Consumer Confidence In The Food Supply

Nebraska Extension
Issue Team 8
Consumer Confidence in the Food Supply

Consumer Confidence in the Food Supply

Ninety-eight percent of US consumers have been two generations removed from production agriculture. These consumers are faced with many food decisions based on growing practices, preparation, convenience and economic factors and seek out information on making those decisions. Current food trends suggest that there are some misrepresentations of the food system leading to skepticism and decreased consumer confidence in the food system.

Consumer Confidence in the Food Supply

Consumer Trend History: (Cameron Bruett, JBS)

- 1940s
  - What is available? Simple, safe, food products (No Labeling)
  - Can I afford it? Cheap enough for available income.

Consumer Confidence in the Food Supply

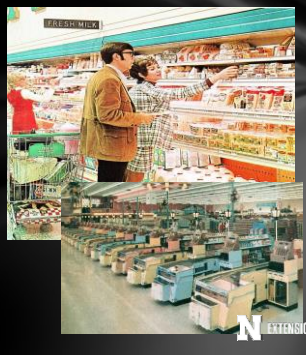
Consumer Trend History:

- 1950s
  - What is the nutritional value? The basic nourishment elements
  - What does the family like? Comfortable Meals for Our Families!

Consumer Confidence in the Food Supply

Consumer Trend History:

- 1970s
  - Where is the Quality? Consumers want the best quality product available.
  - What Choice do we have? Convenience, Selection on the shelf.



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Consumer Confidence in the Food Supply

Consumer Trend History:

- 1980s
  - Where was it produced? Domestic Food
  - Convenience: Anytime

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Consumer Confidence in the Food Supply

Consumer Trend History:

- 1990s
  - Marketing, Advertising: "Beef, It's What's for Dinner", "The Other White Meat"

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Consumer Confidence in the Food Supply

Consumer Trend History:

- 2000s
  - Healthy Choices
  - Consumer Guilt: Food Production Practices are Damaging the Earth
    - Climate Change
    - Deforestation
    - Waste
    - Using Too Much Water

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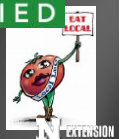
Consumer Confidence in the Food Supply

Consumer Trend History:

- Today
  - Consumers have more choices on the grocery shelves than every before
  - Consumers want labeled products
    - Country of Origin
    - Organic
    - Natural
    - Non GMO
    - Gluten Free
    - Non Hormone
    - Grass Fed
    - Free Range
    - Etc., Etc., Etc.



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NASIS (Nebraska Annual Social Indicators Survey)

- Conducted by the U. of Nebraska Bureau of Sociological Research
- UNL IRB Approved
- Statewide Survey of Households (4500 Mailed – 1208 Received & Processed)
  - Regions
    - Central & West: 34.2% - (71 Counties, Rural)
    - Southeast: 40.8% - (16 Counties)
    - Midland: 25.0% - (Cass, Dodge, Douglas, Sarpy, Washington)
  - Age
    - 19-54: 65.7%
    - 55-64: 16.0%
    - 65+: 18.3%
  - Sex
    - Males: 48.8%
    - Females: 51.2%

BUREAU OF SOCIOLOGICAL RESEARCH

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NASIS Survey

BUREAU OF SOCIOLOGICAL RESEARCH

- Question Development
  - Issue Team Focused
    - What Are Our Outcomes?
    - What Information is Needed?
  - Benchmark Data
    - Where Are Consumers?
    - How Can We Measure Change?
  - Reviewed Addition Surveys
    - PEW Surveys
    - International Food Information Council Foundation – Food & Health Survey

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Factors Effecting Food Choices

