



WWF

FOOD
PRACTICE

WE DON'T KNOW BUT WE DO CARE

Understanding public awareness of
the food system's threat to nature
January 2019

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We don't know but we do care

There are seven billion food experts on our planet today! Each of us is one. And yet, our everyday choices about what we eat are contributing to the negative impacts the food system is having on nature. The food system is the major cause of biodiversity loss, uses most of our natural resources and contributes around a quarter of all greenhouse gas emissions. We must change the decisions we make, to and reverse these impacts.

WWF has recently conducted a global survey of over 11,000 people of varying ages, incomes and social circumstances, to understand the extent to which the general public understand the threat of the food system on nature. The survey was conducted in Australia, Brazil, Colombia, India, Indonesia, The Netherlands, Malaysia, South Africa, United Kingdom and USA.

The results were striking. Just nine per cent of respondents identified how we produce and consume food as the biggest threat to nature. Youths - on whom we place much hope for a sustainable future - are currently highly unaware of the issue, with 11 per cent of 18-24 year olds thinking the food system poses no threat at all to nature.

Although the general public don't explicitly realize the true extent of the threat, they seem to have an intuitive connection with the problem once they are asked whether or not they want to see stakeholders doing more to create a sustainable food system. Governments in particular are called out as needing to take more action. Encouragingly, the public realize their own role - they are as likely to demand more of themselves as of businesses.

It is clear we need to increase people's awareness of where food comes from, how much is wasted or lost, and raise awareness about the environmental impacts of our diets. Awareness enables us to change our own behaviours to ensure the proper functioning of our food system. While there is a lot of great work already being done to improve the food system, we must work across sectors at greater scale and with greater urgency.

The good news is we can make the food system work for people and nature. If food is produced more sustainably, distributed fairly and consumed more responsibly, we can feed everyone without destroying more forests, rivers and oceans. By working together to realize an evolved food system, Food 2.0, we all have the power to bring food to the top of the conservation agenda and help protect our global food security. To do that, we, consumers, need to deal with food in a different way. We need to enter into a New Deal for Nature and People.



A handwritten signature in black ink, appearing to read 'J. Campari'.

João Campari
Global Food Practice Leader

The food system is the single biggest threat to nature

It uses most of our resources, with 69% of all our water and 34% of our land. It has caused 75% of deforestation, 30% of topsoil erosion and contributes at least 24% of greenhouse gas emissions.

It is not creating healthy people or a healthy planet. 821 million people are hungry while 1.9 billion are overweight or obese. 20,000 species of pollinators are at risk from agriculture and overfishing has driven 93% of fish stocks to critical levels. The food system has caused 70% of biodiversity loss.

With all this, we don't even consume everything we produce – 1/3 of all food is never eaten, rendering many of our impacts entirely unnecessary.

WWF works across production, diets and food loss and waste to help transform the food system

To help create a sustainable model which provides nutritious food to all current and future generations, while preserving biodiversity.

Food is a highly personal issue and for the system to transform, alongside policy change, technological advancements and improved production techniques, individuals will need to change their behaviours while demanding more from governments, businesses and farmers among others.

Is the general public aware of the extent of the threat food poses to nature?

In October 2018, WWF surveyed more than 11,000 people in 10 countries – Australia, Brazil, Colombia, India, Indonesia, Malaysia, the Netherlands, South Africa, UK and USA – to find out just how strong the general public feels the threat is, and how they feel stakeholders are responding to it. The results are contained in this presentation.

Respondents were asked two multiple choice/single answer questions:

1. *Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?*
2. *For each of the following groups, please indicate if they are doing too much, too little or about the right amount to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption: Governments, NGOs, Businesses, Food producers, Consumers*

A minimum sample size of 1,000 was gathered in each country, with age and gender ratios adjusted to reflect national demographics. Surveying was conducted online by YouGov, on behalf of WWF.

KEY FINDINGS

AWARENESS IS INCREDIBLY LOW

- Just 9% of respondents globally identified the food system (how we produce and consume food) as being the largest threat to nature
- In many countries, a large number of respondents are aware there is a threat, but don't realize the extent
- However, in the USA and Indonesia, two of the four most populated countries in the world, more than half see the threat as insignificant or not existing
- In four countries, more than 1 in 10 respondents believe the food system poses no threat to nature at all – along with China these are the five most populated countries in the world
 - Brazil – 13%
 - India – 14%
 - Indonesia – 18%
 - USA – 21%

THE YOUTH AREN'T READY FOR THE VANGUARD

- 1 in 10 young people think the food system poses no threat to nature (11% of 18-24 year olds) - 40% of the youngest respondents felt the threat was insignificant at best
- In Brazil, India, Indonesia and the US, awareness is particularly low
 - No threat at all
 - Brazil 16%
 - India 16%
 - Indonesia 17%
 - USA 17%
 - Insignificant at best
 - Brazil 41%
 - India 44%
 - Indonesia 56%
 - USA 44%
- In Brazil, Colombia, India and the Netherlands, the youngest respondents were the most likely age group to say there was no threat posed
- Only in Malaysia and the UK were they the most likely age group to say the food system is the largest threat to nature

MORE ACTION IS DEMANDED - GOVERNMENTS ARE LAGGING

- In spite of few people realizing the true extent of the threat, more action is being demanded to increase the sustainability of the food system – 59% of people think the majority of stakeholders could do more
- Dissatisfaction incrementally grows as respondents get older – from 47% feeling the majority can do more, for 18-24 year olds, to 69% for over 55s
- Only in Asia is there positivity that the majority of stakeholders are doing enough:
 - India 54%
 - Malaysia 60%
 - Indonesia 66%
- The vast majority see governments as not doing enough, in three countries it is over three quarters of respondents
 - Brazil 80%
 - Colombia 81%
 - South Africa 82%

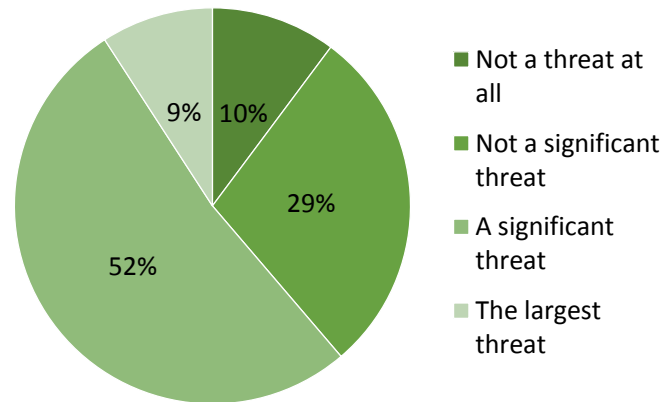
CONSUMERS AS MUCH TO BLAME AS BUSINESSES

- Respondents recognize their own responsibilities, with 59% saying consumers are not doing enough, compared to 60% feeling that way for businesses
- In three countries, one third think businesses are doing far too little
 - UK 37%
 - Australia 36%
 - The Netherlands 32%
- In three countries, more than one quarter think consumers are doing far too little
 - South Africa 31%
 - UK 29%
 - Colombia 27%
- In four countries, more than two-thirds are displeased with either one
 - UK: Businesses 72% / Consumers 69%
 - Colombia: Businesses 70% / Consumers 73%
 - Australia: Businesses 70% / Consumers 66%
 - South Africa: Businesses 69% / Consumers 68%

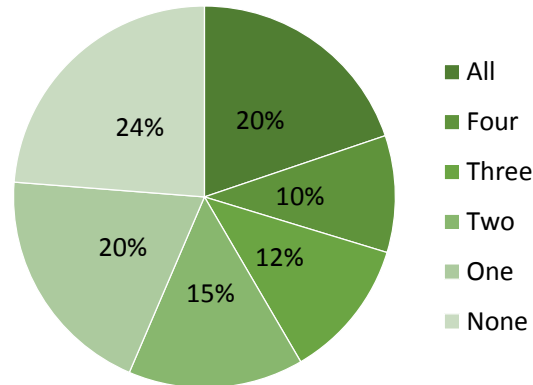
GLOBAL DATA



Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?



How many stakeholders do you think are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?



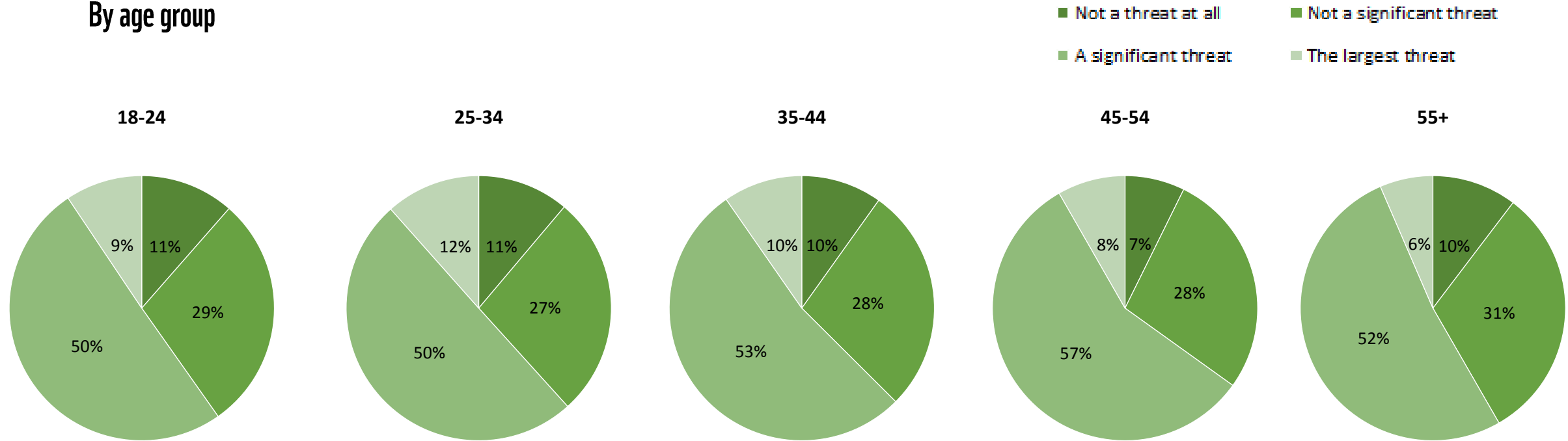
- Globally, 91% of respondents do not realize the extent of the threat of the food system. 39% consider it to be insignificant or not even exist.
- Most respondents, 59%, think the majority of stakeholders are not doing enough to build a sustainable food system.

n = 11421

Stakeholders = governments, NGOs, businesses, food producers and consumers

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

By age group



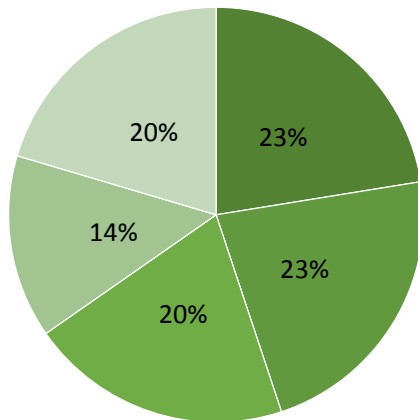
- 25-34 year olds are the most conscious of the extent of the food system's threat, but 45-54 year olds are least likely to think the threat is insignificant

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

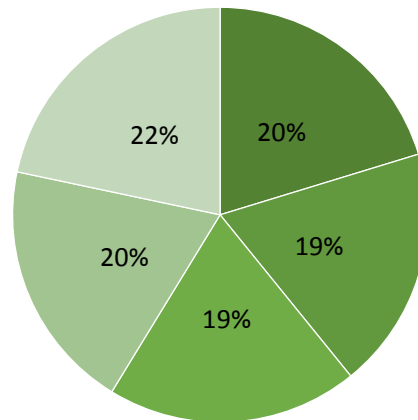
By response

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

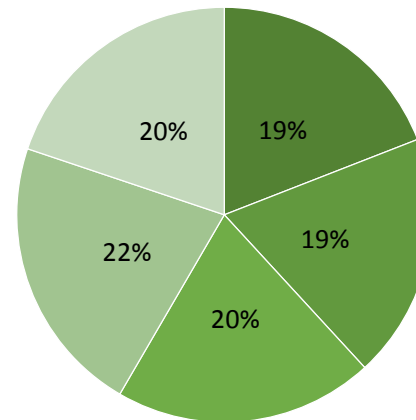
Not a threat at all



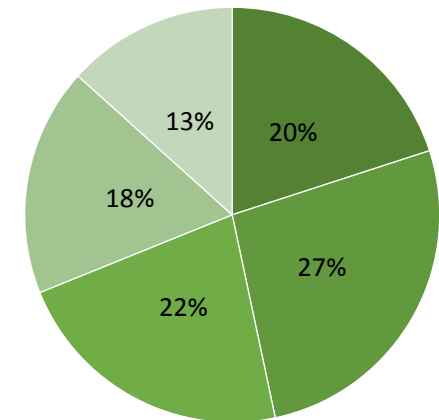
Not a significant threat



A significant threat

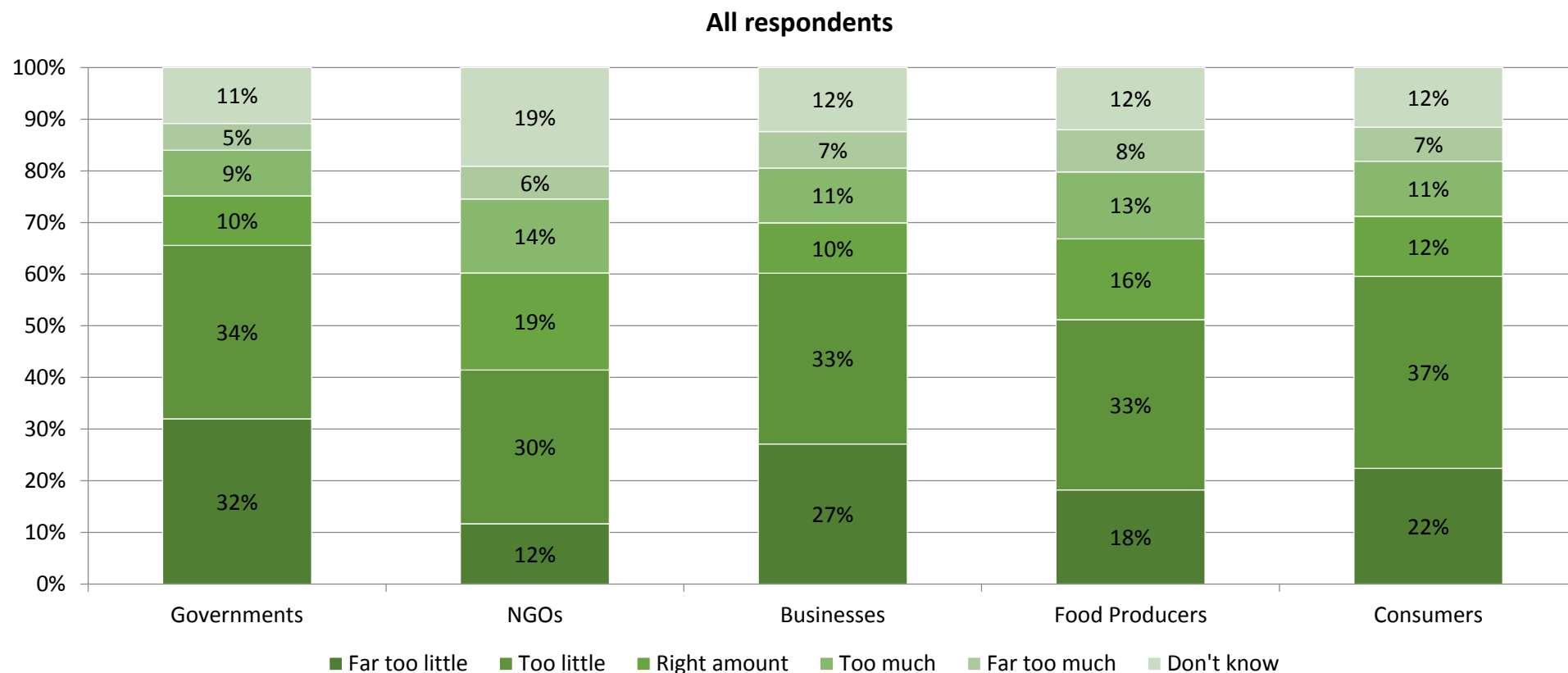


The largest threat



- Younger people (both 18-24 and 25-34) are most likely to think there is no threat at all

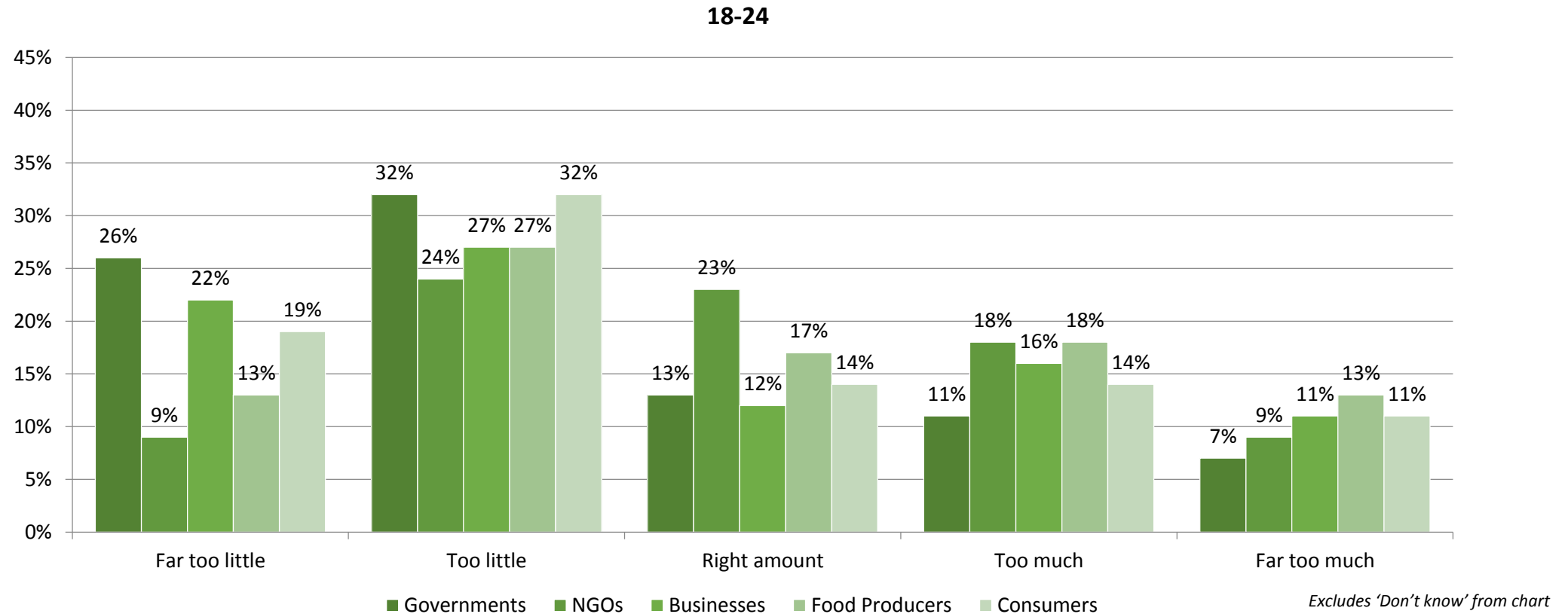
For each of the following groups, do you think they are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?



