

**W**hether it's a salad, a hamburger or a morning egg sandwich, a meal has an impact on the environment, and on the welfare of animals, farmworkers, and eaters.

A person's foodprint is the result of everything that's required to get food to the plate. Many of those processes are invisible to consumers. FoodPrint.org pulls back the curtain on industrial food production and explains the benefits of more sustainable practices. We've also got tips, tools and guides for helping people make food choices that line up with their values — and shrink their foodprints.



How can I reduce my foodprint?



**W**e sought to understand what motivates people when they head out to the supermarket or restaurant in order to learn what matters to them most when it comes to food, and what information they need to help connect them to the food that meets their values.

#### WHAT WE LEARNED

### PEOPLE HAVE VALUES CONNECTED TO THEIR FOOD.

They are driven by those values when purchasing food to cook at home, as well as when dining out. They are concerned about the long-term risks from the food they eat and are looking for food that is local and seasonal, that was grown or raised with fewer drugs and pesticides and produced with better animal and worker welfare.

As a result, people are looking for labels that can connect them to food that meets those values. They want and need labels that have meaning and that deliver on their promises. Given the preponderance of unverified claims and labels, there's a lot of confusion. The good news is that there are labels out there that are meaningful and can help people find food that aligns with their values — labels that tell them when food was produced with fewer drugs and fewer pesticides, and when it was produced with better animal and worker welfare.

#### SURVEY METHODOLOGY USED

GfK services surveyed 1,000 people who are household food purchasers (general population of primary grocery shoppers) to understand what drives their purchasing decisions.

To sample the population, GfK sampled households from its KnowledgePanel, a probability-based web panel designed to be representative of the United States.

Contact us for a more complete methodology report:  
[media@foodprint.org](mailto:media@foodprint.org)

## WHAT WE LEARNED

A SIGNIFICANT PERCENTAGE OF CONSUMERS ARE DRIVEN BY THEIR VALUES WHEN IT COMES TO FOOD PURCHASING AND DINING OUT.

66.5%

are driven by wanting local, seasonal fruits & vegetables

17.9%

are driven by wanting food that is from local farmers' markets or CSAs

36.5%

are driven by wanting meat or chicken from farms where animals are treated well with standards for living conditions

PARTICIPANTS WERE ASKED:

When shopping for food, which of the following influence your purchasing decisions?

23.3%

are driven by wanting organic food

37.7%

are driven by wanting food from healthy farms that do not pollute the environment

37.7%

are driven by wanting meat or chicken from farms where animals are raised on natural diets in natural conditions

28.2%

are driven by wanting food from farms where workers have fair pay, healthy conditions and fair treatment

24.7%

avoid meat, dairy and eggs produced from animals living in confined conditions

When it comes to food choices:

36.7%

avoid meat, dairy and eggs produced WITH the use of antibiotics or other drugs

49.5%

avoid harmful pesticides

42.2%

avoid artificial ingredients

34.1%

avoid GMOs

77.3%

are concerned about contaminants like mercury or other open water pollutants that can accumulate in fish

PARTICIPANTS WERE ASKED:



When buying seafood:

69.5%

are concerned about whether the fish/seafood was raised on farms with chemicals and drugs

67.7%

are concerned about where the fish/seafood came from or was produced

55.9%

are concerned about overfishing and depletion of stock

#### WHAT WE LEARNED

CONSUMERS ARE CONFUSED BY MANY COMMON FOOD LABELING TERMS, AND ARE MISLED TO BELIEVE THAT MANY CLAIMS MEAN MORE THAN THEY DO.

PARTICIPANTS WERE ASKED:

What they think certain labels currently mean and what they should mean:

61%

think the "free-range" label currently means that animals had access to the outdoors at all times



Free Range?

84.2%

think the "free-range" label *should* mean that animals had access to the outdoors at all times

**Conclusion:** People want and expect free-range to mean animals had outdoor access at all times but unfortunately, this is not what this claim means. Free range means animals had some access to the outdoors but what that is and for how long are not defined, and this is not a claim that is or needs to be verified.