26. How important are the following factors when selecting your foods?

	Not at all important	Not very important	Somewhat important	Important	Very important
a. Allergen Free	○	○	○	○	○
b. Antibiotic Free	○	○	○	○	○
c. Certified Organic	○	○	○	○	○
d. Convenient purchase location	○	○	○	○	○
e. Cost	○	○	○	○	○
f. Easy Preparation	○	○	○	○	○
g. Gluten Free	○	○	○	○	○
h. Humanely Raised	○	○	○	○	○
i. Locally Grown	○	○	○	○	○
j. Non GMO	○	○	○	○	○
k. Nutritional Value	○	○	○	○	○
l. Produced in the USA	○	○	○	○	○
m. Taste	○	○	○	○	○

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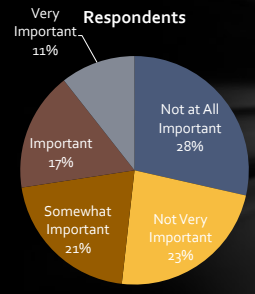
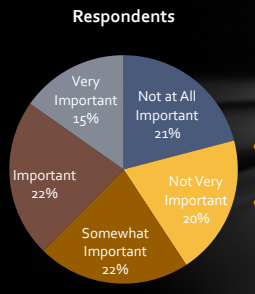
Allergen Free (n=1185)



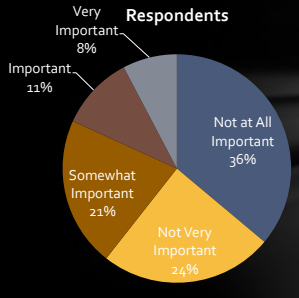
- 28% Important
- 51% Not Important

Antibiotic Free (n=1188)



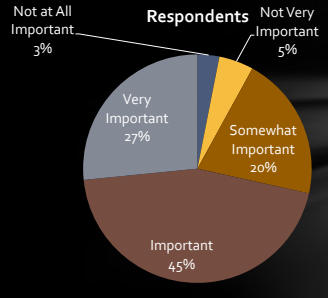
- 37% Important
- 41% Not Important

Certified Organic (n=1179)



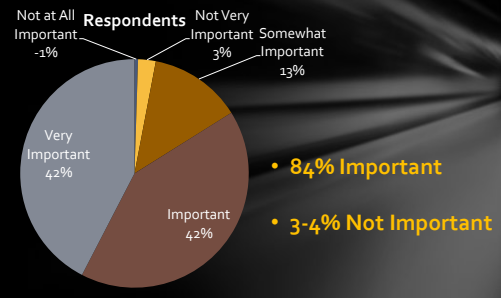
- 19% Important
- 70% Not Important

Convenient Purchase Location (n=1191)



- 72% Important
- 7% Not Important

Cost (n=1190)



- 84% Important
- 3-4% Not Important

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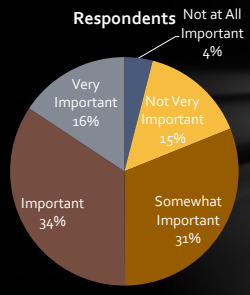
Easy Preparation (n=1185)



- 50% Important
- 19% Not Important

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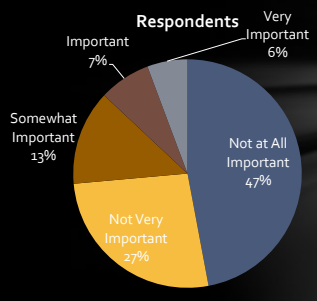
Gluten Free (n=1175)



- 20% Important
- 53% Not Important

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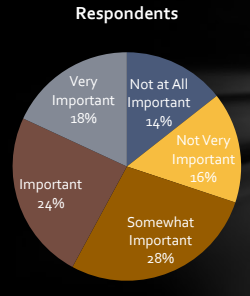
Humanely Raised (n=1183)



