

# Grand Challenge in Consumer Trust

## Overview of Grand Challenge results from the TrustTracker® 2022 survey

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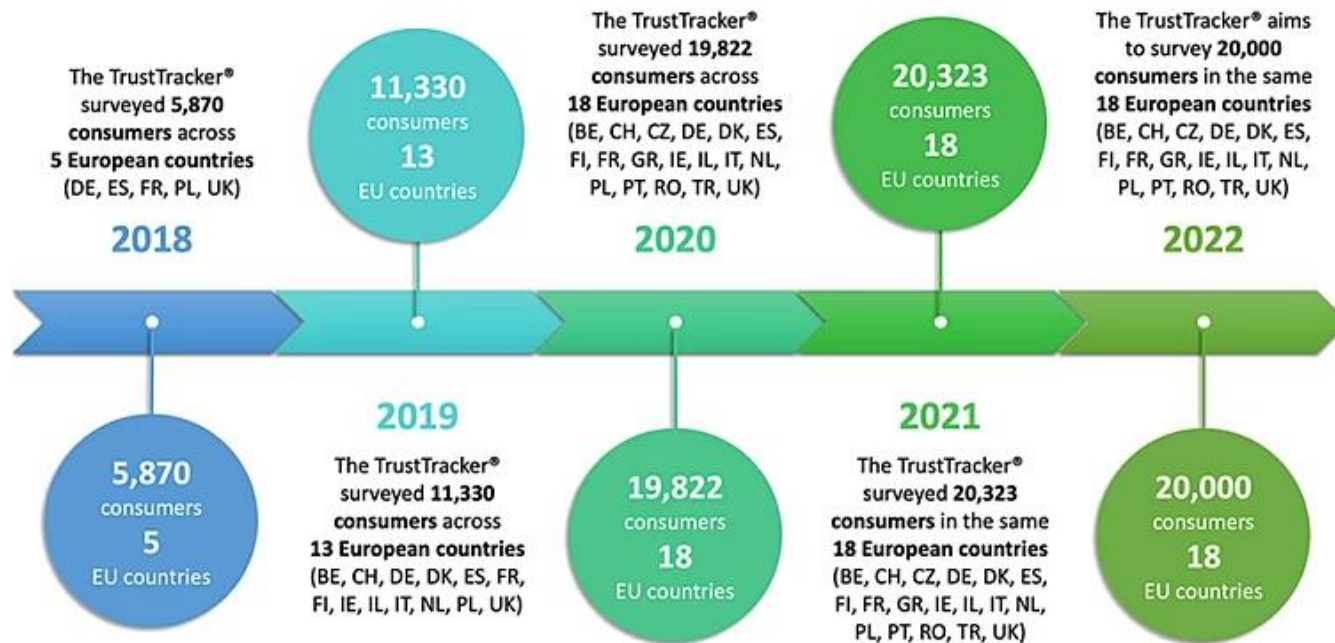
# Presentation overview

- TrustTracker® 2022 survey
- Scope and demographics
- Key impacts of Covid-19 on trust
- Key messages on trust initiatives
- Summary



# TrustTracker® project and 2022 survey

This year, we worked with the EIT Food project, TrustTracker®, to include a set of our Grand Challenge project questions within their 2022 survey, covering 18 countries.



## TrustTracker®:

Annual questionnaire with evidence-based model to **map and measure consumer trust** in different actors in the food value chain, across **18 EU-associated countries**, to provide insights relevant to increasing consumer trust.

