



The 2017 EU Agricultural Outlook conference

EU outlook for wine, olive, and fruit and vegetables markets

Consumption trends for fruits and vegetables

Brussels 18 -19 December 2017

#AgriOutlook

Agriculture
and Rural
Development





CCAF survey methodology : 30 years of data collection on food behavior and food consumption in France

Behaviour and attitudinal section 1988-1995-2000-2003-2007-2010-2013-2016-2018

Questionnaire in face to face

- to households (45 min)
- to all people in household aged over 9 (30 min)

Consumption part

1999 (INCA) 2003-2007-2010-2013-2016 – (2019)

- seven-day report of all intakes (fluid and solid) (+ book showing various portions - SUVIMAX)
- with recording of occasions, circumstances, location, people present, ...
- nutritional data (table CIQUAL)

9 months : from October to July

Representative sample of Household French population, by quota sampling methods (age, job, region, town size, household size) sub-filers aged 15 and older were removed from the analysis.

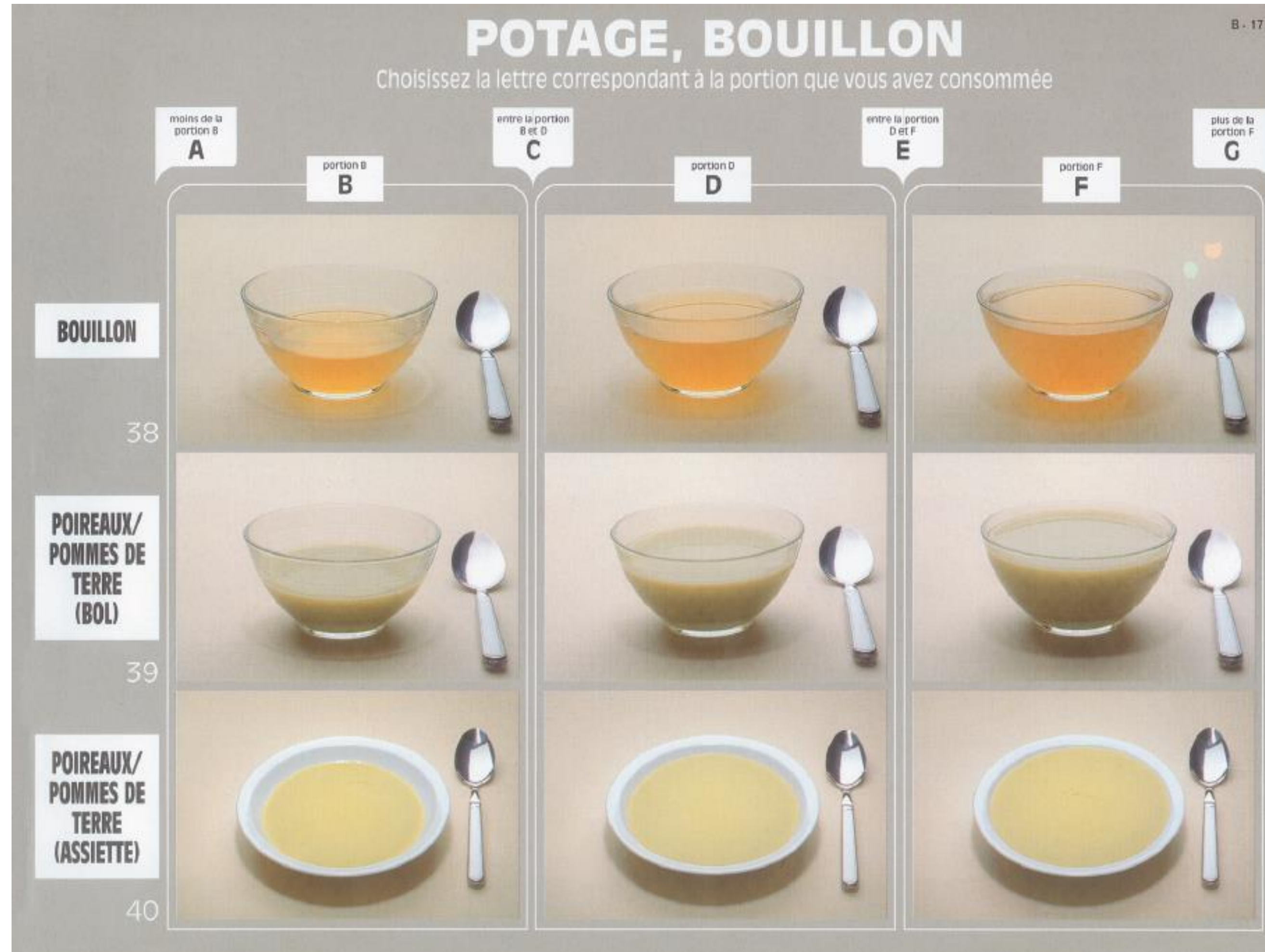
The paper 7-day food diary (CCAF 2004, 2007, 2010, 2013 & 2016 surveys)

