Perceptions classified within consumer segments as 'Apathetic', 'Health-conscious diners', 'Holistic perfectionists' and 'Ethical advocates'. There is limited evidence available from UK data directly.

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				preferences, attitudes, etc).		
Y7Y5ID2I	Broeckhoven, I., Verbeke, W., Tur-Cardona, J., Speelman, S. and Hung, Y., 2021. Consumer valuation of carbon labelled protein-enriched burgers in European older adults. <i>Food Quality and Preference</i> , 89, p.104114.	https://doi.org/10.1016/j.foodqual.2020.104114	Latent class choice modelling was applied to investigate whether consumer segments with significantly varying preferences exist. Consumer segments were profiled based on socio-demographics, dietary habits, intention to change protein sources, food-related attitudes,	Cross-European data collection took place in October 2019 through a cross-sectional online survey involving 500 respondents in each of five EU countries, namely in Poland, Finland, the Netherlands, the United Kingdom, and Spain (n = 2500). Inclusion criteria 65 yrs and above and living independently at home. A Choice Experiment and additional questions related to consumer	Choice analysis showed that protein-enriched burgers are accepted by most older consumers, with most older consumers preferring traditional red meat or poultry as protein sources. Consumer profiling indicates that older adults' intentions to consume alternative, more sustainable protein-enriched products are associated with gender, country, importance attached to health, sustainability and familiarity, knowledge of protein and the	Consumer profiling indicates that older adults' intentions to consume alternative, more sustainable protein-enriched products are associated with gender, country, importance attached to health, sustainability and familiarity, knowledge of protein and the impact of different protein sources. "Meat lovers", are not likely to reduce

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			knowledge, and perception of protein and food in the diet.	preferences, behaviour, and intentions were used to investigate older adults' relative preferences for protein-enriched burgers.	environmental impact of different protein sources. By contrast, financial constraints, food fussiness, importance attached to price, convenience, and sensory appeal were not associated with older adults' intention to consume and willingness to pay for alternative, more sustainable, and protein enriched products. "Meat lovers", are not likely to reduce meat consumption to achieve a more sustainable diet.	meat consumption to achieve a more sustainable diet.
QIQX65SY	Otto, S., Strenger, M., Maier-Nöth, A. and Schmid, M.,	https://doi.org/10.1016/j.jcle	Narrative Literature review to gain a general	The purpose of this paper is to investigate whether there is any	The results indicate that consumers rate the packaging sustainability	The consumer perception differs highly from the

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	<p>2021. Food packaging and sustainability– Consumer perception vs. correlated scientific facts: A review. <i>Journal of Cleaner Production</i>, 298, p.126733.</p>	<p>pro.2021.126733</p>	<p>overview using words such as "food packaging" "sustainable" perceptions. This was then followed by a systematic review.</p>	<p>link between the subjective consumer perception and the objective scientific sustainability facts by using the assessment criteria carbon footprint, recycling rate, reuse rate and biodegradability/decomposition and lifetime in Europe.</p>	<p>largely based on an implemented circular economy, in terms of the supposed recyclability, and natural looking packaging material and design. The consumer perception differs highly from the scientific conclusion of environmentally friendly sustainable packaging. Both sides have a different understanding of what clean products, in this case packaging, are. Paper/cardboard and metal are rated in line with the scientific measure, however, in this case packaging, particular, plastic is underestimated and glass and biodegradable</p>	<p>scientific conclusion of environmentally friendly sustainable packaging. Both sides have a different understanding of what clean products, in this case packaging, are. Paper/cardboard and metal are rated in line with the scientific measure, however, in this case packaging, particular, plastic is underestimated and glass and biodegradable</p>

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					plastics highly overestimated in their environmental sustainability.	their environmental sustainability.
U8U6MYE3	Panzone, L.A., Sniehotta, F.F., Comber, R. and Lemke, F., 2020. The effect of traffic-light labels and time pressure on estimating kilocalories and carbon footprint of food. <i>Appetite</i> , 155, p.104794.	https://doi.org/10.1016/j.appet.2020.104794	2 x 2 factorial design. The study is based on a 2 (labelling vs no labelling) x 2 (time pressure vs no time pressure) between-subjects experimental design. Participants made evaluations after being randomly allocated to one of four	In this exercise, 1511 consumers categorised 43 food products as healthy/unhealthy and good/bad for the environment, and estimated their kilocalories and carbon footprint, which were known to the investigator. The task was performed either with no stimuli (a control group), under time pressure only, with traffic-light labels only, or both.	Results show that traffic-light labels: 1) operate through improvements in knowledge, rather than facilitating information processing under pressure; 2) improve the ability to rank products by both kilocalories and carbon footprint, rather than the ability to use the metric; 3) reduce the threshold used to categorise products as unhealthy/bad for the environment, whilst raising the threshold used to classify products	Respondents had a baseline bias that is positive for kilocalories and negative for carbon footprint: individuals systematically overestimate kilocalories, and underestimate carbon emissions. This bias does not change across groups, an indication that the overall ability to evaluate products remained constant.

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			experimental conditions.		as good for the environment (but not healthy).	
FG4XMGL7	Rondoni, A., Millan, E. and Asioli, D., 2021. Consumers' preferences for intrinsic and extrinsic product attributes of plant-based eggs: an exploratory study in the United Kingdom and Italy. <i>British food journal</i> .	https://doi.org/10.108/BFJ-11-2020-1054	The study uses qualitative methodology employing focus groups (n=18).	Nine focus groups in the United Kingdom and nine in Italy were conducted, with a total of 180 participants. Thematic analysis of results was performed.	In terms of intrinsic product attributes, consumers' preferences for colour, shape, taste, ingredients, nutrients, method of production and shelf-life for plant-based eggs were revealed. Regarding the extrinsic attributes, preferences for price, packaging, country of origin and product naming emerged. Similarities and differences between consumers from the two countries are also discussed. Differences	Participants admitted that they consider sustainability information less important than nutritional values. Also, some participants from both countries expressed scepticism with regards to the sustainability of the plant-based eggs. In regard to the packaging, both United Kingdom and Italian consumers

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					in preferences emerged also between vegan and non-vegan consumers. Consumers showed preferences for a local production for the plant-based eggs for safety, sustainability, and economic motivations.	expressed preferences for a recyclable and environmentally sustainable packaging, consistent with the sustainability message of the plant-based egg.
Z53EHKNL	de Boer, J. and Aiking, H., 2021. Climate change and species decline: Distinct sources of European consumer concern supporting more sustainable diets. <i>Ecological Economics</i> , 188, p.107141.	https://doi.org/10.1016/j.ecolecon.2021.107141	Theory-based, multivariate analysis of Eurobarometer 92.4 consumer data collected in Dec 2019 from EU countries (incl UK).	Exploring how concern for climate change and species decline (independently) relates to dietary change in consumers towards 'more sustainable' direction, in order to assess how consumer concerns about	1. Distinctive correlation' of both concern for climate change and for species decline with more sustainable food practices. In NW Europe, climate change and species decline are distinct sources of consumer concern, and strongly related to local food purchases and	75% or participants in North-Western European countries (incl UK) reported climate change and/or species decline as one of four (out of a possible ten) main concerns. 10% of participants reported moving to more

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				nature and the environment align with the EU's 'Farm to Fork' strategy. 'Personal importance of environmental protection' was included as a scalar covariate, alongside demographics, social and cultural variation, political interest and class.	moving to more sustainable diets. Climate change concern is of highest concern among NW European consumers (compared with species decline). Female, 25-34, middle class had highest odds of reporting both more sustainable diets and more local foods.	sustainable diets and 33% local purchases, when asked to indicate concerns. Reporting local purchases was more common than changing to a more sustainable diet.
EBHM8SKC	Kakadellis, S., Woods, J. and Harris, Z.M., 2021. Friend or foe: Stakeholder attitudes towards biodegradable plastic packaging in food waste	https://doi.org/10.1016/j.resconrec.2021.105529	Interviews with stakeholders (not citizens) around bioplastics and biodegradable materials.	The themes and contexts considered important by the stakeholders who participated in the interview process.	There was a consensus amongst stakeholders around bioplastics and biodegradable materials contaminating recycling streams. They are thought to be misunderstood by the public.	Citizens perceive bioplastics as more sustainable because they are more "natural".

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	anaerobic digestion. <i>Resources, Conservation and Recycling</i> , 169, p.105529.					
5HZCIGIM	Pinto, V.R.A., de Abreu Campos, R.F., Rocha, F., Emmendoerfer, M.L., Vidigal, M.C.T.R., da Rocha, S.J.S.S., Della Lucia, S.M., Cabral, L.F.M., de Carvalho, A.F. and Perrone, Í.T., 2021. Perceived healthiness of foods: A systematic review of qualitative studies. <i>Future Foods</i> , 4, p.100056.	https://doi.org/10.1016/j.fufo.2021.100056	Systematic Review of studies looking at the consumer perceptions of healthiness of food, as an issue of sustainability of the human.	Extant literature mined for key consumer traits sought in relation to healthiness of food, which were linked to both human and planetary health and sustainability.	Five dimensions were identified, which intersect health and environmental sustainability. Further consumer education about food healthiness was advocated, as was the alignment of the goals of consumers, industry and public policymakers.	The identification of overlapping issues between health and environmental sustainability is important to this review. This links consumer perceptions to the academic appreciation of the wider determinants of health, where the environment is an accepted factor.