- With the exception of NGOs, people think all stakeholders could do more – that said, nearly a fifth of people aren't aware of what NGOs are doing
- People are least happy with the amount governments are doing

For each of the following groups, do you think they are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?

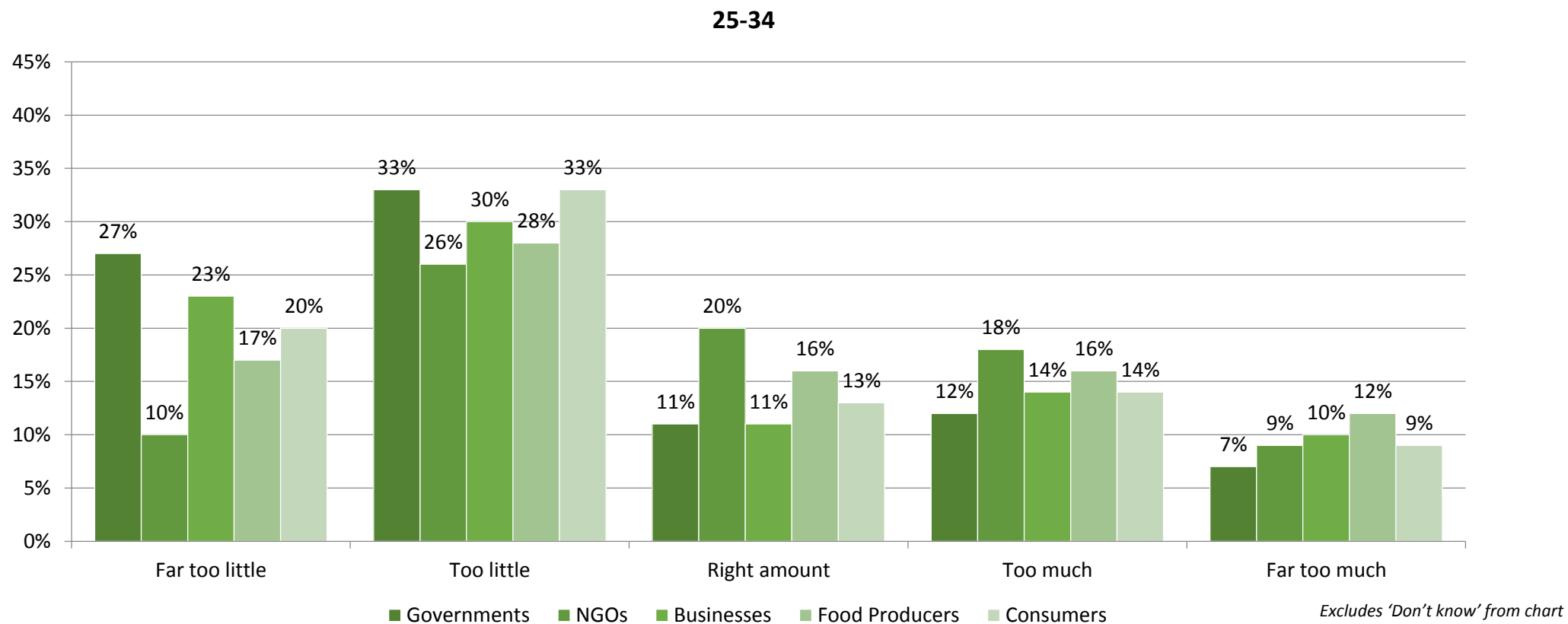
By age group



- 18-24 year olds are the least unhappy with efforts of stakeholders; in fact nearly a third (31%) think food producers are putting too much effort into sustainability

For each of the following groups, do you think they are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?

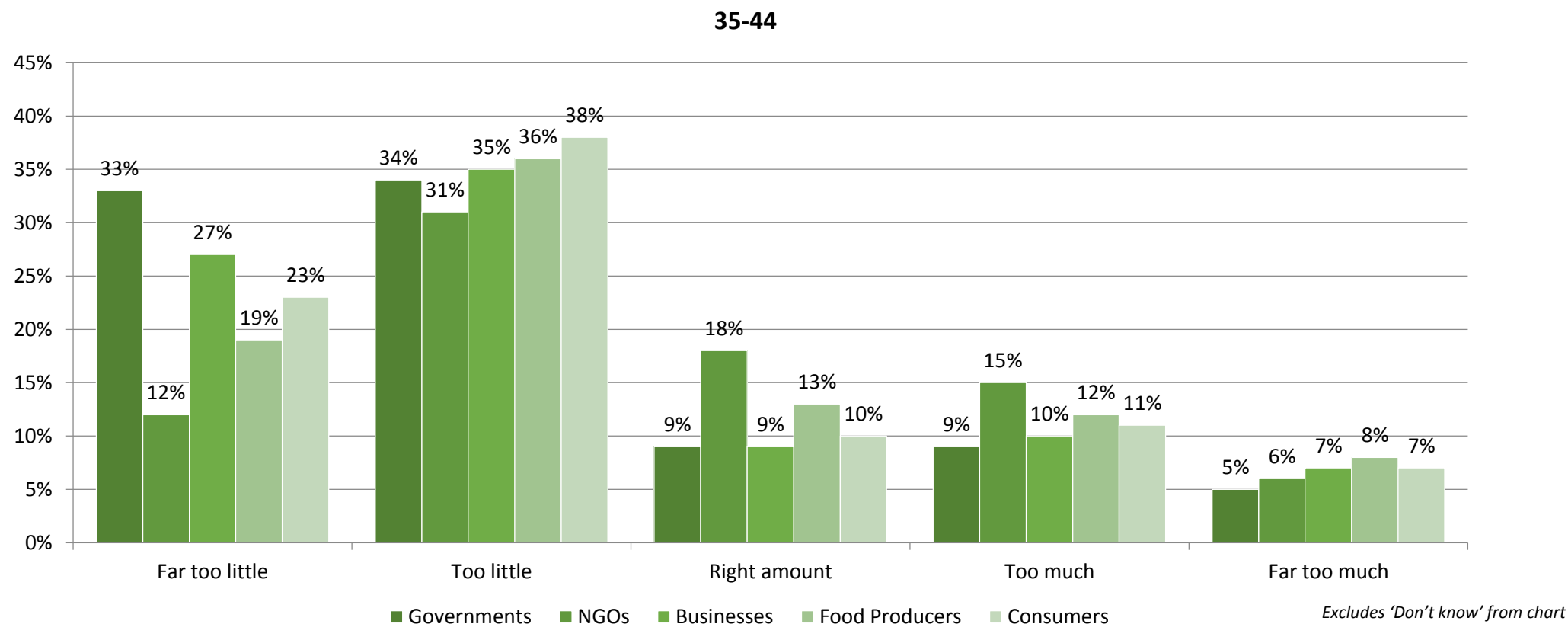
By age group



- The same amount of 25-34 year olds (53%) feel that businesses and consumers are not doing enough

For each of the following groups, do you think they are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?

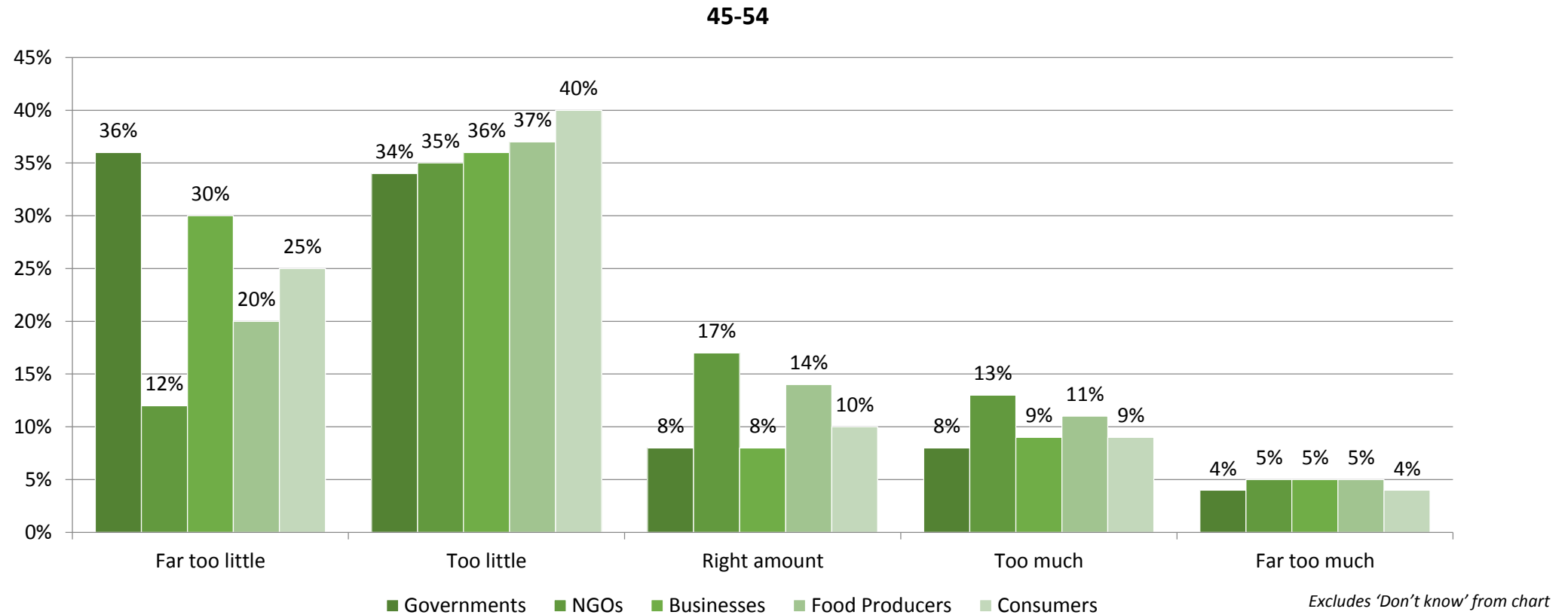
By age group



- More than half of all 35-44 year olds feel that each stakeholder, with the exception of NGOs, is not doing enough

For each of the following groups, do you think they are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?

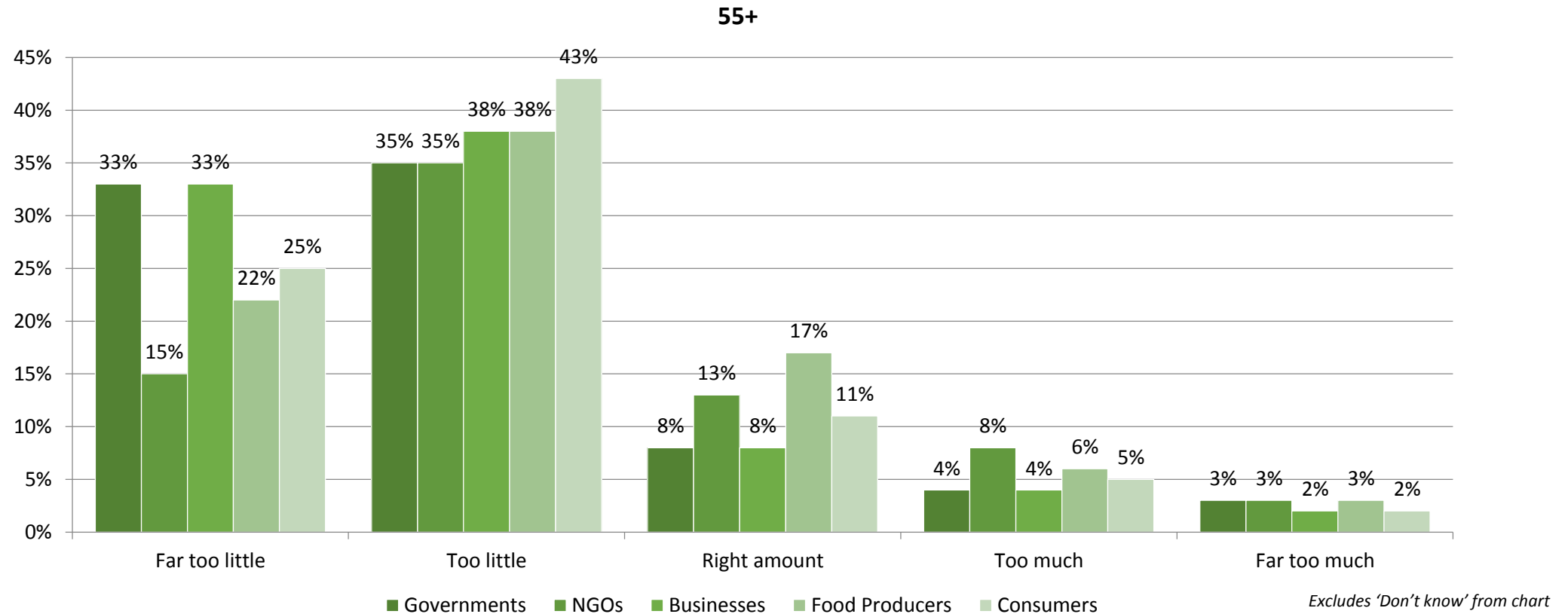
By age group



- 66% of 45-54 years olds are unhappy with the efforts of businesses

For each of the following groups, do you think they are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?

By age group



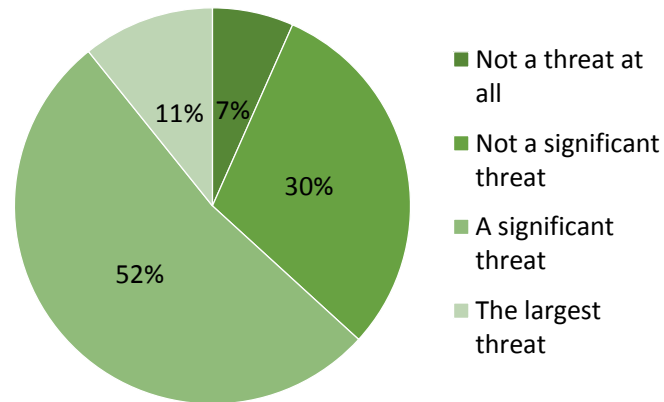
- 55+ year olds are least satisfied with any efforts, but hold consumers most accountable for the lack of sustainability in the food system

COUNTRY BY COUNTRY BREAKDOWN

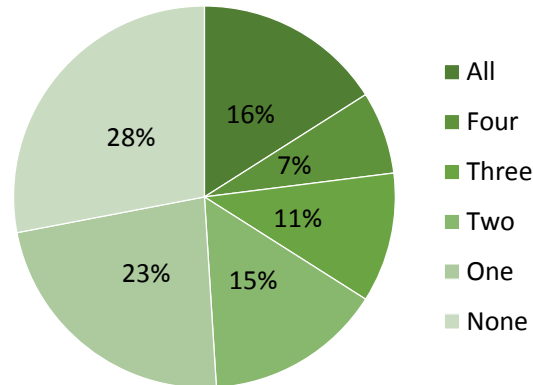
AUSTRALIA



Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?



