

# Shopper Perceptions of Food Upcycling

August 2020



# Background

Colmar-Brunton Better Futures 2020 report (n=1500) showed:

- 70% of participants look for claims/labels that choices I make are environmentally/animal friendly
- 67% of participants will make eco-conscious choices, even if more expensive.

One answer.... Upcycled Foods!



But how ready are customers for upcycled foods???

# Our survey

As part of their waste minimisation programme, Foodstuffs are investigating food waste upcycling and how consumers perceive products made with Upcycled Food.

The objectives for this research include developing deeper understanding around shoppers' interest, motivations, barriers and potential behaviour towards trial and purchase of Upcycled Food.

We surveyed 1000 customers to increase understanding.

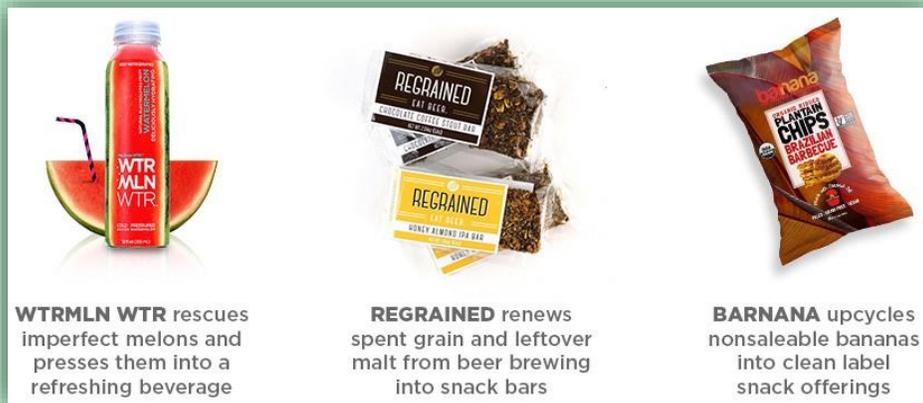


# Awareness of Upcycled Foods

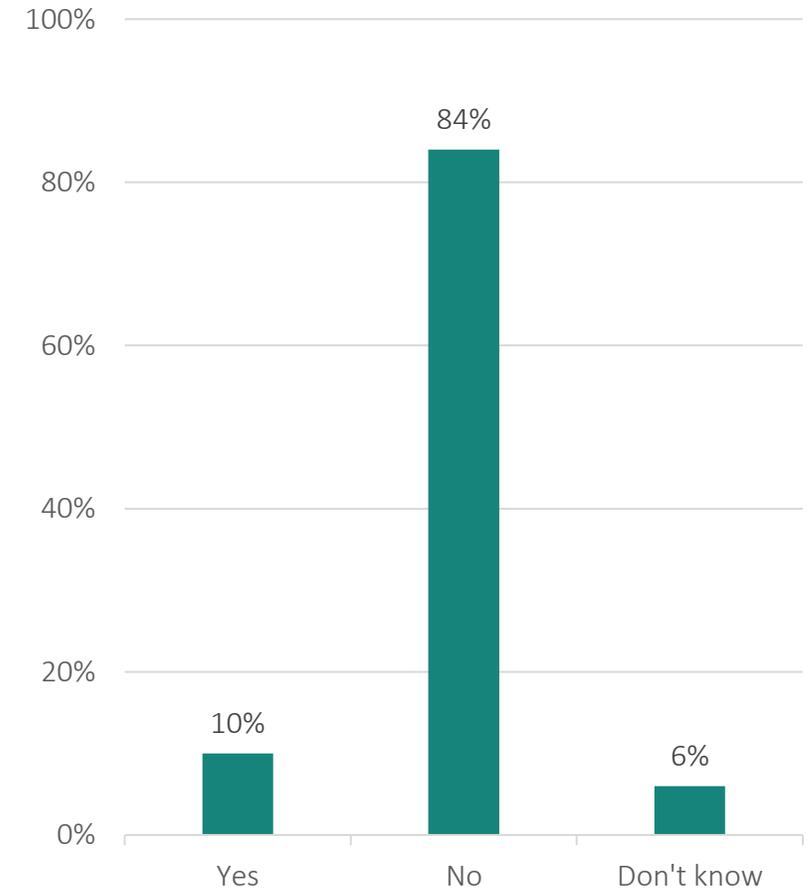
Very few shoppers have heard of 'Upcycled Food' so we explained the term to them:

