“PERSPECTIVES ON SUSTAINABILITY IN EUROPEAN FOOD CHAINS”

Supply Change Project

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Policy and Campaigns
Consumers International - Latin America
Global federation of consumer organisation

Independent and not-for-profit

220 member organisations in 115 countries

Campaigns, advocacy, capacity building and awareness raising on consumer issues for and through our members
SUPPLIERS-SUPERMARKETS-CONSUMERS

Buyer power abuses and their effects on suppliers

How buyer power and retailer power reinforce each other

Who earns what from field to supermarket

What are the effects of buyer power abuse on consumers

How price cuts can affect workers’ rights

What are the effects of the rise of retailers’ own brands

What’s the Deal?
"Strawberry Fields Forever"

Awareness
Concerns
Needs
Perceptions

Living is easy with eyes closed...
Misunderstanding all you...
EAT!!!
Consumers' buying behavior does not always correspond to their good intentions: The actual proportion of consumers who really buy sustainable products is rather low.

The review of consumer surveys and studies reveals that in most of their consumption decisions, consumers are not “rational decision makers” as it is often assumed by marketers and researchers.

As a result, the impact on sustainability information on consumer behavior is rather limited.
The social and environmental side effects of production and consumption are the result of many different activities, carried out by very many actors, networked in highly complex webs of interaction.
Instead of assuming that consumers engage in rational choices, the meaning and status of consumption - in general - and of concrete brands and products - in particular - in today`s society have to be reconsidered. We need a much broader understanding of rationality when it comes to consumption decisions.

Consumption is very often and for a wide range of products and services a deeply routinized, symbolic and cultural laden activity. Therefore, consumption decisions might even be irrational for an external observer who does not take into consideration the social and cultural embeddedness of those decisions.
“We demand tangible action from supermarkets, national governments and the European Union to improve labor conditions in countries of the Global South and reduce environmental damage along the supply chain”.

http://supplychainge.org/campaign