

Consumer Attitudes Towards Food Safety - China - August 2013

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"Food safety in China is of growing concern, strongly linked to weaknesses in the food chain from farming, processing and preparation to serving. According to the National Consumer Association, about 60% of the 39,082 complaints received about food in 2011 related to food quality and safety issues."

– Lui Meng Chow – Research Analyst

This report looks at the following areas:

- Different consumers react differently to food scares. How can manufacturers, retail stores and foodservice providers adapt to specifically target these different types of consumers?
- How can companies such as retailers, manufacturers and foodservice operators enhance their outlets or stores to get consumers' trust in relation to the products that they sell?
- Could manufacturers perhaps co-operate with the retailers or foodservice outlets, so consumers would trust their products more?
- Which types of consumers do operators need to influence to convert into organic food eaters? How can operators increase penetration of organic food among consumers?
- Food scare scandals have also brought to the attention of Chinese consumers the importance of ethical and environmental issues in the food chain. But what about food and drink products that carry ethical and environmental claims? What is the potential of these products?

This report focuses on microbiological issues of food safety, chemical contamination and issues relating to how food is produced rather than food allergies or the nutritional value of foods.

Examples of food safety scares considered within this report include food poisoning, particularly due to microbiological issues or poisonous animal/plants/mushrooms, the presence of pesticide residues and chemical additions in the food products.

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