

The logo for 'Which?' is a red rectangle with the word 'Which?' in white, bold, sans-serif font. The question mark is black.

**Which?**

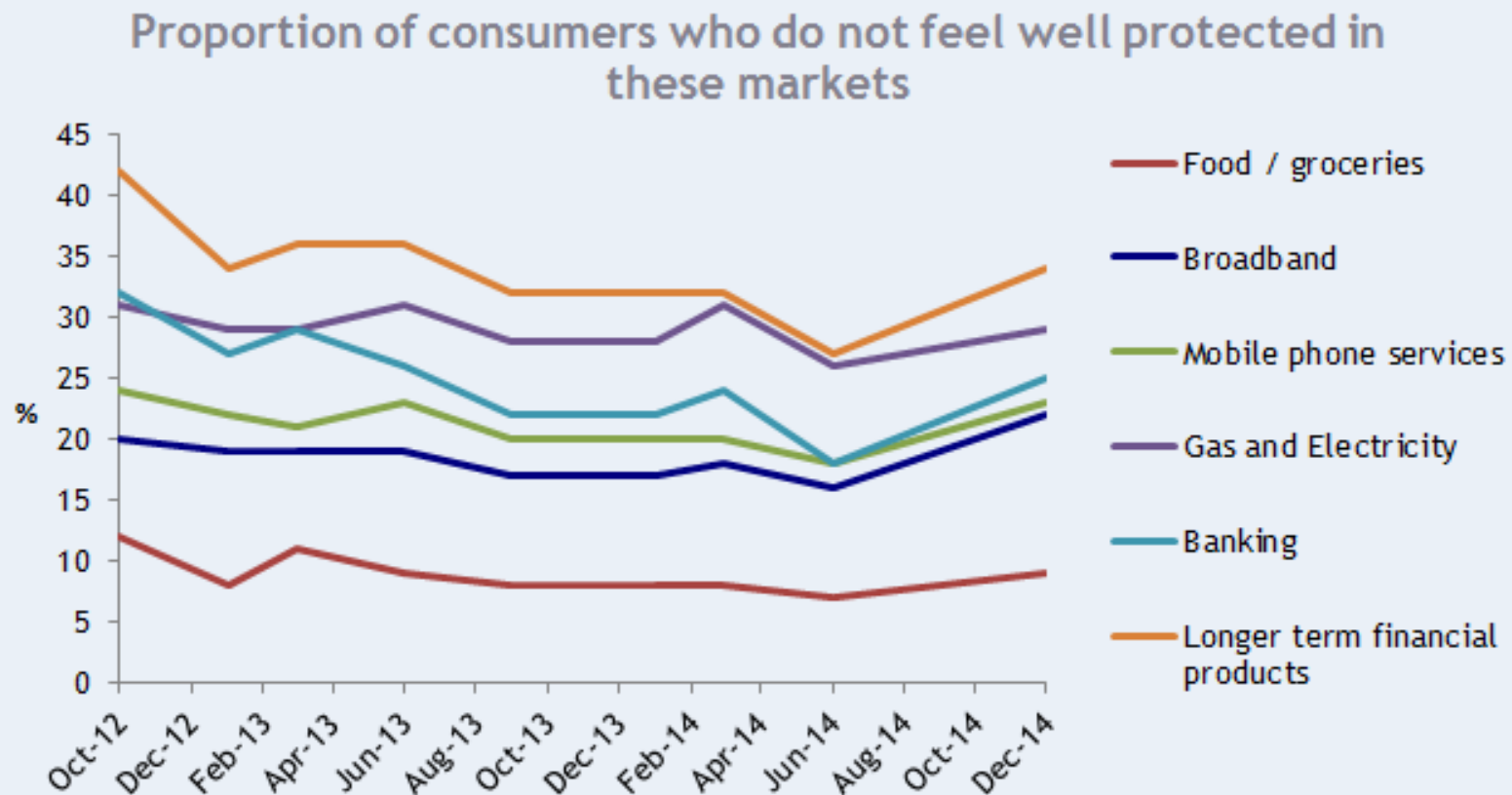
**The Court of Public Opinion**  
**Public perceptions of food safety and risk**

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# The Court of Public Opinion