Raised Humanely

Antibiotic-free

47.1%

think labels on meat, eggs and dairy that say "raised humanely" should mean claims are verified

**Conclusion:** Unfortunately, unless there is a certification from an entity like Animal Welfare Approved, the words "raised humanely" can be used without verification.

47.7%

think a "raised without antibiotics" label should mean no antibiotics or any other drugs were administered

**Conclusion:** The "No Antibiotics" label is defined by USDA to mean no antibiotics were administered in the lifetime of the animal. It does not mean that other drugs including hormones were prohibited as well.

## WHAT WE LEARNED

CONSUMERS ARE CONCERNED ABOUT WORKER WELFARE AND ARE WILLING TO PAY MORE TO ENSURE WORKERS ARE TREATED FAIRLY.

PARTICIPANTS WERE  
ASKED:

What do you think the “fair trade” label should mean?

**76.5%**  
think it should mean workers  
are paid fairly/fair living wage

**38%**  
think it should mean workers  
were not exposed to toxic  
pesticides

**54%**  
think it should mean workers  
were provided healthy  
working conditions



**62.7%**  
would pay more for food  
produced with better worker  
welfare practices

Of those willing to pay more, more than two thirds of them would pay 10% more and nearly a quarter would pay 25% more.

## THE FOODPRINT SITE MEETS THESE NEEDS BY COVERING A VARIETY OF INTERCONNECTED TOPICS:

- The Impacts of Industrial Farming on our Air, Soil and Water
- Animal Welfare in Livestock Farming
- Local, Seasonal Eating
- Small Farms
- Labor Practices in the Food System
- Food Waste
- Food Policy & Economics

## FoodPrint Resources

### REPORTS

Our deep dive reports by product — including Beef, Chicken, Eggs and Crops — explain the food-print of each. We show what industrial production looks like and the most pressing issues involved with each. From exploitative contracts for chicken farmers to the devastating environmental impacts of industrial beef production, from the grave animal welfare concerns in egg production to the impacts of pesticides on human health, these staple products of the American diet have massive foodprints when produced industrially.

We lay out a roadmap for what sustainable production looks like, with specific recommendations for consumers for how they can find sustainable products as well as push for a more sustainable food system overall.

