

This is an interactive poster

START HERE

1. THE PROBLEM

What do you think is the better choice for the environment?



Strawberries from Egypt?

or Beef from Switzerland?

Vote!

Two voting grids, each consisting of a 4x10 grid of circles, for selecting between strawberries and beef.

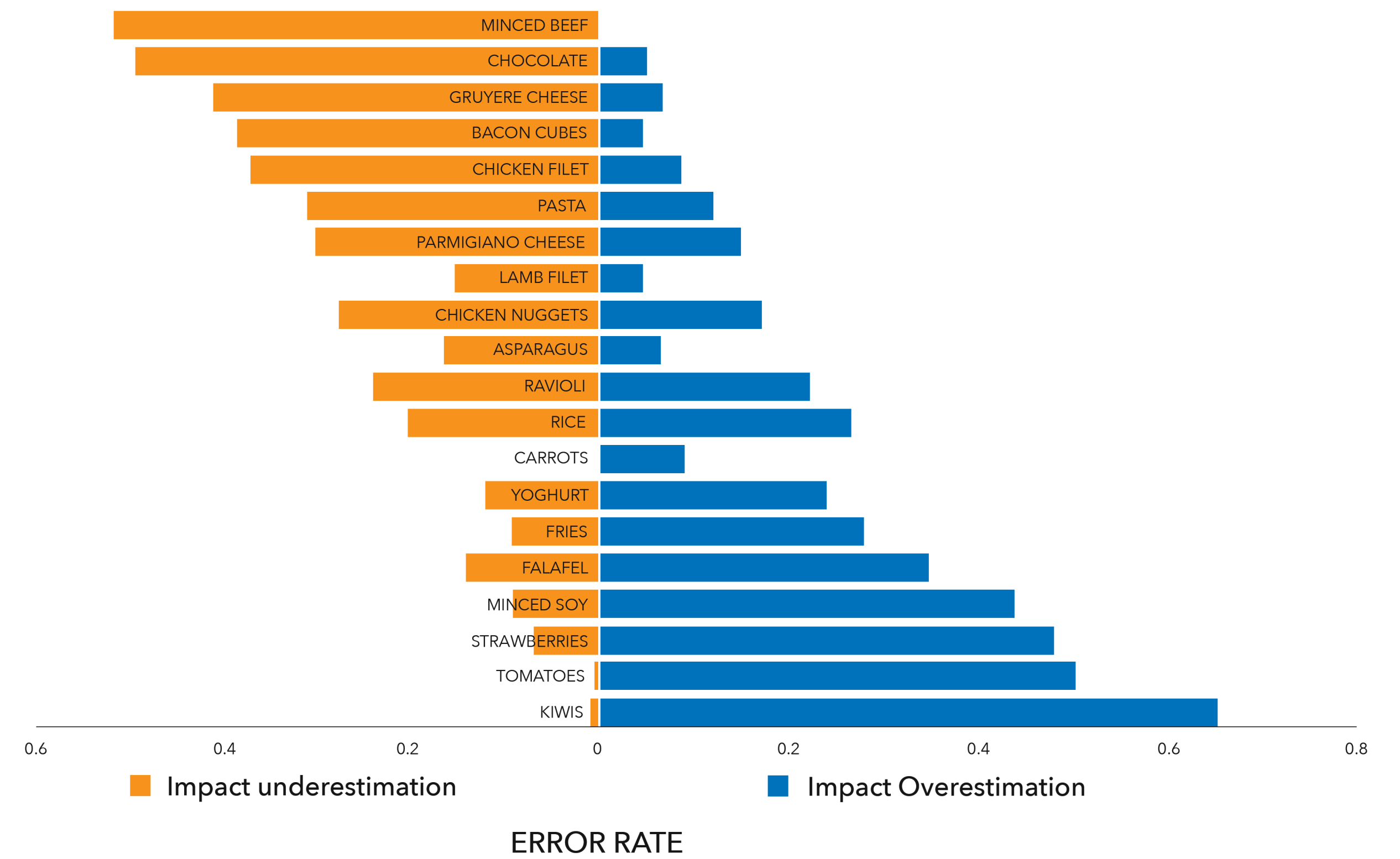
Now, have a look!

1

Did you get it wrong? You are not alone.