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BXGA9YAN	Naspetti, S., Mandolesi, S., Buysse, J., Latvala, T., Nicholas, P., Padel, S., Van Loo, E.J. and Zanolli, R., 2021. Consumer perception of sustainable practices in dairy production. <i>Agricultural and Food Economics</i> , 9(1), pp.1-26.	https://doi.org/10.1186/s40100-020-00175-z	Large survey of six European countries, including the UK consulting them on production challenges and methods in the dairy industry.	Consumer acceptance to industry practice was the central research inquiry.	Consumer preference was for prolonged maternal feeding as the key practice in a sustainable dairy industry in all six countries, including the UK.	Consumers exercise moral beliefs if asked to make choices in sustainable food production methods. Consumers seek to minimise harm, within reason, as part of their economic reasoning and decision-making for sustainable food production practices impacting upon wider society, and this phenomenon can be seen across all six nations in this study.
WT24ZKHI	Li, S. and Kallas, Z., 2021. Meta-analysis	https://doi.org/10.1186/s40100-020-00175-z	This study deals with consumers'	The WTP value, represented as the	The results suggest that the overall WTP	The results suggest that the overall WTP

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	of consumers' willingness to pay for sustainable food products. <i>Appetite</i> , 163, p.105239.	016/j.appet.2021.105239	willingness to pay (WTP) price premiums for sustainable food products. The research focused on a broad area of sustainable food products, including different sustainable attributes using a meta-analysis of 80 worldwide studies.	dependent variable in this analysis, was the price premium which meant the percent payment increased over conventional food price. In the 80 included papers, some studies reported WTP estimates in the percentage form, but the others reported WTP in monetary terms. In order to tackle the currency difference issues and different WTP formats (i.e., the weight unit, product unit and category), the monetary WTP estimates were	premium for sustainability (in percentage terms) is 29.5% on average. Furthermore, gender, region, sustainable attributes and food categories influence the average WTP estimates and their heterogeneity. Results also indicate that the WTP estimate conducted by hypothetical approach (choice experiment and contingent valuation method) is higher than non-hypothetical one due to hypothetical bias. In addition, the WTP estimate from the CVM is higher than that from the CE. Additionally, the	premium for sustainability (in percentage terms) is 29.5% on average. However, the results from this study relate to diverse food products, with different cultural and economic values attached to them. The average then represents an mean indicator, not a rule of thumb.

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				<p>transformed and presented in percentage form. Subgroup analysis was adopted to test deeper heterogeneity of the data. Finally meta-regression was used to conduct more complex analyses considering all significant moderators.</p>	<p>WTP value of organic attribute is higher than the other sustainable attributes. The subgroup analysis indicates that the fruit & vegetable category has the highest WTP estimate while the seafood receives the lowest one. Results also highlight that Asian WTP estimates, in percentage terms, are higher than those obtained in North America and similar to those from Europe. In addition, positive WTP estimates are shown independent of the food categories, region or methods, denoting the presence of great market</p>	

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					potential for sustainable products worldwide.	
U6Z5SXIB	Schubert, I., de Groot, J.I. and Newton, A.C., 2021. Challenging the Status Quo through Social Influence: Changes in Sustainable Consumption through the Influence of Social Networks. <i>Sustainability</i> , 13(10), p.5513.	https://doi.org/10.3390/su13105513	The study utilises one-way between-subject design.	The hypotheses were tested in a field experiment (N = 134), where participants discussed previous sustainable food consumption (revealing descriptive norms) and its importance (revealing injunctive norms) with either a stranger or social network member. We measured actual sustainable food consumption through the extent to which participants chose organic over non-	Findings showed that revealed injunctive norms significantly influenced food consumption, more so than revealed descriptive norms. We also found that this influence was stronger for social network members compared to strangers. This indicated implications and further research directions in relation to how social networks can be used to evoke sustainable social change are discussed.	Descriptive and injunctive norms revealed by social network members had a stronger influence on actual consumption behavior than those revealed by strangers. People were more likely to act in accordance with the revealed injunctive norms than the descriptive norms. The findings from this research, if replicated in even more natural

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				organic consumables during the debrief.		settings, could suggest new routes into changing consumer behaviour.
6BBFEQKQ	Macdiarmid, J.I., Cerroni, S., Kalentakis, D. and Reynolds, C., 2021. How important is healthiness, carbon footprint and meat content when purchasing a ready meal? Evidence from a non-hypothetical discrete choice experiment. <i>Journal of Cleaner Production</i> , 282, p.124510.	https://doi.org/10.1016/j.jclepro.2020.124510	Discrete choice-based experiments in 105 participants aged 18+, recruited in and around a university setting.	Participants were exposed to choice tasks related to the carbon footprint, healthiness and price of lasagne ready-meals. Two choice experiments were included; 1. using 'traffic light' labels indicating a carbon footprint and healthiness scale, 2. participants were given additional information about the traffic light info (i.e.	Health was perceived as more valuable than carbon footprint, as WTP was higher across all levels. No preference for either health or carbon footprint attribute. Women are more concerned with health than men, and both women and men viewed carbon footprint as important. Including information about (lower) meat content and (lower) carbon footprint label reduced WTP. The	WTP was higher (£1,47-0.84) for healthier lasagne. WTP higher (£1.87) for lowest carbon footprint vs highest carbon footprint. Additional information about meat content AND low carbon footprint decreased WTP by £0.84. Additional information about fat content and higher health benefit

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				amount of meat per portion, amount of saturated fat per portion). WTP was measured by asking participants to nominate a price at which they would pay for the lasagne, compared with randomly generated market prices.	inverse was true for (lower) fat content and (higher) health label. Thus, consumers do not necessarily associate carbon footprint with meat content and are possibly reluctant to reduce meat intake. WTP increases with low carbon footprint labels, but only when meat content is maintained. Cultural importance of meat in UK diets, across all demographics, is highlighted.	increased WTP by £0.64.
HNM4ZQPP	Eker, S., Garcia, D., Valin, H. and Van Ruijven, B., 2021. Using social media audience data to	https://iopscience.iop.org/article/10.1088/1748-	Exploring the usability of online social media (OSM) data to analyse	The research created a dataset of daily and monthly active FB users, according to interest in sustainable	OSM can be used as a reliable indicator of sustainable lifestyle at a global level. Education is an important driver of	Interest in 'vegetarianism' and 'sustainable living' is not necessarily correlated at country

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	analyse the drivers of low-carbon diets. <i>Environmental Research Letters</i> , 16(7), p.074001.	9326/abf770/meta	drivers of low-carbon lifestyles. Comparison of global Facebook (FB) audience segmentation data relating to users' interest in 'vegetarianism' and 'sustainable lifestyles', alongside empirical data about global vegetarian populations, using Google, FAO and survey data sources.	lifestyles and vegetarianism. Presented alongside GDP data, food and meat consumption trends, gender, education.	sustainable lifestyles and food choice.	level. Interest in 'vegetarianism' is positively correlated to meat consumption, though country-level data may obscure individualistic drivers, such as high income and education, which are linked with vegetarianism AND with meat consumption. Interest in 'vegetarianism' was positively correlated with decreasing trend of meat consumption over time.

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2W2DM5AY	Dudinskaya, E.C., Naspetti, S., Arsenos, G., Caramelle-Holtz, E., Latvala, T., Martin-Collado, D., Orsini, S., Ozturk, E. and Zanolli, R., 2021. European consumers' willingness to pay for red meat labelling attributes. <i>Animals</i> , 11(2), p.556.	https://doi.org/10.3390/ani11020556	Discrete choice experiment using Lancasterian Consumer Theory and Random Utility Model, across seven countries (n=2,900) including the UK (n=420).	Participants were asked to choose which they would buy, between a set of four labelled red meat alternatives, and a no-choice option. Nine credence attributes were also selected, including price, origin, protected status/provenance, organic, carbon footprint, etc. Fat content and 'ready-to-cook' labels were also added.	Willingness to pay was highest for organic labels, and generally low for carbon footprint labels.	Organic attribute most important to UK consumers of red meat (EUR 0.49), though with high standard deviation and thus possibly high heterogeneity in preferences. Followed by national/locally produced (EUR 0.43). Carbon footprint had low importance/WTP (EUR 0.05). Important to note the sample were 'red meat eaters'. Customers may not be used to viewing

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						carbon labels on meat products. Previous research notes that consumers preferring lamb over beef (e.g. UK) perceive lamb to be more sustainable than beef, therefore may place lower credence on carbon labels, irrespective of which foods they are presented on.
2UVKLP59	Oloyede, O.O. and Lignou, S., 2021. Sustainable paper-based packaging: A consumer's perspective. <i>Foods</i> , 10(5), p.1035.	https://doi.org/10.3390/foods10051035	A qualitative study investigating consumers' expectations and opinions of sustainable	The design process of the paper-based packages was intended to be in collaboration with consumers over a series of qualitative	Too much plastic and over-packaging were the key issues raised for current packages. Price and quality were the main driving forces for consumers' purchase	Consumers in this study perceive the contribution sustainable packaging can make to a more sustainable food

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			<p>paper-based packaging materials was conducted where 60 participants took part in focus group sessions organized in two stages. In the first stage, participants expressed their opinions about currently available packages in the market and their expectations about a sustainable packaging material. In the</p>	<p>participatory focus group workshops. To achieve this, the study was divided into two stages, with Stage 1 aimed at understanding consumer expectations from sustainable paper-based packages in general and Stage 2 involved evaluation of the prototype packages designed based on findings and information obtained from Stage 1.</p>	<p>intent. While participants were impressed by the sustainable nature of the prototypes, the design did not necessarily meet their expectations, and they were not willing to pay more for a sustainable package. The key message that emerged from the discussions was the “3Rs”—Reduce, Reuse, and Recycle—which should be the main points to consider when designing a sustainable packaging.</p>	<p>system and have expectations about the circularity of sustainable packaging that they see as integral to the evolution of product development, and the intersectionality of food system and waste system, and for which they are unwilling to pay more or extra.</p>