So far, paper has been the main support for dietary surveys

1ER JOUR : ... <i>mardi</i>		DATE : ... <i>20</i> ... / ... <i>10</i>		Si vous n'avez pas petit-déjeuné, cochez ici <input type="checkbox"/>		PETIT-DEJEUNER																	
Où ?		Avec qui ?		Avez-vous mangé en faisant autre chose ?		Caractéristiques du produit consommé																	
1. Chez vous 2. Chez des amis 3. A la cantine, restaurant d'entreprise 4. Sur le lieu de travail (hors cantine) ou à l'école 5. Au fast food, à la sandwicherie 6. Au restaurant, à la cafétéria 7. Au café-bistrot 8. Dans les transports 9. Dans la rue, aire d'autoroute 10. Autres (préciser)		1. Seul 2. En famille 3. Avec des amis 4. Avec d'autres personnes Préciser nombre de personnes, y compris vous :		1. Oui, en regardant la TV 2. Oui, en étant devant un écran (ordinateur, jeux vidéos) 3. Oui, en faisant autre chose (radio, lecture...) 4. Non		Heure de début : <i>07</i> h <i>15</i> .. Heure de fin : <i>07</i> h <i>45</i>		1. Frais non emballé 2. Frais emballé 3. Conserve 4. Surgelé		1. Tout prêt 2. Fait maison 3. Un peu des deux		1. Allégé en sucre 2. Allégé en matière grasse 3. Allégé en sucre et en matières grasses 4. Enrichi en vitamines et/ou minéraux											
		NOM PRECIS DES ALIMENTS ET BOISSONS CONSOMMES (EAUX COMPRISES) (1 aliment = 1 ligne)	MARQUE (Si le produit n'a pas été acheté et provient d'un jardin, poulailler..., indiquer "jardin")	QUANTITE : choisir (1) ou (2) ou (3)			Nbre de parts																
				(1) N° photo	(1) Lettre	(2) - Par unité si connue (g ou ml)		(3) - En cuillère à soupe (cs) / à café (cc)															
ALIMENTS <i>(pain, céréales, fruits, biscuits, etc...)</i>	11	<i>Céréales chocolatées avec Vitamines et Fer</i>	<i>Nestlé</i>	<i>13</i>	<i>C</i>		<i>1</i>	1 2 3 4	1 2 3	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	
	12	<i>Yaourt au lait entier sucré aux fruits des bois</i>	<i>Carrefour</i>			<i>125 g</i>		<i>1</i>	1 2 3 4	1 2 3	1 2 3 4	1 2 3	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	
	13								1 2 3 4	1 2 3	1 2 3 4	1 2 3	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	
BOISSONS <i>(café, thé, lait, chocolat chaud, eau, jus de fruits, lait dans céréales ou dans café, etc...)</i>	51	<i>Lait UHT demi écrémé en brique</i>	<i>Candia</i>	<i>242</i>	<i>A</i>		<i>1</i>	1 2 3 4	1 2 3	1 2 3 4	1 2 3	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	
	52	<i>Orange pressée</i>		<i>237</i>	<i>C</i>		<i>0,5</i>	1 2 3 4	1 2 3	1 2 3 4	1 2 3	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	
	53								1 2 3 4	1 2 3	1 2 3 4	1 2 3	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
	54								1 2 3 4	1 2 3	1 2 3 4	1 2 3	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
AUTRES ALIMENTS <i>(sucre dans yaourt ou café, beurre, confiture...)</i>	71	<i>Sucre roux</i>	<i>Béghin Say</i>	<i>21</i>	<i>D</i>		<i>1,5</i>	1 2 3 4	1 2 3	1 2 3 4	1 2 3	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	
	72								1 2 3 4	1 2 3	1 2 3 4	1 2 3	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
	73								1 2 3 4	1 2 3	1 2 3 4	1 2 3	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4

Source : Carnet de consommation CCAF, CREDOC

Reference book showing various portions of common beverage choices - SUVIMAX notebook



