

United States

Consumer understanding of sustainability and its importance in their lives continues to grow.

69%

of consumers think sustainability is very/extremely important



51%

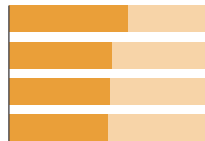
of consumers associate Fresh Produce Industry with sustainability



Top Considerations When...

Thinking About Sustainability:

1. Water Conservation
2. Energy Efficiency
3. Recyclable Packaging
4. Zero Waste



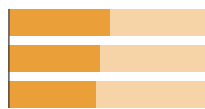
Purchasing Produce:

1. Quality
2. Price
3. Nutritional Value



Purchasing Packaged Produce:

1. Quality and Freshness
2. Value for Price
3. Safe to Eat



Deciding Not to Purchase Packaged Produce:

1. Prefer to select individual produce items
2. Costs



Top Environmental concerns when purchasing packaged produce



1. Air Pollution
2. Waste Production
3. Deforestation
4. Climate Change

Most appealing produce packaging materials

1. Fully Recyclable
2. Biodegradable Plastic
3. Recycled Plastic

Most popular packaging disposal methods

1. Recycling bin
2. Regular trash

Recognizing the power consumers have in driving sustainability issues it is important that the produce and floral industries' efforts and communications are aligned with their demands, so The International Fresh Produce Association fielded research to 2500 consumers in the US, UK, Germany, China and Brazil to better understand their attitudes about sustainability and their preferences for purchasing sustainably packaged produce. Look for the complete study, Consumer Sentiment: Sustainability, on www.freshproduce.com

United Kingdom

Consumer understanding of sustainability and its importance in their lives continues to grow.

66%

of consumers think sustainability is very/extremely important



59%

of consumers associate Fresh Produce Industry with sustainability



Top Considerations When...

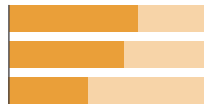
Thinking About Sustainability:

1. Energy Efficiency
2. Recyclable Packaging
3. Zero Waste



Purchasing Produce:

1. Quality
2. Price
3. Nutritional Value



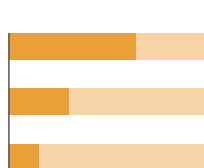
Purchasing Packaged Produce:

1. Quality and Freshness
2. Value for Price
3. Safe to Eat



Deciding Not to Purchase Packaged Produce:

1. Prefer to select individual produce items
2. Concerned about environment
3. Cost



Top Environmental concerns when purchasing packaged produce



1. Air Pollution
2. Deforestation
3. Waste Production
4. Marine Litter

Most appealing produce packaging materials

1. Fully Recyclable
2. Paper-based
3. Compostable Raw

Most popular packaging disposal methods

1. Recycling bin
2. Regular trash

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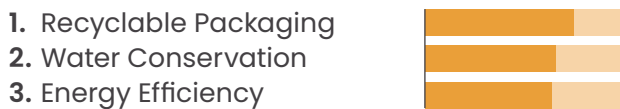
Germany

Consumer understanding of sustainability and its importance in their lives continues to grow.



Top Considerations When...

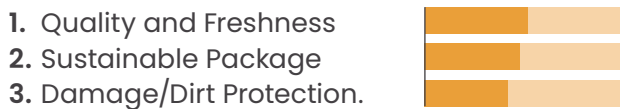
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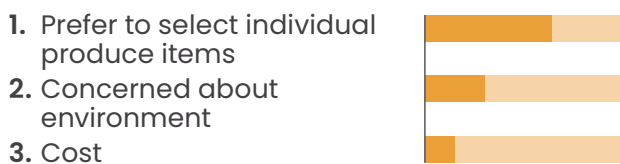
Purchasing Produce:



Purchasing Packaged Produce:



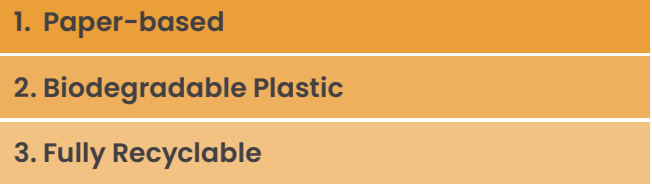
Deciding Not to Purchase Packaged Produce:



Top Environmental concerns when purchasing packaged produce




Most appealing produce packaging materials



Most popular packaging disposal methods



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China

Consumer understanding of sustainability and its importance in their lives continues to grow.