- Recent Which? research about confidence in food safety and fraud issues
- Our wider food debates looking at the challenges facing the food system
- Implications for policy and the next Government

# How food compares with other markets

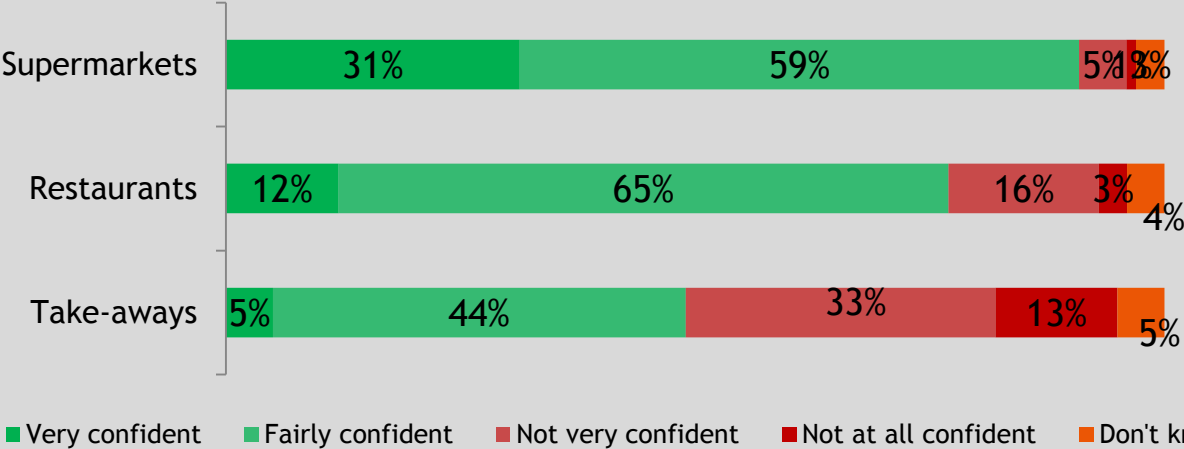


Source: Which? Consumer Insight Tracker, December 2014

# Confidence in food safety and labelling

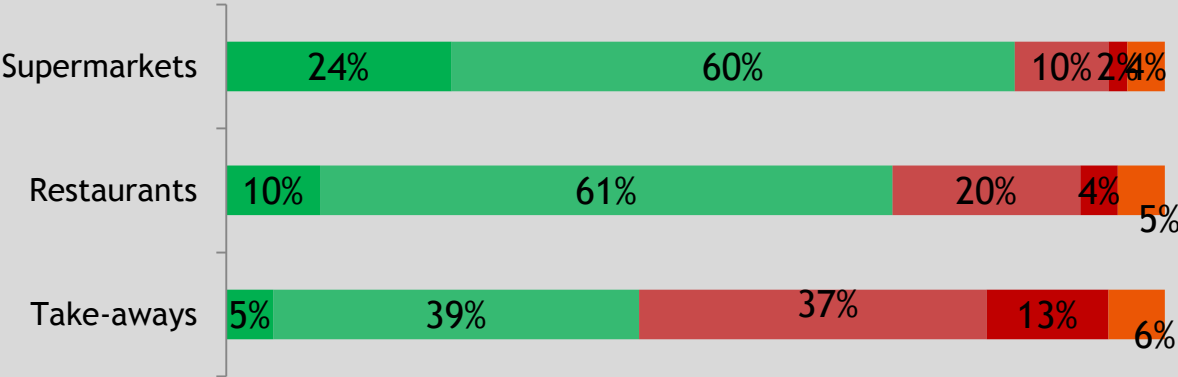
Which? survey January 2015 (2791)

## Confidence in food safety



Confident	Not confident
90%	6%
77%	19%
49%	45%

## Confidence food is correctly described/ what it says it is



Confident	Not confident
84%	12%
71%	24%
43%	50%

Q3. How confident, or not, are you in the safety of food you buy from supermarkets, restaurants and take-aways? Q4. How confident, or not, are you that the food you buy from supermarkets, restaurants and take-aways is correctly described/ what it says it is? Base: all respondents (2791)



# Campylobacter - awareness and concern

## Which? survey November 2014 (2101):

- Nearly 9 in 10 said that they assume the food they buy from supermarkets won't make them ill.
- Three quarters (76%) trust that the fresh chicken supermarkets stock is safe to eat.
- But the majority were unaware of the levels of contamination - 6 in 10 thought it was lower than found.
- Three quarters (77%) said that these levels were too high.
- Only a third (33%) said they had heard of Campylobacter, compared to 94% being aware of Salmonella and a similar percentage (92%) of E coli.