Generations experienced different events

Rationing



1917 to 1926
91 to 100 yo
20 yo in 1942

Refrigerator



1927 to 1936
81 to 90 yo
20 yo in 1952

Electrical robot



1937 to 1946
71 to 80 yo
20 yo in 1962

Hypermarket



1947 to 1956
61 to 70 yo
20 yo in 1972

Food services



1957 à 1966
51 to 40 yo
20 yo in 1982

Low Cost



1967 à 1976
41 to 50 yo
20 yo in 1992

Meat trails



1977 à 1986
31 to 40 yo
20 yo in 2002

Nomades



1987 à 1996
21 to 30 yo
20 yo in 2012

Well eating



1997 à 2006
11 to 20 yo
20 yo in 2022

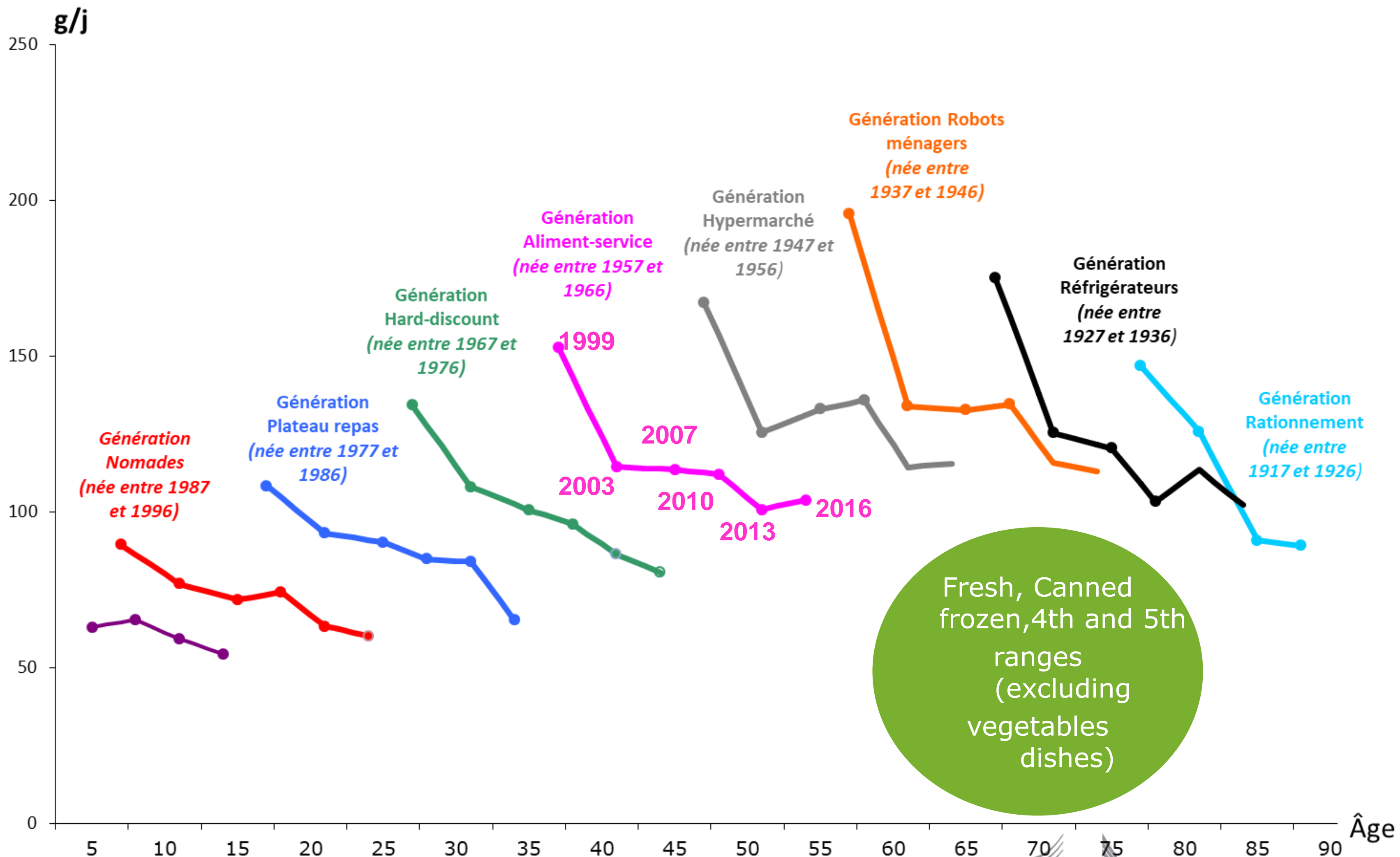


European
Commission

Agriculture and
Rural Development

Each new generation consumes fewer vegetables than the previous generation and decreases consumption with age

