

## **ADVISORY COMMITTEE ON ANIMAL FEEDINGSTUFFS**

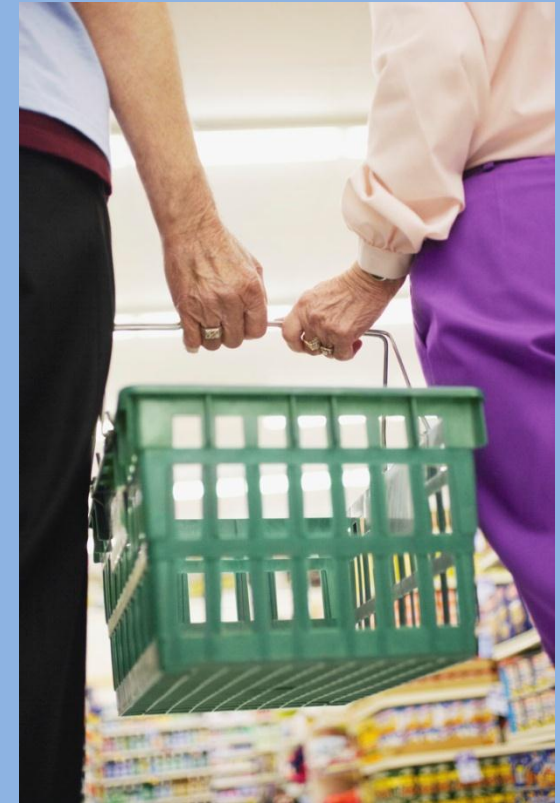
**62nd Meeting of ACAF on 9 October 2013**

### **Presentation Paper: Consumer Engagement**

The Committee is requested to:

- consider how it could improve on its engagement with consumers, including possible future activities that the Committee could contemplate getting involved in.

**Ann Davison – ACAF  
Member  
September 2013**



# Consumer engagement Presentation to ACAF

**ANN DAVISON**  
**9.10.2013**

## Ann's background

Consumer insight and representation

Ann was

Defra consumer engagement advisor

Chair Fairtrade Foundation Certification committee

Co-founder Fairtrade Foundation

Founder Foodaware

Lay member Expert Panel on Air Quality Standards

Board member Institute for Animal Health

Which? researcher

## Consumers and experts

Experts have time to analyse – consumers don't.



# Consumers

- have differing attitudes and perceptions of risk
- However, psychological research suggests some common themes.
- Emotion is an important part of decision making.



# Fright factors

Risk is less acceptable when:

- Involuntary
- Inequitably distributed
- Inescapable through personal precautions
- From an unfamiliar or novel source
- Artificially made rather than natural
- Likely to cause hidden or irreversible damage with illness developing many years after exposure
- Particular danger to small children, pregnant women or future generations.
- Threatening a form of death or illness arousing particular dread.

Department of Health 1998

# Why involve consumers?

- Better decisions
- Builds trust
- Increases feeling of control
- Makes information more accessible
- Values are reflected in science

Ladder of participation from information giving to citizen control (Sherry Arnstein)

# How to involve consumers

- Stakeholder groups: Expert and Mass membership.
- Consumer representatives
- Direct engagement such as 'You talk we listen', participatory budgeting
- Open meetings
- Go to their events
- Online

# Listening through research

- Consumer psychology and economic behaviour patterns
- Quantitative: survey data, benchmarking
- Qualitative e.g. focus groups
- Ethnography e.g. food bill receipts, eye tracking





# Consumer rights

- To meet basic needs
- Safety
- Choice
- Information
- Redress
- To be heard

Source Consumers International, based on John Kennedy

# FSA consumer attitudes research

- Main food safety concern (when prompted) is food hygiene when eating out (38%) and food poisoning such as salmonella and E. Coli (32%). 28% are concerned about additives.
- Pesticides are also of concern (25%), GM foods (22%), hormones, steroids antibiotics in food (21%), BSE, (18%) and feed given to livestock (17%).
- Spontaneous concern: additives 6% and food hygiene when eating out 6%, GM foods and animal welfare , food poisoning such as salmonella and E. Coli at 5%, pesticides 3% , feed given to livestock and hormones, steroids antibiotics in food BSE 2%

Source: Biannual Public Attitudes Tracker

Wave 4, May 2012

Food Standards Agency

Social Science Research Unit

June 2012

# Food and you 2012: FSA

80% say they are aware of GM. 34% say they feel knowledgeable. 52% definitely or tend to agree that 'GM in food production makes me uneasy', about the same as for irradiation but less than for animal cloning.

Those concerned about GM were asked what they did as a result. 53% took no action. 29% read food labels more carefully.

People express concerns about imported food especially meat. (62%) One third say they are concerned about meat produced in the UK.

Women are more concerned about food safety issues than men

# Communication

- Consumers in the National Consumer Council research suggested communicating information:
- simply but accurately,
- in an unpatronising way,
- in their own terms,
- in a targeted way,
- free of jargon
- and using messengers appropriate to the target.

People prefer, for example, "1 in 5" to the use of percentages. Doctors, consumer organisations and independent scientists are trusted messengers.

Any questions?