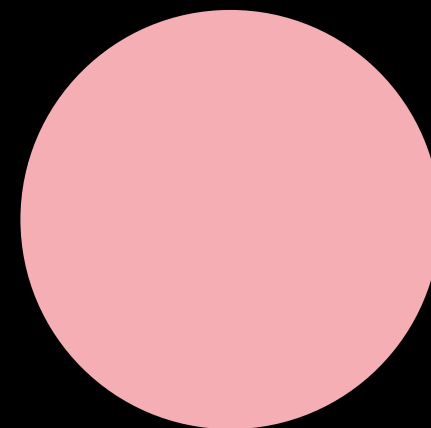


WWF Eat4Change survey

International research

Here are tables of data mentioned in the press release. All results:
<https://wwf.fi/en/eat4change/#publications>

April 2021



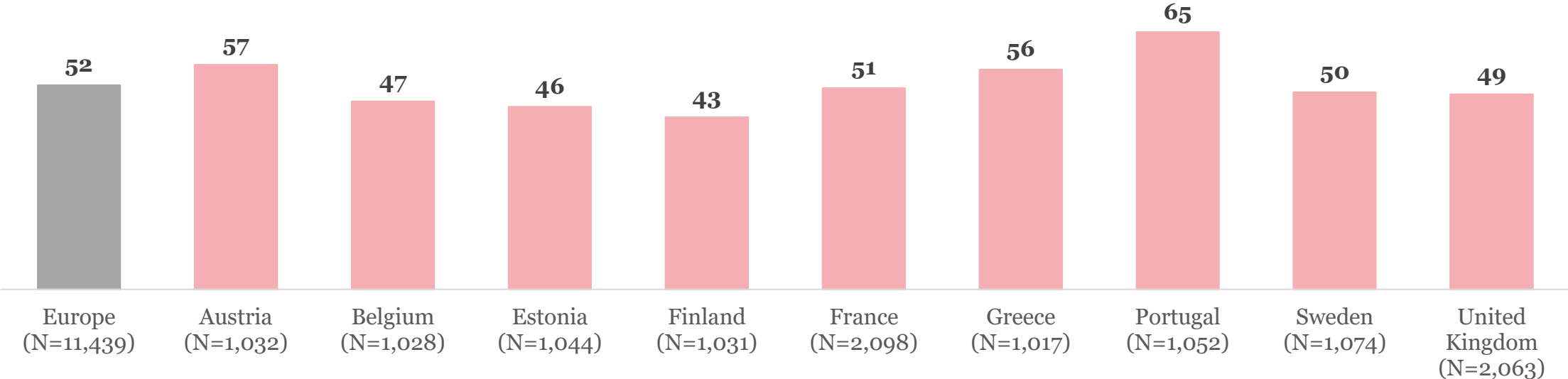
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Half of European adults do think that our food production and consumption has a negative impact on the environment

- This is thought most strongly amongst those living in Portugal, as well as Austria and Greece

Impact of food production on environment - % Negative

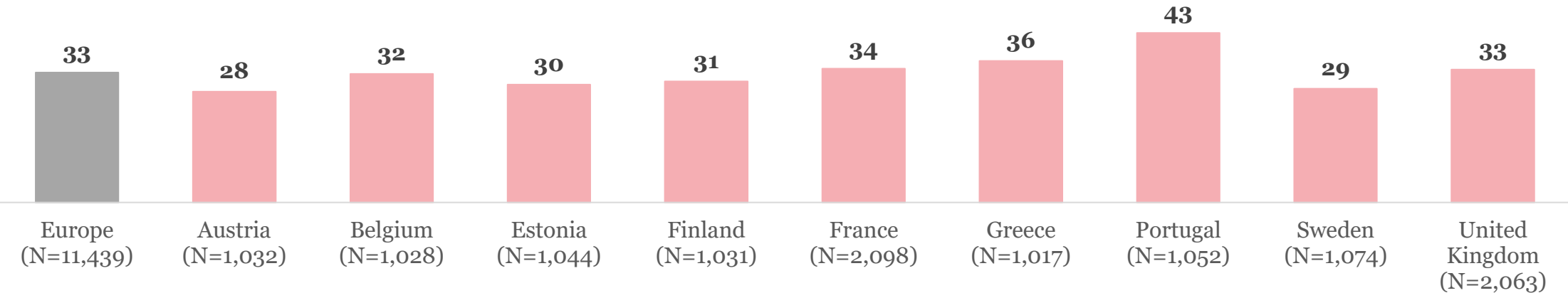


Q3: To what extent, if at all, do you think that the food we produce and consume has a positive or negative impact on the environment?

