



euroconsumers

Inflation & the economics of the green and digital transition in the agri-food supply chain

FARM TO FORK FORUM – EUCAP NETWORK

The consumers perspective

LUISA CRISIGIOVANNI, BRUXELLES, 16/11/2023

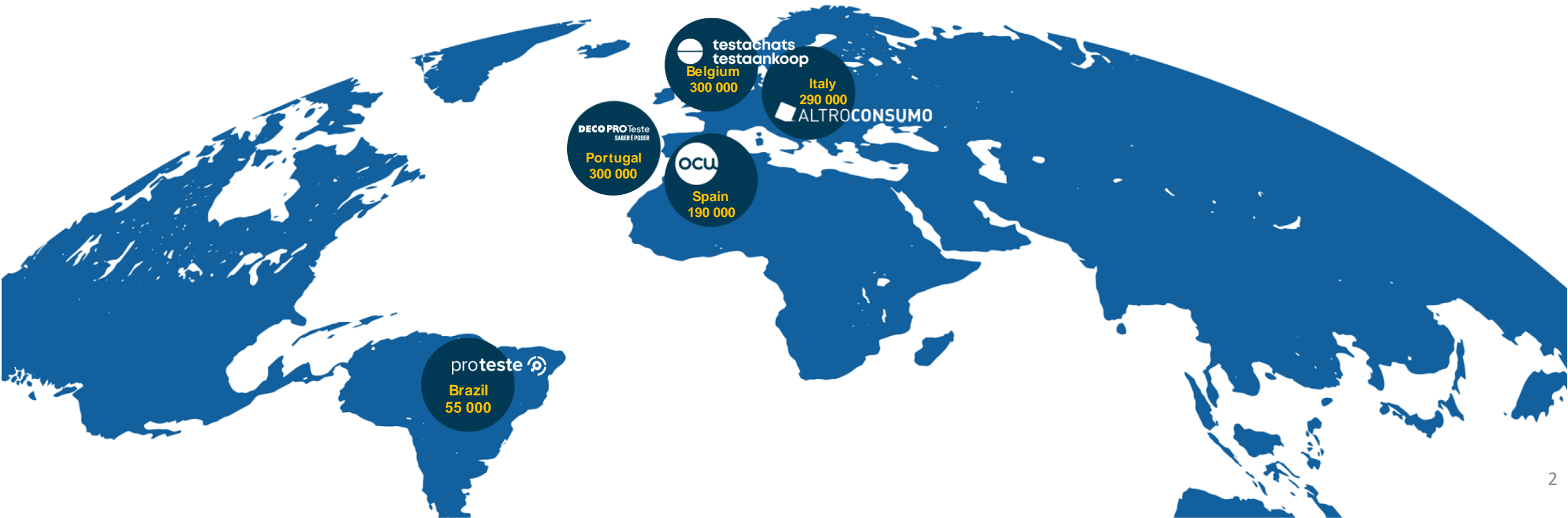
ABOUT US

Our organisations work to ensure that markets are fair, consumers are safe, and benefit from honest relations with businesses and authorities.

1 135 000 members in Europe (Belgium, Italy, Portugal, and Spain) and **Latin America** (Brazil).

Our European member organisations are part of the umbrella network of **BEUC**, the European Consumer Organisation.

Together we advocate for EU policies that benefit consumers in their daily lives. Four of our associated organisations **Test Achats/Test Aankoop, Altroconsumo, OCU and Deco** are also **members of the BEUC Executive**.

