

Food Certification Schemes

Monday, July 27, 2015

105

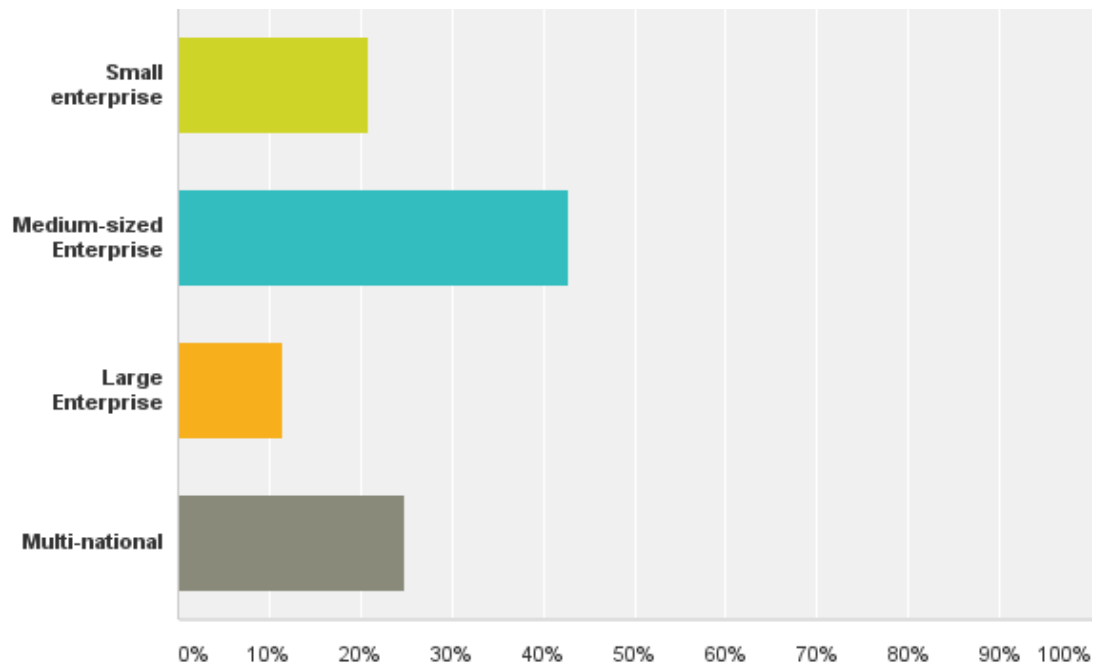
Total Responses

Date Created: Tuesday, July 14, 2015

Complete Responses: 55

Q1: How would you describe the size of your business?

Answered: 105 Skipped: 0



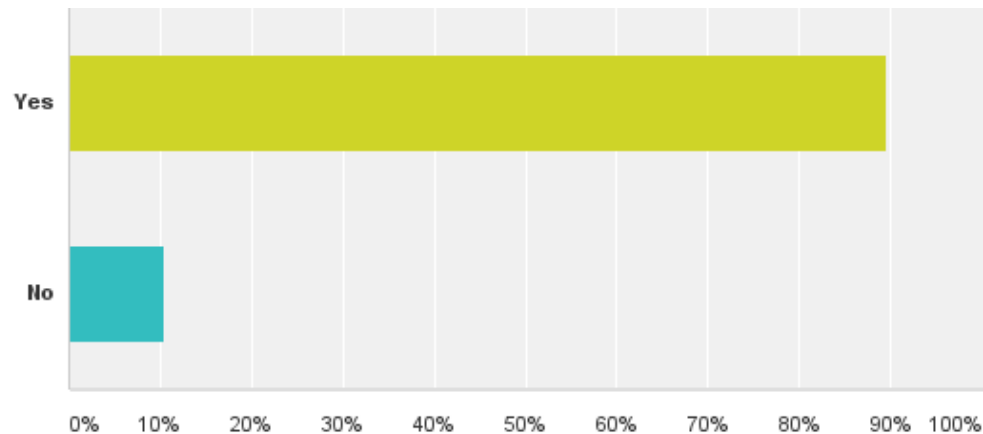
Q1: How would you describe the size of your business?

Answered: 105 Skipped: 0

Answer Choices	Responses	
Small enterprise	20.95%	22
Medium-sized Enterprise	42.86%	45
Large Enterprise	11.43%	12
Multi-national	24.76%	26
Total		105

Q2: Does your business pay a third party for a certification?