However, there is a notably lower sense of accountability. In comparison, only a third of European adults feel their own food choices have a negative impact on the environment.

- These perceptions of lower responsibility are mirrored across all countries
- Austrians in particular, are least likely to feel that the food they eat has a negative impact, despite the majority feeling that food production does have a negative impact

Impact of food we eat on environment - % Negative

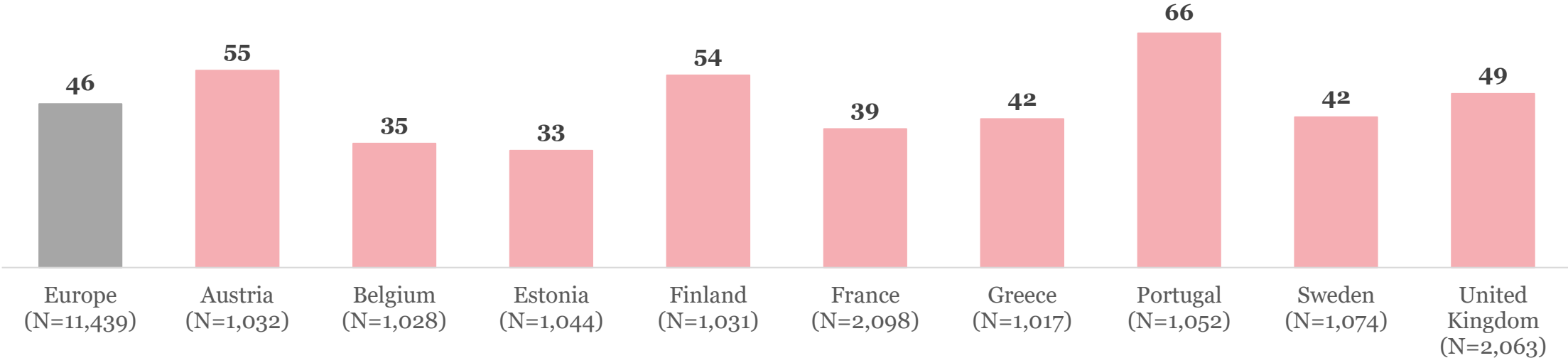


Q4: To what extent, if at all, do you think that the food that YOU eat has a positive or negative impact on the environment?

Confidence in their knowledge of how to make food choices that are positive for the environment and sustainability is fairly low, with less than half feeling confident

- Portuguese respondents recorded the highest levels of confidence, followed by Austria and Finland
- Only a third of those from Belgium and Estonia feel confident in their knowledge

Confidence in knowledge of how to buy and eat more environmentally friendly and sustainable food - % Confident

