

Food Provenance - UK - April 2011

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What is this report about?

Food provenance – the origin of what we eat and drink – enjoys a permanent place on the brands' and media's food and drink agenda, also maintaining its visibility among consumers.

This report reveals that British and local origin of food are seen as important issues by a minority of around one in three adults. Meanwhile, more than half the population are prioritising value for money over food origin, reflecting the current pressure on consumer incomes.

What have we found out?

- Highlighting the people behind the product could help British food engage the three in four consumers who believe that buying British food supports British businesses.
- Detailed origin information continues to provide opportunities in the premium niche, as three in ten households earning £50,000 or more see such products as worth paying more for.
- Overseas brands could tap into a sizeable pool of demand in the UK massmarket ethnic foods sector, among the 37% of adults who prefer ingredients and sauces from the homeland of the cuisine when cooking ethnic dishes.
- British food could benefit from highlighting its farming quality standards to the over-55s population, to continue to engage them as purity of food has overtaken British origin as their most important food-related issue.
- The onus is on the brands and manufacturers to highlight their British credentials to benefit from them, as half of adults report to buy goods produced in their own country, but only one in three pay attention to where the products they buy are made or grown.
- Telling the story of their provenance could help brands appeal to the 45-54-year-olds, who are the most likely age group to see detailed origin information as signalling distinctive taste and as worth paying more for.

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