



**Consumers' opinions on the project  
titled: Quality and safety of feeding  
fats obtained from co- or by-products  
from the food chain (FEEDING FATS  
SAFETY)**

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**March 2008**



**TECHNICAL INTRODUCTION**



### ■ Objective

- ❑ To obtain consumers' opinions of 6 different European countries related to the project that aims to measure the composition and quality of the fatty co-and by-products obtained from the food chain.
- ❑ The study took place in Germany, France, Sweden, UK, Spain and Poland.

### ■ Questionnaire

- ❑ The questionnaire was prepared by the University of Barcelona and adapted to the CATI method by LINK + Partner España S.A.

### ■ Timing

- ❑ The period of fieldwork was during the first week of October 2007 (week 40) in all countries, except for Sweden, where fieldwork was conducted in week 42.

### ■ Methodology

- ❑ The research was conducted by means of CATI-Omnibus, Computer Assisted Telephone Interviews, from call centres in all the countries.
  - In Poland, the study was conducted as an Ad-hoc telephone survey.
- ❑ The distribution of the sample is national representative of each country in terms of sex, age, region and habitat.

### ■ Sample

- ❑ Conduction of n=3.000 interviews distributed as follows:
  - n=500 interviews in Germany: representative population from 15 years old
  - n=500 interviews in France: representative population from 15 years old
  - n=500 interviews in Sweden: representative population from 15 years old
  - n=500 interviews in United Kingdom: representative population from 18 years old
  - n=500 interviews in Spain: representative population from 15 to 74 years old
  - n=500 interviews in Poland: representative population from 15 to 74 years old

### ■ Questionnaire structure

- ❑ Two general questions to place the consumers in relation to the project aims.
- ❑ Short description of the aims of the project.
- ❑ Eight questions related to the project.

## MAIN RESEARCH FINDINGS

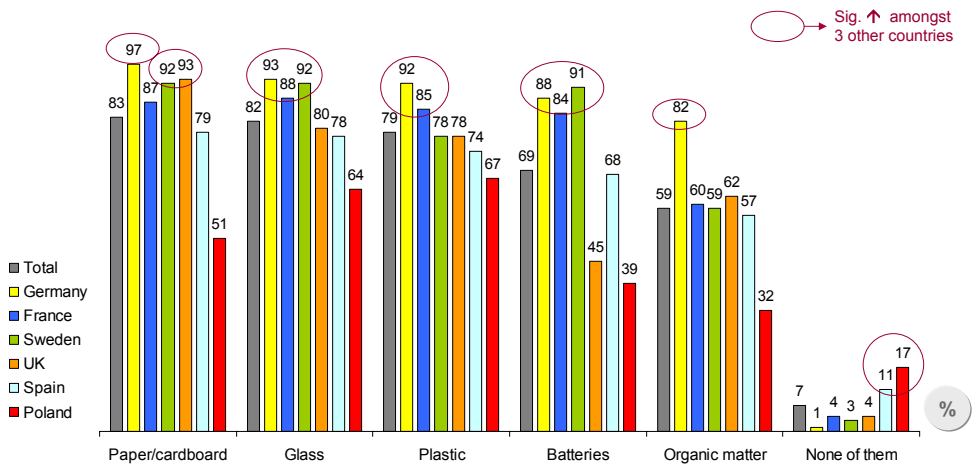
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### MATERIALS RECYCLED AT HOME (1/3)



Q1. Which of the following materials do you recycle at home?  
Base: n=3,000 / n=500 per country



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## MATERIALS RECYCLED AT HOME (2/3)



Q1. Which of the following materials do you recycle at home?

Base: n=3.000 / n=500 per country

	GERMANY	FRANCE	SWEDEN	UK	SPAIN	POLAND
<b>SEX</b>	Sig. ↑ Women who recycle paper/cardboard (99%)	Sig. ↑ Women who recycle plastic (88%)		Sig. ↑ Men who recycle glass (85%) and organic matter (68%)		Sig. ↑ Men who answer "none of these" (21%)
<b>AGE</b>	Sig. ↓ 15-24 who recycle plastic (81%) Sig. ↓ 15-24 who recycle batteries (77%) Sig. ↓ 65++ who recycle batteries (79%)	Sig. ↑ 45-54 who recycle organic matter (72%) Sig. ↓ 15-24 who recycle paper/cardboard (74%)	Sig. ↑ 65++ who recycle plastic (90%) Sig. ↑ 55-64 who recycle organic matter (74%) Sig. ↓ 15-24 who recycle glass (82%), paper/cardboard (82%) and batteries (80%)		Sig. ↓ 15-24 who recycle organic matter (42%)	Sig. ↓ 15-24 who recycle plastic (58%)



## MATERIALS RECYCLED AT HOME (3/3)



Q1. Which of the following materials do you recycle at home?

