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Food Marketing

Understanding and
influencing consumer
demand



UNIVERSITY OF
CANBERRA

AUSTRALIA'S CAPITAL UNIVERSITY

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A TRIUMPH OF HUMAN ENDEAVOR

A system that feeds 7 billion:
Constant demand being met
by seasonal production



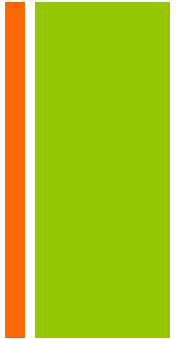
Overview

- Food System
- Marketing
- Consumer Science
- Healthy Diets
- Sustainable Diets
- Discussion





Food Security: a Grand Challenge for the 21st Century



*‘when **all people**, at **all times**,
have physical, social and economic **access**
to sufficient, safe and nutritious food
to meet their dietary **needs** and **food preferences** for
an active and healthy life’ (FAO 2008)*

and an aspirational goal....



+ Food System

Globally, food is '**plentiful**' and '**cheap**'.

However, **inequalities** in access to food and environmentally **unsustainable** system

(a victim of its own success....)





Global Food System Under Pressure: how to create 'more' from 'less'??

Increasing Demand

- Increased expectations of affluent consumers
- Global population growth



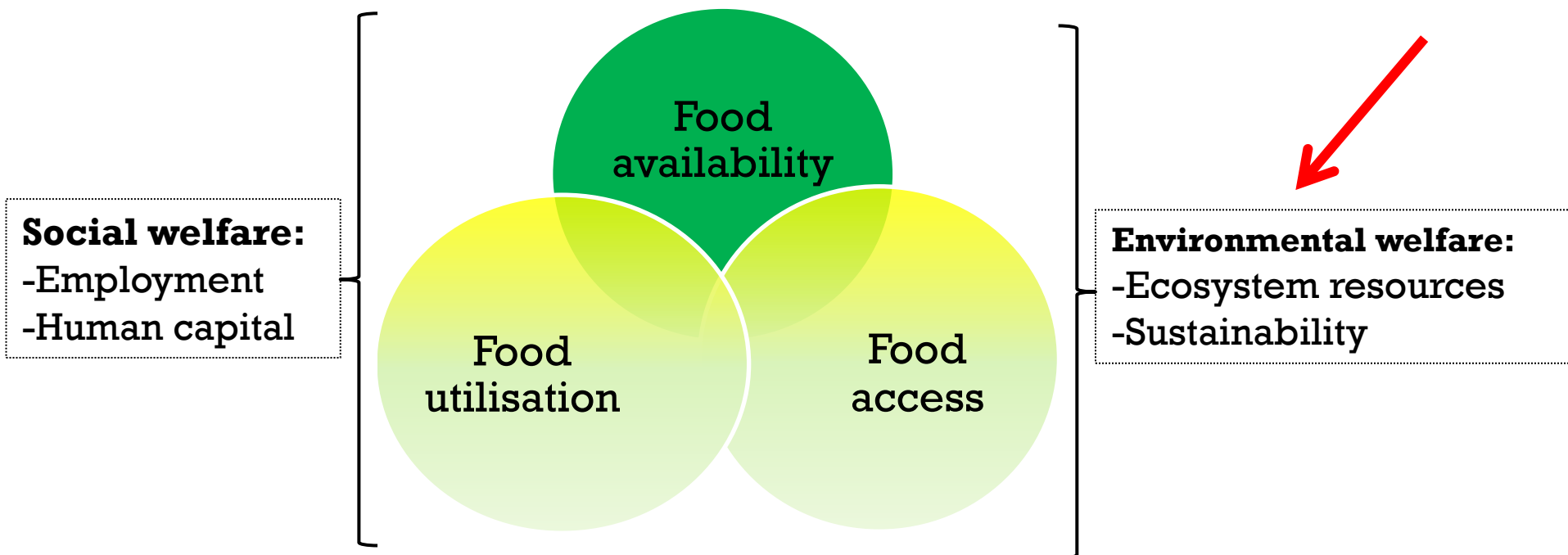
Decreasing Resources

- Decreasing availability of fresh water and arable land
- Decreasing fossil fuel and fertilizer availability
- Uncertainty associated with global climate change