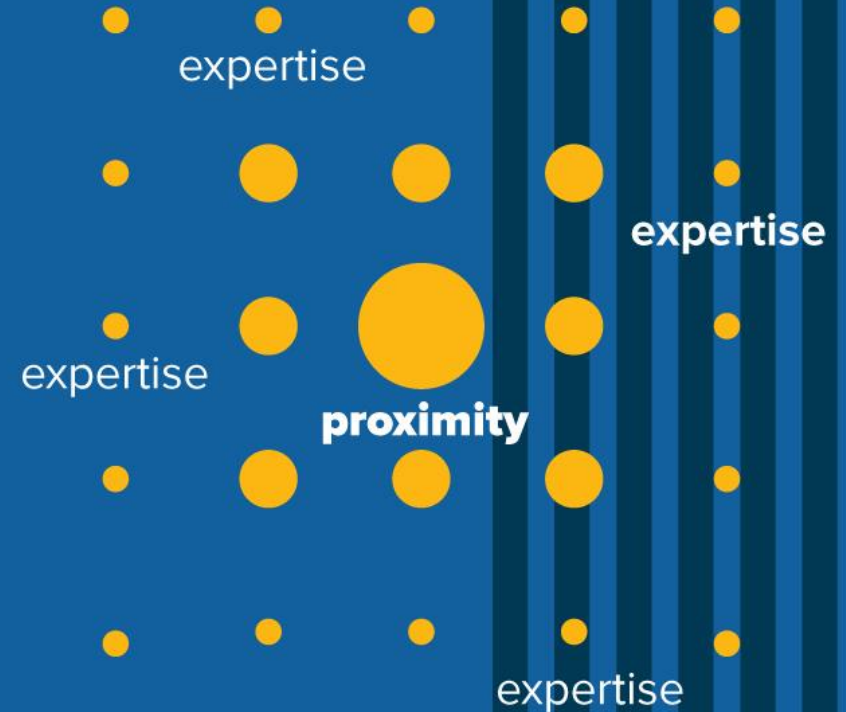


OUR MISSION

To promote and defend consumer interests, solve their problems, and help and inform them about their fundamental rights:

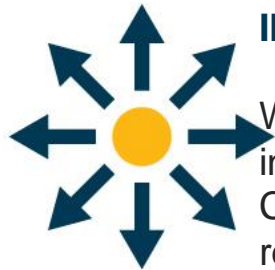
- the right to **buy**
- the right to be **informed**
- the right to **education** and **justice**
- the right to **healthcare** and **sustainable environment**

independence



OUR VALUES

WHAT WE DO



INSTITUTIONAL REPRESENTATION

We represent consumers in various instances such as the European Commission, national parliaments, regulators, committees, councils, hearings, and public consultations.



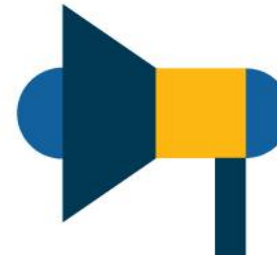
CONSUMER ASSISTANCE

We help consumers in their individual consumption issues by advising them and intervening on their behalf.



COMPARATIVE TESTS, SURVEYS AND STUDIES

We disseminate the results of comparative tests, surveys, and studies, objectively demonstrating the quality of products and services offered to consumers.

