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Enhancing European consumer trust in food: Chinese garlic case study

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Introduction

- China has become the EU's biggest trading partner
- To further encourage trade -need co-operation and harmonization
- Consumer trust has been damaged by food fraud incidents
 - Melamine incident in China
 - Horsemeat scandal in Europe
- **Need to understand consumer trust in domestic and imported products and producers**





Introduction

- Herbs and spices becoming increasingly popular (cooking, food innovation etc.)
- Herbs and spices valuable commodities
- Herbs and spices supply chain complex = opportunities for food fraud
- E.g. Garlic might be adulterated with talcum powder, chalk



<https://www.fdf.org.uk/globalassets/resources/publications/guidance-herbsandspices.pdf>



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Introduction

- China is a major world producer of Garlic
- China is a major import market for garlic for the EU (Only 2% of world's herbs and spices produced in Europe)
- E.g. Germany has the net largest import volume and value for garlic in the EU

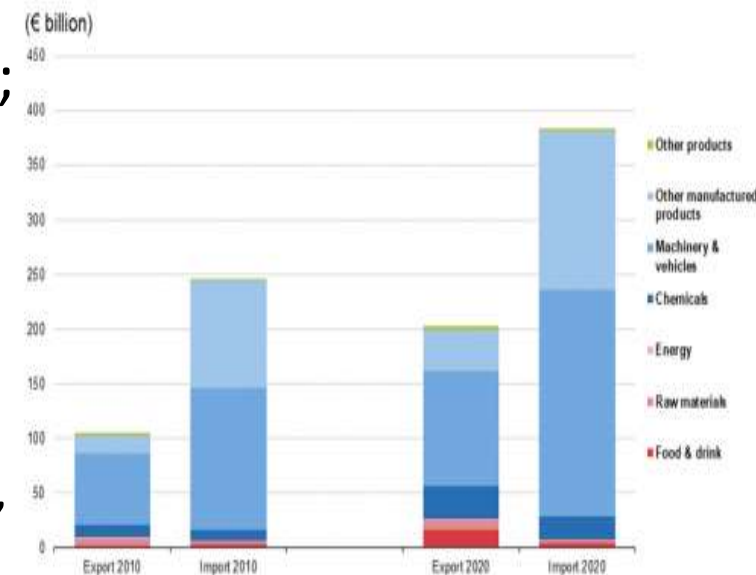




Introduction

- Lack of knowledge on EU consumers' views of Chinese **food** products, producers, and manufacturers
- Some info available on perceptions of food traceability within EU on EU products (e.g. beef; pork, oregano), but lack of info on intentions to buy food products from China
- Aims:
 - To understand EU consumers' views and attitudes towards a Chinese food product (processed garlic)
 - Investigate ways of enhancing European consumers' trust in a Chinese food product (processed garlic)

EU trade with China by product group, 2010 and 2020

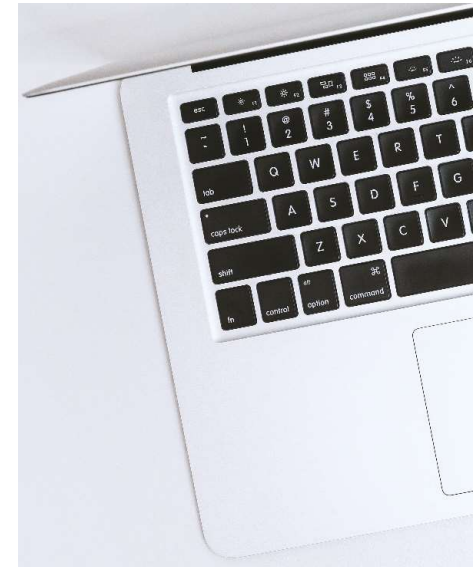


Source: Eurostat (online data code: ext_st_eu27_2020sitc and DS-018995)