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			second stage of the study, they evaluated five paper-based prototype packages for two product categories (biscuits and meat).			
WWE8BGH S	Comerford, K.B., Miller, G.D., Reinhardt Kapsak, W. and Brown, K.A., 2021. The Complementary Roles for Plant-Source and Animal-Source Foods in Sustainable Healthy Diets. <i>Nutrients</i> , 13(10), p.3469.	https://doi.org/10.3390/nu13103469	Narrative review of Food-Based Dietary Guidelines across 100 countries	Examining the roles of plant-based foods (PBF) and animal-based foods (ABF) in the context of sustainable healthy diets.	Complimentary and symbiotic roles of PBF and ABF in sustainable food systems are highly dependant on contextual factors, such as geography, production method, processing, consumption patterns.	The research suggests that source of food (plant or animal) is not the most useful comparator for assessing healthy and sustainable diets. Lack of guidance and context in existing FBDGs, regarding

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						practices and places (storage, packaging, pricing, preparation, sharing) that are key determinants in influencing health and sustainability.
ZSHZJ8WV	Beghin, J.C. and Gustafson, C.R., 2021. Consumer valuation of and attitudes towards novel foods produced with new plant engineering techniques: A review. <i>Sustainability</i> , 13(20), p.11348.	https://doi.org/10.3390/su132011348	Systematic review of literature around food proceed using 'New Plant Engineering Techniques' (NPETs), using PRISMA guidelines, via Google Scholar searches. n=1,006 unique articles, n=550 unique articles,	Review included search terms related to consumer studies around the concepts of, for example, gene editing, cisgenic, intragenic, RNAi, etc. Papers were analysed for Willingness To Pay (WTP) effects, framing, consumer attitudes, acceptance, etc.	NPET crops tend to be valued higher than GMO crops (one UK study), especially when NPETs "embody improvements beneficial to the environment or human and animal health".	Knowledge around NPET is low and they may be perceived as more 'natural' than GMO crops.

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			n=59 included articles.			
ZXIPS9ZC	Armstrong, B., Reynolds, C., Bridge, G., Oakden, L., Wang, C., Panzone, L., Schmidt Rivera, X., Kause, A., Ffoulkes, C., Krawczyk, C. and Miller, G., 2021. How does Citizen Science compare to online survey panels? A comparison of food knowledge and perceptions between the Zooniverse, Prolific and Qualtrics UK Panels. <i>Frontiers in Sustainable Food Systems</i> , p.306.	https://doi.org/10.3389/fsufs.2020.575021	Online self-completed survey using two survey platforms (Qualtrics and Prolific) and one citizen-science platform (n=397 participants)	Participants asked to rate energy content, carbon footprint, animal welfare and food safety of a series of commonly consumed household foods.	Participants were unable to estimate the approximate carbon footprint and energy content of the range of foods. Differences in consumer perceptions between online platforms may inform purchase intentions. Qualtrics users had the highest estimations for carbon footprint. Animal welfare perceptions did not vary between platforms and were not correlated with food safety perceptions, however attributes did appear conflated. Fruit	Most food attributes were moderately positively correlated, however animal welfare was perceived as lower carbon footprint and low food risk. It was unclear from the study whether this was due to 'halo' effects or conflation effects. The research suggests food safety perception influences consumer product choice, thus aligning positive perceptions of (for

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					and vegetables were perceived as low risk.	example) safety, risk, carbon footprint, welfare, etc may help progress consumers towards healthier and more sustainable diets.
UW8YWXM L	van Gestel, L.C., Adriaanse, M.A. and de Ridder, D.T., 2021. Who accepts nudges? nudge acceptability from a self-regulation perspective. <i>PloS one</i> , 16(12), p.e0260531.	https://doi.org/10.1371/journal.pone.0260531	The research was focussed on experimental behavioural science nudges in the workplace around food availability in the cafeteria. Nudges were related to either sustainability or health drivers for consumption	The experimental interventions by employers used in the research concerned portion sizes, rearranging the buffet to prioritise healthy options, and serving only vegetarian food options in the cafeteria.	Healthy eating is perceived by participants as being more pro-self than sustainable eating. Portion size adjustment was attributed to sustainable eating rather than healthy eating. Buffet rearrangement was evaluated as being the most acceptable nudge by participants. Having no real choice of food option was the least	The evidence in this study would seem to indicate that consumer perceptions of food sustainability relate to quantity as opposed to quality, and so seem aligned with the 'less and better' hypothesis. The authors stress the importance of autonomous

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			changes with 100% UK participants.		acceptable nudge option.	motivation as a key factor in the acceptability of behavioural nudging concerning food, consistent with the notion of limiting choice, and the arguments concerning 'don't tell me what to eat'. Portion size reduction being linked to sustainability suggests that scarcity may be at the back of the consumer mind as a driver.
GMXS5I4G	Lonnie, M. and Johnstone, A.M.,	https://doi.org/10.1	Review of the public health	The aim of this review is twofold: 1) to	In order to facilitate the shift towards the more	Positive attitudes towards healthy

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	2020. The public health rationale for promoting plant protein as an important part of a sustainable and healthy diet. <i>Nutrition Bulletin</i> , 45(3), pp.281-293.	111/nbu.12453	rationale for promoting plant protein as an important part of a sustainable and healthy diet.	discuss public health challenges associated with protein sustainability, healthier protein sources and protein requirements and 2) to review potential avenues for formulating messages which could help to facilitate the shift towards a more sustainable diet.	plant-based diet depicted in national food guidelines such as the UK's Eatwell Guide (2016), it is crucial to develop successful public health strategies. Health promotion and education of the benefits of plant-based protein could be one of the strategies to encourage the wider population to consider a shift towards a more plant-based diet. There is not a one size fits all approach and multiple approaches are needed.	eating appear to be a common theme among vegetarian consumers reported in other studies in Britain, over half of the respondents (58%) of a survey of 2878 people declared that health reasons were the main drive for reducing meat intake, followed by saving money, concerns over animal welfare and food safety.
5Y8RCWML	Avery, A., Toon, J., Kent, J., Holloway, L., Lavin, J. and	https://doi.org/10.1186/s128	The study gages the impact of the COVID-19	Surveys were taken to ask participants at intervals about their	Over half of both groups found it difficult to manage their weight	Sustainability was not mentioned once in the study by any

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	Bennett, S.E., 2021. Impact of COVID-19 on health-related behaviours, well-being and weight management. <i>BMC public health</i> , 21(1), pp.1-14.	89-021-11143-7	pandemic on weight management and consumption behaviour amongst a group of consumers seeking help from a commercial organisation regarding weight management and classified by the health profession as obese.	eating habits and health related behaviours during the COVID-19 pandemic. Two participant groups were surveyed - one with a known weight management issues and one group representative of the general population.	during the first six months of the pandemic. Better intake of fruit and vegetables was reported, as was cooking from scratch during this time, and lower alcohol intake by the group with the commercial weight management provider. Both groups reported having less access to healthy food options during this time, for a variety of reasons. Stress, worry and anxiety, including financial anxiety related to food security, made weight management challenging for both groups during this time. Increased levels of	participant, or reported as being relevant to the findings.

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					sedentary behaviour were also reported by both groups.	
4RKPVIX5	Brzustewicz, P. and Singh, A., 2021. Sustainable Consumption in Consumer Behavior in the Time of COVID-19: Topic Modeling on Twitter Data Using LDA. <i>Energies</i> , 14(18), p.5787.	https://doi.org/10.3390/en14185787	An Application Programming Interface (API) streaming method was used to extract the data from Twitter. A total of 14,591 tweets were collected using Twitter streaming API. However, after data cleaning, 13,635 tweets were considered for analysis. Tweet about sustainable	The objectives of the study are to identify (1) the topics users tweet about sustainable consumption and (2) to detect the emotion-based sentiments in the tweets.	The LDA model discovers six topics: organic food consumption, food waste, vegan food, sustainable tourism, sustainable transport, and sustainable energy consumption. While the Louvain algorithm detects four clusters—lifestyle and climate change, responsible consumption, energy consumption, and renewable energy, sentiment analysis results show more positive emotions among	None articulated by the reviewer.

