

# CuTE Survey

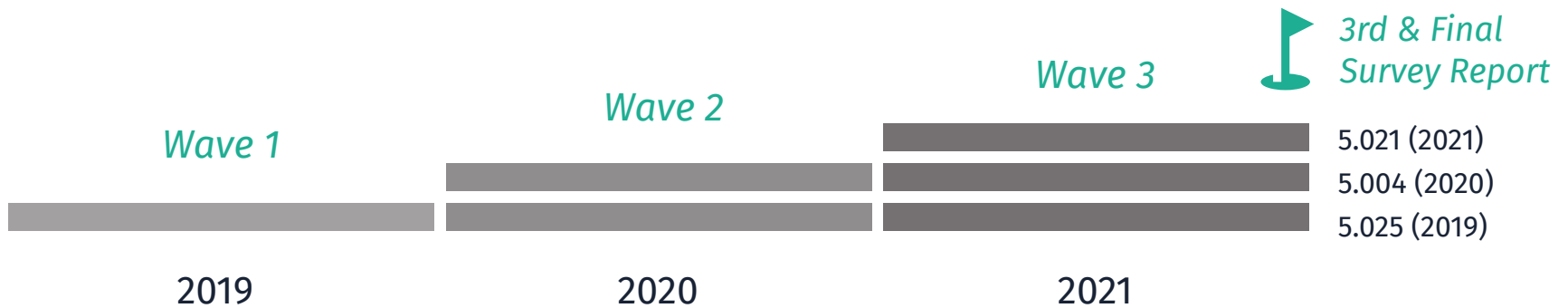
*Europeans' attitudes towards  
Fruit and Vegetables from Europe*



**From 2019 to 2021**



# Study about perception of fruit and vegetables and their production methods



15.050  
citizens 18+



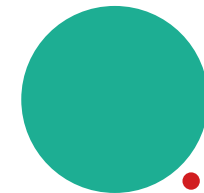
France, Germany,  
Greece, Poland, Spain