86%

of consumers think sustainability is very/ extremely important



57%

of consumers associate Fresh Produce Industry with sustainability



Top Considerations When...

Thinking About Sustainability:

- | | |
|-----------------------------|--|
| 1. Recyclable Packaging | <div style="width: 40%; background-color: #f4a460; border: 1px solid #ccc;"></div> |
| 2. Organic Products | <div style="width: 35%; background-color: #f4a460; border: 1px solid #ccc;"></div> |
| 3. Regenerative Agriculture | <div style="width: 30%; background-color: #f4a460; border: 1px solid #ccc;"></div> |
| 4. Water Conservation | <div style="width: 25%; background-color: #f4a460; border: 1px solid #ccc;"></div> |

Purchasing Produce:

- | | |
|-------------------------|--|
| 1. Nutritional Value | <div style="width: 40%; background-color: #f4a460; border: 1px solid #ccc;"></div> |
| 2. Environmental Impact | <div style="width: 35%; background-color: #f4a460; border: 1px solid #ccc;"></div> |
| 3. Price | <div style="width: 30%; background-color: #f4a460; border: 1px solid #ccc;"></div> |
| 4. Recyclable Packaging | <div style="width: 25%; background-color: #f4a460; border: 1px solid #ccc;"></div> |
| 5. Brand | <div style="width: 20%; background-color: #f4a460; border: 1px solid #ccc;"></div> |

Purchasing Packaged Produce:

- | | |
|------------------------------|--|
| 1. Quality and Freshness | <div style="width: 40%; background-color: #f4a460; border: 1px solid #ccc;"></div> |
| 2. Safe to Eat | <div style="width: 35%; background-color: #f4a460; border: 1px solid #ccc;"></div> |
| 3. Label Helpful Information | <div style="width: 30%; background-color: #f4a460; border: 1px solid #ccc;"></div> |

Deciding Not to Purchase Packaged Produce:

- | | |
|--|--|
| 1. Prefer to select individual produce items | <div style="width: 40%; background-color: #f4a460; border: 1px solid #ccc;"></div> |
| 2. Concerned about environment | <div style="width: 35%; background-color: #f4a460; border: 1px solid #ccc;"></div> |
| 3. Cost | <div style="width: 20%; background-color: #f4a460; border: 1px solid #ccc;"></div> |

Top Environmental concerns when purchasing packaged produce



1. Deforestation
2. Marine Litter
3. Waste Production
4. Resource Depletion
5. Air Pollution

Most appealing produce packaging materials

1. Fully Recyclable
2. Recycled Plastic
3. Biodegradable Plastic

Most popular packaging disposal methods

1. Recycling bin
2. Regular trash

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Brazil

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94%

of consumers think sustainability is very/ extremely important



68%

of consumers associate Fresh Produce Industry with sustainability



Top Considerations When...

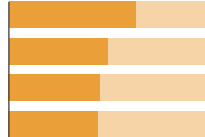
Thinking About Sustainability:

1. Water Conservation
2. Recyclable Packaging
3. Zero Waste



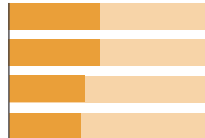
Purchasing Produce:

1. Quality
2. Price
3. Environmental Impact
4. Nutritional Value



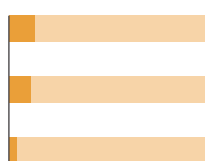
Purchasing Packaged Produce:

1. Sustainable Package
2. Quality and Freshness
3. Safe to Eat
4. Value for Price



Deciding Not to Purchase Packaged Produce:

1. Prefer to select individual produce items
2. Concerned about environment
3. Cost



Top Environmental concerns when purchasing packaged produce



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3. Resource Depletion Waste Production

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