



# EUROPEAN PIGMEAT REFLECTION GROUP

**A retail perspective**

**4 July 2022**



# Consumers' expectations



## La perception des agriculteurs et de leur travail

Q. Êtes-vous d'accord ou pas d'accord avec chacune des affirmations suivantes ?

D'accord

Les agriculteurs ne sont pas assez soutenus par les pouvoirs publics



80%

Je suis prêt à payer plus cher les produits alimentaires issus de la production française



72%

Je suis prêt à payer plus cher les produits alimentaires pour garantir une rémunération plus juste des agriculteurs



71%

Il est possible d'avoir accès à une alimentation saine à des prix raisonnables



70%

Les agriculteurs sont rémunérés à leur juste valeur



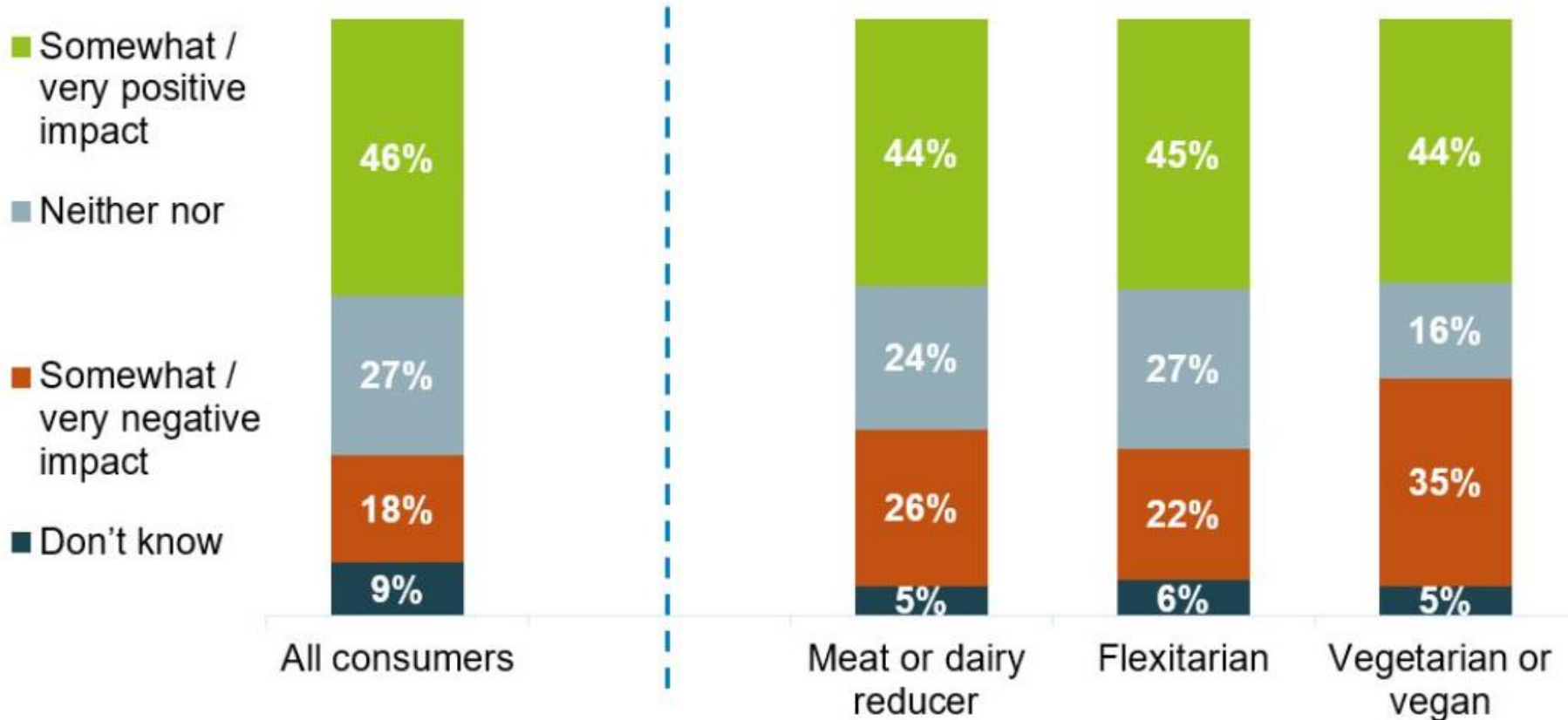
18%

Tout à fait d'accord Plutôt d'accord Plutôt pas d'accord Pas du tout d'accord NSP

opinionway pour CALIF

Source : OpinionWay « Les Français, l'agriculture et l'alimentation » – février 2022

