A4.7 Policy instrument: **Information measures**

Nowadays, people have access to always more information about food safety and quality, food fraud, farming methods, and many other knowledge areas directly linked to the food system.

Proportion of mapped policies using information measures by GOAL

- ■ Balanced and sufficient diets for all EU citizens
- ■ Reduced environmental impact
- ■ Viable and socially balanced EU agri-food business
- ■ Food safety
- ■ Equitable outcomes and conditions

From our mapping, it emerges that information measures are mostly used to convey the urgency of switching to **healthier diets** (65%) through campaigns that focus on how to control portion sizes, limit saturated fats, sugars, sodium or salt, and increase fruit and vegetables daily intake.

The second goal on which information policies insist the most is the **reduction of environmental impact**, in particular through campaigns aimed at limiting food losses and facilitating vertical and horizontal transfers of information from research to farmers or among farmers themselves.

> *How urgent is the need for more **food safety** information measures on how to read labels, detect the presence of food additives and properly store and prepare food?*
>
> *Could more information measures be devoted to raise citizens and consumers' awareness of the level of **fairness and equity** of the food products they purchase?*
> *Or the "fair trade" label sufficiently address this matter?*

Proportion of mapped policies using information measures by ULTIMATE BENEFICIARY

- ■ Consumers
- ■ Society at large
- ■ Farmers
- ■ Food industry
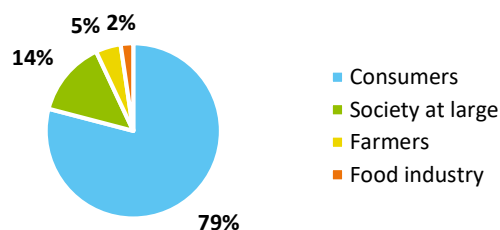
Unsurprisingly, **consumers** are benefitting the most from information measures (79%).

> Today's increasingly informed consumers are able to make food purchasing choices that support and ultimately benefit certain food industries more than others, depending on the products' characteristics they offer. *Which kind of information and communication measures should food companies integrate into their marketing strategy to fully take advantage of this consumer-driven trend? With this in mind, should food industries be considered as ultimate beneficiaries of information policies too?*

Proportion of mapped policies using information measures by PRIMARY TARGET

5% 2%
12%
42%
12%
28%

- Media
- Consumers
- Food industry
- Farmers
- Education sector
- Fisheries
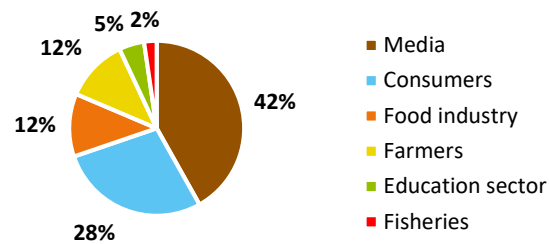
Here the active role of **consumers** as policy target emerges more than it does when looking at the education measure's pie chart. Indeed, consumers' values and ethical attitudes directly affect mass consumption patterns and have the power to influence individual behaviours. For this reason, they represent a strategic target group through which food information policies can benefit the society at large and consumers themselves.

*Since consumers have the power to freely and easily share their views on food safety and quality through social media, could **media** be an opportunity and a risk for the food industry at the same time? Could this represent an incentive for the food industry to improve their **accountability**?*

Consumers' concerns regarding food safety not only result from industrial processes, but also from **farming methods** that may involve the use of chemical sprays, fertilizers, artificial additives and preservatives. *Should farmers be considered as a strategic policy target through which transparent information on farming practices can reach consumers and the society?*