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CORE organic



Message framing for processed organic foods. Results from a Conjoint Analysis study

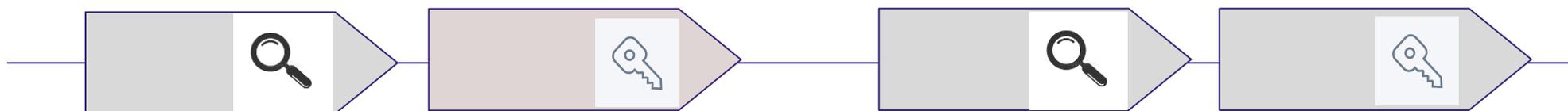
Fiorella Sinesio



Objective

Identify messages and claims that can be conveyed through the product packaging that have positive influence on consumers perception of processed organic food products and on their purchase intent

METHODOLOGICAL APPROACH



ELICITATION STUDY



3 FOCUS GROUPS

QUANTITATIVE ONLINE SURVEY



439 CONSUMERS OF PROCESSED ORGANIC FOODS

QUALITATIVE ELICITATION STUDY



What consumers think / perceive about processing implemented on OFP?

What aspects / criteria, linked to the processing, consumers want to be considered in OFP?

What information consumers want to receive about organic processed foods?

How the processing should be communicated?

- ✓ 7-8 volunteers each focus group
- ✓ All responsible for the purchase of food or that collaborate in the purchase of food
- ✓ Males/females 50%
- ✓ 25-64 yrs.
- ✓ All consumers of organic products

1. WHAT CONSUMERS PERCEIVE OF PROCESSED ORGANIC FOODS

"Ultra-processed products are further away from the concept of organic"

"Organic equals minimal handling"

"The less processing, the better organic"

"A multi-ingredient formulation is further from the organic concept than mono-ingredient products"

"In multi-ingredient products, additives are more likely to be added"



No everyone agree

"Lower nutritional quality amongst processed organic products"

"A multi-ingredient product meets the concept of organic if all the ingredients are from organic farming"

2. ASPECTS LINKED TO PROCESSING THAT CONSUMERS WANT TO BE CONSIDERED IN OFP



3. WHAT INFORMATION COMMUNICATE ABOUT ORGANIC PROCESSED FOODS

“Food processing yes, but too much confusion on the label”



“The organic label is not sufficient, it gives information on the production from organic farming, but nothing is known about the rest behind it”.

“Information about additives, to make comparisons”.

“The organic brand must give other guarantees inherent to the brand itself. Product certification up to the shelf”

“Sustainable organic packaging”

BEST WAYS OF COMMUNICATION

"Advertising campaigns"

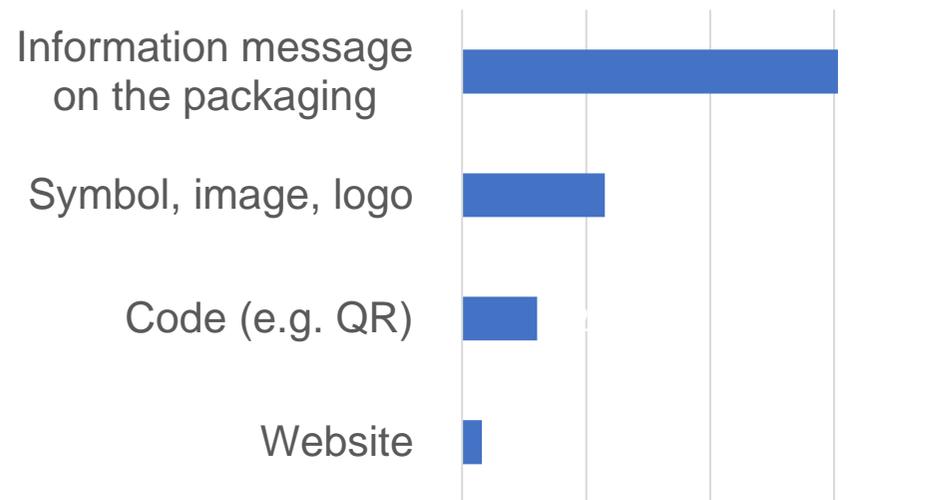
"A sustainability scale"

"Better written messages than logos. I often don't read because "I'm in a hurry", "I can't see well up close", etc."