Salmonella	94%
E coli	92%
Listeria	72%
Staphylococcus	55%
Campylobacter	33%
Clostridium perfringens	15%



Base: all respondents (2101) Populus, on behalf of Which?, surveyed 2101 UK adults online between 21<sup>st</sup> and 23<sup>rd</sup> November 2014. Data were weighted to be demographically representative of all UK adults.

# High expectations of food enforcement - but a lottery

## Local Authority Food Hygiene Enforcement

How safe is food from local businesses in your area?

All food businesses should be inspected to check that they meet hygiene requirements. The Food Standards Agency coordinates enforcement activity by Local Authorities in the UK.

This map displays data from the food hygiene enforcement activity for each Local Authority in the UK, reflecting:

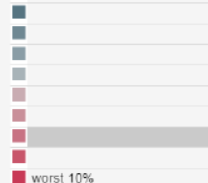
1. The percentage of high to medium risk food establishments (i.e. A,B,C) compliant with hygiene law
2. The proportion of rated food premises in the area and
3. The percentage of planned interventions that were carried out.

Which? has sourced these data from the Food Standards Agencies' annual LAEMS data, and combined these three indicators into one summary measure - our 'overall score'.

Zoom to your Local Authority by typing your postcode or place into the search on the right hand side of the map.

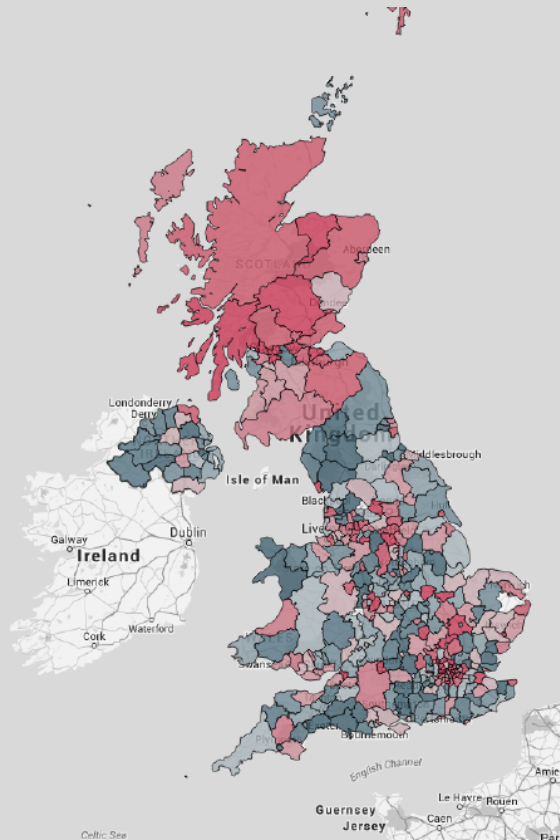
Which? overall food hygiene enforcement score (deciles)

■ best 10%



■ worst 10%

19% transparent



9 in 10 people say they would be concerned if constraints on local authority resources meant that food businesses in their area were no longer inspected for hygiene requirements.

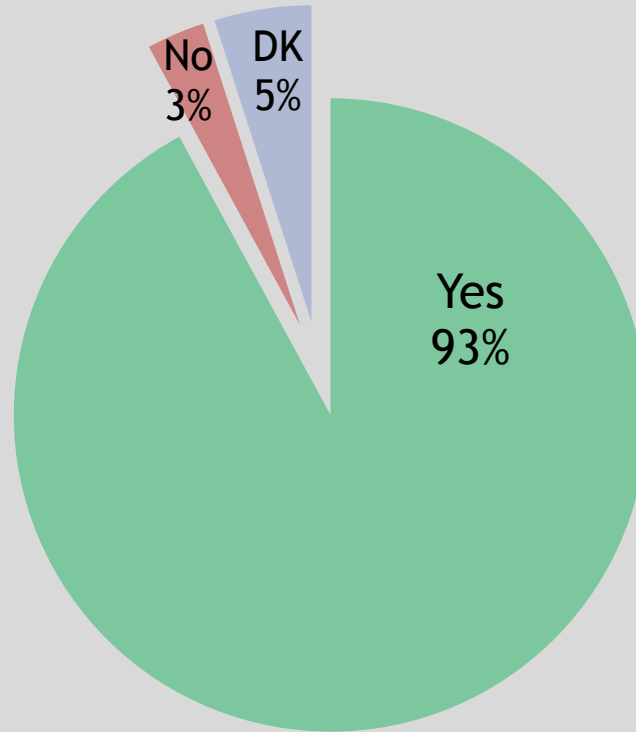
86% said they'd be concerned if they were inspected less regularly.



