Bridging the gap between healthy and sustainable diets

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Consumers are increasingly interested in knowing more about healthy and sustainable food. However, it is not always easy for them to access and/or understand such information. EUFIC carried out a consumer research project whose aim was to examine how best to communicate to consumers about healthy and sustainable food. In Study 1 we examined how consumers relate to healthy and sustainable food, and their information preferences related to such food. The results of this study then informed Study 2, where we examined the effect of different types of information about healthy and sustainable food on people’s food choices in a virtual shopping experiment. This infographic presents the results of these two studies.
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EUFIC conducted 2 studies to find out how to best communicate about healthy & environmentally sustainable diets to consumers in:

- France
- Germany
- Poland
- Slovenia
- Spain
- Sweden
- Turkey
- UK

**STUDY 1**
SEMI-QUALITATIVE SURVEY (800 consumers)
Consumers told us that they wanted information about nutrition content & environmental impact of food on food packaging.

**STUDY 2**
ONLINE EXPERIMENT (14,380 consumers)
We examined the effect of different types of information on the consumers’ shopping baskets in a virtual online shopping task.

On the product page, participants saw:

1. **AND/OR**
   - a prototypical nutrition label & environmental label tended to help those who were more knowledgeable about healthy eating and for sustainable diets, compared to no labels:
     - to improve the nutritional quality of their choices
     - to choose more sustainable products, fewer less sustainable ones
     - to choose fewer less nutritious products
     - to choose more fruit
     - to choose less vegetables
     - to choose less meat
   - a general recommendation about healthy & sustainable diets helped consumers to improve the nutritional quality of their choices tended to help those who were less knowledgeable about healthy eating, compared to no recommendations:
     - to choose more fruit
     - to choose less meat
   - no information control used as a comparison to the other information

Rated from more useful to less useful in most countries:

- nutrition label
- environmental label
- healthy & sustainable recommendation

with a preference for standardised labels (determined by an external body)

On average, participants are willing to pay:

- 46.4 cents more to receive the nutrition label
- 42.8 cents more to receive the environmental label