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Our Food Future, Launch of Food Standards Agency Consumer Research
THE GLOBAL CHALLENGES?

Context

• Increasing demand, unsustainable practices
• Rise in global expectations as well as population
• Increase in choice, channels and complexity
HOPES AND FEARS?

Context

- ME AND MY FAMILY
- MY COMMUNITY
- UK
- GLOBAL

Will we know more about our food?
Who will look out for peoples' needs?
Will we still have convenient food for modern life?
Will young people know how to cook?
Can technology make us healthier?
Will time and money limit healthy choices?
WHAT WILL DINNER BE LIKE IN 20 YEARS?

#OurFoodFuture
HOW FAR DOES FOOD TRAVEL BEFORE REACHING YOUR PLATE?

#OurFoodFuture
Has Taking Part Changed the Way you Feel about Food?

I’m looking at things a bit differently now, there was something on about deforestation the other night, cutting down forest in the Amazon to grow more food.

I hope there’s enough people who care about their food and for the food industry to take note.

More confused now, I feel this dilemma between what I would like to see in Britain and things that are geographically a long way away. Changes in this country will affect people elsewhere. Whatever they do it won’t be right for everybody.

It’s made me think different; that was just me, if you spread that to everybody it would make that wee bit of difference.

I hope there’s enough people who care about their food and for the food industry to take note.
Deliberative Workshops

- Understand consumers' spontaneous expectations of the future of food
- Provide consumers with the tools to consider global complexity of challenges facing future of food

Quantitative Survey

Online forum with 22 participants: scoping engagement with future of food and sub-topics

Online Qualitative

Omnibus survey with 1,383 participants (online representative) to measure initial views on key topic areas

Deliberative Workshops

Reconvened (two waves) deliberative workshops with consumers in 4 locations:

- London, Cardiff, Belfast, Edinburgh

First Wave 3 hours
- Using scenarios and trade-offs to explore consumer priorities for the future of food
- Exploring expectations and roles for consumers, industry, and government to secure aspirations

Second Wave 6 hours
The Question

- Are we losing a connection to each-other by growing, buying, cooking and eating together less?

- Can we balance this with the demands of a modern lifestyle?
The Question

- Will fresh, whole food only come at a premium price?
- Will people be drawn to unhealthy food because it’s cheaper?
- Will food and health become a two-tier system?
The Question

- Are market forces the only thing that will shape our food future?

- Are there wider considerations to take into account?
The Question

- What can industry, policy makers, the media and consumers themselves do?
- How can transparency, information and education play a role?
## Roles

### Role for Consumers

*Individuals should…*
- Buy more carefully and waste less
- Educate young people
- Be willing to forego variety/year-round availability
- Change consumption?

*Consumers collectively…*
- Use purchasing power to shape what products are available
- But uncertainty about how to harness and direct that power

### Role for Corporations

- Reduce waste in food production, as well as retail practices
- Provide information to empower consumers and educate about food system
- Use safe techniques for food production
- Align values with consumer interest – beyond the profit motive

### Role for ‘Media’

- Public conversation?
- Convince me & make us care!

### Role for Government

- Visible power and authority
- Hold industry to account - action in consumer interest
- Global strategic planning and regulation re: security
- Protect health and safety – prevent both immediate and long-term harm to consumers
- Address tension between health and cost
- Support education – including about food system and challenges

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**OUR FOOD FUTURE**

[Food Standards Agency logo]
CAN WE AFFORD TO LET FOOD GO TO WASTE?

#OurFoodFuture
A PEST OR A TASTY SNACK?

#OurFoodFuture
IS THIS HOW WE WILL GROW FOOD IN THE FUTURE?

#OurFoodFuture
Which of the themes I’ve highlighted is going to be **most challenging** to address?
Which of the themes I’ve highlighted is going to be **most important** to address?