**"UPCYCLED FOODS**, such as these shown here, are made from ingredients that are by-products (safe for human consumption) from producing another food product.

*"For example: An upcycled muffin may use ingredients such as flour milled from the leftover grain from beer brewing."*



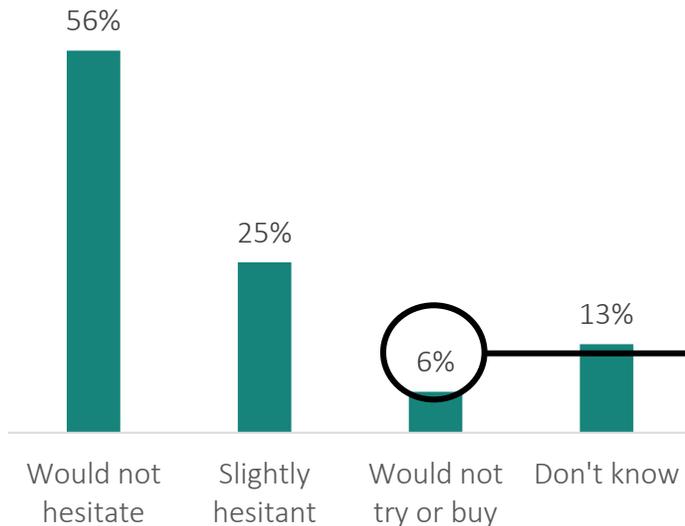
Have you ever heard of Upcycled Foods?



# Likelihood to try/ buy

Once described, more than three-quarters of shoppers say they would be at least somewhat willing to try or buy such an Upcycled Food.

Likelihood to purchase Upcycled Foods



Rejection of Upcycled Food is generally based on uncertainty or supposition around ingredient freshness, processing or contents



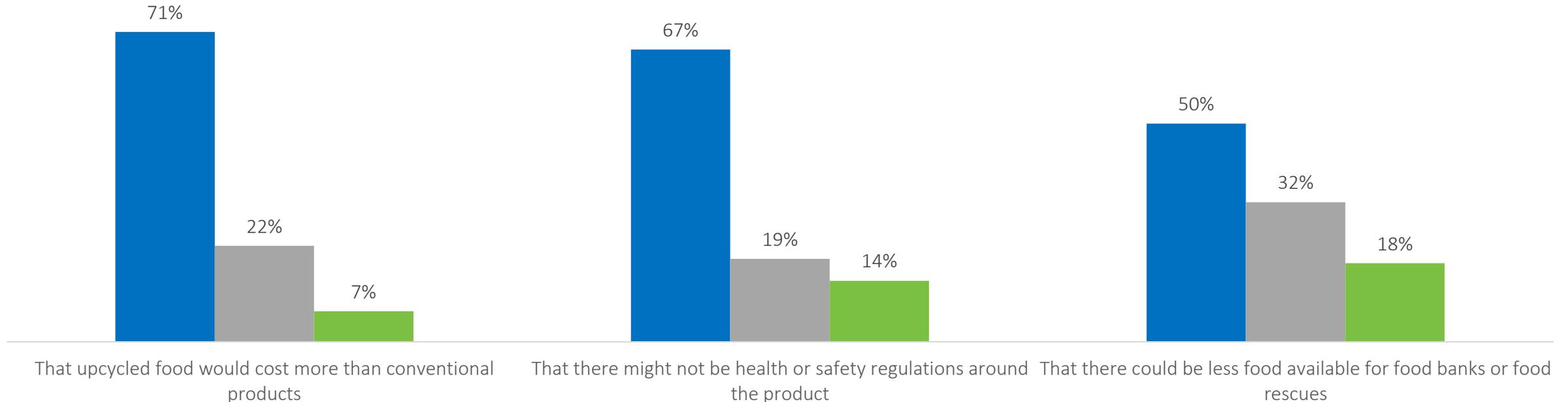
- "Uncertainty regarding source contaminants and nutritional value"*
- "It sounds gross"*
- "I prefer my food to be fresh and without additives."*
- "I would not buy food made from a product used before."*
- "I only purchase fresh fruit & veg & meat. I don't buy anything that is processed by or in a factory."*
- "Not sure about using this sort of product as not sure what reaction I would have from them"*



