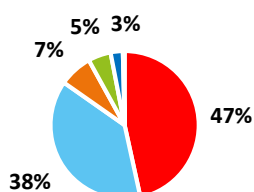


A.3 Policy cards by actor

A3.1 Policy actor: Consumers

Across Member States, **household expenditure on food products** varies from 10% to 31%, with an average of 13,8% at EU level (FoodDrinkEurope, 2018). Consumers' behaviour reflects all their choices and decisions (at the household or individual level) on what food to acquire, store, prepare, eat and how to allocate it within the household, and is influenced not only by **personal preferences** (e.g. taste, convenience, values, traditions, culture and beliefs) but also by the **existing food environment** (e.g. food prices, income, knowledge and skills, time and equipment, social and cultural norms). Collective changes in consumer behaviour can open a pathway towards more sustainable food systems. From our mapping, it emerges that consumers act more as **ultimate beneficiaries** of food policies (262 policies) rather than their **primary targets** (16 policies).

On which GOAL do consumers-benefitting policies focus?



- Balanced and sufficient diets for all EU citizens
- Food safety
- Viable and socially balanced agri-food business
- Reduced environmental impacts
- Cross-sectional, R&I oriented

The majority of food policies that benefit consumers focuses on **nutrition** (47%) and **food safety** (38%), as they represent the closest issues to the act of consuming food products.

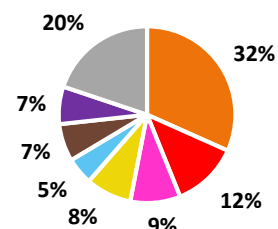
What can R&I-oriented policies do to benefit consumers?

Co-creation – a new people-engaging perspective where consumers are active participants of the development of new products – has rapidly taken hold, together with the spread of **smart domestic appliances** requiring consumers' acceptance.

With this in mind, is there room to strengthen the role of R&I in designing consumer-based policies, rather than mostly focusing on industry-based ones?

Through which TARGET do consumer-benefitting policies act?

As expected the **food industry, school food services** and **import/export companies** are the primary actors through which consumer-benefitting policies are implemented (53% overall), with the view of guaranteeing balanced and sufficient diets and food safety.



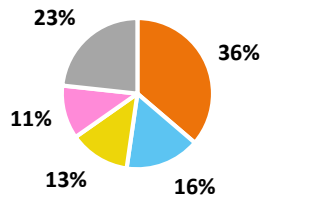
Considering the rising burden posed on public funds and health care providers by obesity-related health problems, are enough policies acting through public authorities?

Should media play a less subordinate role? Are they key players in providing consumers with useful information to change their behaviours towards more sustainable choices?

- Food industry
- School food services
- Import/export companies
- Farmers
- Consumers
- Media
- Public authorities
- Others

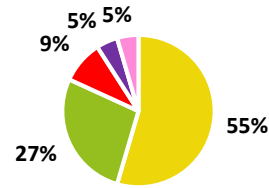
Through which INSTRUMENTS are they implemented?

Consumers as food policies' *ultimate beneficiaries*



- Regulation
- Food and agricultural standards
- Information measure
- Labelling measure
- Others

Consumers as food policies' *primary targets*



- Information measure
- Education measure
- Income support
- Fiscal policy
- Labelling measure

R&I is not currently being exploited much as a policy instrument for targeting and/or benefitting consumers. How could it act as a means to benefit consumers?

Is information a powerful instrument to achieve a healthy and sustainable diet?



Relevant related trends in the food system



Source: FIT4FOOD2030 (2018), "Trends in the food system", D2.1