### ISSUE PAGES

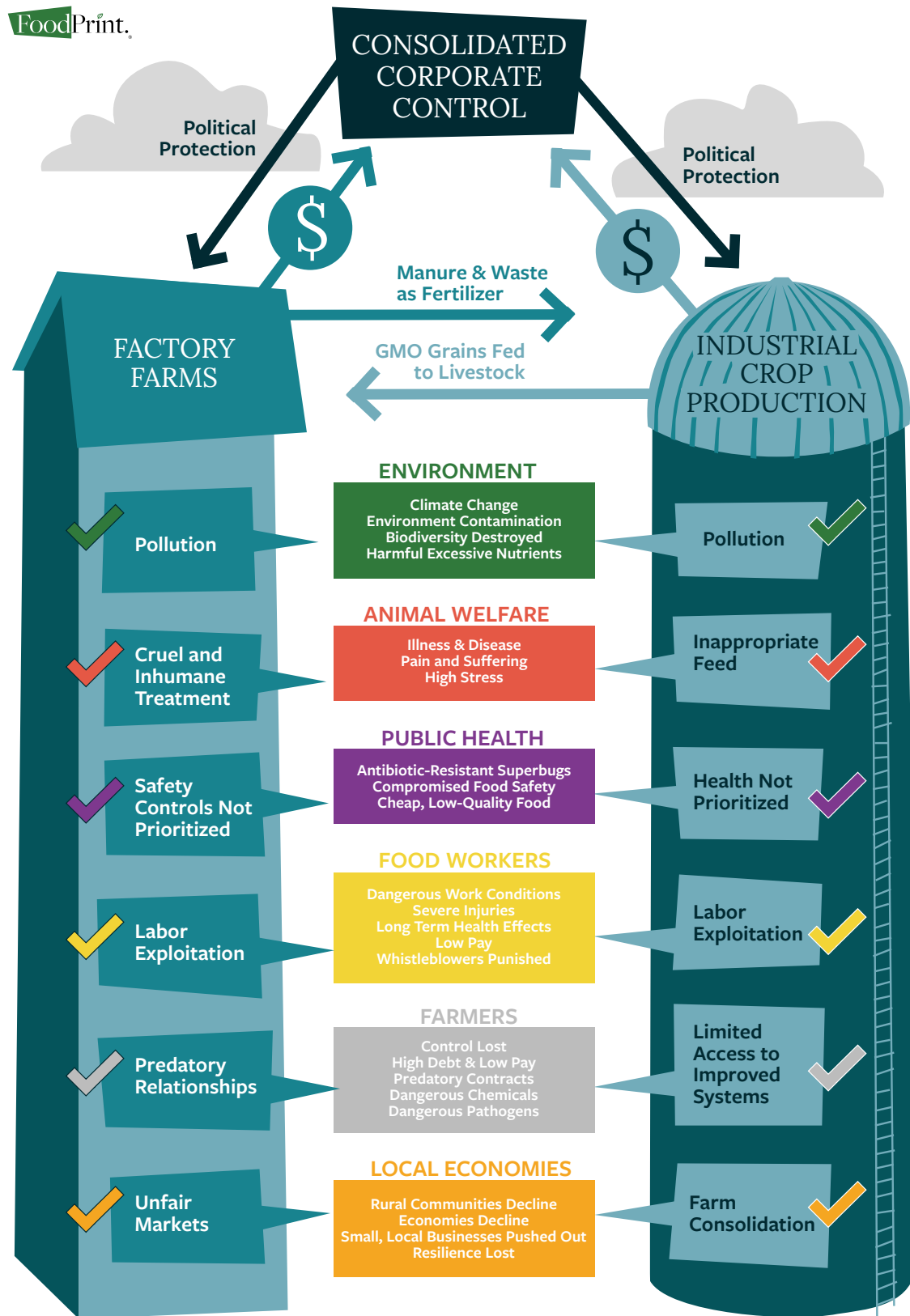
FoodPrint covers all of the most important issues in food production, helping visitors to our site understand how these issues affect their foodprints, and how these issues are interconnected. We've organized them into major topic areas, including Animal Welfare, Public Health, Food & the Environment and Food Policy & Economics. With over 30 issues covered, it is a comprehensive library of essential food system topics.

For example, a reader can learn to make connections between what livestock eat in industrial food production, and how the way that feed is grown — including use of GMO technology, fertilizers and pesticides — affects our soil, water and air. The reader can then also explore how the Farm Bill affects how farmers are paid for that feed, and how the economics of this system have affected rural communities.

Each issue page is rigorously researched and cited, but they're not just academic. Each one concludes by letting readers know what they can do to be a part of a more sustainable system.

FoodPrint takes complex concepts and presents them in a clear and straightforward way, including infographics that visually explain things like the negative effects of industrial agriculture and how to decode various egg labels and claims and which ones to buy.

