

# A Load of Hot Air



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- What has sustainability got to do with food technology lessons?
- Are we getting smarter with our food purchasing habits ?
- What does the latest data tell us about what consumers think and do ?
- Cows produce meat and milk.....oh, and methane - can diet control make them "greener"?



# What has sustainability got to do with food technology lessons?

The National Framework introduces eight doorways through which schools may choose to initiate or extend their sustainable school activity.

It focuses on ways in which sustainable development can be embedded into whole-school management practices and provides practical guidance to help schools operate in a more sustainable way.



# Food and drink

By 2020, the Government would like all schools to be model suppliers of healthy, local and sustainable food and drink.

Food should, where possible, be produced or prepared on site.

Schools should show strong commitments to the environment, social responsibility and animal welfare. They should also seek to increase their involvement with local suppliers.

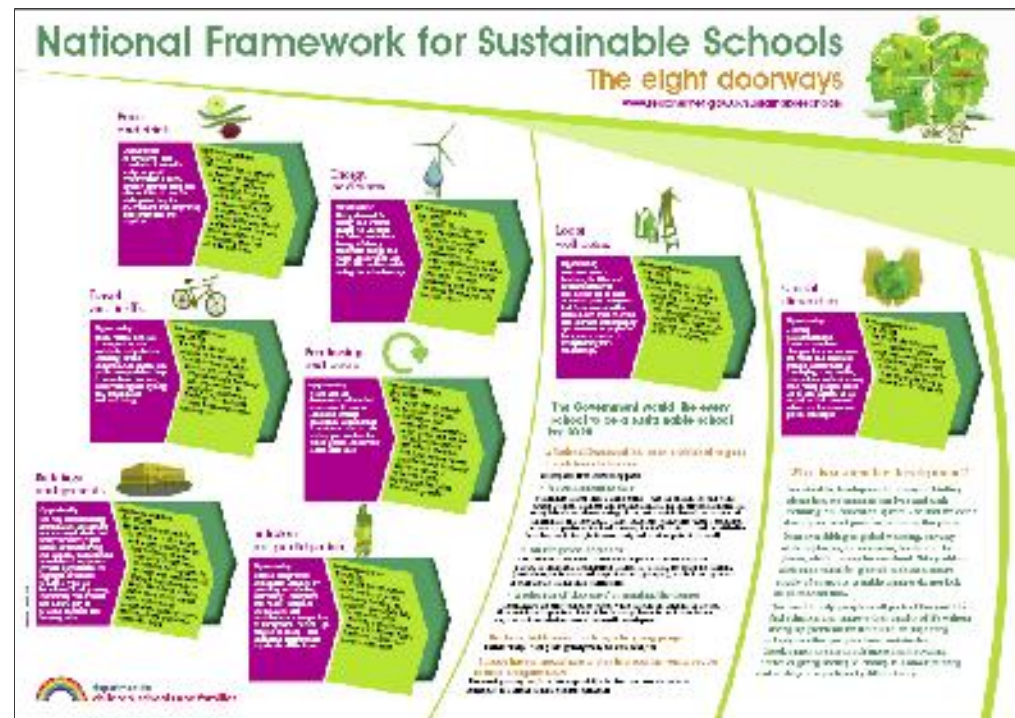


# Help and support

## Resource library

## The Standards Site

## Designing for markets Focus: food



[www.teachernet.gov.uk/sustainableschools](http://www.teachernet.gov.uk/sustainableschools)



# Schools

## Curriculum

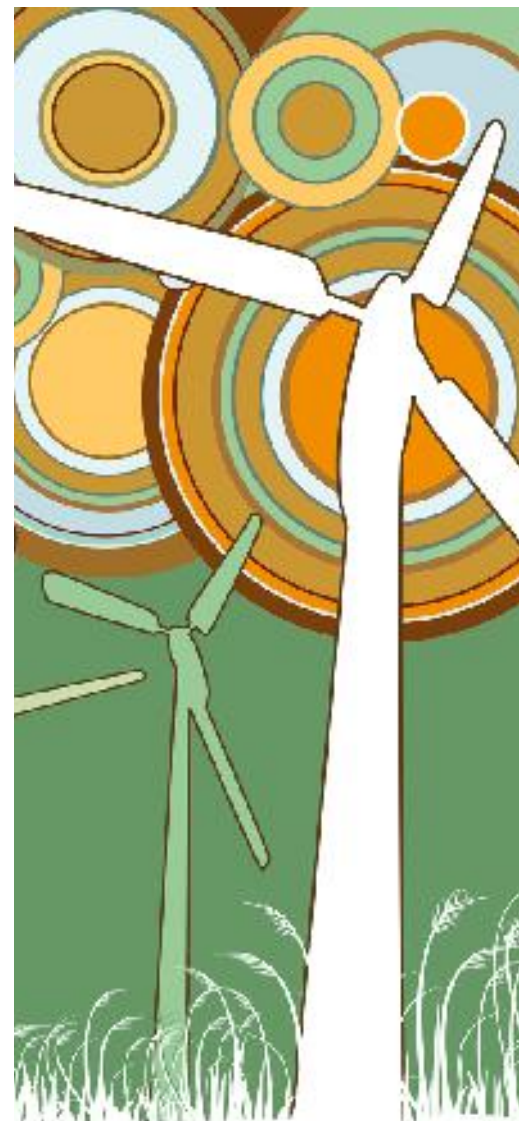
Schools can use the curriculum to cultivate the knowledge, values and skills needed to address the health and sustainability issues of food and drink, and reinforce this through positive activities in the school and in the local area.

