

The FOOD barometers 2012-2016

1. Presentation

As part of the evaluation of the European FOOD programme, barometers have been launched every year since 2012 in order to understand and analyse needs and opinions of employees and restaurants regarding healthy eating.

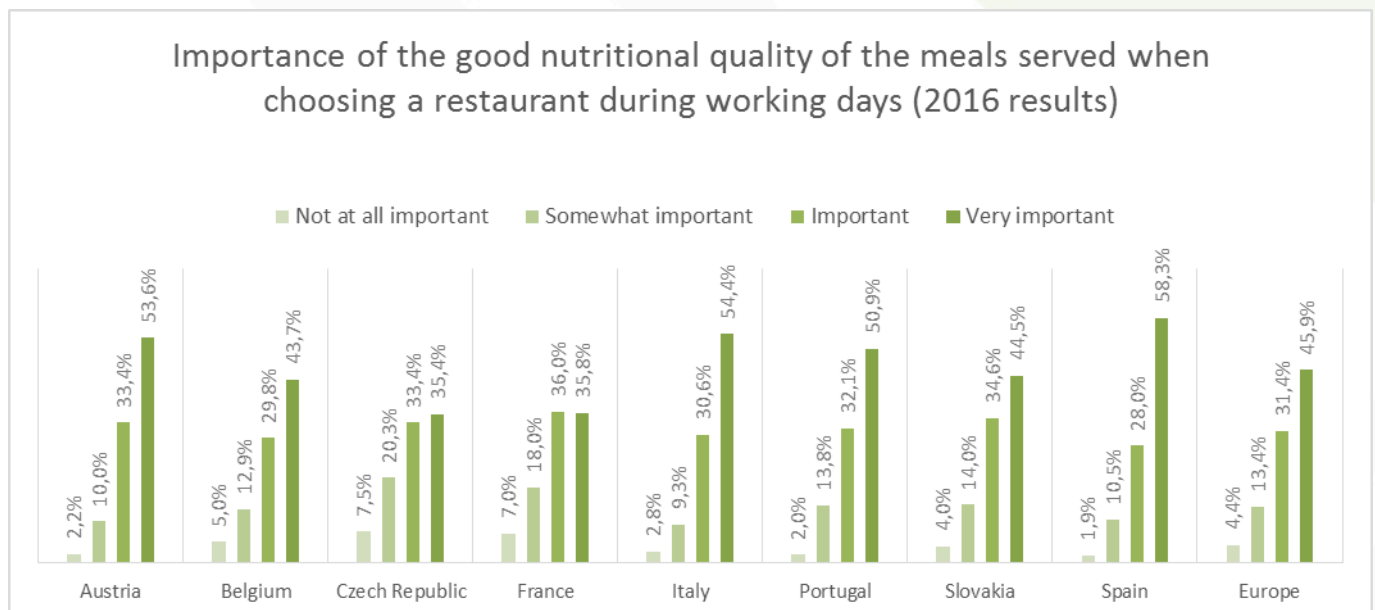
Among the 9 Member states involved in the programme, between 6 and 8 countries generated answers from 11.749 employees and 1526 restaurants since 2012.