"A symbol is better"

"A line whose length expresses the length of the supply chain"

"Organic leaflet", "a symbol of sustainable packaging", "a symbol of production sustainability"



QUANTITATIVE ONLINE SURVEY



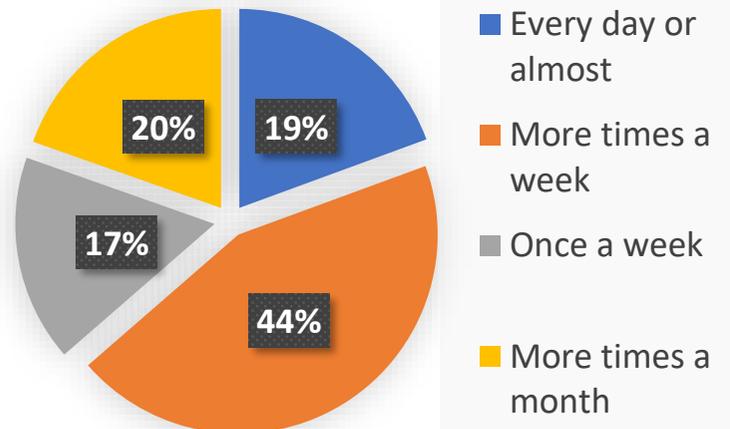
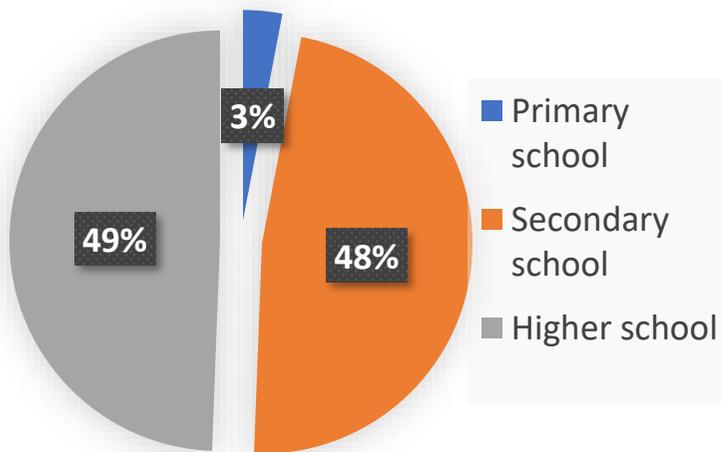
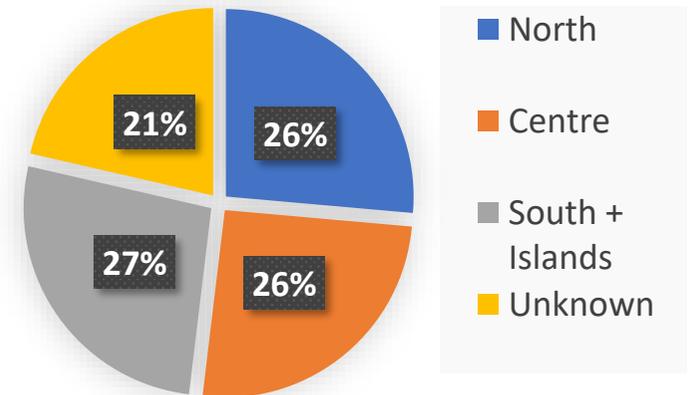
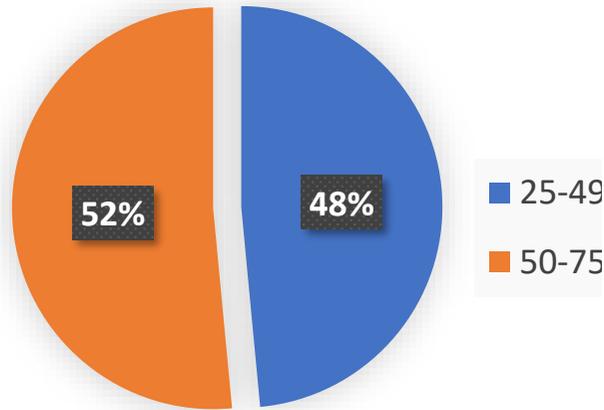
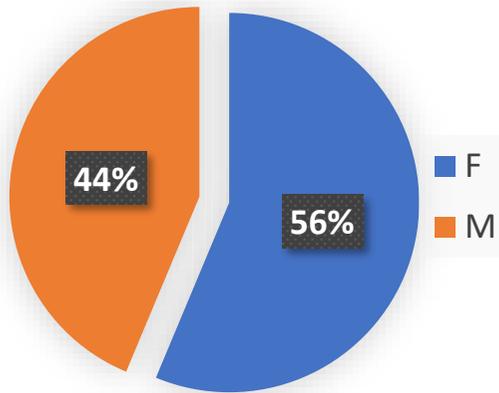
Relative importance of a set of products characteristics on consumer perception