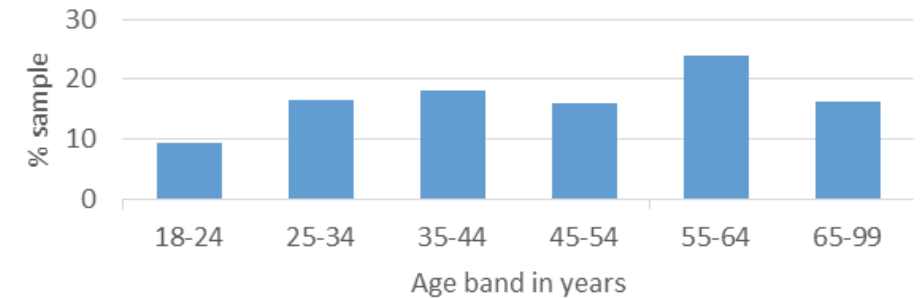
<https://www.eitfood.eu/projects/eit-food-trusttracker>

# Scope and demographics

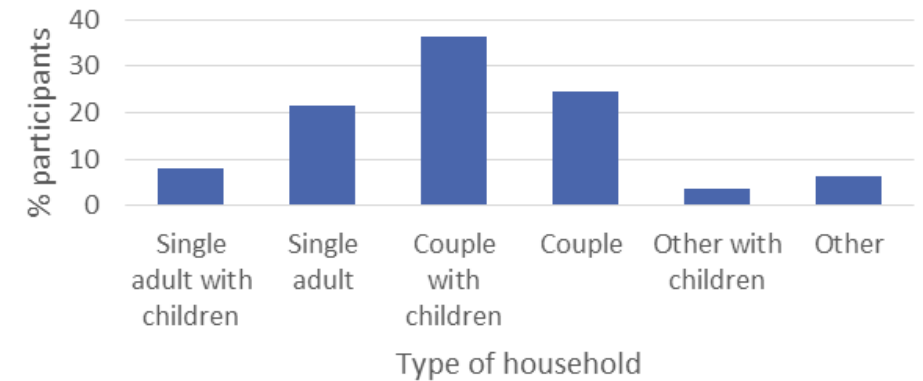
Grand Challenge questions in TrustTracker® 2022:

- **23,090 respondents:** ~1,115 per country (more in DK)
- **18 EU-associated countries:** BE, CH, CZ, DE, DK, ES, FI, FR, GR, IE, IL, IT, NL, PL, PT, RO, TR, UK
- **Gender ratio:** 51.8% female, 48.2% male
- **Age:** mean 47.8 years
- **Age groups:** six groups: 18-24, 25-34, 35-44, 45-54, 55-64, 65+ years. More respondents in 55-64 years group.
- **Household:** six groups, majority (82%) of respondents in three groups: couple with children, couple or single adult