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			consumption and (2) to detect the emotion-based sentiments in the tweets. The study used Latent Dirichlet Allocation (LDA) algorithm for topic modeling and the Louvain algorithm for semantic network clustering. NRC emotion lexicon was used for sentiment analysis.		the users than the negative ones.	
45IGYIEV	Panzone, L.A., Ulph, A., Zizzo, D.J.,	https://doi.org/10.1	Experimental design study	A complex design where some	Environmental self image does not correlate	That food sustainability

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	Hilton, D. and Clear, A., 2021. The impact of environmental recall and carbon taxation on the carbon footprint of supermarket shopping. <i>Journal of Environmental Economics and Management</i> , 109, p.102137.	016/j.jee.m.2018.06.002	where university students were given a sum to spend on groceries over two consecutive weeks, where carbon footprint data was available on the products available, and encouraged to purchase low carbon products in week 2.	participants were asked about their perceived self-image of environmental awareness, and asked to shop, then take a questionnaire assessing their attitudes and belief about the importance of the environment. Other groups were exposed to additional carbon taxation processes and the questionnaire after shopping. Control groups were used in the intervention.	to the construction of a low carbon shopping basket in this study, indeed the authors claim there is no link between the two. Consistent with this, the authors find that carbon levels in grocery shopping are habitual. They posit that use of carbon tax would manipulate purchasing decisions more in online environments than in store.	perceptions are likely to be orientated towards better sustainability outcomes in online environments rather than in store., but the authors of this study express doubt over the continuation of this effect over the long term. University students comprising the sample of participants in this study needed reminding of prosocial behaviour through nudges. Other groups in the general population

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						do not necessarily display the same attitudes or behaviour, as articulated in other literature.
5EPMQZV9	Attwood, S., Chesworth, S.J. and Parkin, B.L., 2020. Menu engineering to encourage sustainable food choices when dining out: An online trial of priced-based decoys. <i>Appetite</i> , 149, p.104601.	https://doi.org/10.1016/j.appet.2020.104601	Two studies were carried out amongst the student group at a London University to determine the effect of the decoy effect on sustainable options on a restaurant menu.	Study one used the decoy effect to test if the less expensive vegetarian option would prove popular with consumers in the four menu options. In the second study, additional menu options were given (five). Both studies had a control group.	Having eliminated students with non-meat eating beliefs - vegan, vegetarian, pescatarian, the study did not support the use of the decoy effect hypothesis in a meat eating cohort.	Sustainability choices were more likely to be made in different cuisines. In this study the authors found that Italian cuisine was more likely to produce sustainable choices from participants than burgers. Decoy effect works best where there are no strong preferences. This is unlikely to be the

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						case with food choices.
NCP74AXP	Lignou, S. and Oloyede, O.O., 2021. Consumer acceptability and sensory profile of sustainable paper-based packaging. <i>Foods</i> , 10(5), p.990.	https://doi.org/10.3390/foods10050990	A study of people's choice of food depending on packaging (more natural options versus less natural options).	Consumers presented with three types of biscuits and/or meat packaged in three ways, and their choices mapped and reasons why they chose them.	The findings illustrated that more natural packaging worked better with the biscuit products. Consumers' contamination fears concerning meat products meant that the results were harder to define, but in general the public prefer paper over plastic packaging.	Generally, the public prefer paper over plastic packaging because they associate it with naturalness and the property of being biodegradable.
A7IH7EC3	Tulloch, A.I., Oh, R.R. and Gallegos, D., 2022. Environmental and public health co-benefits of consumer switches to immunity-supporting	https://doi.org/10.1007/s13280-021-01693-w	Multivariate Analysis	Relate online recommendations for "immunity-boosting" foods to environmental and human health impacts.	More frequently recommended food items and groups are plant based and have lower land use and greenhouse gas emission impacts plus more positive health	None articulated by the reviewer.

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	food. <i>Ambio</i> , pp.1-15.				<p>outcomes (reducing relative risks of mortality or chronic diet-related diseases) per serving of food. trade-offs between environmental outcomes of increasing consumption of recommended food items, with aquatic environment impacts increasing with food recommendation frequency. People's reliance on the Internet for health information creates an opportunity to consolidate behaviour change towards consuming foods with multiple co-benefits.</p>	

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J5KL34UX	Cantillo, J., Martín, J.C. and Román, C., 2021. Determinants of fishery and aquaculture products consumption at home in the EU28. <i>Food Quality and Preference</i> , 88, p.104085.	https://doi.org/10.1016/j.foodqual.2020.104085	The study aims to analyse the main determinants that explain at-home consumption frequency of fishery and aquaculture products (FAPs) in the EU through the use of an Ordered Probit model. This type of model permits analyse of consumers' preferences.	The research surveyed 27,732 EU residents to identify the main determinants affecting consumption frequency of FAPs at-home. The surveys were administered in 2018 in the 28 countries of the European Union, including the UK. The conceptual framework of the study assumes that the frequency of home consumption of FAPs is influenced by some economic and demographic consumers'	Different social and demographic characteristics were surveyed. The highest probability for consuming FAPs more frequently is because they are considered healthy, while the highest probability to consume FAPs less frequently is related to consumers not understanding all the information accompanying the products. Similarly, other important reasons for consuming FAPs more frequently are their good taste and low relative price. Also, results indicate a higher	The study results showed a significant and higher frequency of consumption of FAPs for consumers who: are older than 55 years, are part of the upper-middle class of society, have a wild product preference, live in a household of 3 persons or more, are very satisfied with their lives and never or rarely have difficulties paying the bills. In contrast, it was found that there is a lower frequency of consumption of

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				characteristics and some attitudes that serve to approximate consumers' preferences toward the seafood products. Ordered Probit models were estimated to analyse the frequency of consumption at home.	frequency of consumption of FAPs for those consumers who are over 55 years of age, are wealthy, have a wild product preference, live in a household of 3 persons or more and are very satisfied with their lives.	FAPs for those consumers who: do not understand the information accompanying the products, are between the ages of 15 and 54, live in cities or large urban areas, are not satisfied with their lives and expect no changes in their living conditions for the next five years.
U4UCM3E4	Panzone, L.A., Ulph, A., Zizzo, D.J., Hilton, D. and Clear, A., 2021. The impact of environmental recall and carbon taxation on the	https://doi.org/10.1016/j.jee.2018.06.002	Online supermarket shopping choice study over two weeks, between-participants, orthogonal 2 x 2	Participants were given a budget to spend in an online supermarket using realistic Tesco products. Prior to shopping, they were	Recall of past environmentally friendly behaviour influences purchase behaviour, through increase in 'moral self-worth', whereby	2.5kg CO2 savings for carbon tax, and 2.4-3.1kg CO2 savings for pro-environmental recall, compared with control group

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	carbon footprint of supermarket shopping. <i>Journal of Environmental Economics and Management</i> , 109, p.102137.		choice design (n=230 participants).	asked to complete a questionnaire describing past 'environmentally friendly' behaviours, then asked to proceed with shopping. In a separate intervention, carbon taxes were introduced to food prices, proportionally to the carbon content of the food product. Subsequent carbon footprints of shopping baskets were calculated, along with 'environmental identity', 'self image' knowledge and attitudes.	positive movement influences 'moral licensing', increasing likelihood to purchase lower carbon goods. Alternatively, storage of 'self-worth' can influence future sustainable purchases. Similarly, presence of a carbon tax reduced the carbon footprint of the shopping basket.	(no pro-environmental recall, no carbon tax). Participants were sensitive to food price increases, in line with the addition of a carbon tax combined with the effects of the pro-environmental recall (of past behaviours).

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GTUIFEDI	Rondoni, A., Asioli, D. and Millan, E., 2020. Consumer behaviour, perceptions, and preferences towards eggs: A review of the literature and discussion of industry implications. <i>Trends in Food Science & Technology</i> , 106, pp.391-401.	https://doi.org/10.1016/j.tifs.2020.10.038	Systematic Literature review	The focus of this review is threefold: (i) to identify the main factors that drive consumer behaviour perceptions, and preferences towards eggs; (ii) to discuss implications for industries and policy makers; and (iii) to identify research gaps to be addressed in future studies. A total of 34 consumer studies were identified, reviewed, and discussed.	Consumer preferences for eggs are mainly driven by intrinsic and extrinsic characteristics, as well as socio-cultural factors. While price is very important, especially in developing countries, production method in developed countries is a relevant sub-factor, from which consumers make inferences about the health, safety, and sensory properties of eggs. Consumers were unwilling to pay a premium price for sustainable egg. few studies have investigated the environmental	None articulated by the reviewer.

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					sustainability issues, in terms of reduced greenhouse gas (GHG) emission and water use; these showed that consumers do not pay much attention to this element when purchasing eggs.	
GD7E74BH	Boulet, M., Hoek, A.C. and Raven, R., 2021. Towards a multi-level framework of household food waste and consumer behaviour: Untangling spaghetti soup. <i>Appetite</i> , 156, p.104856.	https://doi.org/10.1016/j.appet.2020.104856	Systematic Review	Analysis of factors and building of model to codify how they impact behaviour. A multi-level framework of household food waste and consumer behaviour	None articulated by the reviewer.	An individual's awareness and knowledge of food waste is important, together with its environmental and social consequences. Greater levels of awareness are generally associated with less food waste.

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QY68ULII	Wakefield, A. and Axon, S., 2020. "I'm a bit of a waster": Identifying the enablers of, and barriers to, sustainable food waste practices. <i>Journal of Cleaner Production</i> , 275, p.122803.	https://doi.org/10.1016/j.jclepro.2020.122803	A research project in Liverpool and Warrington in the north west of England, comprising a survey about food waste served as a recruitment tool for two focus groups which discussed their thoughts about why they felt food waste was an issue of concern, how and why they felt encouraged or discouraged to carry out	The attitudes and understandings, thoughts about the relative importance of sustainable food management, current food waste practices, enablers and barriers towards sustainable food waste practices, and behaviour change intervention strategies were presented in the paper.	Of the many described, key highlights concerned an overwhelming belief of an unnecessary surplus of food waste, lack of understanding in the general population about food waste resulting in lack of awareness about how to undertake sustainable food practices.	In this study, the lack of clarity about food sustainability in the general population meant that food waste was understood as an economic issue than an environmental issue. The belief that there is unnecessary food waste indicates consumer belief that the problem of food waste is not only theirs, but the property of the whole and wider food system.