Consumers views on the criteria to be claimed for organic processed foods and information that should be communicated on the packaging

DEPENDENT VARIABLES

- ✓ ***Perception of "organic"***
- ✓ ***Behavioral intent*** (intention to purchase)

TARGET 439 consumers, individuals who regularly or occasionally purchase processed organic food as a portion of their food shopping (≥ once/fortnight)



SELECTED PRODUCTS

Ultra-processed and multi-ingredient product (plant-based)



Vegetable burger

Processed product



Peas in glass jar

Minimally processed product



Bagged salad

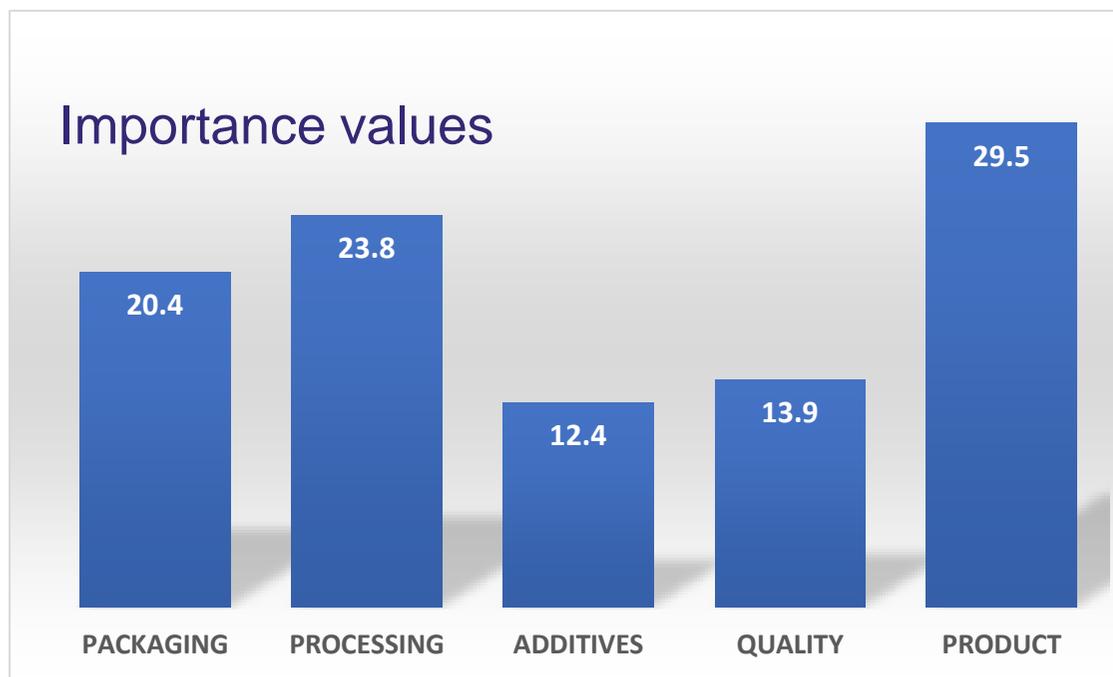
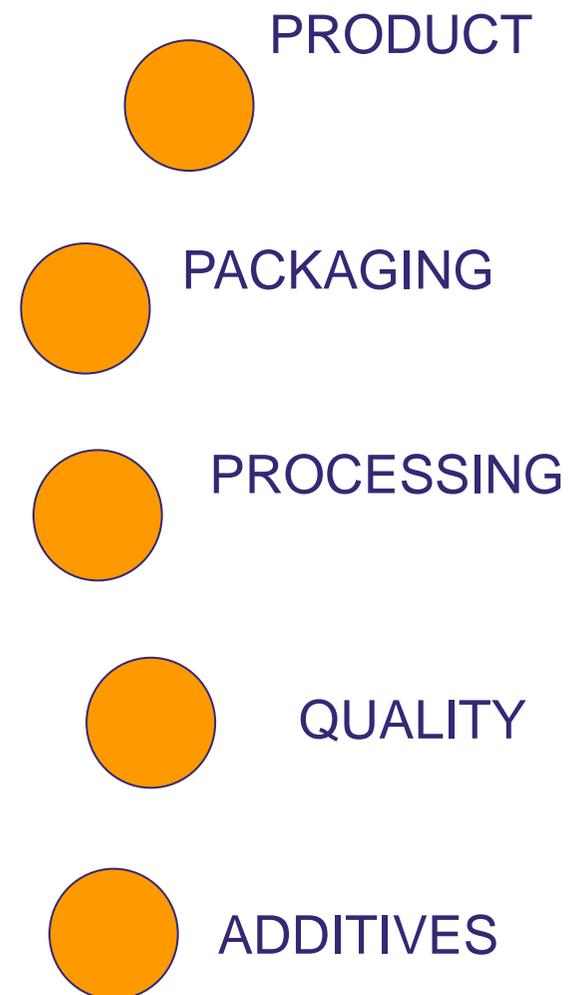
Conjoint analysis survey

