

# Factors influencing consumer choices

An evidence-based approach to risk communication

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Trusted science for safe food

What does the  
literature say?

## EFSA JOURNAL

Open Access

Scientific Report |  Open Access |   

### Technical assistance in the field of risk communication

European Food Safety Authority (EFSA) , Laura Maxim, Mario Mazzocchi, Stephan Van den Broucke, Fabiana Zollo, Tobin Robinson, Claire Rogers, Domagoj Vrbos, Giorgia Zamariola, Anthony Smith

What do we want to do  
based on **our**  
**experience**?

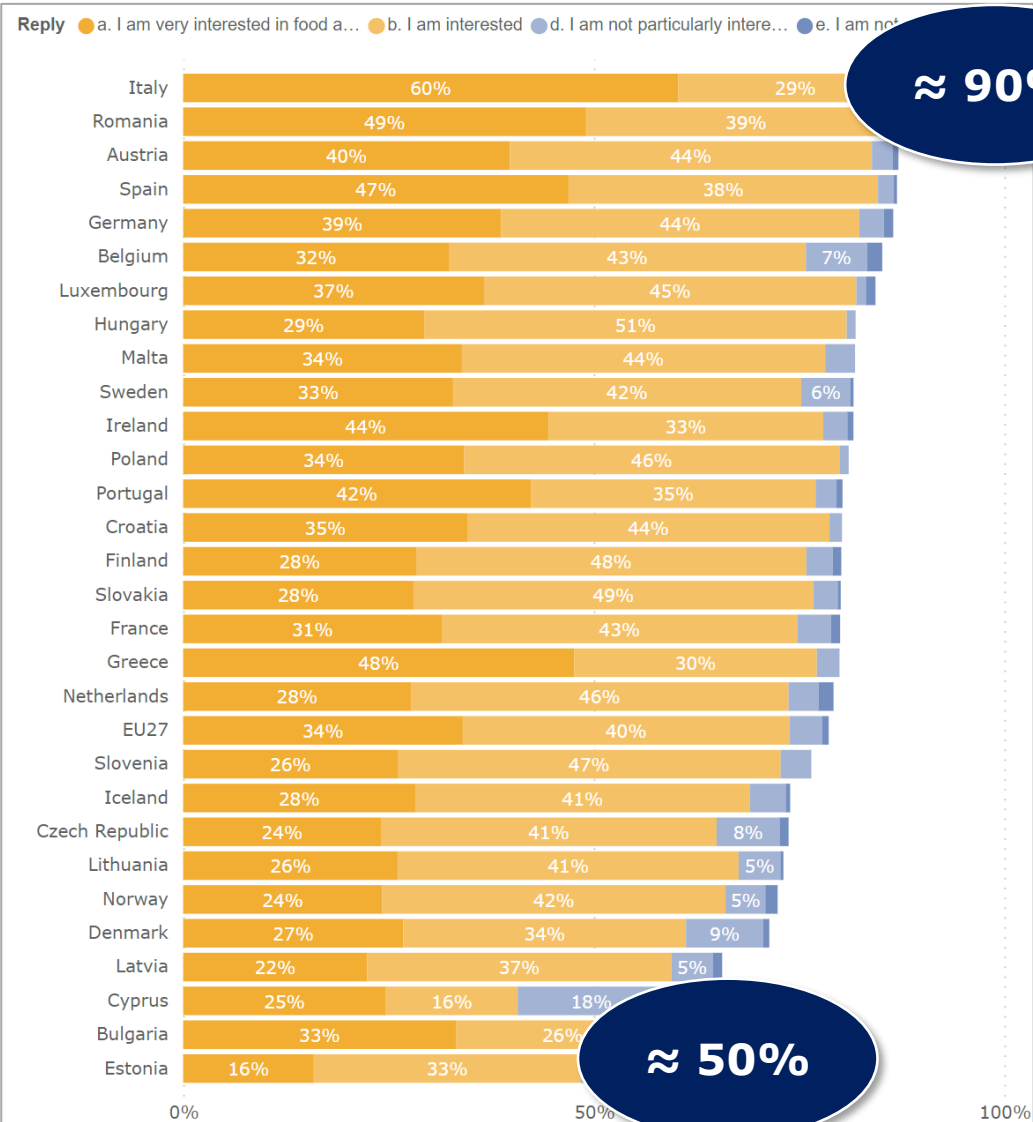
## EFSA JOURNAL

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Editorial |  Open Access |   