- 42% Important
- 30% Not Important

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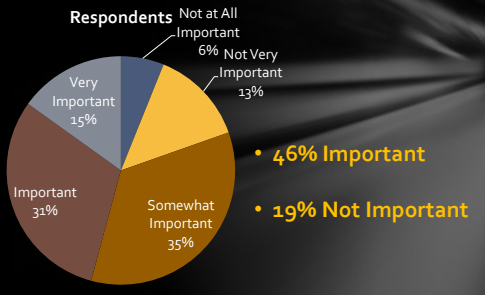
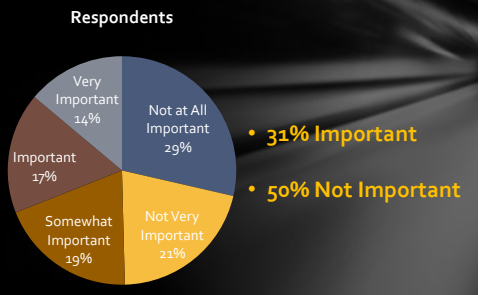
Locally Grown (n=1183)



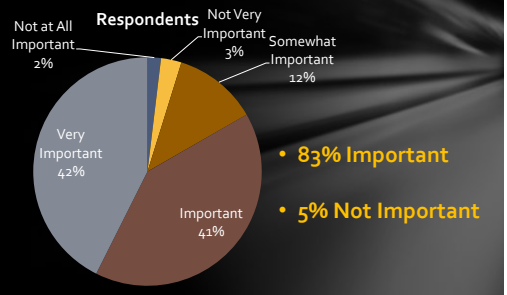
- 46% Important
- 19% Not Important

Non GMO (n=1155)



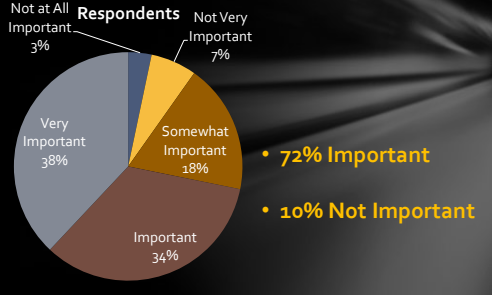
- 31% Important
- 50% Not Important

Nutritional Value (n=1171)



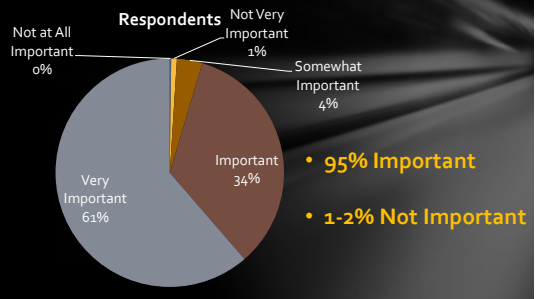
- 83% Important
- 5% Not Important

Produced in the USA (n=1181)



- 72% Important
- 10% Not Important

Taste (n=1189)



- 95% Important
- 1-2% Not Important

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Important Factors Effecting Food Choices

Top Factors

- **Taste**: 95.3% Important or Very Important
- **Cost:** 83.9% Important or Very Important
- **Nutritional Value:** 83.3% Important or Very Important

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Food Safety Concerns

27. How concerned are you about the following food safety issues?

	Not at all concerned	Not very concerned	Somewhat concerned	Concerned	Very concerned
a. Allergens in food (peanuts, tree nuts, soy, wheat, shellfish, milk, eggs, etc.)	○	○	○	○	○
b. Animal Antibiotics	○	○	○	○	○
c. Biotechnology (GMO, etc.)	○	○	○	○	○
d. Carcinogens or cancer-causing chemicals in food	○	○	○	○	○
e. Chemicals in food (arsenic, mercury, BPA)	○	○	○	○	○
f. Food additives and ingredients (caffeine, MSG, flavors, colors, preservatives, etc.)	○	○	○	○	○
g. Foodborne illness from bacteria (E.coli, Salmonella, Listeria, etc.)	○	○	○	○	○
h. Pesticides/pesticide residues	○	○	○	○	○