Field work  
Jan '19  
Nov '20  
Oct '21

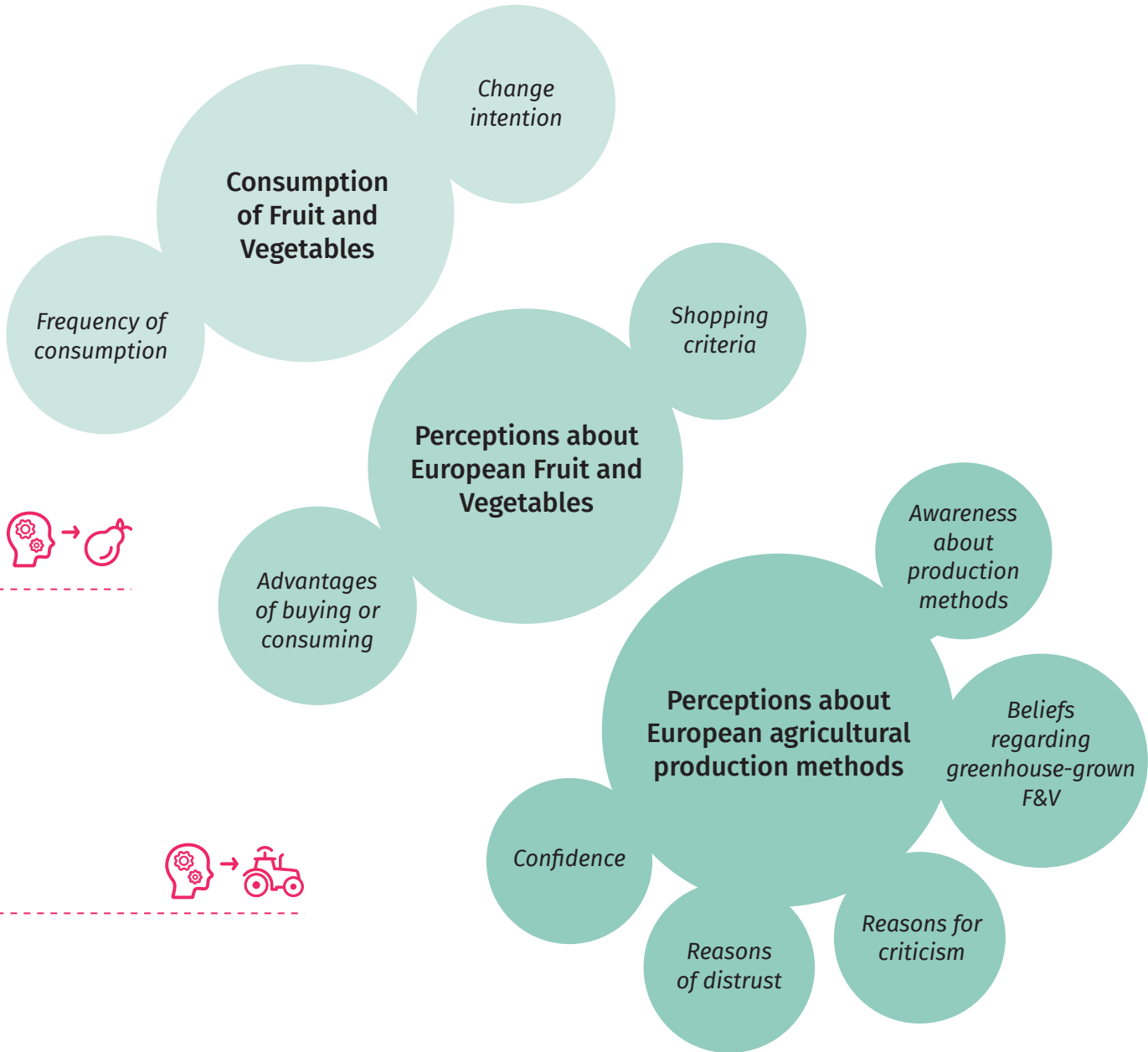


Online survey  
panel  
10'



