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

FARM TO FORK FORUM – EUCAP NETWORK
The consumers perspective

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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**
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?

33% Acquisto di più prodotti a basso prezzo, ad esempio prodotti “primo prezzo” o quelli con il marchio del supermercato

29% Compro meno alimenti e bevande non essenziali (alcol, dolci, snack salati...)

26% Vado meno al ristorante o al bar

21% Compro meno carne e pesce

20% Acquisto più prodotti a lunga conservazione (scatolame, zucchero, pasta...
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.
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? 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.
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
MERCI | BEDANKT | OBRIGADO