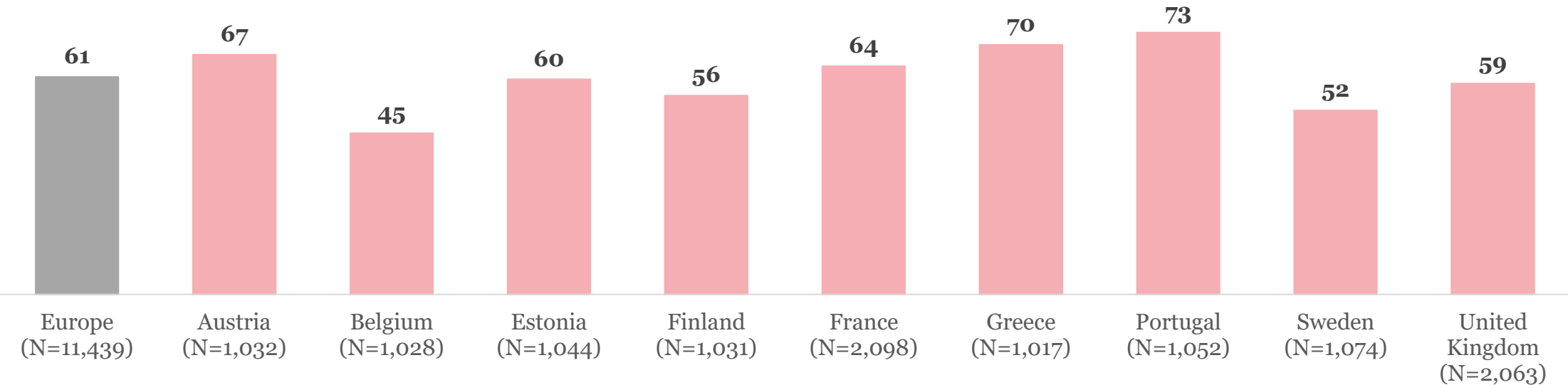


Q9: How confident or unconfident are you in your knowledge of how to buy and eat more environmentally friendly and sustainable food?

Despite this lack in confidence, almost two thirds of European adults say that they would choose foods that have a positive impact on the environment and sustainability

- Portuguese respondents again recorded the highest levels of likelihood, along with Greece, and Austria
- Although Estonia has the lowest level of confidence, 6 in 10 state they would be likely to choose positively impactful foods

Likelihood to buy and eat food that is less damaging for the environment and is more sustainable - % Likely

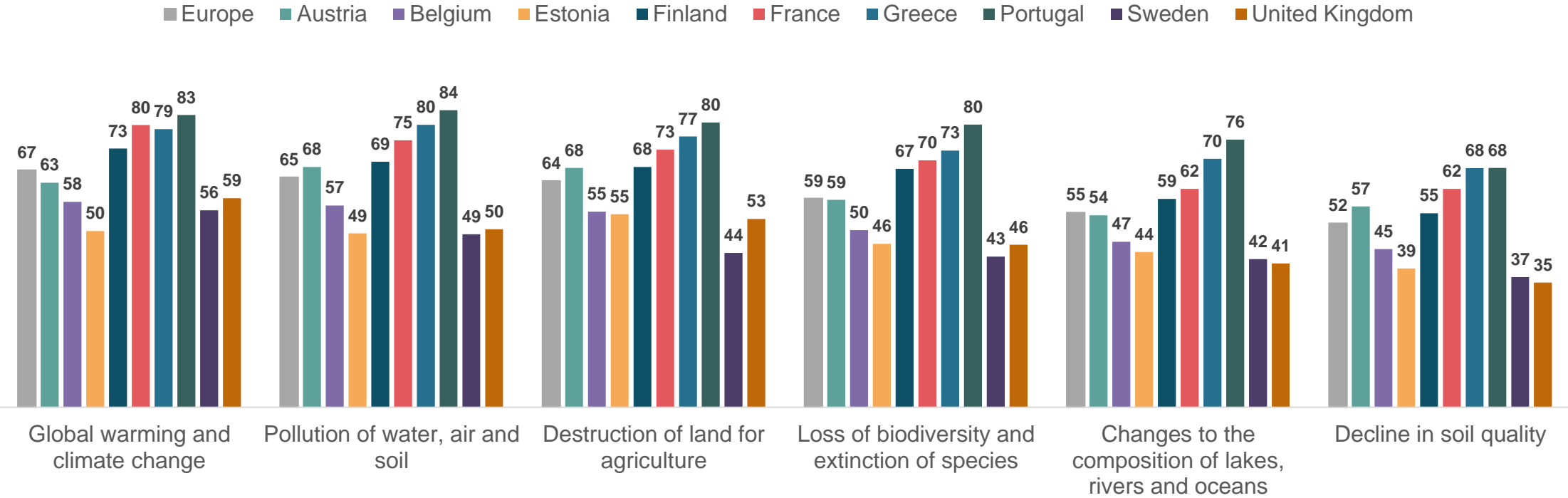


Q10: How likely or unlikely, if at all, are you to buy and eat food that is less damaging for the environment and is more sustainable? Sustainable food does not negatively impact the environment, the welfare of animals or human rights.