Base: n=3.000 / n=500 per country

	GERMANY	FRANCE	SWEDEN	UK	SPAIN	POLAND	
<b>REGION</b>	Sig. ↑ South who recycle batteries (96%) Sig. ↓ West who recycle glass (87%) Sig. ↓ North/North-East who recycle batteries (74%) Sig. ↓ North/North-East who recycle organic matter (67%)	Sig. ↑ North who recycle glass (96%) and organic matter (78%) Sig. ↑ South East who recycle "None of them" (13%) Sig. ↓ South East who recycle paper/cardboard (66%) and plastic (69%)		Sig. ↑ South East who recycle paper/cardboard (100%) and plastic (87%) Sig. ↑ Eastern who recycle plastic (90%) Sig. ↑ South West who recycle glass (94%)	Sig. ↑ North who recycle batteries (82%) and organic matter (73%) Sig. ↑ Center who recycle batteries (78%) Sig. ↓ South who recycle glass (68%)		Sig. ↑ Pomorze who recycle plastic (80%)
<b>TOWN SIZE</b>	Sig. ↑ -20.000 who recycle organic matter (94%) Sig. ↓ 100.001-500.000 who recycle glass (79%)	Sig. ↑ -20.000 who recycle batteries (90%)					

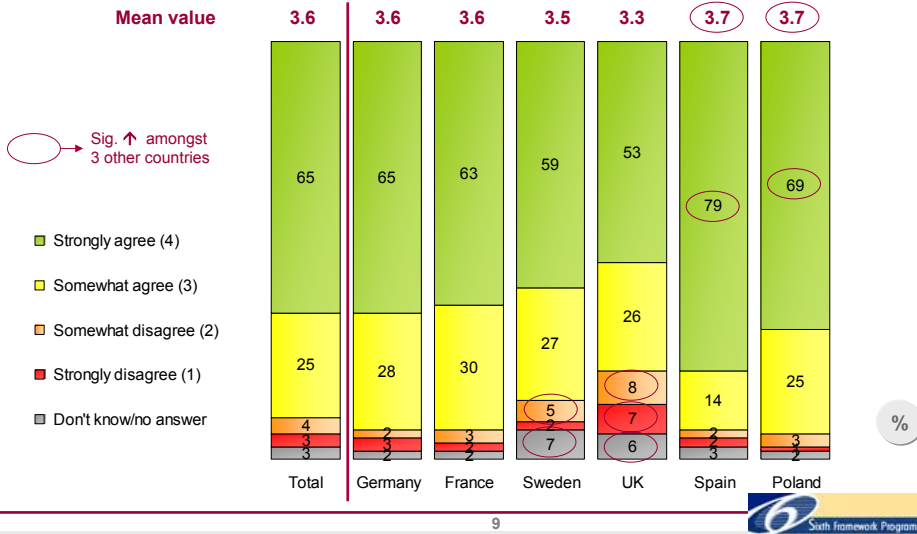




## INFLUENCE OF FARM-ANIMAL FEEDING (1/2)



Q2. To what extent do you agree with this statement: "Farm-animal feeding influences the quality of their meat".  
Do you... Base: n=3.000 / n=500 per country



## INFLUENCE OF FARM-ANIMAL FEEDING (2/2)



Q2. To what extent do you agree with this statement: "Farm-animal feeding influences the quality of their meat".  
Do you... Base: n=3.000 / n=500 per country

	GERMANY	FRANCE	SWEDEN	UK	SPAIN	POLAND
SEX					Sig. ↑ Women (3.8)	
AGE	Sig. ↑ 55-64 (3.8)	Sig. ↓ 15-24 (3.3)	Sig. ↓ 15-24 (3.2)		Sig. ↑ 35-44 (3.9)	Sig. ↓ 15-24 (3.4)
REGION		Sig. ↑ South West (3.8)				
TOWN SIZE						



## PROJECT DESCRIPTION (1/1)



I am going to read you the description of a project that is being carried out in the European Union and then I will ask you for your opinion.

The project aims to measure the composition and quality of the fatty by-products of animal and plant origin. Examples of these by-products include the fats extracted from butchers and slaughterhouse wastes or the fatty by-products obtained from olive or sunflower oil refining. Several of these fatty by-products are widely used to make feeds for meat-producing animals. Eliminating these fatty products from feed production would cause an environmental load and put up the price of meat.