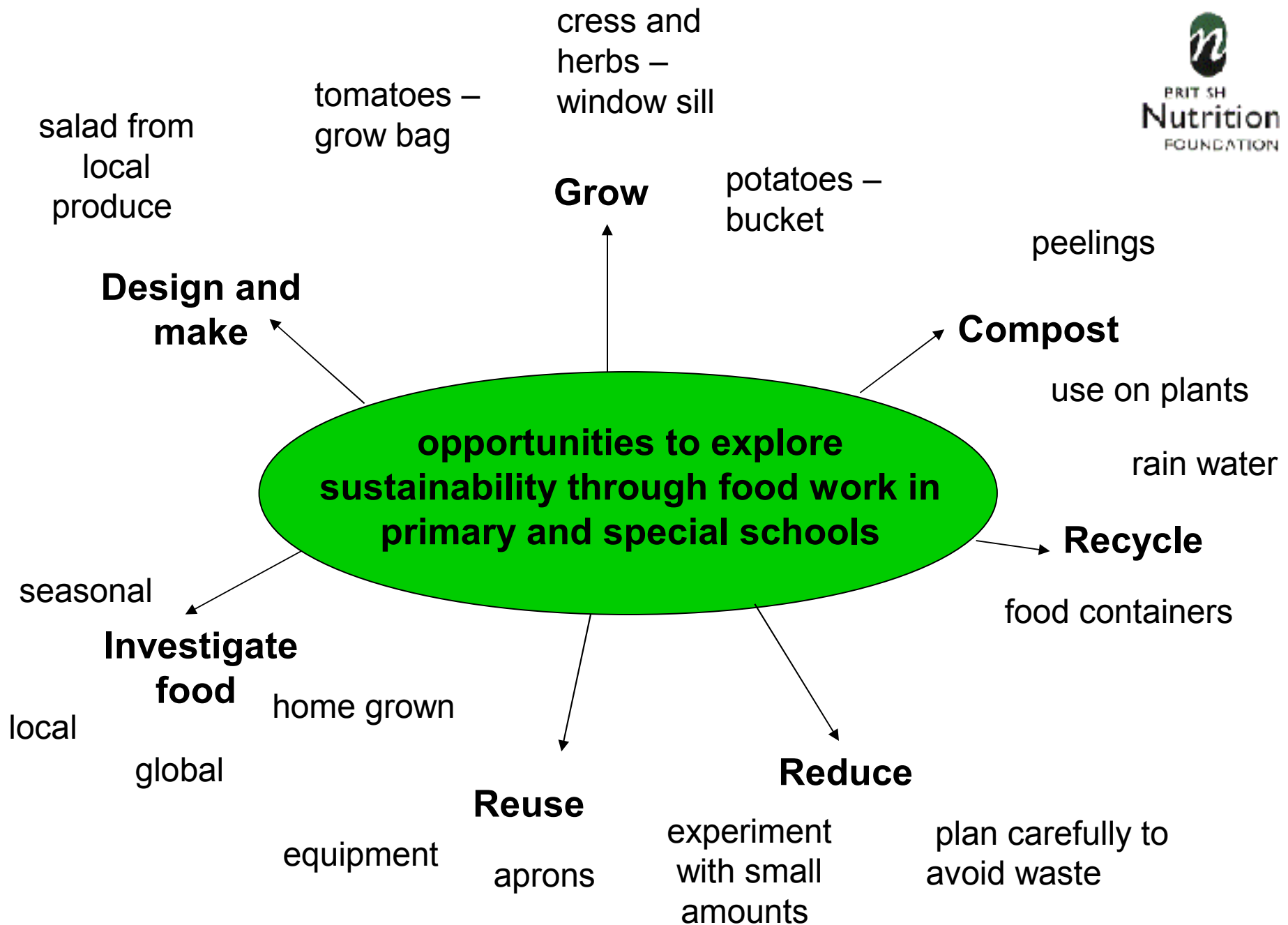
## Campus

Schools can review the impact of their food and drink choices on human health, the environment, the local economy and animal welfare, and work with suppliers to identify produce that meet the highest standards.