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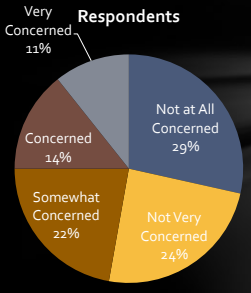
Allergens in Food (n=1192)



- 25% Concerned
- 53% Not Concerned

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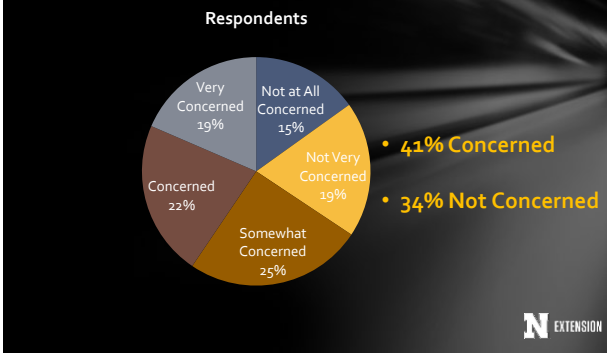
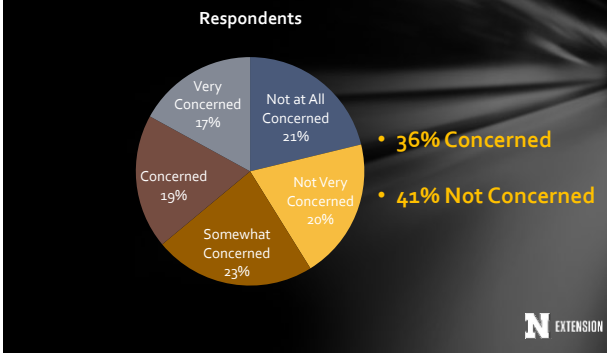
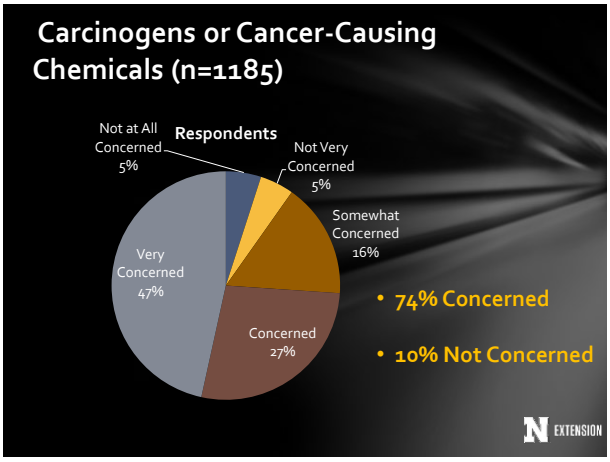
Animal Antibiotics (n=1186)



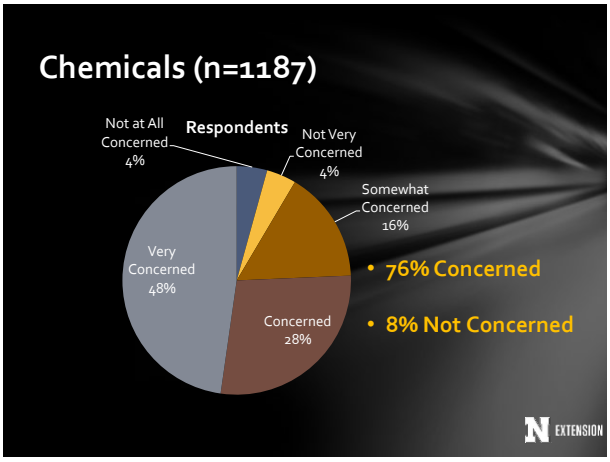
Biotechnology (n=1175)



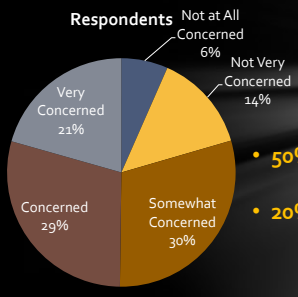
Carcinogens or Cancer-Causing Chemicals (n=1185)