In our study with 621 participants, we found that consumers with no additional help (control group) have difficulties to correctly rank the environmental impacts of product pairs from different food categories.

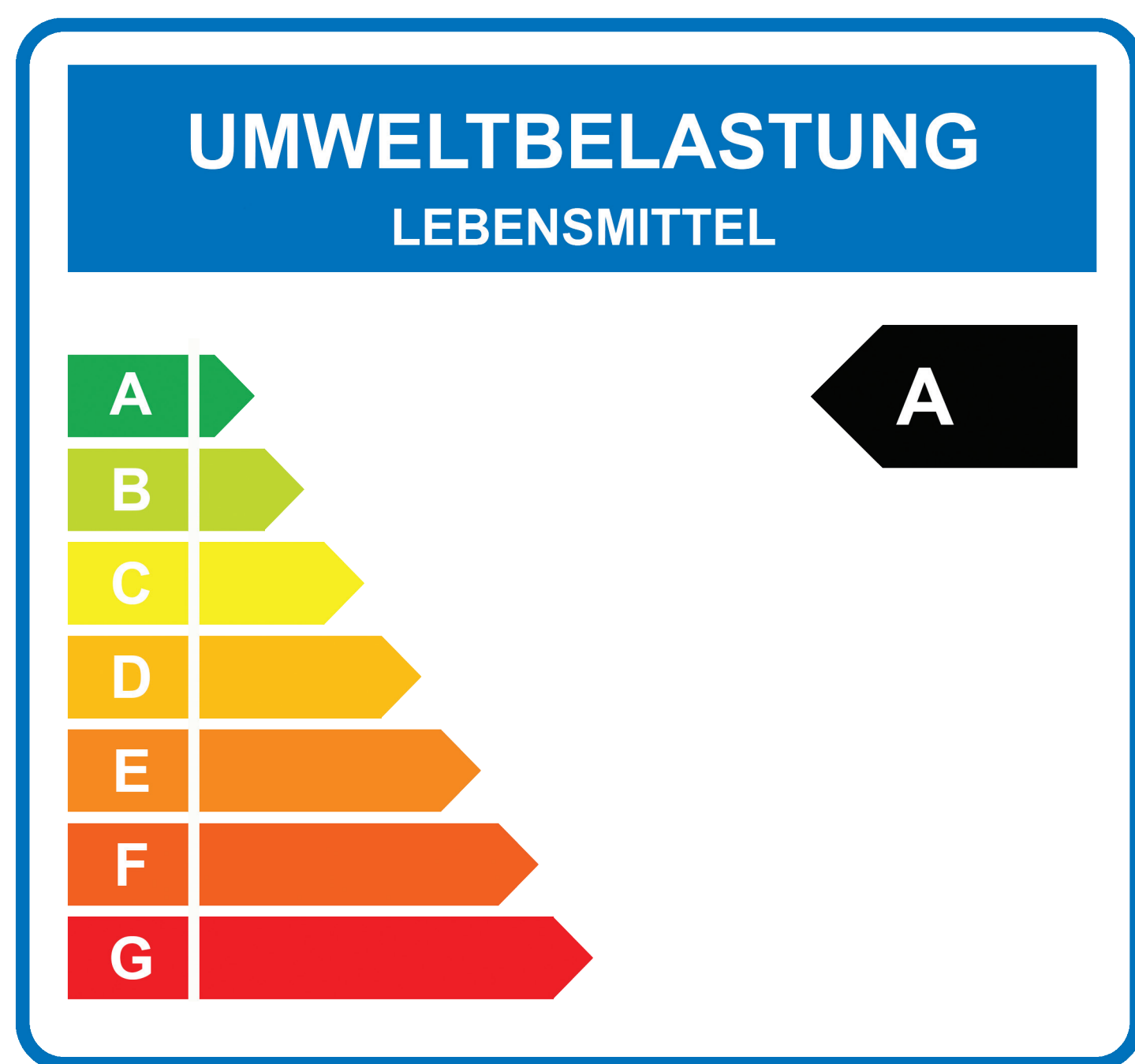
The misjudgement of products (control group)



The impact of vegetables and fruits from abroad was often overestimated, while the impact of local animal products and chocolate was underestimated.

2

In order to provide consumers with a neutral, easy-accessible and effective source of information, a label based on Life Cycle Assessment and UBP (Umweltbelastungspunkte) was created.