Which? analysis of FSA LAEMS data 2013/14  
Which? survey of 2791 adults online between 14-15<sup>th</sup> January. Weighted to be demographically representative of the UK population.

# Strong support for transparency

9 in 10 people think that food businesses should be required by law to display their hygiene rating/ food hygiene information system certificate.



Q8. Do you think that food businesses should be required by law to display their [FOR NON SCOTLAND hygiene rating FOR SCOTLAND hygiene certificate]? Base: all respondents (2791)

# Food fraud - low level of confidence

**Over half (55%)** of people are worried that a food fraud incident will happen again.

**A third (32%)** aren't confident that the food they buy contains exactly what's stated in the ingredients list.

**Half (49%)** aren't confident that the food they buy from take-aways is correctly described and contains the ingredients stated.

**A quarter (23%)** say that in the last 12 months they've changed the type of meat products they buy because they're worried about food fraud.

Which? survey of 2106 UK adults online between 5<sup>th</sup> and 7<sup>th</sup> September 2014. Data were weighted to be demographically representative of all UK adults.



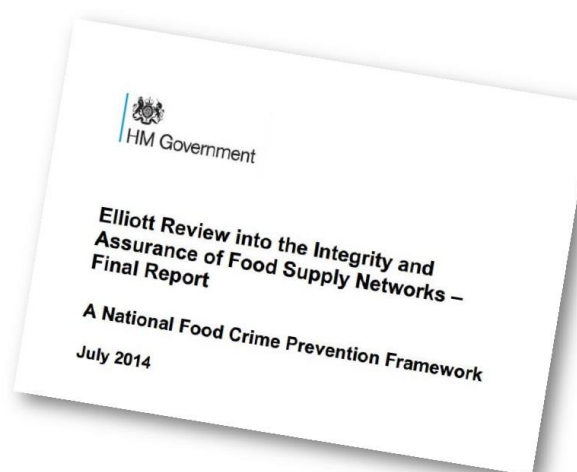


# Too little action - September 2014

	Too little	About the right amount	Too much	Don't know
Supermarkets	44%	38%	2%	16%
The regulator- Food Standards Agency	49%	32%	3%	16%
National government	51%	29%	3%	18%
Local Councils	47%	29%	2%	22%
Food Manufacturers	55%	27%	2%	16%
Food outlets, e.g restaurants & takeaways	54%	23%	3%	20%

Do you think each of the following are doing too much, too little or about the right amount to tackle food fraud in the UK?

Base: all respondents (2106)