# Concerns around Upcycled Food (prompted)

Shoppers are most concerned that Upcycled Food would cost more or that there may not be health and safety regulations around the Upcycled Food products.

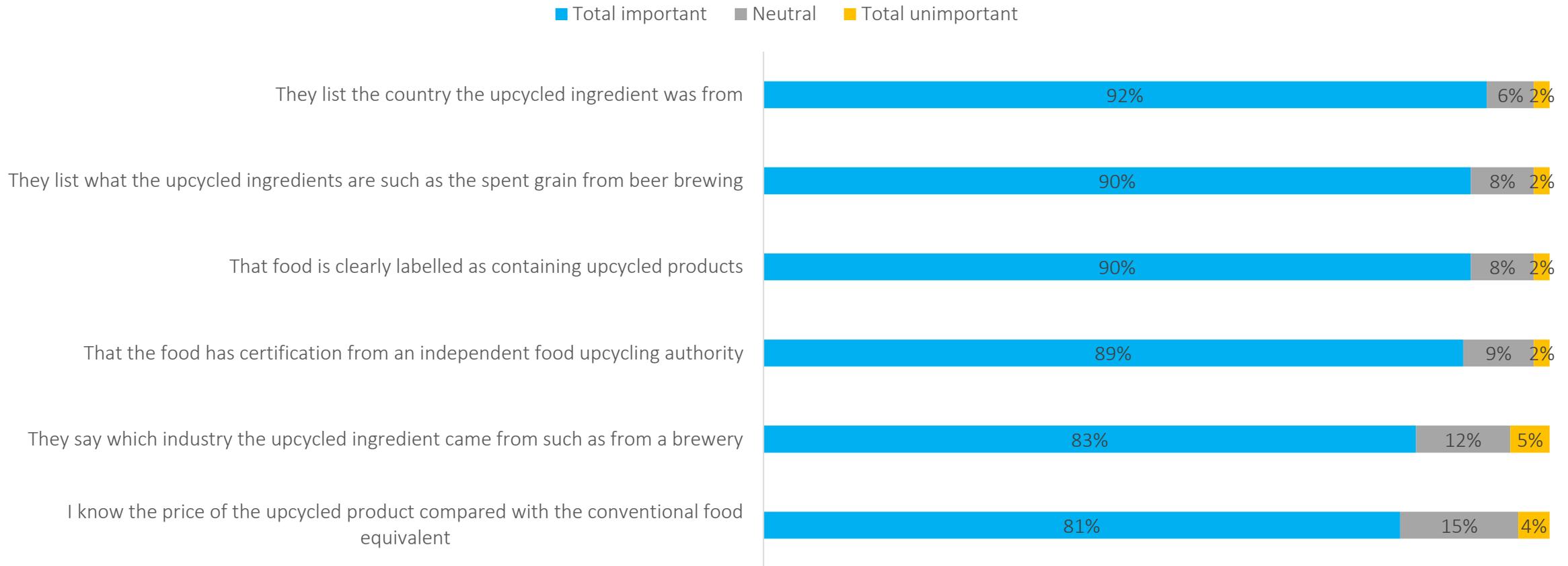
■ Total concerned ■ Neutral ■ Total unconcerned





# Important elements of Upcycled Foods

Shoppers want full disclosure and labelling of Upcycled Food ingredients. Price is a concern but more secondary to detailed labelling and identification.





