

Climate Change and Food Production

HOW CONSUMERS VIEW AGRICULTURAL PRACTICES, FOOD
PROCESSING AND FOOD PACKAGING IN THE CONTEXT OF CLIMATE
CHANGE CONCERNS

Climate Change and Food Production

IFIC Consumer Research

BACKGROUND

Survey Methodology

One thousand interviews were conducted among adults ages 18+ from April 9 to April 10, 2020 and were weighted to ensure proportional results.

The Bayesian confidence level for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error ± 3.1 at the 95% confidence level.

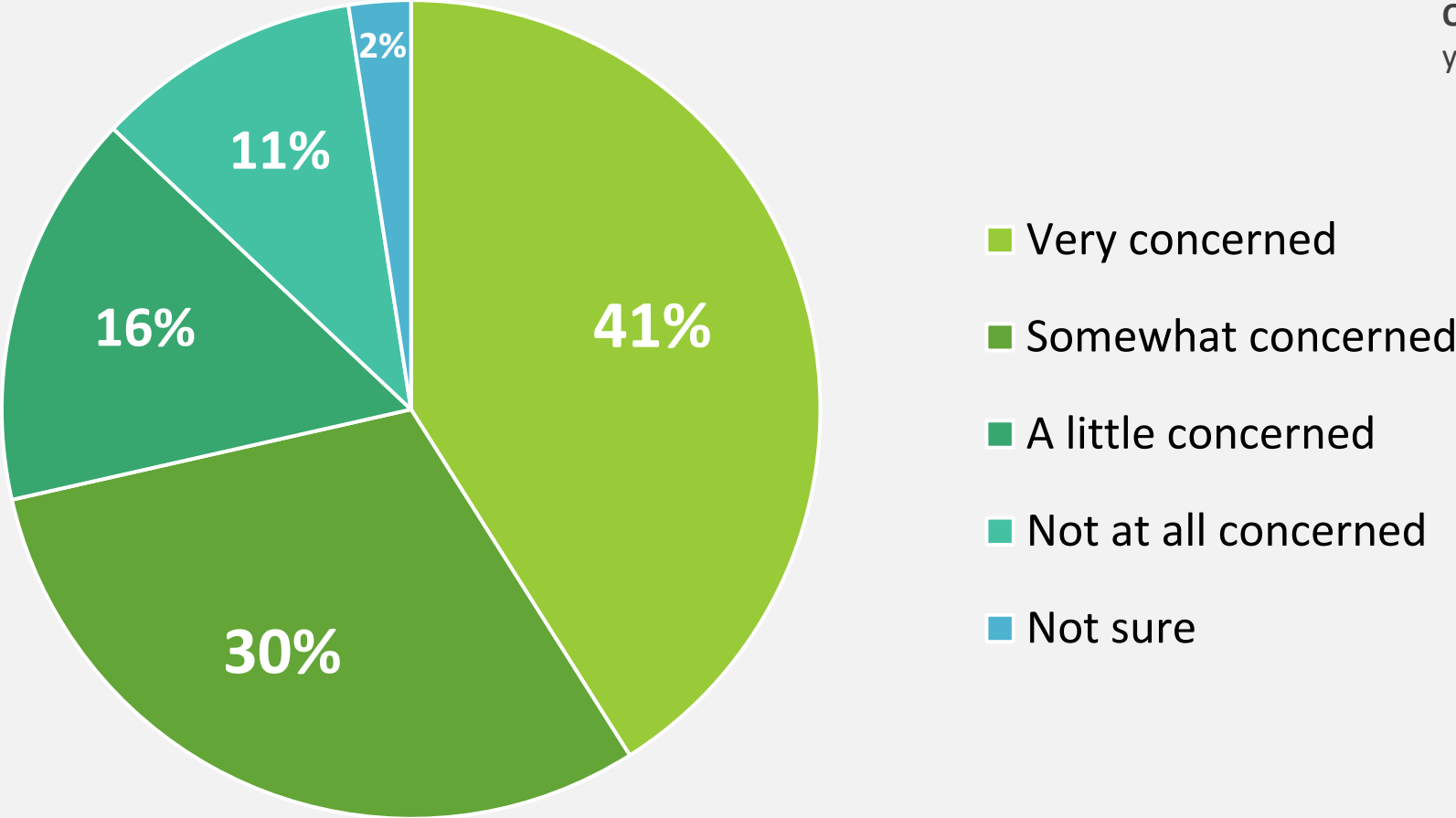
Statistical Significance

Something is statistically significant if the result cannot be attributed to random chance. Statistical significance in this presentation should be compared within each demographic (e.g. age, race, gender, etc.).

For example, if the responses from female respondents are considered to be significant, it is in relation to male respondents and not necessarily other demographic groups.

