

A warming diet? Understanding the complex decisions that determine purchase choice

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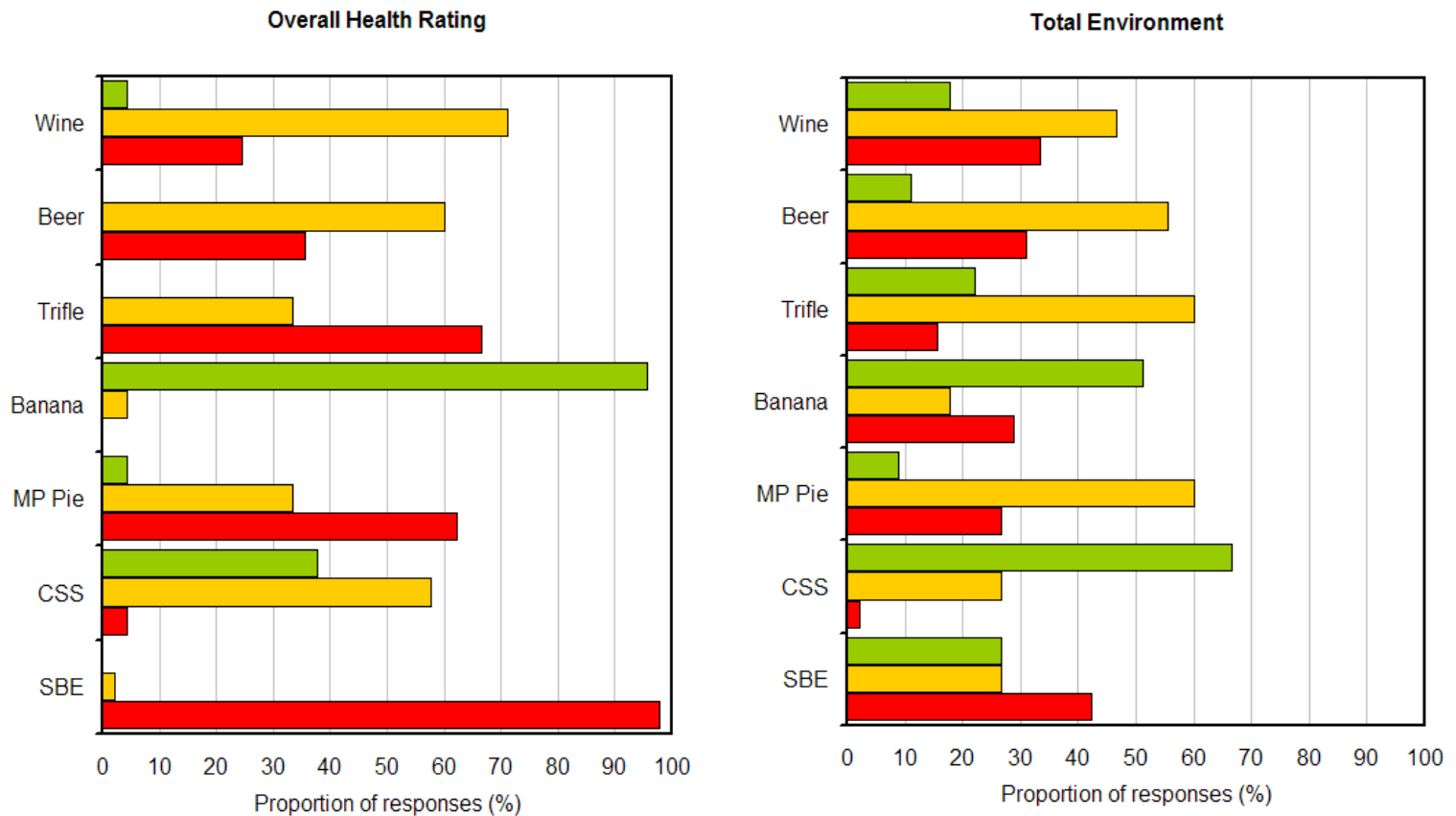


Figure 1. The relationship between consumer understanding nutritional value and environmental impact of food and beverage products is shown. Red shows 'high impact', amber 'medium impact' and green 'low impact'. SBE= sausage, bacon egg roll, CSS= cheese salad sandwich, MP pie= meat and potato pie.

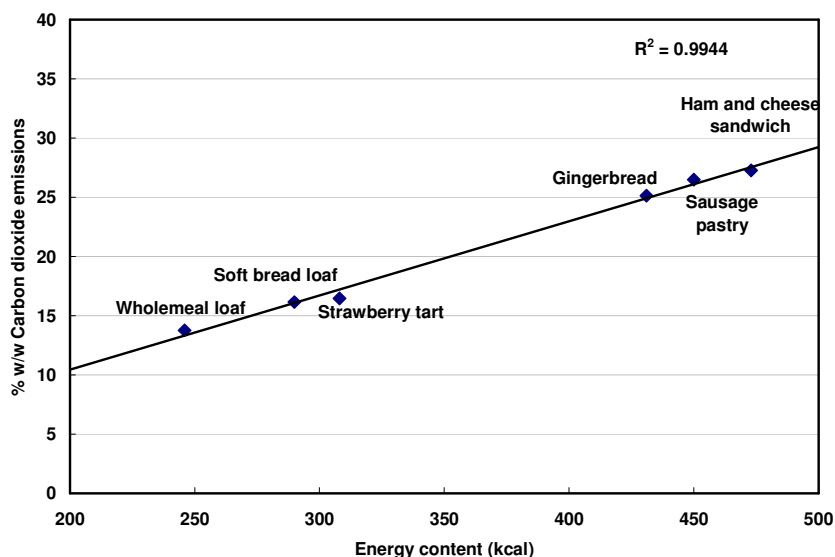


Figure 2. The relationship between carbon dioxide emissions associated with the production of ingredients (primary production); the drying, milling and baking of products (secondary processing); and, the energy content of the food product.

The data presented provide an understanding of how to communicate environmental impacts of food and beverage products in the public health arena. Interdisciplinary approaches in communicating food, environment and health issues will deliver robust communication methodologies for New Product Development in the food and beverage industry. Monitoring the level of impact on food purchases and preferences of such systems will be required to extend the conclusions presented here.