The comparison with other studies<sup>1</sup> indicates that the label attributes are crucial for its efficiency.

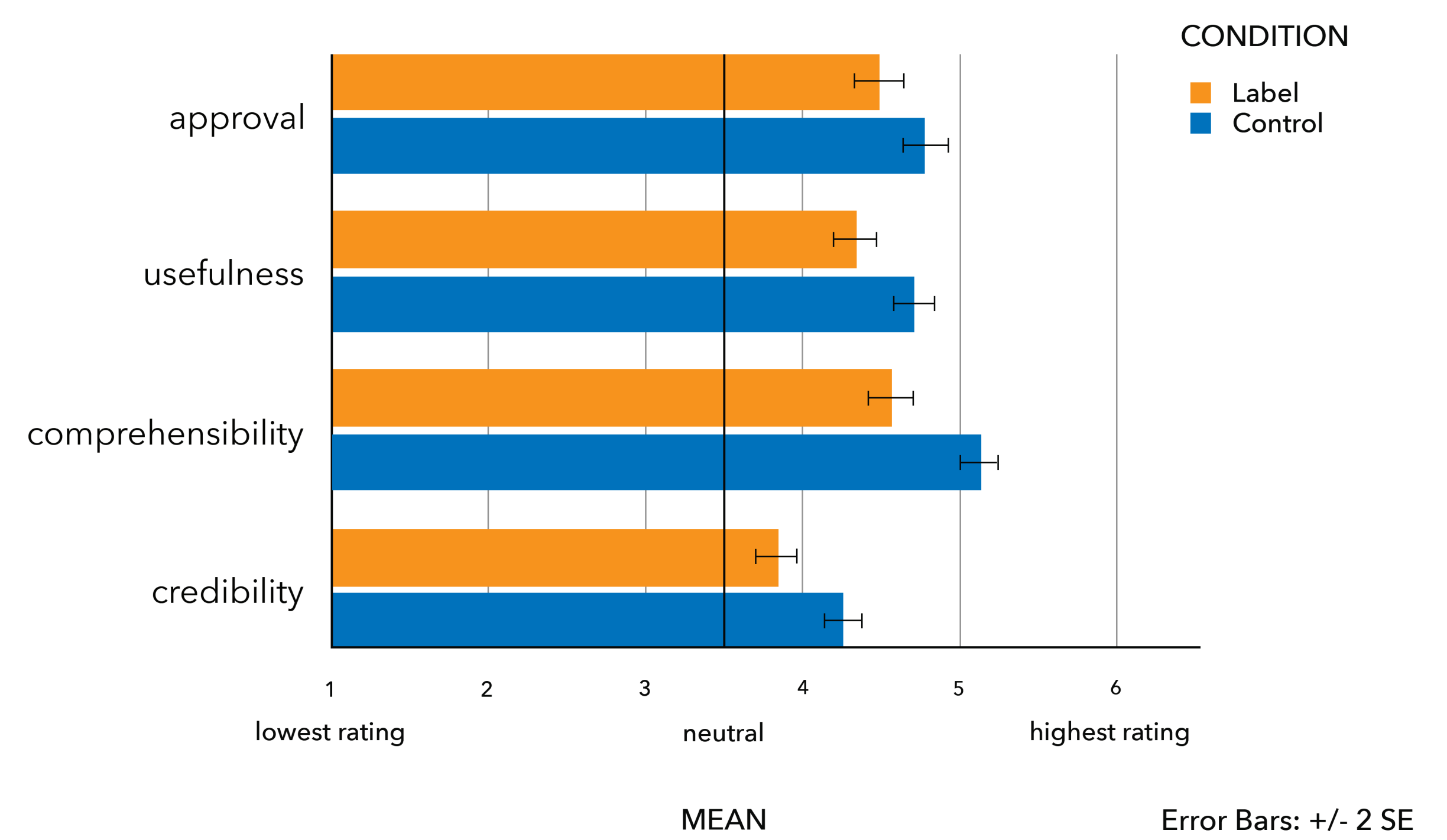
Our label was:

- cross-categorical
- color coded with several gradations
- placed on every product

3

We asked the participants to rate the label by selecting a value from 1 to 6; 1 being the lowest (e.g. not useful at all) and 6 the highest rating (e.g. very useful).

