

GEORG-AUGUST-UNIVERSITÄT  
GÖTTINGEN



GRK 1666 GlobalFood

**„How to establish sustainable food-labeling criteria“**

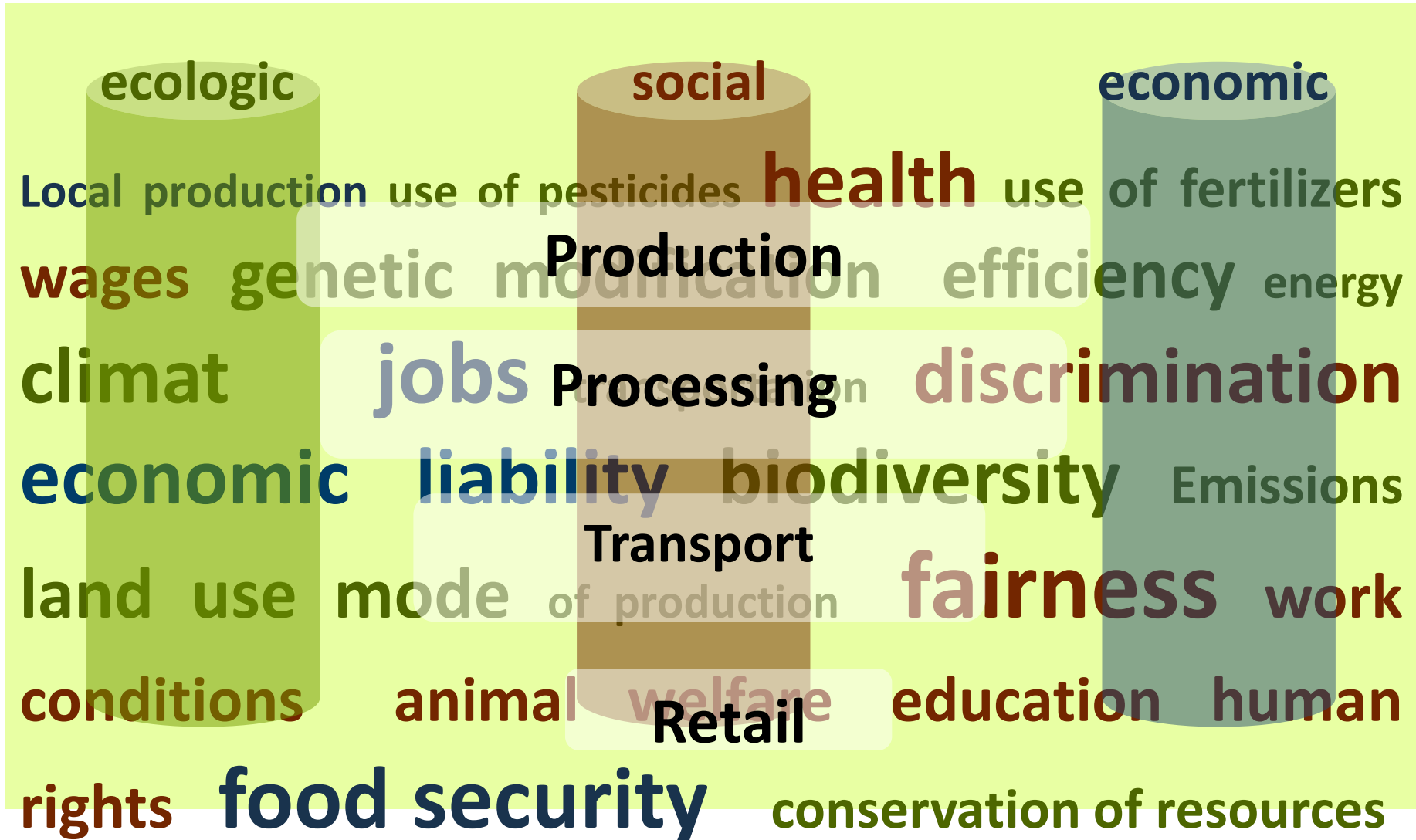
**WWF-Deutschland & FNR Konferenz:  
“Nachhaltigkeitsstandards für Agrarrohstoffe  
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## Sustainability and food labeling