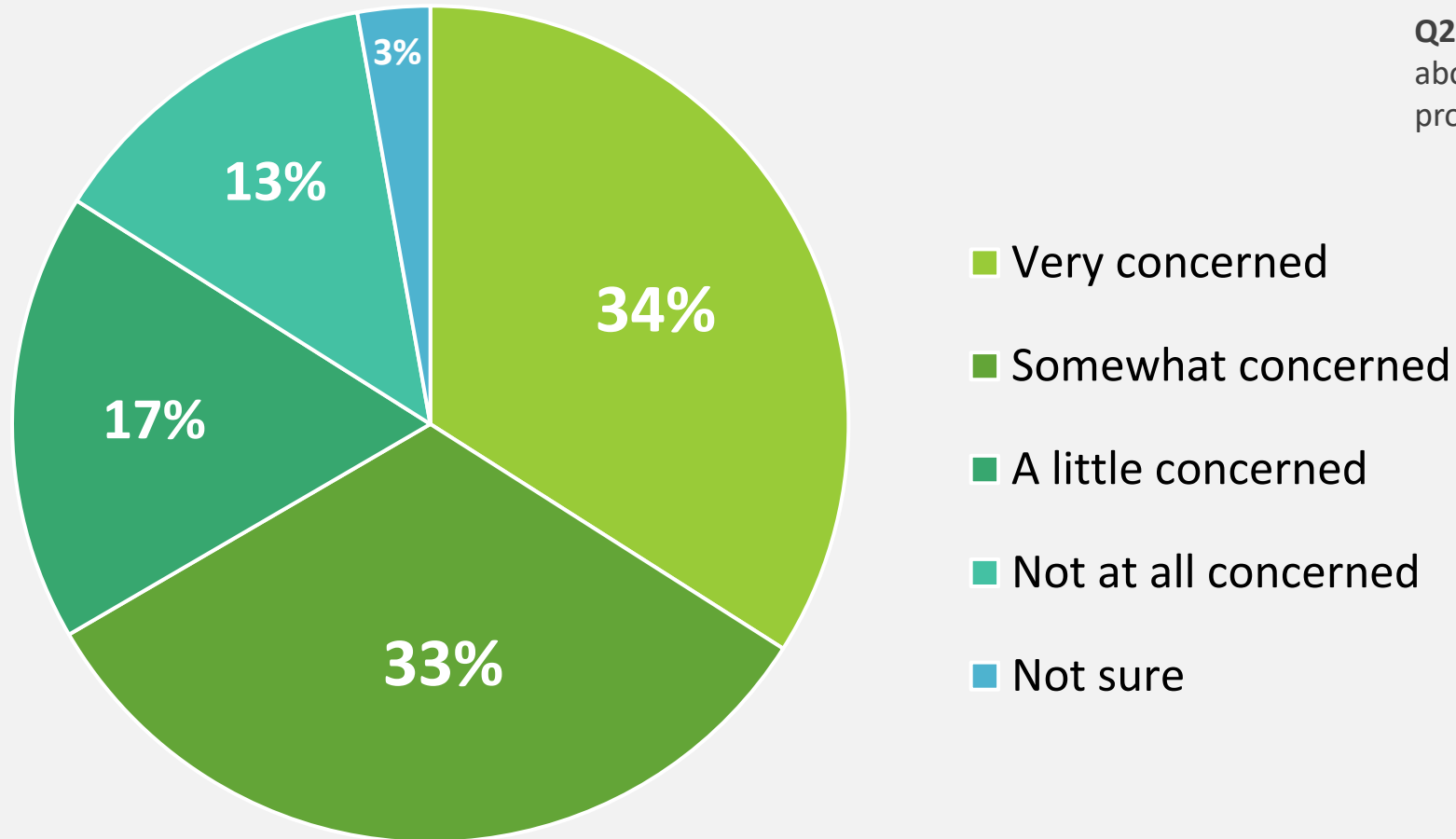
SEVEN IN 10 ARE AT LEAST SOMEWHAT CONCERNED ABOUT CLIMATE CHANGE

Q1. How concerned are you about climate change?



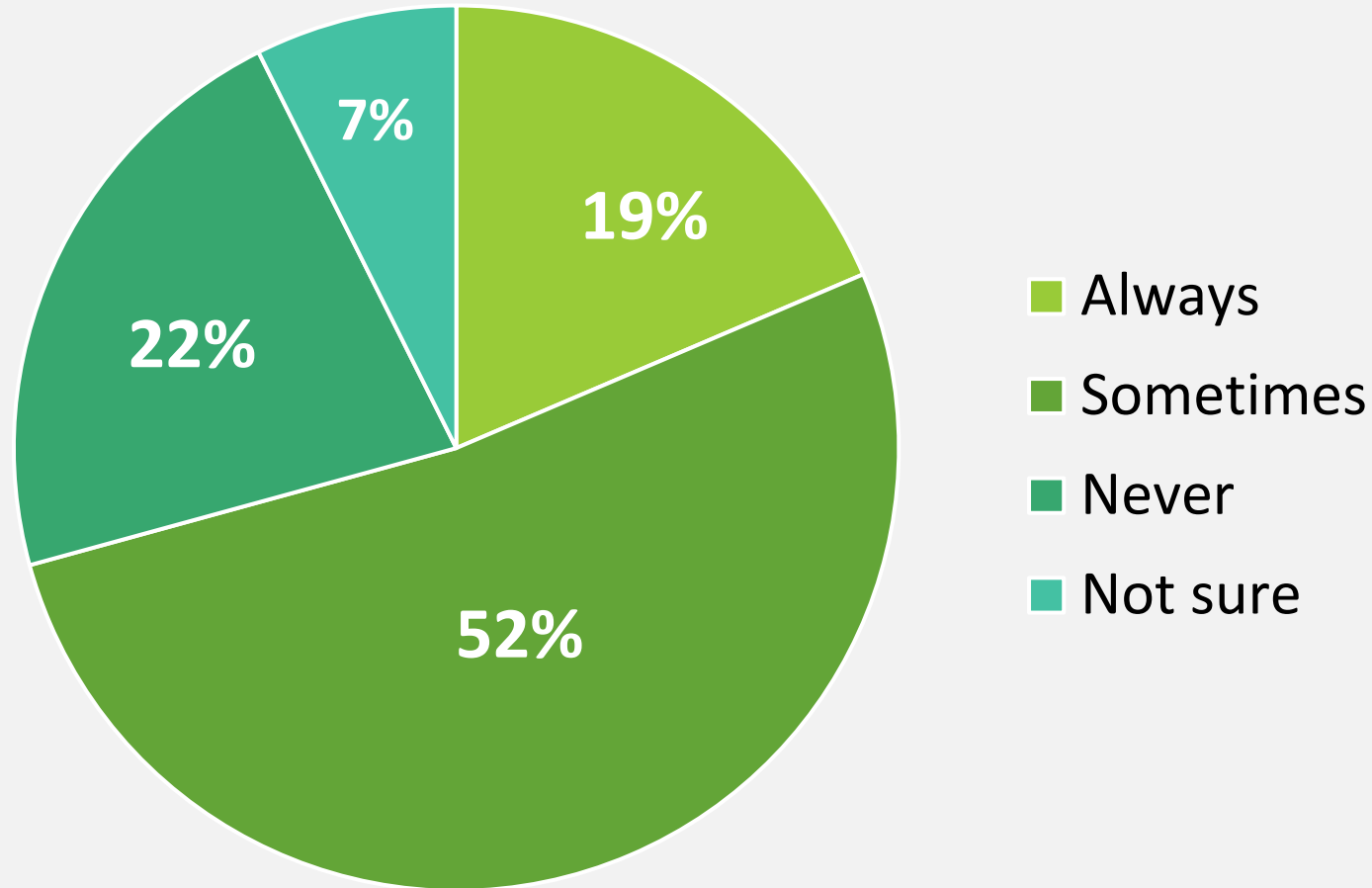
TWO IN THREE ARE AT LEAST SOMEWHAT CONCERNED ABOUT HOW FOOD PRODUCTION IMPACTS CLIMATE CHANGE

Q2. How concerned are you about the impact of food production on climate change?