Statistical analysis  
Test T-Strudent & Chi-Square  
with 95% of confidence

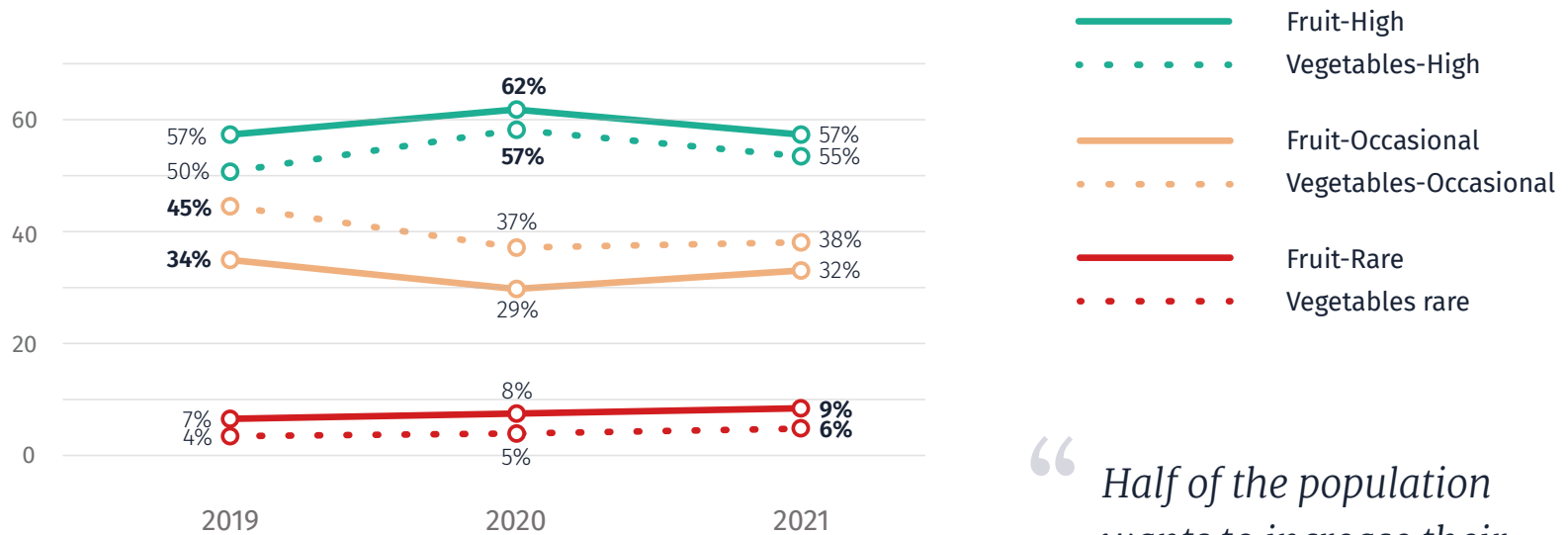
# CuTE survey





## Over half of the population consumes F&V daily

Despite the willingness to eat more fruit and vegetables, the frequency of consumption remains stable



“ Half of the population wants to increase their consumption of F&V ”

**Frequency of consumption.** How often do you eat fruit (excluding juice)? Q9  
How often do you eat vegetables or salad (excluding juice)? (Q10). N=15050



## People relate the consumption of European F&V to the support of local economy and guarantees in terms of environmental sustainability and food security



To support local producers

**30%**



Environmental sustainability

**21%**



Safer production

**21%**



Quality (Fresh products, tasteful and nutritive)

**14%**



Affordable price

**13%**

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**Advantages of European F&V.** What are, in your opinion, the advantages that fruit and vegetables of European origin offer? Choose one option. (Q16) Y2021. N=5021



## Quality (freshness, colour and flavour) is the main criteria when buying F&V



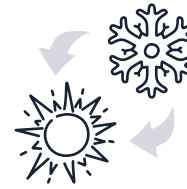
Quality

28%



Price

20%



Seasonality

17%



Origin

13%



Nutritional  
value

6%



Organic

5%



Food safety

5%



Outdoor  
production

3%



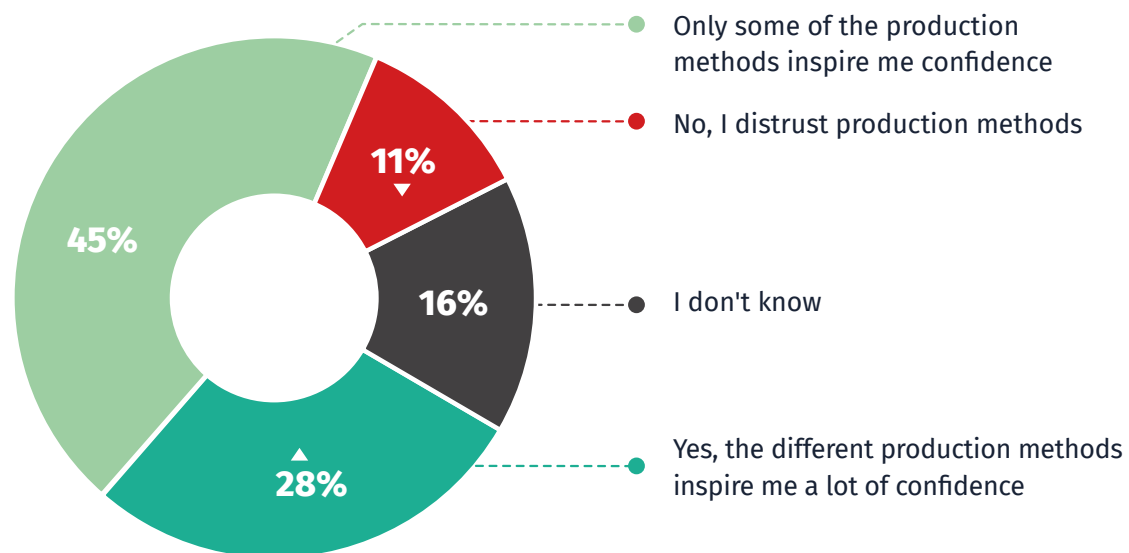
Environmental  
sustainability

3%

**Shopping criteria.** When you buy fruit and vegetables, what are the two most important criteria for you when it comes to choosing the product? Please, select two options. (Q15) Y2021. N=5021