Answered: 105 Skipped: 0



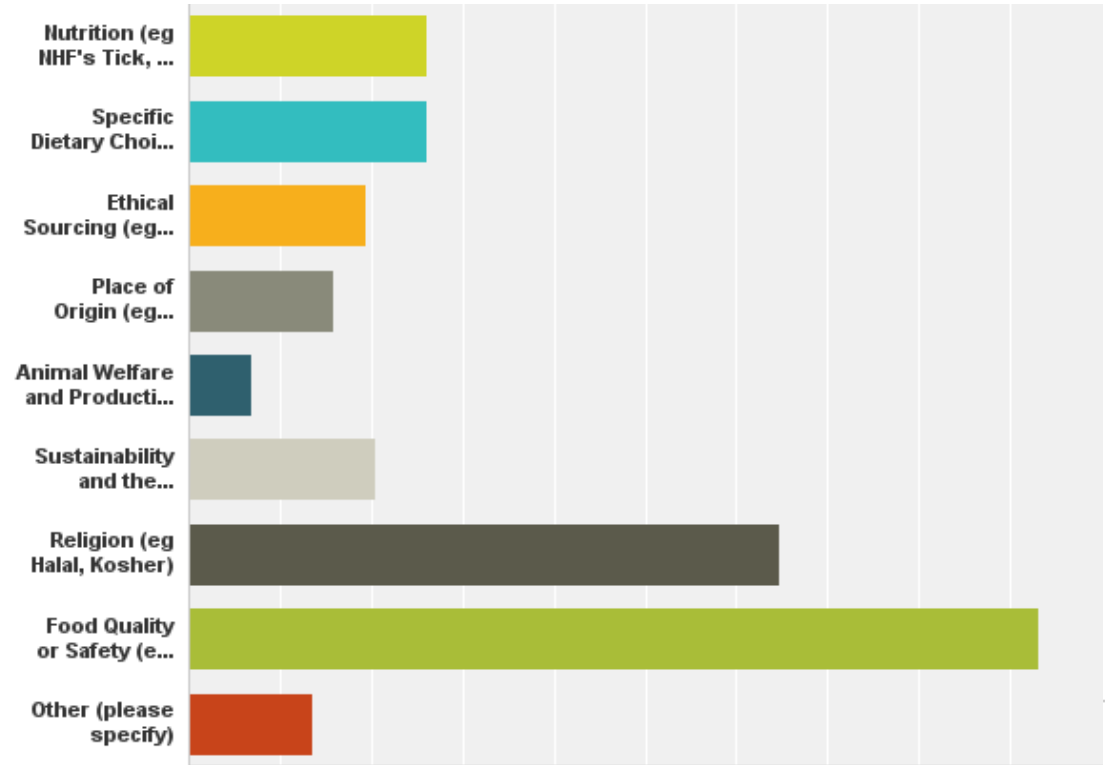
Q2: Does your business pay a third party for a certification?

Answered: 105 Skipped: 0

Answer Choices	Responses	
Yes	89.52%	94
No	10.48%	11
Total		105

Q3: In which areas does your business pay for third party certification? (select all that apply)

Answered: 88 Skipped: 17



Q3: In which areas does your business pay for third party certification? (select all that apply)

Answered: 88 Skipped: 17

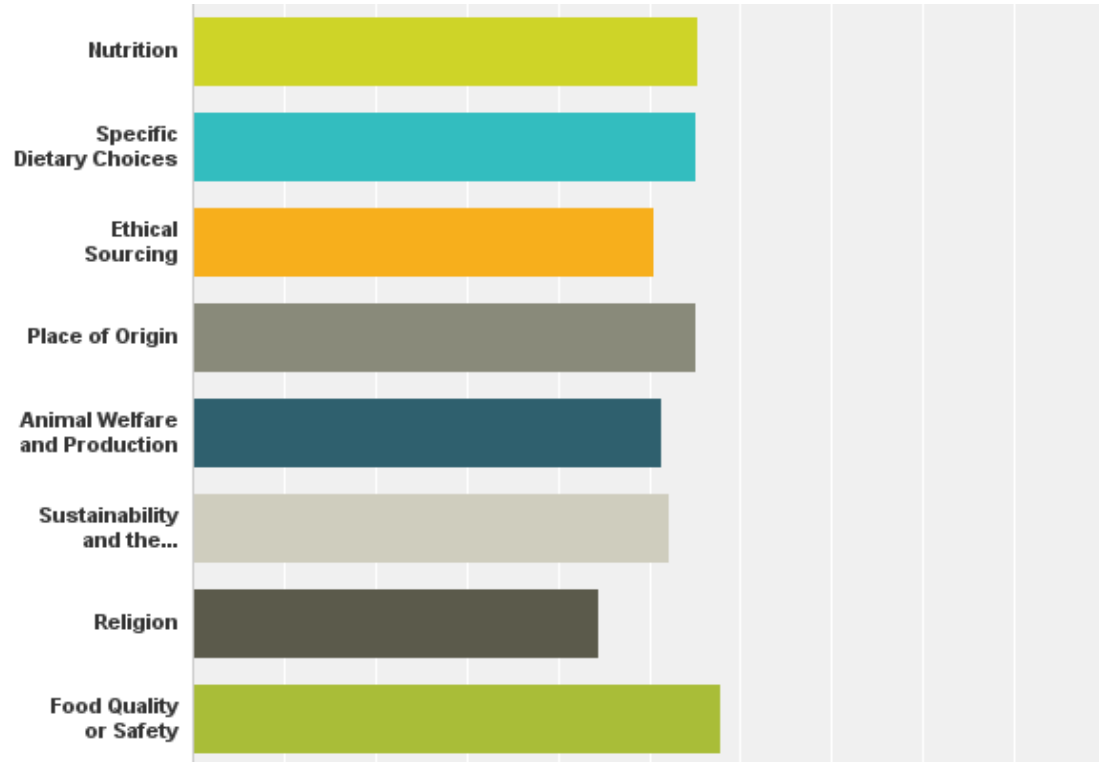
Answer Choices	Responses
Nutrition (eg NHF's Tick, GI rating)	26.14% 23
Specific Dietary Choices (eg Crossed Grains logo, Organic, Vegan)	26.14% 23
Ethical Sourcing (eg Free Trade, Anti-slavery)	19.32% 17
Place of Origin (eg AMAG's kangaroo in triangle)	15.91% 14
Animal Welfare and Production (eg Free Range, RSPCA Approved farming system)	6.82% 6
Sustainability and the Environment (eg Dolphin Friendly, Sustainable Fisheries, Rainforest Alliance, WWF 'panda')	20.45% 18
Religion (eg Halal, Kosher)	64.77% 57
Food Quality or Safety (eg ISO, HACCP)	93.18% 82
Other (please specify)	13.64% 12
Total Respondents: 88	