Applied to identify important factors that comply with the concept of organic food of consumers.

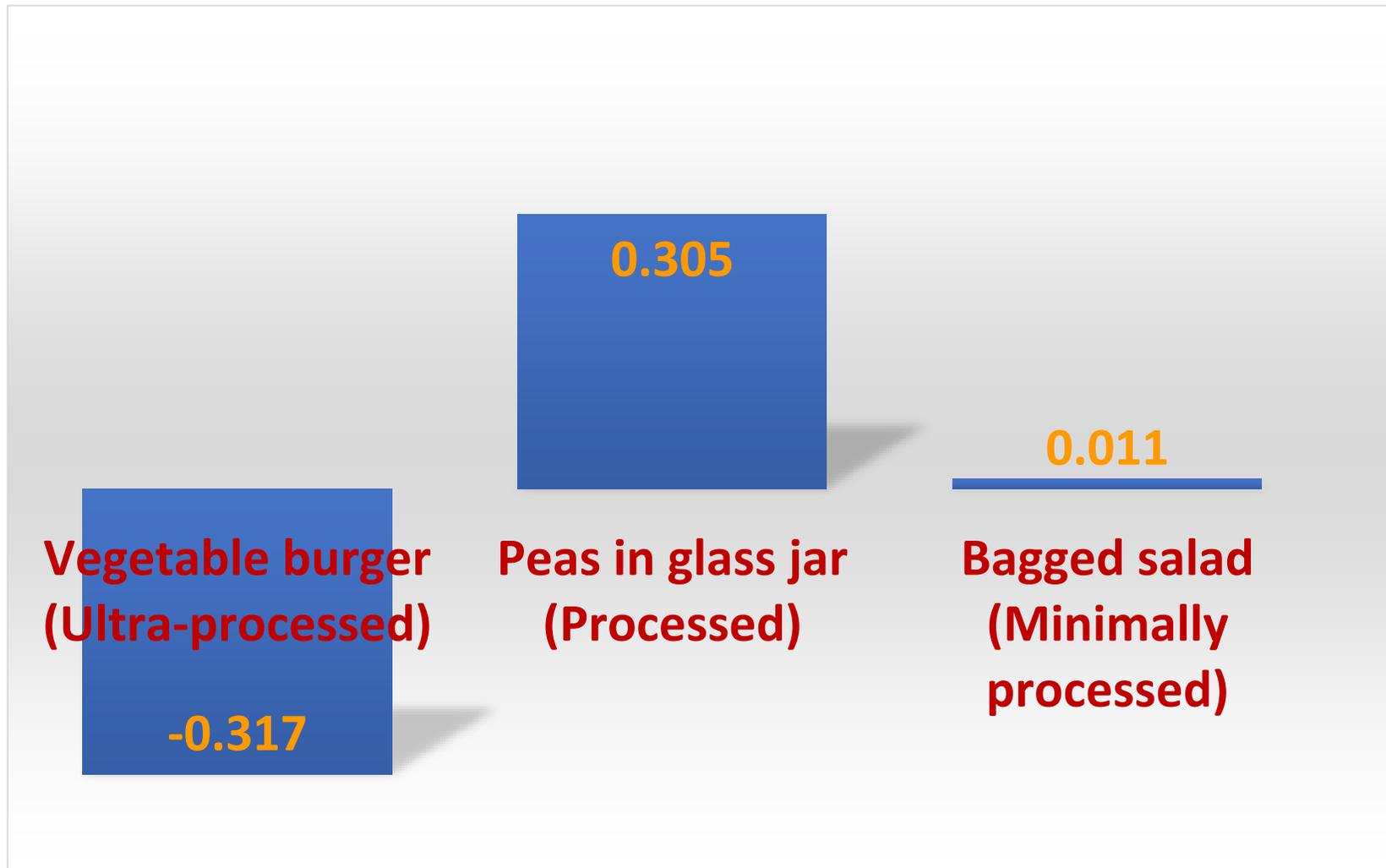
The **type of processed organic product** is the main factor contributing to the perception that the product is organic.