Methods

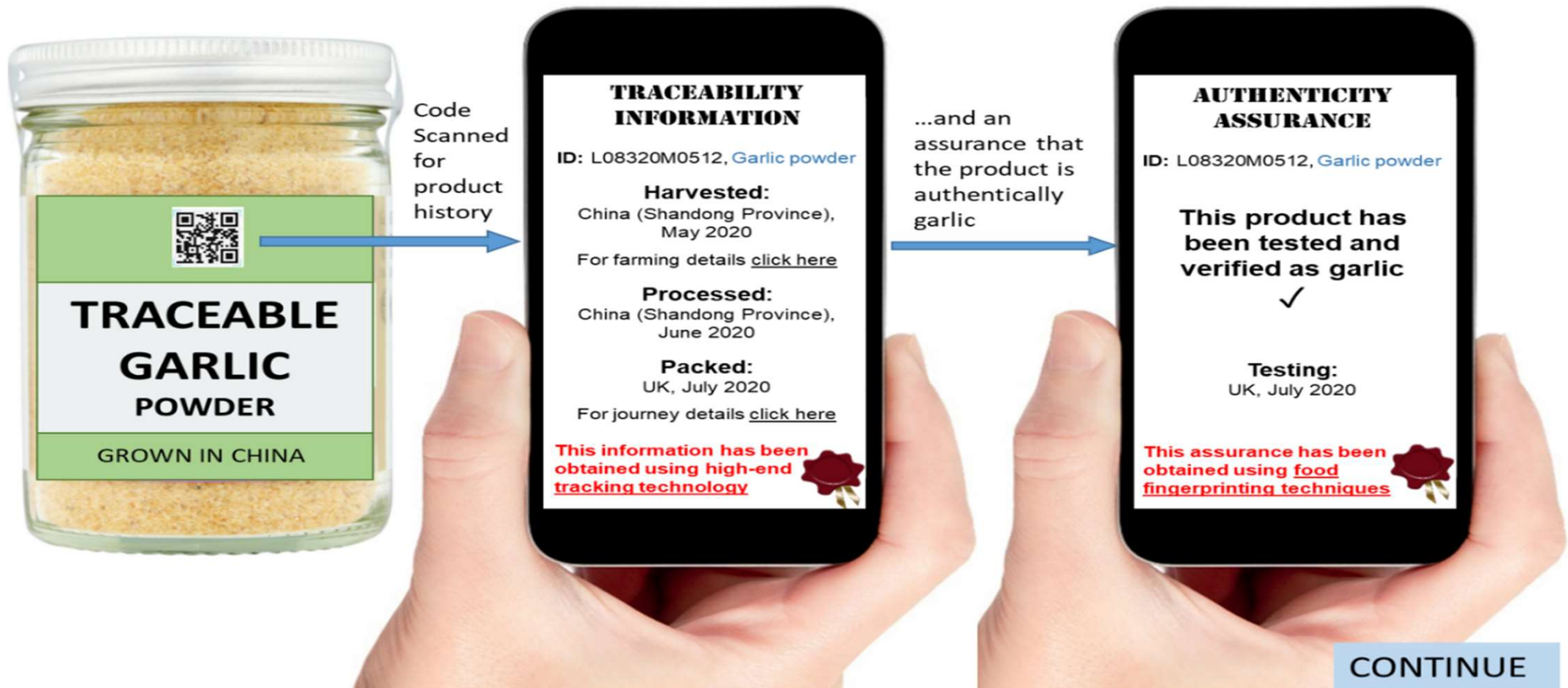
- Online survey – sample of 573 participants in Germany and the UK
- Participants purchased dried garlic at least 3-4 times per year
- Participants asked about:
 - Garlic purchasing habits and labelling wants
 - Trust in processed (Chinese) garlic and the chain (manufacturers and farmers)
 - Intention to buy
 - Willingness to pay extra for traceable (versus non-traceable) Chinese garlic
 - Demographic questions