Third party certification of food

Submission #1412 - Attachment #1

consumers? (not counting a target group who might be highly interested in the certification)

Answered: 86 Skipped: 19



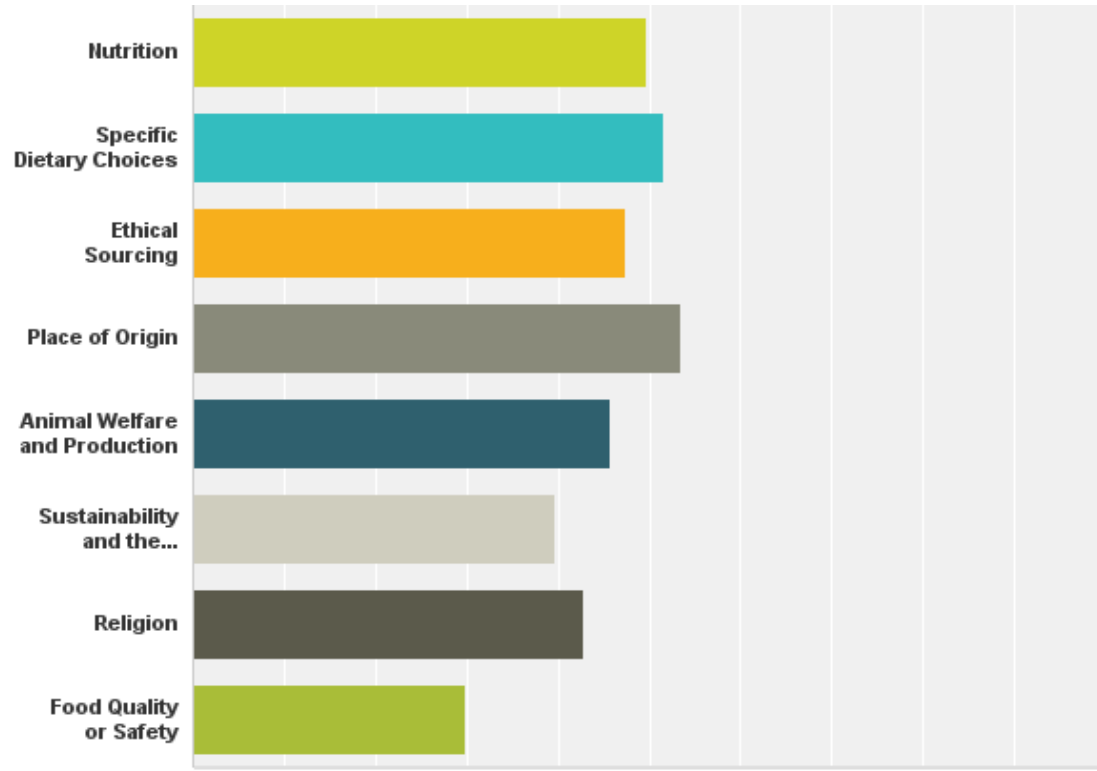
What are consumers most concerned about when buying food? (not counting a target group who might be highly interested in the certification)

Answered: 86 Skipped: 19

	Strongly Negative	Negative	Slightly Negative	Neutral / Ignore	Slightly Positive	Positive	Strongly Positive	Total	Weighted Average
Nutrition	0.00% 0	1.25% 1	1.25% 1	7.50% 6	33.75% 27	45.00% 36	11.25% 9	80	5.54
Specific Dietary Choices	0.00% 0	0.00% 0	0.00% 0	15.19% 12	31.65% 25	40.51% 32	12.66% 10	79	5.51
Ethical Sourcing	1.20% 1	2.41% 2	1.20% 1	20.48% 17	37.35% 31	34.94% 29	2.41% 2	83	5.05
Place of Origin	0.00% 0	0.00% 0	1.22% 1	13.41% 11	26.83% 22	48.78% 40	9.76% 8	82	5.52
Animal Welfare and Production	0.00% 0	2.53% 2	0.00% 0	20.25% 16	40.51% 32	32.91% 26	3.80% 3	79	5.13
Sustainability and the Environment	0.00% 0	1.25% 1	1.25% 1	16.25% 13	43.75% 35	31.25% 25	6.25% 5	80	5.21
Religion	1.19% 1	8.33% 7	10.71% 9	32.14% 27	25.00% 21	17.86% 15	4.76% 4	84	4.44

understanding of the COST of getting the certification (1 to 8 where 1 is the cheapest and 8 is the most expensive)

