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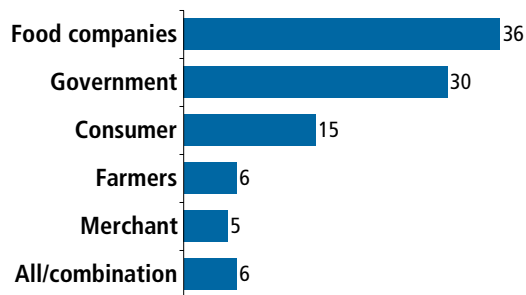
## **Food Companies Held Accountable Ahead of Governments for Ensuring Food Safety**

### **Results of New 10-nation Survey**

The public holds food companies the most accountable for ensuring the safety of food. A major new international public opinion survey carried out in 10 countries across 4 continents, asked citizens to identify which one of five groups they hold most responsible for ensuring food is safe: governments, companies, consumers, farmers or food stores. A plurality of the 10,000 respondents to the Environics International survey pointed to food companies as the group they hold most responsible. In fact, food companies are deemed more accountable than governments in seven out of ten countries surveyed. **This sends a clear signal to food producers that the promise of safety will grow in importance as a driver of trust in food brands.**

#### **Food Participant Believed Most Responsible for Food Safety**

Across 10 Countries



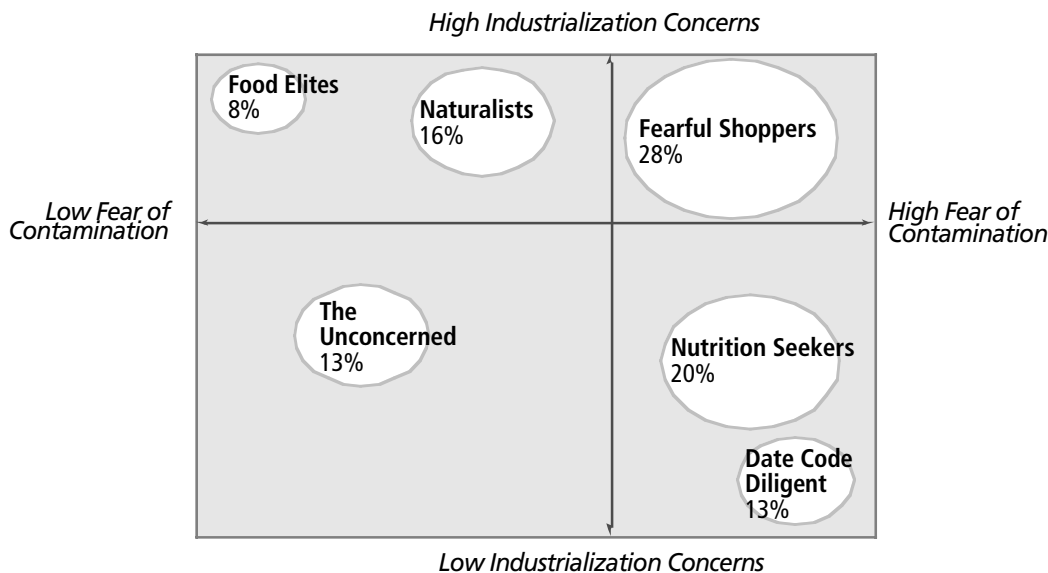
When asked which major food company or brand they trust the most to make the best canned, frozen or processed foods, Americans mention Del Monte most often, followed by Green Giant and Campbell's. The British choose Heinz, Bird's Eye, Tesco and Sainsbury as most trusted, while Nestlé, Del Monte and Herdez are the leading brands in Mexico. However, the vast majority of people are either unable to identify a brand they trust or say that they do not trust any at all. Fully one in five respondents volunteer the opinion that there are no food companies worthy of trust.

Environics International, a Toronto-based public opinion research firm specializing in global issues and corporate strategy, has recently released its 10-country *2001 Food Issues Monitor*. The Monitor tracks global consumer opinion on key food issues including purchasing behavior, consumer trust, food safety and biotechnology.

In addition to the above findings, the study reveals that people’s concerns about the food they eat have grown more complex. Traditional concerns about food contamination are still pervasive, but a whole new dimension of concern has arisen in response to the growth of modern food production technology. The survey shows that six distinct consumer segments can be identified and described. Of these, only one, the **Unconcerned**, representing 13 percent of respondents, has few fears about the food they eat. **Fearful Shoppers**, on the other hand, express serious concern about a wide variety of food issues. The remainder of people fall into one of four other segments - **Nutrition Seekers**, **Naturalists**, **Date Code Diligent** and **Food Elites** - each having a unique mix of food risk concerns.

One way these groups differ is in their level of concern about the way food is currently produced. Fully six in ten (62%) of **Fearful Shoppers** strongly agree that they are concerned about this, compared to only 18 percent of **The Unconcerned**.

### Food Concerns Segmentation Map



This market segmentation analysis provides a strategic framework for food companies to address the growing lack of trust in the food system. According to Doug Miller, President of Environics International, “companies need to go beyond simply meeting government standards in order to fully satisfy consumers’ expectations for food safety.” By understanding the specific concerns, attitudes and product interests of each segment, companies can better focus their global brand development and communications strategies.

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For more information on Environics International’s 10-nation survey, the Food Issues Monitor, visit: [www.EnvironicsInternational.com](http://www.EnvironicsInternational.com)

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