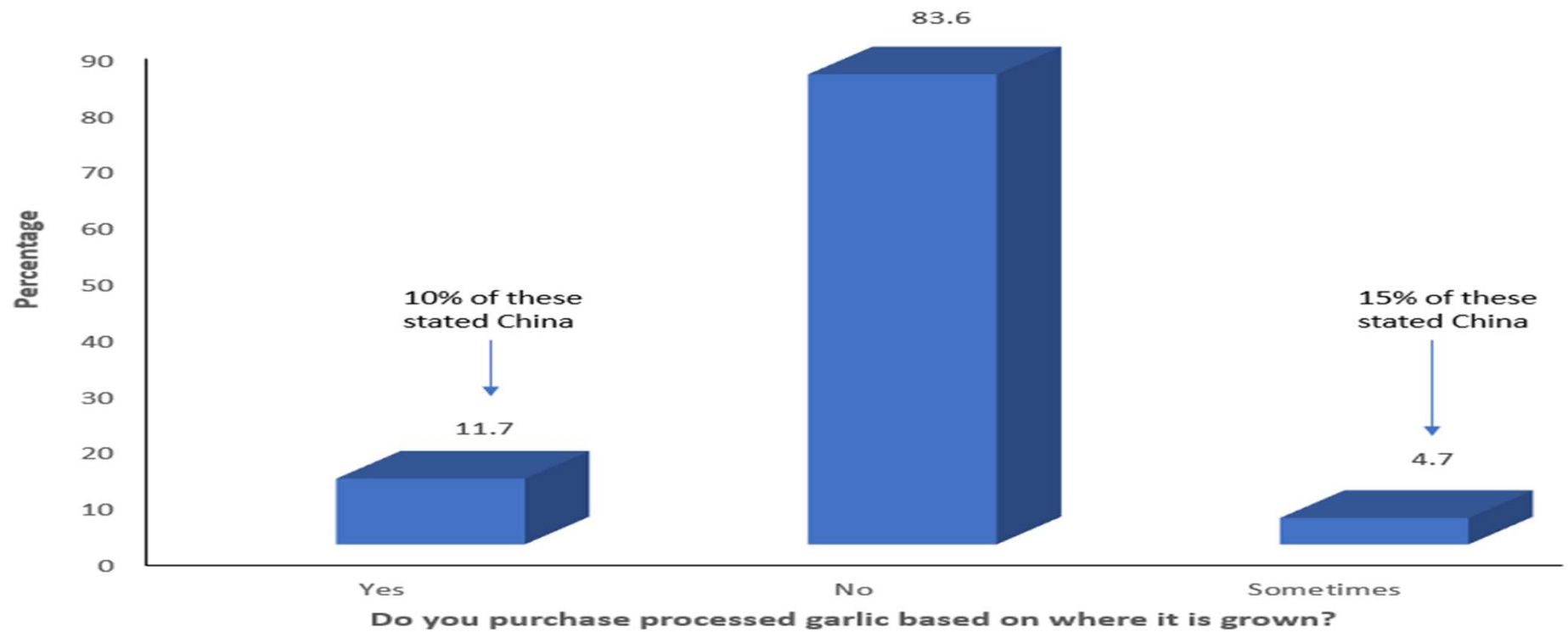
Methods

- Trust in processed (Chinese) garlic and the chain (manufacturers and farmers) measured before and then after viewing the below