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			sustainable practices, and what strategies they felt were useful to mitigate the impacts of unnecessary food waste.			
HGPKV883	Aschemann-Witzel, J., Gantriis, R.F., Fraga, P. and Perez-Cueto, F.J., 2021. Plant-based food and protein trend from a business perspective: markets, consumers, and the challenges and opportunities in the future. <i>Critical Reviews in Food Science and</i>	https://doi.org/10.1080/10408398.2020.1793730	Systematic review	This paper reviews the trend from a business perspective. It outlines the global drivers, market trends, market data observations, and consumer behavior factors of relevance, and pinpoints the strengths, weaknesses, opportunities and threats (SWOT) for	Consumers perceive plant-based diets as ethical, healthy and environmentally friendly. Consumers seek convenient, tasty plant-based products based on simple ingredient lists. The policy context and market trends reveal increasing business opportunities. Consumer beliefs, and	Consumers perceive plant-based diets as ethical, healthy and environmentally friendly.

Research Database Code	Paper Reference	DOI	Paper Research Design	Research Presented in the Paper	Outcomes of the Research	Evidence for Citizen Perception of Food Sustainability
	<i>Nutrition</i> , 61(18), pp.3119-3128.			food sector companies.	understanding has to change further. Greater innovations of meat-replacements that are healthy and clean label needed.	
VX6Q7JFI	Pakseresht, A., Kaliji, S.A. and Canavari, M., 2022. Review of factors affecting consumer acceptance of cultured meat. <i>Appetite</i> , 170, p.105829.	https://doi.org/10.1016/j.appet.2021.105829	A systematic review of mainly 2019 and 2020 papers concerning consumer acceptance of cultured meat from many countries, not just the UK. UK findings are emphasised in this analysis.	Systematic review of consumer acceptance of cultured meat across the world.	In the UK, sustainability was perceived as a global problem, with food neophobia being key to the acceptance of new foods, linked to sensitivity to disgust. Higher education exposure is clearly linked to the acceptance of sustainable alternative protein. Lower priced cultured meat might tempt more consumers to try it, but taste and appearance influence	Sustainability is a global problem, likely to be more appreciated according to this research, in people exposed to higher education who are more willing to accept alternatives to traditional meat. Plant based meat alternatives were perceived to be more acceptable for moral reasons than

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					consumer perceptions about purchase of alternative meat. Plant based sources were favoured over insect based sources.	insect derived products, demonstrating the importance of animal welfare concerns.
NAZH76W4	Abrahamse, W., 2020. How to effectively encourage sustainable food choices: A Mini-Review of available evidence. <i>Frontiers in Psychology</i> , 11, p.3134.	https://doi.org/10.3389/fpsyg.2020.589674	Rapid mini review.	Uses a dual-processing framework of decision-making to structure an investigation of the effectiveness of interventions to encourage sustainable food choices (e.g., local and organic food consumption, reducing meat and dairy intake, reducing	The findings of this review indicate that interventions can be used effectively to encourage environmentally sustainable food choices. Nudging interventions have some potential to encourage sustainable food choices. Increasing the availability of vegetarian dishes was shown to be effective and so was a	None articulated by the reviewer.

Research Database Code	Paper Reference	DOI	Paper Research Design	Research Presented in the Paper	Outcomes of the Research	Evidence for Citizen Perception of Food Sustainability
				food waste) via voluntary behaviour change.	reduction in portion sizes of meat. Overall, food labels are effective in encouraging sustainable food choices on their own and as part of wider information campaigns about links between food and climate change. But it would appear that carbon labels do not necessarily discourage the uptake of products with a high climate impact, such as milk or meat.	
VW2SF9XL	Pelau, C., Sarbu, R. and Serban, D., 2020. Cultural influences on fruit and vegetable food-wasting behaviour in	https://doi.org/10.3390/su12229685	Secondary data analysis.	The objective of this paper is to determine the impact of the national culture on the quantity of wasted fruit and vegetables.	The results of the research show that the uncertainty avoidance of a culture complemented by the indulgence index influences the quantity of	None articulated by the reviewer.

Research Database Code	Paper Reference	DOI	Paper Research Design	Research Presented in the Paper	Outcomes of the Research	Evidence for Citizen Perception of Food Sustainability
	the European Union. <i>Sustainability</i> , 12(22), p.9685.			Based on secondary data, the panel regression analysis was applied for 28 European countries with the purpose of determining the influence of the cultural dimensions as described by Hofstede on the quantities of wasted fruit and vegetables.	wasted fruit and vegetables, confirming that certain characteristics of the national culture are factors that influence the quantity of wasted food. Barriers to shifting dietary habits include cultural (preference), economic (Covid-19 recession, food stocks energy) and political (Brexit, legislative and regulatory burdens).	
3SHGQLJE	Buttriss, J.L., 2020. Why food reformulation and innovation are key to a healthier and more sustainable diet.	https://doi.org/10.1111/nbu.12455	Policy summary/bulletin	Review of prevailing policy trends around concepts of healthy and sustainable diets, public health recommendations for 'food reformulation'	Food quality, price and ease of preparation are most commonly cited attributes in food purchase decisions, with health, packaging and 'ethical production'	Positive behaviour change more likely when healthier choices are readily accessible and priced accordingly, and when they are

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	<i>Nutrition Bulletin</i> , 45(3), pp.244-252.			and definitions of healthy and sustainable diets	scoring lower (in supermarket shoppers). Individuals became more active and were preparing more home-cooked food during Covid-19 lockdowns. Research suggests 'Health by stealth', increased consumer exposure to health and sustainability issues, individualistic tendencies, minimal effort, 'time optimised' shopping habits, all likely to drive consumers towards more sustainable food choices.	perceived as having some direct benefit to the purchaser'.

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T8JU8HAI	Do, K.T., Wang, C.Y. and Guchait, P., 2021. When normative framing saves Mr. Nature: Role of consumer efficacy in pro-environmental adoption. <i>Psychology & Marketing</i> , 38(8), pp.1340-1362.	https://doi.org/10.1002/mar.21486	The UK data in this study was collected in respect of willingness to pay for ugly food in a retail context in Study 4.	A choice experiment with a panel of prolific survey responders.	The consumers in this sample were willing to pay up to 30% extra to consume (or prevent the waste of) ugly food. This was attributed to the notions of efficacy within the sample (of self and collective).	That UK consumers are willing to pay for food that is not perfect in appearance in a retail environment, and sometimes pay extra for it. The notion of not wasting food simply because of appearance is shown to be significant here.
Z4Q8DBBF	Macdiarmid, J.I., 2021. The food system and climate change: are plant-based diets becoming unhealthy and less environmentally	https://doi.org/10.1017/S0029665121003712	Conference paper	Review/summary of research surrounding the increase in ultra-processed plant-based foods.	Reduction of meat and dairy has co-benefits for health and the environment, but only when the diet does not comprise large quantities of ultra-processed plant based	41% of UK adults perceive a 'plant-based diet' as vegan, 20% vegetarian and 8% do not know. However, as supplies of plant-based meat

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	<p>sustainable?.</p> <p><i>Proceedings of the Nutrition Society</i>, pp.1-6.</p>				<p>foods (UPFs). Consumers are willing to eat attractive, convenient and accessible plant based foods, resulting in a slow shift towards adoption of plant based foods.</p>	<p>alternatives and processed foods increases, so does consumption, with 18-24 year olds more likely to consume processed plant-based foods, which are more convenience based and with less dramatic change to 'normal' diets. 'Traditional' vegetarians tend to be more health conscious than meat-eaters, and 'modern' vegetarians, who value convenience and price. 31% of UK meat eaters and</p>

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						<p>52% of UK flexitarians ate plant-based meat substitutes once per month, believing it to be less damaging to the environment than meat.</p> <p>The use of energy in industrial processing of UPFs, as well as environmental and health issues associated with (for example) palm oil, sugar and maize syrup production, as well as excess packaging, embedded in the production (i.e. sustainability) 'cost'.</p>

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U4JBHTA7	Verfuerth, C., Gregory-Smith, D., Oates, C.J., Jones, C.R. and Alevizou, P., 2021. Reducing meat consumption at work and at home: facilitators and barriers that influence contextual spillover. <i>Journal of Marketing Management</i> , 37(7-8), pp.671-702.	https://doi.org/10.1080/0267257X.2021.1888773	The research was designed to test spillover effects of employees whose lunchtime social norms were challenged with the introduction of a scheme to reduce meat consumption within a canteen context frequented by the majority of employees.	The intervention was designed to test the effect of spillover theory and shed light upon the pathways to home in these effects from a work environment.	There was some spillover effect, as predicted, and the new barriers identified as preventing this in this study were assessed as being differences between the work and home setting and differences in perceived behavioural control.	With some information as a prompt (social marketing interventions), sustainability can be interesting for consumers (in identities other than employees) to investigate and take decisions on for themselves.
AWU9Z98U	Shreedhar, G. and Galizzi, M.M., 2021. Personal or	https://doi.org/10.1016/j.jenv	Longitudinal pre-registered online study,	Three treatment conditions are presented, designed	All interventions significantly increase consequential	33% chose vegetarian in the control group, 49%

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	planetary health? Direct, spillover and carryover effects of non-monetary benefits of vegetarian behaviour. <i>Journal of Environmental Psychology</i> , 78, p.101710.	p.2021.101710	using three rounds of data collection, to test spillover and carryover effects of different framing techniques on sustainable behaviours using 'Intention Implementation' (II) intervention techniques.	to incentivise sustainable behaviours: 'Personal health' benefit framing, 'Planetary health' benefit framing and 'Personal+Planetary health' benefit framing. Participants are then faced with a (vegetarian) food choice task. A charitable donation task is included to test for spillover effects linked with the II intervention. Actions are measured three days later, and again two weeks later, to test for carryover	vegetarian purchases, and positive spillover effects are found in terms of charitable donations, when exposed to both personal and planetary framing. The three interventions present similar outcomes, suggesting that anthropomorphising environmental benefits ('mother nature'/'planetary health') elicit similar responses to 'personal health' benefits. No carryover (two weeks) effects were recorded. Authors suggest perhaps lack of context for benefits, or lack of	'Personal', 50% 'Planetary' and 48% 'Personal+Planetary'. All intervention groups increased charitable donations. Research suggests that interventions could induce within-domain spillover (other environmental actions) or cross-domain spillover (other health, food choices).