## Community

Schools can use their school grounds, communications, services, contracts and partnerships to promote awareness of the wider impacts of food and drink choices among their stakeholders.





# National Curriculum Key Stage 3

## Key Stage 3: D&T

1.1 Designing and making: Understand that designing and making has aesthetic, environmental, technological and economic, ethical and social dimensions and impacts on the world.

Provides opportunities to explore issues relating to sustainability ...

## 3. Range and content

d) The impact of products beyond their original purpose and how to assess products in terms of sustainability.

Assess products in terms of sustainability – includes research and thinking about the use of renewable sources/alternatives ...



# National Curriculum Key Stage 4

## GCSE Food technology

- Social, economic, moral, cultural and environmental considerations
- Consider the use of scarce resources, transport costs, sustainability, GMOs, organic and free range foods... on food production and the environment
- Impact of values on design and manufacture
- Food choices ...



# **A Load of Hot Air**

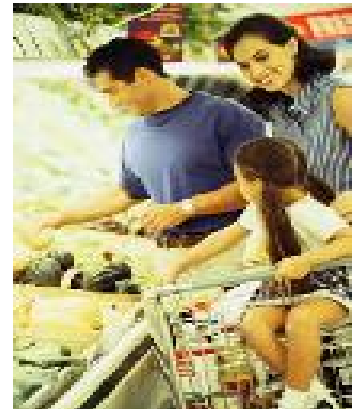
Influence of the Environment  
On Food Shopping, Market Intelligence  
February 2009  
Mintel International

# Are we getting smarter ?

Mintel's consumer research shows that the more consumers have an overall interest in green issues the more likely it is to be translated into green shopping

Consumers appear to go through three stages :

- Awareness
- Green actions, for example recycling rubbish, reducing the wash temperature, reducing food waste
- Finally green buying