Answered: 65 Skipped: 40



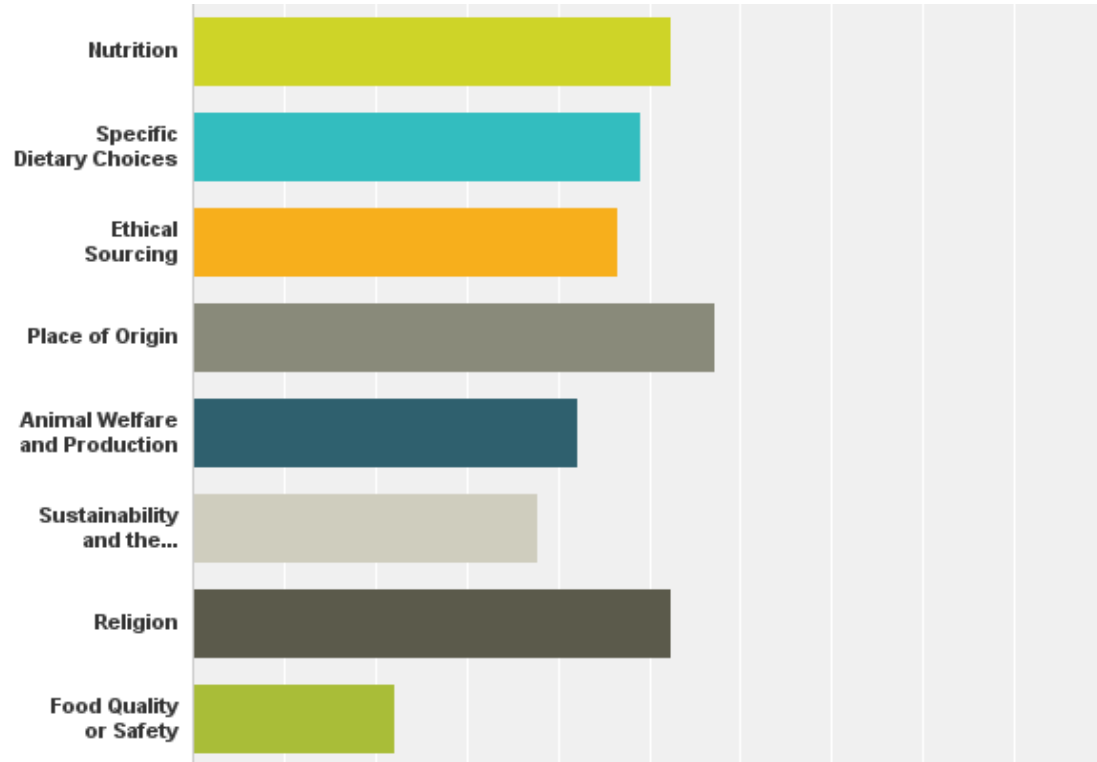
understanding of the COST of getting the certification (1 to 8 where 1 is the cheapest and 8 is the most expensive)

Answered: 65 Skipped: 40

	1	2	3	4	5	6	7	8	Total	Score
Nutrition	20.00% 13	16.92% 11	7.69% 5	16.92% 11	4.62% 3	9.23% 6	16.92% 11	7.69% 5	65	4.97
Specific Dietary Choices	18.46% 12	18.46% 12	10.77% 7	10.77% 7	15.38% 10	12.31% 8	7.69% 5	6.15% 4	65	5.15
Ethical Sourcing	6.15% 4	9.23% 6	29.23% 19	13.85% 9	12.31% 8	12.31% 8	12.31% 8	4.62% 3	65	4.74
Place of Origin	21.54% 14	18.46% 12	12.31% 8	15.38% 10	6.15% 4	13.85% 9	3.08% 2	9.23% 6	65	5.34
Animal Welfare and Production	4.62% 3	16.92% 11	12.31% 8	12.31% 8	23.08% 15	16.92% 11	9.23% 6	4.62% 3	65	4.57
Sustainability and the Environment	1.54% 1	7.69% 5	12.31% 8	15.38% 10	18.46% 12	24.62% 16	12.31% 8	7.69% 5	65	3.97
Religion	12.31% 8	10.77% 7	12.31% 8	7.69% 5	13.85% 9	7.69% 5	27.69% 18	7.69% 5	65	4.28
Food Quality or Safety	15.38% 10	1.54% 1	3.08% 2	7.69% 5	6.15% 4	3.08% 2	10.77% 7	52.31% 34	65	3.88

understanding of HOW EASY it is to get the certification (1 to 8 where 1 is the easiest and 8 is the hardest)