Global warming/climate change is the environmental factor that most people overall, are aware of as being impacted by food production and consumption. Closely followed by pollution and land destruction

- Those living in Portugal, France and Greece feel most knowledgeable about these issues
- Whereas, knowledge levels appear lower in Estonia, Sweden and the UK

Environmental impacts of food we produce and consume on a large scale - % know a great deal / fair amount

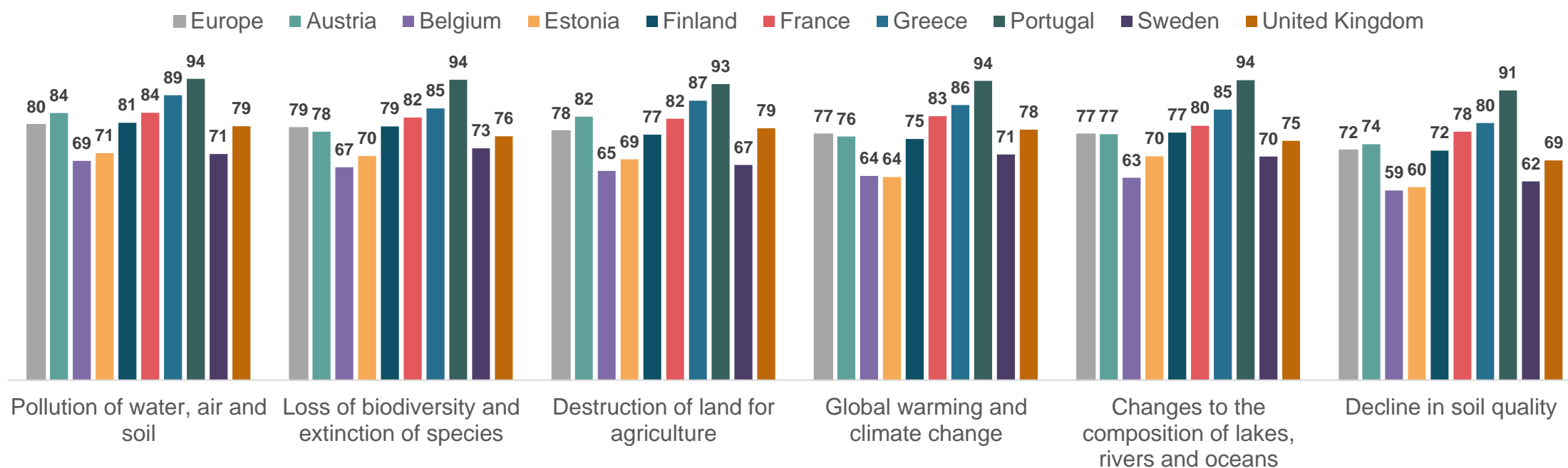


Q5: Before taking part in this survey, how much, if anything, would you say you knew about the following environmental impacts caused by the food we produce and consume on a large scale?

The majority of respondents are concerned about all these environmental factors. Pollution and risk of extinction are of most concern overall

- The level of concern is reflective of the level of knowledge they feel they possess
- An overwhelming majority of Portuguese respondents are concerned about all issues

Concerns about environmental impacts from food we produce and consume on large scale - % concerned



Q6: How concerned or unconcerned, if at all, are you about the following environmental impacts caused by the food we produce and consume on a large scale?