### Future directions for risk communications at EFSA

Anthony Smith , Domagoj Vrbos, Jacopo Alabiso, Arthur Healy, James Ramsay, Barbara Gallani,



≈ 90%



Italy example > A dinner of 10

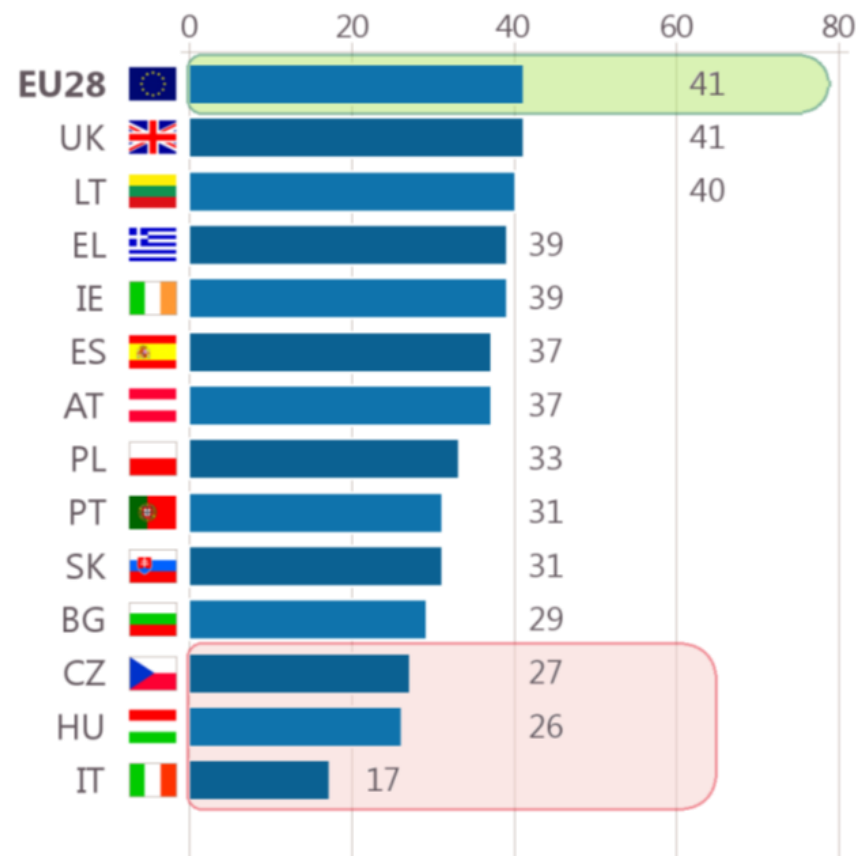
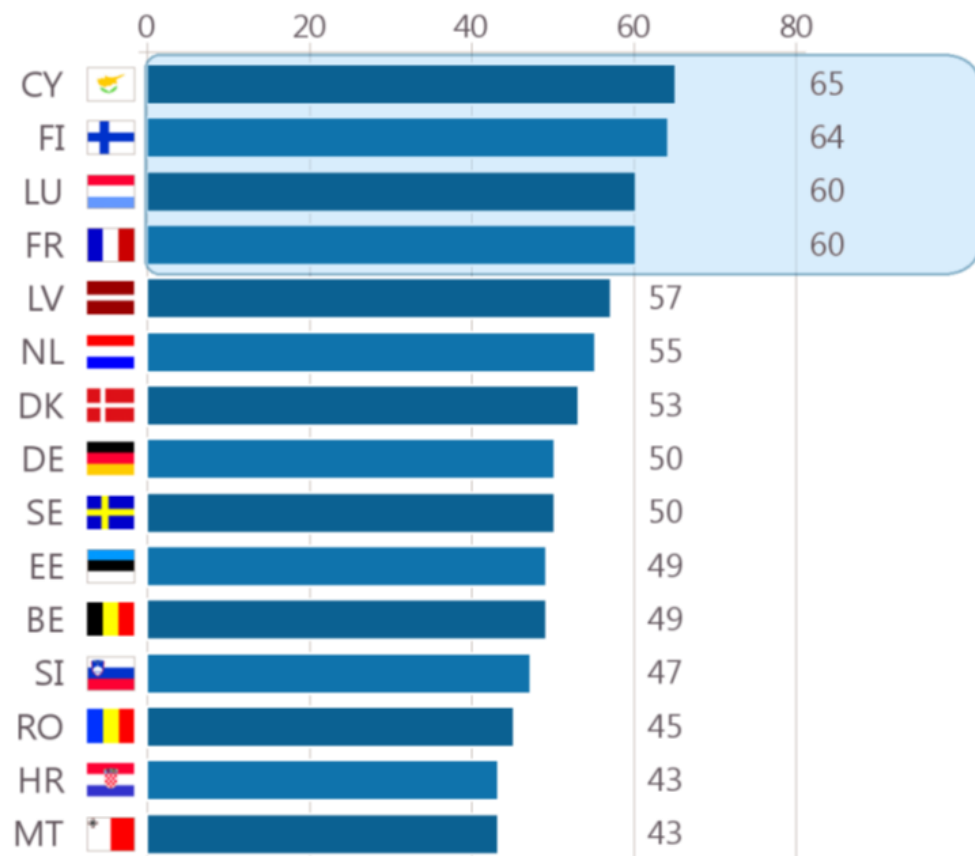
- 6 very interested
- Another 3 interested
- The tenth party not necessarily without interest