# The Negative Effects of Industrial Farming



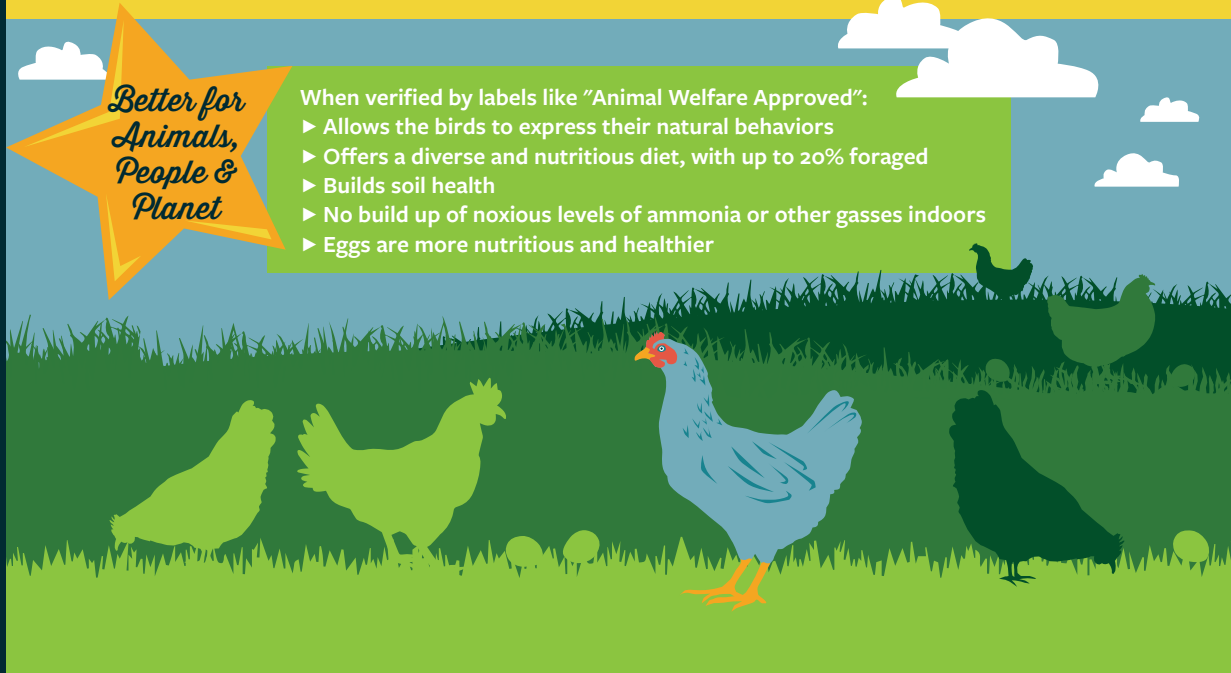
# Your Guide to Eggs

## PASTURE-RAISED EGGS

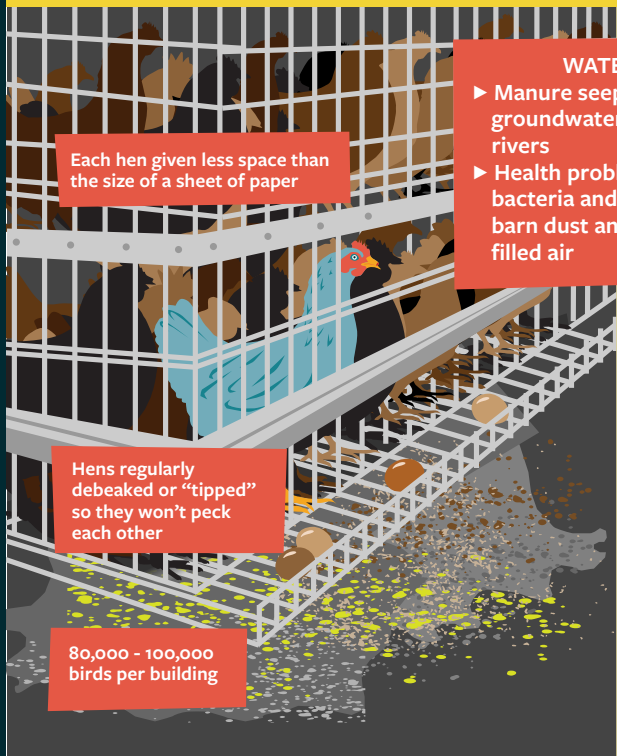
*Better for  
Animals,  
People &  
Planet*

When verified by labels like "Animal Welfare Approved":

- ▶ Allows the birds to express their natural behaviors
- ▶ Offers a diverse and nutritious diet, with up to 20% foraged
- ▶ Builds soil health
- ▶ No build up of noxious levels of ammonia or other gasses indoors
- ▶ Eggs are more nutritious and healthier



