

Food Ethics - US - February 2020

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This report looks at the following areas:

- Food ethics isn't always top of mind with food shoppers
- Tap into a generational shift in attention to food ethics
- Help shoppers balance savings and ethics

This Report explores consumer attitudes, behaviors and preferences concerning food makers' and retailers' efforts to follow ethical business practices, encompassing such areas as food waste, local sourcing, environmental sustainability, packaging, farming practices, labor practices, fair trade and animal welfare.



"Food shoppers, especially those aged 18-34, feel increasingly strongly about holding the brands they purchase to high ethical standards, making it imperative for food marketers and retailers to consider ethics in every aspect of their business practices. Still, food shoppers also take a range of other factors into account"

- John Owen, Associate Director Food & Retail

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