How many stakeholders do you think are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?



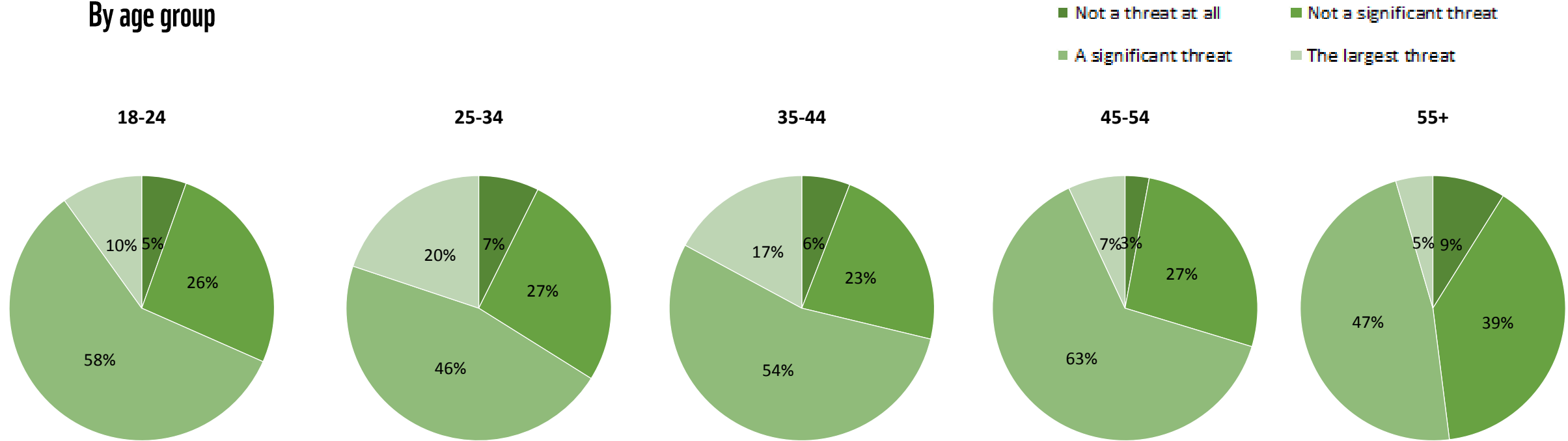
- In Australia, 93% of respondents do not realize the extent of the threat of the food system. 37% consider it to be insignificant or not even exist.
- Approximately two thirds think the majority of stakeholders are not doing enough to build a sustainable food system.

n = 1014

Stakeholders = governments, NGOs, businesses, food producers and consumers

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

By age group



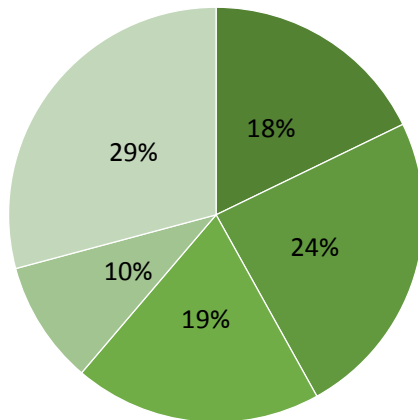
- At 20%, 25-34 year olds are most conscious of the extent of the food system's threat, but nearly half (48%) of 55+ year olds think the threat is insignificant

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

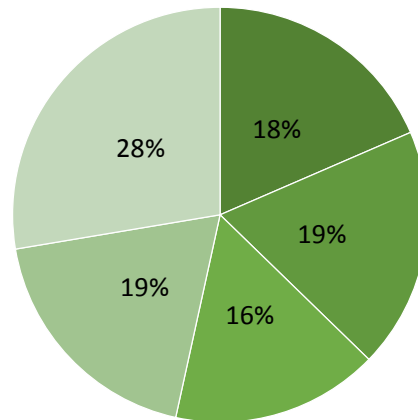
By response

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

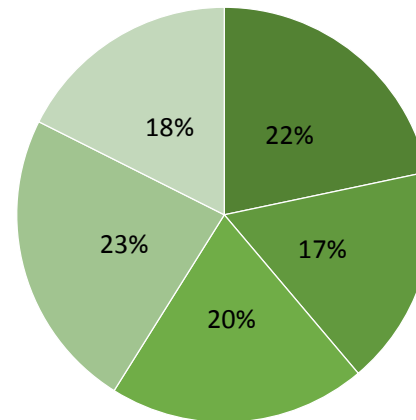
Not a threat at all



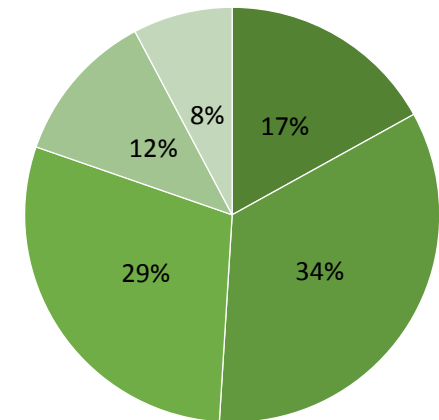
Not a significant threat



A significant threat

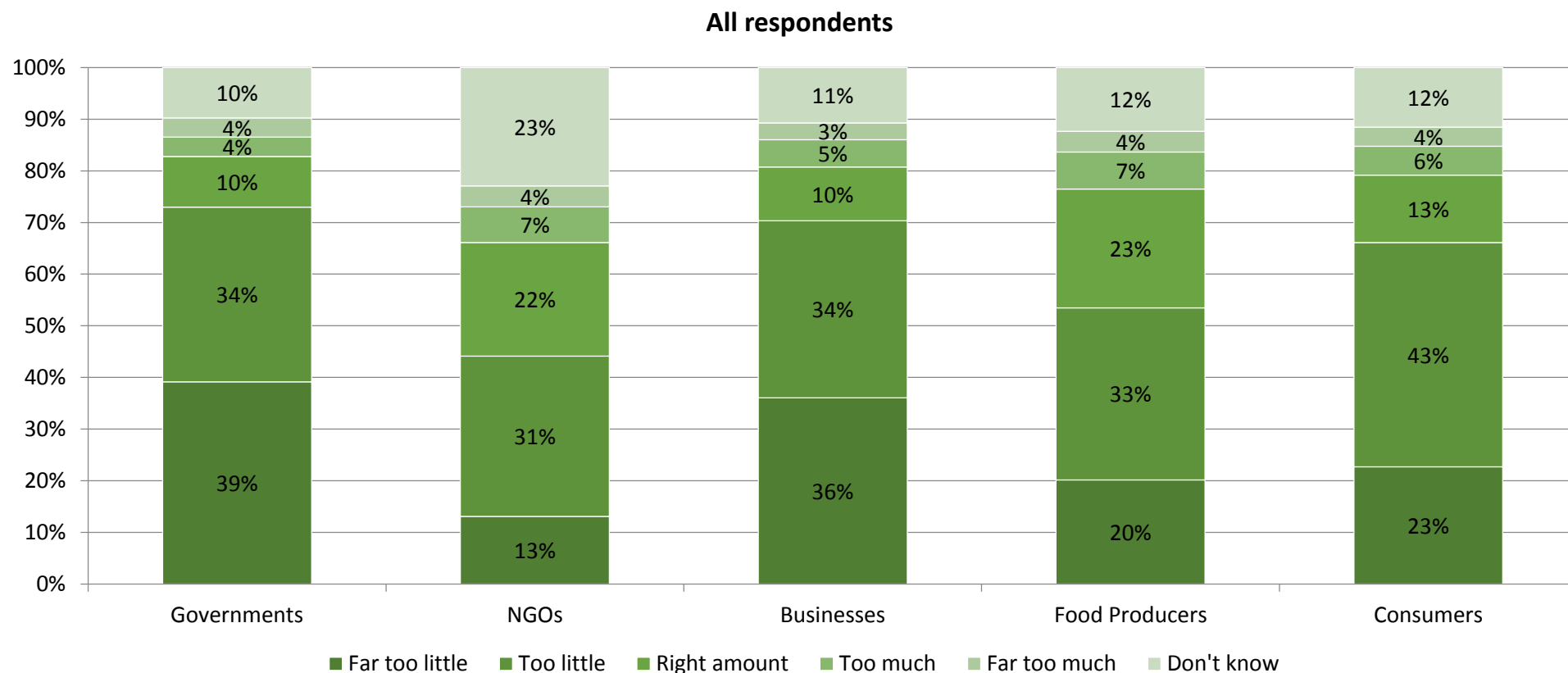


The largest threat



- Australians aged between 25 and 44 make up 63% of the people who appreciate the threat of the food – younger and older generations are much less aware

For each of the following groups, do you think they are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?

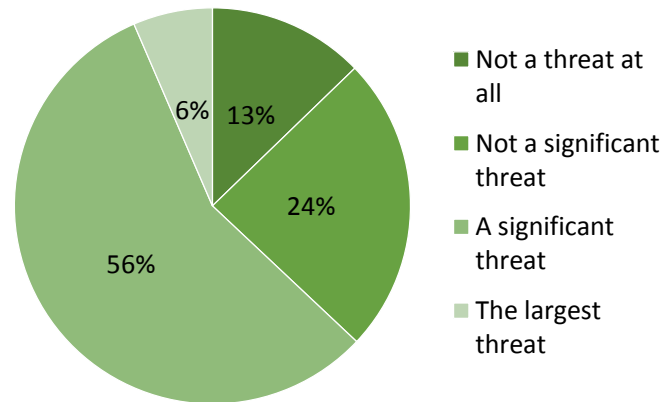


- More than a third think governments and businesses are doing far too little to make the food system sustainable, nearly a quarter don't know what NGOs are doing
- Nearly a quarter of people think food producers are putting in the right amount of effort

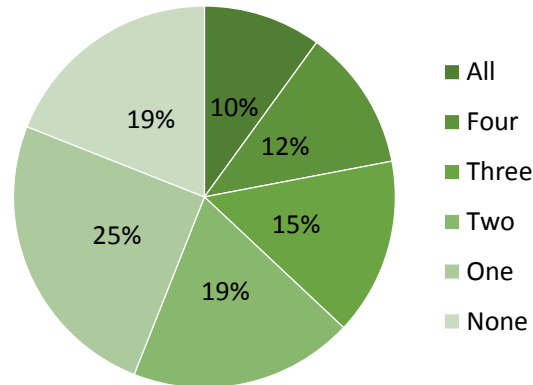
BRAZIL



Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?



How many stakeholders do you think are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?



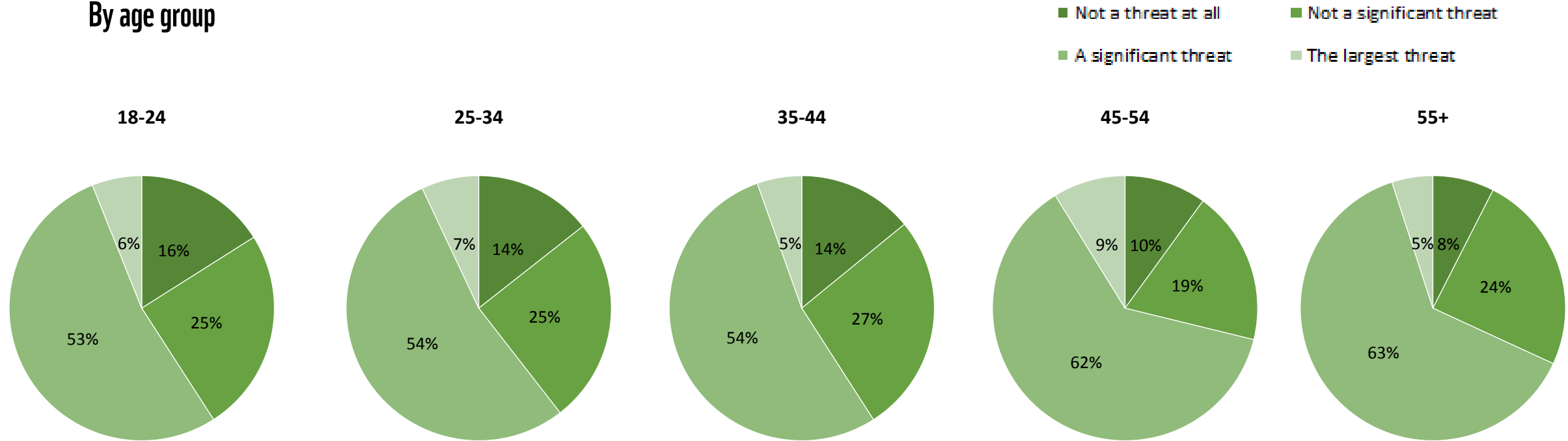
- In Brazil, 94% of respondents do not realize the extent of the threat of the food system. 37% consider it to be insignificant or not even exist.
- 63% think the majority of stakeholders are not doing enough to build a sustainable food system.

n = 1002

Stakeholders = governments, NGOs, businesses, food producers and consumers

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

By age group



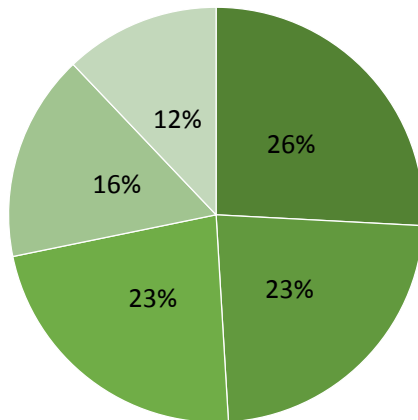
- 45-54 year olds are most conscious of the extent of the food system's threat, but 41% of 18-24 and 35-44 year olds think the threat is insignificant or doesn't exist

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

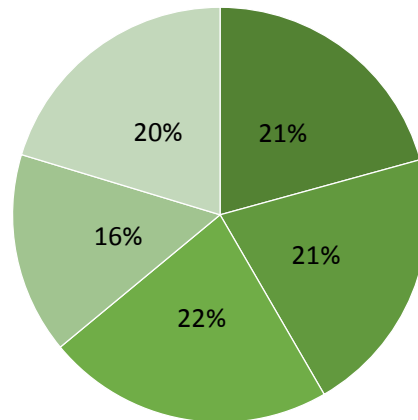
By response

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

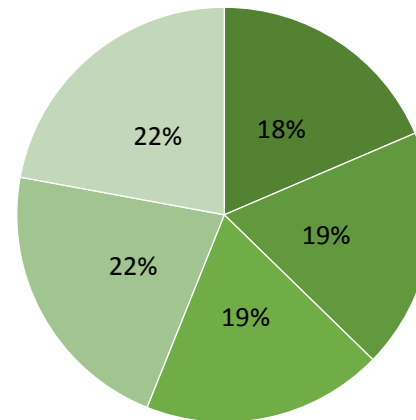
Not a threat at all



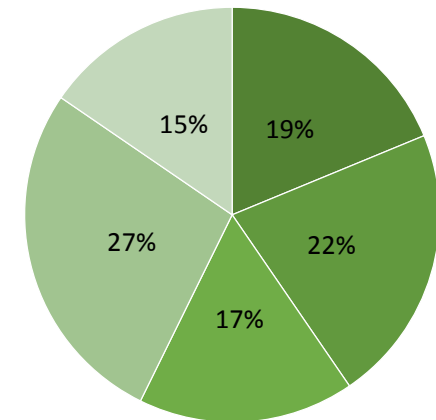
Not a significant threat



A significant threat

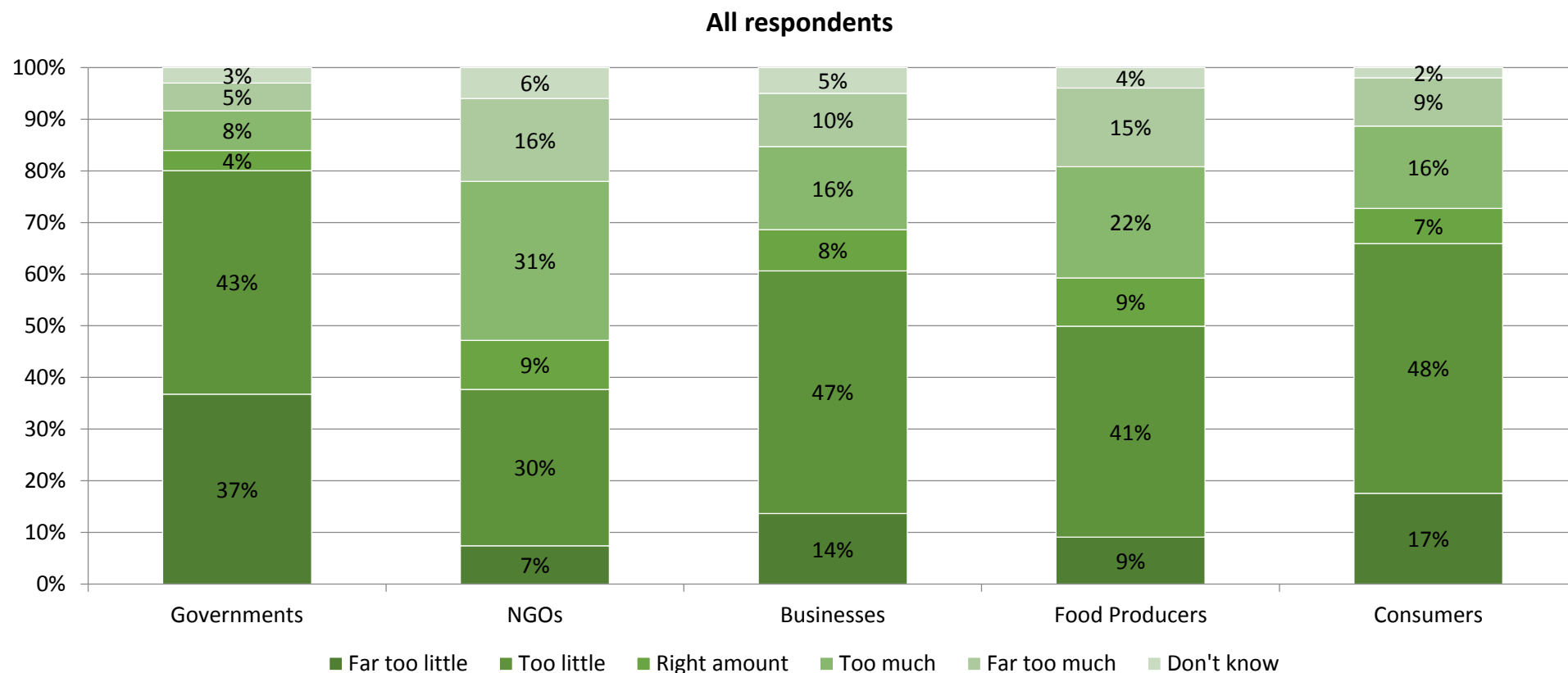


The largest threat



- Young Brazilians, aged 18-24, are most likely to think the food system poses no threat to nature; 49% of people who think there is no threat are aged between 18 and 34

For each of the following groups, do you think they are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?