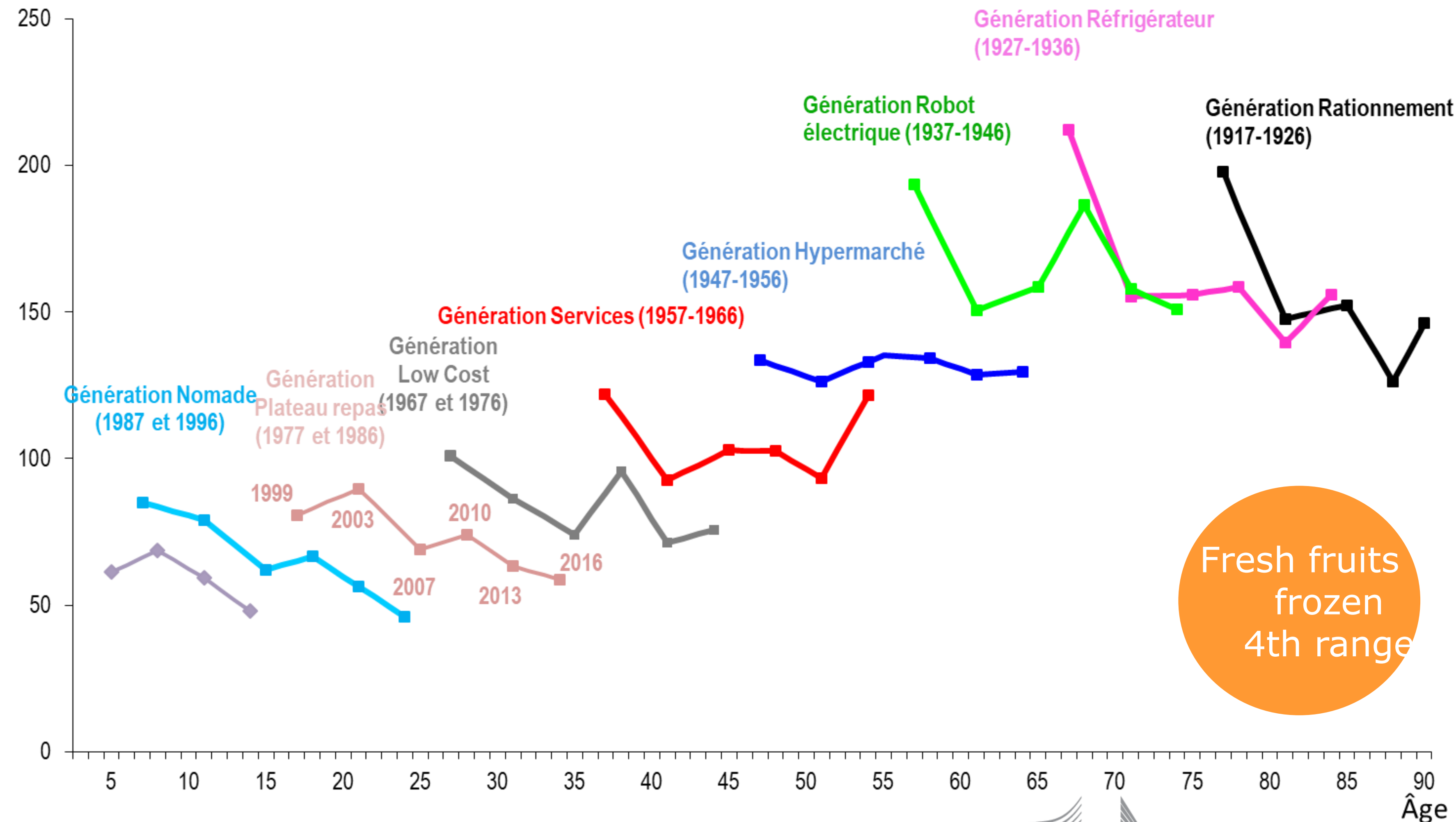
Evolution of average quantities of vegetables consumed (g / d) and generation effects



Fresh, Canned frozen, 4th and 5th ranges (excluding vegetables dishes)

Each new generation consumes fewer vegetables than the previous generation and decreases consumption with age

Evolution of average quantities of fruits consumed (g / d) and generation effects



