

FOOD, CONSUMERS AND ENVIRONMENTAL LABELLING

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a sustainability solutions company engaged CPL business consultants to analyse accreditation and environmental labelling schemes for food consumers. The company required insights into current labelling schemes and also the perceived value of these schemes for consumers.

The project objective was to determine the relative value of food product environmental labelling schemes to consumers.

CPL first compiled a questionnaire to assess consumer perceptions, *e.g.* of environmental issues, logo recognition, and willingness to purchase accredited foods. This also included questions asking consumers to choose between foods with different prices and labels related to the environmental impact of those products.

We then made three versions of the questionnaires, with logos found on products in the UK, Sweden and France. The Swedish and French questionnaires also contained some EU food logos to assess consumer recognition of these.

CPL also investigated details of the schemes behind the logos and also other schemes operated by UK supermarkets. We then contacted representatives of the schemes, certification bodies and supermarkets for additional insights.

Click to see [the contents of the study](#) or otherwise look below for an outline.

FOOD, CONSUMERS AND ENVIRONMENTAL LABELLING

Executive Summary

- Objective
- Method
- Principal Findings
- Findings from Questionnaires
 - Environmental & Welfare Issues
 - Food Choice Issues
 - Revealed Food Choices
 - UK Logos
 - Swedish Logos
- Current UK Food Schemes
- Current Swedish Schemes
- Supermarkets
- Conclusions
- What Next

Current Food and Environmental Labelling Schemes

- 15 UK Food and Environment Labelling Schemes
- EU Logos
- 7 Swedish Food and Environment Labelling Schemes
- 4 Belgian Food and Environment Labelling Schemes
- Supermarket Schemes e.g.
 - Asda
 - Marks and Spencer
 - Sainsbury's
 - Tesco
 - Waitrose
- 3 Certification Bodies
- 8 Other Relevant Organisations

Questionnaire Results

- Questions
 - Environmental Labelling
 - Food Choices
 - Product Choices
- Logos *e.g.*
 - UK
 - Sweden

Contact Reports *e.g.*

- 8 Labelling Schemes
- 3 Certification Bodies
- 4 Supermarkets
- 9 Producers
- 3 Overseas Contacts

News and Articles

- Press Releases and Trade News

Appendices

- Questionnaires and Results
- Scheme Application Forms and Processes
- Certification Bodies' Accounts
- Reports and Studies

In addition to this work on environmental labelling schemes, CPL has often worked on [food ingredient regulations](#). Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. You can also review [eight case studies](#).