

Food Provenance - UK - April 2010

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What is this report about?

This report reveals that while no single food issue chimes with the whole of Britain, animal welfare has become the most widely shared concern. British and local origin of food rank close behind, broadly on a par with purity of food, but well ahead of considerations like organic and carbon footprint.

The report also looks at how the consumer sees British and local food in areas like value, quality and environment. Mintel's consumer research indicates that the broad interest in food origin in general, and British and local food specifically, often fails to translate into action.

However, it also points to considerable potential for future growth, as more than one in four people say there isn't enough British food available in their supermarket and nearly half would like more local foods there; British and local food market is also appearing in the government's Food 2030 strategy.

What have we found out?

- Detailed provenance information could help brands compete even in the price-led environment, by attracting the eight million people willing to pay more for such details.
- Brands targeting men stand to benefit from British provenance, as 4.5 million men say they would pay a small premium for British food.
- Securing mainstream supply can give local food products access to a pool of 14 million people nationally, who buy local food when possible, but are not willing to seek it out. As with many other food issues from fair trade to animal welfare, consumers are in favour of doing the "right" thing, as long as someone else does the work to make it happen.
- Spelling out how a product contributes to the local economy can help brands win over the 16 m adults who buy British to support local businesses.
- While 14m people see food origin labelling as sometimes misleading, just six million look for the Red Tractor label, which guarantees British origin and high production standards. The Red Tractor could attract a sizeable following, but it needs to build recognition as a champion of British and high quality food to do so.
- Just two million 16-24-year-olds see British origin of food as important. It is vital for the future of the sector to find ways to build rapport among the other five million who do not. High animal welfare could provide such as platform, as it is deemed important by three million 16-24-year-olds.

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