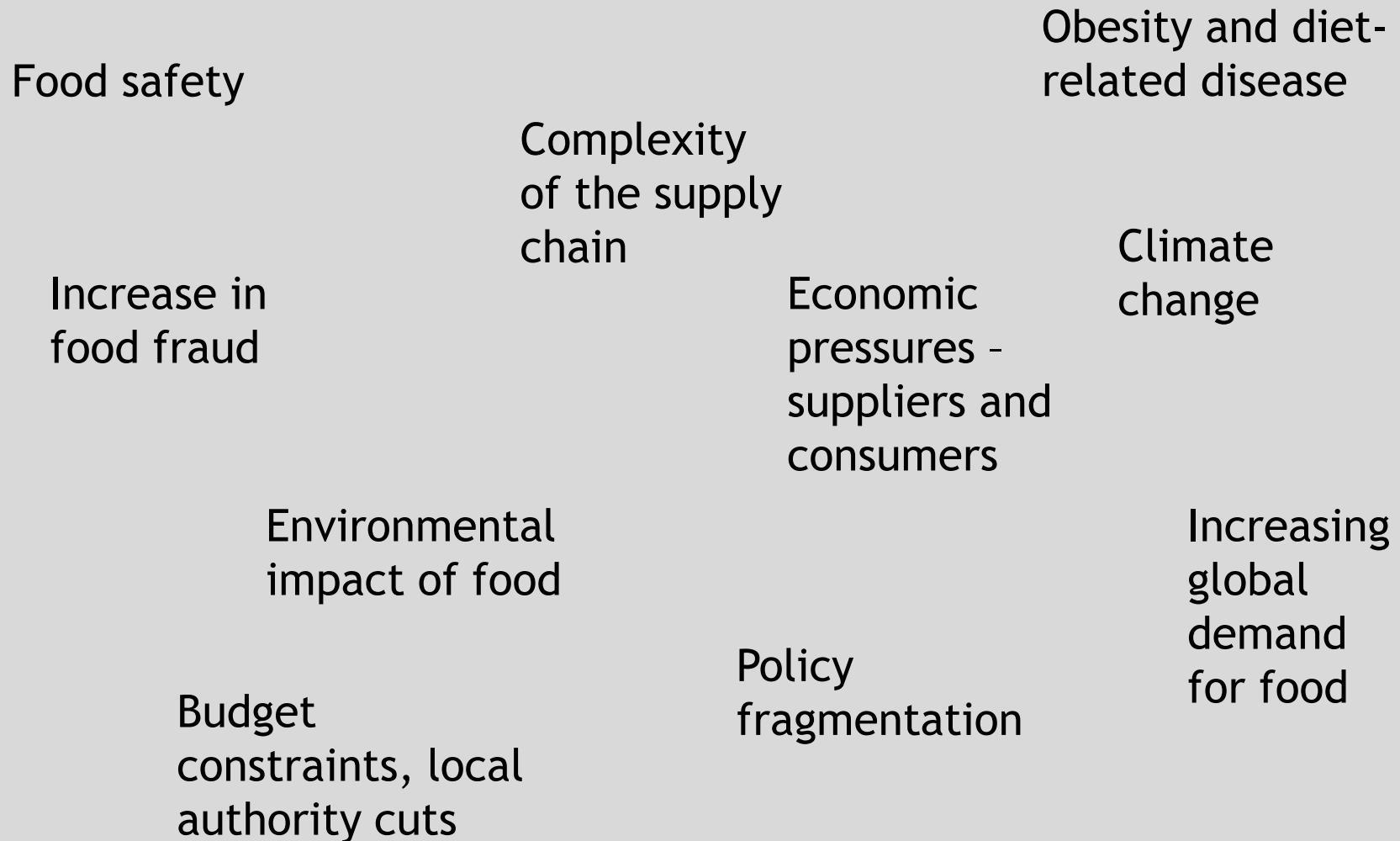
# Important to consider longer-term risks

## New technologies - conditions for consumer acceptability (Which? Future of Food Debate):

- That risks are fully and independently researched and understood
- That the potential to enhance more traditional approaches is fully explored
- There is much greater transparency about the potential risks and regulatory oversight
- A clearer understanding of the relative risks and benefits - short and long-term
- There is not over-reliance on one particular approach or solution
- The commercial interests of large multi-nationals should not be the main driver of innovation and developments need to be controlled by government to ensure that they are focused on the public interest
- Avoiding false promises - new technologies proposed need to be realistic and offer real benefits for UK consumers.



# Food safety in context - many challenges facing the food system



# A crucial time for food policy



## “Future of Food” Debate 2

- A partnership with the Government Office for Science and Sciencewise
- Discussing the challenges facing the food system, possible ways forward and roles and responsibilities
- 3 two day workshops in London, Cardiff and Paisley in January and February.

### Which? want the next Government to:

- involve consumers in developing a **national strategy** for the future of our food production and supply, ensuring that consumer views and interests are central to decision making, including where new technologies and techniques may be introduced.
- maintain **strong, independent national food standards agencies**, that are real consumer champions and can lead law enforcement efforts to stop food fraud, improve safety and tackle unhealthy practices.

