

: Quality Assurance



Consumers vote for food safety

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Australian consumers have voted food safety as their top factor likely to influence which retailer they shop at, but only by a very narrow margin. The 2014 survey of nearly 16,000 shoppers put food safety just ahead of proximity, value, trading hours and even price. This followed a similar result from the 2013 survey.

However, the most recent survey also looked at shopping behaviour of rural shoppers versus their urban cousins, revealing some significant differences.

1. Country shoppers number one driver is food safety with 'good quality fresh fruits and vegetables' coming in second (ninth for the city shopper)
2. City shoppers are most interested in their retail option being close to home (tenth for country shoppers) followed by food safety

55.8% of shoppers identified high standards of food safety as their driver in selecting where to shop.

So, what does this tell us in the fresh produce industry?

- It shows how big the risk is – should a retailer or anyone else, harm or destroy their reputation as a provider of safe food.
- Consumers are unlikely to know just what 'food safety standards' are but it is a given that they exist at retail – if that expectation extends to suppliers, how many are not certified to a food safety standard?

If your business needs any assistance with implementing Food Safety controls, contact Brismark on 3915 4222.

Source: PMA A-NZ Food Safety Initiative, Food Safety/Traceability, 21 April 2015, by Richard Bennett