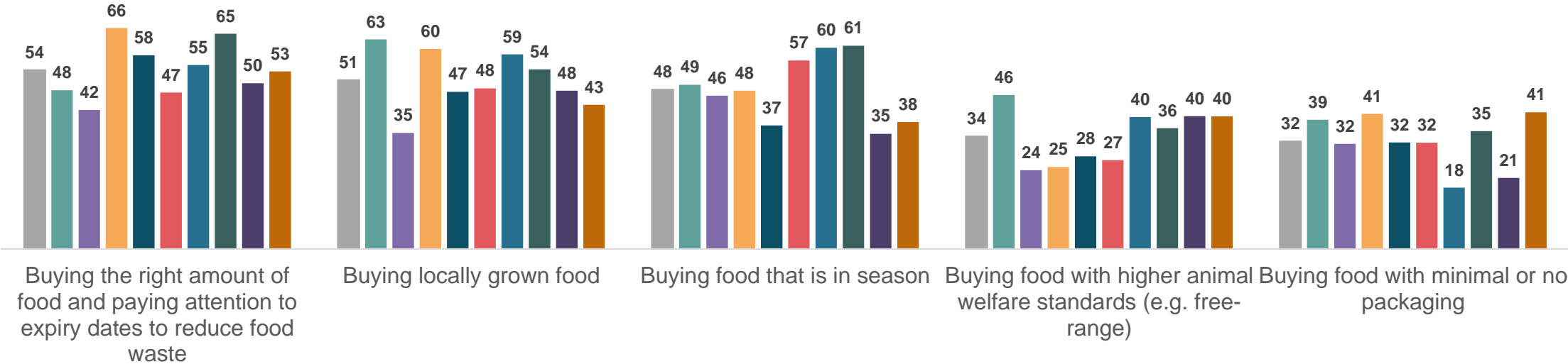
Base: those who have at least a little knowledge of decline in soil quality: Europe (9,500); Austria (919); Belgium (808); Estonia (787); Finland (868); France (1,876); Greece (931); Portugal (983); Sweden (833); UK (1,461)

European adults consider reducing waste of most importance, so respondents are most likely to give consideration to volume purchased and expiry dates. Buying locally and also in season is also considered important

- Waste reduction is of particular importance for those in Estonia and Portugal
- Austrian respondents place a greater importance on buying locally

% chosen as 5 most important factors

Legend: Europe (grey), Austria (teal), Belgium (purple), Estonia (orange), Finland (dark blue), France (red), Greece (medium blue), Portugal (dark green), Sweden (dark purple), United Kingdom (brown)



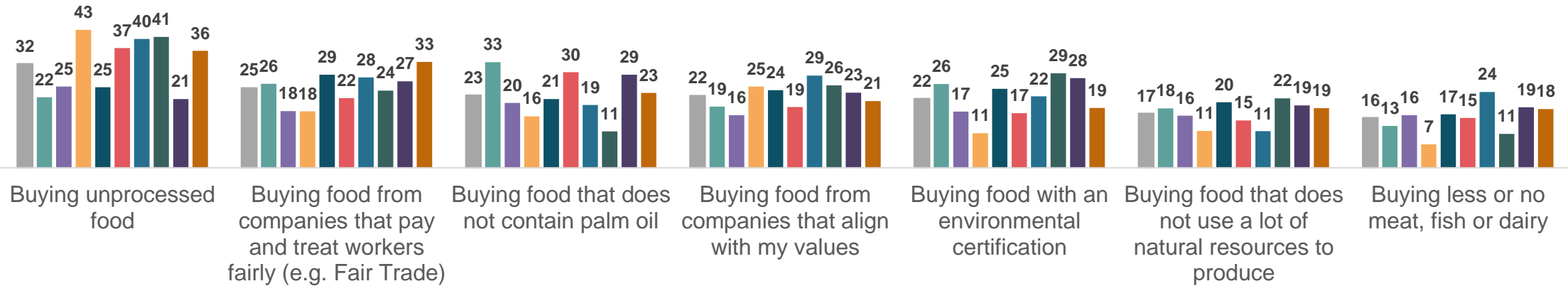
Q2: When choosing the food you buy, which of the following environmental and ethical considerations are most important to you, if any?
Please select up to FIVE and rank them in order of most importance

Overall, adults are less concerned about buying food that does not use a lot of natural resources in production or reducing the amount of animal based products they purchase

- Buying unprocessed food is more appealing to Estonians, Portuguese and Greek adults