Other main contributors are the descriptive information on **processing** and on **packaging**.

Information on products quality and additives are less important factors.

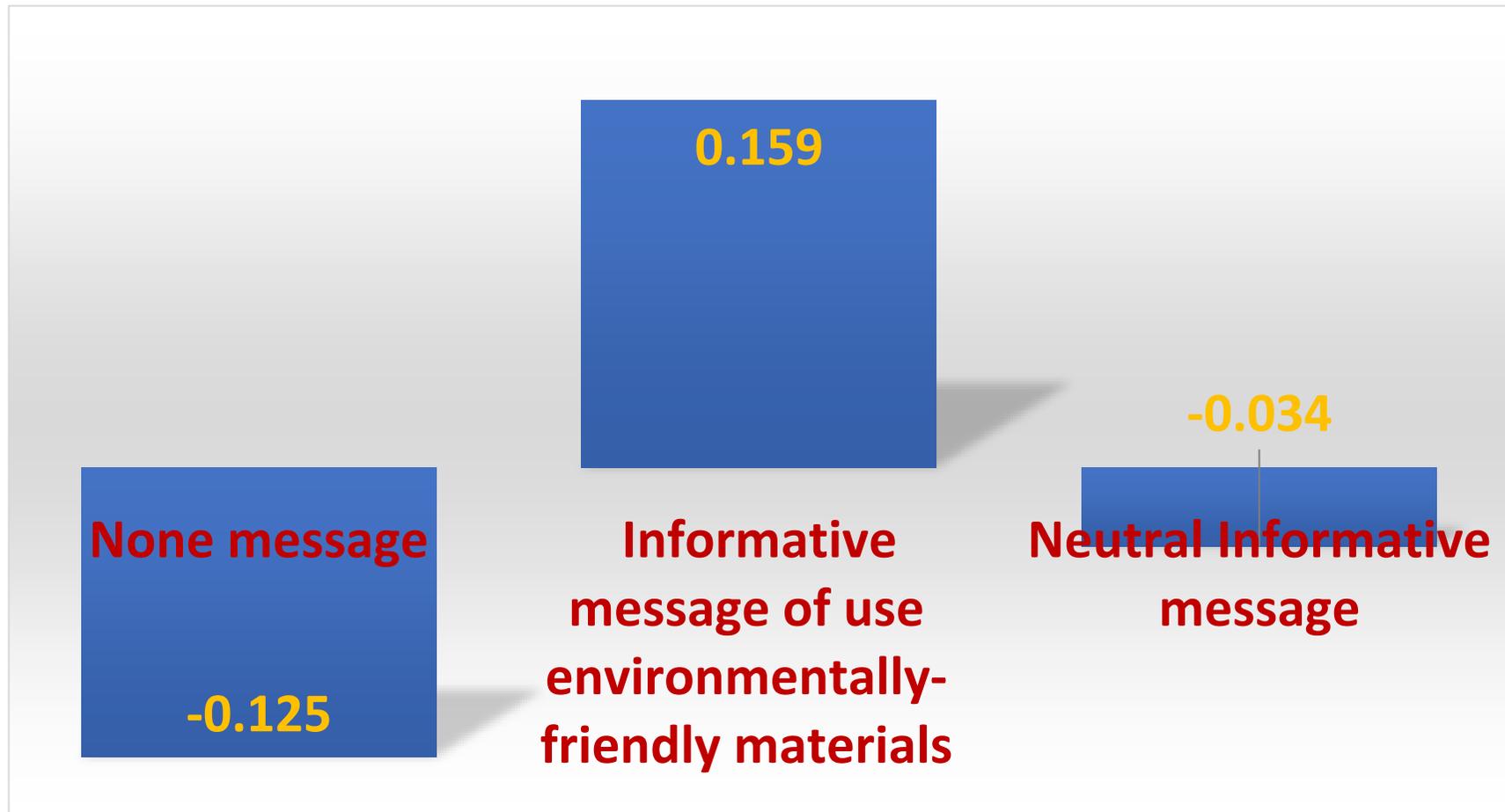


Product - Organic peas packaged in glass jar is the product that comes closest to the idea of organic. Attention should be paid on the kind of product: ultra-processed (and multi-ingredients) products, might less perceived as organic



FACTOR	MESSAGE		
<p>Packaging</p>	<p>Synthetic Positive Informative message</p>	<p>Packaged with environmentally friendly materials</p>	
		<p>Packaged with recyclable, environmentally friendly materials</p>	
		<p>Packaged with environmentally friendly materials</p>	
	<p>Neutral Informative message</p>	<p>Packaged in plastic tray and with cardboard wrapper</p>	
		<p>Packaged in glass to be disposed of according to the rules of separate collection</p>	
		<p>Plastic packaging to be disposed of according to the rules of separate collection</p>	

Packaging - A concise honest descriptive message informing on the environmentally-friendly materials used for packaging has a more positive effect



FACTOR	MESSAGE		
<p>Processing</p>	<p>Synthetic Positive Informative message</p>	<p>Processed with low electricity consumption to reduce the environmental impact</p>	
		<p>Raw materials coming from fields located near the company to reduce the transport environmental impact</p>	
		<p>Raw materials coming from fields located near the company to reduce the transport environmental impact</p>	