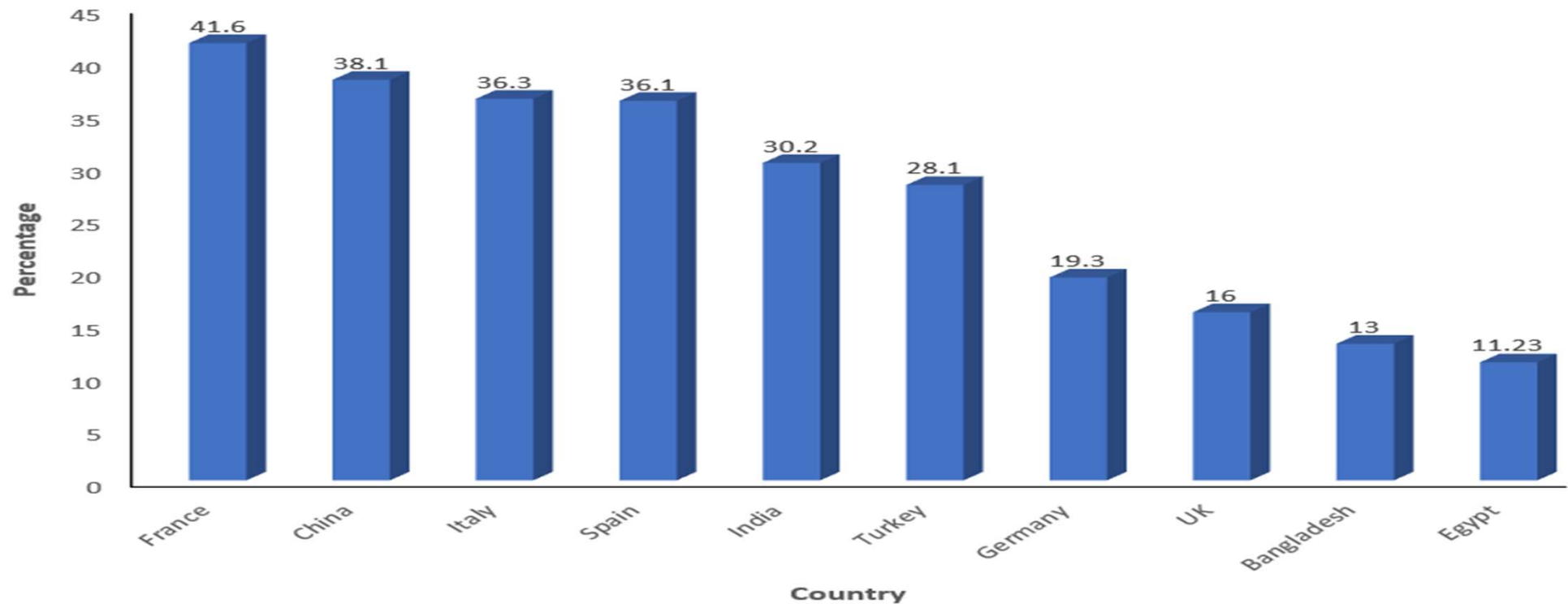
Results

- Do you purchase processed garlic based on where it is grown?



Results

Where do processed garlic you purchased comes from ?