## Confidence in European agricultural production depends on the specific production method



“ Most people trust only some of European production methods

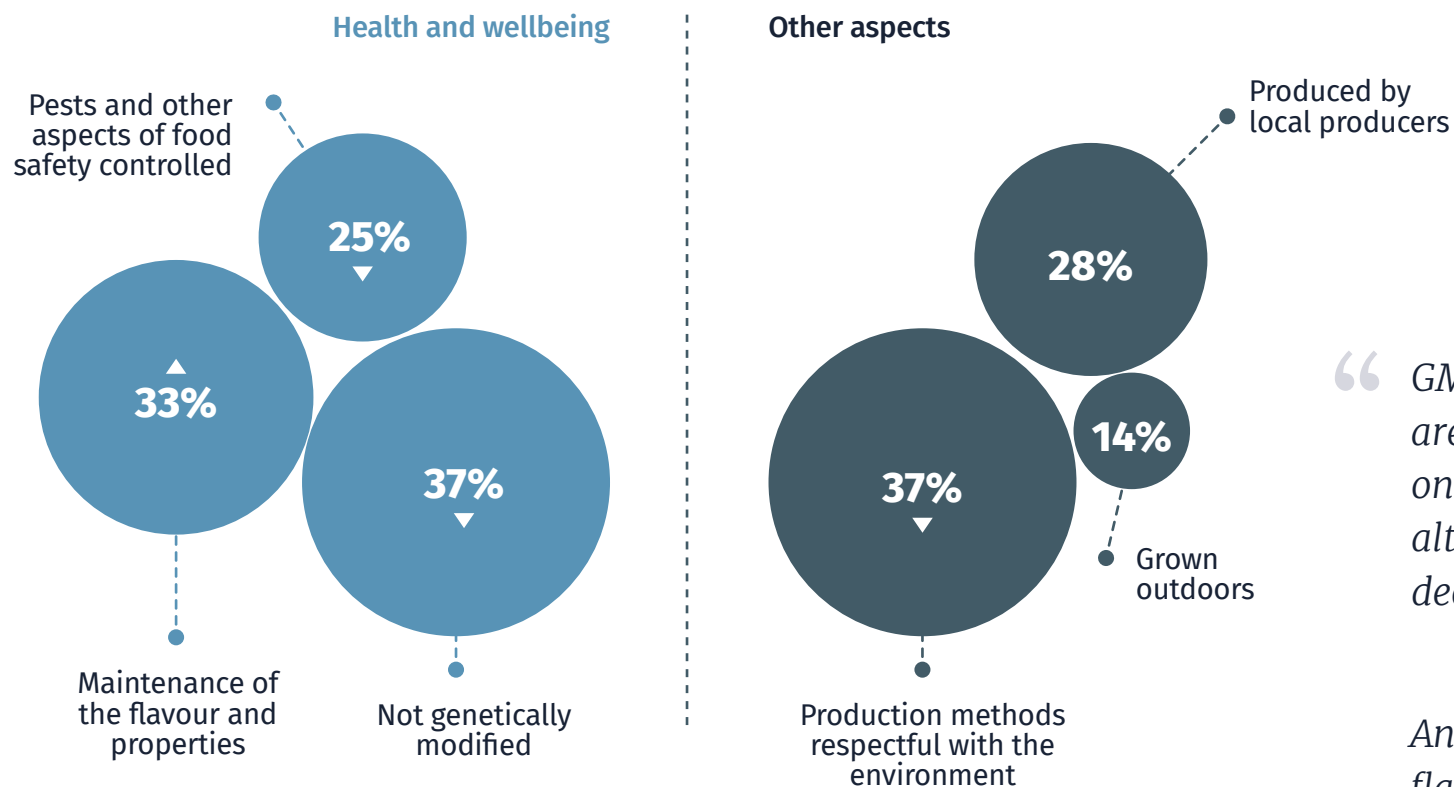
Trust in all European production methods has increased in the last three years

Mistrust in all EU production methods has decreased ”

**Confidence on EU production methods.** Do the different fruit and vegetables' production methods currently used in the European Union inspire you confidence? (Q18) Y2021 N=5021



## The reasons for mistrust of production methods relate mostly to the impact on consumers' health and wellbeing



“ GMO and environmental concerns are the main reasons for mistrust on EU production methods, although both aspects tend to decrease in importance.