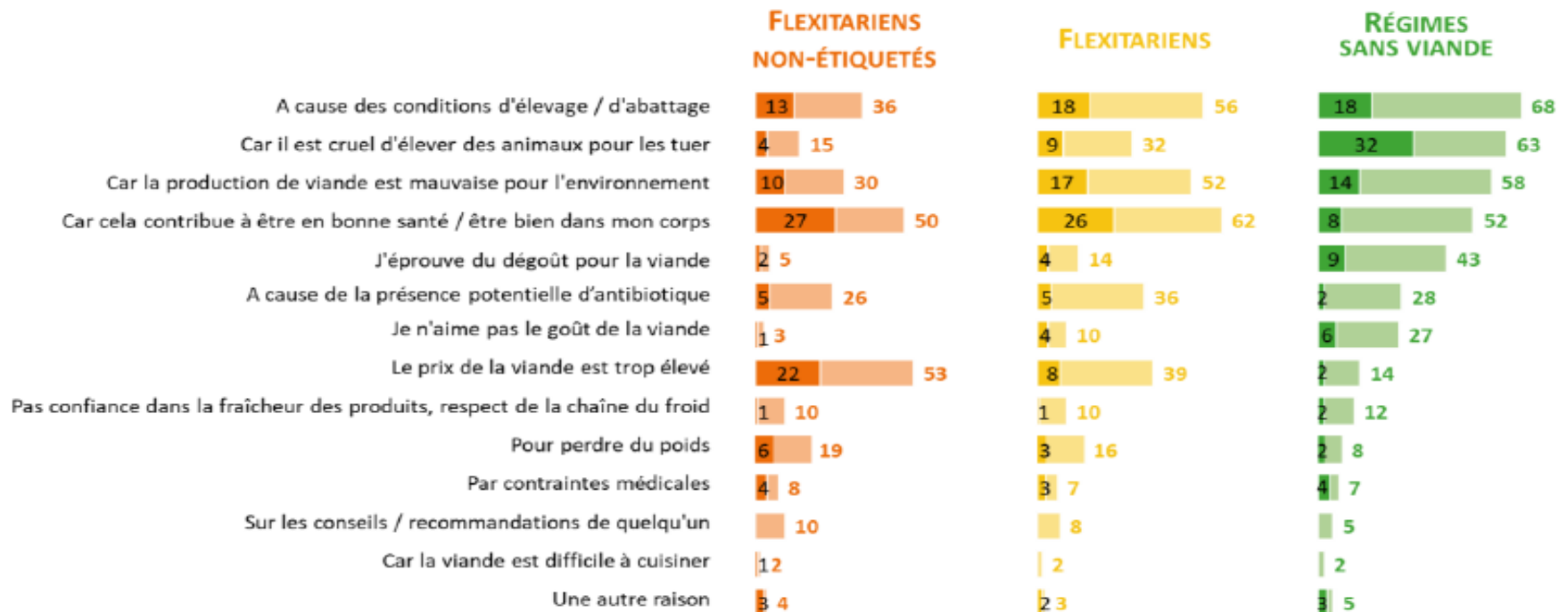
# Farming and sustainability



**Source: AHDB/ Blue Marble Trust Research, August 2021:** On balance, what is your view of the impact that farming has on the environment in the UK?

# Dietary choices: reasons

Graphique 3. Raisons d'adoption du régime selon la cible



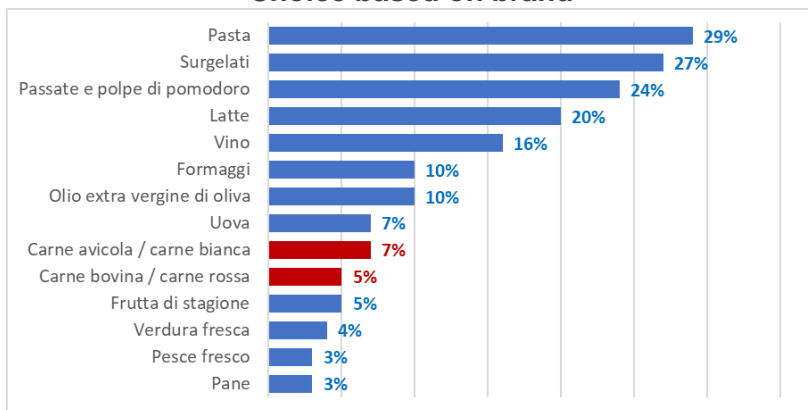
Bases : Flexitariens non étiquetés (n=1152), flexitariens (n= 3563), régimes sans viande (n=331)