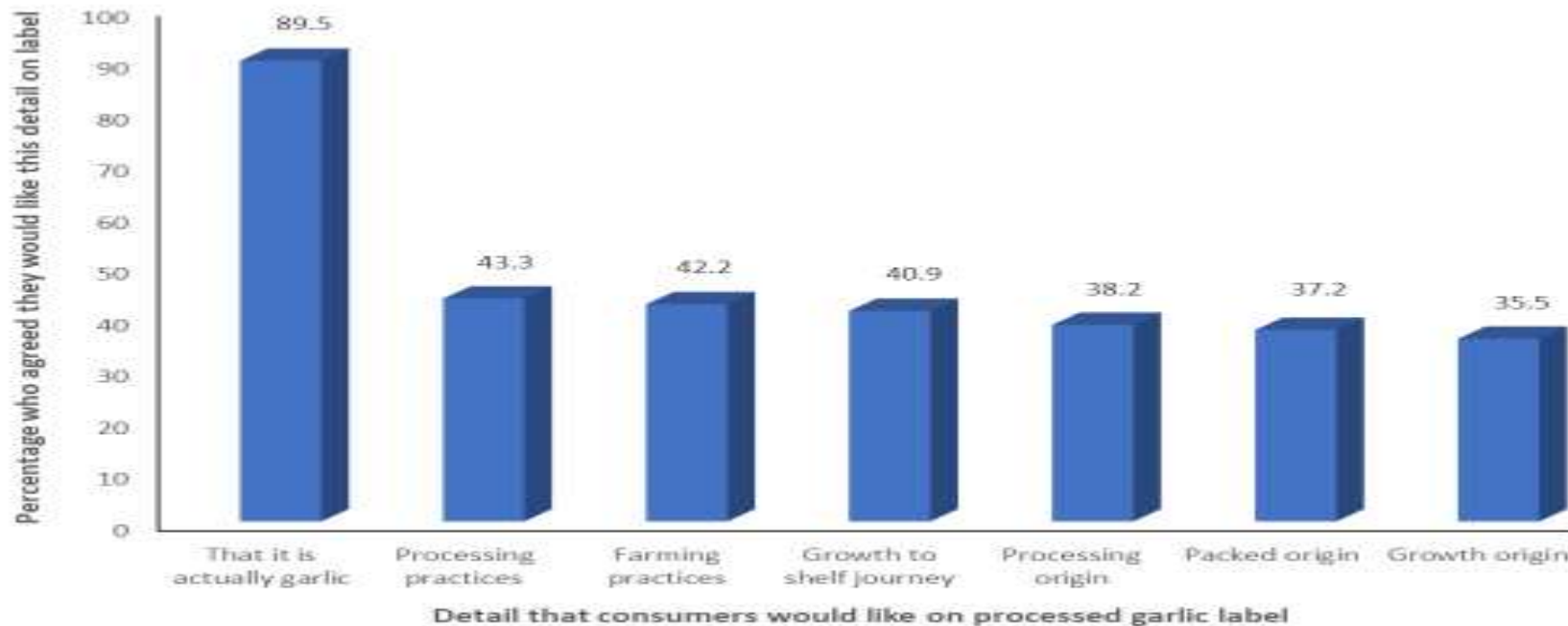




Results

What label would like displayed on processed garlic ?

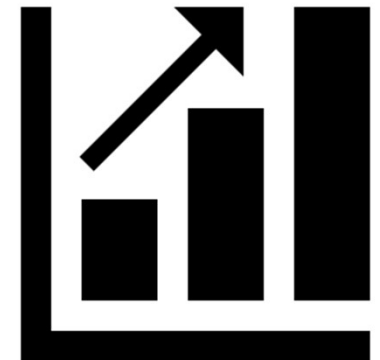
90% chose authenticity - the product is actually garlic