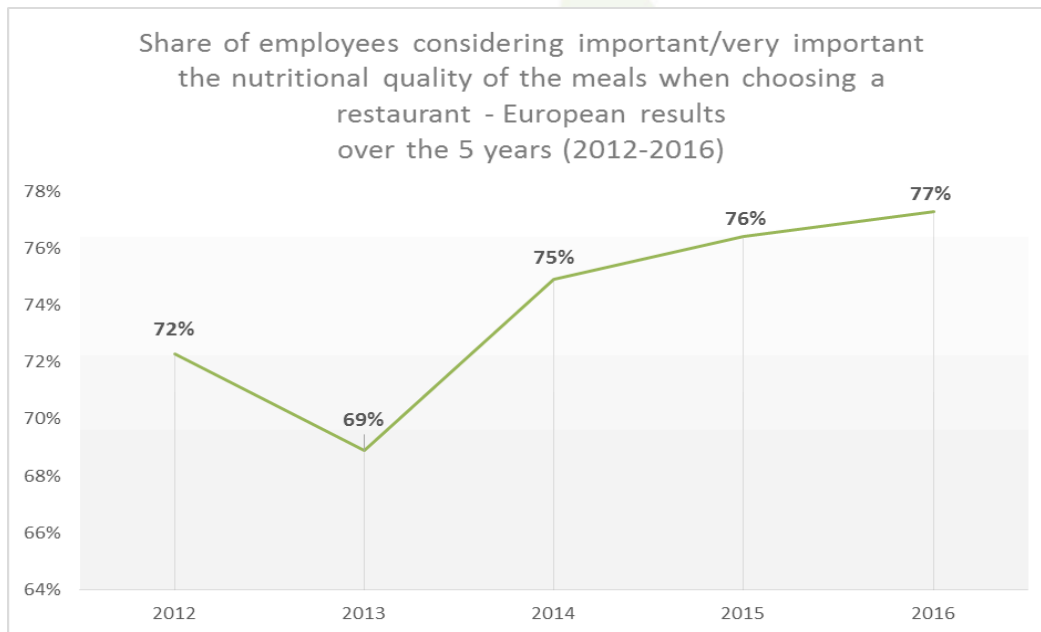
In 2017, additional questions related to new technologies supporting the promotion of healthy eating at the workplace were included into the FOOD barometers. The 2017 results will be presented together with a general analysis of past 5 years of the FOOD barometers at the occasion of a high-level conference organised on October 19th at the European Parliament.

2. Cross-country comparison and main results over the 5 years

A. The employees pay a growing attention to healthy eating at lunch time

In 2016, a very high share of employees were considering important or very important the nutritional quality of the meals served when choosing a restaurant to have lunch at. It was ranging from 69% in the Czech Republic to 87% in Austria, with a European average of 77%. This figure has been constantly increasing since 2013, showing the growing importance of healthy eating among employees.