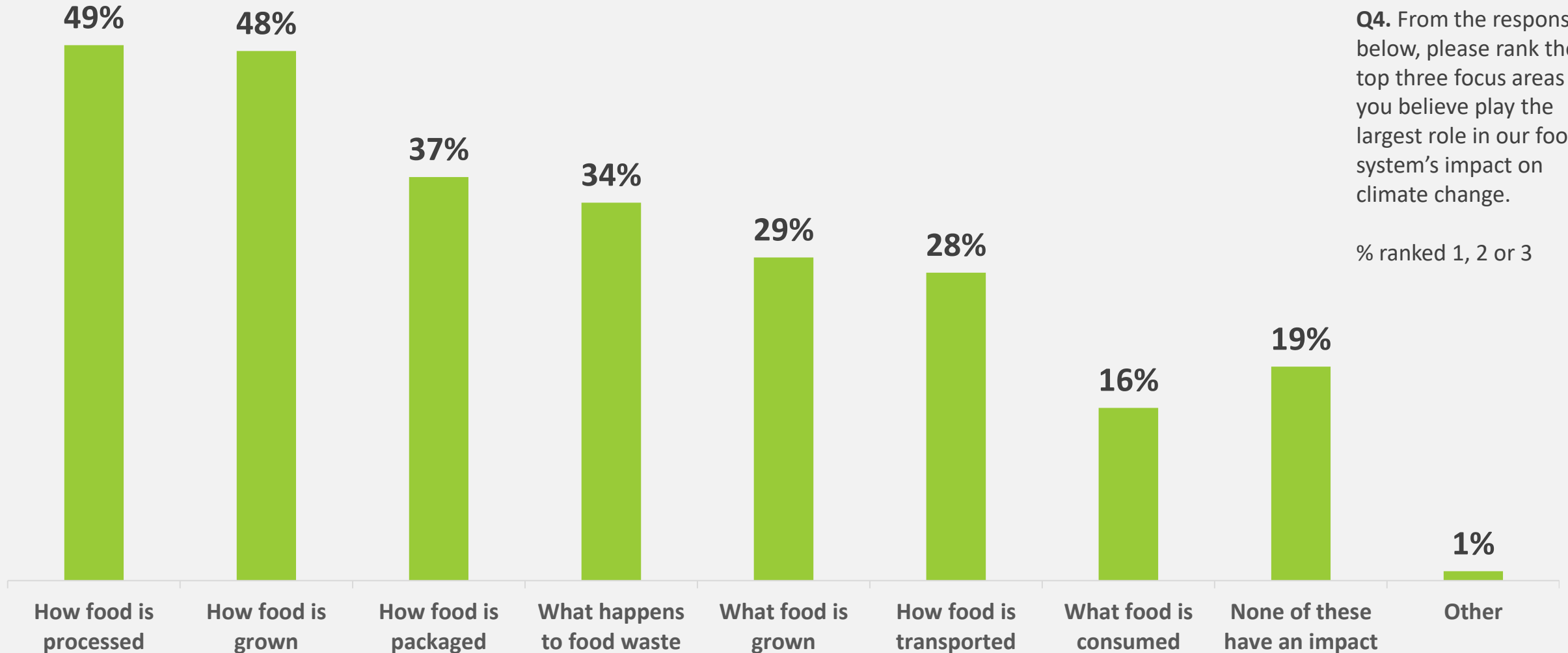


OF THOSE CONCERNED ABOUT CLIMATE CHANGE, 7 IN 10 SAY THAT THEIR CONCERNS AT LEAST SOMETIMES IMPACT FOOD AND BEVERAGE PURCHASES

Q3. Does your concern about climate change impact what foods and beverages you choose to buy?



COMPARED TO OTHER FOOD-RELATED ACTIVITIES, NEARLY HALF OF CONSUMERS RANK HOW FOOD IS PROCESSED AND GROWN AS TOP IMPACTS ON CLIMATE CHANGE



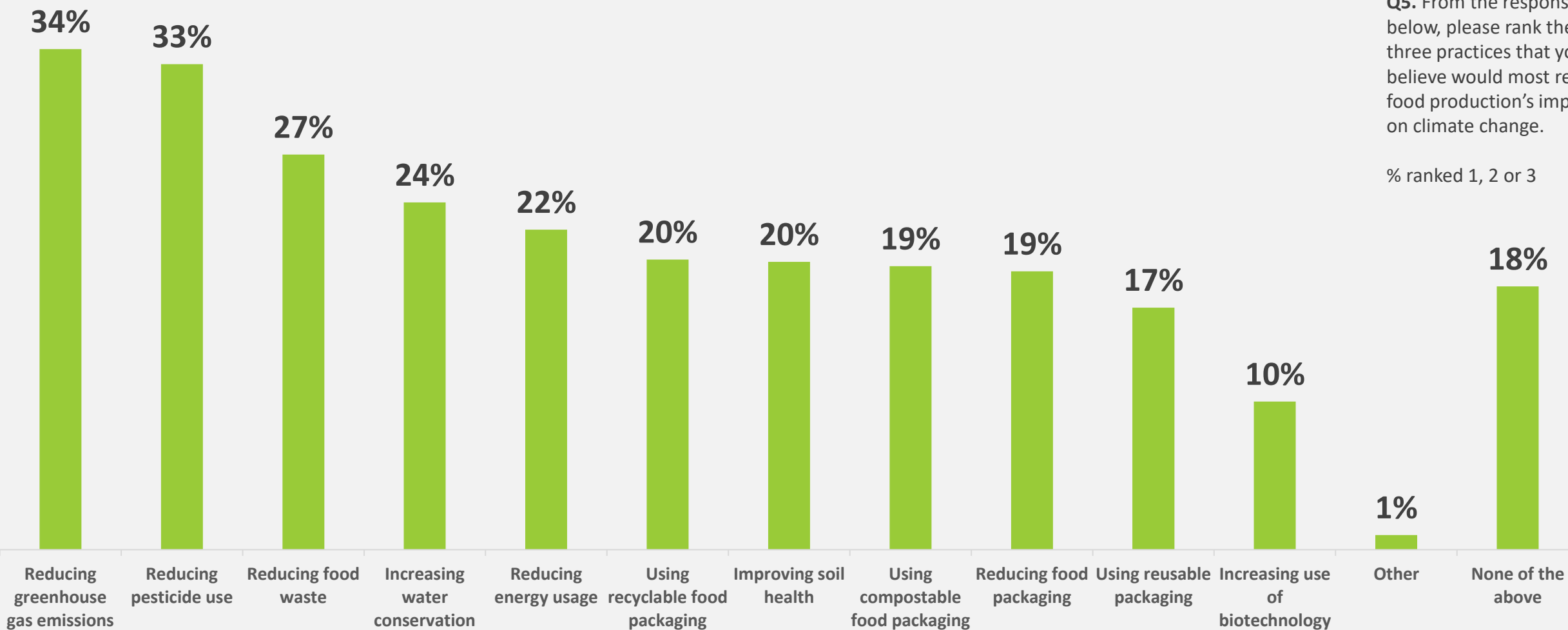
Q4. From the responses below, please rank the top three focus areas you believe play the largest role in our food system's impact on climate change.