Attitude towards the label

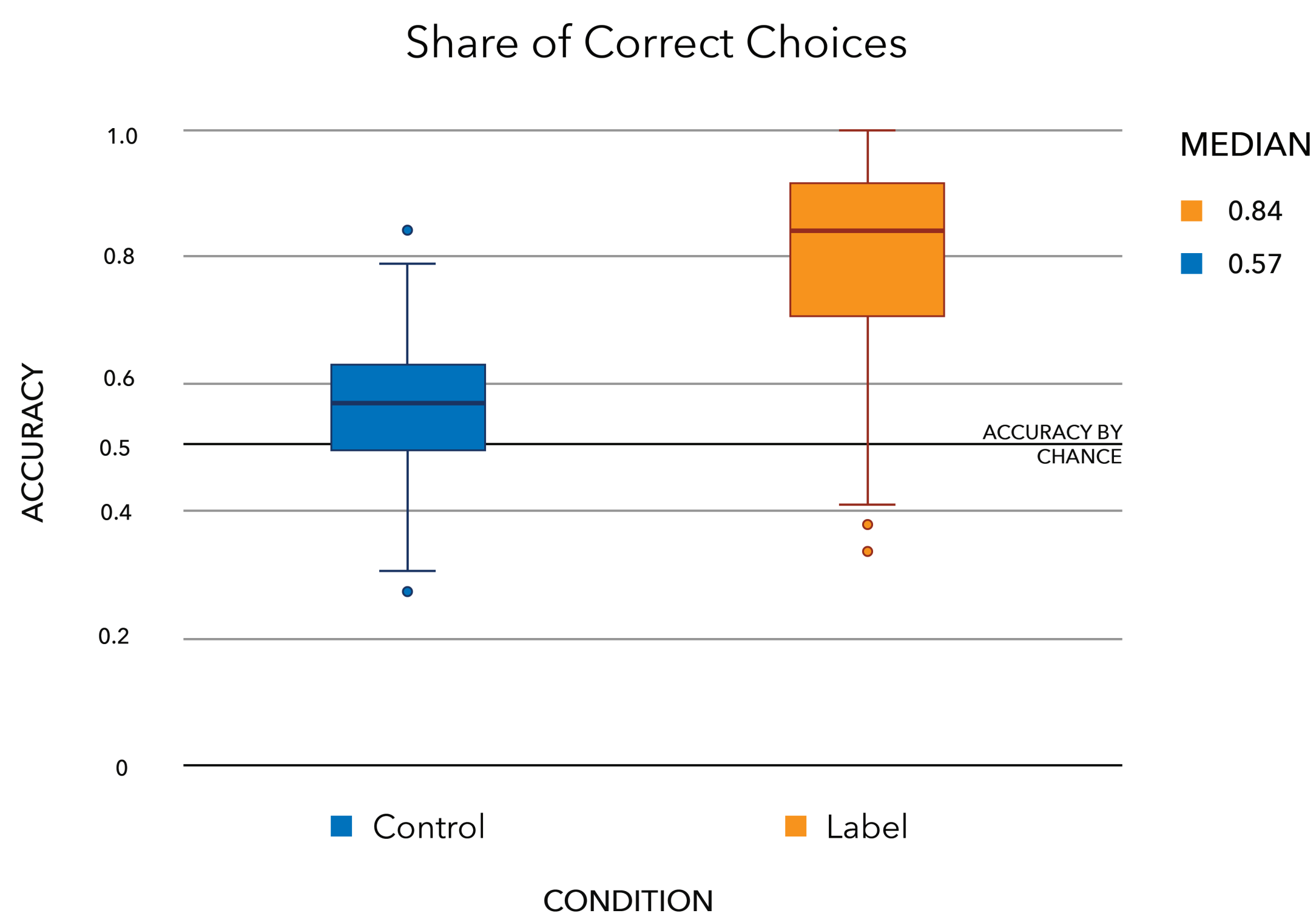


The contestants stated, that they would be in favor of an introduction to the market (*approval*) and rated the label as useful, comprehensible and credible. Among the selected criteria *credibility* has the highest improvement potential.

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2. THE LABEL

Through the help of the label, the participants judgements improved from a median share of correct choices of 0.57 to 0.84.