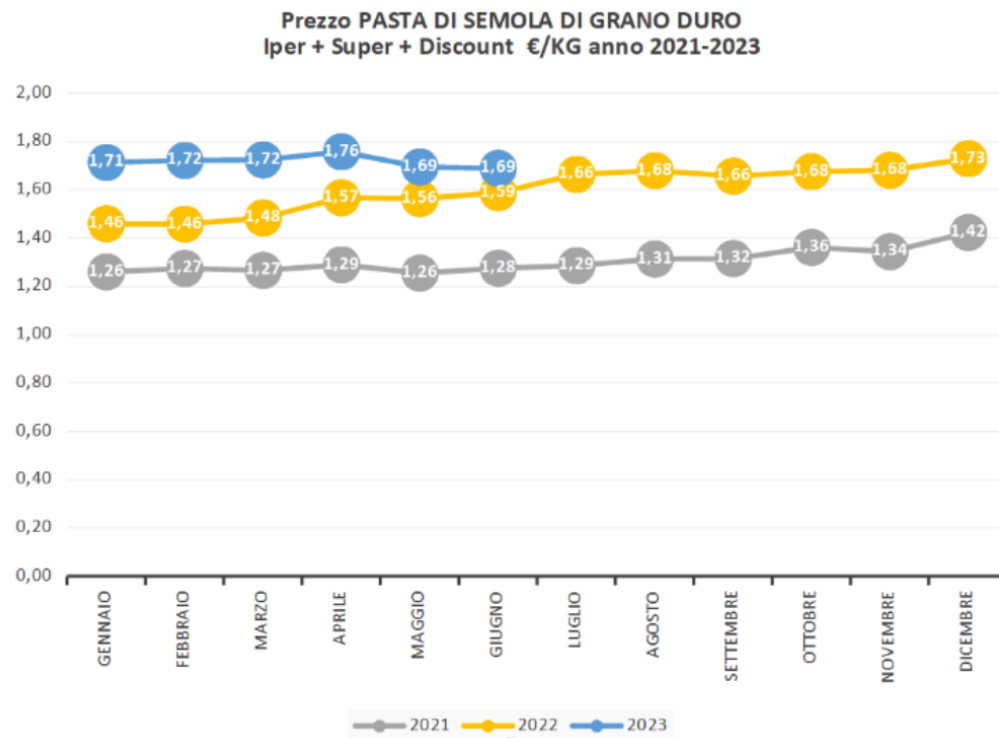


CONSUMER SERVICE

We help consumers in their daily lives with services allowing them to make smart choices.