≈ 50%

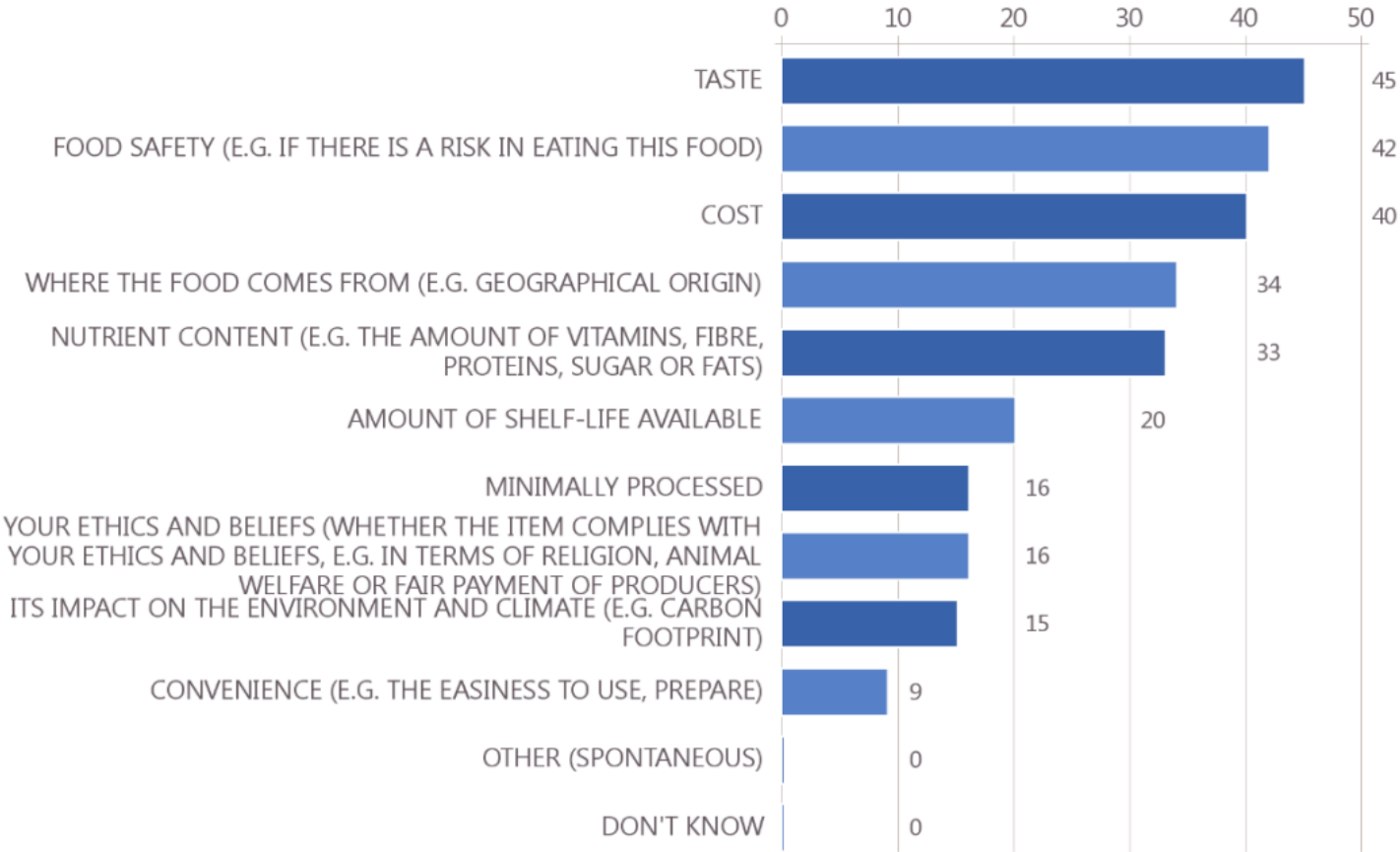
**QD8** Please tell me which of the following statements you agree with: (MULTIPLE ANSWERS POSSIBLE)

(% - **YOU ARE PERSONALLY INTERESTED IN THE TOPIC OF FOOD SAFETY**)



# Interplay of 'passion' and 'duty' | A mix of factors

**QB1T** When you buy food, which of the following are the most important to you? Firstly? And then? (MAX. 3 ANSWERS)  
(% - EU)