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				effects of the intervention.	temporality and repetition in describing the benefits.	
9QZWYEJN	Bridge, G., Armstrong, B., Reynolds, C., Wang, C., Schmidt, X., Kause, A., Ffoulkes, C., Krawczyk, C., Miller, G., Serjeant, S. and Oakden, L., 2021. Engaging citizens in sustainability research: comparing survey recruitment and responses between Facebook, Twitter and qualtrics. <i>British Food Journal</i> .	https://doi.org/10.1108/bfj-06-2020-0498	The study aims to compare survey recruitment rates between Facebook, Twitter and Qualtrics and to assess the impact of recruitment method on estimates of energy content, food safety, carbon footprint and Engaging citizens in	Two versions of an online survey were developed on the citizen science platform, Zooniverse. The surveys explored citizen estimations of energy density (kcal) or carbon footprint (Co2) and food safety or animal welfare of 29 commonly eaten foods. Survey recruitment was conducted via paid promotions on Twitter and Facebook and via paid respondent invites on Qualtrics.	Citizens were unable to accurately estimate carbon footprint and energy content, with most citizens overestimating values. Citizen estimates were most accurate for meat products. Qualtrics was the most successful recruitment method for the online survey. Citizen estimates between platforms were significantly different, suggesting that Facebook and Twitter	None articulated by the reviewer.

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			animal welfare across 29 foods.	The study included approximately 500 participants (Facebook, N~11 (ratings 358), Twitter, N~85 (ratings 2,184), Qualtrics, 3117 N 5 398 (ratings 11,910)). Kruskal–Wallis and Chi-square analyses compared citizen estimations with validated values and assessed the impact of the variables on estimations.	recruitment methods for citizen online surveys.	
YBQS688X	Sánchez, L.A., Roa-Díaz, Z.M., Gamba, M., Grisotto, G., Londoño, A.M.M., Mantilla-Uribe, B.P., Méndez, A.Y.R.,	https://doi.org/10.3389/ijph.2021.1604149	The paper aims to summarize the evidence about the factors related to Sustainable	Seven databases were searched for observational studies evaluating Sustainable Food Consumption (SFC)	Out of 4,479 unique references identified, 40 studies were selected. All studies examined personal factors, while 11 out of 40 also	None articulated by the reviewer.

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	Ballesteros, M., Kopp-Heim, D., Minder, B. and Suggs, L.S., 2021. What Influences the Sustainable Food Consumption Behaviours of University Students? A Systematic Review. <i>International journal of public health</i> , 66.		Food Consumption (SFC) behaviours of university students, and to propose an operational categorization of SFC behaviours.	among university students and that reported at least one behavioural outcome measure. Qualitative synthesis was conducted, and PRISMA guidelines for reporting were followed.	measured social or situational factors. Except for food waste, females had higher levels of SFC behaviours, but situational factors moderated this association. Knowledge and attitudes showed mixed results. Overall, sustainable food consumers reported healthier lifestyles.	
K6WXP4R4	Lonkila, A. and Kaljonen, M., 2021. Promises of meat and milk alternatives: an integrative literature review on emergent research themes.	https://doi.org/10.1007/s10460-020-10184-9	Literature review, incorporating some UK only data, about meat alternatives, in 2019, so in	Systematic literature review.	Moral and ethical attitudes were an important factor in consumer acceptance of meat alternatives (Circus and Robison, 2019). Consumer attitudes in the UK continue to be	Consumer perceptions about the sustainability of meat alternatives and non-dairy milk are linked to animal welfare, and the dietary evidence that

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	<i>Agriculture and human values</i> , 38(3), pp.625-639.		scope of this REA.		shaped by decades of messaging about the nutrients in dairy, its presence in the Eatwell public health guidance (Morris, Mylan and Beech, 2019).	frames then as part of a healthy diet. The impact on farmers is considered by consumers in this literature, but the driving issues in this literature is linked to health in the perception of UK consumers.
NEW5	Anusha Siddiqui, S., Bahmid, N.A., Mahmud, C.M., Boukid, F., Lamri, M. and Gagaoua, M., 2022. Consumer acceptability of plant-, seaweed-, and insect-based foods as alternatives	https://doi.org/10.1080/10408398.2022.2036096	This paper aims to gather the current knowledge about consumer perception and acceptability of meat alternatives (i.e., plant-, seaweed-	Literature review focusing on peer-reviewed research articles published in English during the last decade (2010–2021) and focusing on consumer preferences, perceptions,	This review, provides a better understanding of consumers' acceptance to improve the acceptability of meat product and country of meat alternative	Knowledge related to the food products may not have a positive implication automatically on consumer' food behavior. However, it is proven that the nutritional knowledge is

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	to meat: a critical compilation of a decade of research. <i>Critical Reviews in Food Science and Nutrition</i> , pp.1-22.		, and insect-based foods) via a literature review.	acceptance and behaviour.	foods. In order to make plant-based food more attractive and accessible, the author suggests to improve the nutritional content, aroma, texture, appearance, overall liking.	associated with consumer behavior on healthier food consumption. The increasing knowledge of the general public about the environmental impacts of a variety of food products can give positive effects on the sustainability of the consumer choices.
NEW12	van Bussel, L.M., Kuijsten, A., Mars, M. and van't Veer, P., 2022. Consumers' perceptions on food-related sustainability: A	https://doi.org/10.1016/j.jclepro.2022.130904	Consumers play a crucial role in reducing the burden on the environment through their food choices. Therefore, it is	We conducted a systematic literature review of quantitative and qualitative studies published between January 2010 and June 2020. This resulted in 76	Environmental impact, (locally and organic) food choices and ethical production are the most frequent categories mentioned by consumers. However, this literature review also	Environmental impact, (locally and organic) food choices and ethical production are the most frequent categories

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	systematic review. <i>Journal of Cleaner Production</i> , p.130904.		essential to understand how consumers interpret “sustainability” in relation to the food supply chain. The aim of this systematic review is to categorize and describe consumer perceptions of food-related environmental sustainability in general.	articles; 49 quantitative, 21 qualitative and 6 mixed-method studies. Open coding (grounded theory) was used, and codes were subsequently categorized into subcategories, categories and domains (domain analysis). In total, 834 codes were categorized into 118 subcategories. These clustered into 30 categories describing seven different overarching domains: 1) production, 2) transportation, 3) product, 4) product	showed that consumers still lack key knowledge on some other specific food-related sustainability topics. In particular, consumers have difficulty defining the concept of “sustainability” and to estimate the environmental impact of their food choices. Consumers believe that sustainability does not (yet) influence their food choices. Currently, consumers consider price, taste and individual health more influential than sustainability.	mentioned by consumers.

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				group, 5) consumer, 6) waste and 7) contextual factors. The domains production (31%), transportation (19%) and product (14%) were the largest domains identified in quantitative studies, and in qualitative studies these were production (25%), consumer (20%) and product (20%).		
NEW18	Mead, B.R., Christiansen, P., Davies, J.A., Falagán, N., Kourmpetli, S., Liu, L., Walsh, L. and Hardman, C.A.,	https://doi.org/10.1016/j.appet.2021.105218	This study aimed to investigate if proximity to and engagement with Urban Agriculture is associated with	K-based adults (N = 583, 69% Female) completed measures of proximity to and engagement with UA, perceived access to fruits and vegetables,	Eater proximity to and engagement with UA was associated with greater perceived access to fruits and vegetables, more related food choice	Eater proximity to and engagement with UA was associated with greater perceived access to fruits and vegetables, more

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	2021. Is urban growing of fruit and vegetables associated with better diet quality and what mediates this relationship? Evidence from a cross-sectional survey. <i>Appetite</i> , 163, p.105218.		better diet quality, and what accounts for this relationship.	health and ethical food choice motivations, connection with nature, psychological distress and dietary quality in an online survey. Participants were recruited from UA-related groups and the general public. Proposed relationships were analysed using a structural equation model.	motivations, ethical-related food choice, feeling more connected with nature, and, surprisingly greater psychological distress.	health-related food choice motivations, more ethical-related food choice, feeling more connected with nature.
NEW32	Alonso, M.E., González-Montaña, J.R. and Lomillos, J.M., 2020. Consumers' concerns and	https://doi.org/10.3390/ani10030385	Literature Review	This paper explores the evolution of consumers' perceptions and concerns about the effects that	There is an increasing appreciation of animal welfare parameters over other quality attributes, and animal-friendly products are considered	None articulated by the reviewer.