## Core Questions

- **What is labeling?**
- **How to establish a label?**
- **What makes a label successful?**

**Results of a consumer survey on European eco-labels**



## What is labeling?

## Definition of labeling

- Display specific quality attributes
- Reduce information asymmetry  
→ credence good becomes search good
- Enables the consumer  
→ make an informed and conscious buying decision
- Increases the value-added
- Help to differentiate markets

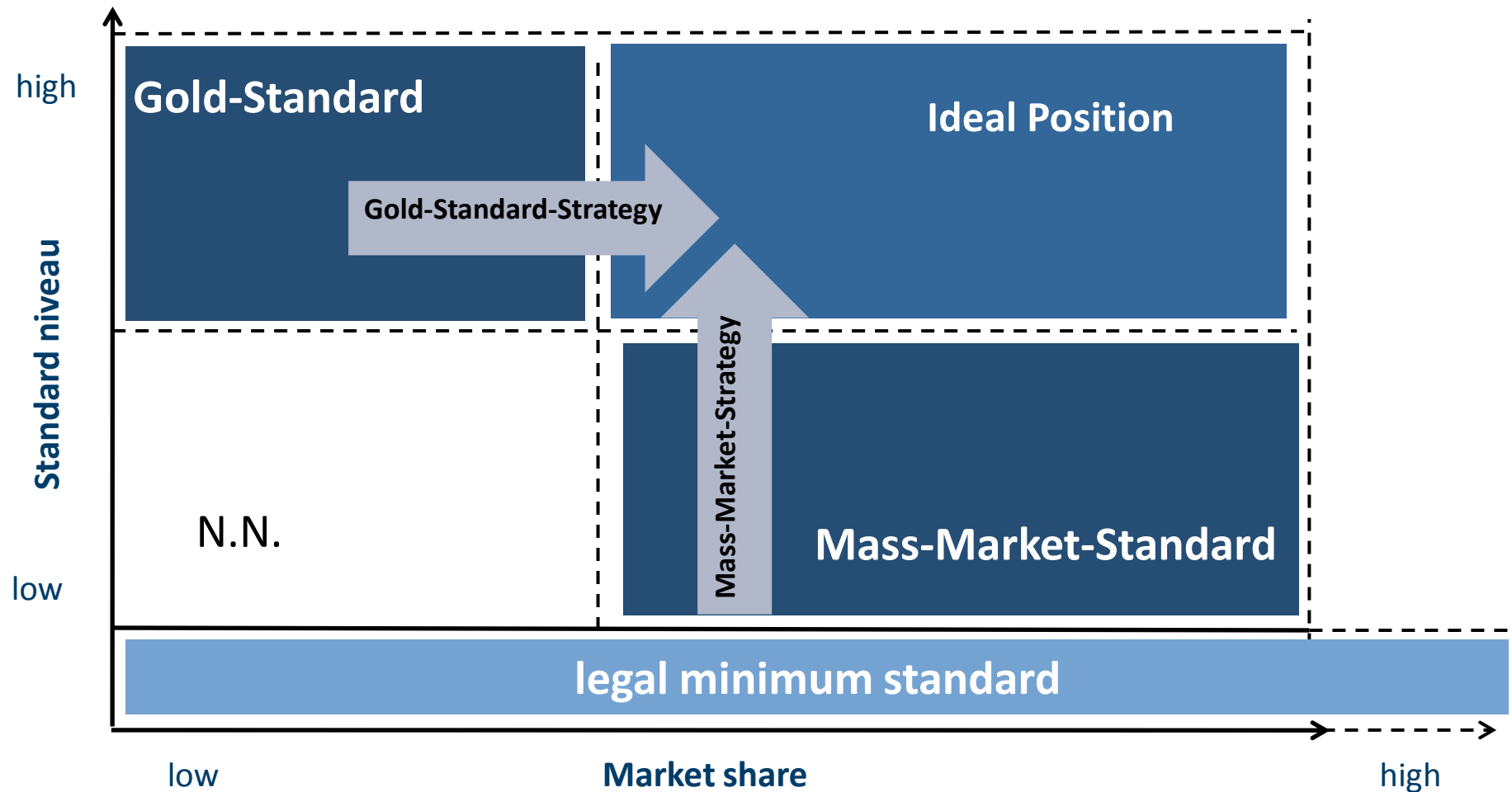


## How to establish a label?

## Basic design of a label

Design Component	Core Issue
Coverage	Which product / stage of the supply-chain? Geographical coverage
Criteria	What aspects should be taken into account?
Standard requirement / Niveau	How complex should the standards be?
Set up	public / private driven?
Liability	mandatory / voluntary
Participation	Who has a voice / how much does it count?
Certification / controle	first-party / third-party?

## Classification of Labels







**What makes a label successful?**

## Requirements for successful labels

Business	Consumer
Value adding	<p data-bbox="1203 554 1701 601"><b>Meet consumer needs</b></p> <p data-bbox="1286 679 1612 726"><b>Gain attention</b></p> <p data-bbox="1183 805 1721 852"><b>Raise of label awareness</b></p> <p data-bbox="1338 931 1562 978"><b>Gain trust</b></p> <p data-bbox="1065 1062 1893 1129"><b>Change consumer patterns</b></p>
Broad support	
Immediate satisfaction of demand	
Economically viable	
Standard setting explicitly above the legal minimum standards	
Third-Party Certification	
Multi-Stakeholder Approach	
Democracy / Consensus/ Transparency	
Professional Management & Advertisement	

**CREDIBILITY**





## Results of a consumer survey on European eco-labels

**EU Ecolabel for food and feed products – feasibility study**

(ENV.C.1 / ETU / 2010/ 0025)

in cooperation with:

OAKDENE HOLLINS Research & Consulting and