	<p>Neutral Informative message</p>	<p>Ingredients processed and transported to the company for preparation of the final product</p>	
<p>Product pre-treated by blanching prior to canning, that require the use of electricity to produce the necessary heat</p>			
		<p>Product washed with plenty of water to remove impurities and reduce the microbial load</p>	

Processing - A concise honest descriptive message informing on a few steps of the process highlighting the positive impact on the environment has a positive effect



FACTOR	MESSAGE		
Additives	Synthetic Positive Informative message	Additives approved by the European legislation on organic products	
		No additives except salt	
		Additive free	
Quality	Synthetic Positive Informative message	The processing does not damage the essential amino acid content	
		Freshly picked products	
		Fresh as freshly picked	

FACTORS	LEVELS	UTILITIES
ADDITIVES	No message	-0.129
	Positive message	0.129
QUALITY	No message	-0.239
	Positive message	0.239

SUMMARY

NEGATIVE IMPACT ON CONSUMERS PERCEPTION OF 'ORGANIC' AND THEIR BEHAVIORAL INTENT



- ✓ Ultra-processed and multi-ingredients product
- ✓ Neutral informative message about processing
- ✓ Lack of information about processing, packaging, etc.

POSITIVE IMPACT ON CONSUMERS PERCEPTION OF 'ORGANIC' AND THEIR BEHAVIORAL INTENT



- ✓ A message informing on the process and highlighting the positive impact on the environment
- ✓ A message informing on the use of environmentally-friendly packaging material

ORGANIC FOOD IN EUROPE



Thank you for your
attention !

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