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	perceptions of farm animal welfare. <i>Animals</i> , 10(3), p.385.			intensification of production systems could have on the welfare of farm animals.	healthier, safer, tastier, more hygienic, authentic, environmentally friendly, and traditional by many consumers.	
NEW73	Moreira, M.N.B., da Veiga, C.P., da Veiga, C.R.P., Reis, G.G. and Pascuci, L.M., 2022. Reducing meat consumption: Insights from a bibliometric analysis and future scopes. <i>Future Foods</i> , 5, p.100120.	https://doi.org/10.1016/j.fufo.2022.100120	A bibliometric analysis of the literature concerning consumer meat reduction behaviour where it exists currently.	The corpus of literature was mapped to nations around the world to obtain a world view of the interest in research into consumer behaviour around reduced meat consumption, shown to be necessary for better public health and planetary sustainability.	The UK leads the way with the greatest number of papers (and the first) concerned with consumer behaviour and reduced meat consumption, followed by others in largely developed economies. It has been an area of underlying concern, showing more development and interest since 2017.	The issue of meat consumption is an issue that can be seen to be of awareness within the body of UK academic authors and consumers, however, the authors are not clear if this relates more to sustainability, through connection to the issue of animal welfare, than health because they

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						<p>are uncertain their review has captured all relevant publications.</p> <p>The key issue of demographics being highlighted as an issue of importance by the authors of this work signposts a need to understand the fragmentation in groups in society about the issue.</p> <p>The paper posits a uplift in sales of salmon in the UK because of the misperceptions (some) consumers</p>

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						have about the product sourcing.
NEW79	Gulbrandsen, L.H., Vormedal, I. and Larsen, M.L., 2022. No logo? The failure of ASC salmon labeling in Norway and the UK. <i>Marine Policy</i> , 138, p.104987.	https://doi.org/10.1016/j.marpol.2022.104987	This paper was an exploratory examination of the problems with the ASC certification for salmon produced in Norway.	The problems with the salmon in relation to the prevalence of sea lice and the ASC label which does not attract premium product consideration by UK retailers.	The problems with both the quality of salmon produced (because of the sea lice infections prevalent in the stock) and the ASC label which is not presented to consumers because of the flaws perceived in it regarding unsustainable feed means that some UK consumers are purchasing salmon they perceive to be produced in a manner which it is not, nor meets sustainability aims because of the farming issues currently.	The paper provides evidence of large scale consumer misperceptions about how the salmon they buy is produced. Fidra survey was used as the basis of this evidence in this paper.

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NEW46	Hartmann, T., Jahnke, B. and Hamm, U., 2021. Making ugly food beautiful: Consumer barriers to purchase and marketing options for Suboptimal Food at retail level—A systematic review. <i>Food Quality and Preference</i> , 90, p.104179.	https://doi.org/10.1016/j.foodqual.2021.104179	A systematic literature review was conducted in online databases, using a fixed search term and 2004–2019 as timespan. Forty relevant consumer studies were found. Alphabet Theory was applied as a framework for the analysis of the barriers, while the four P's of marketing were used for the measures.	The aim of this review is thus to support the commercialization of SF by answering two questions: 1. Which barriers prevent consumers from buying SF?; and 2. How can retailers address these barriers?	The review confirmed a variety of attitude-related quality concerns, often stemming from ill-founded conclusions based on appearance or nearing expiration, leading to an expectation of price discounts. While educational measures conducted by retailers (as part of SF campaigns) might be helpful, their effects on purchase behavior has not yet been well confirmed. More evidence exists on the effectiveness of framing SF positively, e.g. with sustainability and Corporate Social Responsibility messages	None articulated by the reviewer.

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					or by highlighting the products 'naturalness'. Contextual changes are identified to be especially effective for supporting SF. In particular, increasing the availability of SF and enhancing the attractiveness of its presentation appears crucial.	
NEW85	van Bussel, L.M., Kuijsten, A., Mars, M. and van't Veer, P., 2022. Consumers' perceptions on food-related sustainability: A systematic review. <i>Journal of Cleaner</i>	https://doi.org/10.1016/j.jclepro.2022.130904	Systematic review of four academic databases to identify peer-reviewed papers in the realm of consumer perceptions on food-related	A number of keywords were used to search for and identify papers relevant to the research aim, such as "sustain**", "environmental impact", "organic", "biodiversity" (OR).	Consumers referred most frequently to 'environmental impact' when thinking about food sustainability. Consumers not necessarily aware of environmental impacts from food (and meat) production, nor impacts	Organic and local foods were perceived as tastier, healthier, safer and more sustainable. Consumers perceived sustainable food as inconvenient and expensive.

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	<i>Production</i> , p.130904.		sustainability (n=76 papers).	These were combined with (AND) search terms such as "consumer perspective", "consumer perception", "consumer". Other descriptors, such as "Sustainable diet", were also used to broaden the search. Papers were limited to publication between January 2020 and December 2018 and must have been published in scientific journals, conference proceedings or governmental reports, in English or	from different types of production (organic).	Sustainability was rarely considered when making food choices, possibly due to lack of understanding or knowledge of sustainability (production). Lack of trust in labels, lack of knowledge and difficulty defining (food-related) sustainability were identified as barriers to uptake of sustainable diets.

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				Dutch. Grounded theory and domain analysis concepts used in coding and analysis of literature.		
NEW50	Brennan, L., Langley, S., Verghese, K., Lockrey, S., Ryder, M., Francis, C., Phan-Le, N.T. and Hill, A., 2021. The role of packaging in fighting food waste: A systematised review of consumer perceptions of packaging. <i>Journal of Cleaner Production</i> , 281, p.125276.	https://doi.org/10.1016/j.jclepro.2020.125276	This paper presents a systematised literature review of the existing scholarly and industry discussion of consumer food waste in households, packaging technologies to reduce food waste, and consumer	The authors conducted a systematic review of topic specific key-words, to locate English language academic papers and grey literature published between 2014 and 2020 (inclusive). They followed a six-step selection process in accordance with the preferred reporting items for systematic reviews and meta	The paper finds that there is very little research that examines consumers' perceptions of food packaging. In particular, there is little research on the role of consumers' perceptions in reducing food waste.	There are a wide variety of factors that have been found to influence consumer behaviour with food that is wasted. These broadly relate to the relationship between consumers' willingness to consume (WTC) and their willingness to waste (WTW). three broad categories of factors that drive food waste in households: values,

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			perceptions of packaging.	analyses approach (PRISMA). (1) search results exported to spreadsheet; (2) duplicates omitted; (3) article abstracts screened for relevance; (4) full texts reviewed; (5) further exclusions made where necessary, (6) papers categorised and documented.		the challenges of everyday life, and managing stock in households. Environmental values and sustainable consumption were considered by only a handful of studies (0.57% and 2.03% respectively).
NEW127	Kowalska, A., Ratajczyk, M., Manning, L., Bieniek, M. and Maćik, R., 2021. "Young and Green" a Study of Consumers' Perceptions and	https://doi.org/10.3390/su132313022	This study took the form of a quantitative web based survey.	The aim of this study was to consider young consumers' attitudes and behaviours concerning organic food, where the organic food market	UK respondents are significantly more conscious green consumers with higher environmental attitude intensity than Polish residents. Intensity of pro-environmental	Intensity of pro-environmental attitude components influences directly and indirectly the choice of organic food. People with a higher intensity of

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	<p>Reported Purchasing Behaviour towards Organic Food in Poland and the United Kingdom. <i>Sustainability</i>, 13(23), p.13022.</p>			<p>in the UK is more mature than in Poland. Empirical research was conducted using a web-based survey questionnaire (CAWI) with consumers (n = 973) in both countries. The associations between four constructs (general pro-social attitudes, green consumption values, receptivity to green communication, and buying behaviour) were considered using CB-SEM. The model was extended with two new constructs to explain</p>	<p>attitude components influences directly and indirectly the choice of organic food. People with a higher intensity of pro-environmental attitudes are significantly more likely to choose organic food. Perception of organic food influences purchases only in Poland. The components of pro-environmental attitudes and perception of organic food alone do not explain the variability in behaviour, despite a good fit of the model. This suggests that other independent variables may be of influence.</p>	<p>pro-environmental attitudes are significantly more likely to choose organic food.</p>

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				young consumers' purchases of organic food.		
NEW111	Spartano, S. and Grasso, S., 2021. Consumers' perspectives on eggs from insect-fed hens: a UK focus group study. <i>Foods</i> , 10(2), p.420.	https://doi.org/10.3390/foods10020420	Focus group study of consumer perspectives on eggs produced from insect-fed chickens. Non-stochastic sampling and snowball sampling, recruited via questionnaire published on social media, focus groups conducted over Zoom (n=19 participants).	Focus groups were semi-structured, followed by open-ended follow up questions. An introduction was given to the discussion topic: eggs which are produced from hens fed on insects, which in turn are bred on food waste. Questions were asked around ideas of egg consumption patterns, attitudes towards eggs produced from insect-	UK consumers were found to have positive attitudes and perceptions towards eggs from insect-fed hens. Acceptance is determined by environmental benefits, food waste and animal welfare. Price, production, taste, quality and trust also influence willingness to buy.	Consumers had positive attitudes towards insect-fed hens: reducing food waste, reducing environmental impact and perceptions of natural feeding methods which were perceived as influencing higher animal welfare conditions. There was also a lack of trust in the product and suspicion around the claimed benefits. 'Disgust'