Answered: 63 Skipped: 42



understanding of HOW EASY it is to get the certification (1 to 8 where 1 is the easiest and 8 is the hardest)

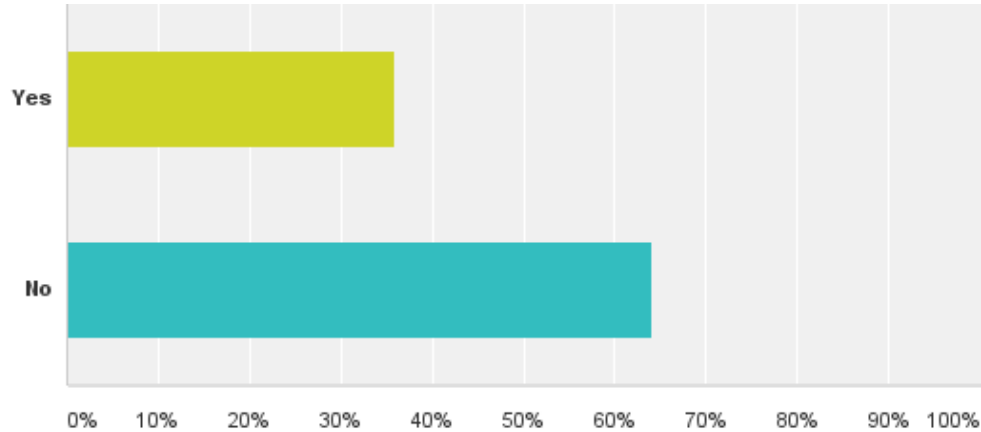
Third party certification of food
Submission 1/412 - Attachment 1

Answered: 63 Skipped: 42

	1	2	3	4	5	6	7	8	Total	Score
Nutrition	19.67% 12	19.67% 12	16.39% 10	6.56% 4	8.20% 5	9.84% 6	16.39% 10	3.28% 2	61	5.25
Specific Dietary Choices	8.20% 5	14.75% 9	21.31% 13	18.03% 11	13.11% 8	9.84% 6	6.56% 4	8.20% 5	61	4.90
Ethical Sourcing	1.69% 1	15.25% 9	18.64% 11	20.34% 12	16.95% 10	11.86% 7	13.56% 8	1.69% 1	59	4.66
Place of Origin	23.73% 14	16.95% 10	15.25% 9	20.34% 12	6.78% 4	11.86% 7	3.39% 2	1.69% 1	59	5.73
Animal Welfare and Production	10.34% 6	8.62% 5	10.34% 6	5.17% 3	22.41% 13	20.69% 12	15.52% 9	6.90% 4	58	4.21
Sustainability and the Environment	1.72% 1	5.17% 3	12.07% 7	18.97% 11	13.79% 8	20.69% 12	15.52% 9	12.07% 7	58	3.78
Religion	27.87% 17	16.39% 10	3.28% 2	13.11% 8	8.20% 5	9.84% 6	18.03% 11	3.28% 2	61	5.25
Food Quality or Safety	6.35% 4	3.17% 2	1.59% 1	0.00% 0	7.94% 5	6.35% 4	12.70% 8	61.90% 39	63	3.21

Q7: Has your business ever been required or coerced to obtain a certification that it did not wish to obtain?

Answered: 64 Skipped: 41



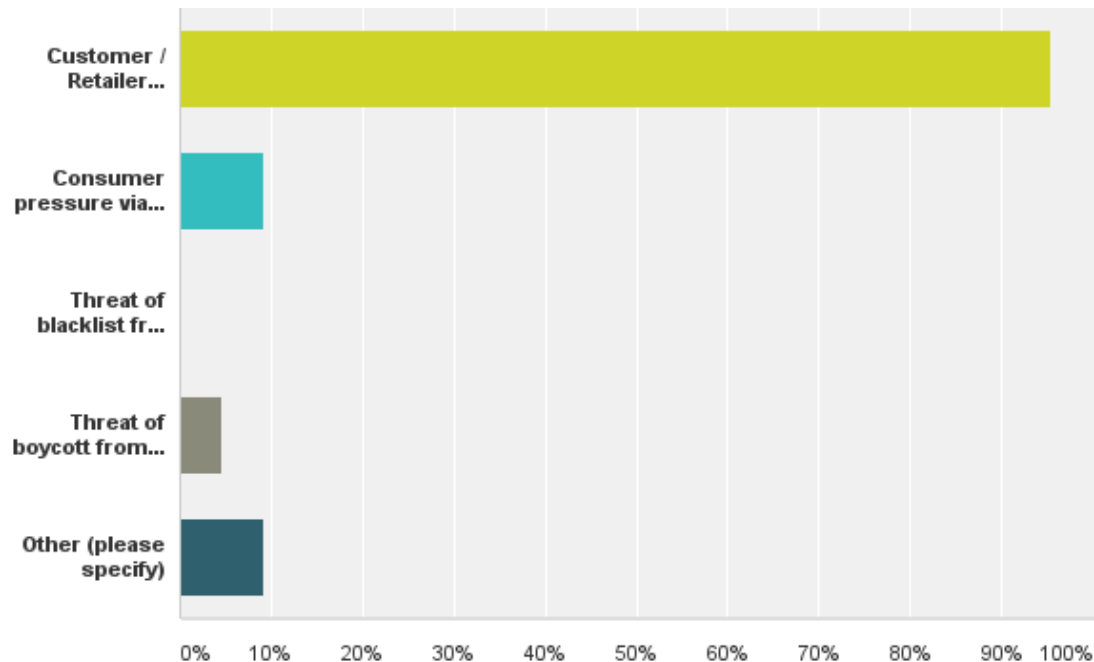
Q7: Has your business ever been required or coerced to obtain a certification that it did not wish to obtain?