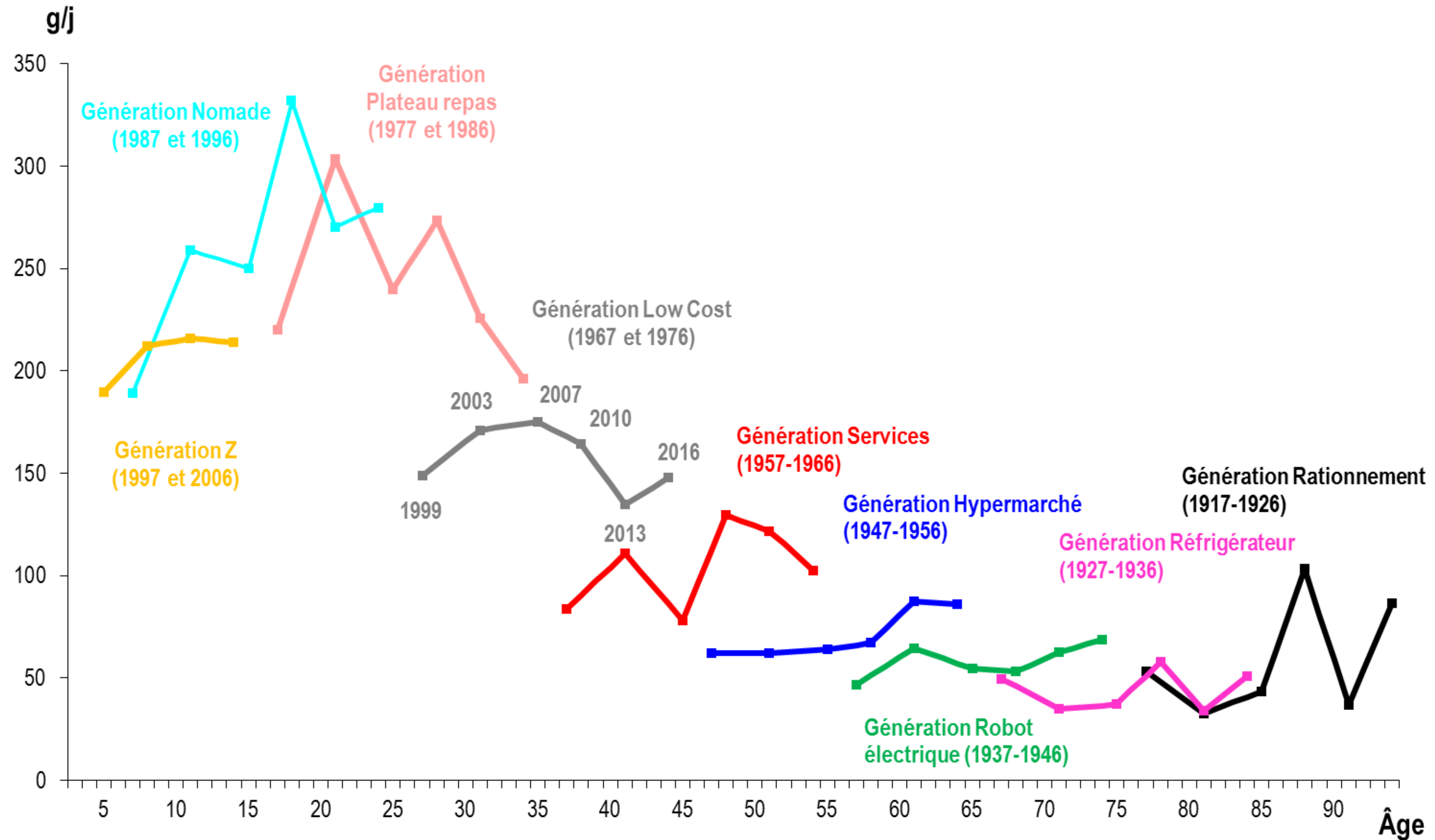
Fresh fruits frozen 4th range





Each new generation consumes more fruit juice than the previous generation

Evolution of average quantities of juice consumed (g / d) and generation effects

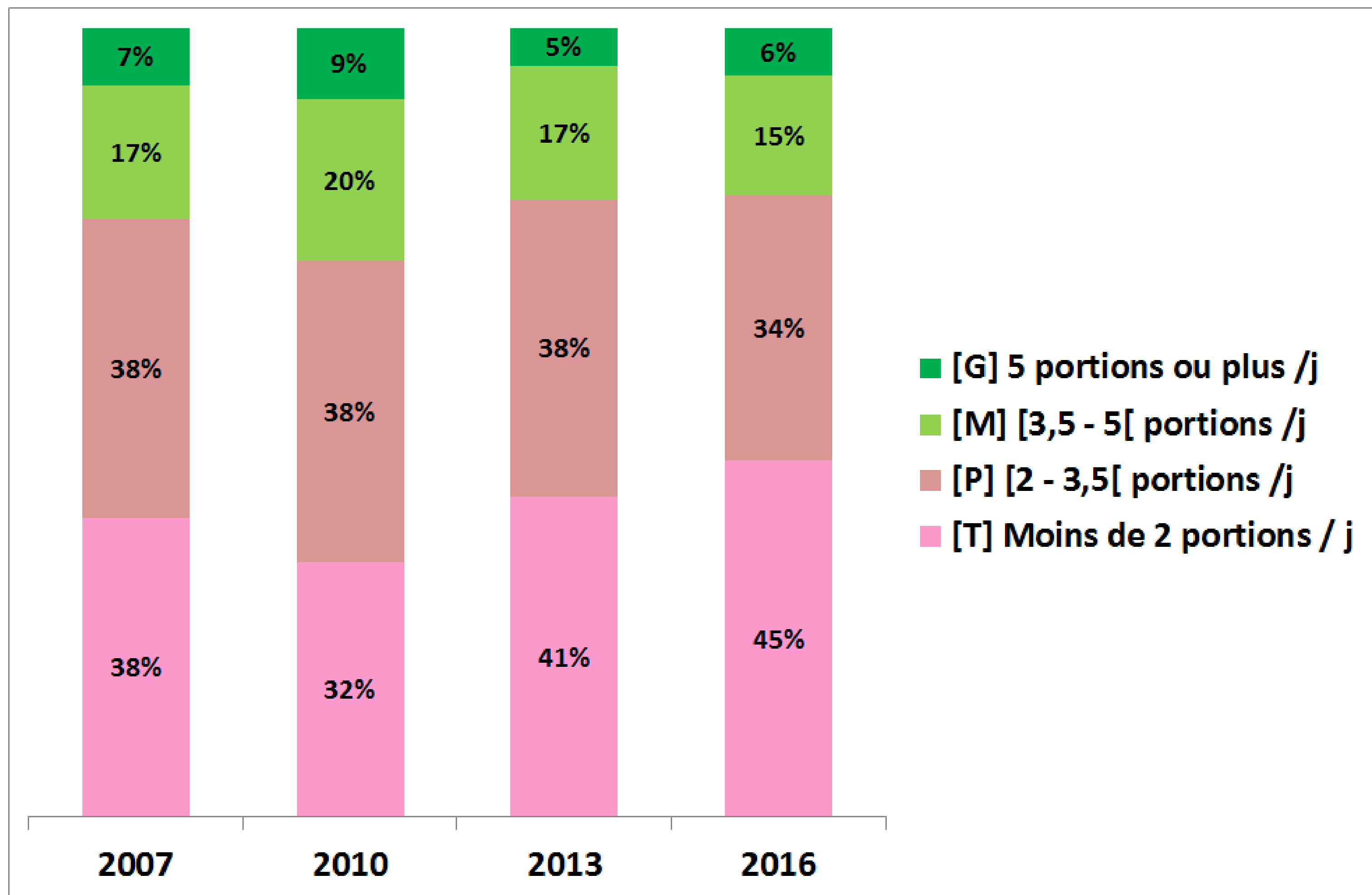
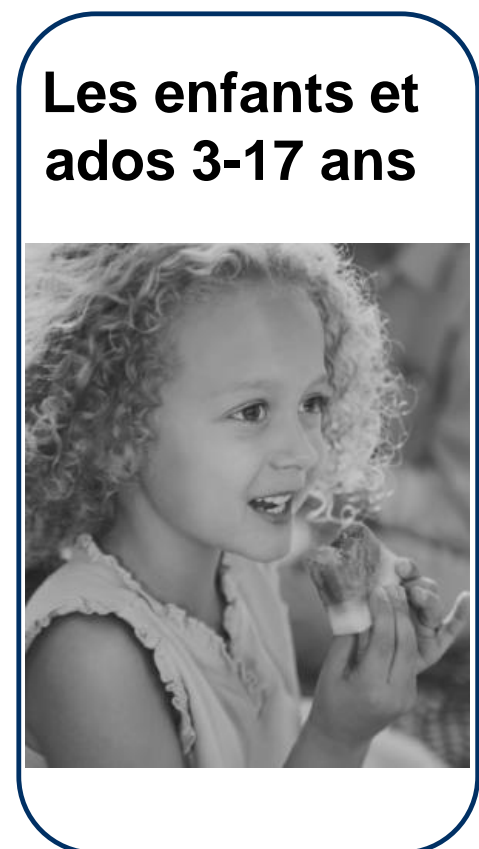


Source : CRÉDOC - Enquêtes INCA 1999, CCAF 2003, 2010, 2013 et 2016

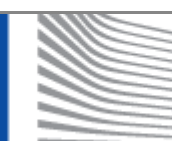


CHILDREN : more and more "little" consumers

Evolution of the proportion of children and teenagers according to the number of servings of Fruits and Vegetables (definition PNNS) consumed (%)