# Drivers of interest in Upcycled Foods

Shoppers are most interested to know they were helping the environment or other people by choosing Upcycled Foods over conventional products.

Many shoppers are unsure which Upcycled products are possible at this stage

Types of Upcycled Food you would purchase

## Increasing interest in buying Upcycled Foods



*"Dried fruits .. would all be price dependent for me. I usually buy the cheapest alternative. Also, nutrient value"*

*"Unsure, don't know enough about upcycled products to know what type of products they can be used in."*

*"Any of the standard conventional products I currently buy"*

*"Anything vegetarian or vegan especially savoury items."*

*"Cleaning materials, containers or bottles, cloth or fabric materials. Anything that I will not eat."*





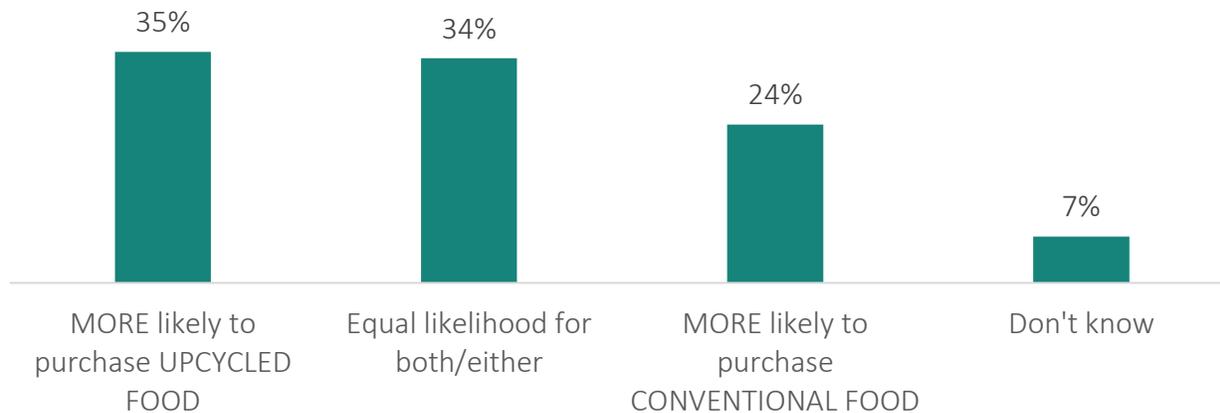




# Purchasing Upcycled Foods

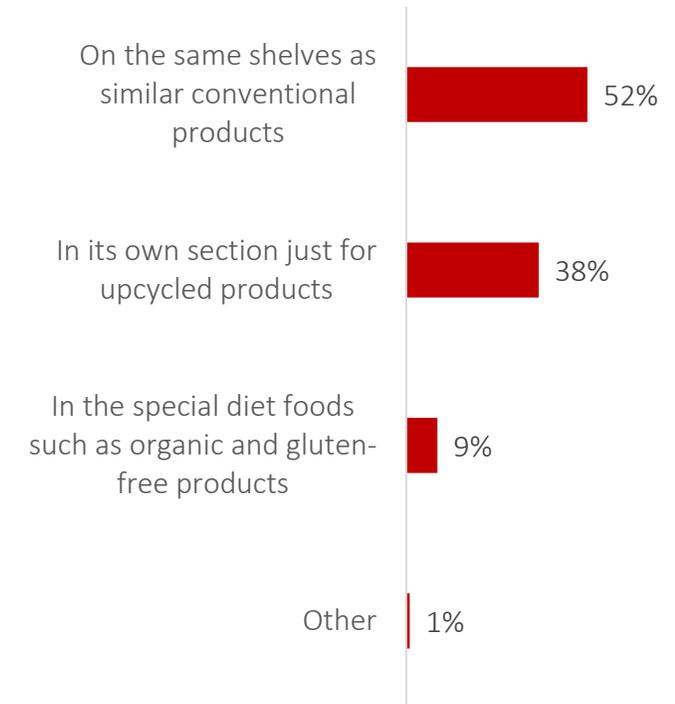
All things being equal including price, taste, size, etc. preference for purchase is for an Upcycled Food according to the highest proportion of shoppers.