Answered: 64 Skipped: 41

Answer Choices	Responses	
Yes	35.94%	23
No	64.06%	41
Total		64

Q8: And why did that happen? You can tick more than box.

Answered: 22 Skipped: 83



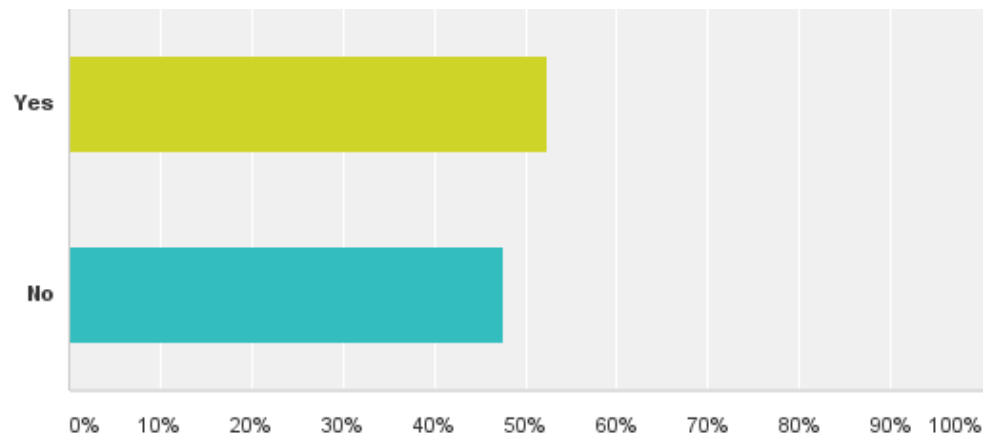
Q8: And why did that happen? You can tick more than box.

Answered: 22 Skipped: 83

Answer Choices	Responses	
Customer / Retailer requirement	95.45%	21
Consumer pressure via contact lines, social media etc	9.09%	2
Threat of blacklist from certifier	0.00%	0
Threat of boycott from an activist group	4.55%	1
Other (please specify)	9.09%	2
Total Respondents: 22		

Q9: Has your business ever discontinued a certification that it previously used?

Answered: 63 Skipped: 42



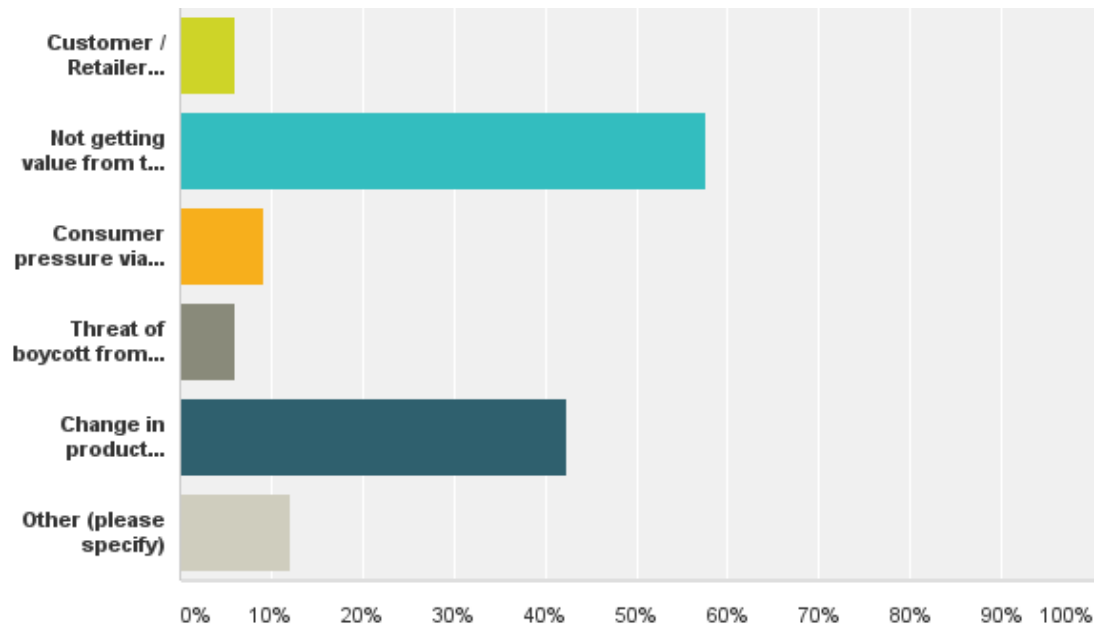
Q9: Has your business ever discontinued a certification that it previously used?