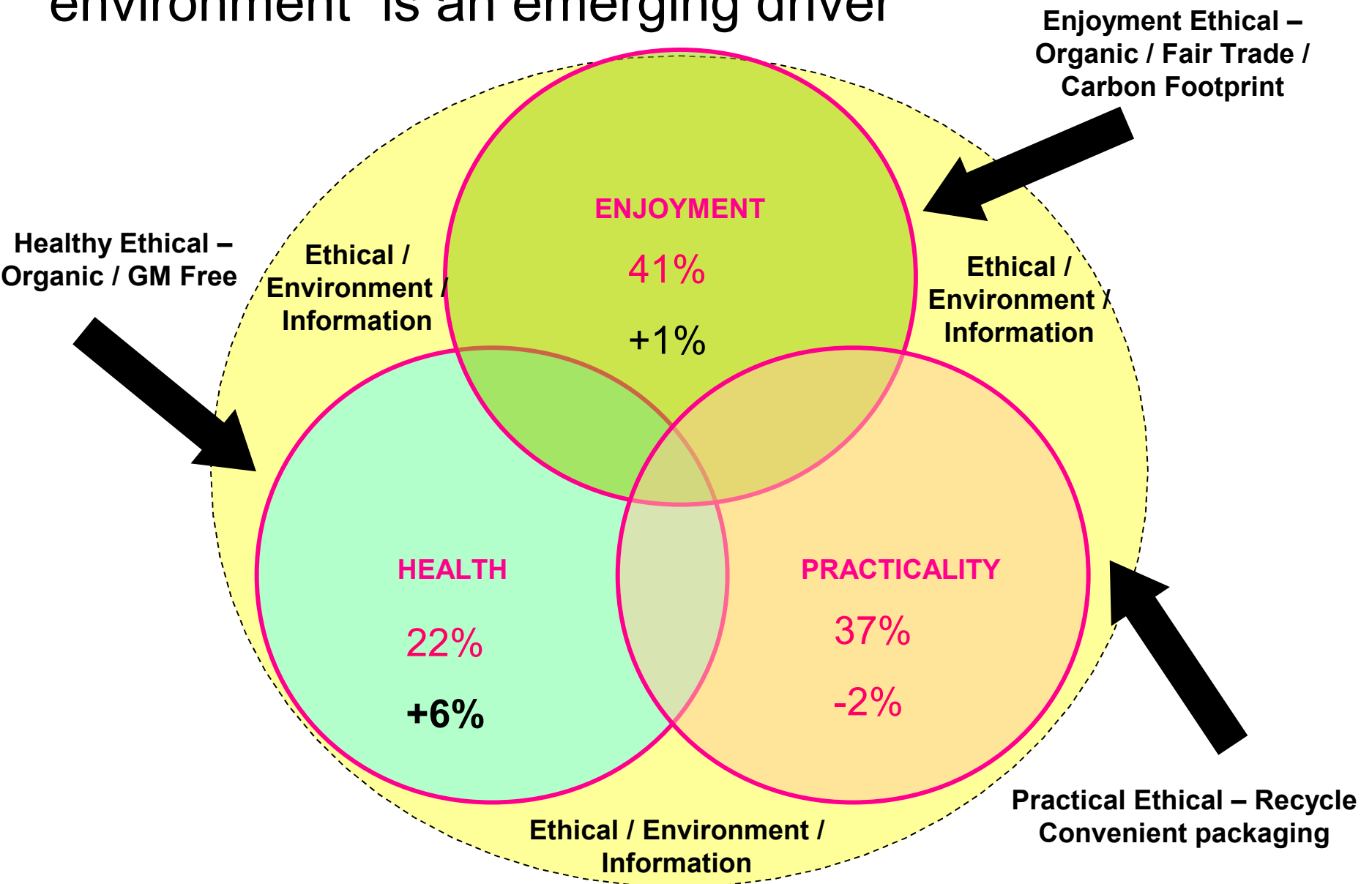


## The 'greening' of the consumer

- Consumers can be split into three groups:
  - Dark Green** ('The Buyers') 27% Make lifestyle changes rather than altering buying habits
  - Light Green** ('The Triers') 59% Changed their buying behaviour
  - Non Green ('The Non-Triers') Tend not to make any changes
- Those most likely to undertake green buying are more affluent and older (45+)

(Source Mintel : Base 999 online adults aged 16-64)