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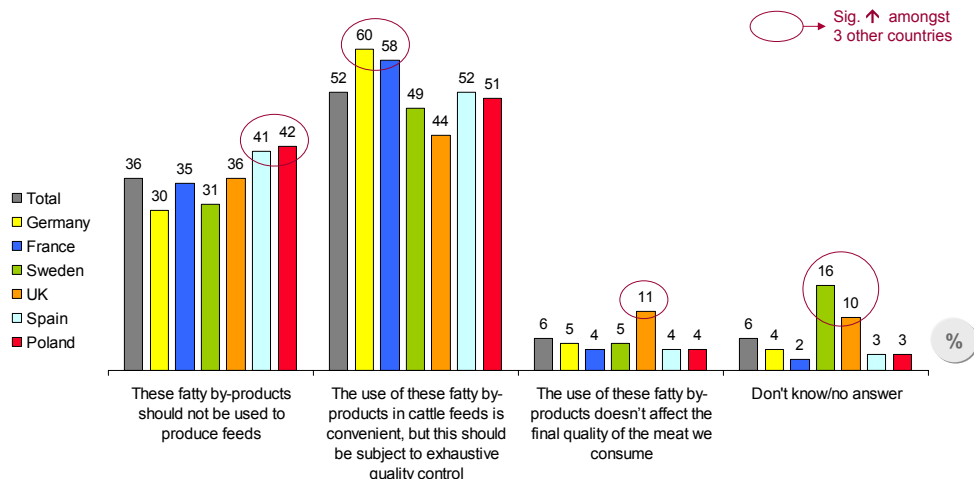


## OPINION ABOUT FATTY BY-PRODUCTS (1/3)



Q3. Which of the following statements do you most agree with?

Base: n=3.000 / n=500 per country



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### OPINION ABOUT FATTY BY-PRODUCTS (2/3)



Q3. Which of the following statements do you most agree with?

Base: n=3.000 / n=500 per country

	GERMANY	FRANCE	SWEDEN	UK	SPAIN	POLAND
<b>SEX</b>			Sig. ↑ Women DK/NA (20%)	Sig. ↑ Women agree with "fatty by products should not be used" (41%)		
<b>AGE</b>	Sig. ↑ 15-24 agree with "the use of these fatty by-products is convenient, but this should be subject to quality control (73%) Sig. ↓ 15-24 agree with "fatty by products should not be used" (17%)	Sig. ↑ 15-24 agree with "the use of these fatty by-products is convenient, but this should be subject to quality control (75%) Sig. ↓ 15-24 agree with "fatty by products should not be used" (24%)	Sig. ↓ 45-54 agree with "fatty by products doesn't affect the quality of the meat" (0%)		Sig. ↑ 15-24 (61%) and 25-34 y.o. (62%) agree with "the use of these fatty by-products is convenient, but this should be subject to quality control." Sig. ↑ 65-74 agree with "these fatty by products should not be used" (63%)	Sig. ↓ 65-74 agree with "the use of these fatty by-products is convenient, but this should be subject to quality control (34%)



### OPINION ABOUT FATTY BY-PRODUCTS (3/3)



Q3. Which of the following statements do you most agree with?

Base: n=3.000 / n=500 per country

	GERMANY	FRANCE	SWEDEN	UK	SPAIN	POLAND
<b>REGION</b>	Sig. ↑ North/ North-East agree with "the use of these fatty by-products is convenient, but this should be subject to quality control (80%)	Sig. ↓ South West agree with "the use of these fatty by-products is convenient, but this should be subject to quality control (42%)				
<b>TOWN SIZE</b>			Sig. ↑ -5.000 agree with "fatty by products should not be used" (49%)		Sig. ↑ 500.001++ agree with "fatty by products doesn't affect the quality of the meat" (10%)	