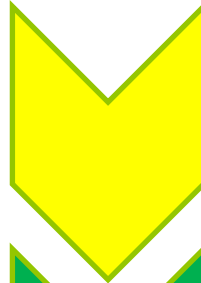


Food System





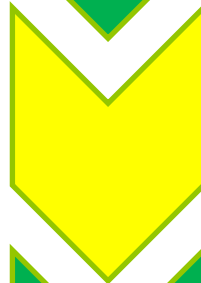
Food Supply Chain



• Producing food



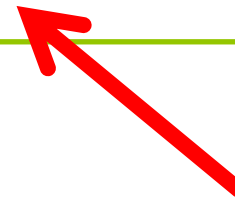
• Processing and packaging food



• Distribution and retailing food

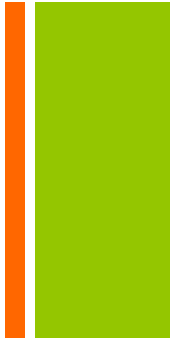


• Consuming food





Marketing

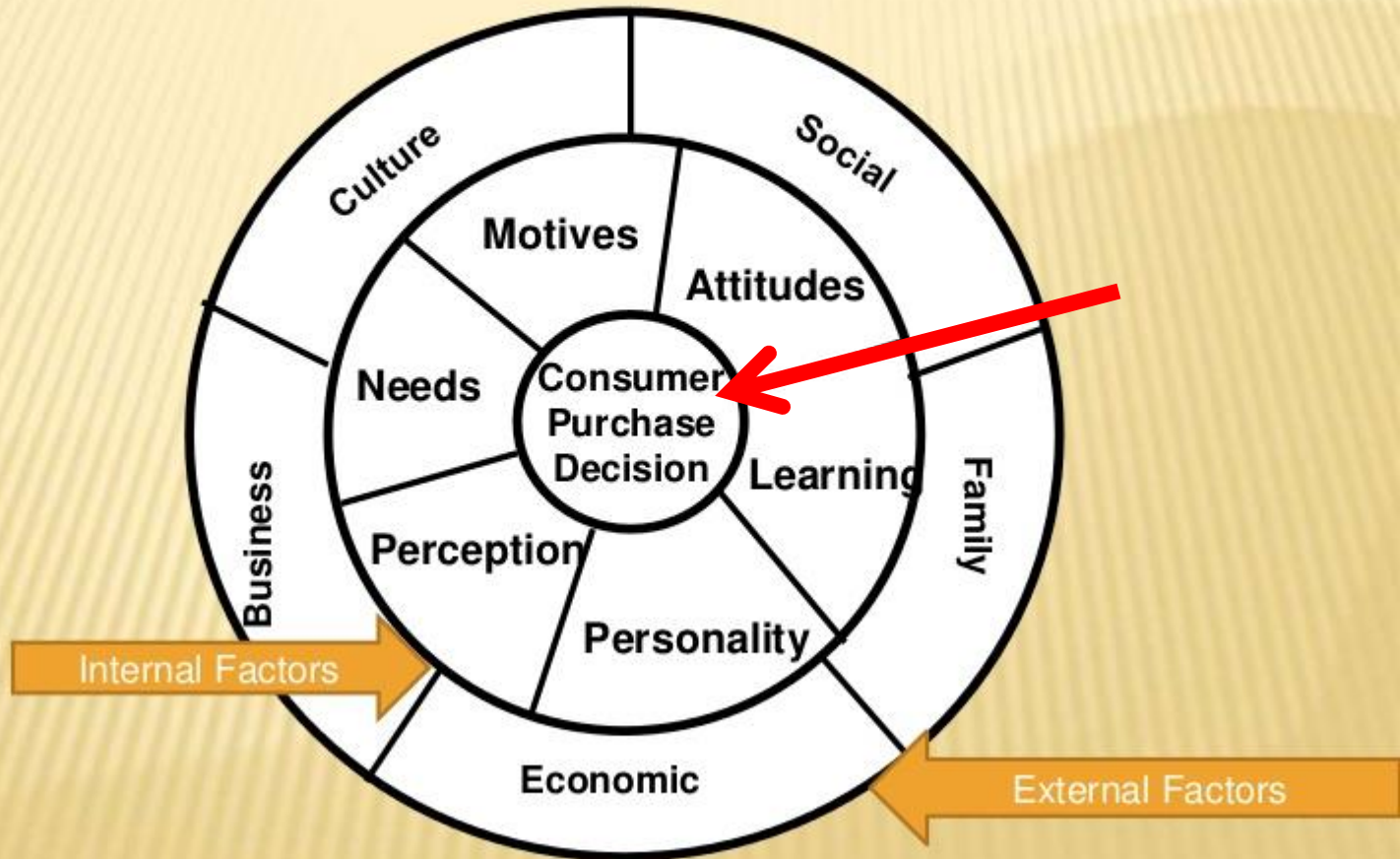




Consumer Science



SIMPLE MODEL OF CONSUMER BEHAVIOR





Global Diets

‘Fit’ A diet that meets main nutritional requirements for healthy humans. Prevalent diet in developed countries.



‘Fat’ A diet in which a surplus of energy is consumed, leading to adverse conditions such as obesity.