- 1 Taste
- 2 Food safety
- 3 Cost
- 4 Origin



## Add trust to the mix | People are simply different

## “Generic” trust

Trusts everyone

**"Concerned"**  
**Trusts market**  
**and themselves**

**"Relaxed"**  
**Trusts systems**  
**in place and**  
**authorities**

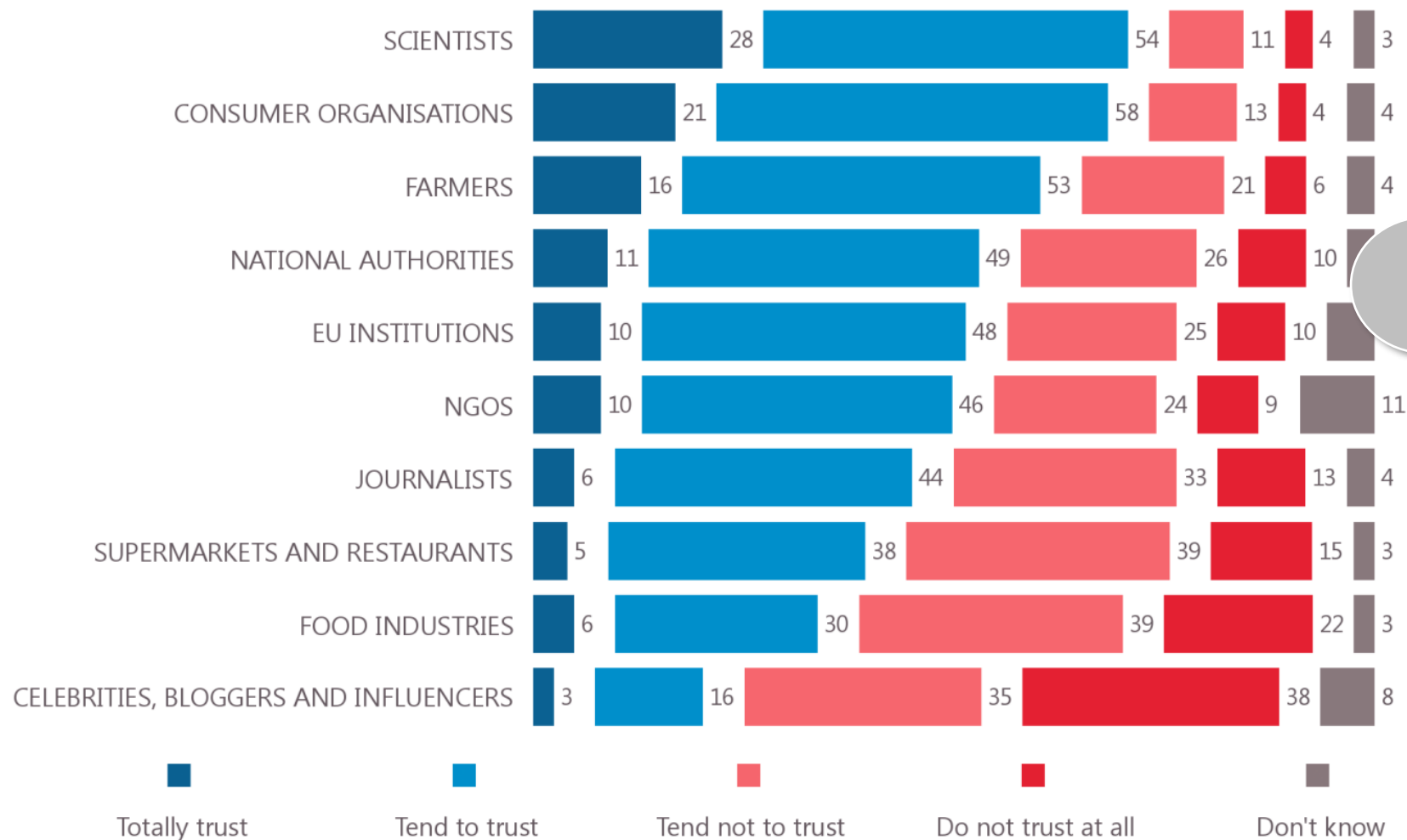
**"Concerned"**  
**Mistrusts**  
**markets and**  
**authorities**

[illegible]

