



Safe Food Advocacy Europe

Campaign “We Value True Natural”
*European consumer survey: enhancing transparency
in Food Products (November 2024)*

AGENDA

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2 SAFE's "We Value True Natural" campaign

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SAFE



Who are we?

SAFE is an independent non-profit organization that **represents interests of European consumers** all over Europe on issues connected to food safety and agriculture.

Mission

We strive to **protect and advance consumers' rights** in **EU** food policy.

Activities and goals

- Lobbying to improve the EU legislative framework
- Raising public awareness and training consumers
- Leading several EU projects on food safety and agriculture

2 SAFE's "True Natural" campaign: history

- The True Natural Campaign was launched in **2019**, with the policy aim of establishing a clear, standardised definition of “natural” in food labelling.
- **Key Goals:** Advocate for stronger EU regulations against misleading claims and ensure "natural" products are **minimally processed** and **free from artificial or synthetic additives**.
- **Activities:** Engaging with consumers, food producers, and policymakers, **raising public awareness** through social media and events, **collaborating** with NGOs to strengthen advocacy efforts.
- **Publications:** position papers, reports analysing the use of "natural" in marketing, educational consumer guides on food labelling.

JOIN OUR CAMPAIGN

We Value True Natural

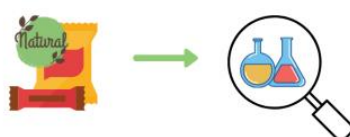
WHAT DOES "NATURAL" MEAN FOR FOOD?

There are many products that are labelled with natural claims nowadays.



BUT NOT ALL OF THEM ARE TRULY NATURAL.

The ingredient list may contain chemical additives and ingredients that seem natural but are obtained by chemical processes.



IS THE TERM "NATURAL" REGULATED?

While widely used, the term "natural" is not regulated under EU legislation.



WHAT CAN WE DO?

Join us to raise our common voice calling on the EU to ensure natural-labelled products are:



GMO-free



Synthetic substances-free



Biodegradable

JOIN OUR CALL-TO-ACTION HERE:

<http://safefoodadvocacy.eu/natural-campaign>

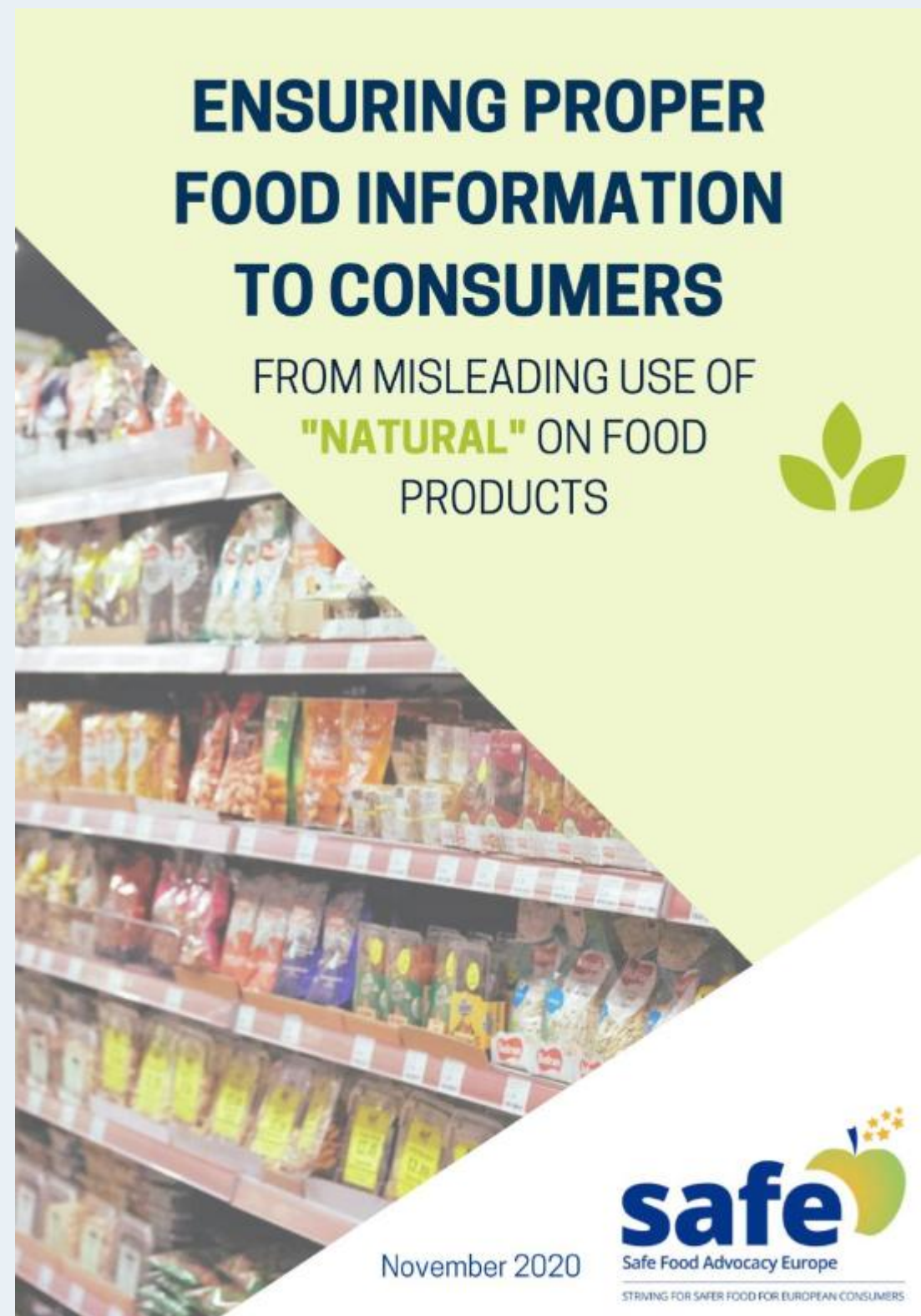


#WeValueTrueNatural



ENSURING PROPER FOOD INFORMATION TO CONSUMERS

FROM MISLEADING USE OF
"NATURAL" ON FOOD
PRODUCTS



November 2020

safe
Safe Food Advocacy Europe
STRIVING FOR SAFER FOOD FOR EUROPEAN CONSUMERS

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3 Findings of the 2024 report

- Online survey conducted with **5,000 participants** across **Italy, Spain, France, Germany, and Poland**.
- **Objectives:**
 1. Assess the **transparency** of food packaging.
 2. Understand the **meaning given** to the terms “natural”, “synthetic”, “artificial”, etc.
 3. Analyse **expectations** regarding clear labelling.
 4. Identify packaging elements that **influence** choices.
 5. Measure the **importance** given to transparency about the presence of **natural or non-natural substances**.
- **Survey based on three main areas:**
 1. Labelling and Packaging
 2. Natural and Non-Natural
 3. Legislation



3 Findings of the 2024 report

- **Consumer priorities:** Clear and transparent food labels – 90% clear packaging and expiration dates, and 85% stressed the importance of having a clear ingredient list.
- **Motivations:** Health and safety – 68% focus on origin and expiration dates, and **63% are keen on identifying non-natural ingredients.**
- **Challenges:** 29% shop too quickly to read labels, 26% find the information too complicated to understand, and 50% trust the brands they buy regularly. Only 33% of consumers believe that food companies provide all the necessary information.



3 Findings of the 2024 report

➤ Differentiation between “natural” and “non-natural” ingredients:

- Definition du “**natural**”: 2 out of 3 Europeans believe an ingredient is natural if it:
 - is **identical to its natural form**,
 - has undergone **physical or microbiological transformations** (e.g., microorganisms, yeasts, etc.),
 - has **not been chemically or genetically modified**.
- Perception of the notion of “**natural origin**”:
 - **2 out of 3 Europeans** believe that a product **cannot** be described as “of natural origin” if it has **undergone one or more chemical or synthetic processes**.
 - **80%** believe that physical processes (e.g., heat, extraction, filtration, cutting) **preserve** the “natural” character of an ingredient.



3 Findings of the 2024 report

- **Characteristics of ingredients perceived as “non-natural”:**
 - Presence of **chemical additives, artificial laboratory-made components, or GMOs.**
 - **87%** believe that an ingredient **produced from GMOs** should be considered *non-natural*.
 - An ingredient resulting from a **chemical reaction** is considered *non-natural* by 96% of Europeans.
 - **85%** consider it misleading to call a product “natural” if it **mixes** natural and non-natural ingredients.
- The majority of European citizens **do not recognise as “natural” certain processes that are nonetheless permitted under current legislation**, revealing a **significant gap between consumer perception and the existing regulatory framework.**



4 Our objectives



- According to our survey, **the European Union should establish a standardised and legally binding definition of the term “synthetic” as applied to food products**, specifying the **origin of ingredients, the processing methods, and any modifications involved**.
- Help consumers identify products that are **GMO-free, free of synthetic substances, and biodegradable**.
- Enhance label transparency: this approach must rely on **solid scientific data** and align with the **expectations of European citizens**, as shown by the results of our survey.
- Ensure a **legal framework** that **protects consumers against misleading claims**.



Thank you for your
attention!