Source : CRÉDOC, Enquêtes CCAF 2007, 2010, 2013, 2016

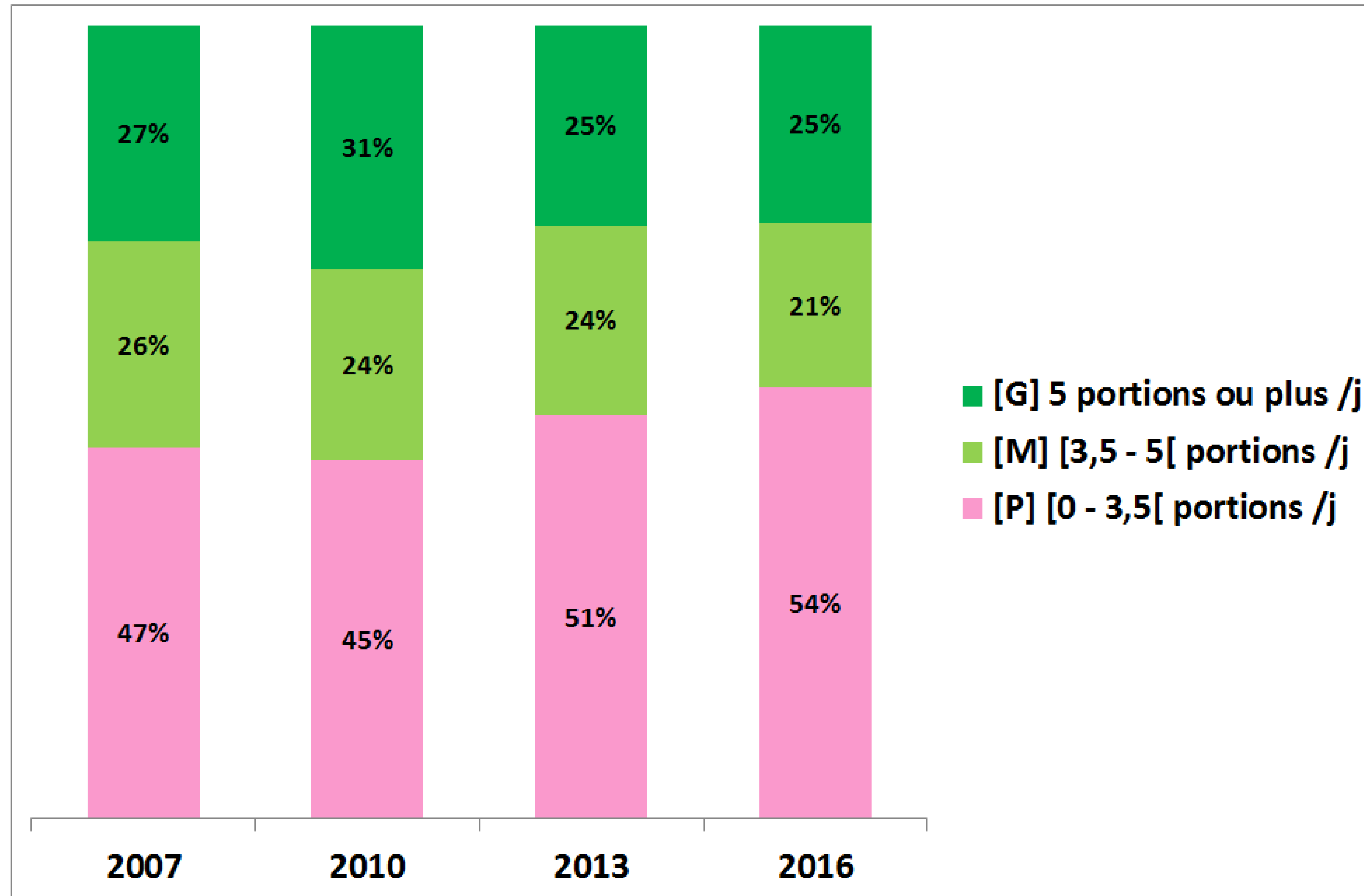


European Commission

Agriculture and Rural Development

Adults : more and more "little" consumers

Evolution of the proportion of children and teenagers according to the number of servings of Fruits and Vegetables (definition PNNS) consumed (%)