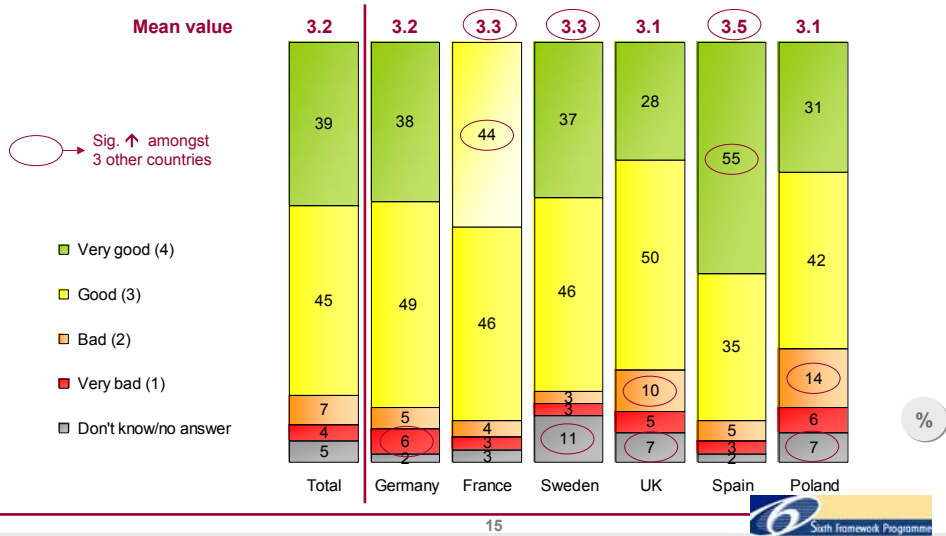




## MEASURING COMPOSITION AND QUALITY OF FATTY BY-PRODUCTS (1/2)



Q4. What do you think of the idea of measuring the composition and quality of these fatty by-products in order to guarantee the quality and safety of the meat we consume?  
Base: n=3.000 / n=500 per country



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## MEASURING COMPOSITION AND QUALITY OF FATTY BY-PRODUCTS (2/2)



Q4. What do you think of the idea of measuring the composition and quality of these fatty by-products in order to guarantee the quality and safety of the meat we consume?  
Base: n=3.000 / n=500 per country

	GERMANY	FRANCE	SWEDEN	UK	SPAIN	POLAND
SEX						
AGE		Sig. ↓ 15-24 (3.2)		Sig. ↓ 15-24 (2.8)		Sig. ↓ 65-74 (2.7)
REGION	Sig. ↑ North/ North-East (3.4)				Sig. ↑ South (3.6)	
TOWN SIZE						

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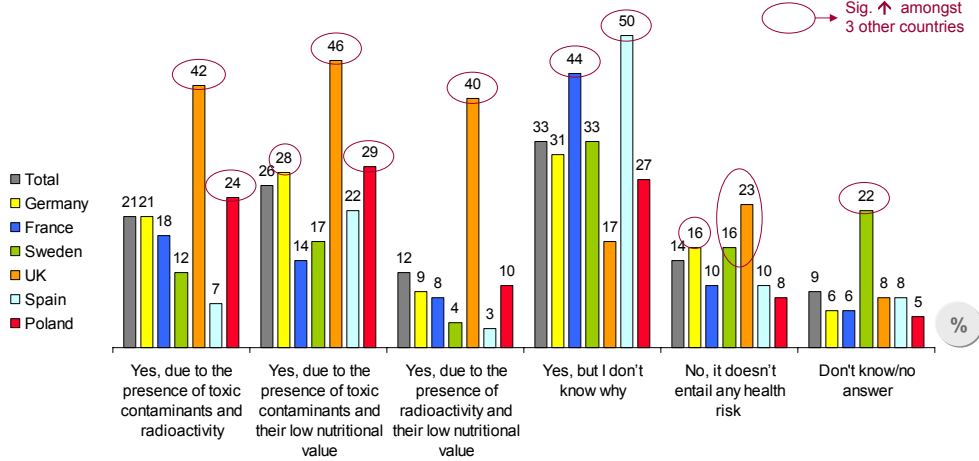




## RISKS FOR THE CONSUMER (1/3)



Q5. Do you think that the use of these fatty by-products in feed production entails a health risk for the consumer?  
Base: n=3.000 / n=500 per country



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## RISKS FOR THE CONSUMER (2/3)



Q5. Do you think that the use of these fatty by-products in feed production entails a health risk for the consumer?  
Base: n=3.000 / n=500 per country

	GERMANY	FRANCE	SWEDEN	UK	SPAIN	POLAND
<b>SEX</b>			<p>Sig. ↑ Women think that it entails a health risk, but they don't know why (38%)</p> <p>Sig. ↑ Men think that it doesn't entail any health risk (23%)</p>		<p>Sig. ↑ Men think that it entails a health risk, "due to toxic contaminants and radioactivity" (11%)</p> <p>Sig. ↑ Men think that "it doesn't entail any health risk" (13%)</p>	<p>Sig. ↑ Men think that it entails a health risk due to toxic contaminants and radioactivity (28%)</p> <p>Sig. ↑ Women think that it entails a health risk due to toxic contaminants and low nutritional value (33%)</p> <p>Sig. ↑ Men answered "DK/NA" (7%)</p>
<b>AGE</b>	<p>Sig. ↑ 15-24 think that it entails a health risk, but they don't know why (50%)</p> <p>Sig. ↑ 25-34 think that it entails a health risk due to toxic contaminants and low nutritional value (41%)</p> <p>Sig. ↑ 35-44 think that it doesn't entail any health risk (30%)</p> <p>Sig. ↑ 55++ think that it entails a health risk due to toxic contaminants and radioactivity (30%)</p> <p>Sig. ↓ 55-64 think that it entails a health risk due to the presence of radioactivity and low nutritional value (2%)</p>	<p>Sig. ↓ 15-24 think that it entails a health risk due to toxic contaminants and low nutritional value (5%)</p>	<p>Sig. ↓ 25-34 think that it entails a health risk due to toxic contaminants and low nutritional value (11%)</p> <p>Sig. ↓ 45-54 think that it doesn't entail any health risk (6%)</p>	<p>Sig. ↓ 15-24 answered "DK/NA" (0%)</p>	<p>Sig. ↑ 15-24 think that it doesn't entail any health risk (19%)</p> <p>Sig. ↓ 15-24 answered "DK/NA" (1%)</p>	<p>Sig. ↑ 45-74 think that it entails a health risk due to toxic contaminants and radioactivity (35%)</p> <p>Sig. ↑ 55-64 y.o. answered "DK/NA" (13%)</p>