% ranked 1, 2 or 3

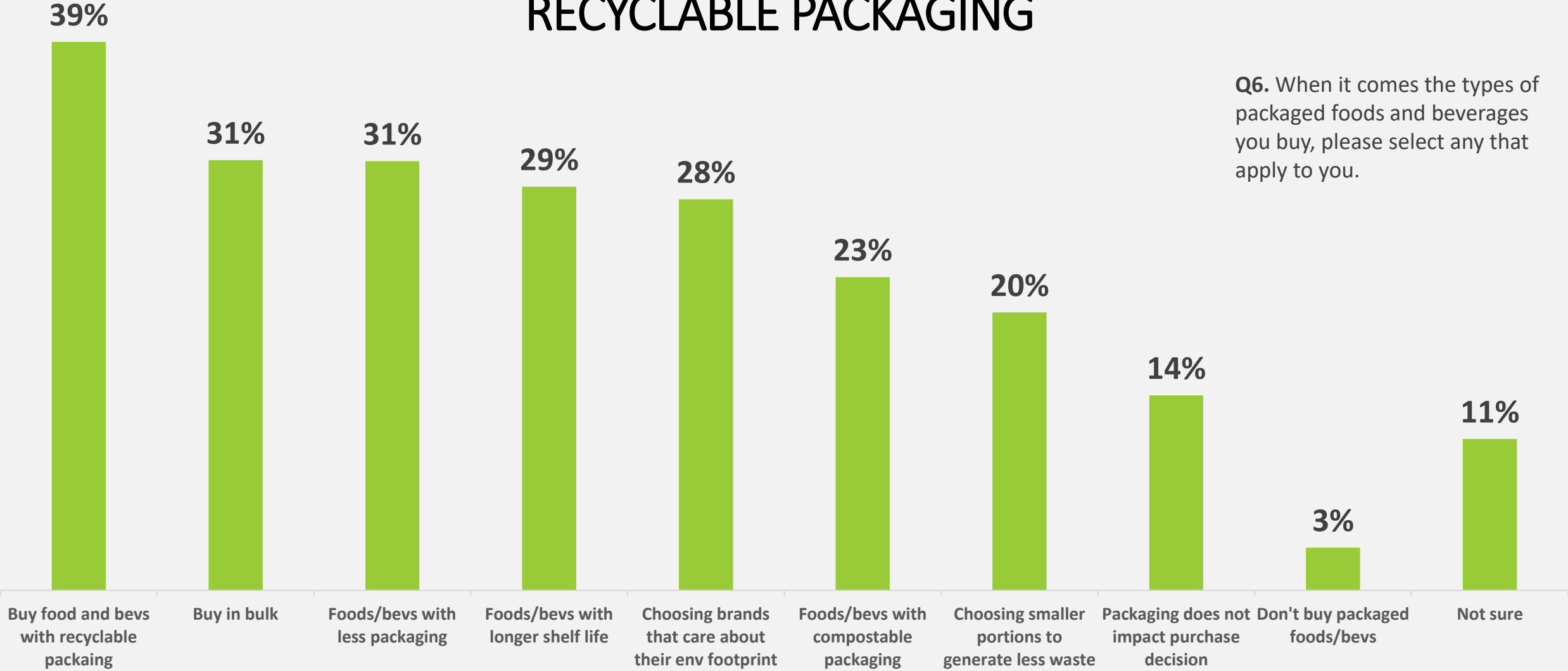
REDUCING GHG EMISSIONS, PESTICIDE USE THOUGHT TO BE MOST EFFECTIVE FOR REDUCING FOOD'S IMPACT ON CLIMATE CHANGE

Q5. From the responses below, please rank the top three practices that you believe would most reduce food production's impact on climate change.