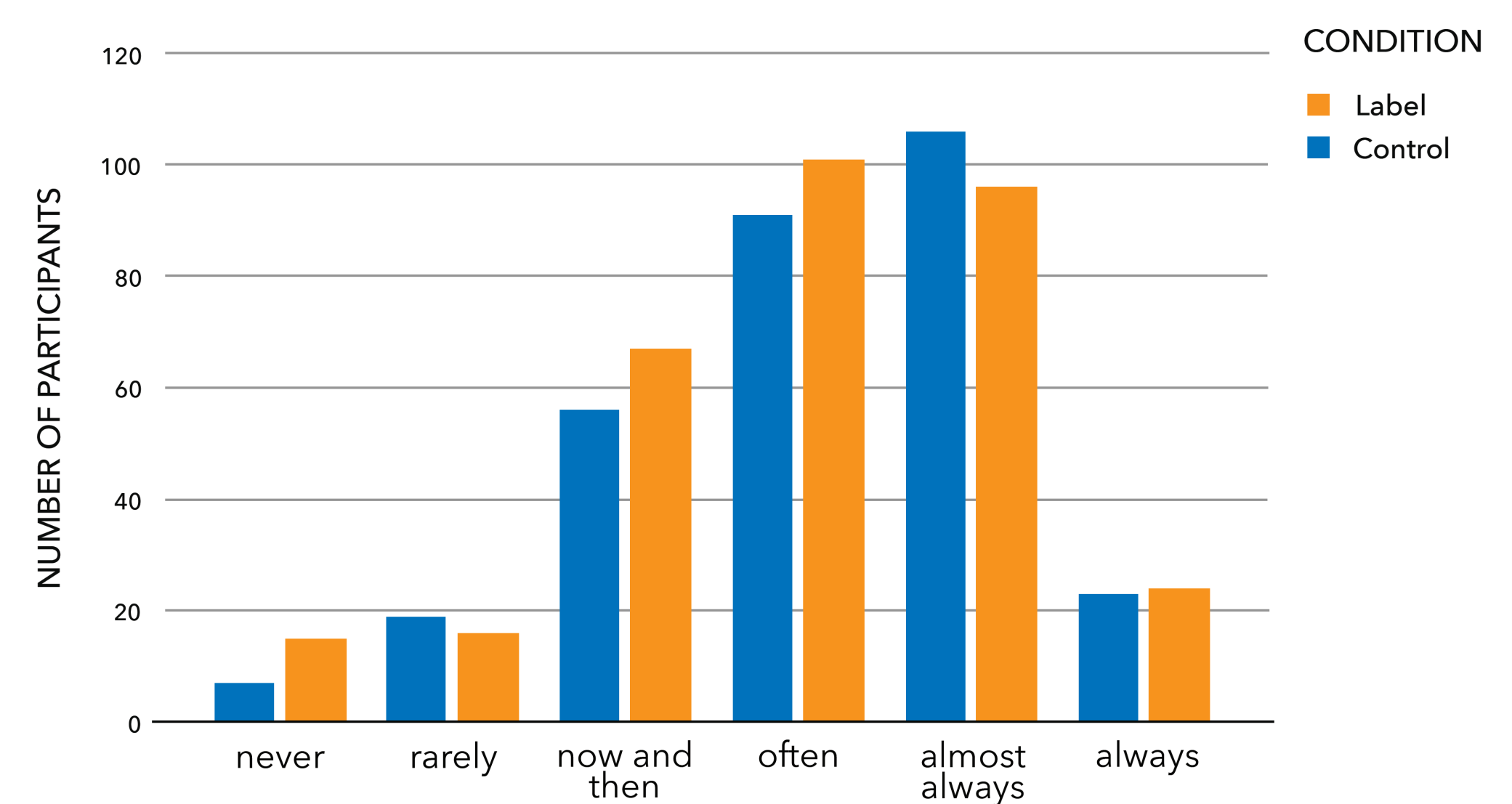
By introducing an appropriate label, consumers would be able to make better food choices, ultimately leading to a reduced global agricultural demand.

Sustainable Development Goals addressed: 12, 2, 13, 14, 15, 6

5

Most participants stated that they would consider the label often or almost always for their shopping decisions.

Stated shopping behavior change



How often would you consider the label for your shopping decisions?

Vote! A voting grid with six columns corresponding to the frequency categories: never, rarely, now and then, often, almost always, and always.

6

3. THE EFFECT