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### RISKS FOR THE CONSUMER (3/3)



Q5. Do you think that the use of these fatty by-products in feed production entails a health risk for the consumer?  
Base: n=3.000 / n=500 per country

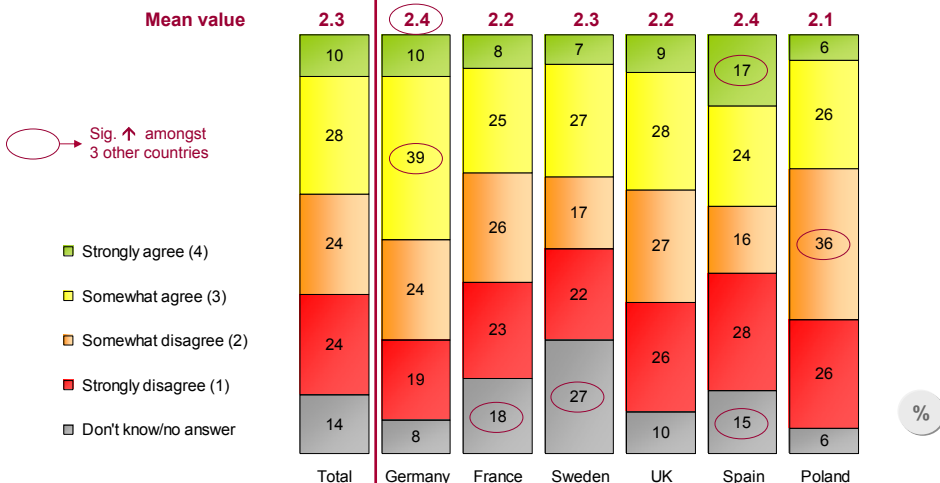
	GERMANY	FRANCE	SWEDEN	UK	SPAIN	POLAND
REGION	Sig. ↑ South think that it doesn't entail any health risk (30%)	Sig. ↑ Parisian Area think that it entails a health risk due to toxic contaminants and low nutritional value (22%) Sig. ↑ South East think that it doesn't entail any health risk (23%)		Sig. ↑ South West answered "DK/NA" (21%)		
TOWN SIZE						Sig. ↓ 200.001++ think that it entails a health risk, "but they don't know why" (12%)



### RELATION WITH ENVIRONMENT (1/2)



Q6. To what extent do you agree with the following statement: "The use of these fatty by-products in feed production is environmentally friendly". Do you...  
Base: n=3.000 / n=500 per country





## RELATION WITH ENVIRONMENT (2/2)



Q6. To what extent do you agree with the following statement: "The use of these fatty by-products in feed production is environmentally friendly". Do you...  
Base: n=3.000 / n=500 per country

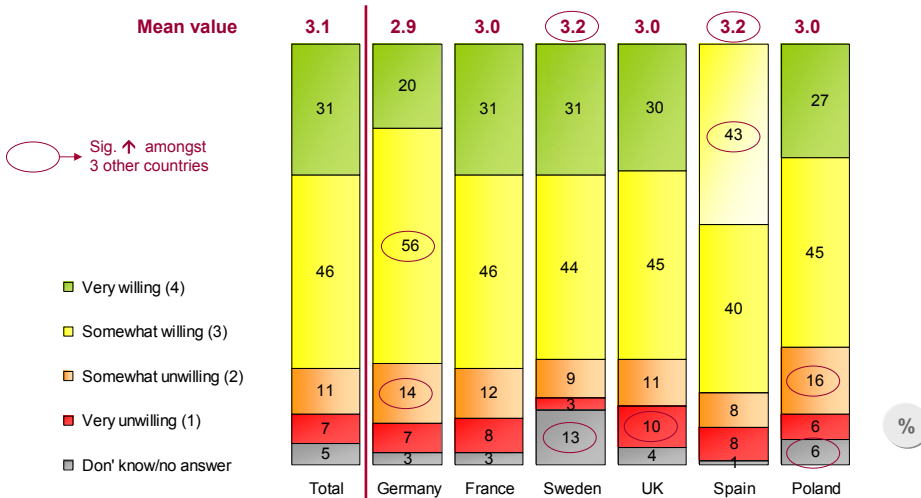
	GERMANY	FRANCE	SWEDEN	UK	SPAIN	POLAND
SEX		Sig. ↑ Men (2.3)				
AGE	Sig. ↑ 15-24 (2.9)		Sig. ↑ 15-24 (2.7)		Sig. ↑ 25-34 y.o. (2.7)	Sig. ↓ 65-74 (1.7)
REGION						
TOWN SIZE						