Q9a. Et parmi la liste suivante, quelles sont toutes les raisons qui font que vous suivez ce régime [aux flexitariens non étiquetés : limitez votre consommation de viande] ? (plusieurs réponses possibles)

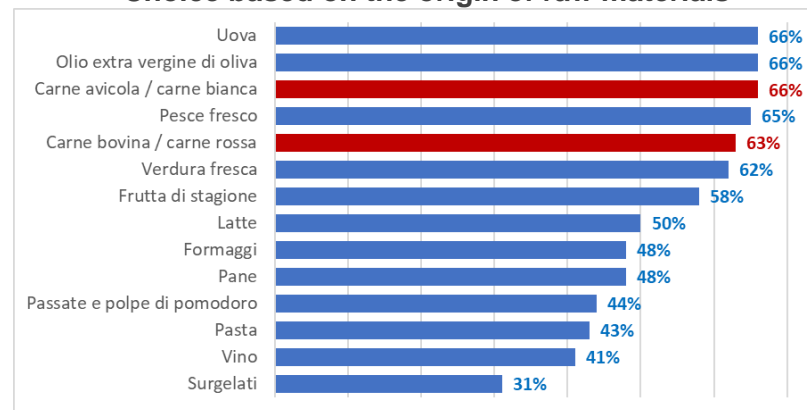
Q9b. Et si vous ne deviez en choisir qu'une, quelle serait-elle ? Quelle est votre raison principale ?

# Purchasing drivers for meat

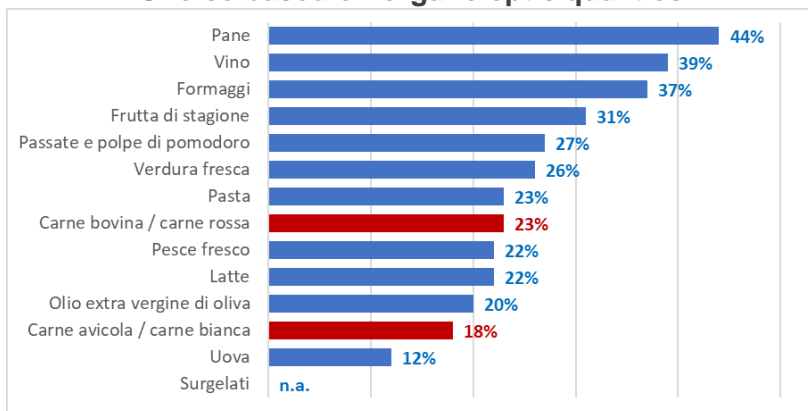
## Choice based on brand



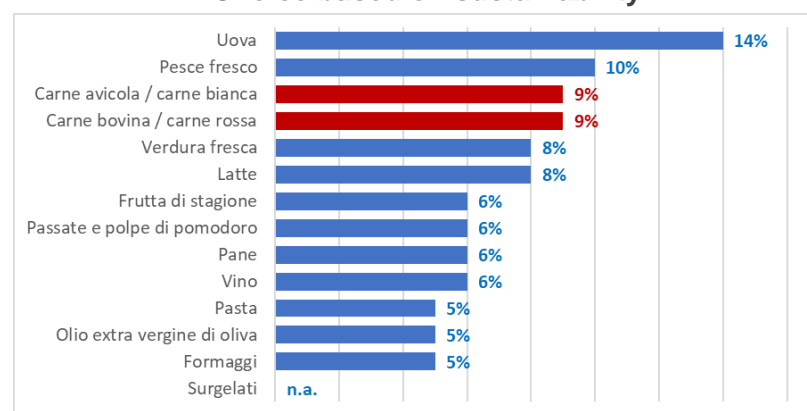
## Choice based on the origin of raw materials



## Choice based on organoleptic qualities



## Choice based on sustainability

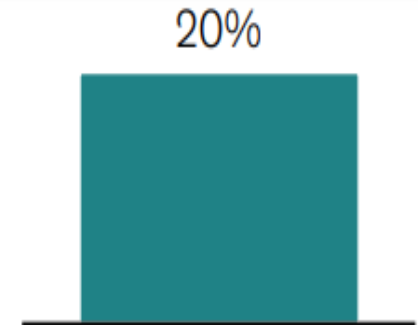
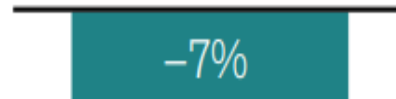


Source: Osservatorio consumi Ismea-Nielsen – Survey based on a sample amounted to about 3.000 families