Source : CRÉDOC, Enquêtes CCAF 2007, 2010, 2013, 2016



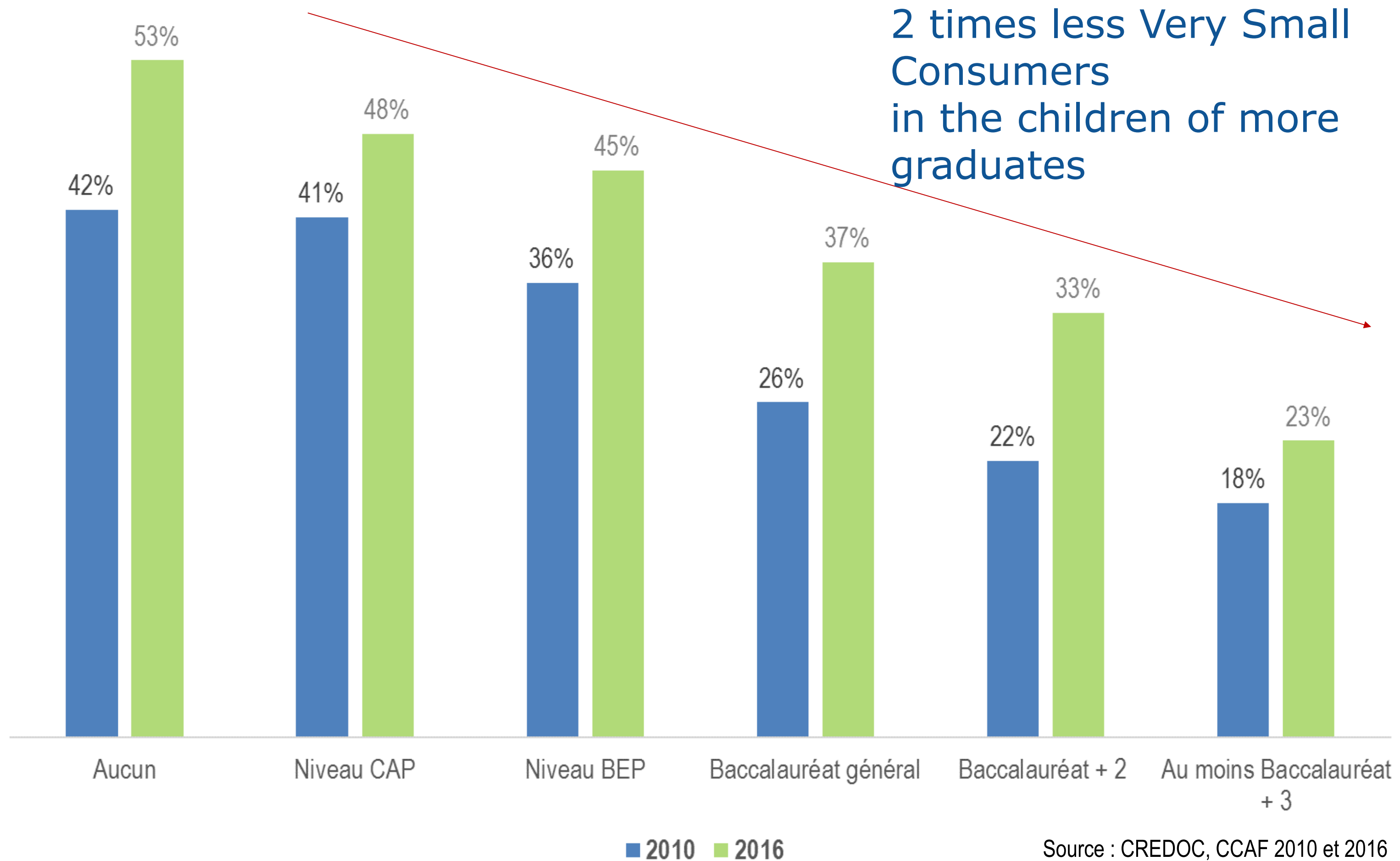
European
Commission

Agriculture and
Rural Development



Children : far fewer fruits and vegetables among the least educated

Proportion of children (3 to 17 years old) who consume less than 2 servings of fruits and vegetables per day according to the household head's diploma



Source : CREDOC, CCAF 2010 et 2016



European Commission

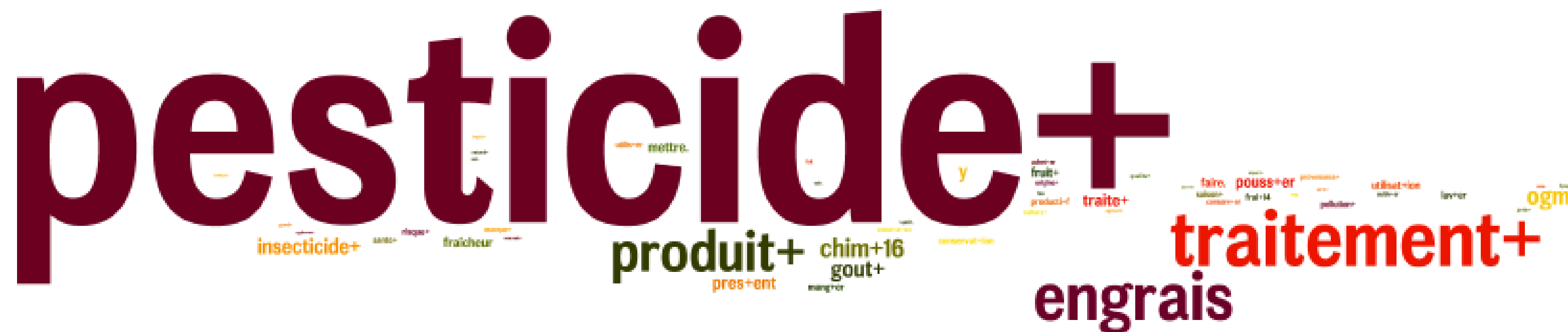
Agriculture and Rural Development

"Pesticides" is the most quoted word for fruits and vegetables

What are the main factors of concern for fruit?



What are the main factors of concern for vegetables ?





TODAY: the quality food is above all Bio, a raw product (meat, vegetable, fish) so NATURAL, and LOCAL

Open question: If I say "quality food", what are the words that come to your mind ...? (most frequent words)

2007



2000



2015



Source : Enquêtes « Tendances de la Consommation »



European Commission

Agriculture and Rural Development