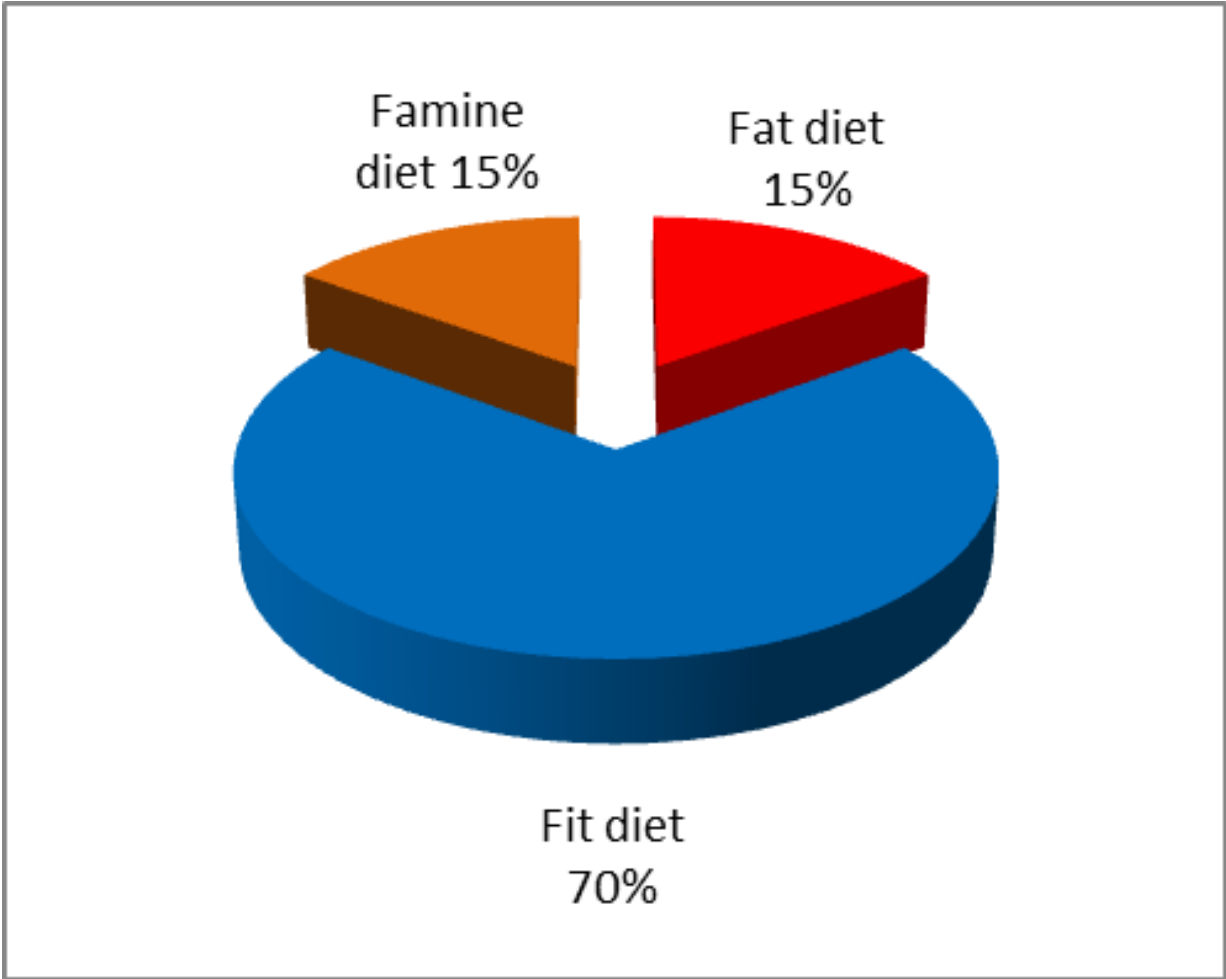


‘Famine’ A diet in which not enough food is consumed, resulting in undernourishment.



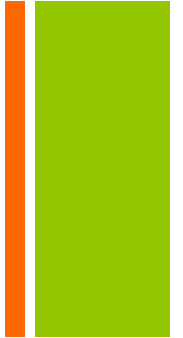


Global diets 2010





Sustainable diet definition



The UN Food and Agriculture Organisation has defined a sustainable diet as being:

*‘protective and respectful of **biodiversity** and **ecosystems**, culturally **acceptable**, **accessible**, economically fair and **affordable**;*

*nutritionally adequate, safe and **healthy**;*

*while optimising **natural** and **human resources**’*

(FAO 2010)

(an aspirational goal...)





Pathways for changes in food system

Resilience

- The ability of a system to reorganise and adapt when disturbed in such a way that retains its function and structure
 - thus avoiding 'failure' and **preserving 'status quo'**

Transition

- Involves incremental changes whilst still maintaining existing system
 - Focus on **marginal improvements**

Transformation

- Requires radical changes in political, economic and social structures and discourses
 - increasingly being seen as **essential for achieving a sustainable society**



