Consumer Perceptions of Environmentally Sustainable Food and **Associated Labels**



How consumers identify environmentally sustainable food

Of the 70% of consumers that say they look for environmentally sustainable food1: use a label



75% (e.g., independently certified label, claims an environmental benefit)1

46% look for reduced plastics or no packaging¹

associate environmental 36% sustainability with a local farm or farmers market¹

34% rely on the retailer to indicate that products are environmentally sustainable¹

Consumers value food healthiness, taste and price over a sustainability label

say health is more 62% important than a sustainability label²

say taste is more 61% important than a sustainability label²

58% important than a sustainability label²

say price is more



Some Canadians trust that food is produced in an environmentally sustainable way, but the majority are skeptical about labels

Some are trusting



trust that products with a sustainability

45%

label are better for the environment²



of Canadians are confident that food

40%

products are produced in a sustainable way (e.g., environmentally friendly, resource efficient, ethically responsible)2

Those that lack confidence



think products labelled "green"

75%

are a marketing tool³



report that sustainability labels are confusing²

44%

Only 30%

are very confident that



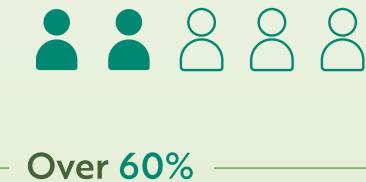
food in grocery stores is accurately labeled as environmentally sustainable¹

7 in 10 consumers are looking for more information on sustainability

What consumers look for or want to learn

in product advertisements and say they view these ads as an awareness tool³ 0











is verified⁴

and plastic in packaging as sustainable actions they would like companies to take³

identified reducing packaging

For food sustainability labels to be impactful, consumers want to learn more about the systems and standards behind the label and how compliance



- 1. Agriculture and Agri-Food Canada, Consumer Perceptions of Food Survey (2023) European Institute of Technology (EIT), Food TrustTracker – Canada (2022)
- 3. NielsenIQ, Sustainable Trends Among Canadian CPG Shoppers (2021) 4. Agriculture and Agri-Food Canada, Qualitative Research on Consumer Perceptions of Sustainability-Oriented Food Assurance Systems (2023)

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