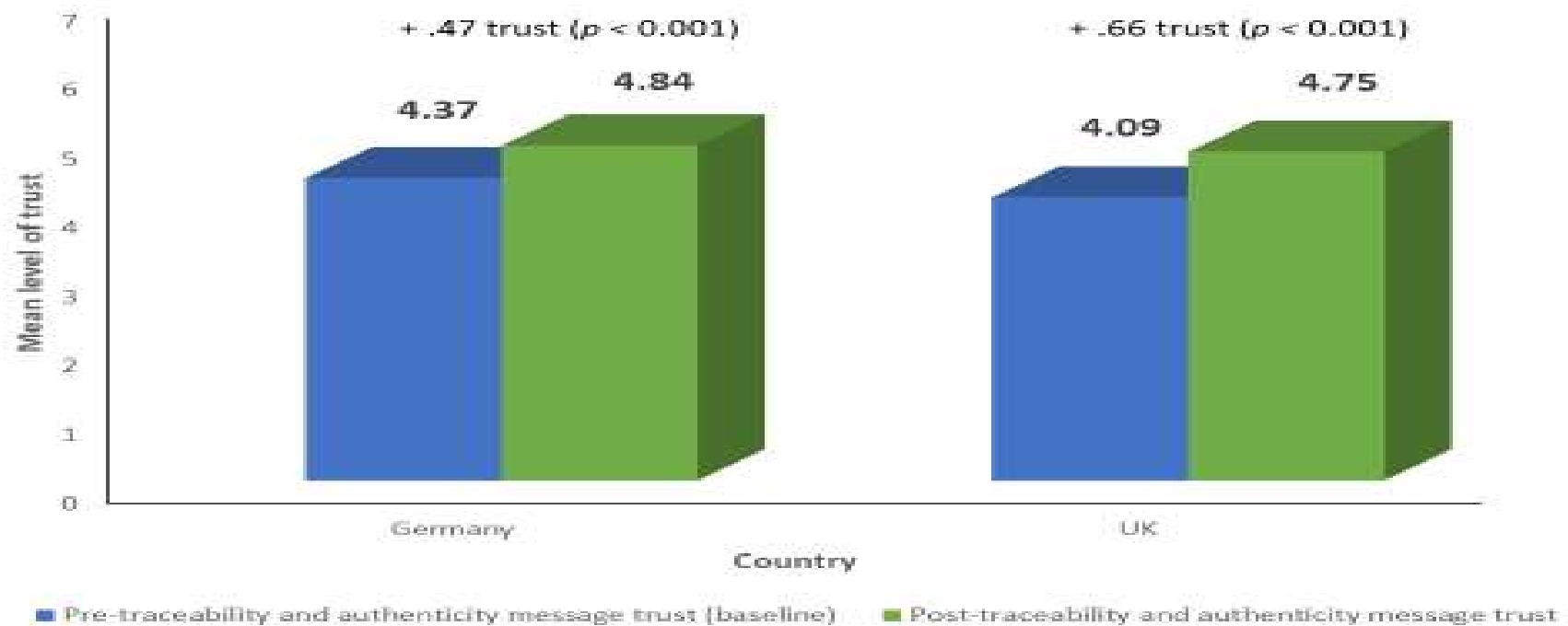
Results

- Trust in the product and chain (farmers, manufacturers) measured on a scale from 1 (low trust) to 7 (high trust)
- All three types of trust saw a significant increase following the viewing of traceability and authenticity information



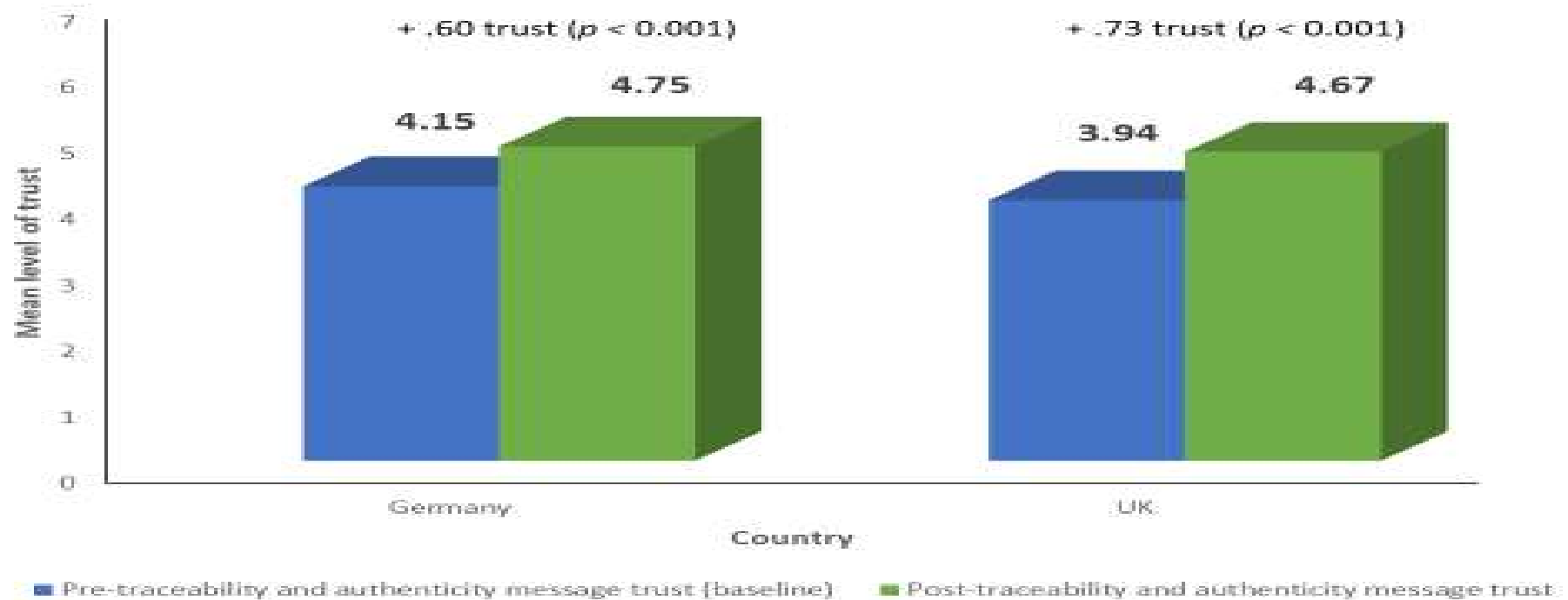
Results

- Provision of traceability and authenticity information increases consumer trust in *farmers* significantly in both countries