% ranked 1, 2 or 3

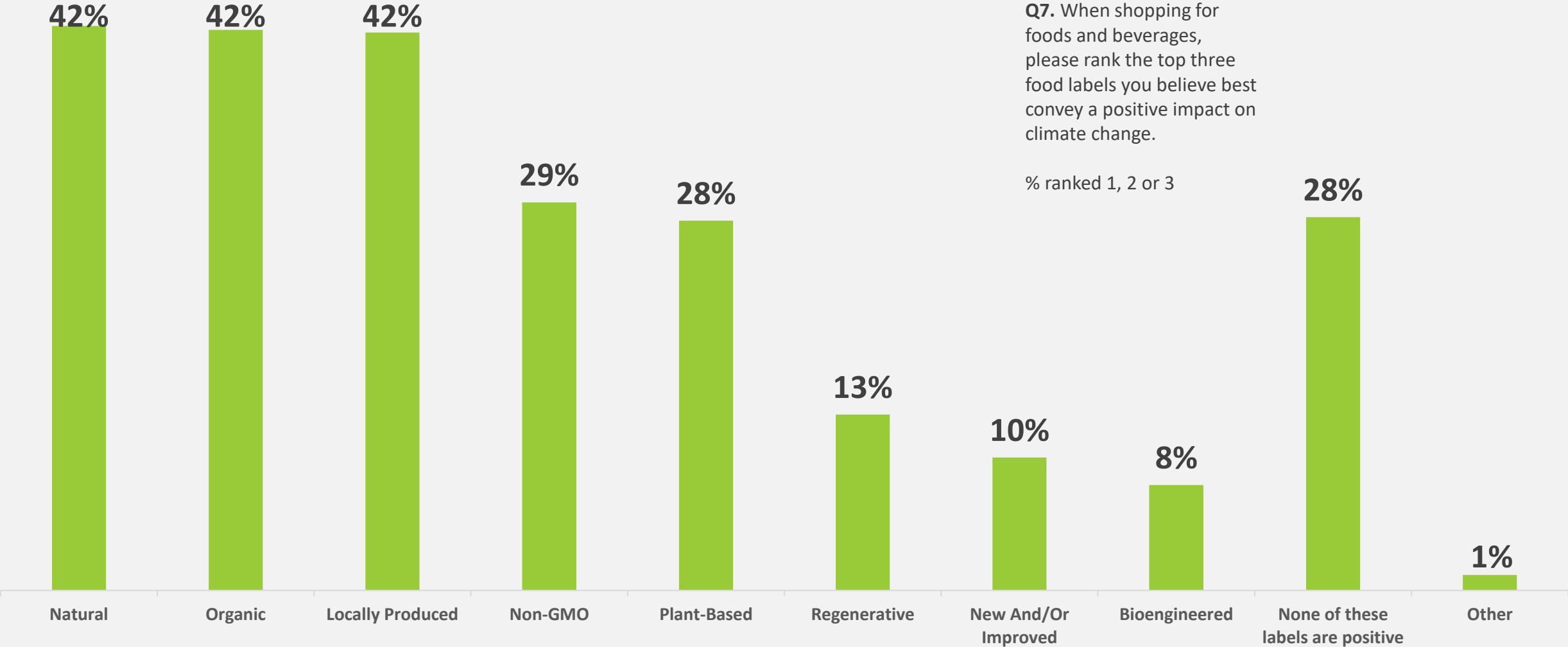


FOUR IN 10 SAY THEY PURCHASE FOODS AND BEVERAGES WITH RECYCLABLE PACKAGING

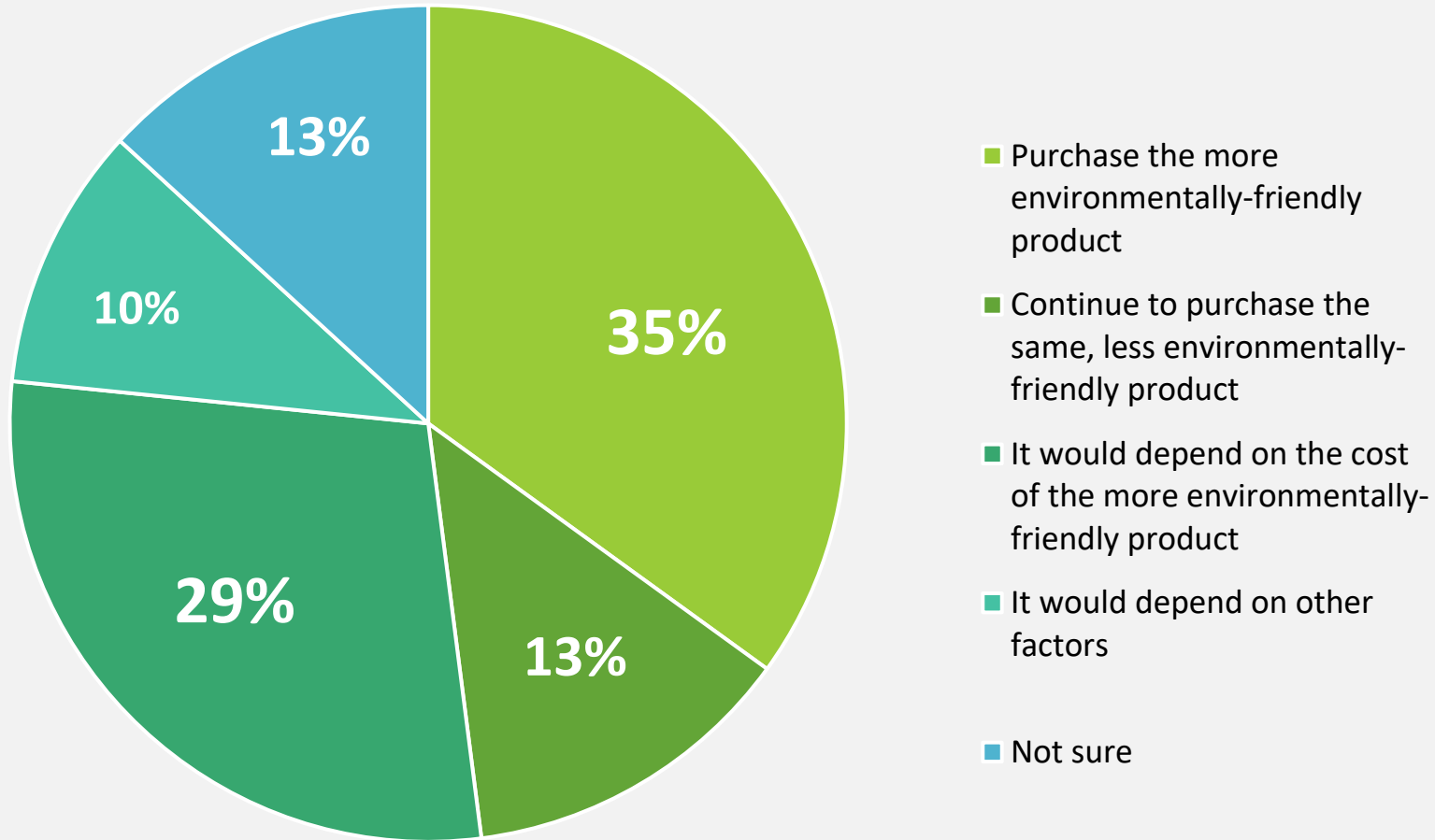


Q6. When it comes the types of packaged foods and beverages you buy, please select any that apply to you.

"NATURAL," "ORGANIC" AND "LOCALLY PRODUCED" LABELS PERCEIVED TO CONVEY POSITIVE IMPACT ON CLIMATE CHANGE



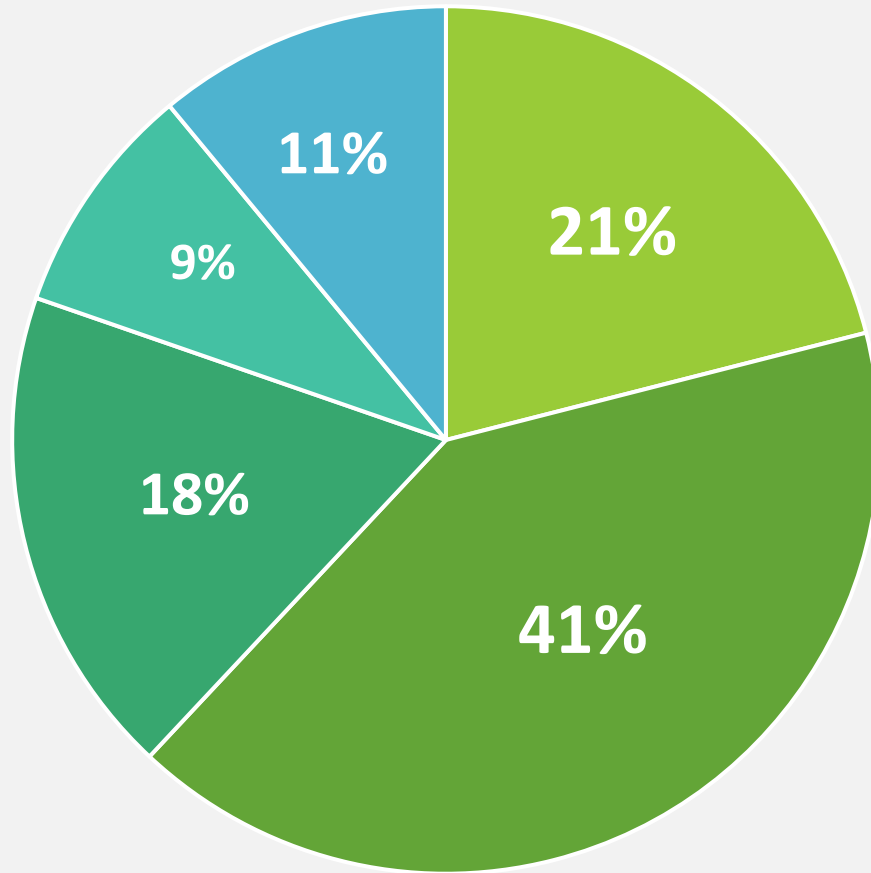
MOST ARE OPEN TO ENVIRONMENTALLY-FRIENDLY ALTERNATIVES, BUT COST AND OTHER FACTORS ARE IMPORTANT