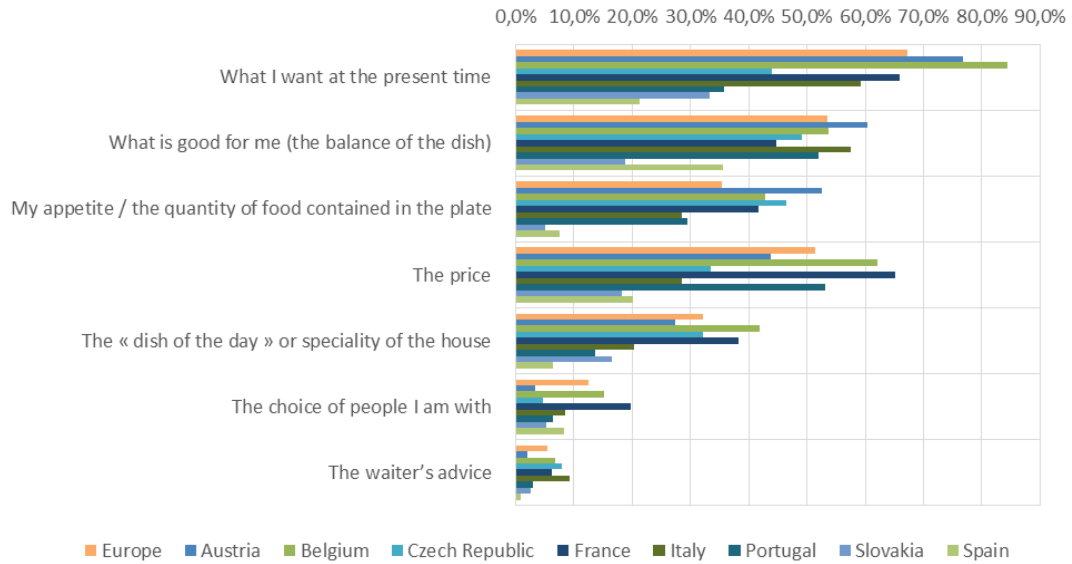




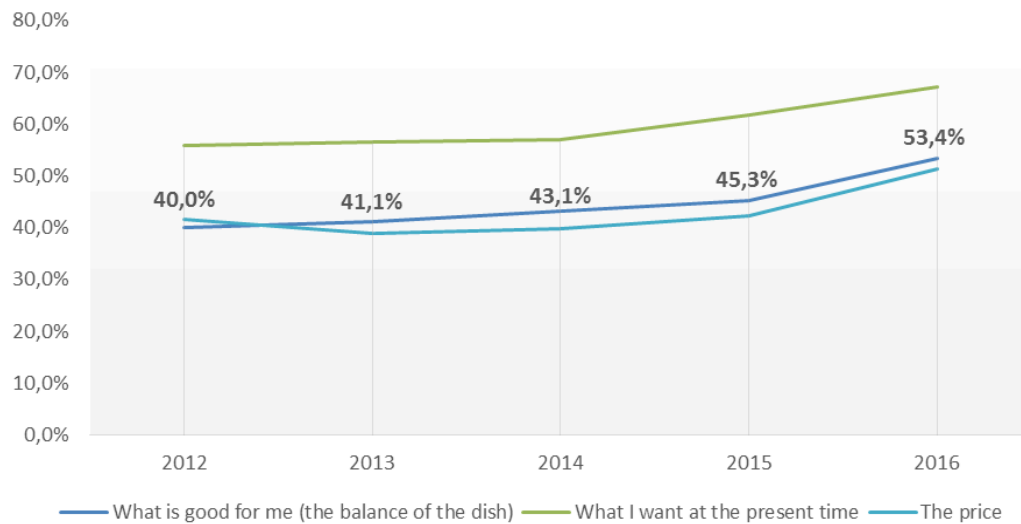
The balance of the dish greatly influences the decision-making of employees when they decide what to have for lunch. In 2016, it was the most chosen criterion in the Czech Republic and Spain, and the second most chosen one in Austria, Belgium, Italy, Portugal and Slovakia.

At European level, more than half of employees declared that the balance of the dish affected their decision-making on what they were going to have for lunch. Since 2013, it is the second most chosen criterion after what they want at the present time (62%), and it comes before the price (48%). This share has constantly been rising since 2012, showing again a general trend of a growing attention paid to healthy eating by employees at European level.

Factors affecting employees' decision-making on what to have for lunch (2016 results)



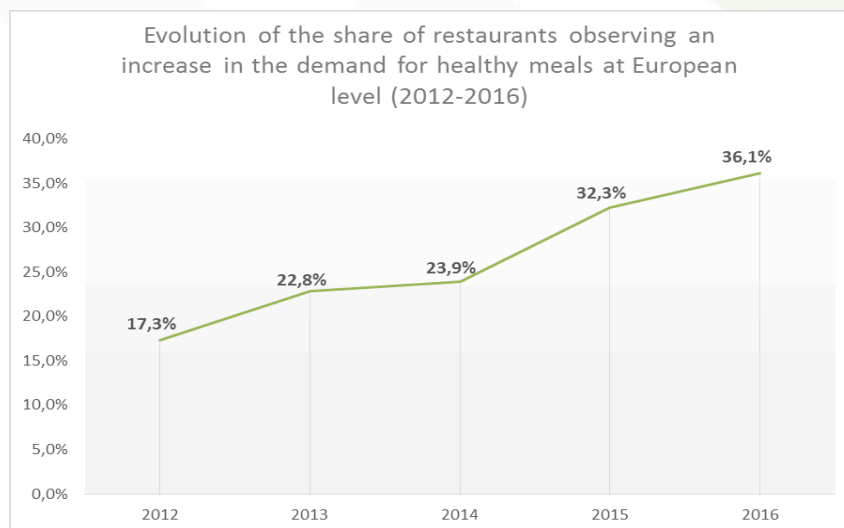
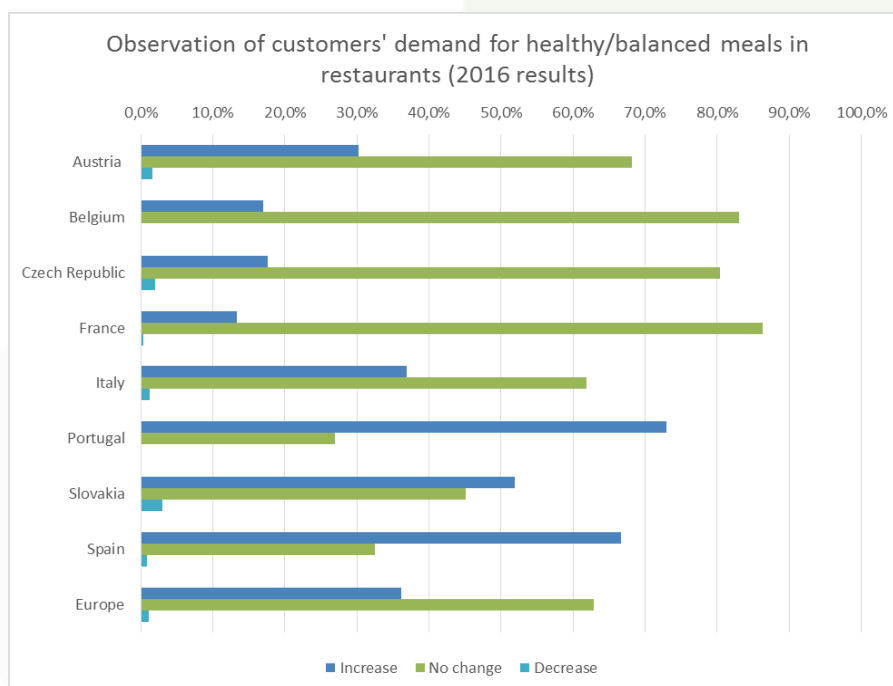
Evolution of the three most chosen factors over the 5 years at European level (2012-2016)