Age band distribution of participants - all countries

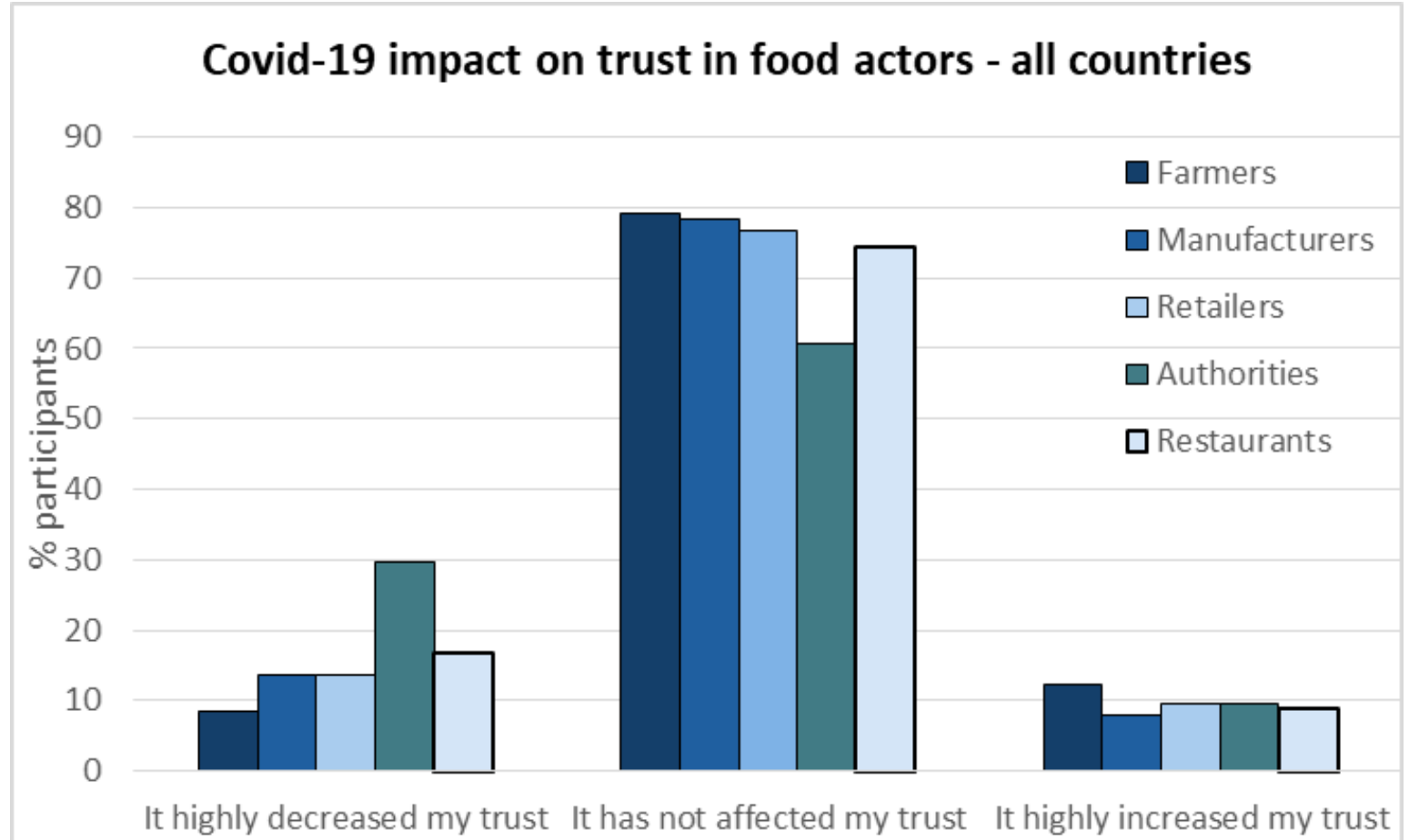


Household structure - all countries



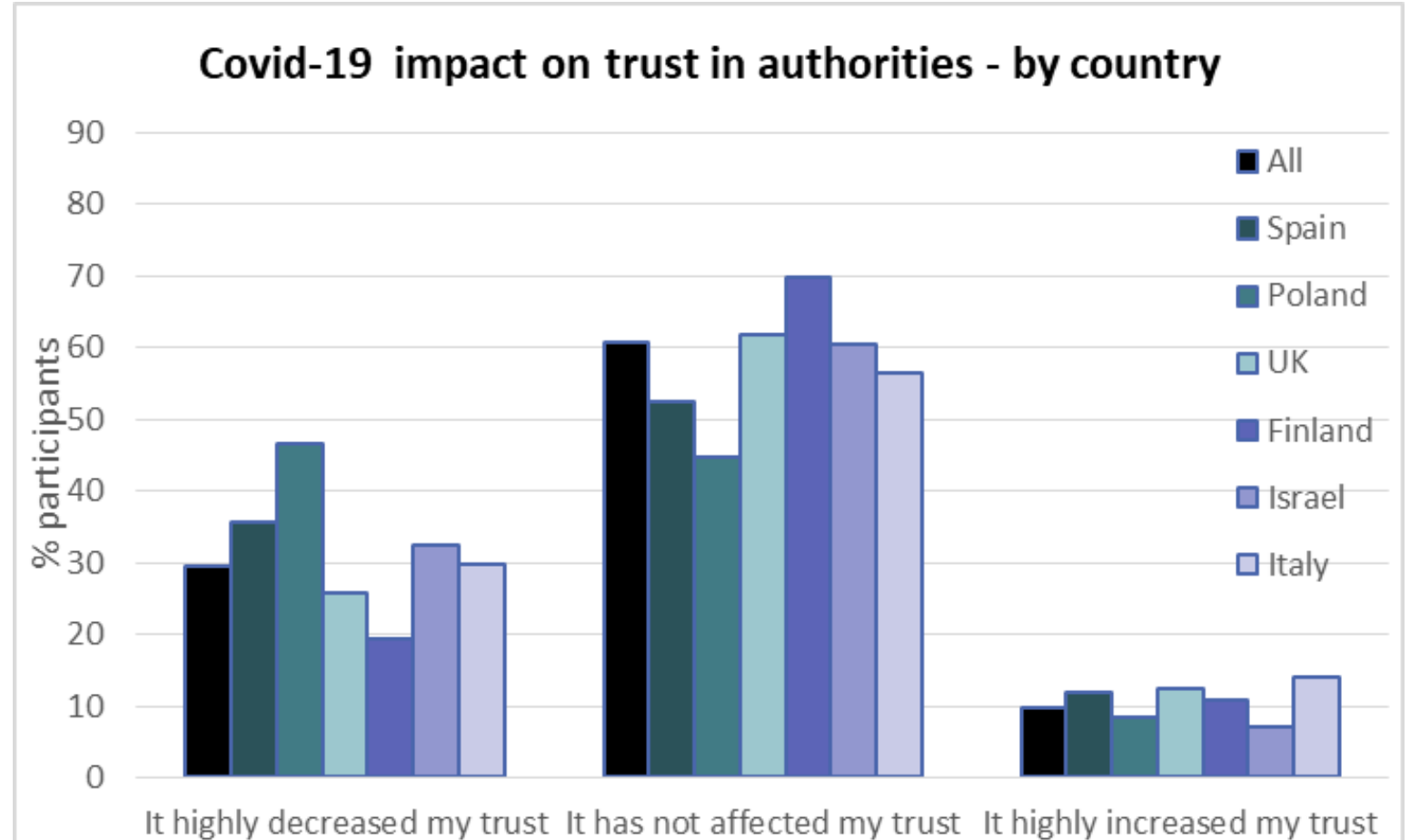
# The Covid-19 pandemic and trust in the food chain actors: key impacts

- Averaged over all countries, most people (75-80%) reported no change in their trust in farmers, manufacturers, retailers and restaurants after the Covid-19 pandemic
- More people (30%) reported loss of trust after Covid-19 in authorities compared to other food actors (8% to 17%)