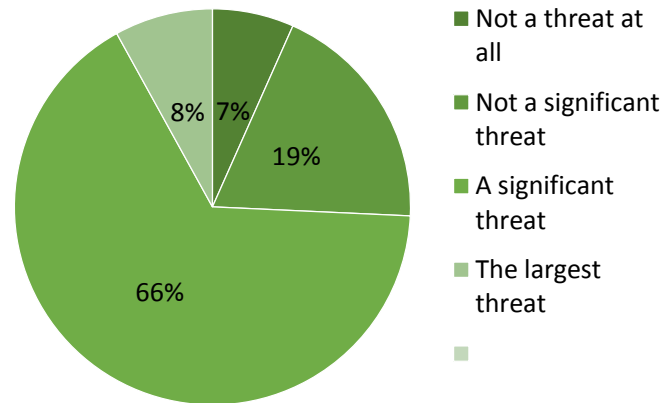


- Brazilians place by far the most blame on governments for doing too little to make the food system sustainable
- More than a third think food producers (37%) and NGOs (49%) are doing too much

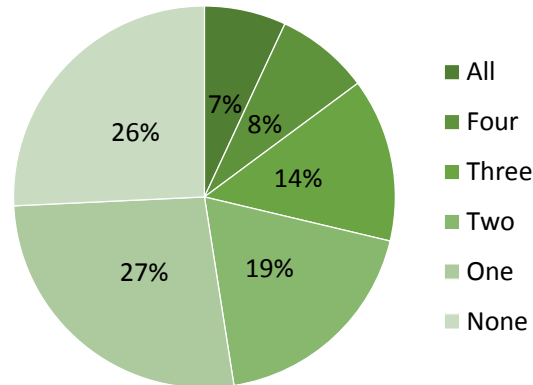
COLOMBIA



Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?



How many stakeholders do you think are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?



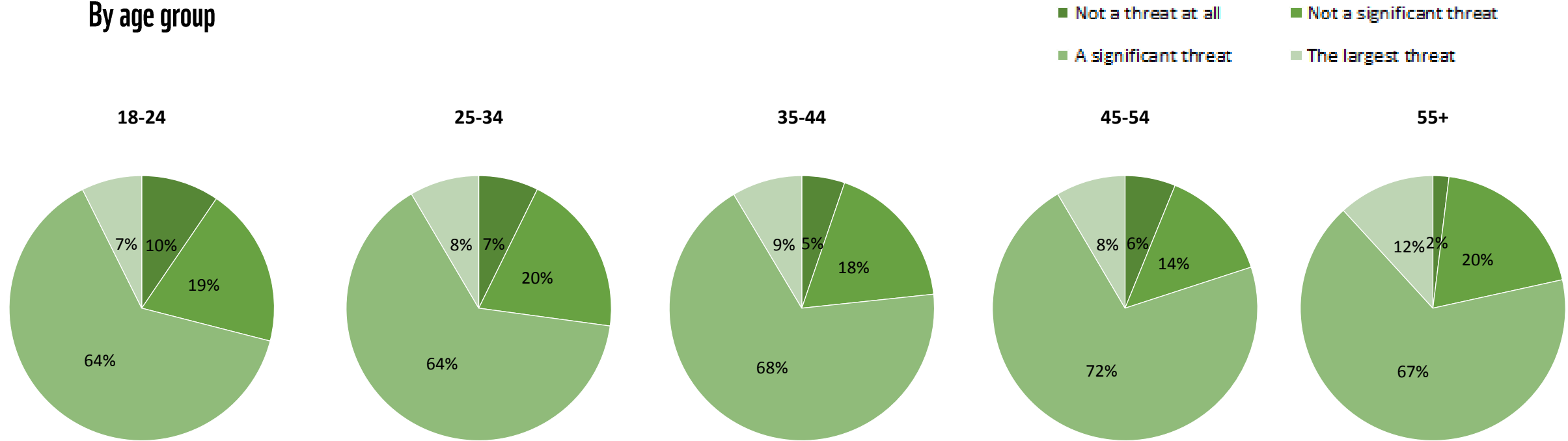
- In Colombia, 92% of respondents do not realize the extent of the threat of the food system, though 66% consider it to be significant.
- Nearly three quarters (72%) think the majority of stakeholders are not doing enough to build a sustainable food system.

n = 1005

Stakeholders = governments, NGOs, businesses, food producers and consumers

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

By age group



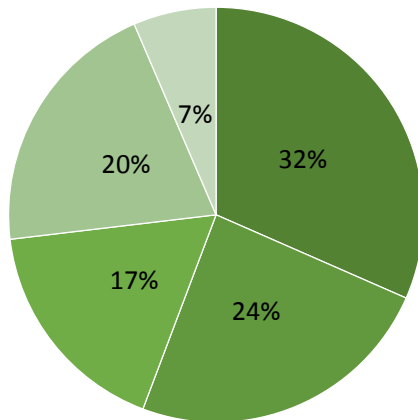
- 55+ year olds are most conscious of the extent of the food system's threat, but 29% of 18-24 year olds think the threat is insignificant or does not exist

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

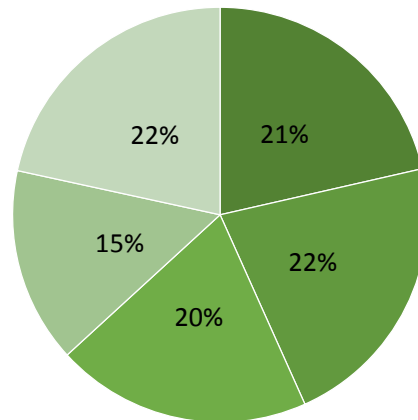
By response

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

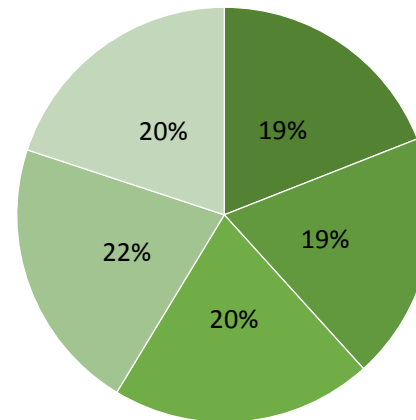
Not a threat at all



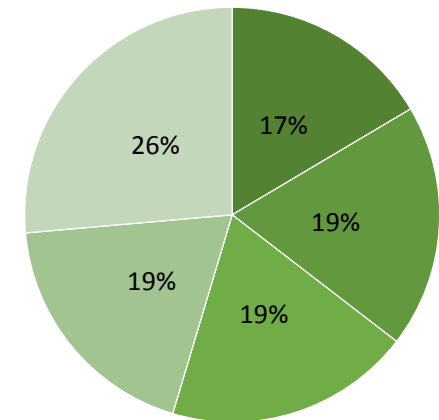
Not a significant threat



A significant threat

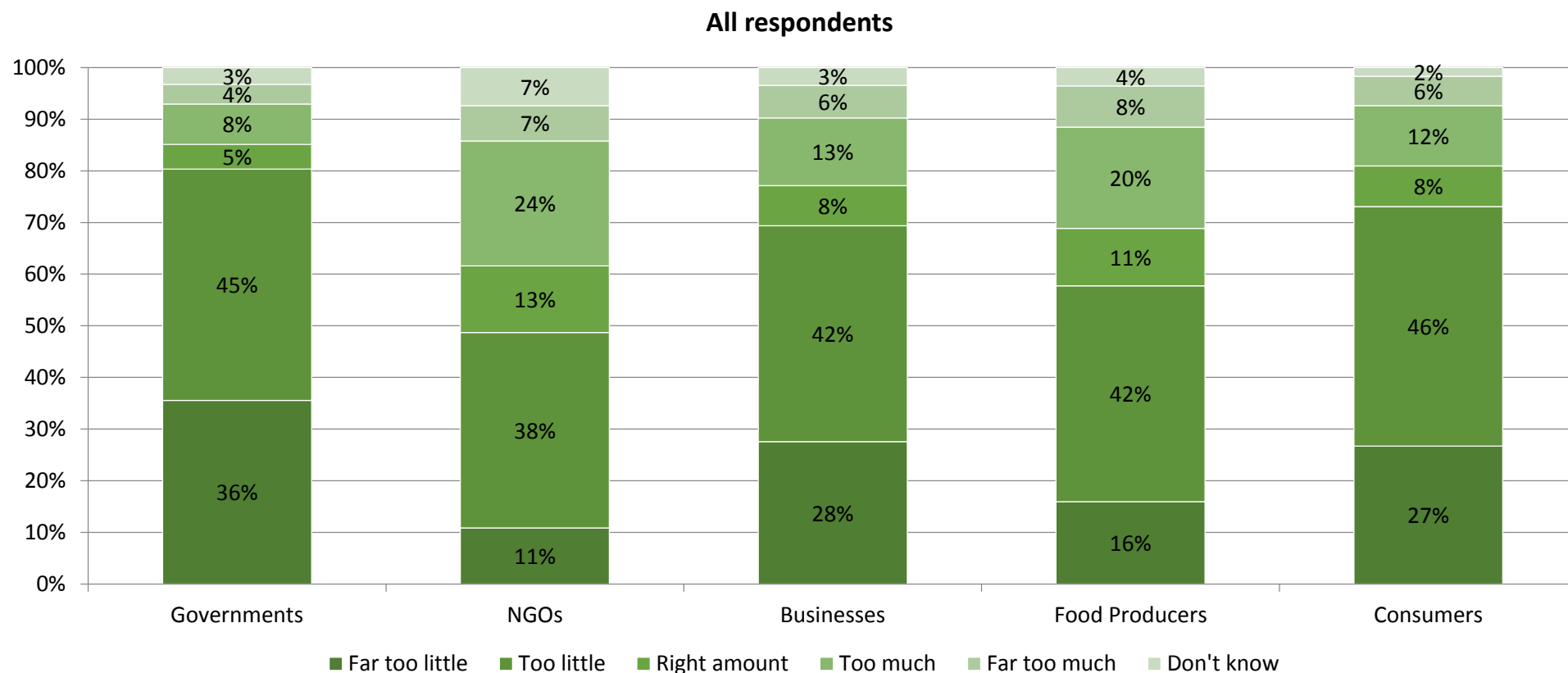


The largest threat



- 45% of Colombians who realize the food system is the largest threat are 45 or older, while 56% who think the threat doesn't exist are 34 or younger

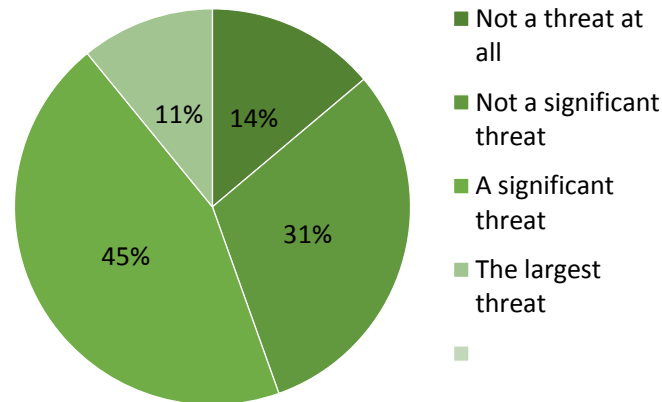
For each of the following groups, do you think they are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?



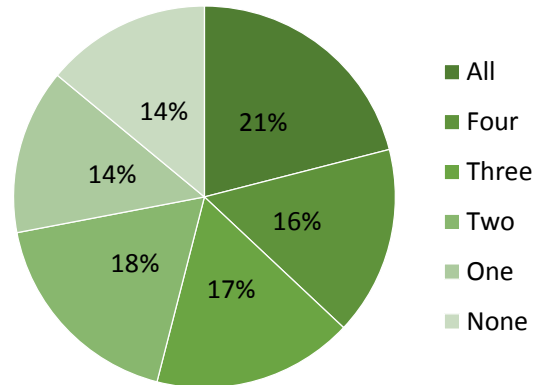
- Colombians are completely dissatisfied with stakeholder efforts to make the food system sustainable - 81% think governments are doing not doing, 73% also think the same for consumers, and 70% for businesses



Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?



How many stakeholders do you think are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?



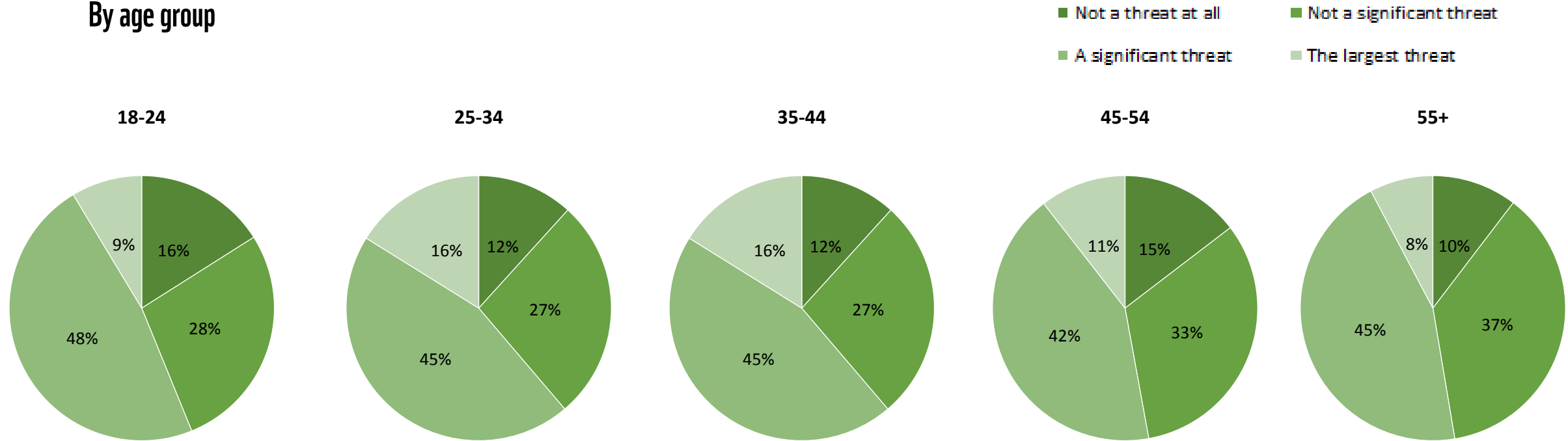
- In India, 89% of respondents do not realize the extent of the threat of the food system. 45% consider it to be insignificant or not even exist.
- 54% are satisfied the majority of stakeholders are doing enough to build a sustainable food system.

n = 1002

Stakeholders = governments, NGOs, businesses, food producers and consumers

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

By age group



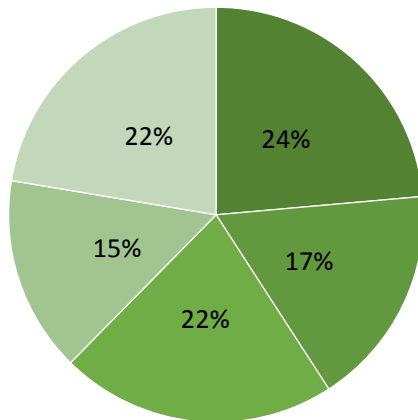
- 25-34 and 35-44 year olds are most conscious of the extent of the food system's threat, but nearly half of 45-54 (48%) and 55+ year olds (47%) think the threat is insignificant or doesn't exist