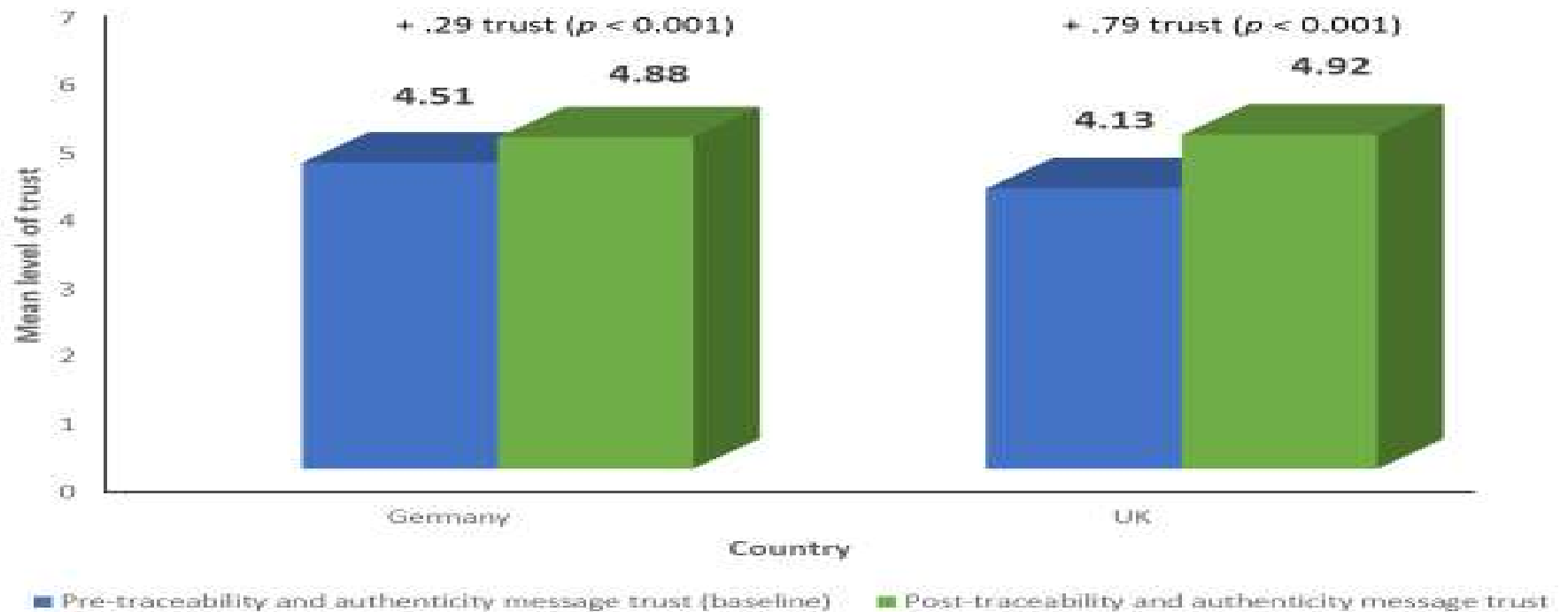
Results

- Provision of traceability and authenticity information increase consumer trust in *manufacturers* significantly both countries



Results

- Provision of traceability and authenticity information increase consumer trust in *the product* significantly both countries