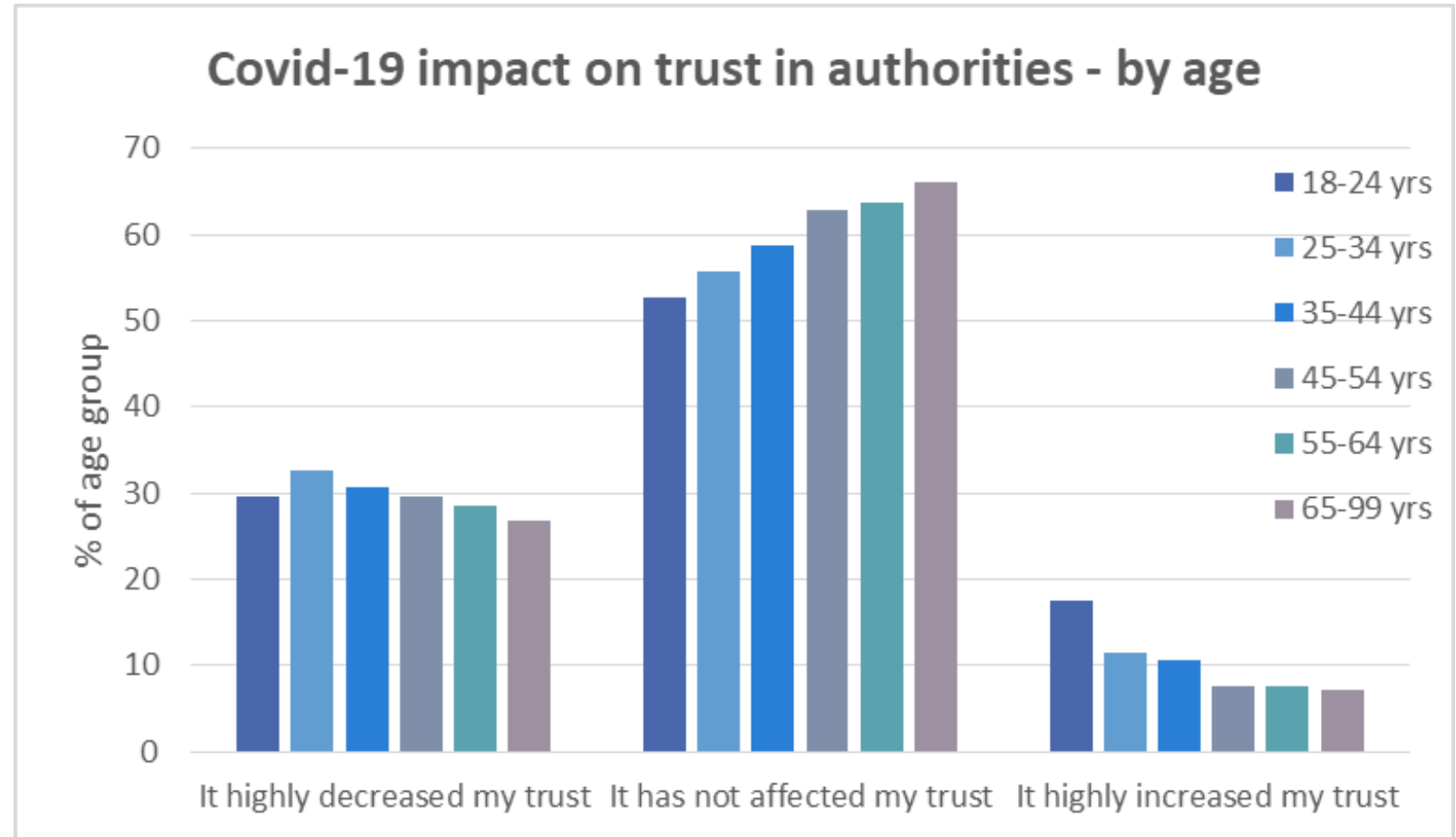
# The Covid-19 pandemic and trust in the food chain actors: key impacts

- The proportions of people reporting loss of trust in authorities after Covid-19 varied across our partner countries
- More people (47%) in Poland reported loss of trust in authorities than the average over all countries (30%)



# The Covid-19 pandemic impacts on trust: all countries across age groups

- All age groups more likely to report decreased trust than increased trust
- Older age groups most likely to report no change of trust
- Youngest more likely to report *increase* of trust than others
- Different patterns within countries, e.g., 35-44 yrs age group less likely to report loss of trust within Poland, but most likely to within Spain





## Trust Initiatives questions with widest positive interest - 18 countries

**I would like to see this temperature-sensitive food tag adopted by the food industry:**

8% disagreed, **76% agreed**

**Having recyclable food packaging is important to me:**

14% disagreed, **71% agreed**

**If we want people to make healthy food choices, it is best to start education about food at a young age in school:**

11% disagreed, **74% agreed**

**Outdoor festivals and food markets should offer more recycling opportunities for waste from food and drink:**

13% disagreed, **70% agreed**



## Trust Initiatives questions with wide positive interest - 18 countries

**Having compostable food packaging is important to me:**

18% disagreed, **64% agreed**

**I would be interested in purchasing a reduced-sugar chocolate bar:**

20% disagreed, **64% agreed**

**I would like to have access to more information on how the food industry is reducing food waste in the supply chain:**

18% disagreed, **63% agreed**

**I would like the food industry to adopt new digital technology to allow food supply information to be tracked, verified, stored and shared securely:**

