



Consumers taste the difference of sustainably grown food

- 64% of European consumers believe that sustainably grown vegetables taste better;
- Brits rank second when it comes to purchasing sustainably sourced food despite 49% believing there is little difference to conventional food

Taste is a key driver of behaviour when it comes to the food we buy and eat with almost two thirds of consumers across the continent (64%) believing that sustainably grown vegetables taste better.

This was the finding of a recent survey of more than 12,000 consumers in six European countries, commissioned by Knorr, which also found that despite being the most sceptical in Europe when it comes to attitudes to responsibly grown ingredients, we Brits actually purchase the most, with the exception of the Germans.

As a nation we are least likely to believe that sustainably grown ingredients taste better than conventionally grown ingredients (48%) while 49% of respondents believe they are in no way different to conventionally grown ingredients.

This doesn't translate into lower sales however with consumers clearly enticed into more frequent sustainable food purchases than most of our European neighbours.

Andrea Grimandi, Director, Knorr UK & Ireland says: "Knorr believes that sustainable agriculture is bringing significant benefits to both consumers and the environment and is key in securing a global supply of sustainable food.

Taken as a whole, it is highly encouraging to see the majority of European consumers recognising the benefits of sustainable farming for both their food and the environment, though clearly there is more work still to do in the UK. "

Knorr faces challenges of securing food supply

Continued climate-related challenges, uncertainty in markets and fluctuating commodity prices have made securing food supply more important than ever before. Almost 70% of the world's surface water is used in agriculture.

With 92 percent of the top vegetables and herbs for Knorr sourced sustainably in Europe, the brand is at the forefront of making sustainability common place. And with the 'sustainably grown' label on pack, Knorr is making it easier for consumers to make responsible choices in the supermarket.

Water is not only a precious resource to protect but also impacts the healthiness and taste of crops. Under and over watering can make plants unhealthy and vegetables less tasty. Knorr

farmers use tensiometers to measure water in the soil, drip irrigation then allows them to give the crops just enough to keep them healthy and tasty. To grow food by using methods that are better for the environment is an important step to slow climate change.

When it comes to the environment, Unilever works across the whole value chain – from the sourcing of raw materials, to factories and the way consumers use the products.

In 2015, Unilever sourced 60% of its agricultural raw materials sustainably, as the company reports on the fifth year of progress of the Unilever Sustainable Living Plan. Only looking at Knorr, already 92% of the top 13 vegetables and herbs used in sauces, soups and seasonings are grown sustainably, and a ‘sustainably grown’ label on pack is making it easier for people to make responsible choices in the supermarket.

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Notes to editors:

The representative study was conducted in December 2015 and January 2016 and surveyed 12,000 consumers in 6 European countries (France, Poland, Germany, Spain, UK and the Netherlands) on their attitudes towards sustainably grown ingredients.

The research is part of Knorr latest campaign “Taste with Good Feelings”. The purpose of the study was to understand people’s cooking and eating behaviours across Europe, and to find out about their attitudes towards sustainably grown ingredients and what makes them feel good about the food they eat.

About Unilever:

Unilever is one of the world’s leading suppliers of Food, Home and Personal Care products with sales in over 190 countries and reaching 2 billion consumers a day. It has 169,000 employees and generated sales of €53.3 billion in 2015. Over half (58%) of the company’s footprint is in developing and emerging markets. Unilever has more than 400 brands found in homes around the world, including Persil, Dove, Knorr, Domestos, Hellmann’s, Lipton, Wall’s, PG Tips, Ben & Jerry’s, Marmite, Magnum and Lynx.

Unilever’s Sustainable Living Plan (USLP) commits to:

- Decoupling growth from environmental impact.
- Helping more than a billion people take action to improve their health and well-being.
- Enhancing the livelihoods of millions of people by 2020.

Unilever was ranked number one in its sector in the 2015 Dow Jones Sustainability Index. In the FTSE4Good Index, it achieved the highest environmental score of 5. It led the list of Global Corporate Sustainability Leaders in the 2015 GlobeScan/SustainAbility annual survey for the fifth year running, and in 2015 was ranked the most sustainable food and beverage company in Oxfam’s Behind the Brands Scorecard.

Unilever has been named in LinkedIn’s Top 3 most sought-after employers across all sectors.

For more information about Unilever and its brands, please visit www.unilever.com. For more information on the USLP: www.unilever.com/sustainable-living/

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