Results

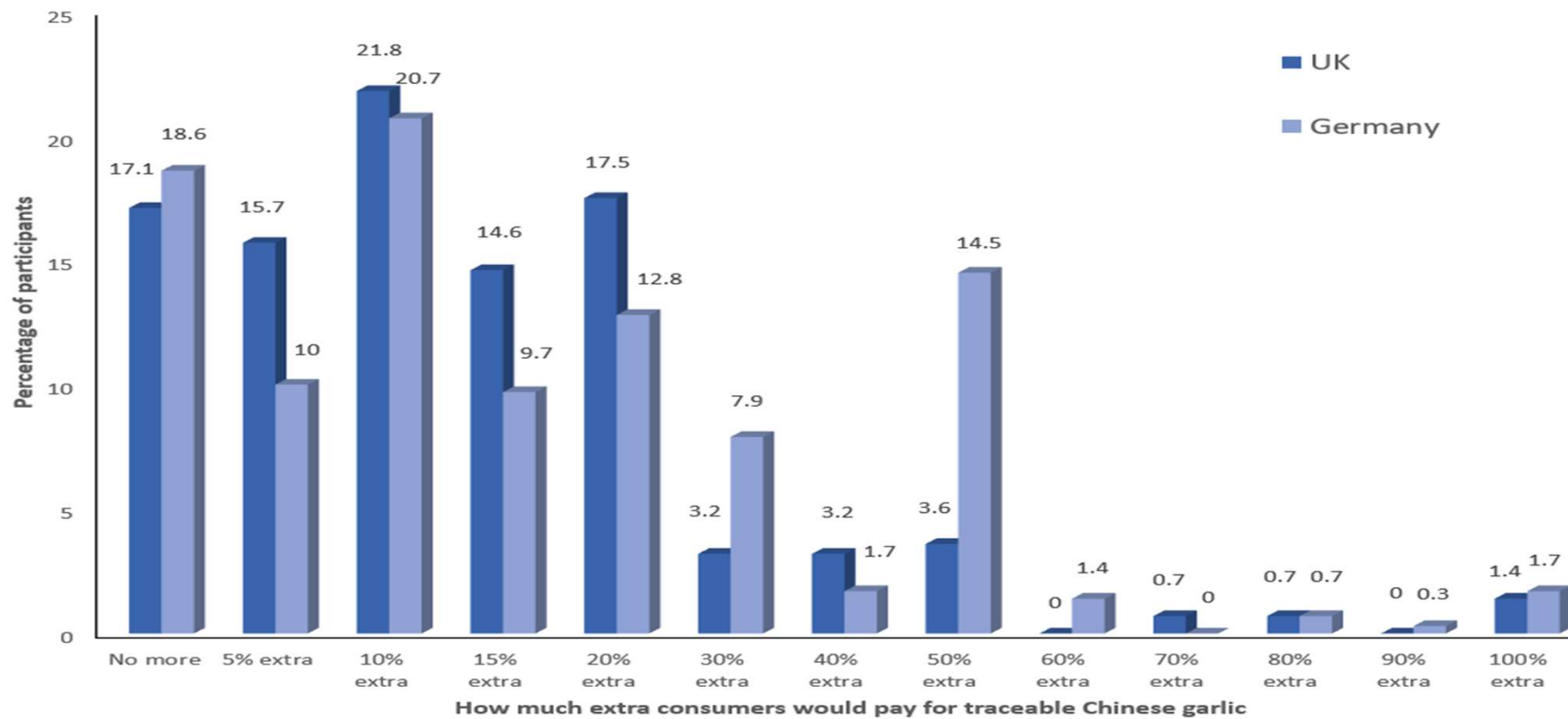
- Participants felt that traceable Chinese garlic, compared to non-traceable Chinese garlic, would be:
 - More accurately labelled
 - More expensive
 - Safer
 - Better quality
 - Healthier
- Overall, participants intend to purchase traceable Chinese garlic over non-traceable Chinese garlic (mean intentions score of 5.36, on a scale of 1 to 7, 1 = strongly disagree intend to buy, 7 = strongly agree intend to buy)





Results

- Willingness to pay extra for traceable processed garlic





Conclusions

- The provision of traceability and authenticity information leads to greater trust in the product and the actors in the food chain.
- Consumers intend to purchase traceable and authenticated processed Chinese garlic over non-traceable and not inauthenticated garlic.
- Consumers have more positive perceptions of traceable over non-traceable garlic (healthier, safer, tastier etc.)
- Consumers willing to pay a premium for traceable/authenticated garlic. Typically, up to 10% extra but sometimes higher.
- Provision of traceability and authenticity verification is a promising strategy to improve EU consumers' trust in Chinese food products