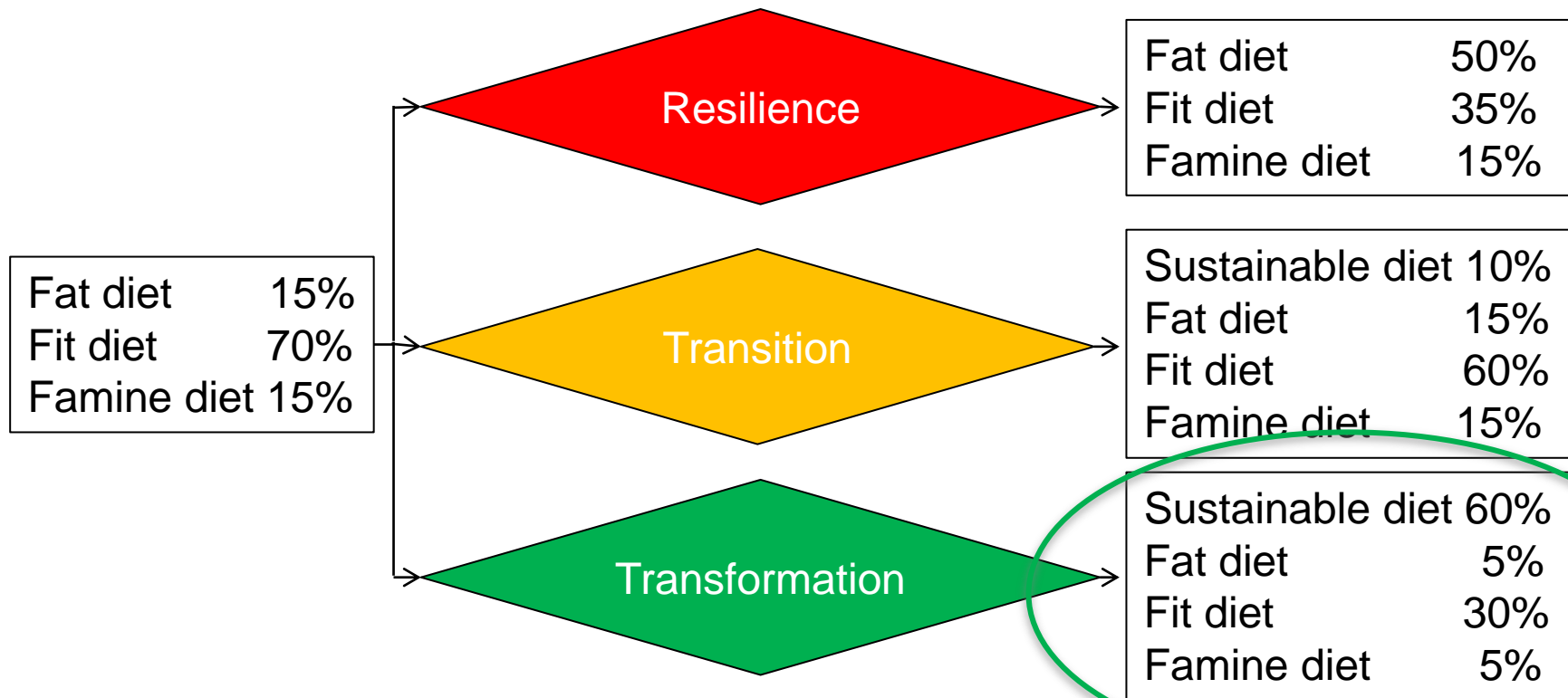
Global diets 2050



Global Diets 2010
(7 billion people)

Pathways

Global Diets 2050
(9 billion people)



(Pearson, D. In press)

+ Features of a Healthy Diet

- Be physically **active** and choose amounts of nutritious food and drinks to meet individual energy needs that maintain a **healthy weight**
- Drink plenty of **water** whilst eating a wide **variety of foods** from the five groups every day:
 - **Vegetables**, including different types and colours, and legumes/beans
 - **Fruits**
 - **Grain** (cereal) foods, mostly wholegrain and/or high cereal fibre varieties
 - Lean **meats** and poultry, fish, eggs, tofu, nuts and seeds, and legumes/beans
 - **Milk**, yoghurt, cheese and/or their alternatives
- Limit intake of **alcohol** and foods containing saturated **fat**, added **salt** and **sugars**.
- Support **breastfeeding**
- Prepare and store food **safely**

(NHMRC, 2013)





Australian Guide to Healthy Eating

Enjoy a wide variety of nutritious foods from these five food groups every day.
Drink plenty of water.

Grain (cereal) foods, mostly wholegrain and/or high cereal fibre varieties



Vegetables and legumes/beans



Lean meats and poultry, fish, eggs, tofu, nuts and seeds and legumes/beans



Milk, yoghurt, cheese and/or alternatives, mostly reduced fat



Fruit



Use small amounts



Only sometimes and in small amounts





Sustainable Diet

- There is presently a lack of knowledge regarding what constitutes a **sustainable diet** (and consumers likely acceptance of it).