## PURCHASE INTENTION (1/2)



Q7. How willing would you be to pay more for meat from animals fed without these fatty by-products? Would you be...  
Base: n=3.000 / n=500 per country





## PURCHASE INTENTION (2/2)



Q7. How willing would you be to pay more for meat from animals fed without these fatty by-products? Would you be...  
Base: n=3.000 / n=500 per country

	GERMANY	FRANCE	SWEDEN	UK	SPAIN	POLAND
<b>SEX</b>	Sig. ↑ Women (3.0)				Sig. ↑ Women (3.3)	
<b>AGE</b>	Sig. ↓ 15-24 (2.7)				Sig. ↑ 45-54 (3.4) Sig. ↑ 65-74 (3.5)	Sig. ↓ 15-24 (2.7)
<b>REGION</b>	Sig. ↓ North West (2.7)			Sig. ↑ London (3.2) Sig. ↑ North West (3.2)		
<b>TOWN SIZE</b>						

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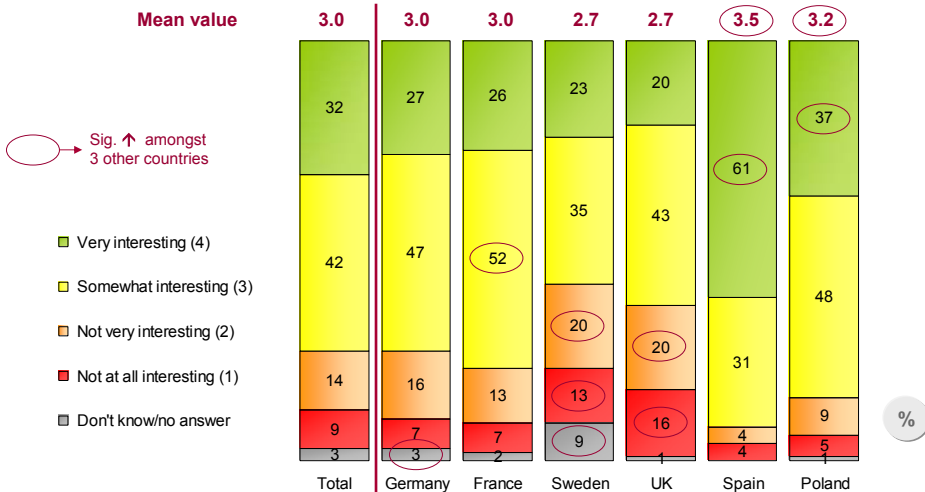


## INTEREST OF THE STUDY FINANCED BY THE EUROPEAN COMMUNITY (1/2)



Q8. The European Community is financing this study. How interesting is this to you?  
n=3.000 / n=500 per country

Base:



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## INTEREST OF THE STUDY FINANCED BY THE EUROPEAN COMMUNITY (2/2)



Q8. The European Community is financing this study. How interesting is this to you?  
n=3.000 / n=500 per country

Base:

	GERMANY	FRANCE	SWEDEN	UK	SPAIN	POLAND
<b>SEX</b>					Sig. ↑ Women (3.6)	
<b>AGE</b>	Sig. ↑ 55-64 (3.3) Sig. ↓ 15-24 (2.7)	Sig. ↓ 15-24 (2.7)		Sig. ↓ 15-24 (2.3)		
<b>REGION</b>				Sig. ↑ London (3.0)		Sig. ↓ Slask (3.0)
<b>TOWN SIZE</b>	Sig. ↑ 500.001++ (3.2)					

