

Symposium 2: Front-of-Pack labelling: Food Choice, Food Marketing and Health

Chaired by Ellen Van Loo, Assistant Professor in Marketing and Consumer Behaviour in the Digital Food Landscape

Food labelling is one of the major food policy tools to stimulate consumers to make informed healthier and more sustainable food choices. WHO identified the introduction of an interpretive front-of-pack (FoP) label as a food policy priority. Several FoP labelling schemes have been implemented worldwide and on the EU level, discussions are ongoing on harmonized FoP labelling schemes providing nutritional information and sustainability information. The impact of labelling has been studied using a range of methodological approaches. This workshop aims to present results from different empirical approaches used to evaluate the impact of labelling on food choice and consumer decision-making.

- *Can food labels nudge system II decision-making: Evidence from a food choice and eye-tracking experiment - Prof. Seda Erdem, Stirling Management School*

Understanding individuals' choices and decision-making process play an essential role in mitigating nutrition-related issues. Although FoP nutrition labels help consumers make more informed choices by allowing them to compare nutritional and calorie information, there are inconsistencies between nutrition labelling formats used, and thus their role in choices people make. This research sheds light on whether different FoPs influence consumer choices and decision-making using an integrated behavioural choice model where a discrete choice experiment along with an eye-tracking experiment was conducted.

- *Shaping demand for sustainable aquaculture through environmental impact labelling. A shopping experiment on seabass consumption in the Basque Country - Michiel De Bauw, KU Leuven*

This study questions whether a PEF-based "EnviroScore" could bring along a demand-driven transition towards a more sustainable aquaculture sector. Little is known about how such multi-coloured FOP-labels would interact with other stimuli in the food environment. Can such scores overrule more established heuristics, like e.g. proximity effects? This study reports a randomized control trial, conducted in a simulated fishmonger store. Participants were subject to a 2 (EnviroScore: with vs without) x 2 (Supporting info on EnviroScore: with vs without) between-subject design.

- *Evaluating the new nutrition and supplement facts label in the US: Evidence from a non-hypothetical choice experiment - Prof. Claudia Bazzani, University of Verona*

The US FDA implemented new rules for Nutrition and Supplement Facts label formats and contents designed to help consumers make better-informed product choices in support of a healthier diet. Changes in nutrition label requirements include the prominent display of "calories per serving" and "serving size" as well as updated nutritional requirements and information reflecting contemporary scientific knowledge about diet-disease relationships. This study examined whether these new changes help consumers make healthier choices using a non-hypothetical choice experiment on "light" and "original" yogurt products.

Meet the Speakers

Seda Erdem, Economics Division, Stirling Management School, Scotland, UK

Seda is an associate professor in applied economics. She has a background in behavioural science and public health economics. Her research broadly focuses on eliciting preferences and perceptions, consumer choice behaviour and decision-making. She is the Postgraduate Research Director of Stirling Management School, a steering member of the Stirling Behavioural Science Centre, Applied Choice Research Group, and the University of Stirling's two research programmes: the Global Food Security and the Health and Behavioural Research Programmes.

Michiel De Bauw, Division of Bioeconomics, Dept. of Earth and Environmental Sciences, KU Leuven, Belgium

Michiel De Bauw is a PhD researcher whose research focusses on consumers' interactions with food sustainability labels. Michiel has been involved in several European research projects that aimed to develop an environmental impact indicator as FOP label for food. In these projects, Michiel mainly evaluated the potential of such a FOP label to steer demand for environmentally friendly food, relying on empirical studies.

Claudia Bazzani, Department of Business Administration, University of Verona, Verona, Italy

Claudia Bazzani is Assistant Professor in Agricultural economics since May 2017. Her research interests cover the analysis of agricultural and wine systems, wine tourism, wine and food marketing, consumer behaviour.