Likelihood to purchase Upcycled vs Conventional Food



More than half of shoppers would expect to find Upcycled Foods alongside their conventional counterparts in the supermarket.

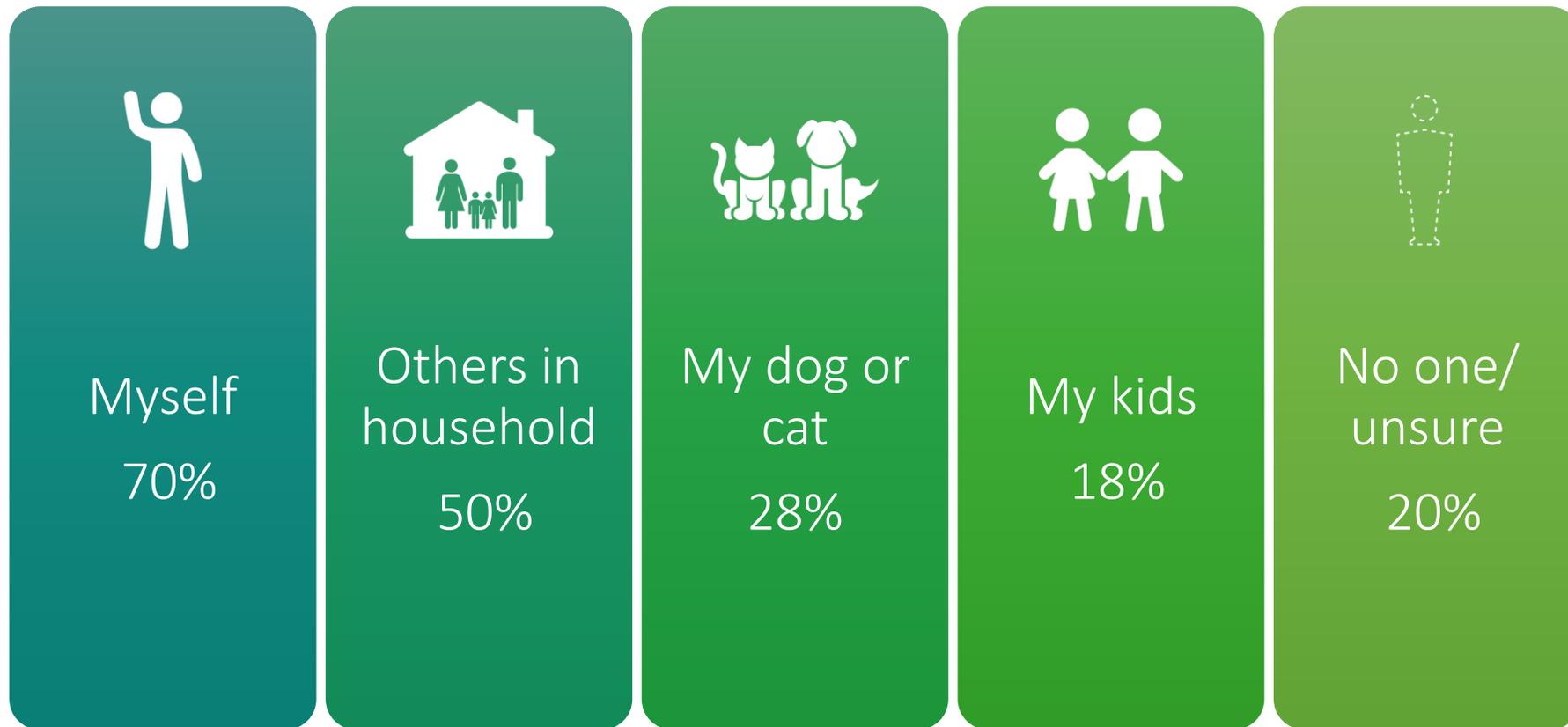
Best place to put Upcycled Foods





# Who to purchase Upcycled Foods for

Around 1 in 5 shoppers are unsure or would not purchase Upcycled Foods for anyone. Most are happy to consider purchasing Upcycled Foods for themselves.





# Impressions of supermarkets selling Upcycled Foods

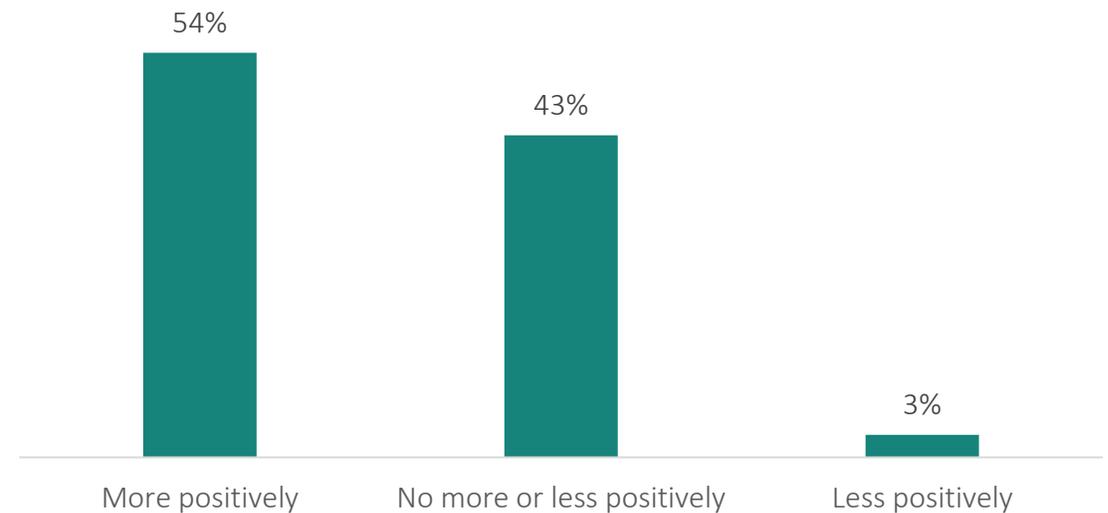
More than half of shoppers say selling Upcycled Foods reflects positively on the supermarkets. Almost no one sees selling Upcycled Food as a negative.

*“Good to see supermarkets making an effort to reduce foodwaste - whether by donating surplus, stocking 'ugly' fruit and veg, or considering upcycled foods.”*

*“A great initiative and I hope New World embraces it. As a customer it is always good to see comparisons and new product to choose from, especially if it is environment friendly.”*

*“Supermarkets in NZ need to be more proactive about their own food wastage - instead of throwing away unsold produce etc, it should be put to better use. It's disgusting how much is wasted.”*

Impressions of supermarkets who sell Upcycled Foods





# We have several upcycled foods coming to market

- Citizen beer use surplus bread to make craft beer and create artisan bread with the spent grain from the beer making process.
- Citizen launched in stores on 15 August.
- They are working with some Auckland stores to collect bread surplus for their feedstock.

## Bakery waste to bread



## Butchery & deli waste to pet food



Made with ‘upcycling’ meat from local supermarkets

“Pet food helping fight food waste through sustainable upcycling”.

Foodstuffs store provide feedstock from butcheries and then stock the product back instore.