Answered: 63 Skipped: 42

Answer Choices	Responses	
Yes	52.38%	33
No	47.62%	30
Total		63

Q10: And why did that happen? You can tick more than answer.

Answered: 33 Skipped: 72



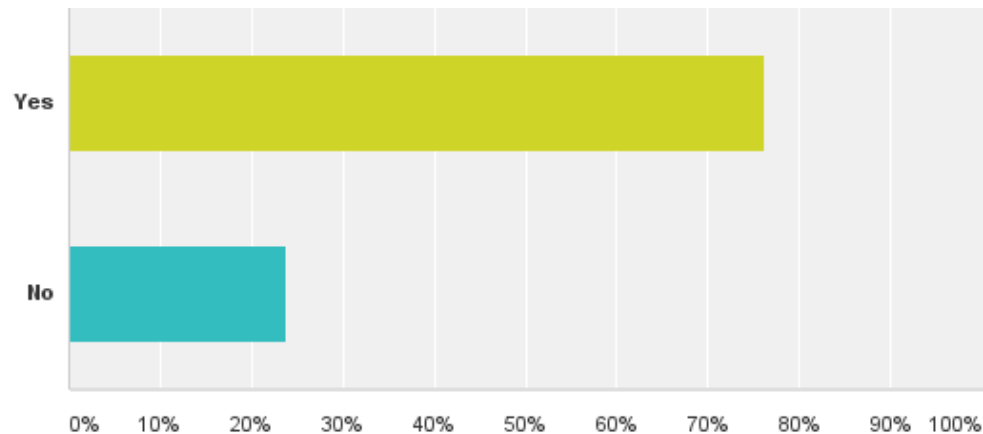
Q10: And why did that happen? You can tick more than answer.

Answered: 33 Skipped: 72

Answer Choices	Responses	
Customer / Retailer requirement	6.06%	2
Not getting value from the certification	57.58%	19
Consumer pressure via contact lines, social media etc	9.09%	3
Threat of boycott from an activist group	6.06%	2
Change in product marketing / positioning	42.42%	14
Other (please specify)	12.12%	4
Total Respondents: 33		

Q11: Has your business ever obtained a certification without claiming it on the product's label?

Answered: 63 Skipped: 42



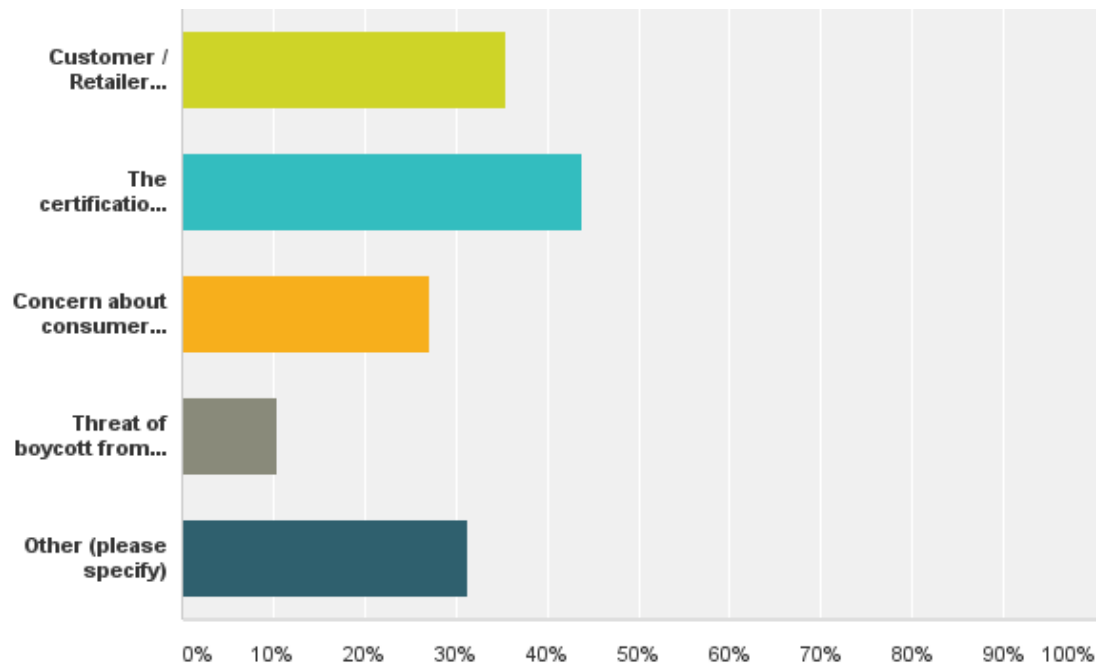
Q11: Has your business ever obtained a certification without claiming it on the product's label?