- Consequently, decision makers are currently **unable** to develop policies to alter unsustainable dietary habits.



+ Features of a Sustainable Diet

■ Food product:

- adjusting consumption of **meat** to recommended dietary amount
- adjusting consumption of **dairy** products to recommended dietary amount
- adjusting consumption of **junk** food to amount for optimal enjoyment
- hydrating from tap **water** rather than purchasing it in a bottle

■ Source of food product:

- minimising consumption of **out-of-season** products, particularly fresh fruits and vegetables
- minimising consumption of **fish** from non-sustainable sources
- increasing consumption of food from **environmentally enhanced** sources, such as certified organic
- reducing purchases of foods with **packaging** which is above that required for product protection
- reducing food transport by selecting more **local options**
- favouring less **processed** foods

■ Behaviours around food provisioning:

- reducing food **waste**, and recycling unavoidable waste
- reducing **energy use** in food purchases, storage and cooking



REDUCING MEAT CONSUMPTION

“Scientists agree... no more than 100 grams... of meat per day... substantial reductions in consumption in developed countries and constrained growth in demand in developing ones”

(UNEP 2012 Global Environmental Alert Service, Oct)



REDUCING DAIRY

“Livestock’s contribution to environmental problems is on a massive scale”

(FAO 2006 Livestocks Long Shadowxxi)



REDUCING FOOD WASTE

“...we humans waste about 40 per cent of our food on its journey from the farm to our fork.”