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

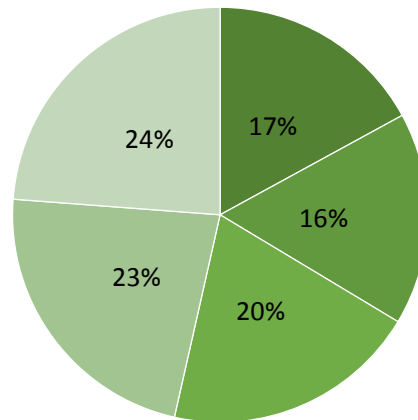
By response

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

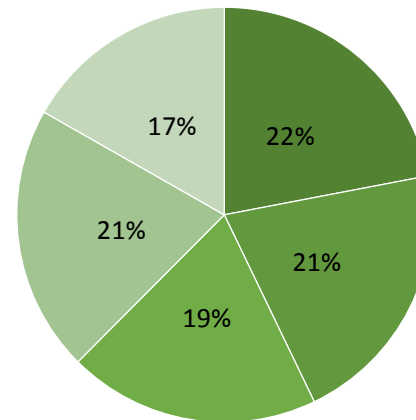
Not a threat at all



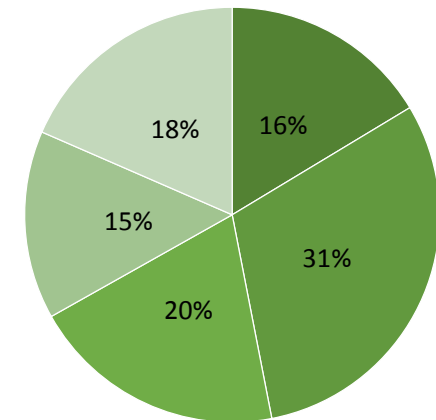
Not a significant threat



A significant threat

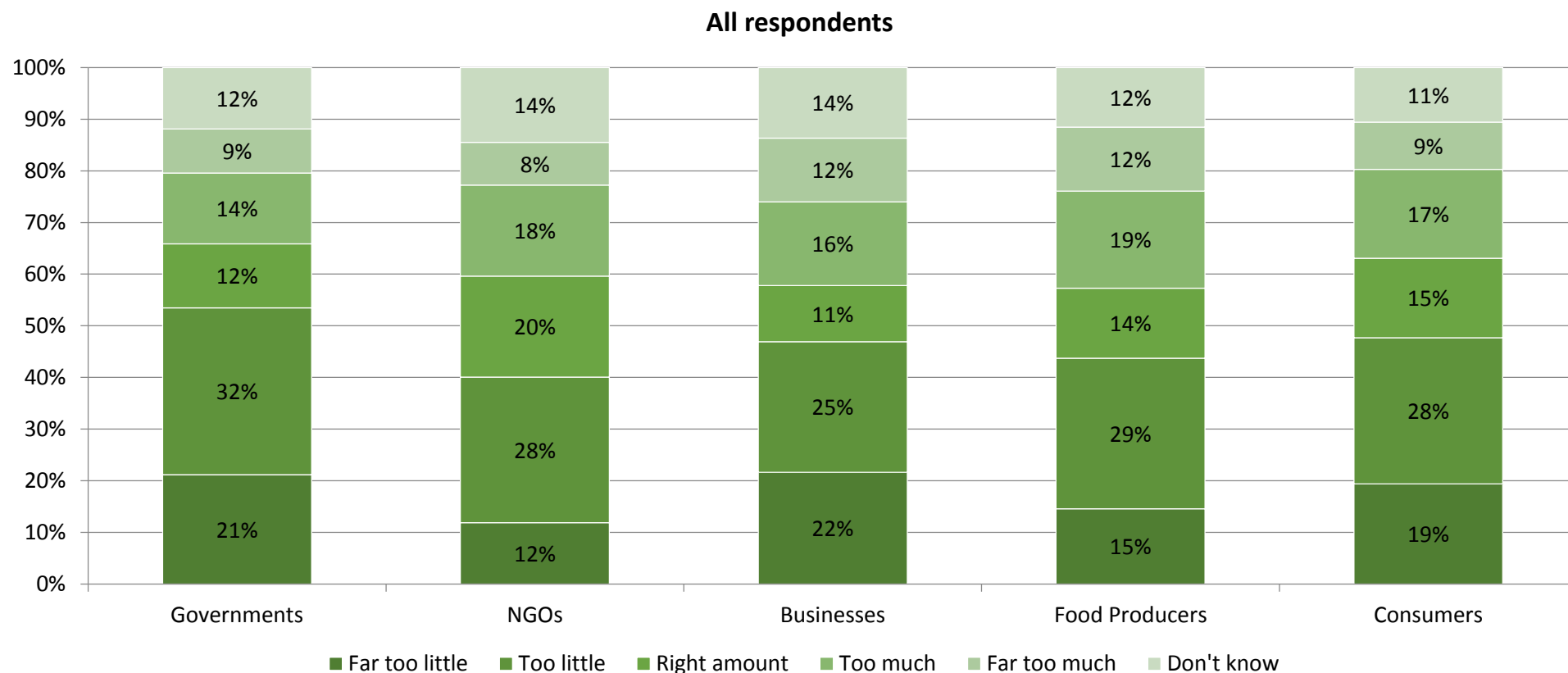


The largest threat



- 47% of Indians who understand the food system is the largest threat to nature are under 34 years old, but conversely 18-24 year olds are most likely to think it poses no threat

For each of the following groups, do you think they are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?

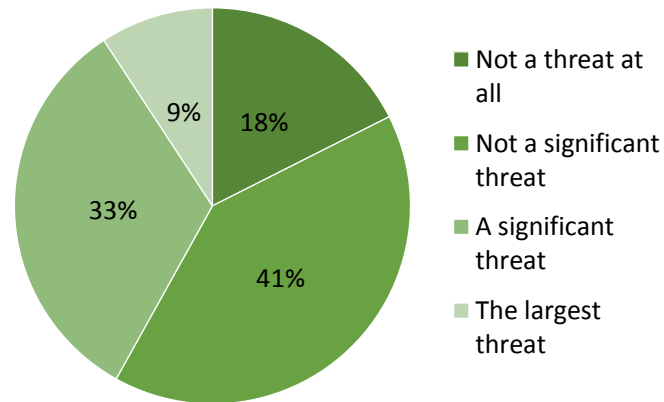


- More than half (53%) think governments are doing too little to make the food system sustainable, with businesses (47%) not far behind
- 31% think food producers are doing too much work on sustainability

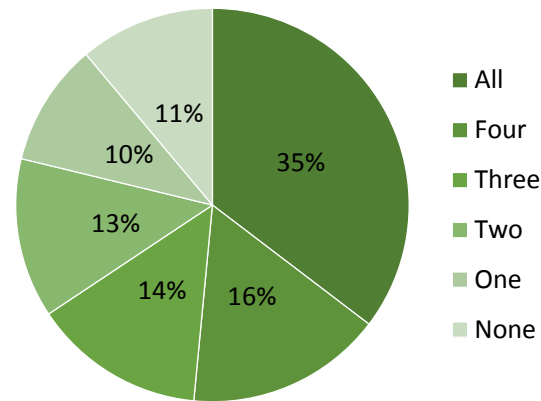
INDONESIA



Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?



Which stakeholders do you think are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?



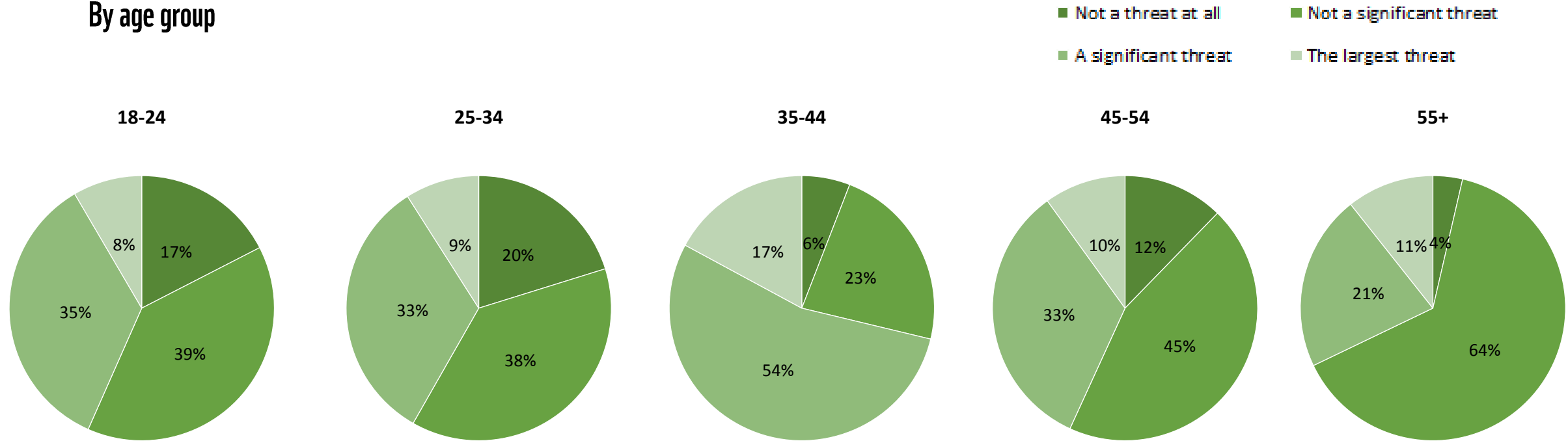
- In Indonesia, 91% of respondents do not realize the extent of the threat of the food system. 58% consider it to be insignificant or not even exist.
- 65% are satisfied the majority of stakeholders are doing enough to build a sustainable food system.

n = 1026

Stakeholders = governments, NGOs, businesses, food producers and consumers

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

By age group



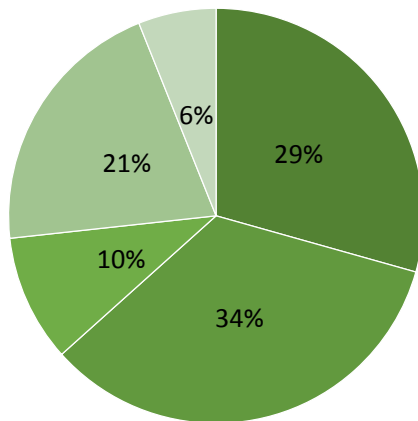
- 35-44 year olds are most conscious of the extent of the food system's threat, with 61% seeing it as a significant threat or more, but 70% of 55+ year olds think the threat is insignificant or doesn't even exist

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

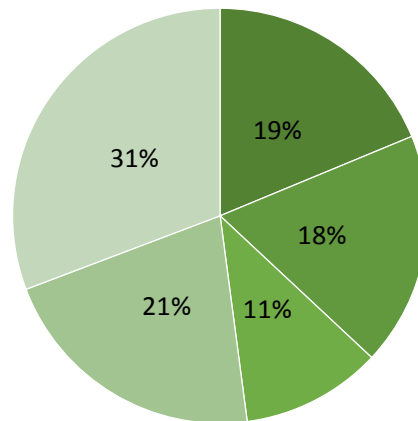
By response

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

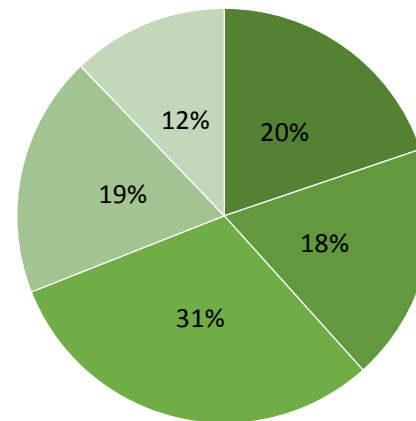
Not a threat at all



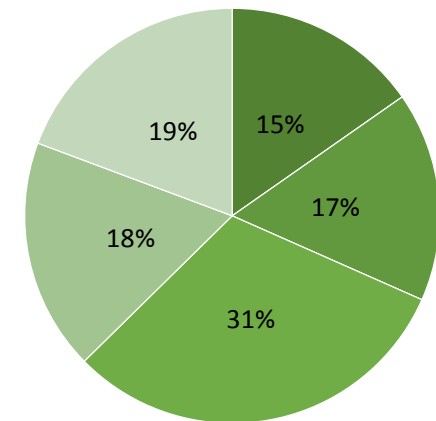
Not a significant threat



A significant threat

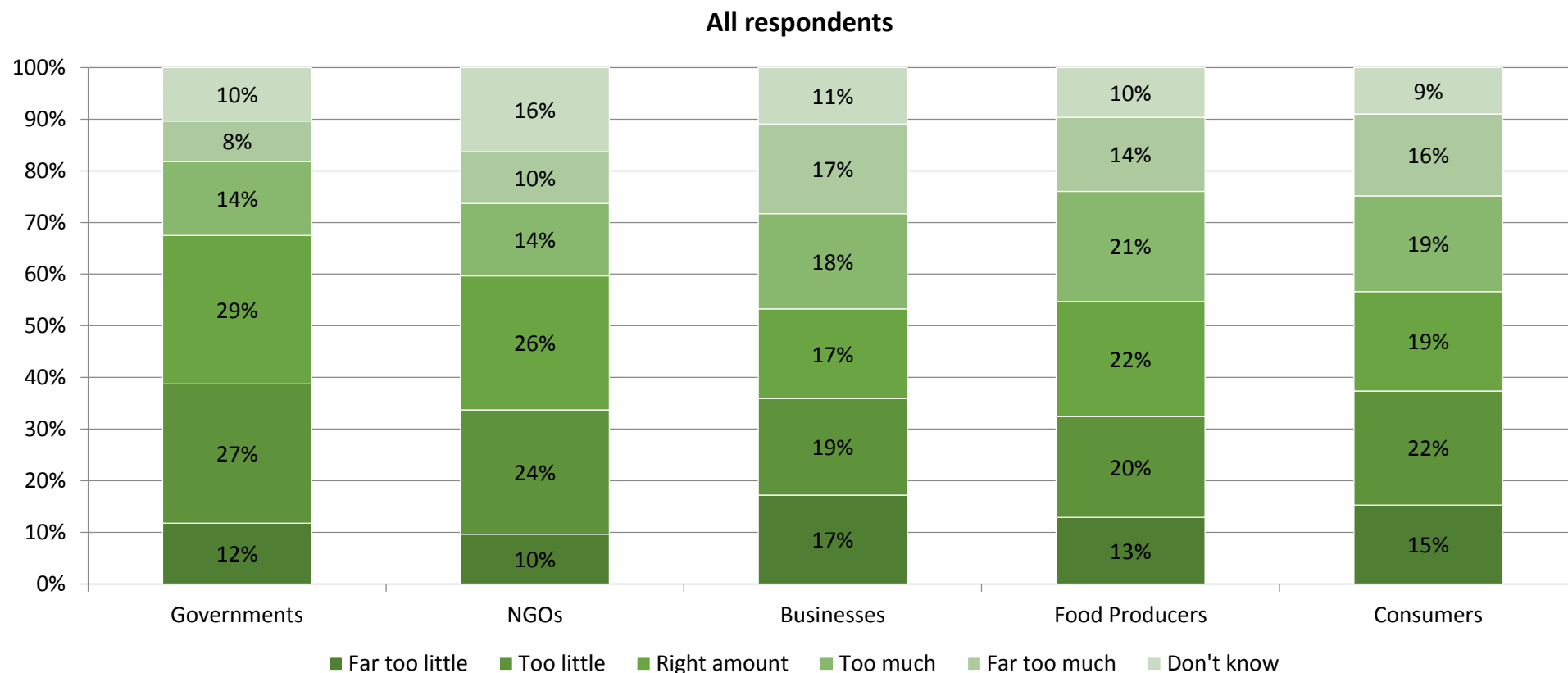


The largest threat



- Indonesians aged between 18 and 34 make up 63% of the people who think the food system poses no threat to nature

For each of the following groups, do you think they are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?