B. The restaurants' observation of their customers and their knowledge on balanced nutrition varies from country to country

In 2016, Portugal, Spain and Slovakia had the highest share of restaurants observing an increase in the demand for balanced/healthy meals whereas the lowest shares of restaurants noticing an increase in the demand for balanced/healthy meals were in the Czech Republic, Belgium and France.

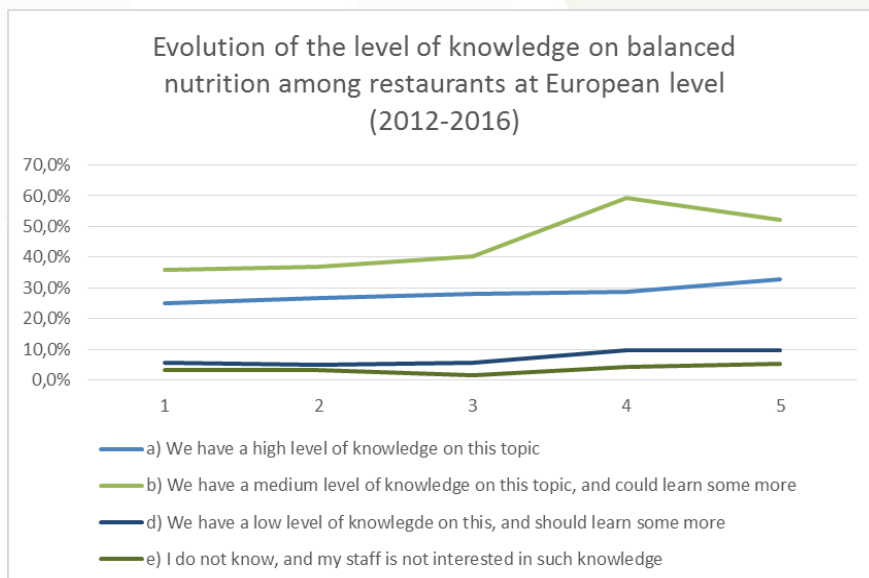
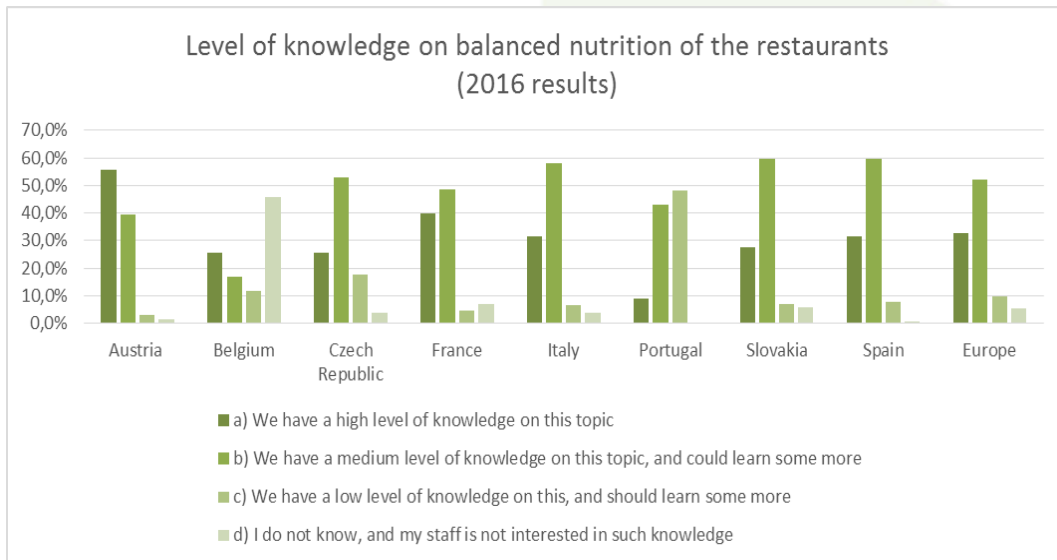
At European level, the share of restaurants who notice an increase in the demand for balanced/healthy meals has grown constantly over the 5 years, from 17% in 2012 to 36% in 2016. It reflects the growing interest for healthy eating of customers that was also noticed in the FOOD barometers' results for employees.