# Healthier eating and sustainability

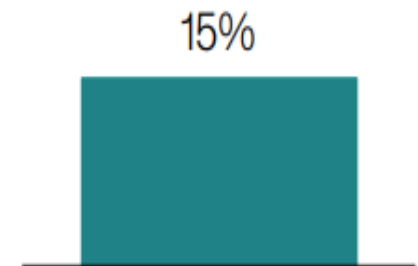
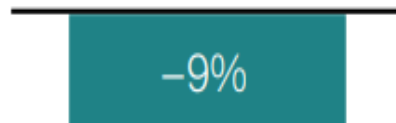
## Quality

Intention to buy more high-quality and premium food products in 2022 than 2021



## Environment

Intention to pay a higher price to get an environmentally friendlier product in 2022 than 2021



Source: McKinsey

# Edeka Suedwest Fleisch



## Criteria for suppliers:

- Animals to be kept in Southwest Germany to promote short chains, cut transport emissions and support local farmers
- Animals not to received genetically-modified feed – soy feed must have Europe Soja certification
- Respect of the Hofglück guidelines (regular inspections by a neutral certification company)
- Audit at least twice a year

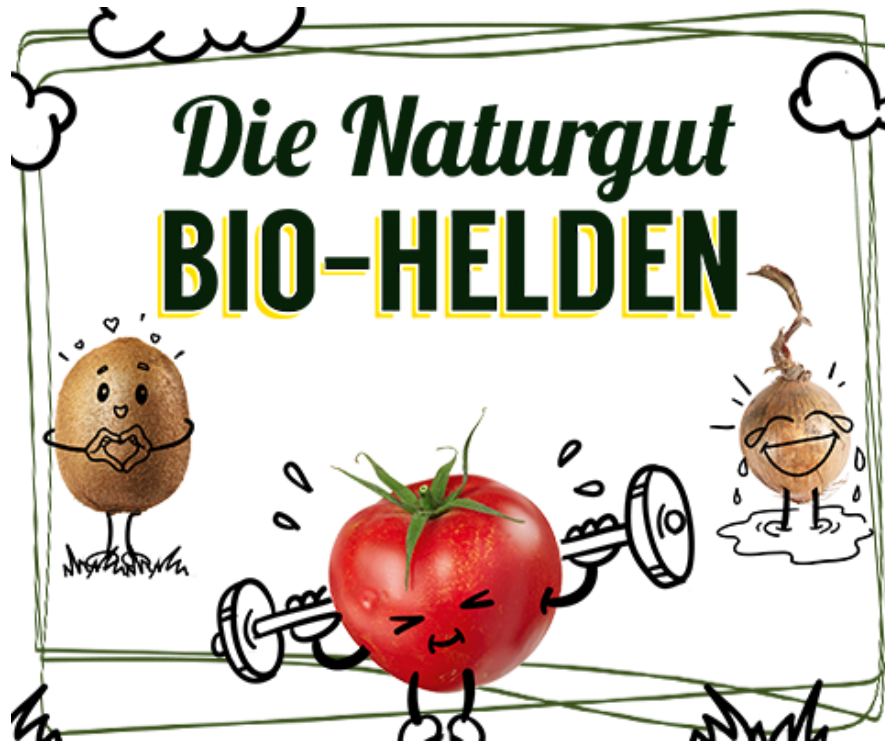
# Colruyt and BioVar.be's Responsible Pork Production



- Feed is 100% vegetable, with at least 60% cereals
- vaccinations but no castration
- 7 more times more natural light than what legally required
- Animals are stunned before slaughter
- Growth promoters are prohibited by Belgian law



# Penny's Naturgut Junior Helden



- 'in-conversion products'
- Additional financial incentives during conversion times
- Marketing campaigns for consumers

# Kesko's *Thank you to the producer*



- Direct purchases from Finnish farmers
- Extra-contribution to farmers (€4.8 million in 2020)
- Additional financial incentives during conversion times
- Marketing campaigns for consumers

# Continente's Producer Club



## Sustainability declaration:

- Promote animal welfare
- Improve use of water
- Promote biodiversity
- Use sustainably sourced raw materials
- Increase organic and regenerative agriculture

# To find out more:

Select a theme :



COOPERATING  
WITH FARMERS  
AND OTHER  
PARTNERS



PROMOTING  
SUSTAINABILITY  
& HEALTHY  
LIFESTYLE






SUPPORTING  
SUSTAINABLE  
PRACTICES

<https://www.sustainable-commerce.com/>



# Thank You

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