FiBL - Forschungsinstitut für biologischen Landbau

## Results of EU Consumer Survey

### Consumer Survey in Czech Republic, Spain, the United Kingdom and Germany

- assess consumer perception and reaction to eco-labels on food products
- assess the extent of any confusion potential between eco and organic labels

**Thinking about food labeling, which labels come to your mind?**

## Results to open question: German Consumers

Answers	Percent
„Öko“ / „Bio“	39.0
Demeter	11.5
Transfair / Fair Trade	6.8
Deutsches Bio-Siegel	4.1
EU organic label	2.4
Not specified	31.5



## Which of the following labels do you recognize?

### Results: German Consumers

Label	I recognize it.	I know its exact meaning .	I buy it.	I don't know it.
	50.5	11.9	21.7	39.3
	52.2	14.6	22.4	34.2
	47.8	14.6	21.7	36.6
	11.5	2.7	2.0	82.7
	12.5	1.7	2.0	81.4
	14.9	2.4	3.1	79.7

## Consumer Survey: Conclusion

- Over 60 % of the German consumers are interested in food labeling.
- Some labels are popular and easily recognized by large parts of the consumers.
- Fewer than 15 % of the consumers know the exact meanings of the labels.
- 40 % do not even recognize the labels when they are shown to them.
- There is a high level of confusing esp. in Germany concerning the terms “Öko” (eco) and “Bio” (organic)  
→ **confusion / disappointed expectations**

## Conclusion

- It should be a major concern to address labeling as comprehensive and appropriate to the consumers as possible.
- A lot of information and knowledge needs to be provided to the consumer about labels and their targets.
- Labels can only be successful when they are credible.
- Labeling initiatives must base on transparent communication and involvement of all stakeholders.
- A consistent and overall applicable method to monitor and measure labels impacts must be developed and implemented.





Vielen Dank für Ihre Aufmerksamkeit!

## Contact Information

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