20% disagreed, **61% agreed**

**I would like emotional wellbeing measurements to be adopted by the livestock industry:**

22% disagreed, **57% agreed**

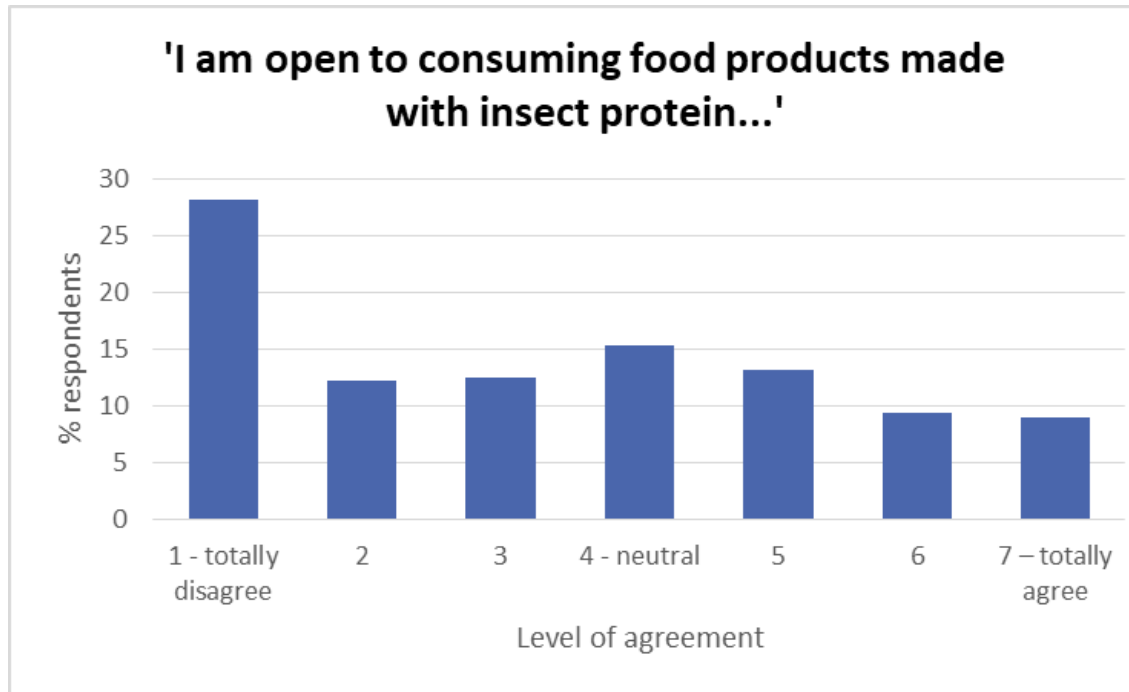
**I think it would be a good thing for fast food restaurants to offer more vegetarian options on their menus (including children's menus):**