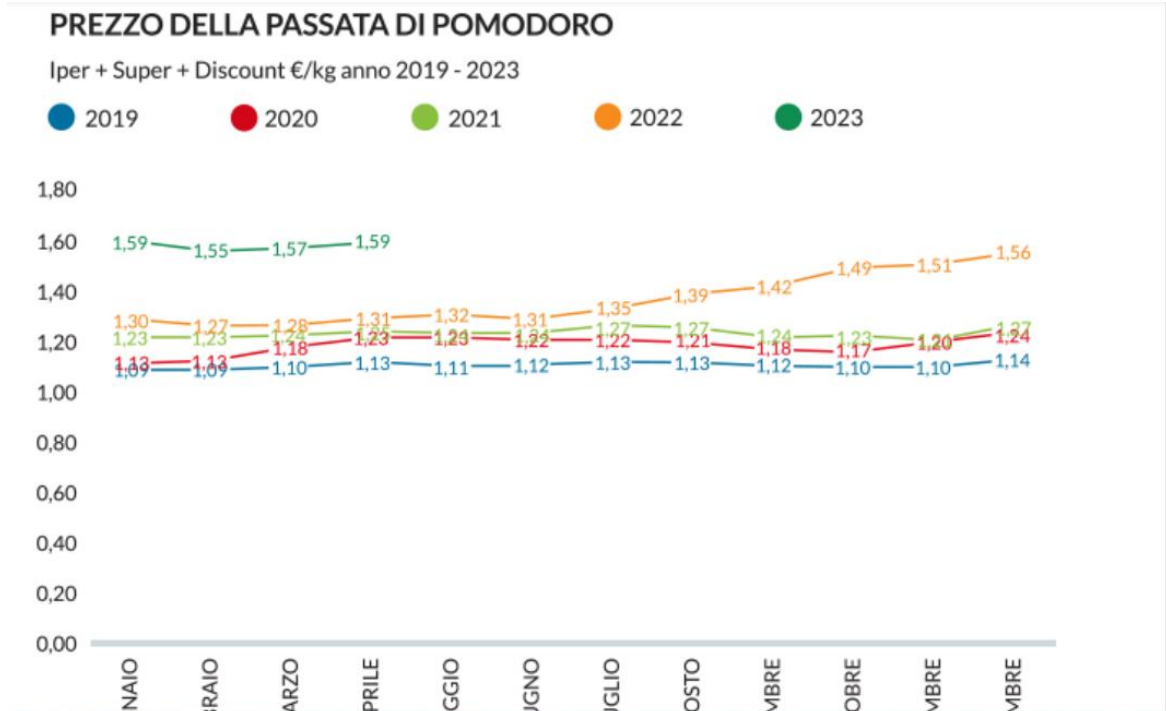


What we observed

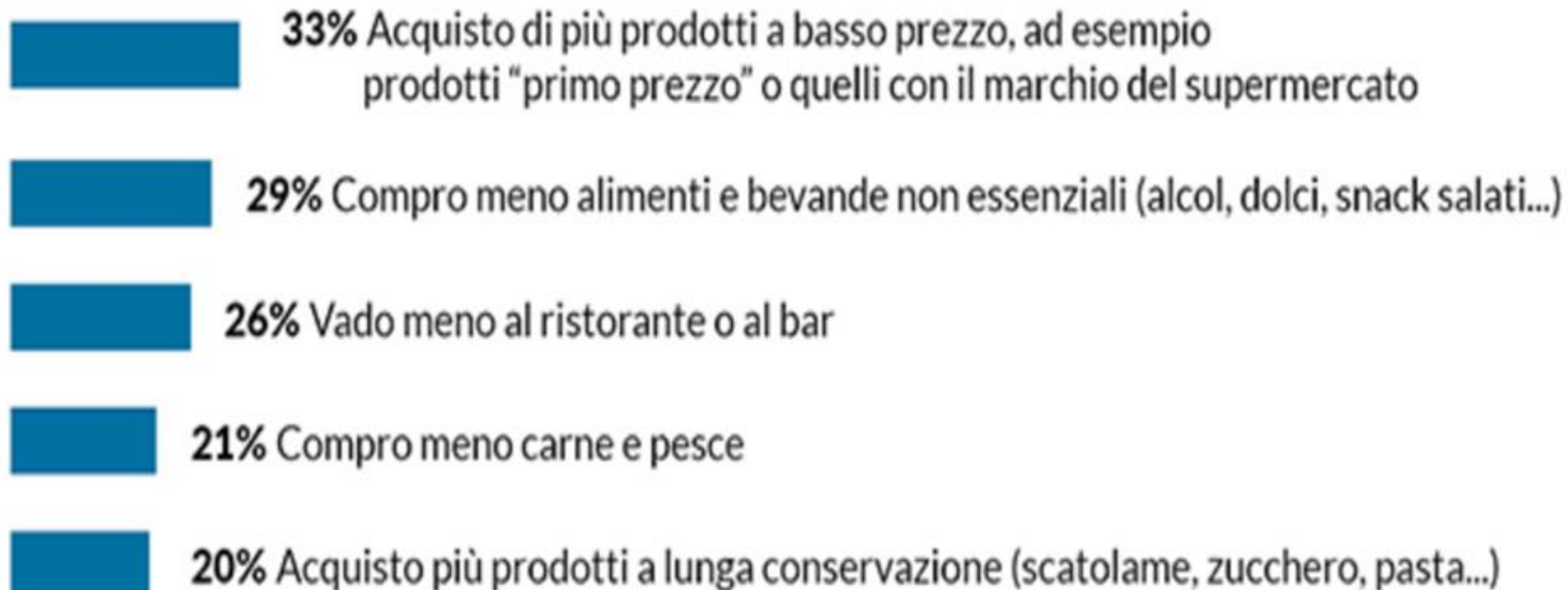


PASTA
+ 32% PRICE
INCREASE
SINCE 2021

TOMATO SOUP + 22% PRICE INCREASE SINCE 2022



Come sono cambiati i tuoi consumi alimentari?



CONSUMERS CLAIMS

A recent Euroconsumers survey revealed that **four in five consumers believe companies are taking advantage of the “cost of living” crisis for profit.**

Our members have found that **products size are “shrinking”** and prices are rising.

At the same time half of **consumers surveyed don’t trust authorities** to control unjustified price increases.