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				<p>fed hens, views on type and presentation of packaging, and willingness to buy. Recordings were transcribed and coded using thematic analysis, using inductive and deductive methodology.</p>		<p>was mentioned as a potential barrier to purchasing ("the only problem for me...there are insects in it") highlighting the complex interplay between perceived 'naturalness' (i.e. feeding), social norms, marketing, etc.</p> <p>All participants mentioned the importance of 'free-range' and that packaging should reflect the importance of animal welfare. The research suggests</p>

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						framing sustainability in this regard - rather than reducing reliance on soy beans or other feeds - could influence customer uptake.
NEW128	Modica, P.D., Altinay, L., Farmaki, A., Gursoy, D. and Zenga, M., 2020. Consumer perceptions towards sustainable supply chain practices in the hospitality industry. <i>Current Issues in Tourism</i> , 23(3), pp.358-375.	https://doi.org/10.1080/13683500.2018.1526258	This study investigates the impacts of economic, social and environmental sustainability practices of companies in the hospitality supply chain on consumers' satisfaction, loyalty and	The sample included tourists visiting south Sardinia between May 2017 and September 2017. The respondents were selected in accordance to quota random sampling based on their nationality. A total of 327 questionnaires were completed by tourists. After	Overall, the model suggests that only the economic dimension of the SHSCM has a direct positive impact on satisfaction, loyalty and willingness to pay higher prices while social and environmental dimensions have a direct positive impact only on consumer satisfaction. Moreover, the results confirm that consumer	Citizen perception of food Sustainability: all three dimensions (economic, socio, environmental) have a positive impact on customer satisfaction - the most important dimension is social (local & labour aspects). These positive perceptions have a

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			willingness to pay higher prices. The author(s) used a self-administered questionnaire developed by Xu and Gursoy, measuring the consumers' perceptions of the environmental, social and economic sustainability practices of hospitality organisations. Questions also aimed to measure	eliminating responses with missing data, 288 questionnaires were retained for data analysis. Overall, 51.1% of the samples were female whereas the majority of respondents (80.7%) were under 54 years old. Approximately, 36.5% of the respondents were Italian, 18.8% were British, 19.4% were French and 19.8% were German. Almost 40% of the respondents were married while those being single represented 37.2% of	satisfaction has a positive impact on loyalty that in turn influences consumers' willingness to pay higher prices directly.	positive impact on the WTP for hospitality organisations offering services with higher positive environmental, social and economic impacts.

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			respondents' socio-demographic positioning.	the sample. Around 44% of the respondents worked in managerial, professional and similar positions whereas the median annual income was about 49,000 euros.		
NEW130	Zollman Thomas, O. and Bryant, C., 2021. Don't Have a Cow, Man: Consumer Acceptance of Animal-Free Dairy Products in Five Countries. <i>Frontiers in Sustainable Food Systems</i> , 5, p.223.	https://doi.org/10.3389/fsufs.2021.678491	This research surveyed 5,054 individuals from Brazil, Germany, India, the UK and the USA, examining the nature and extent of acceptance of dairy products derived from precision	Participants were recruited from each of the five different countries via the research panels Dynata and SurveyGo. A redeemable points incentive, facilitated and distributed by the research panels, was paid out to respondents who fully	The research found strong enthusiasm across countries for trying, buying and regularly buying animal-free dairy cheese products. An average of 78.8% of consumers across the five different countries defined themselves as probably or definitely likely to try such a product, with	Overall positive. Animal-free dairy produce were rated more ethical and environmentally friendly than dairy produce. But the first factor for buying animal-free dairy produce is taste. Taste comes before

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			<p>fermentation, one of the three main pillars of alternative proteins. The present study sought to assess consumer acceptance of an animal-free dairy in five key markets. In particular, we addressed the following research questions: 1. What is the overall level of consumer interest in animal-free dairy in Brazil,</p>	<p>completed the online survey. The survey included several sections: 1) the background and purpose of the research project. 2) information regarding age and gender to facilitate redirects when demographic quotas were met. 3) the requisite background information on the nature and processes involved in the production of animal-free dairy cheese. 4) This section gauged respondents' comprehension of the background</p>	<p>70.5% probably or definitely intending to buy the product. The findings of this paper show the strongest enthusiasm and smallest opposition to animal-free dairy in Brazil and India, while also showing a majority of consumers in Germany, the UK and the USA as probably or definitely intent on purchasing animal-free dairy cheese products. The findings of this paper also reveal the hurdles facing consumer acceptance of animal-free dairy to be substantially lower than those confronting cultivated meat</p>	<p>environmental consideration.</p>

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			Germany, India, the United Kingdom, and the United States? 2. How do consumers in these countries perceive specific features of animal-free dairy, including taste, healthiness, and safety? 3. What differences are there between the five countries in terms of acceptance of animal-free dairy? 4. Which demographic factors and	information. 5) This section posed the questions of how likely respondents would be to try, purchase and regularly purchase animal-free cheese products. 6) It measured respondents' dietary habits and behaviour. 7) Respondents were then asked to rate various cheese products out of seven, across seven different attributes; tasty, ethical, environmentally friendly, natural, safe, healthy and nutritious. 8) Finally,	products. In a similar way, consumers showed clearly that they did not perceive animal-free dairy to be any less safe than basic animal-derived products. More formally examining the relationship between perceptions and willingness to purchase revealed that perceptions of tastiness were key in determining willingness to purchase. This research also found that the strongest predictor of any outwardly observable variables were current levels of cheese consumption. Examining the demographic factors	

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			beliefs about animal-free dairy predict purchase intent in each country? 5. Which perceptions of animal-free dairy products predict purchase intent in each country?	respondents were asked a series of questions to gauge their opinions on a wider range of political and lifestyle themes	associated with willingness to purchase showed that diet was a strong predictor of enthusiasm, with flexitarianism serving as the strongest dietary predictor of willingness to consume.	
NEW118	Oke, A., Ladas, J. and Bailey, M., 2020. Ethical consumers: an exploratory investigation of the ethical food consumption behaviour of young adults in the North East of Scotland. <i>British food journal</i> .	https://doi.org/10.1108/BFJ-10-2019-0801	Semi-structured interviews with ten participants, using purposive sampling at retail sites known for ethical food products in Aberdeen, Scotland (n=10 participants).	The research used a thematic analytical, inductive approach, to identify common themes in young people's food consumption behaviours. The research questions were as follows: RQ1. What are the	Personal benefit (health, personal wellbeing) are the main drivers of ethical food consumption. Interactive effects between altruistic (pro-environmental, pro-social) and egoistic (personal health) motivations. Beliefs and attitudes towards the	Perceived values, such as a desire to consumer healthy, safe food, was a primary motivation for consuming ethical foods. Egoistic motivations are moderated by self-enhancement beliefs. Intrinsic

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				<p>perceptions of consumers regarding ethical food products? RQ2. What influences consumer's decision-making process, including the consumers buying of ethical food products behaviour? RQ3. What are the strategies or interventions that can be introduced to promote ethical food consumption?</p>	<p>importance of pro-ethical actions (injunctive and descriptive norms) influence outcomes related to ethical food purchasing.</p>	<p>beliefs may therefore influence behaviours irrespective of conscious consumption behaviours. Self-fulfilment/self-actualisation/sense of responsibility reinforces environmental-oriented behaviours. Concern for the environment and animal welfare moderated through knowledge, information and social contexts which in turn</p>

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						influence pro-ethical food choices. The research proposes that social norms and 'social dilemma' may be encountered through the ethical consumption process. 'Social relationships of young adults have a strong influence on their lifestyle and [food consumption] choice.
NEW131	Dangi, N., Gupta, S.K. and Narula, S.A., 2020. Consumer buying behaviour and purchase intention of	https://doi.org/10.1108/MEQ-01-2020-0014	The paper aims to investigate existing research in factors impacting	The paper is based on data collected through secondary literature sources related to organic food consumption. To	The impact of consumer psychographics, socio-demographic and product-related factors were found to be more pronounced	Perception of food sustainability primarily based on health and environmental concerns. Eco-

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	organic food: a conceptual framework. <i>Management of Environmental Quality: An International Journal.</i>		organic food purchase with special reference to eco-labels and identify the relative influence of various determinants. A conceptual framework is proposed of organic food buying behaviour after analysing a sample of 154,072 consumers reported in 91 research studies from 2001–2020. The	accomplish this study, different bibliographic databases such as Science Direct, Google Scholar and Web of Science were searched using pre-defined keywords such as “organic food consumption”, “organic food consumer buying behaviour and intention”, “organic food labelling” published in the last 20 years (i.e., 2001–2020). Only peer-reviewed journal articles in English were considered. The most common	compared to supply-related factor category. The results show that among individual factors like health concern, environment concern, knowledge and awareness, eco-labels and price followed by trust in organic food are the most important factors in organic food purchase. The findings suggest that eco-labels increase trust in organic food by reducing information asymmetry in consumers. However, there were differences in perception and factors importance between high-income economies	labels and education are considered as important factors for identifying sustainable food. The paper only makes hypothesis in terms of impact on food choice. No clear evidence.

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			<p>factors are categorised into four categories on the basis of relatedness. In addition, the factors were analysed based on time, region and national economic status.</p>	<p>methods of data analysis were regression (linear, logistic and hierarchical) (32%) and structural equation modelling (SEM) (23%). 9.8% of sources conducted experiments, particularly food choice experiments. 54% of research papers were from high-income economies (HIE) and 46% from emerging economies (EE).</p>	<p>and emerging economies.</p>	