

The Grocer: Ethical Trading

Research on behalf of The Grocer – January 2019

Lucia Juliano

Head of CPG & Retail Research

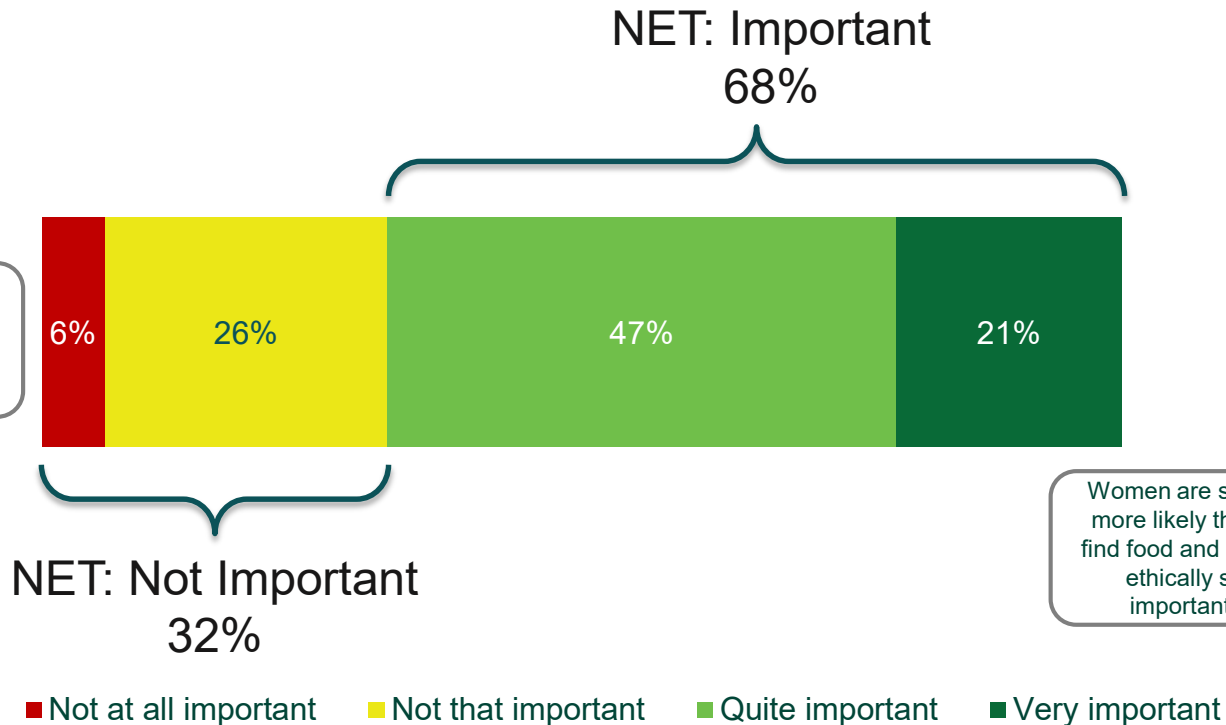
+44 (0) 161 242 1371

ljuliano@harrisinteractive.co.uk



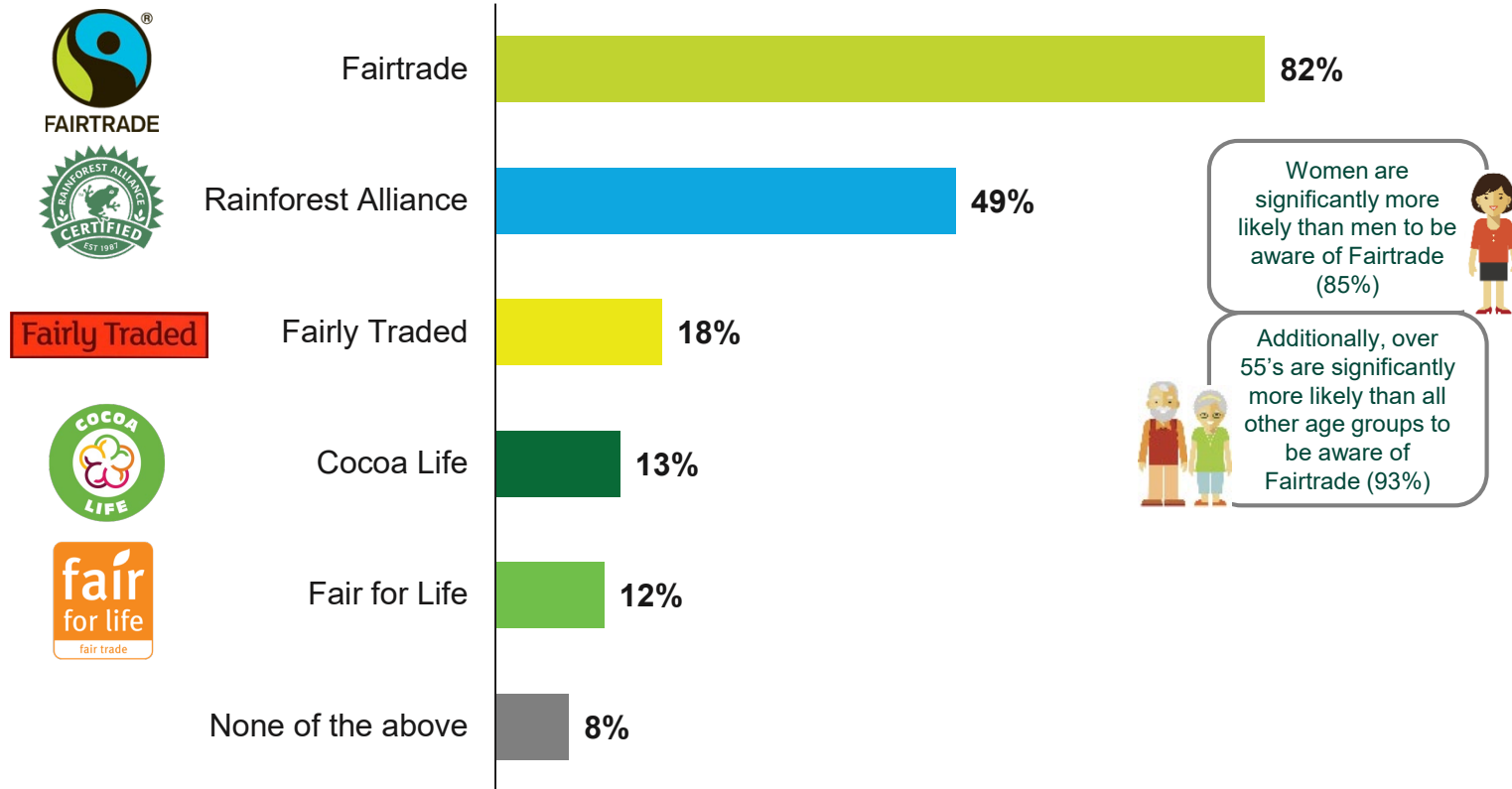
Nearly 7 in 10 respondents believe that buying food and drink that's ethically sourced is important.

When buying a food and drink product, how important is it to you that it is sourced ethically?



Over four fifths of respondents are aware of Fairtrade, making it the ethical trading scheme with the highest level of awareness.

Which of the following ethical trading schemes are you aware of, if any?



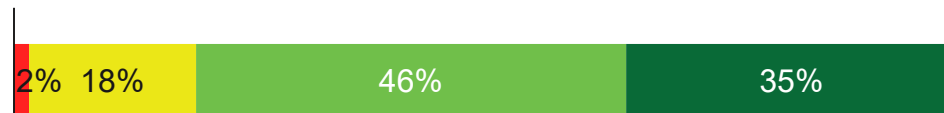
Approximately half who are aware of each scheme claim to have a basic understanding of the aims and commitments of them. Rainforest Alliance, despite having high awareness, seems to be least understood.

To what extent do you understand the aims and commitments of the following ethical trading schemes... ?