Q8. If you discovered that one of your favorite products was less environmentally-friendly than an alternative with the same taste, would you:

- Purchase the more environmentally-friendly product
- Continue to purchase the same, less environmentally-friendly product
- It would depend on the cost of the more environmentally-friendly product
- It would depend on other factors
- Not sure

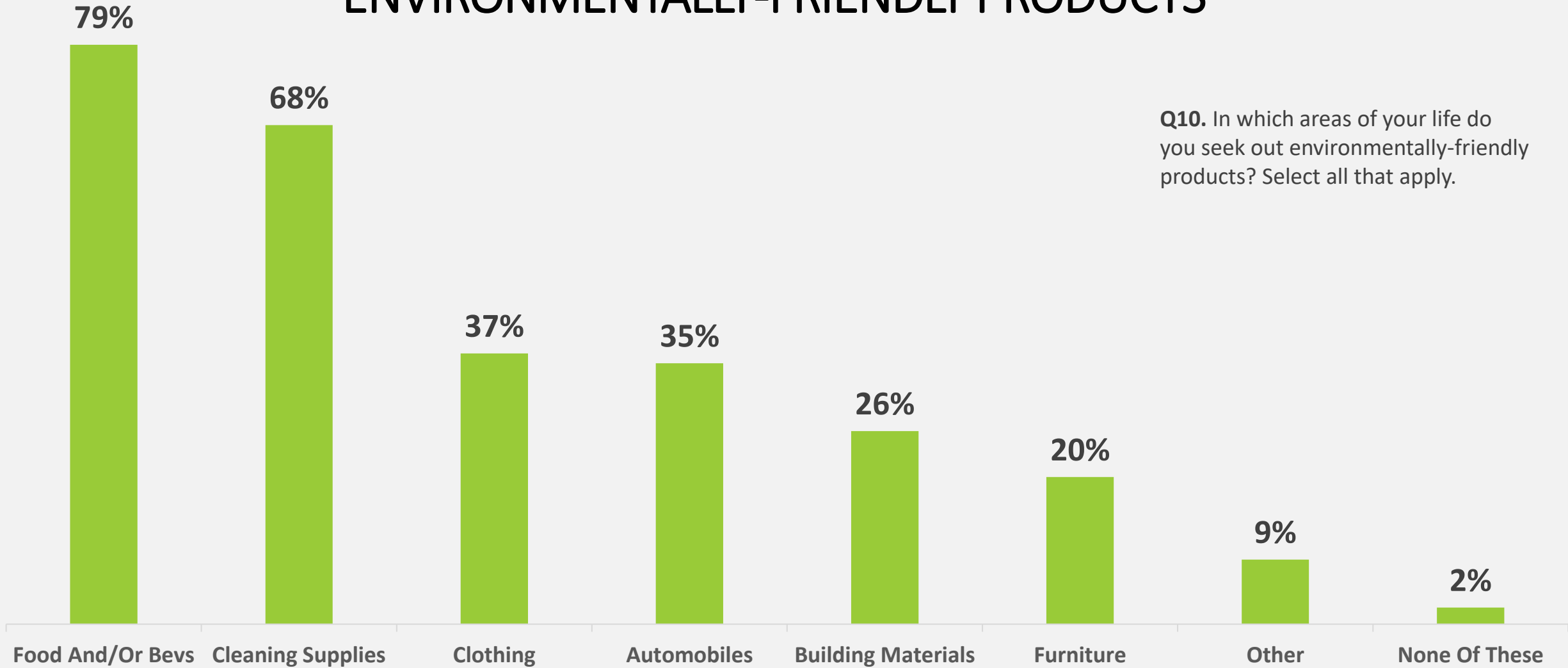
SIX IN 10 SEEK OUT ENVIRONMENTALLY-FRIENDLY PRODUCTS IN AT LEAST SOME ASPECTS OF THEIR LIFE



Q9. Please select the statement you most agree with.

- I seek out environmentally-friendly products in all aspects of my life
- I seek out environmentally-friendly products in only some aspects of my life
- I rarely seek out environmentally-friendly products
- I never seek out environmentally-friendly products
- I am not sure about seeking out environmentally-friendly products

FOOD/BEVS IS TOP CATEGORY FOR SEEKING ENVIRONMENTALLY-FRIENDLY PRODUCTS



Q10. In which areas of your life do you seek out environmentally-friendly products? Select all that apply.

APPENDIX

CONCERN ABOUT CLIMATE CHANGE

Q1. How concerned are you about climate change?

	Very/somewhat concerned	A little/ not at all concerned	Not sure
Total	71%	26%	2%
Men	68%	29%	3%
Women	74%	23%	2%
White	70%	29%	1% ↓
African American	73%	22%	6%
Hispanic/ Latinx	77%	19%	4%
Under 45	75%	22%	3%
45-64	68%	30%	2%
65+	68%	30%	1%
Northeast	77%	21%	1%
Midwest	65%	33%	2%
South	66%	29%	4%
West	77%	20%	3%
Non-college	68%	29%	4%
College	75%	24%	1%

CONCERN ABOUT IMPACT OF FOOD PRODUCTION

Q2. How concerned are you about the impact of food production on climate change?

	Very/somewhat concerned	A little/ not at all concerned	Not sure
Total	67%	31%	3%
Men	65%	32%	3%
Women	68%	29%	2%
White	64%	35% ↑	1% ↓
African American	74%	17% ↓	9% ↑
Hispanic/ Latinx	72%	25%	3%
Under 45	72% ↑	25% ↓	3%
45-64	62%	36%	2%
65+	61%	37%	3%
Northeast	70%	30%	0% ↓
Midwest	62%	35%	3%
South	65%	30%	5%
West	69%	28%	3%
Non-college	63%	33%	4%
College	70%	29%	2%

IMPACT OF CLIMATE CHANGE ON FOOD/BEV PURCHASES

Q3. [ONLY IF Q2=1 or 2 or 3]
Does your concern about climate change impact what foods and beverages you choose to buy?