## CAGED HENS



Each hen given less space than the size of a sheet of paper

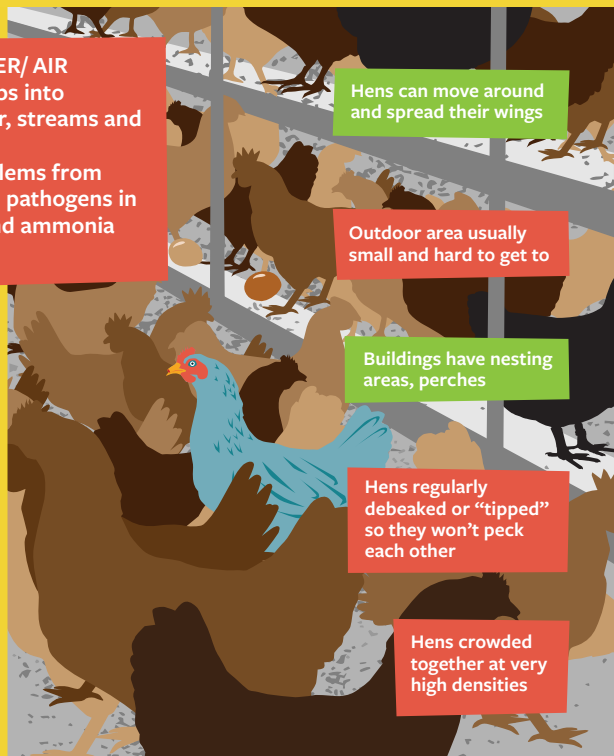
Hens regularly debeaked or "tipped" so they won't peck each other

80,000 - 100,000 birds per building

### WATER/ AIR

- ▶ Manure seeps into groundwater, streams and rivers
- ▶ Health problems from bacteria and pathogens in barn dust and ammonia filled air

## CAGE-FREE HENS



Hens can move around and spread their wings

Outdoor area usually small and hard to get to

Buildings have nesting areas, perches

Hens regularly debeaked or "tipped" so they won't peck each other

Hens crowded together at very high densities



# FoodPrint Tools

## FOOD LABEL GUIDE



Good, verifiable labels can be an important guide in the supermarket aisle and at the farmers' market, leading shoppers to food that has been raised and produced in a way that aligns with their values. We have organized our online guide by product and by label so that shoppers can find the things that matter to them most. Whether its animal welfare, environmental sustainability or fair wages for the workers, there are certifications that can guarantee certain standards were met.

## SEASONAL FOOD GUIDE



Our online Seasonal Food Guide is the most comprehensive national database of seasonal food available in the US. We designed the Seasonal Food Guide website and app to help people find out what produce is in season in their state throughout the year. It houses comprehensive data on more than 140 types of fruits, veggies, legumes, nuts and herbs in all 50 states.

We sourced our data from the experts: The Natural Resources Defense Council (NRDC), The United States Department of Agriculture (USDA), state agriculture extension offices and state departments of agriculture.

## REAL FOOD ENCYCLOPEDIA

The Seasonal Food Guide is linked to our Real Food Encyclopedia, which houses over 200 entries, from Fruits and Vegetables to Grains, Legumes, Meat, Seafood and more. For each food listed we describe the history and cultivation, how sustainable (or unsustainable) it is, what to look for when shopping, and finally how to cook it.

## COOKING WITH LESS WASTE

Many of our Real Food entries are connected to tips for how to shrink your foodprint as you cook with that ingredient. So if a visitor to our site is learning about beets and how to cook them, for example, we'll also direct them how to use the beet greens, so they can reduce food waste in the kitchen.

## News & Action

The most important takeaway is that visitors to FoodPrint.org feel empowered not just to make personal decisions for their own meals, but to press for the changes necessary to have a more sustainable and just food system overall.

**OUR BLOG** keeps readers up to date on the latest most pressing issues including policy changes, court cases and the dynamic work of grassroots and national organizations fighting for a more sustainable and just food system.

**OUR TAKE ACTION** section is a place for readers to learn about immediate actions they can take to encourage companies and legislators to make systemic changes that can shrink not just individual foodprints but the foodprint of large scale food production.

We also invite readers to follow us on social media where we are celebrating local, seasonal food, telling stories from the farm, sharing action alerts and broadcasting food news in real time.



**Come join us at**  
**[www.foodprint.org](http://www.foodprint.org)**