In 2016, in all the countries with the exception of Austria and Belgium, from 53% to 91% of restaurants declared that they had a low/medium level of knowledge about balanced nutrition and that they could/should learn some

more. Belgium stood out of the crowd on that question, as it had a high rate of restaurants showing few or even no interest in learning more about balanced nutrition. On the contrary, in Austria, more than half of the restaurants declared that they had a high level of knowledge on the topic.

At European level, in 2016, 62% of restaurants had a low/medium knowledge on balanced nutrition and declared that they should/could learn more, significantly showing the interest/need of restaurants in knowing more about this topic. This share has remained quite stable over the 5 years the FOOD barometers have been launched.



Conclusion

The results of the FOOD barometers for the employees are more homogeneous than the results for the restaurants. There is a clear increasing trend showing that employees pay a growing attention to the balance of their dish, either when selecting a restaurant or when choosing what to have for lunch. It is reflected on the restaurants' side as a growing share of them observe this increased demand for balanced meals, even though it varies from one country to another. Restaurants' level of knowledge about balanced nutrition varies also from a country to another, but they generally show an interest in learning more about balanced nutrition.

Additional information

The number of countries participating to the surveys and the number of answers collected have evolved year after year as follow:

- 2012: **7 countries** (Belgium, Czech Republic, France, Italy, Slovakia, Spain and Sweden);
 - o 6471 employees and 832 restaurants participated
- 2013: **6 countries** (Belgium, Czech Republic, France, Italy, Slovakia and Spain)
 - o 4612 employees and 670 restaurants participated
- 2014: **6 countries** (Belgium, Czech Republic, France, Italy, Slovakia and Spain)
 - o 5580 employees and 721 restaurants participated
- 2015: **6 countries** (Czech Republic, France, Italy, Portugal, Slovakia and Spain)
 - o 8587 employees and 1278 restaurants participated
- 2016: **8 countries** (Austria, Belgium, Czech Republic, France, Italy, Portugal, Slovakia and Spain)
 - o 11853 employees and 1526 restaurants participated



****About the FOOD Programme***

The FOOD - Fighting Obesity through Offer and Demand - programme was created as a public private partnership in 2009 and focuses on the growing problem of obesity in Europe. Starting as a project in six countries (Belgium, the Czech Republic, France, Italy, Spain and Sweden) to ultimately turn into a programme with Slovakia, Portugal and Austria, the main objective of FOOD is to raise awareness of employees and restaurants towards balanced nutrition so as to adapt the offer to the demand. Practical and adapted communication tools were created to this end.

Edenred is the coordinator of the FOOD programme, using its unique network of Ticket Restaurant® to reach the target groups, employees and restaurants.

To know more, please consult the website of the programme: www.food-programme.eu