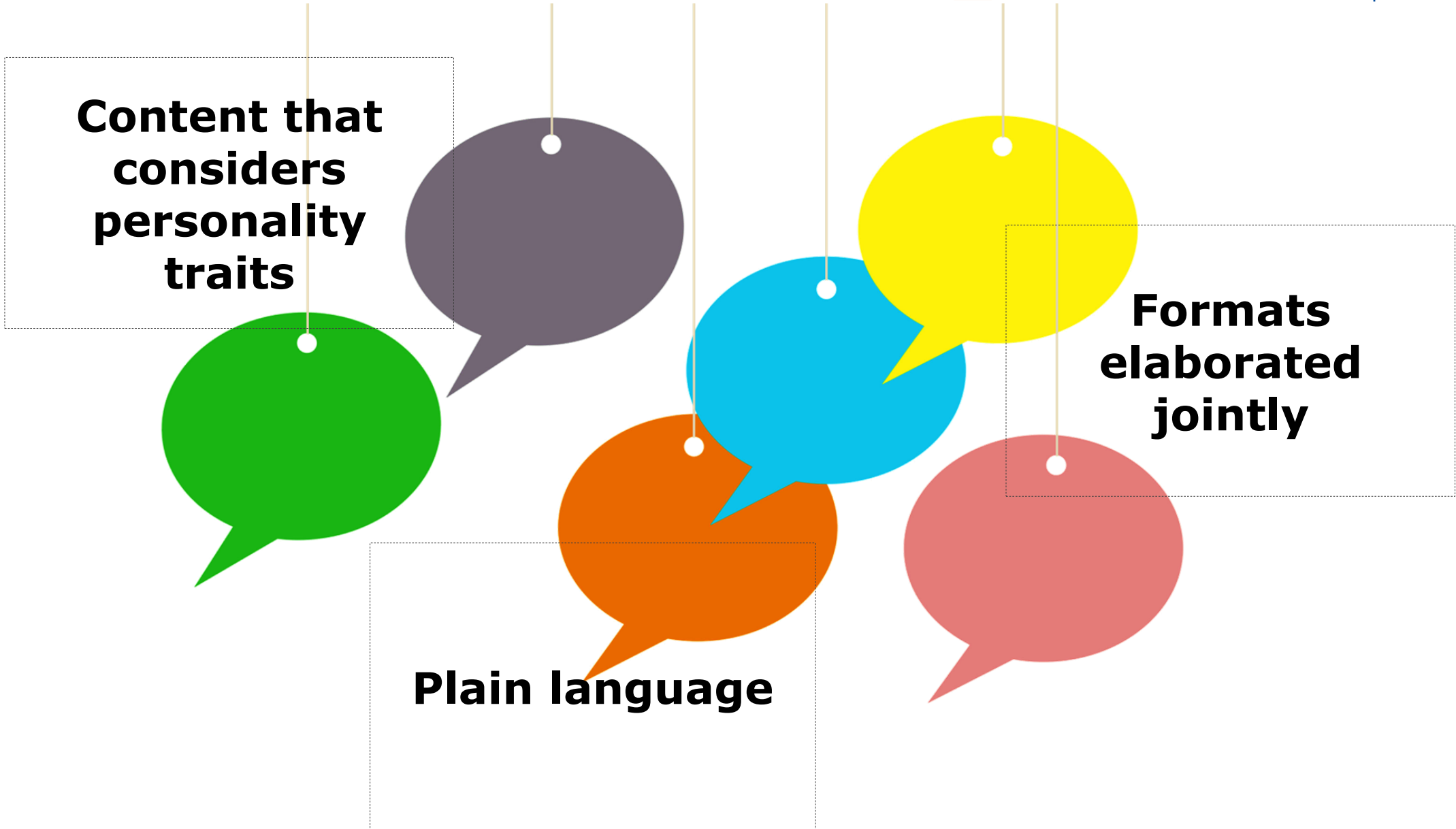
Source:  
Statistical data  
analysis of EB Food  
Safety in the EU  
(2019)

# Scientists | How to couple social trust with confidence

**QD7** Please tell me to what extent you trust the following sources or not for information on food risks.  
(% - EU)



**Low awareness of  
the EU Food Safety  
system**



**Content that  
considers  
personality  
traits**

**Formats  
elaborated  
jointly**

**Plain language**



# Mixing 'passion' and 'duty' | An example

**Mil y una recetas.**  
**Un único sistema**  
**de seguridad alimentaria**  
**de la UE.**



  
European Food Safety Authority

  
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**Ciencia de confianza para la seguridad alimentaria**

**Vosotros evaluáis**  
**el sabor.**  
**Nosotros, la ciencia**  
**que lo avala.**



  
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**Ciencia de confianza para la seguridad alimentaria**

  
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Campaign  
**#EUChooseSafeFood**



# Thank you!



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