% chosen as 5 most important factors

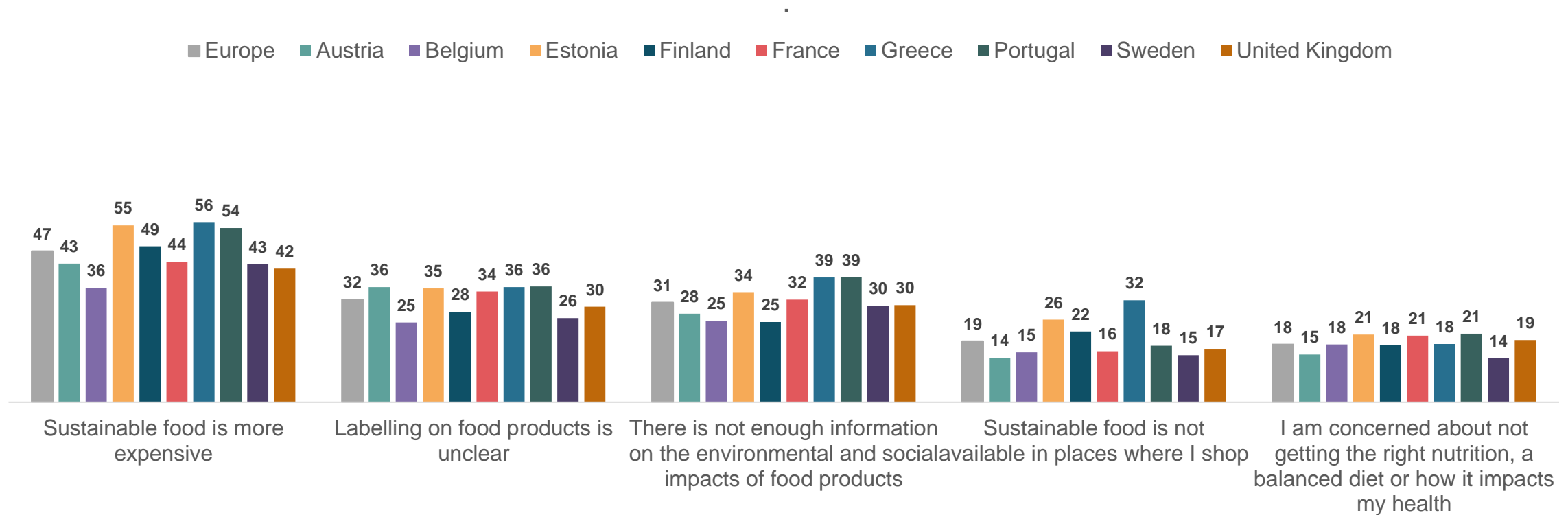
Legend: Europe (grey), Austria (teal), Belgium (purple), Estonia (orange), Finland (dark blue), France (red), Greece (blue), Portugal (green), Sweden (dark purple), United Kingdom (brown)



Q2: When choosing the food you buy, which of the following environmental and ethical considerations are most important to you, if any?
Please select up to FIVE and rank them in order of most importance

Perceived expense is a barrier for almost half of respondents overall. Around a third feel there are information issues, in the clarity of labelling and lack of information on the impacts of food production

- High prices of sustainable foods is felt most strongly in Greece, Estonia and Portugal
- These barriers are less prominent in Belgium compared with the other countries



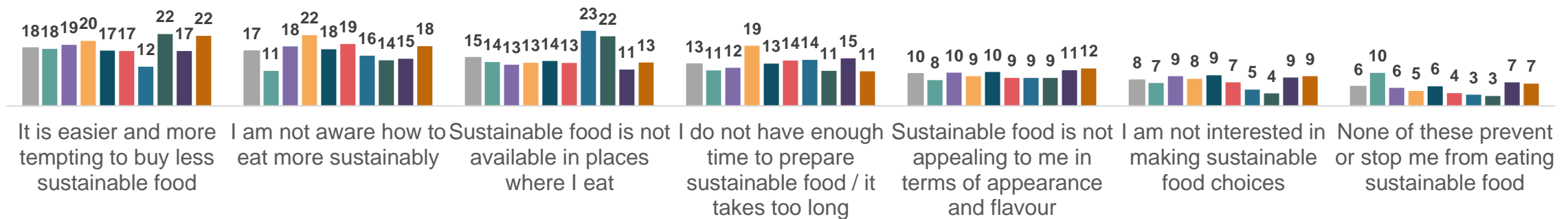
Q11: Which of the following, if any, **prevents or stops you** from eating types of food that are better for the environment and are more sustainable?