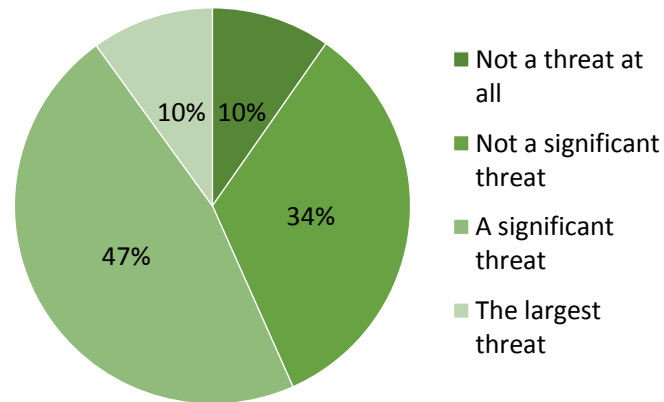


- Of all stakeholders, Indonesians are least likely to feel that food producers are not doing enough to make the food system sustainable
- Nearly a third of people think governments are putting in the right amount of effort

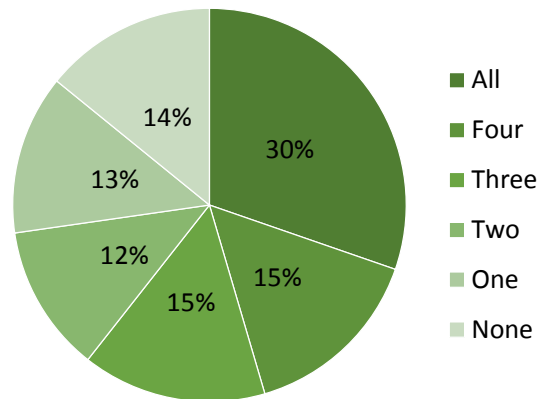
MALAYSIA



Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?



Which stakeholders do you think are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?



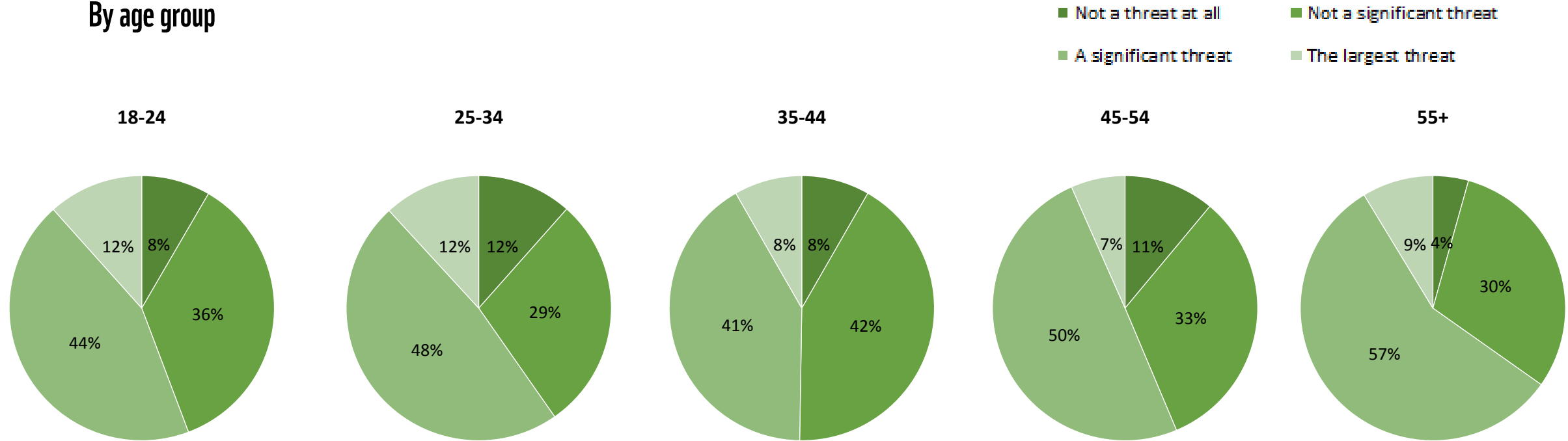
- In Malaysia, 90% of respondents do not realize the extent of the threat of the food system. 44% consider it to be insignificant or not even exist.
- 60% of are satisfied the majority of stakeholders are doing enough to build a sustainable food system.

n = 1013

Stakeholders = governments, NGOs, businesses, food producers and consumers

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

By age group



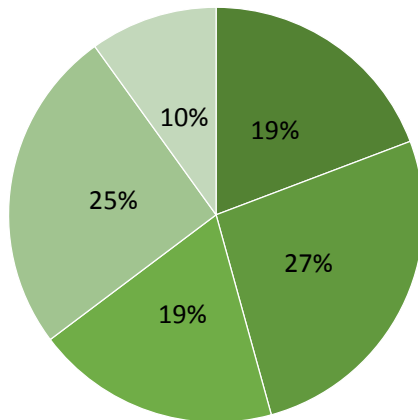
- Malaysians aged 18-24 and 25-34 are most conscious of the extent of the food system's threat, but half of 35-44 year olds think the threat is insignificant or doesn't exist

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

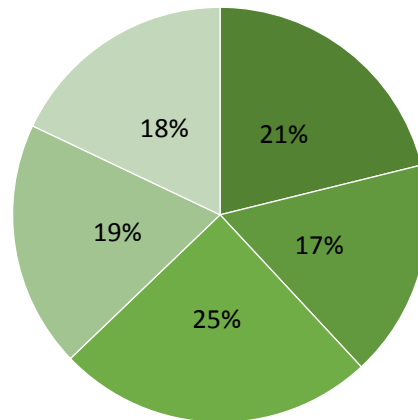
By response

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

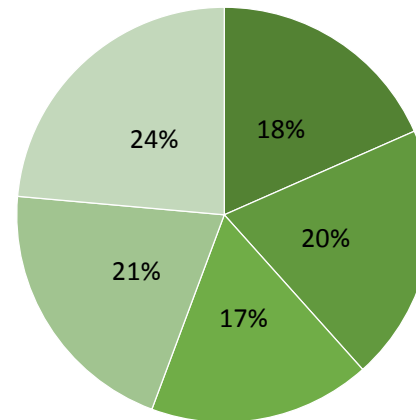
Not a threat at all



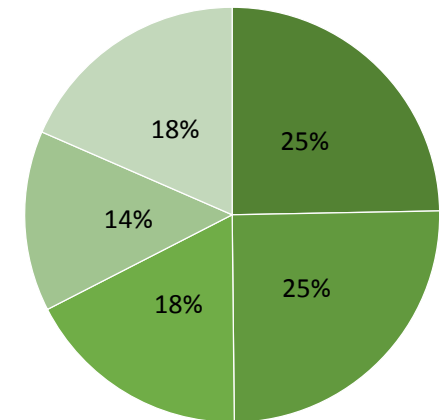
Not a significant threat



A significant threat

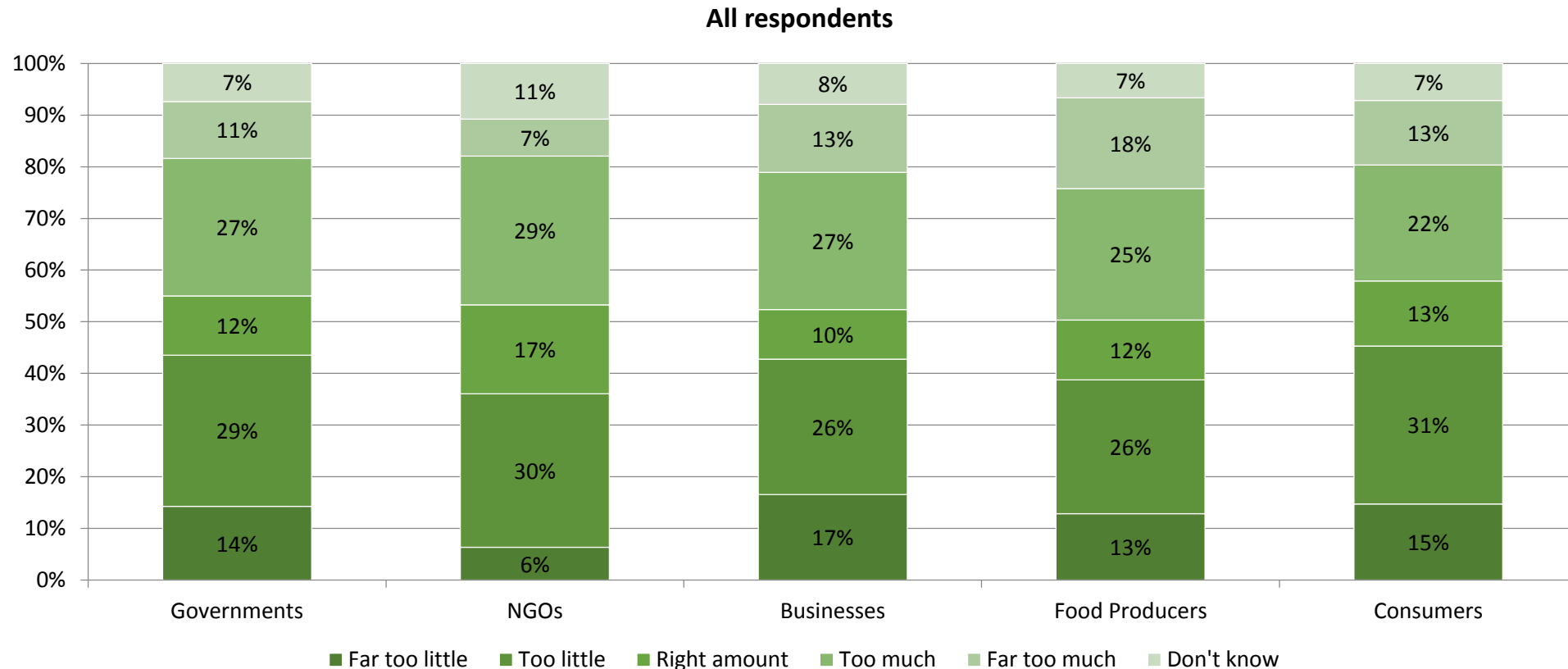


The largest threat



- 50% of the people who appreciate the threat of the food are aged between 18 and 34 years old, but the same group make up 47% of those who think the threat doesn't exist

For each of the following groups, do you think they are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?

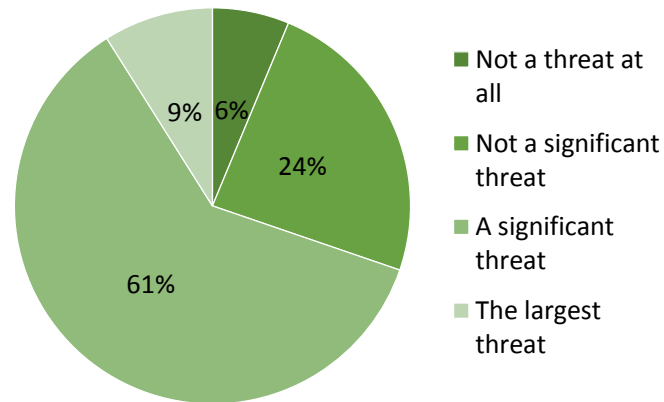


- More than a third think every stakeholder is doing too much work to make the food system sustainable – particularly food producers (43%)
- Malaysians are least satisfied with consumers - 45% think they aren't doing enough

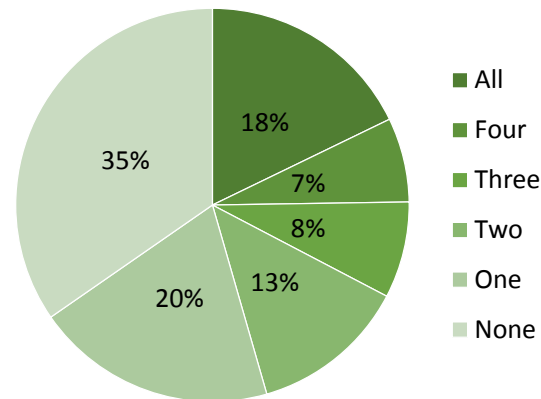
NETHERLANDS



Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?



Which stakeholders do you think are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?



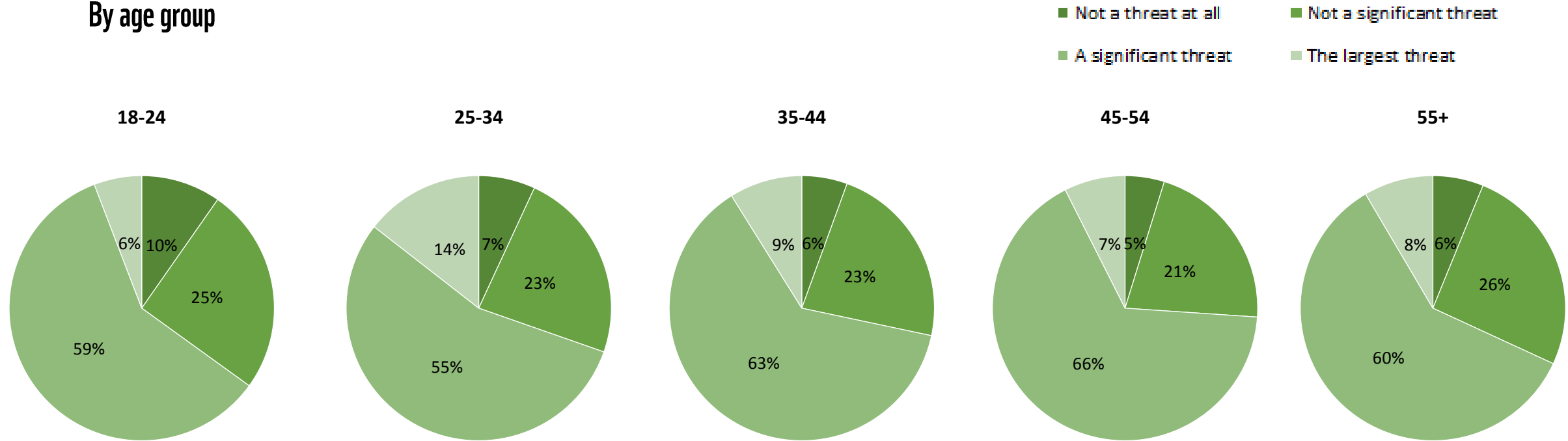
- In the Netherlands, 91% of respondents do not realize the extent of the threat of the food system. 30% consider it to be insignificant or not even exist.
- More than two thirds (68%) think the majority of stakeholders are not doing enough to build a sustainable food system.

n = 1005

Stakeholders = governments, NGOs, businesses, food producers and consumers

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

By age group



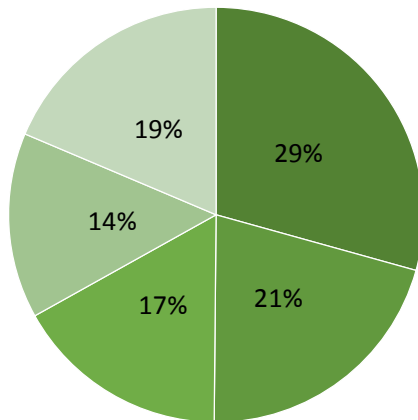
- 25-34 year olds are most conscious of the extent of the food system's threat, but more than a third (35%) of 18-24 year olds think the threat is insignificant

