

EMERGING FOOD RISKS: WHAT DO CITIZEN THINK?

Insights from a survey of 4,038 citizens across Europe (France, Germany, Hungary, United Kingdom).

KEY RESULTS

Emerging food risks are perceived as **riskier than familiar food risks**.

However, they perceive emerging food risks as **not applying to them personally**, partly because of the association with climate change which is discounted as being a risk occurring in the future or at a geographically remote location.

WHERE DO PEOPLE DISCUSS FOOD RISKS?

People often encounter and discuss food risks through social media despite lower trust levels.

WHY CAN EMERGING RISKS FEEL DIFFICULT TO COMMUNICATE?

Emerging and climate-related food risks can feel psychologically distant, making communication more challenging.

NOT HERE

"It affects people other places."

NOT ME

"It won't affect me personally."

NOTHING I CAN DO

"I can't influence the outcome."

WHAT MAKES COMMUNICATION EFFECTIVE?

RELEVANT

Connect risks to everyday life.

ACTIONABLE

Explain what people can do.

PRESENT

Communicate where people seek info.

EMERGING FOOD RISKS REQUIRE DEDICATED COMMUNICATION STRATEGIES.

- People perceive emerging risks as **more threatening than familiar risks**, but still feel unable to act on these concerns.
- **There is a need to increase the relevance** to individuals within our society, including within Europe.
- Effective communication should make risks **relevant, personal and actionable**.