# What consumers think and do — the environment is an emerging driver



# Concerns of the British Population 2008 & 2009

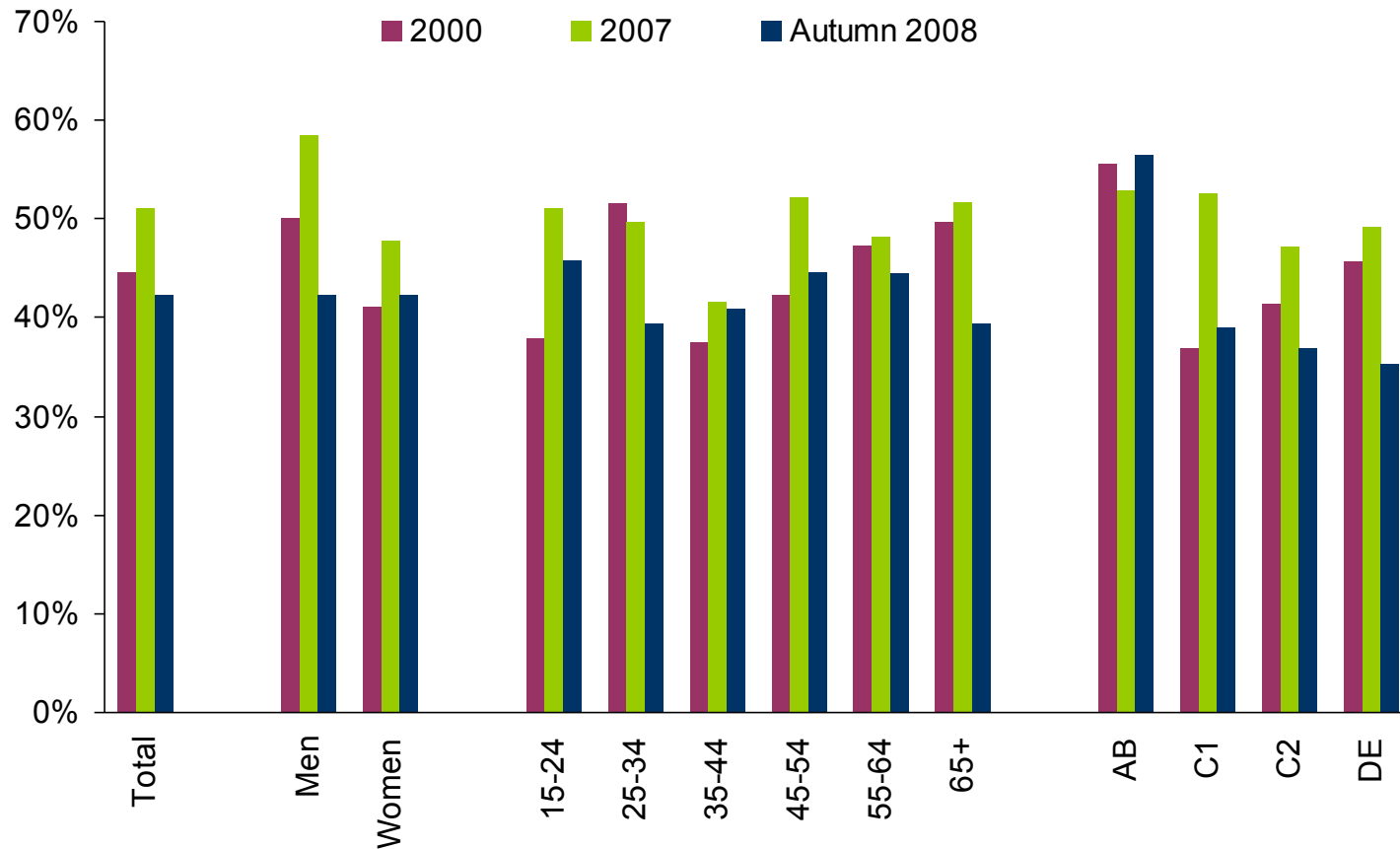
	February	January	%point change	2008	2009	
The state of the economy				26	62	+36
My own financial situation				34	41	+7
Immigration				48	36	-12
Crime	44		34	-10		
My weight	33	31	-2			
The state of the NHS				34	29	-5
Interest rates			18	26		+8
The environment /global warming				30	25	-5
My job/employment prospects			20	25	+5	
Property prices		19	25	+6		
My health	26	24	-2			
British Politics		24		24		
Child abuse		26	21	-5		
The Iraq war		19		17	-2	
Drug/ alcohol abuse				20	12	-8

Source YOUNG/Mintel 2,000 adults aged 18+



# Interest in paying a green premium is slightly declining.

*“ I would be willing to pay as much as 10% more for grocery items if I could be sure that they would not harm the environment*



But, consumers are showing an increasing interest in green behaviour that is also economical



# Consumer Confusion

- One significant disadvantage suffered by some environmentally friendly foods and practices is the lack of clear definitions to what is and what is not green
- Concepts like Additive free, Fairtrade and Organic tend to have more established definitions than the 'amorphous' concept of sustainable or green : there is no single green label





- There appears to be a shift in consumer attitudes from concern over ingredients to welfare systems and provenance
- This has been in part driven by high profile celebrity chefs , advocating local food production and use of fresh seasonal ingredients
- Trade bodies have become concerned that the rise in provenance has been to the detriment of food produced to the highest environmental and welfare standards in poorer overseas countries



“ Now, thinking about your attitudes towards buying food ,  
which of the following , if any, do you agree with ”

I prefer to buy loose fruit and vegetables without packaging	65%
Food should not be sold in non–recyclable / biodegradable containers	53%
It is important to buy locally sourced food products	45%
I look for value for money above environmental benefits	42%
Supermarkets use environmentally friendly products as an excuse to charge more	35%
It is easier to find eco- friendly products in supermarkets now than a year ago	34%
Companies should put food miles / carbon foot print on food labels	30%
Environmental concerns do not influence the food I eat	23%
I prefer to buy products with lower food miles	16%
It is too much effort to look for green products in the supermarket	10%
I prefer to buy on line to reduce my carbon footprint	8%
Choosing more environmentally friendly food products will not really make a difference	7%

Mintel 999 online adults aged 16-64



# Key points

- Packaging , or absence of , is the consumers prime focus with regard to green influences on food purchases
- Price remains key for many consumers
- Almost a quarter claim that environmental issues have no impact on their shopping behaviour
- The economic recession will push green purchases further down the shopping agenda
- Green labelling will become increasingly important
- Greater action by schools on environmental issues will result in younger adults being more green aware
- Demographic changes in the next decade will encourage greater green shopping as consumers with the greatest green interest rise in numbers  
e.g. more ABs and more 45 -64 yr olds