26.5% disagreed, **53% agreed**

# Initiative questions with widest and strongest disagreement - 18 countries

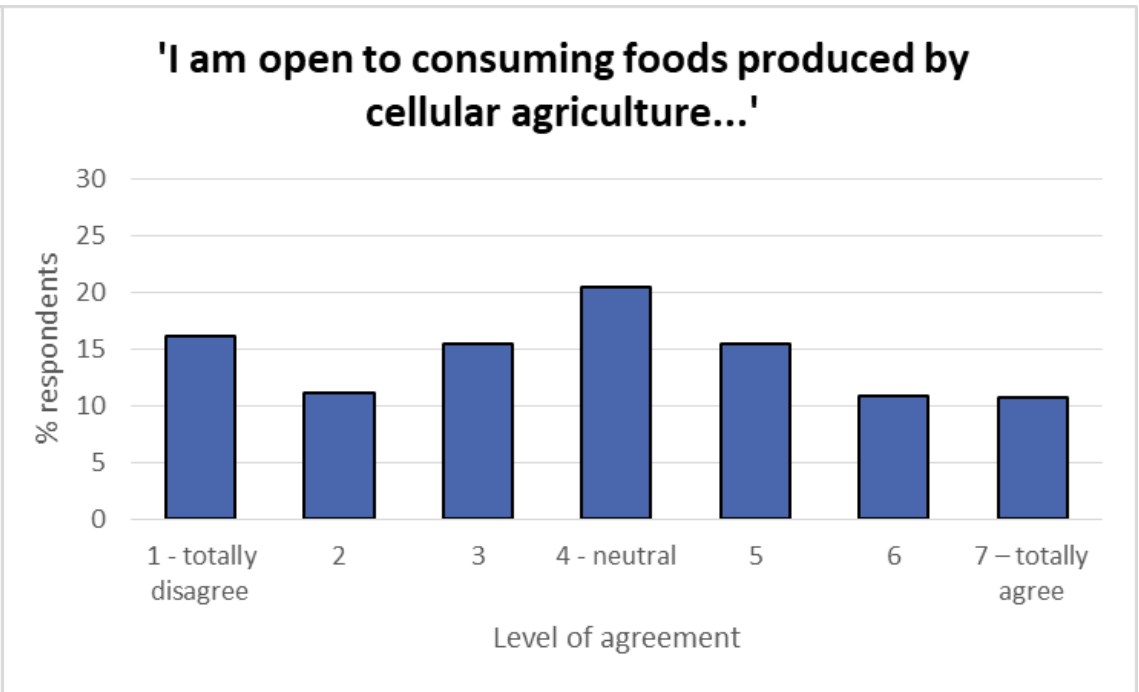
'I am open to consuming food products made with insect protein':

**53% disagreed, 32% agreed**



'I am open to consuming foods produced by cellular agriculture':

**43% disagreed, 37% agreed**



# Initiative questions with widest and strongest disagreement – by country

Being open to foods made with insect protein:

**Israel has stronger and wider disagreement**

Country	Totally disagree %	Disagree to any extent %	Agree to any extent %	Net
All	28	53	32	Disagree
Israel	43	64	25	Disagree
Italy	31	53	33	Disagree
Poland	27	57	33	Disagree
Spain	25	48	36	Disagree
UK	26	51	34	Disagree
Finland	24	52	43	Disagree

Being open to foods from cellular agriculture:

**Israel, Italy and Spain have net agreement**

Country	Totally disagree %	Disagree to any extent %	Agree to any extent %	Net
All	16	43	37	Disagree
Israel	11	34	49	Agree
Italy	15	39	43	Agree
Poland	14	42	34	Disagree
Spain	14	38	41	Agree
UK	14	42	38	Disagree
Finland	13	44	35	Disagree

# Summary of results from our questions in TrustTracker® 2022

- **Trust in farmers undiminished** by Covid-19 crisis, but **reduced** in **authorities**
- **Differences by country** in Covid-19 impacts on trust in authorities
- Differences within countries by age in Covid-19 impacts on trust in authorities
- Widest agreement on desirability of **temperature-sensitive tags, recyclable packaging, recycling facilities at outdoor events**, and **food education starting at a young age in school**
- Widest disagreement on consuming **insect protein** (53%), **cellular agriculture** (43%)
- Strongest disagreement on consuming **insect protein** across all countries, especially Israel
- Israel, Italy and Spain show net agreement on **being open to foods produced by cellular agriculture**





Any questions?





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## TrustTracker® 2022 survey – scope and demographics