(Dr Karl Kruszelnicki, Foodwise)



REDUCING JUNK FOOD

“eating junk food... it's fun at the time,
but ultimately not the best choice.

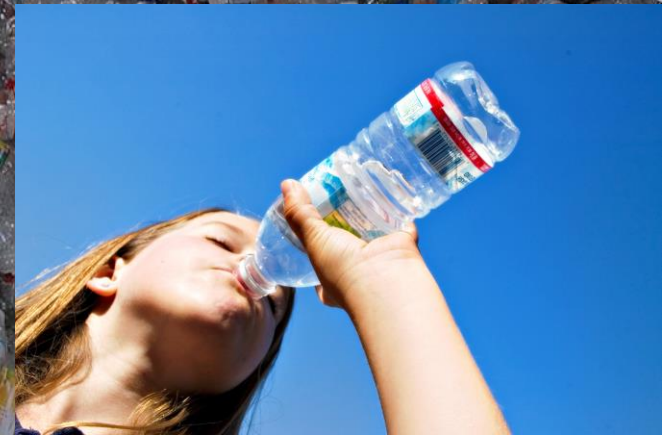
(Dita Von Teese, Actor)



REDUCING BOTTLED WATER

“...1 billion people lack access to safe drinking water while other people spend billions on a bottled product that... harms the environment and costs up to 2,000 times the price of tap water.”

(Annie Leonard, creator of The Story of Bottled Water)



REDUCING ENERGY: IN PURCHASES, STORAGE AND COOKING



“... studies indicate that 30 – 40 percent of the energy used in the food chain is by household cooking, storage, and transportation.”

(Lusk et al 2011 Economics of Food Consumption and Policy)

REDUCING FOOD MILES

“Cheap fossil fuel energy makes intensive agriculture and long-distance transportation economically viable...
Prices in shops do not reflect
the full cradle-to-grave environmental and social costs.”

(Angela Paxton, author of the Food Miles Report)



REDUCING PACKAGING

“over 4.2 million tonnes packaging in Australia every year...
could be dramatically reduced by consumers making smarter choices.”
(Nola James, Australian Food and Grocery Council)



REDUCING UNSUSTAINABLE FISH

“If you want to maintain a sustainable supply of fish you have to farm the fish, rather than mine them”

(Maurice Strong - Lead author of world's first 'state of the environment report in 1972)



Marine Stewardship Council

Certified sustainable seafood

INCREASING SUSTAINABLE FOOD

“Every major food company now has an organic division. There's more capital going into organic agriculture than ever before.”
(Michael Pollan author of Omnivors Dilemma)



AUSTRALIAN
CERTIFIED
ORGANIC



INCREASING BEAN AND LEGUME

“a shift towards less animal based
and more plant-based diets, rich in legumes,
would be beneficial from an environmental perspective”
(Elinor Hallström, The Role of Legumes For Sustainable Eating)



+

INCREASING FRESH FRUIT AND VEGETABLE (WHILE REDUCING OUT-OF-SEASON)



“Reducing meat and increasing vegetable consumption has a host of positive benefits for our health and can ease our footprint on the environment”
(Dr. Robert Lawrence, Director of the Johns Hopkins Center for a Livable Future)

A row of glass jars filled with various grains and seeds on a wooden surface. The jars are arranged in a line, with some containing red lentils, yellow lentils, and other grains. The background is a warm, orange-toned wall.

INCREASING UNPROCESSED FOODS

“Get people back into the kitchen...
combat the trend toward processed food and fast food.
(Andrew Weil – Founder of Integrative Medicine)

INCREASING ENJOYMENT OF FOOD



"I was certain that...
if you eat together as often as possible,
and demonstrate your own enjoyment of flavour and conviviality,
that a child will eat well forever"
(Stephanie Alexander - food author and creator of School Kitchen Garden program)





Current research project

‘Shrinking the food-print by creating consumer demand for sustainable and healthy eating’

ARC Discovery Project 2013-15 \$310,000

Chief Investigators: David Pearson (University of Canberra), Sharon Friel (Australian National University), Mark Lawrence (Deakin University)

