

## The Ethical Food Consumer - UK - June 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Ethics is becoming ever more ingrained into food and drink operators’ sourcing policies but it is a complex area which is important to get right. Not only do consumers expect good ethical practices from operators, they also expect to be informed and reassured over why they’re paying extra and where the money is going.”  
– Richard Ford, Senior Food and Drink Analyst

### This report looks at the following areas:

- Just one in four trust extra paid for fair trade goes to producers
- Over half of organic buyers agree it’s too expensive to buy regularly
- 37% think ethical standards are compromised in low-priced food

As ethical considerations have become increasingly ingrained into food and drink companies’ sourcing policies, ethical certification schemes have successfully become a part of the mainstream shopping basket. Amongst the plethora of ethical labels on the market, ‘free-range’ has been the most successful at doing so, with three quarters of consumers buying free-range labelled goods.

The general rise in ethical sourcing has fostered an expectation amongst the majority of consumers that adequate ethical standards will be met without their having to pay more for them – and half are prepared to boycott goods from a company found to be acting unethically.

Ethics is an emotive subject but whilst the avoidance of tax by big companies has recently sparked coverage in the media, animal welfare, responsible sourcing and worker welfare are ranked much more highly as key attributes of an ethical company by consumers.

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### DID YOU KNOW?

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Groceries Code Adjudicator launches first investigation

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Booths renames own-label milk Fair Milk  
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