	Always	Sometimes	Never	Not sure
Total	19%	52%	22%	7%
Men	22%	49%	24%	5%
Women	16%	55%	20%	10%
White	15% ↓	52%	25%	9%
African American	29%	58%	12%	1%
Hispanic/ Latinx	27%	51%	16%	7%
Under 45	23%	56%	16% ↓	5%
45-64	16%	48%	26%	10%
65+	10%	49%	31%	10%
Northeast	21%	48%	21%	10%
Midwest	16%	51%	27%	6%
South	21%	50%	23%	6%
West	17%	58%	17%	8%
Non-college	17%	52%	24%	6%
College	20%	52%	20%	8%

FOOD SYSTEM ROLES IN CLIMATE CHANGE

Q4. From the responses below, please rank the top three focus areas you believe play the largest role in our food system’s impact on climate change.

% ranked 1, 2 or 3

	How Food Is Processed	How Food Is Grown	How Food Is Packaged	What Happens To Food Waste	What Food Is Grown
Total	49%	48%	37%	34%	29%
Men	47%	46%	32%	32%	34%
Women	51%	50%	41%	36%	25%
White	51%	50%	39%	36%	29%
African American	46%	44%	30%	29%	29%
Hispanic/ Latinx	42%	42%	31%	33%	31%
Under 45	41% ↓	42% ↓	35%	36%	28%
45-64	55%	52%	40%	31%	30%
65+	57%	58%	35%	37%	33%
Northeast	49%	48%	30%	37%	32%
Midwest	51%	51%	42%	35%	25%
South	45%	40% ↓	34%	27% ↓	29%
West	50%	52%	40%	39%	31%
Non-college	47%	48%	37%	32%	27%
College	50%	49%	37%	37%	32%

FOOD SYSTEM ROLES IN CLIMATE CHANGE

Q4. From the responses below, please rank the top three focus areas you believe play the largest role in our food system's impact on climate change.

% ranked 1, 2 or 3

	How Food Is Transported	What Food Is Consumed	None Of These Have An Impact	Other
Total	28%	16%	19%	1%
Men	26%	18%	21%	1%
Women	30%	13%	18%	1%
White	31%	15%	16% ↓	1%
African American	18%	18%	29%	0%
Hispanic/ Latinx	23%	19%	26%	1%
Under 45	25%	19%	24% ↑	1%
45-64	30%	12%	17%	1%
65+	32%	15%	11%	1%
Northeast	29%	18%	18%	2%
Midwest	28%	15%	18%	0%
South	27%	18%	27% ↑	1%
West	28%	13%	16%	1%
Non-college	26%	13%	23%	1%
College	30%	18%	16%	1%

PRACTICES TO REDUCE FOOD PRODUCTION'S CLIMATE IMPACT

	Reducing Greenhouse Gas	Reducing Pesticide Use	Reducing Food Waste	Increasing Water Conservation	Reducing Energy Usage	Using Recyclable Food Packaging	Improving Soil Health
Total	34%	33%	27%	24%	22%	20%	20%
Men	30%	31%	26%	21%	23%	21%	20%
Women	38%	36%	28%	26%	21%	19%	20%
White	36%	36%	26%	25%	24%	19%	19%
African American	27%	27%	28%	22%	15%	20%	26%
Hispanic/ Latinx	28%	28%	27%	20%	16%	21%	21%
Under 45	30%	25% ↓	27%	23%	22%	19%	17%
45-64	36%	45% ↑	27%	19%	18%	20%	20%
65+	45%	33%	25%	35% ↑	29%	21%	26%
Northeast	34%	29%	28%	21%	20%	27%	23%
Midwest	38%	35%	30%	23%	26%	19%	18%
South	31%	34%	26%	21%	17%	17%	16%
West	34%	34%	24%	29%	23%	17%	21%
Non-college	34%	32%	25%	23%	16% ↓	22%	19%
College	35%	34%	29%	25%	28% ↑	18%	21%

Q5. From the responses below, please rank the top three practices that you believe would most reduce food production's impact on climate change.

% ranked 1, 2 or 3

PRACTICES TO REDUCE FOOD PRODUCTION'S CLIMATE IMPACT

Q5. From the responses below, please rank the top three practices that you believe would most reduce food production's impact on climate change.

% ranked 1, 2 or 3

	Using Compostable Food Packaging	Reducing Food Packaging	Using Reusable Packaging	Increasing Use Of Biotechnology	Other	None Of The Above
Total	19%	19%	17%	10%	1%	18%
Men	17%	19%	17%	13%	0%	21%
Women	22%	19%	16%	8%	2%	15%
White	21%	21%	17%	10%	1%	15% ↓
African American	13%	15%	14%	10%	2%	28%
Hispanic/ Latinx	21%	16%	18%	11%	0%	25%
Under 45	20%	18%	17%	11%	1%	23% ↑
45-64	21%	21%	19%	9%	1%	14%
65+	15%	17%	10%	10%	1%	11%
Northeast	22%	21%	18%	9%	0%	16%
Midwest	19%	20%	19%	8%	1%	15%
South	16%	19%	11%	11%	0%	26% ↑
West	21%	17%	17%	12%	2%	16%
Non-college	20%	17%	19%	9%	1%	22%
College	19%	21%	15%	11%	1%	15%

PACKAGED FOOD PURCHASING BEHAVIORS

Q6. When it comes the types of packaged foods and beverages you buy, please select any that apply to you.

	Food And Bevs With Recyclable Packaging	Buy In Bulk Avoid Extra Packaging	Foods/Bevs Less Packaging	Foods/Bevs Longer Shelf Life	Food And Bevs Environmental Brands
Total	39%	31%	31%	29%	28%
Men	35%	27%	26% ↓	24% ↓	25%
Women	44%	35%	35% ↑	33% ↑	31%
White	41%	33%	33%	30%	29%
African American	35%	23%	22%	24%	27%
Hispanic/ Latinx	38%	29%	30%	27%	31%
Under 45	36%	29%	29%	29%	34% ↑
45-64	41%	36%	31%	29%	24%
65+	46%	27%	35%	28%	21%
Northeast	35%	30%	30%	29%	29%
Midwest	37%	31%	30%	26%	28%
South	35%	27%	27%	29%	27%
West	49% ↑	36%	35%	32%	29%
Non-college	37%	28%	26% ↓	30%	28%
College	42%	34%	36% ↑	28%	28%

PACKAGED FOOD PURCHASING BEHAVIORS

Q6. When it comes the types of packaged foods and beverages you buy, please select any that apply to you.