Very few say that they are not interested in making sustainable food choices. Under 10% in each country.

- Adults in Portugal and Greece are more likely to say that sustainable food is not available in places where they eat.

Barriers to eating types of food that are better for the environment and are more sustainable - % chosen as 5 biggest negative impact

Legend: Europe (grey), Austria (teal), Belgium (purple), Estonia (orange), Finland (dark teal), France (red), Greece (blue), Portugal (dark green), Sweden (dark purple), United Kingdom (brown)

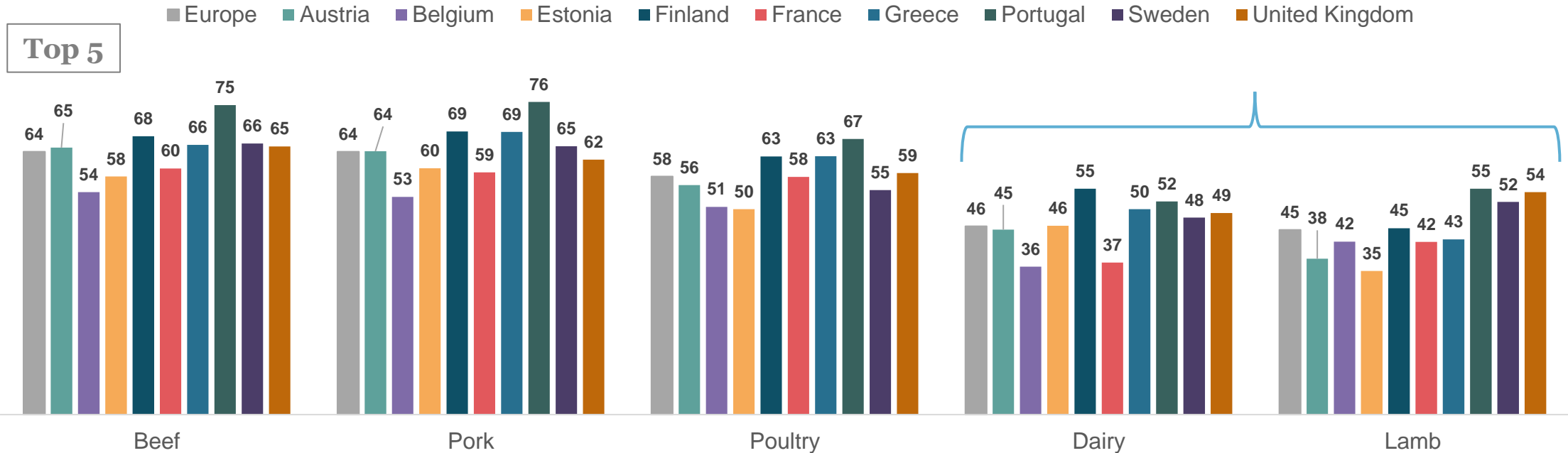


Q11: Which of the following, if any, **prevents or stops you** from eating types of food that are better for the environment and are more sustainable?

Production of beef, pork and poultry are considered to have the biggest negative impact on the environment

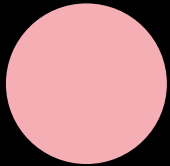
- Across all countries, these three food types were most likely to be chosen as the top 5 negative contributors

Food types with most negative impact on environment – % chosen as 5 biggest negative impact



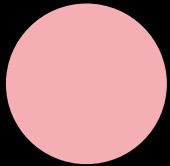
Q8: Which of the following do you think has the biggest negative impact on the environment, if any? Please select the top five and rank them in order of biggest negative impact

Full reports of the survey:
<https://wwf.fi/en/eat4change/#publications>



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