RELATIVAMENTE A QUALI PRODOTTI HAI VISTO IL SIMBOLO DEL “TRIMESTRE ANTI-INFLAZIONE”

(possibile fornire più di una risposta)

403 Prodotti a marchio commerciale (marchio della catena di supermercati)

147 Prodotti di marca

75 Prodotti freschi

7 Altro

59 Non so/non ricordo

Bollino

Il Ministero ha predisposto un bollino digitale contenente un logo che riprende i colori della bandiera italiana e riporta la scritta “trimestre anti-inflazione”.



**TRIMESTRE
ANTI-INFLAZIONE**

ROUND 1. How are agri-food market actors and consumers coping with the green and digital transition in the context of inflation and increased costs?
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How consumers are coping with the green and digital transition in the context of inflation and increased costs?

- Choose non-branded products, without sacrificing quality
- For maximum savings go to the discount store
- Choose the point of sale carefully
- Take advantage of promotions
- Make a shopping list
- Go shopping on a full stomach
- Know the supermarket's marketing strategies
- Read the expiry dates and storage method on the label
- Evaluate the price per kilo or per liter
- Choose seasonal products

ROUND 2. What are the medium- to long-term implications of the green and digital transition for consumers on costs and food prices?

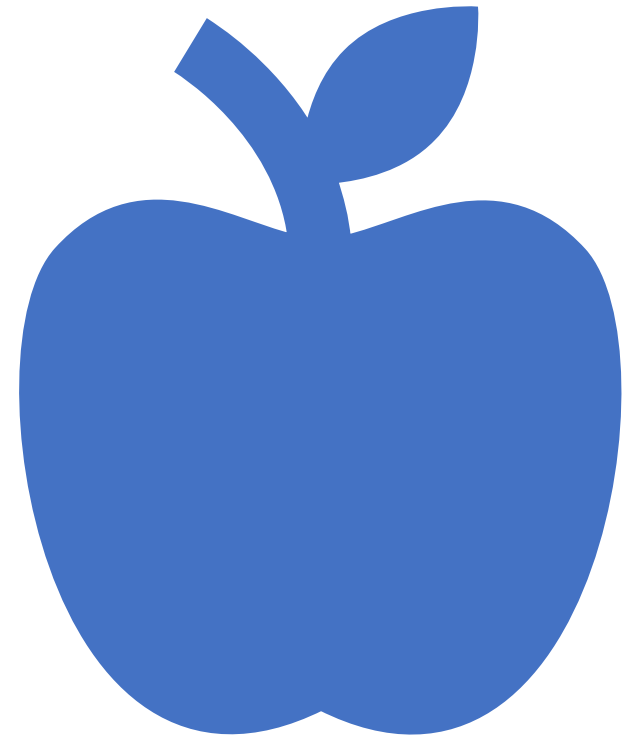
- To partner up with fair and responsible stakeholders that are equally convinced **that strong cooperation is essential** to advance towards a more sustainable future
- We will encourage law makers to pursue initiatives that secure a **fair distribution of costs and promote green, convenient and affordable choices** for consumers
- Ask for the **development of more sustainable products and facilitate access** to these greener alternatives
- **Denounce fake green claims and other unfair greenwashing activities and claim transparency**
- we all, as consumers, can also play a crucial role. Reducing food waste and **adopting sustainable diets positively impact health, climate, and food security**. Many consumers are willing to make these changes, like consuming less meat and more fruits, vegetables

100% riciclato oppure 100% riciclabile.



Food choices (hidden) costs challenge health and environment, therefore

- It's essential the transformation of food system costs are distributed fairly
- Consumers cannot bear alone the burden of supply chain and unhealthy diets
- Strengthening price signal is essential and need to reward sustainable regional and national food chains
- We need fair competition and not misleading unsubstantiated claims
- Sustainable food choices should be the default choices & most promoted ones to fight food waste and climate change



**MUCHAS GRACIAS | GRAZIE
MERCÌ | BEDANKT | OBRIGADO**



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