

Consumers want more information on the label

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by MEAT&POULTRY Staff

NEW YORK — Consumers want foods to display information such as the country of origin in order to make more informed buying decisions, according to a survey by Deloitte.

In fact, more than two of five consumers said they don't feel they have enough information about the food they eat.

"Today consumers have more access to food information than ever before," said Pat Conroy, Deloitte vice-chairman and U.S. Consumer Products group leader. "Still, it's clear that what they are getting is not enough. Consumers are spending more time checking labels and are often overwhelmed by a flood of contradictory nutrition 'facts.' They seek clear, straightforward information they can understand so they can make more informed choices and better protect themselves and their families."

Deloitte found consumers also are aware increased information on labeling might cost them more for a product, and 73% said they would still want country-of-origin labeling even if it increased food prices slightly.

The top three concerns consumers have about their foods are healthiness of ingredients, possible use of chemical ingredients and safety of ingredients. In addition, 79% of consumers said they believe meat from cloned animals should be labeled in stores, and 50% of consumers said meat from cloned animals should not be sold in the United States.