6 PRIORITIES TO PROMOTE TRANSPARENCY IN FOOD

Fewer than 1 in 3 consumers say they have access to all of the information they need about food

“I trust today’s food system” – Only 25% strongly agree

“I am confident in the safety of the food I eat” – Only 33% strongly agree

Less than half (42%) believe the food system is headed in the right direction

#1 IMPACT OF FOOD ON HEALTH

Retailer websites are becoming more important resources for health and wellness

93% of grocery store survey respondents publish health and wellness blogs

78% of U.S. shoppers are concerned about the nutritional content of the food they eat

#2 FOOD SAFETY

95% of U.S. shoppers “TRUST” their grocery store to ensure the food they purchase is SAFE

96% of grocery store survey respondents have a dedicated food safety education plan for shoppers

#3 IMPACT ON ENVIRONMENT

28% of U.S. shoppers want to know actions grocery stores are taking to improve their impact on the environment

- Grocery stores are lowering potentially damaging refrigerant emissions, reducing leakages and reducing carbon emissions in general
- They are also advancing company commitments to reduce food waste, including generating less waste, donating items and recycling

#4 LABOR AND HUMAN RIGHTS

40% of U.S. shoppers want to know how grocery employees are treated

- Grocery stores are working to combat human rights violations, including complying with California’s disclosure law that focuses on human trafficking and slavery in the global marketplace
- 32% of U.S. shoppers want grocery stores to share information about how animals are treated

#5 TREATMENT OF ANIMALS RAISED FOR FOOD

48% of U.S. shoppers want to know sourcing of ingredients

- Grocers are directing suppliers to follow ethical sourcing guidelines, including information on third-party audits of their supply chains
- 40% of U.S. shoppers want grocery stores to share information about how animals are treated

#6 BUSINESS ETHICS IN FOOD PRODUCTION

Sources: The Center for Food Integrity Consumer Trust Research; FMI U.S. Grocery Shopper Trends 2017; 2017 FMI Retailer Contributions to Health and Wellness.

Learn more at FMI.org/Transparency