Sustainability labelling on food and drink products

27 May 2014

During the last 30 years sustainability-related food information schemes have become widespread on food and drink packages. In Europe, more than 120 public and private sustainability-related schemes have been identified at EU or national level. EUFIC, in collaboration with Prof Klaus G. Grunert, conducted a study on sustainability labelling and consumers. In this podcast, Prof Klaus G. Grunert talks about the results of this study and the emergence of sustainability issues in the public agenda.

Prof Dr Klaus G. Grunert - MAPP Centre for Research on Customer Relations in the Food Sector, Aarhus University (Denmark)

Klaus G. Grunert is Professor of Marketing at the Aarhus School of Business, University of Aarhus, and is the founder and director of the MAPP Centre for Research on Customer Relations in the Food Sector. He has done extensive research in the area of consumer behaviour, mostly with regard to food, and in making consumer insight useful in areas like new product development, market communication and public policy campaigns aimed at healthy eating or other socially desirable behaviours.

In particular, he has done research on quality perception and food choice, healthy eating, public acceptance of biotechnology and especially genetic modification, on how insight into consumer behaviour feeds into product development processes in food producing companies, and on competence development in the food industry.

As director of MAPP, he has carried out more than 80 collaborative projects, including several pan-European studies, and has participated in or led numerous EU FP projects. He is the author of 12 books, 148 academic papers in international refereed journals and many other publications. Klaus is a past president of the European Marketing Academy and is professor of the European Institute for Advanced Studies in Management.

Klaus is a German citizen who has lived in Denmark since 1987. His research and visiting appointments at other universities have taken him around the world.

Read more about EUFIC research on sustainability and consumers here.