Answered: 63 Skipped: 42

Answer Choices	Responses	
Yes	76.19%	48
No	23.81%	15
Total	63	

Q12: And why didn't you label the certification? You can tick more than answer.

Answered: 48 Skipped: 57



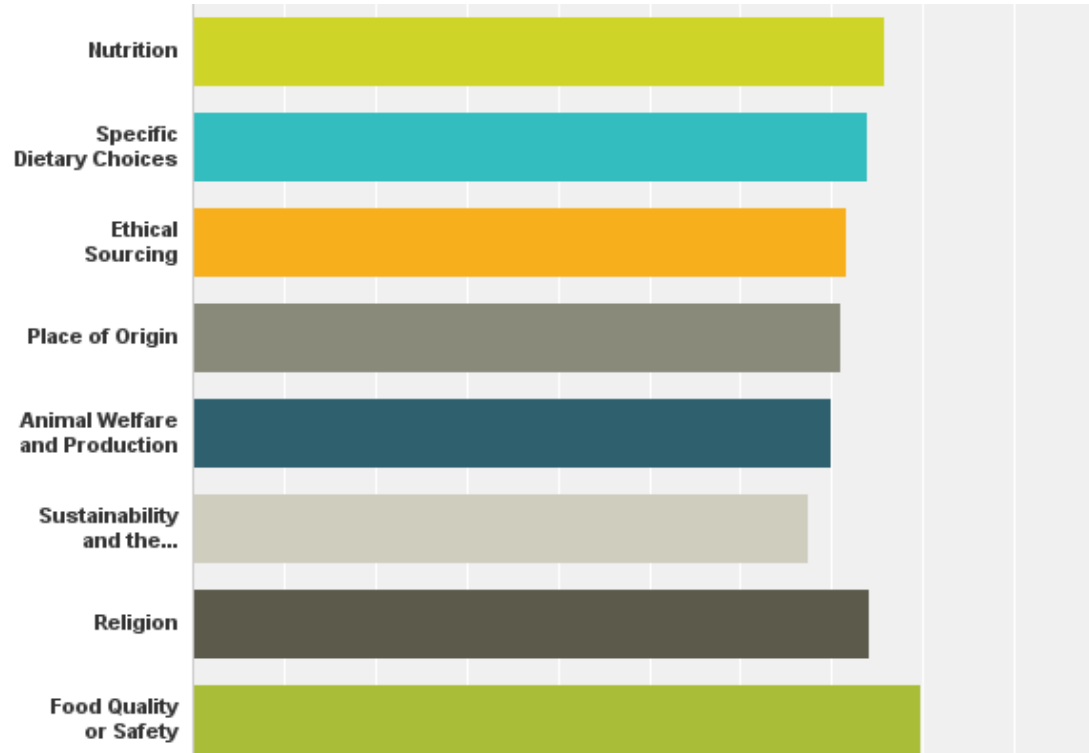
Q12: And why didn't you label the certification? You can tick more than answer.

Answered: 48 Skipped: 57

Answer Choices	Responses	
Customer / Retailer requirement	35.42%	17
The certification was obtained for consumer inquiries only	43.75%	21
Concern about consumer response	27.08%	13
Threat of boycott from an activist group	10.42%	5
Other (please specify)	31.25%	15
Total Respondents: 48		

Q13: From the following list, please rank at least the top three issues in terms of your customer call centre contacts

Answered: 47 Skipped: 58



Q13: From the following list, please rank at least the top three issues in terms of your customer call centre contacts

Answered: 47 Skipped: 58

	1	2	3	4	5	6	7	8	9	Total	Score
Nutrition	33.33% 8	29.17% 7	20.83% 5	4.17% 1	8.33% 2	0.00% 0	4.17% 1	0.00% 0	0.00% 0	24	7.58
Specific Dietary Choices	28.57% 6	33.33% 7	23.81% 5	4.76% 1	0.00% 0	0.00% 0	0.00% 0	9.52% 2	0.00% 0	21	7.38
Ethical Sourcing	0.00% 0	50.00% 3	33.33% 2	0.00% 0	16.67% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	6	7.17
Place of Origin	4.35% 1	30.43% 7	52.17% 12	4.35% 1	0.00% 0	8.70% 2	0.00% 0	0.00% 0	0.00% 0	23	7.09
Animal Welfare and Production	14.29% 1	42.86% 3	28.57% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	14.29% 1	0.00% 0	7	7.00
Sustainability and the Environment	0.00% 0	50.00% 6	25.00% 3	8.33% 1	8.33% 1	0.00% 0	0.00% 0	0.00% 0	8.33% 1	12	6.75
Religion	22.73% 5	36.36% 8	27.27% 6	4.55% 1	0.00% 0	0.00% 0	9.09% 2	0.00% 0	0.00% 0	22	7.41
Food Quality or Safety	62.86% 22	8.57% 3	20.00% 7	2.86% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5.71% 2	35	7.97