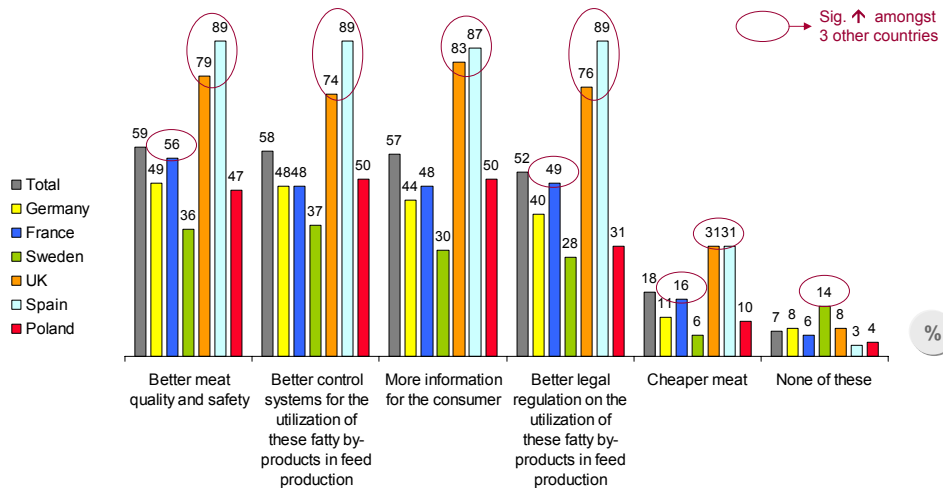
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## CONSEQUENCES EXPECTED THIS STUDY TO HAVE ON SOCIETY (1/2)



Q9. What main consequences do you expect this study to have on our society?  
Base: n=3.000 / n=500 per country



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## CONSEQUENCES EXPECTED THIS STUDY TO HAVE ON SOCIETY (2/2)



Q9. What main consequences do you expect this study to have on our society?  
Base: n=3.000 / n=500 per country

	GERMANY	FRANCE	SWEDEN	UK	SPAIN	POLAND
<b>SEX</b>	Sig. ↑ Men who expect "better legal regulation" (45%)	Sig. ↑ Women who expect "better legal regulation" (54%) Sig. ↑ Women who expect "more information for the consumer" (53%)	Sig. ↑ Men who expect "better legal regulation" (33%)		Sig. ↑ Women who expect "better meat quality and safety" (92%)	Sig. ↑ Men who answered "None of these" (7%)
<b>AGE</b>	Sig. ↑ 55-64 "who expect "more information for the consumer" (54%) Sig. ↑ 45-54 who answered "None of these" (16%)		Sig. ↓ 15-24 who expect "better legal regulation" (16%) Sig. ↓ 35-44 who expect "cheaper meat" (0%)			Sig. ↑ 35-44 "who expect "more information for the consumer" (66%) Sig. ↓ 51.000-200.000 who expect "better meat quality and safety" (28%)
<b>REGION</b>	Sig. ↓ South who expect "more information for the consumer" (27%) Sig. ↓ West who expect "more information for the consumer" (38%)			Sig. ↑ East Midlands who expect "more information for the consumer" (95%)	Sig. ↓ North East who expect "better control systems" (82%)	
<b>TOWN SIZE</b>		Sig. ↑ 20.000-100.000 who expect "cheaper meat" (30%)				

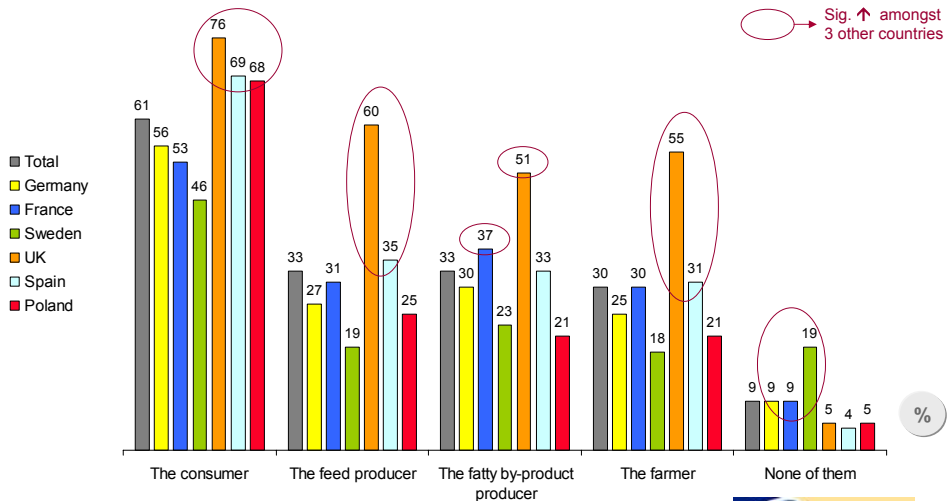
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## FAVOURED BY THIS STUDY (1/3)



Q10. Who do you think will benefit from this study on fatty by-products? Base: n=3.000 / n=500 per country