Chemicals (n=1187)



Food Additives & Ingredients (n=1192)



- 50% Concerned
- 20% Not Concerned

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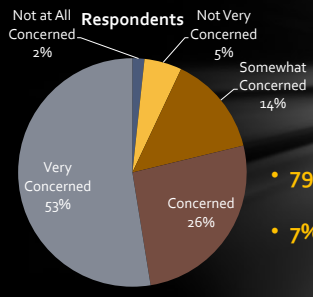
Foodborne Illness (n=1193)



- 79% Concerned
- 7% Not Concerned

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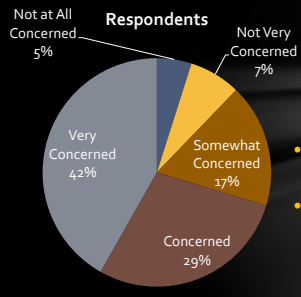
Pesticides/Pesticide Residue (n=1194)



- 71% Concerned
- 12% Not Concerned

EXTENSION

Concerns About Food Safety

Top Concerns in Food Safety

- Foodborne Illness: 78.7% Concerned or Very Concerned
- Chemical in Food: 75.6% Concerned or Very Concerned
  - Arsenic, Mercury, and BPA
- Carcinogens: 74% Concerned or Very Concerned
  - Cancer-Causing Chemicals

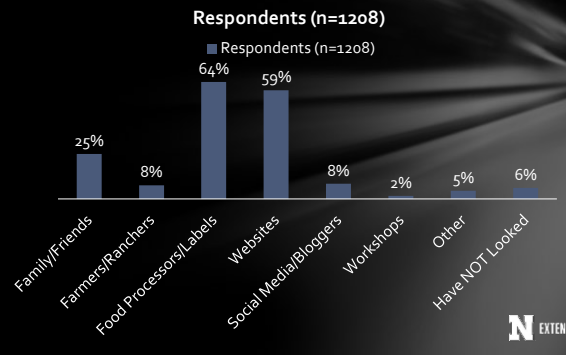
EXTENSION

Food Information

28. The last time you wanted to find information about the food you eat, where did you get the information? *(Select up to two)*

- ☐ Family/Friends
- ☐ Farmers/Ranchers
- ☐ Food Processors/Labels
- ☐ Websites
- ☐ Social Media/Bloggers
- ☐ Workshops
- ☐ Other specify: _____
- ☐ I have not looked for information about the food I eat

Where Consumer Get Information On Food



Conclusions

- Most consumers still purchase their food based on Taste, Price and Nutritional Values.
- Consumers do have food safety concerns with all the numerous label options on today's foods.
- Consumers face challenges due to marketing and education about the labels on food. What are the facts associated with these labels?
- Marketing/Advertising of food labels put consumers in positions to believe they must pay higher prices to have a safer food product.
- Consumers look to labels and websites for food information with 2% using face-to-face workshop for education.

Issue Team Action Steps

- Ag & Food Webpage
  - Wordpress Blog – Facts of Production Practices and Food Safety
    - Blogs, Articles, Infographics, Videos, etc.
- Raising Nebraska
  - Education Facility
  - Material Resources
- Food Production Tours, Virtual Farm/Ranch Tours, Day on the Farm Events
  - Educators, Dieticians, Chefs, & Consumers
- Food Safety and Waste Education Programs
- Youth Ag Advocacy & Education

Consumer Confidence Issue Team

- Nebraska Extension Team
  - Extension Specialist
  - Extension Educators
  - Extension Associates/Assistants
- Focus Areas
  - Agriculture
  - Food Nutrition
  - Food Safety
  - 4-H/Youth Development

Next Generation Extension

Thanks for joining this Next Generation Extension Program. Please follow the link below to complete the online evaluation:

http://go.unl.edu/nextgen