

Provenance in Food and Drink - UK - March 2013

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“The horse meat scandal has put the spotlight on the sourcing of food, with concerns raised over the way meat from overseas enters the UK food chain. Consumers are taking a greater interest in the provenance of their food - with consumers more likely to look for products of British, local and regional origin.”

– Amy Price, Senior Food & Drink Analyst

In this report we answer the key questions:

- Can food of British, regional and local origin benefit from the horse meat scandal?
- What steps can the industry take to tap into consumer demand to identify food origin?
- Can the industry convert the emotional support for British farmers/growers into healthier margins?
- How can the industry tap into consumers' willingness to buy misshapen British fruit and veg?
- How can the alcoholic drinks market further leverage interest in provenance?

Interest in buying goods produced in Britain peaked during the recession, when for a time, consumers proved willing to support their national economy. However by 2012, the appeal of British produce had started to wane, with just three in ten consumers citing British origin as an important factor influencing their choice when buying food and (non-alcoholic) drink.

The horse meat scandal, which broke in January 2013, has once again put the spotlight on the sourcing of food, with concerns raised over the way in which meat from overseas has entered the UK food chain.

The food industry is likely to feel the effects for some time, with consumers taking a greater interest in British and local origin and a more proactive stance on questioning the provenance of their food, and this issue appears to have re-affirmed consumers' faith in the quality of British-produced food.

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