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### FAVOURED BY THIS STUDY (2/3)



Q10. Who do you think will benefit from this study on fatty by-products? Base: n=3.000 / n=500 per country

	GERMANY	FRANCE	SWEDEN	UK	SPAIN	POLAND
<b>SEX</b>	Sig. ↑ Men who think that "The fatty by-product producer" will benefit from this study (35%) Sig. ↑ Women who think that "None of them" will benefit from this study (12%)					
<b>AGE</b>	Sig. ↑ 15-24 who think that "The consumer" will benefit from this study (74%) Sig. ↑ 25-34 who think that "The farmer" will benefit from this study (42%) Sig. ↑ 45-54 who think that "None of them" will benefit from this study (15%) Sig. ↑ 65++ who think that "None of them" will benefit from this study (16%)	Sig. ↑ 25-34 who think that "The fatty by-product producer" will benefit from this study (52%) Sig. ↑ 45-54 who think that "None of them" will benefit from this study (18%)	Sig. ↓ 65++ who think that "The consumer" will benefit from this study (29%)		Sig. ↓ 65-74 who think that "The consumer" will benefit from this study (55%) Sig. ↓ 55-64 who think that "The farmer" will benefit from this study (16%)	Sig. ↓ 65-74 who think that "The consumer" will benefit from this study (54%)



### FAVOURED BY THIS STUDY (3/3)



Q10. Who do you think will benefit from this study on fatty by-products? Base: n=3.000 / n=500 per country

	GERMANY	FRANCE	SWEDEN	UK	SPAIN	POLAND
<b>REGION</b>	Sig. ↑ North/North-East who think that "The consumer" will benefit from this study (74%)	Sig. ↓ Center East who think that "None of them" will benefit from this study (3%)	Sig. ↓ Norrland who answered "DK/NA" (12%)			Sig. ↓ Wielkopolska who think that "the feed producer" will benefit from this study (40%)
<b>TOWN SIZE</b>	Sig. ↓ 100.001-500.000 who think that "The fatty by-product producer" will benefit from this study (13%)					





## CONCLUSIONS (1/3)



- Q1. Paper/cardboard is the most recycled material (83%)
  - ✓ Germany is the first country in recycling. On the contrary, Poland is the country with the least recycling habits.
- Q2. The influence of farm-animal feeding on the quality of their meat is confirmed by the majority of the interviewees.
  - ✓ Especially in Spain, where 79% of the population strongly agrees with this statement.
- Q3. After knowing about the project that is being carried out on behalf of the European Community, 52% of our respondents agree with the statement "The use of these fatty by-products in cattle feeds is convenient, but this should be subject to exhaustive quality control".
  - ✓ Only 6% consider that the fatty by-products do not affect the quality of the meat.
- Q4. The majority of the interviewees (84%) thinks that it is positive to measure the composition and quality of the fatty by-products in order to guarantee the quality and safety of the meat we consume.



## CONCLUSIONS (2/3)



- Q5. There is a general perception about the existence of health risk for the consumers when using fatty by-products in feed production. Although, one third of the respondents are aware that they do not know why.
  - ✓ This perception is especially noticeable in France (44%) and Spain (50%), where only one answer to question 5 was allowed.
  - ✓ In the rest of the countries (Germany, Sweden, UK and Poland), where more than one answer to question 5 was allowed (among answers 1, 2 and 3), the percentage of interviewees answering that they do not know the cause of the risk is significantly lower. This is very clear in United Kingdom (17%), where numerous respondents mention various possible causes of the health risk. However, a 23% of the population of the UK thinks that the use of the fatty by-products does not entail any health risk.
  - ✓ In general, only a 26% of the population thinks that the risk is due to the contaminant content and low nutritional value of the fatty by-products ("CORRECT ANSWER"), while a 33% of the respondents are aware that they do not know the cause of the risk.
- Q6. Nearly half of our total sample disagrees *somewhat* or *strongly* with the statement "The use of these fatty by-products in feed production is environmentally friendly", (mean value=2.3, on a scale from 1 to 4, where 1 means "strongly disagree" and 4 means "strongly agree").
- Q7. There is a positive predisposition to pay more for meat from animals fed without fatty by-products (77%).



- Q8. The majority of the interviewees consider interesting the fact that the European Community is financing this study (74%).
- Q9. "Better meat quality and safety" (59%), "better control systems for the utilization of fatty by-products in feed production" (58%) and "more information for the consumer" (57%) are the main consequences expected by the interviewees that this study will have on our society.
- Q10. The majority (61%) of the respondents think that the consumer will benefit from this study on fatty by-products.



**THANK YOU FOR YOUR ATTENTION**