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

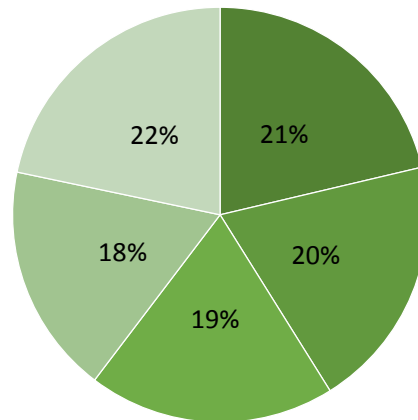
By response

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

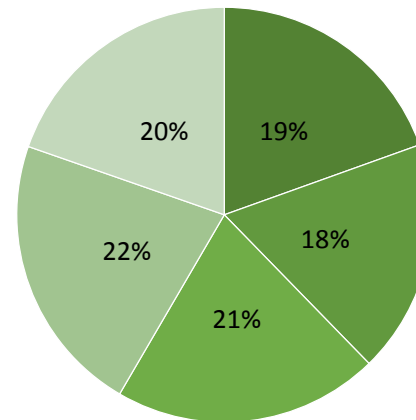
Not a threat at all



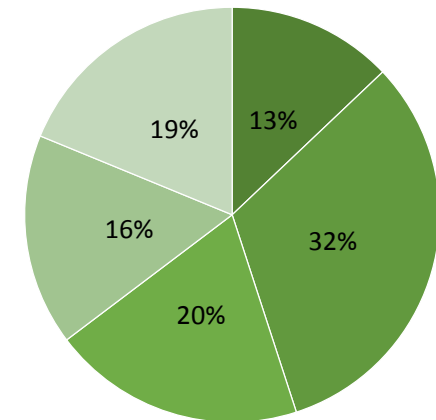
Not a significant threat



A significant threat

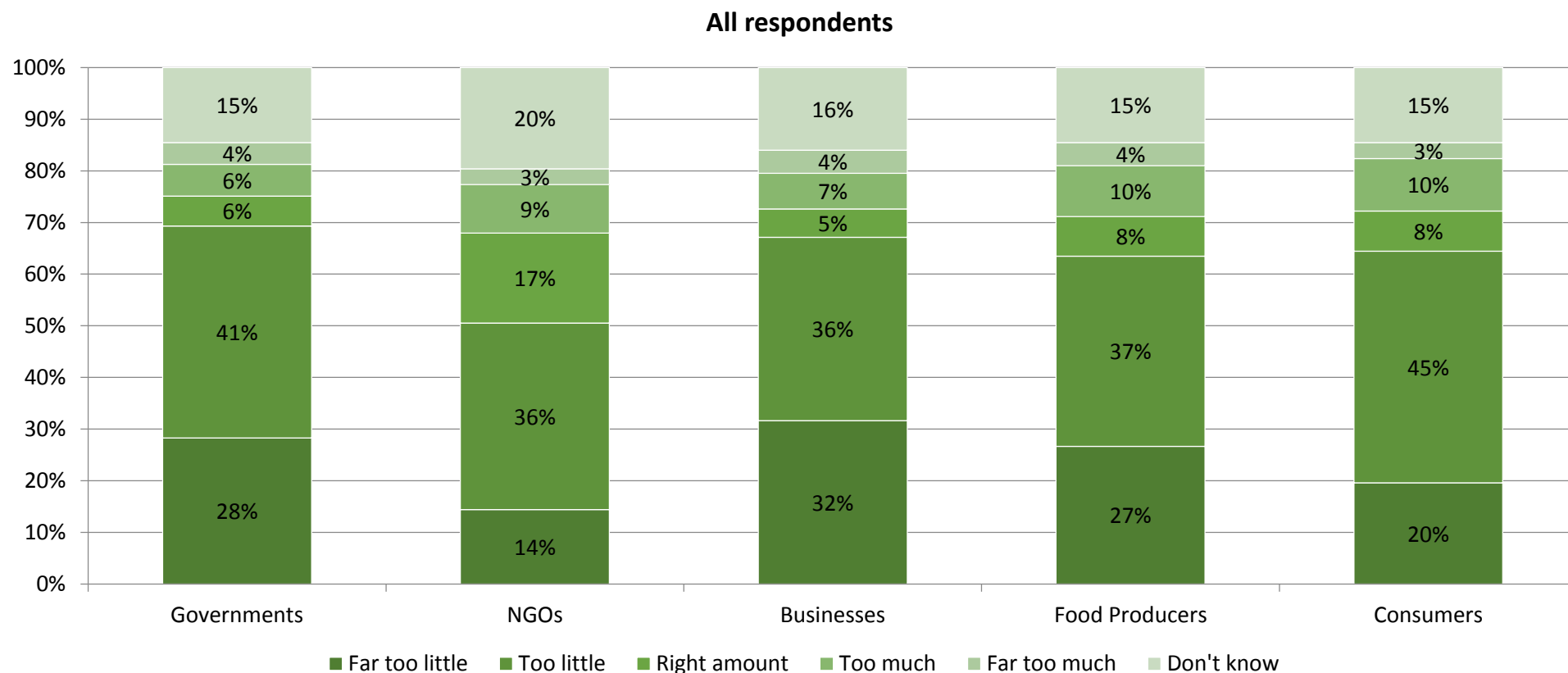


The largest threat



- 50% of Dutch who feel the food system poses no threat to nature are aged between 18 and 34 years old – but at the same time ,45% realize it is the biggest threat

For each of the following groups, do you think they are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?

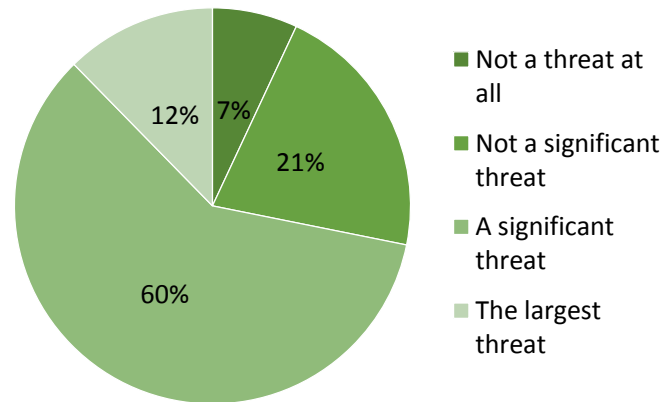


- At least half do not think each stakeholder is doing enough to make the food system sustainable, over two thirds feel this way about governments and businesses
- 20% do not know what NGOs do to make the food system sustainable

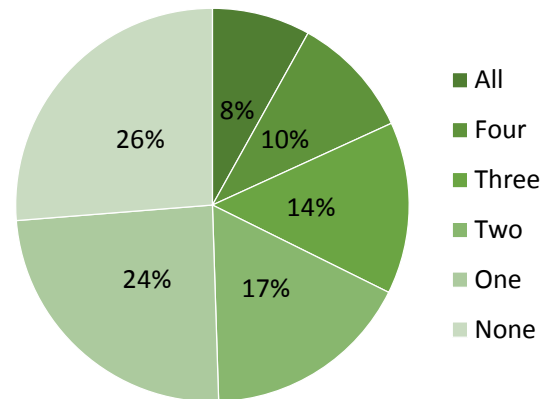
SOUTH AFRICA



Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?



Which stakeholders do you think are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?



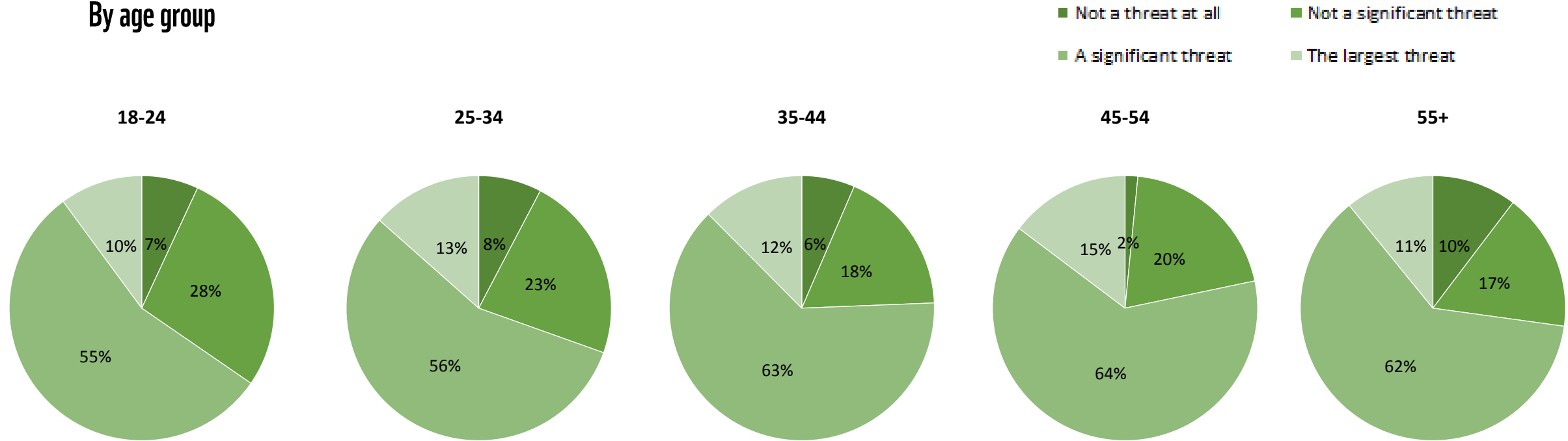
- In Australia, 88% of respondents do not realize the extent of the threat of the food system. 28% consider it to be insignificant or not even exist.
- Approximately two thirds think the majority of stakeholders are not doing enough to build a sustainable food system.

n = 1014

Stakeholders = governments, NGOs, businesses, food producers and consumers

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

By age group



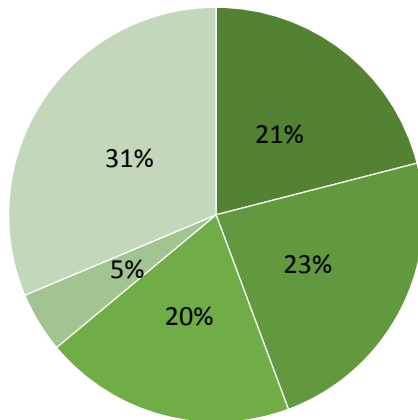
- 45-54 year olds are most conscious of the extent of the food system's threat, but nearly 35% of 18-24 year olds think the threat is insignificant or doesn't exist

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

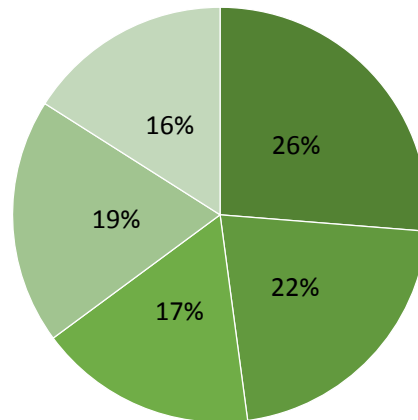
By response

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

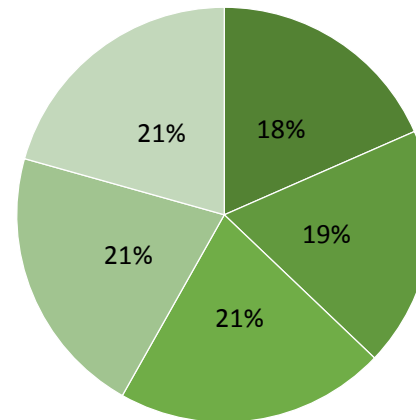
Not a threat at all



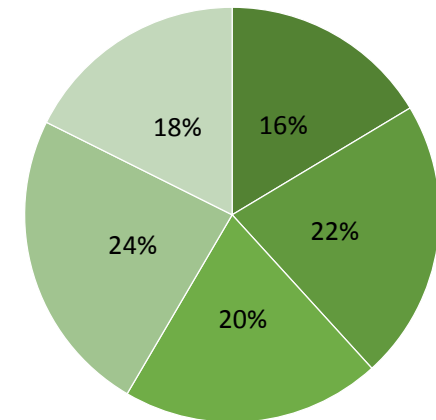
Not a significant threat



A significant threat

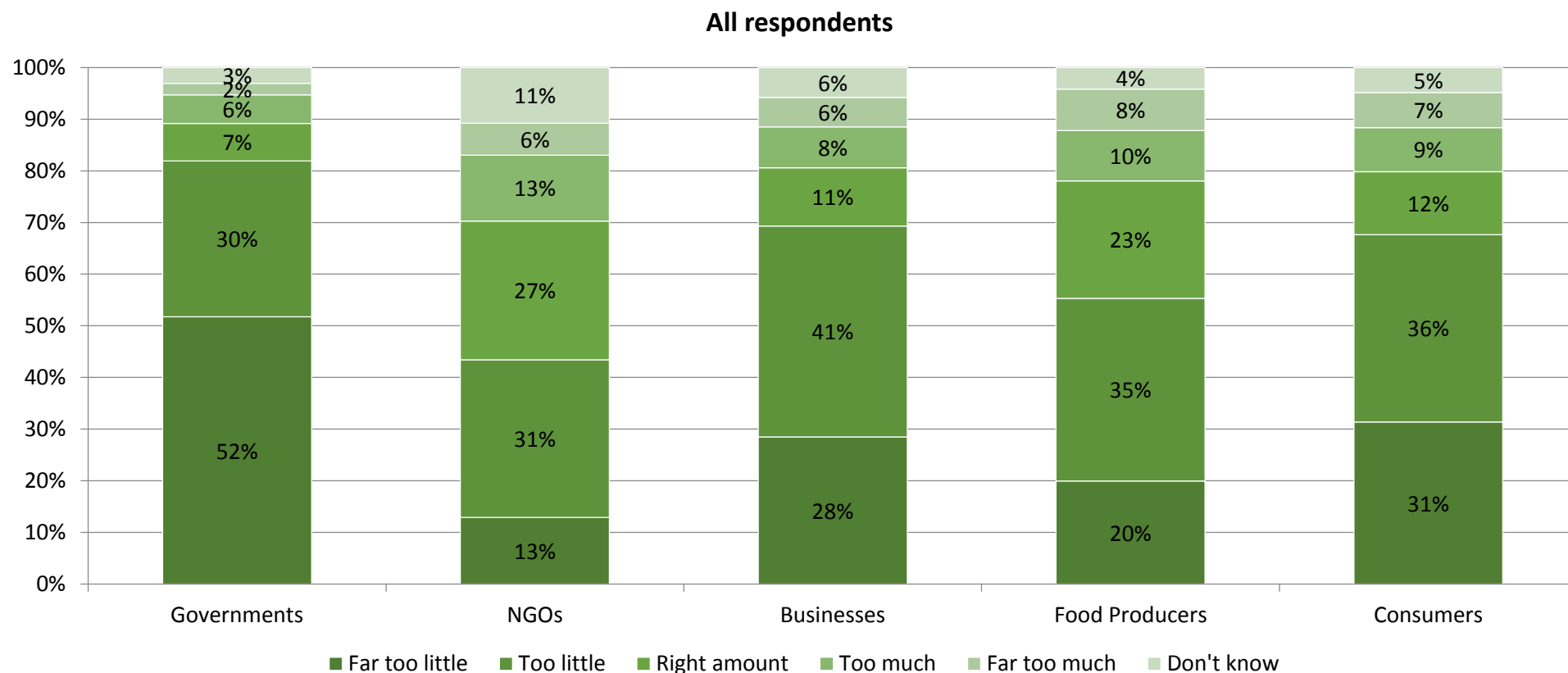


The largest threat



- 42% of South Africans who appreciate the threat of the food system are 44 or older – 18-34 year olds make up 44% of those who do not think there is any threat

For each of the following groups, do you think they are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?

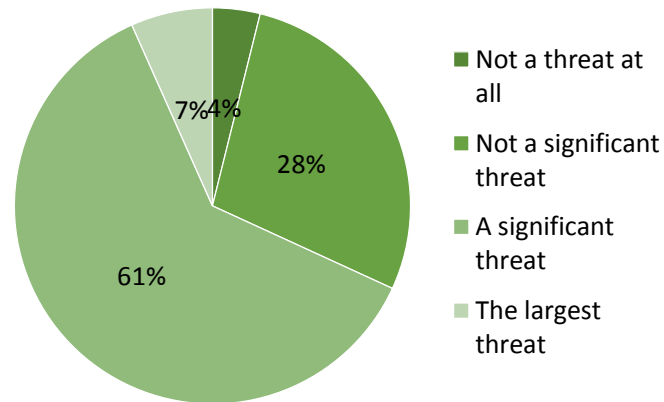


- More than half think that each stakeholder, with the exception of NGOs, is not doing enough to make the food system sustainable – 82% are dissatisfied with governments
- Around a quarter (27%) think NGOs are putting in the right amount of effort

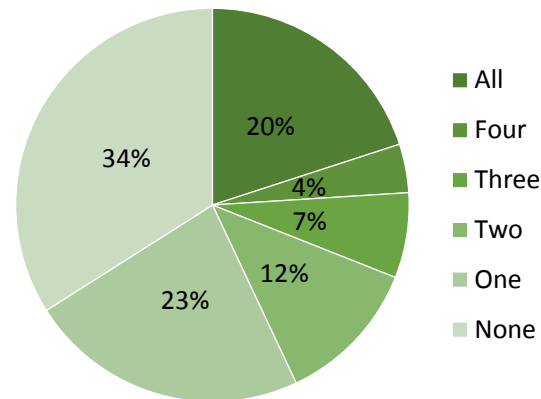
UNITED KINGDOM



Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?



Which stakeholders do you think are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?