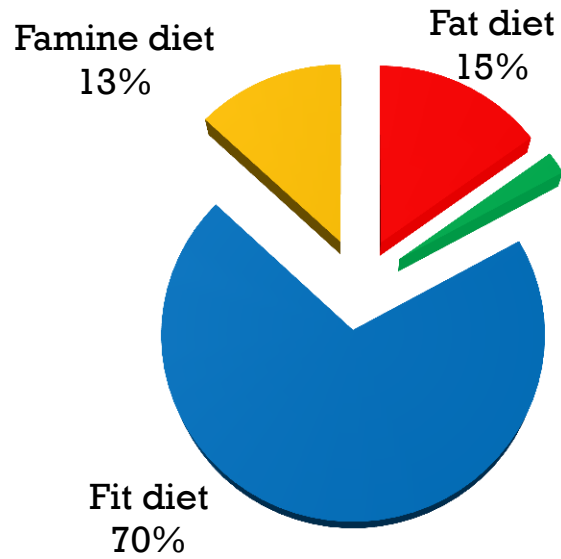
- Gain understanding of **consumptive drivers** that shape food demand in Australia
- Contribute to an **emerging global discussion** on potential impact to food systems of changes in consumer choices
- Provide options and encouraging citizens to make **considered choices**



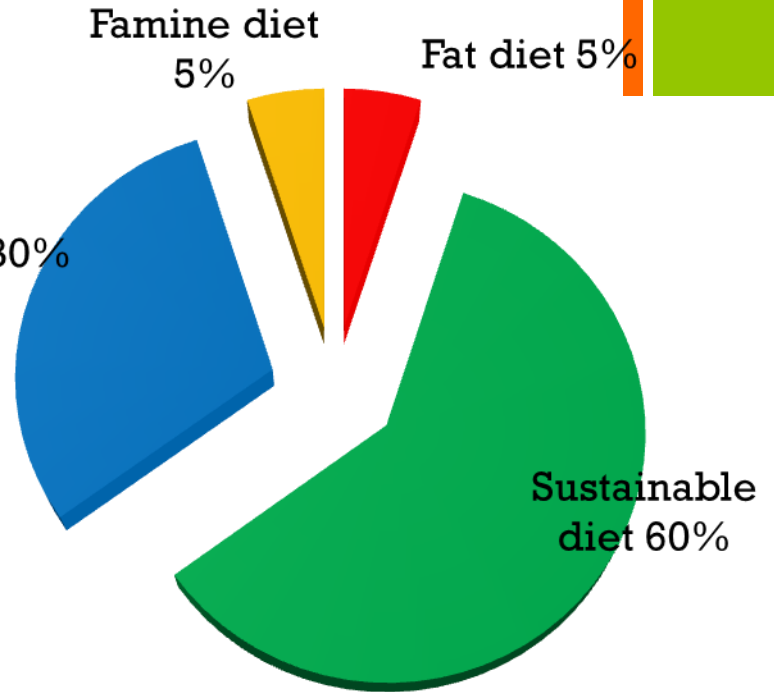
Australian Government

Australian Research Council

+ The challenge...



Sustainable diet 2%



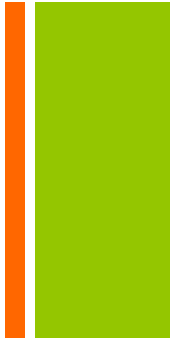
Year 2050



Global diets: Now



Conclusions for a Healthy and Sustainable Diet



- Policy should be oriented in such a way that encourages people to consume **less**, consume **smarter** and **minimize** waste.
- Optimal impact will be achieved when policy is targeted in **high impact areas** where consumers are **willing to change** - eg. minimizing consumption of 'junk' food, and reducing food waste

Questions and comments...



Future research
opportunities and collaborations....

**FOOD MATTERS
RESEARCH PROGRAM**

WWW.CANBERRA.EDU.AU/RESEARCH/FOOD



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+ References

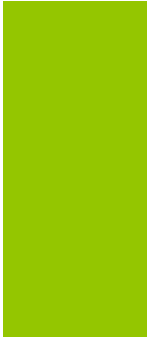
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Acknowledgements

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