	Foods/Bevs Compostable Packaging	Smaller Portions Generate Less Waste	Packaging Does Not Impact Purchase Decision	Don't Buy Packaged Foods Or Bevs	Not Sure
Total	23%	20%	14%	3%	11%
Men	24%	20%	15%	4%	13%
Women	21%	20%	13%	2%	9%
White	22%	21%	17% ↑	2%	9%
African American	19%	16%	5%	7%	18%
Hispanic/ Latinx	29%	20%	9%	3%	11%
Under 45	25%	20%	8% ↓	4%	12%
45-64	21%	20%	18%	3%	11%
65+	19%	21%	23% ↑	1%	7%
Northeast	23%	18%	17%	3%	9%
Midwest	19%	14%	17%	4%	10%
South	20%	23%	14%	5%	13%
West	28%	25%	9%	1%	12%
Non-college	22%	18%	15%	4%	13%
College	23%	22%	13%	2%	9%

FOOD LABELING AND CLIMATE CHANGE

Q7. When shopping for foods and beverages, please rank the top three food labels you believe best convey a positive impact on climate change.

% ranked 1, 2 or 3

	Natural	Organic	Locally Produced	Non-Gmo	Plant-Based
Total	42%	42%	42%	29%	28%
Men	42%	42%	38%	27%	25%
Women	43%	43%	46%	32%	30%
White	42%	41%	45%	30%	28%
African American	45%	44%	30%	30%	26%
Hispanic/ Latinx	41%	42%	40%	26%	25%
Under 45	41%	43%	37%	28%	29%
45-64	45%	45%	47%	30%	26%
65+	41%	34%	46%	30%	29%
Northeast	44%	43%	46%	32%	27%
Midwest	44%	43%	40%	29%	30%
South	38%	38%	35%	27%	23%
West	44%	45%	47%	30%	31%
Non-college	45%	40%	39%	28%	29%
College	40%	45%	45%	30%	27%

FOOD LABELING AND CLIMATE CHANGE

Q7. When shopping for foods and beverages, please rank the top three food labels you believe best convey a positive impact on climate change.

% ranked 1, 2 or 3

	Regenerative	New And/ Or Improved	Bioengineered	None Of These Labels Are Positive	Other
Total	13%	10%	8%	28%	1%
Men	14%	12%	11%	30%	2%
Women	13%	8%	5%	27%	1%
White	15%	10%	8%	26%	2%
African American	11%	7%	5%	34%	0%
Hispanic/ Latinx	13%	12%	6%	31%	1%
Under 45	14%	12%	10%	29%	1%
45-64	12%	9%	5%	27%	1%
65+	15%	8%	8%	29%	2%
Northeast	15%	7%	10%	25%	1%
Midwest	14%	12%	8%	27%	1%
South	15%	10%	6%	36%	2%
West	9%	10%	8%	25%	1%
Non-college	12%	10%	6%	30%	2%
College	14%	10%	9%	26%	1%

ENVIRONMENTALLY-FRIENDLY PRODUCT PURCHASING

Q8. If you discovered that one of your favorite products was less environmentally-friendly than an alternative with the same taste, would you:

	Purchase the more environmentally-friendly product	Continue to purchase the same product	It would depend on the cost	It would depend on other factors	Not sure
Total	35%	13%	29%	10%	13%
Men	33%	18% ↑	27%	11%	11%
Women	37%	8% ↓	30%	9%	15%
White	35%	11%	32%	11%	11% ↓
African American	30%	19%	16%	9%	25% ↑
Hispanic/ Latinx	48%	16%	18%	4%	13%
Under 45	37%	18% ↑	25%	7%	13%
45-64	33%	10%	31%	12%	14%
65+	33%	5% ↓	34%	14%	14%
Northeast	30%	14%	31%	14%	10%
Midwest	38%	14%	26%	8%	14%
South	30%	16%	27%	10%	17%
West	41%	8%	31%	9%	12%
Non-college	31%	14%	30%	11%	15%
College	39%	12%	27%	10%	12%

ENVIRONMENTALLY-FRIENDLY PURCHASES

Q9. Please select the statement you most agree with. I seek out environmentally-friendly products...

	In all aspects of my life	In only some aspects of my life	I rarely seek out environmentally-friendly products	I never seek out environmentally-friendly products	Not sure
Total	21%	41%	18%	9%	11%
Men	22%	38%	20%	10%	10%
Women	20%	44%	17%	7%	12%
White	19%	42%	19%	8%	12%
African American	24%	32%	18%	14%	11%
Hispanic/ Latinx	28%	43%	17%	4%	8%
Under 45	27% ↑	41%	16%	7%	9%
45-64	17%	39%	20%	12%	12%
65+	12%	45%	21%	7%	15%
Northeast	21%	39%	19%	10%	10%
Midwest	19%	38%	21%	11%	12%
South	22%	39%	18%	9%	12%
West	22%	47%	15%	5%	10%
Non-college	18%	38%	20%	10%	14%
College	24%	43%	16%	8%	9%

TYPES OF ENVIRONMENTALLY-FRIENDLY PRODUCTS PURCHASED

Q10. [ONLY IF Q9=1 or 2] In which areas of your life do you seek out environmentally-friendly products? Select all that apply.

	Food And/ Or Bevs	Cleaning Supplies	Clothing	Automobiles
Total	79%	68%	37%	35%
Men	70% ↓	61% ↓	31%	38%
Women	86% ↑	73% ↑	42%	33%
White	78%	72%	34%	40%
African American	79%	58%	45%	31%
Hispanic/ Latinx	83%	52%	46%	23%
Under 45	78%	61% ↓	43% ↑	33%
45-64	80%	77% ↑	32%	34%
65+	80%	73%	27%	47%
Northeast	77%	70%	37%	30%
Midwest	81%	63%	36%	40%
South	76%	67%	41%	32%
West	80%	71%	34%	38%
Non-college	82%	69%	36%	30%
College	76%	67%	37%	40%

TYPES OF ENVIRONMENTALLY-FRIENDLY PRODUCTS PURCHASED

Q10. [ONLY IF Q9=1 or 2] In which areas of your life do you seek out environmentally-friendly products? Select all that apply.

	Building Materials	Furniture	Other	None of these
Total	26%	20%	9%	2%
Men	30%	20%	11%	3%
Women	23%	20%	7%	1%
White	27%	17%	7%	3%
African American	24%	32%	6%	1%
Hispanic/ Latinx	25%	25%	19% ↑	1%
Under 45	23%	26% ↑	8%	3%
45-64	32%	15%	10%	1%
65+	25%	12%	9%	3%
Northeast	22%	21%	4%	4%
Midwest	32%	23%	5%	3%
South	27%	23%	10%	3%
West	24%	14%	14% ↑	0%
Non-college	26%	21%	8%	1%
College	26%	20%	9%	3%

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