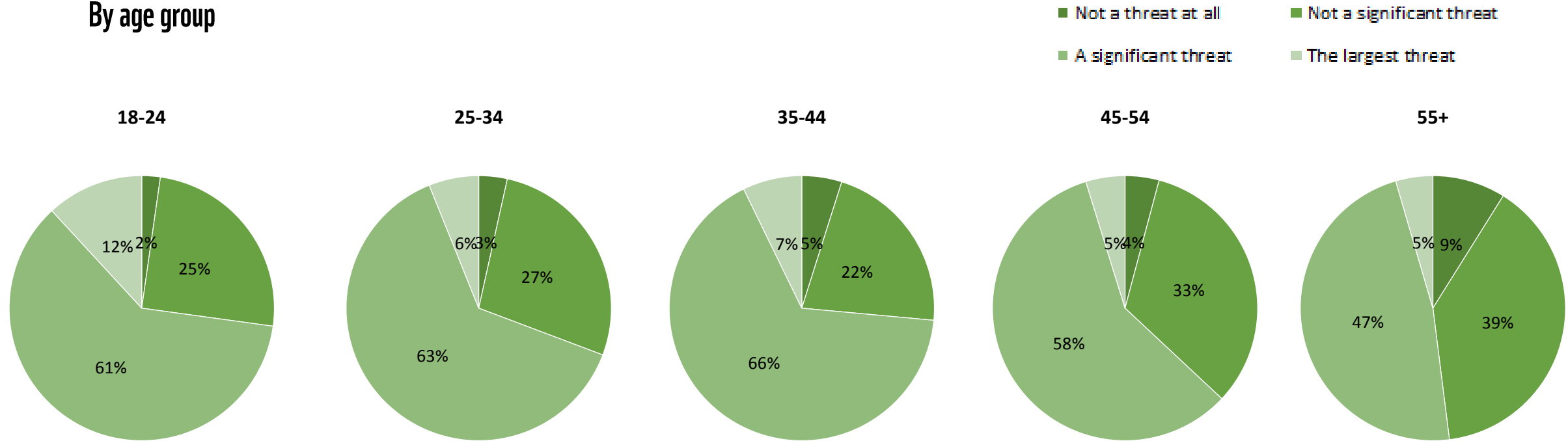
- In the UK, 93% of respondents do not realize the extent of the threat of the food system. 35% consider it to be insignificant or not even exist.
- 69% think the majority of stakeholders are not doing enough to build a sustainable food system.

n = 2060

Stakeholders = governments, NGOs, businesses, food producers and consumers

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

By age group



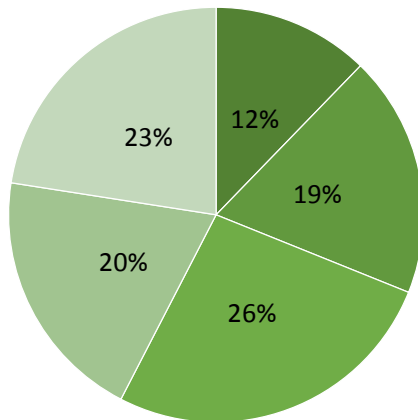
- 18-24 year olds are most conscious of the extent of the food system's threat, but nearly half (48%) of 55+ year olds think the threat is insignificant or doesn't exist

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

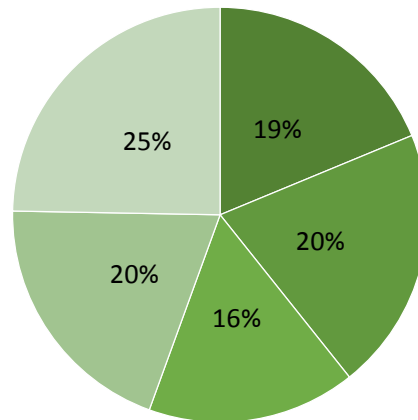
By response

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

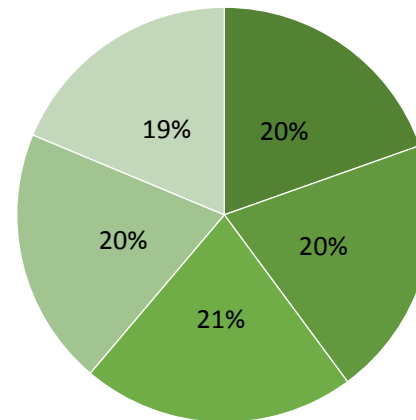
Not a threat at all



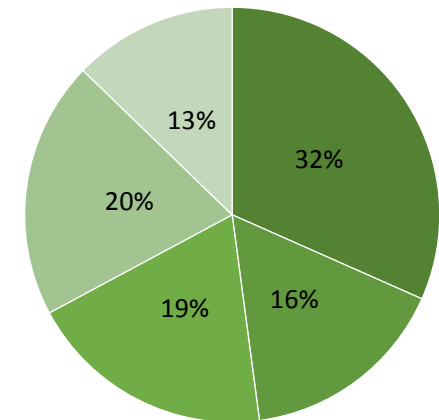
Not a significant threat



A significant threat

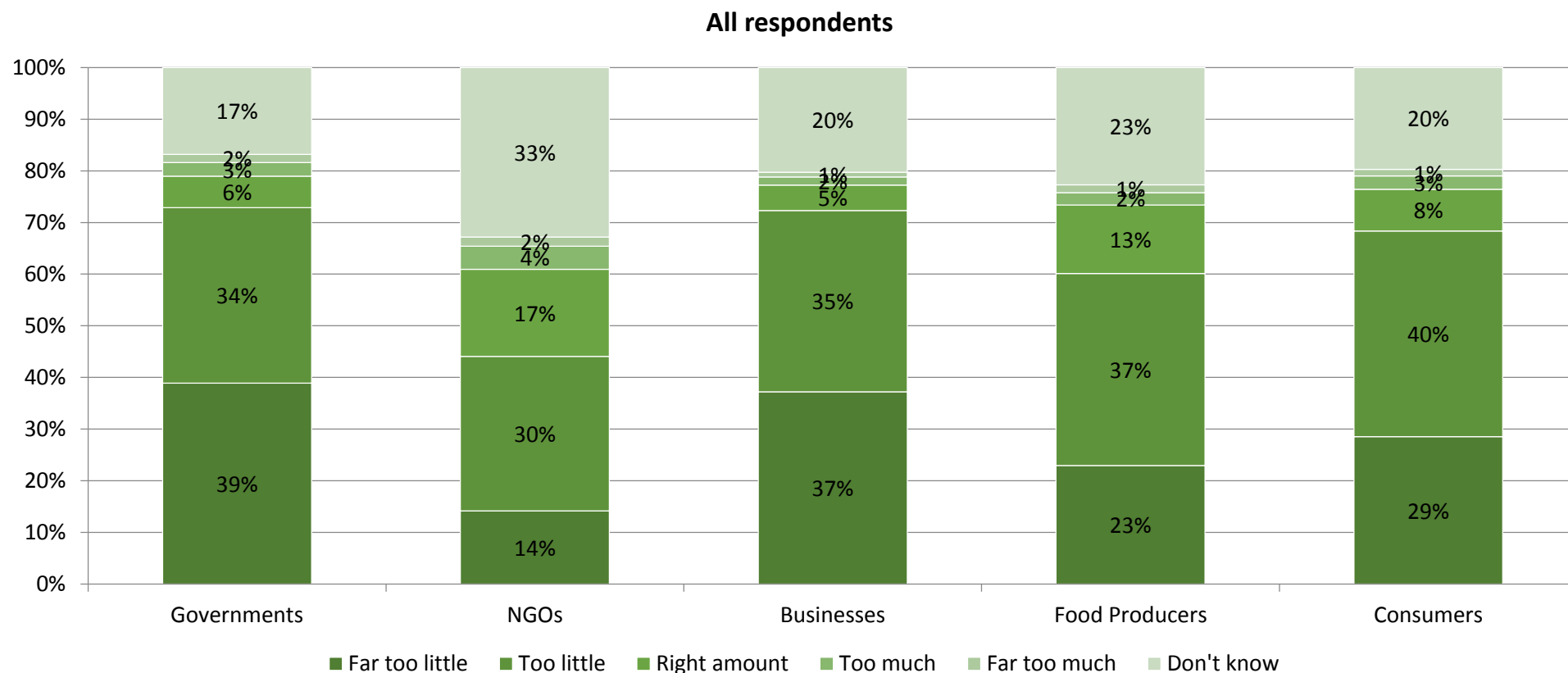


The largest threat



- 55+ year olds are least likely to realize the food system is the biggest threat to nature, but 35-44 year olds are the most likely to think it is no threat at all

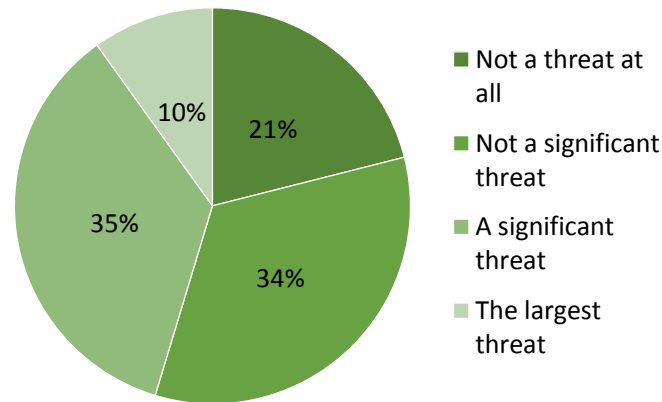
For each of the following groups, do you think they are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?



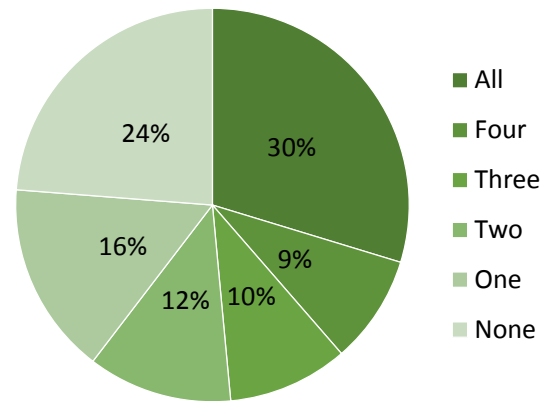
- Nearly three quarters think governments (73%) and businesses (72%) are not doing enough to make the food system sustainable
- A third of people don't know what NGOs are doing



Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?



Which stakeholders do you think are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?



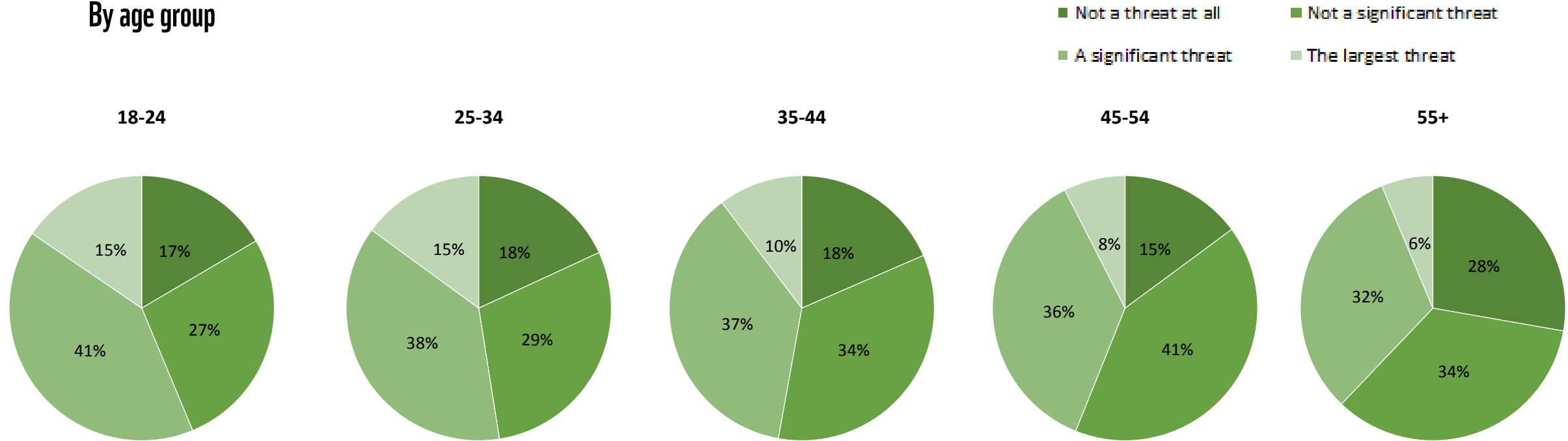
- In the US, 90% of respondents do not realize the extent of the threat of the food system. 55% consider it to be insignificant or not even exist.
- Just over half (52%) think the majority of stakeholders are not doing enough to build a sustainable food system.

n = 1280

Stakeholders = governments, NGOs, businesses, food producers and consumers

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

By age group

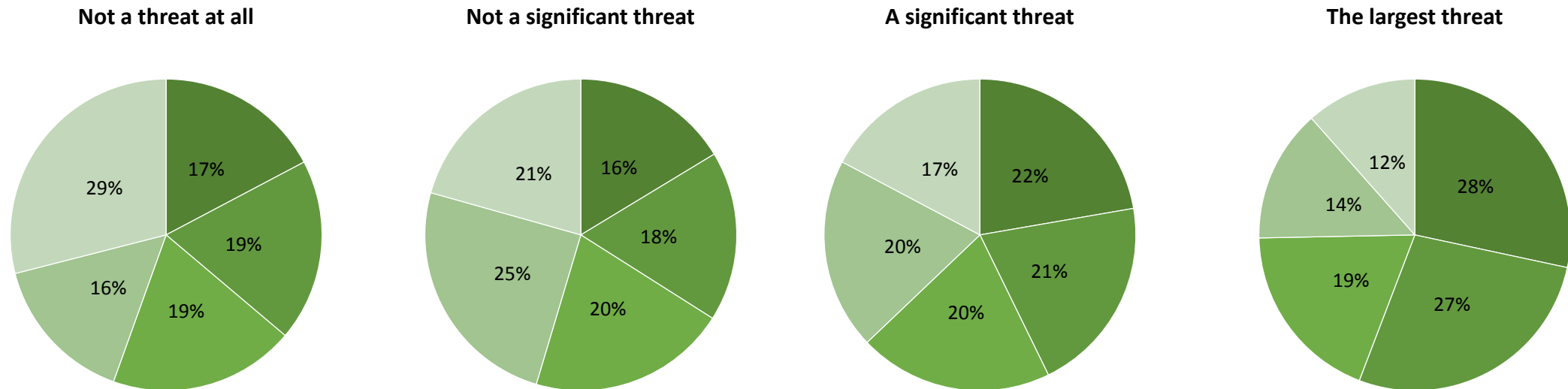


- 18-24 and 25-34 year olds are most conscious of the extent of the food system's threat, but more than half of 35-44 & 45-54 year olds and nearly two thirds of 55+ year olds don't believe there is a significant threat

Thinking about how food is produced and consumed... How much of a threat, if any, do you think this is on nature and our planet?

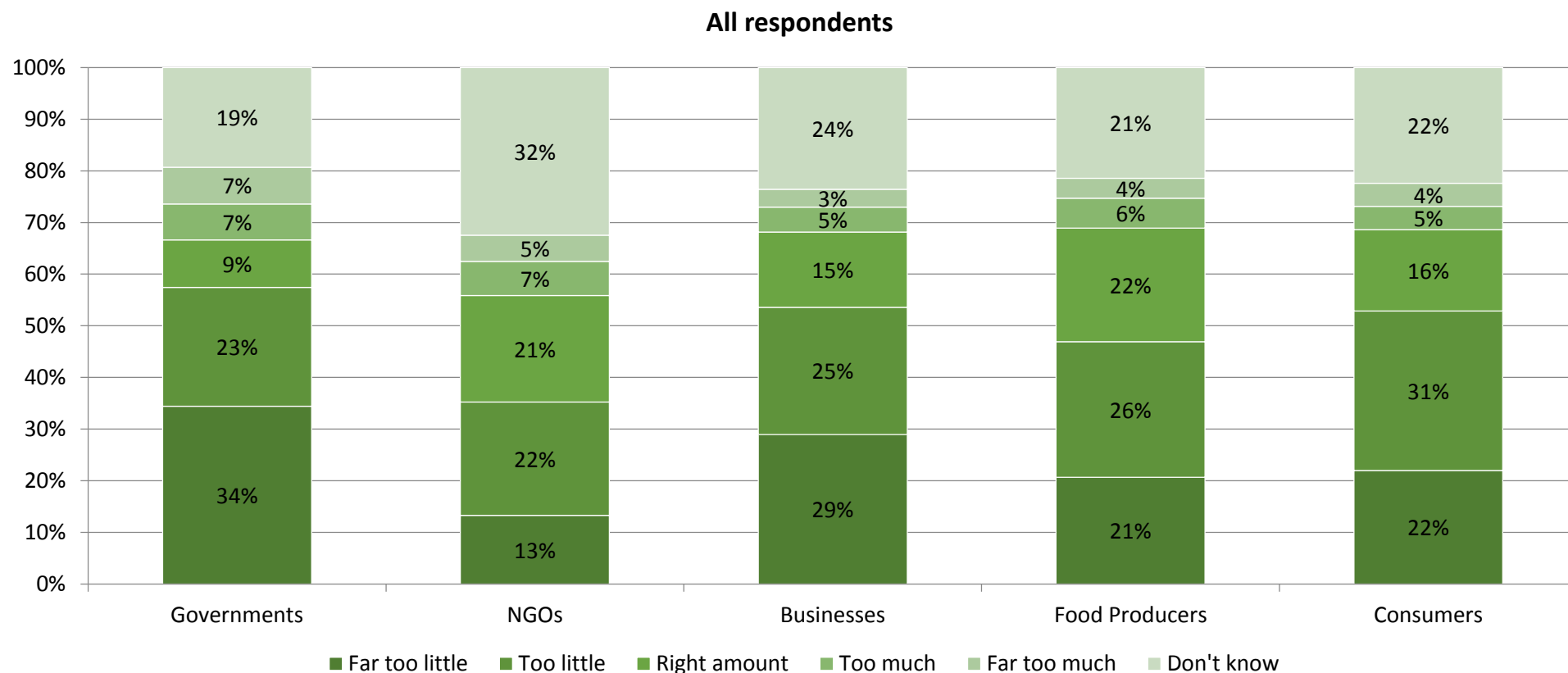
By response

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+



- More than a quarter of those Americans who think there is no threat to nature are over 55
- 55% who realize the extent of the threat of the food system are between 18 and 34, but this group also makes up 36% of those who think it poses no threat

For each of the following groups, do you think they are doing enough to ensure everyone has enough food, while preventing harm to nature and the planet from food production and consumption?



- More than half feel that governments, businesses and consumers are not doing enough, while more than a fifth think that NGOs and food producers are doing the right amount
- A large number don't know what each stakeholder is doing – 32% for NGOs



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