■ I have no understanding at all of the aims and commitments ■ I am unsure of the aims and commitments ■ I have a basic understanding of the aims and commitments ■ I have a good understanding of the aims and commitments

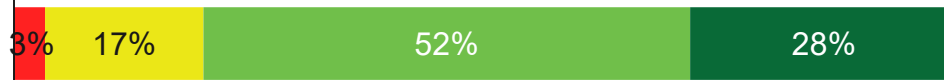


Fair for Life
(n=244)

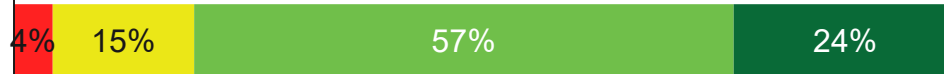


Fairly Traded

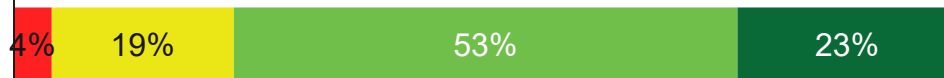
Fairly Traded
(n=374)



Fairtrade
(n=1733)



Cocoa Life
(n=279)



Rainforest Alliance
(n=1036)



Those aware of Fair for Life are significantly more likely than those aware of all other schemes to have a good understanding of the aims and commitments.

Over two fifths of people claim that they would trust ethical trading schemes set up by retailers and companies as much as they would Fairtrade. However, a similar number don't know if they would.

Certain schemes have been set up by retailers and companies as an alternative to Fairtrade. Would you tend to trust these as much as Fairtrade?

Yes
42%



I don't know
40%



No
18%



Women are significantly more likely than men to not know whether or not to trust schemes set up by retailers (42%)



Additionally, over 55's are significantly more likely than all other age groups to not know (50%)



Men are significantly more likely than women to **not trust** schemes set up by retailers (22%)



Although nearly a third of respondents believe that Fairtrade is the gold standard for ethical trading, the number of ethical trading schemes out there has led to confusion amongst consumers.

Which, if any, of the following statements do you agree with?

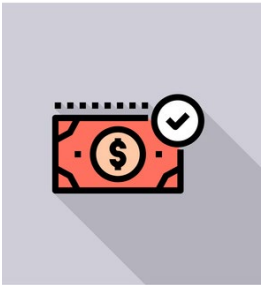


Women are significantly more likely than men to be confused by the number of ethical trading schemes (34%)



Men are significantly more likely than women to think that there are too many schemes (23%) and feel that there is enough information on the ethics of the food and drinks they buy (21%)

Key Take Outs...



- Nearly 7 in 10 consumers find it important that food and drink products are ethically sourced.
- Fairtrade is the most well-known ethical trading scheme with 82% aware of it, and one third believing it to be the gold standard scheme. However, when asked about how much of the scheme's aims and commitments they understand, nearly 2 in 5 understand Fair for Life's aims and commitments over Fairtrade where just under one quarter have a good understanding. Therefore, whilst Fairtrade is wider reaching, those who are aware of Fair for Life have a more detailed understanding.
- Over two fifths would trust ethical trading schemes set up by retailers, however a similar number are not sure.
- There is confusion created by the amount of trading schemes for a third, and a fifth believe that too many schemes are doing similar things to Fairtrade.

Appendix

Approach & Demographics



Approach and Panel

- We conducted an *online survey* with **2102 adults** aged **18+** across *England, Northern Ireland, Scotland, and Wales* between **14th January – 21st January 2019**.
- The survey took place using our sister-company *toluna.com online panel* which consists of members of the *general public* who have opted in and voluntarily agreed to participate in online research studies.
 - Through careful recruitment and management, *we are able to rapidly survey large numbers of the general population* and accurately *represent the views of the nation*.

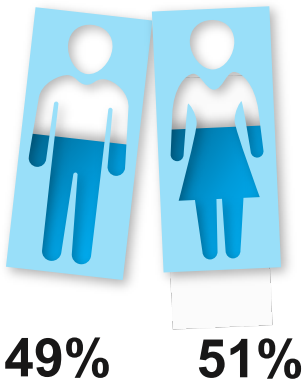


Demographics

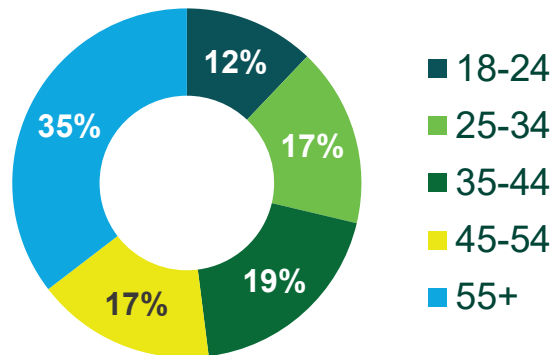
A Representative Sample

- The results of the study were weighted to best reflect the size and shape of the population of the UK
- This means that the results in this report reflect an audience that is as true as possible of the GB population with the same age, gender and regional profile. The audience profile is detailed below.

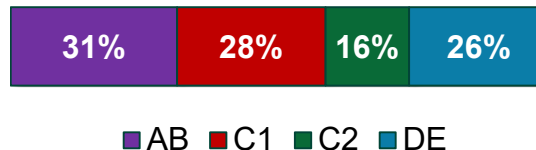
Gender



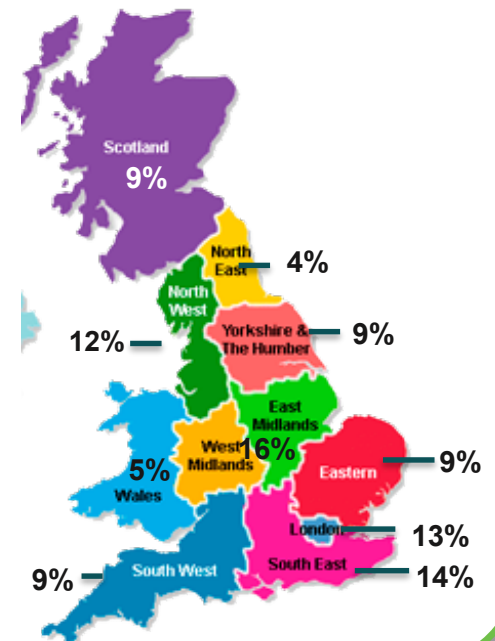
Age



Social Grade



Region



**For further information about this study,
please contact:**

***Lucia Juliano | Head of CPG & Retail Research | ljuliano@harrisinteractive.co.uk
0161 242 1371***