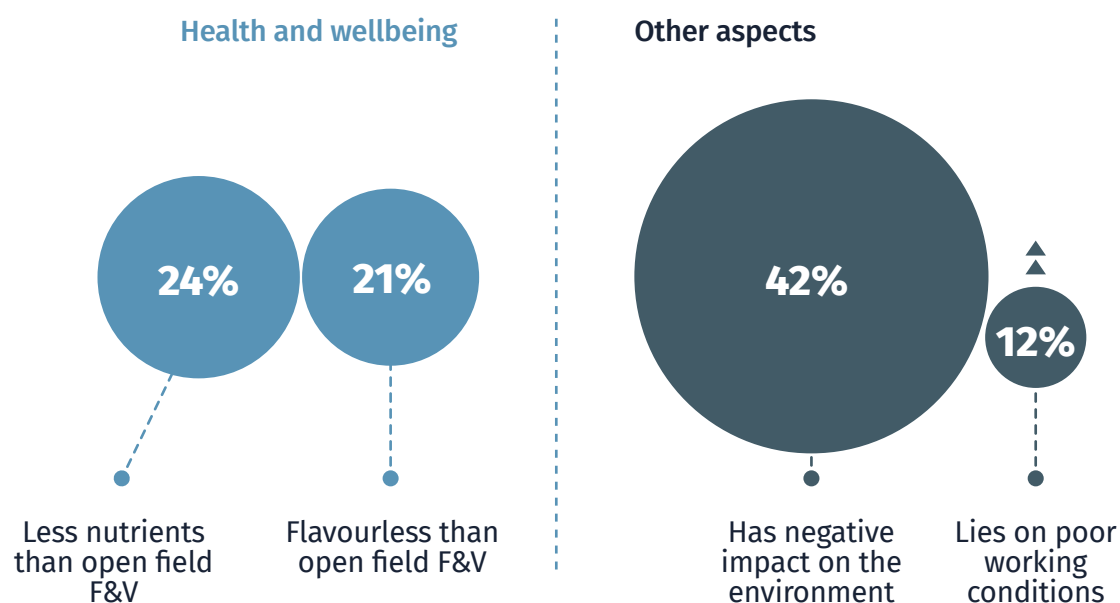
An increasing cause of mistrust is the flavour, whereas the food security tends to be less of a concern ”

**Aspects of concern of production methods.** With regard to the way fruit and vegetables are cultivated, what are the two aspects that concern you most?  
Select a maximum of two options (Q19) Y2021. N=5021





## Half of the people critical with agricultural production in greenhouses consider that it changes the nutrients and flavour of F&V, and 4 out of 10 believe it has a negative impact in the environment

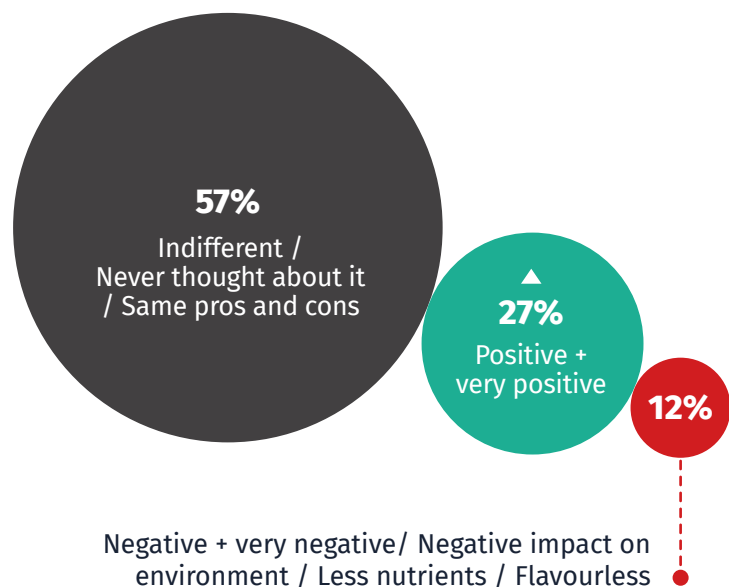


“ The working conditions in greenhouses concern over 10% of the people with negative opinion on this production method ”

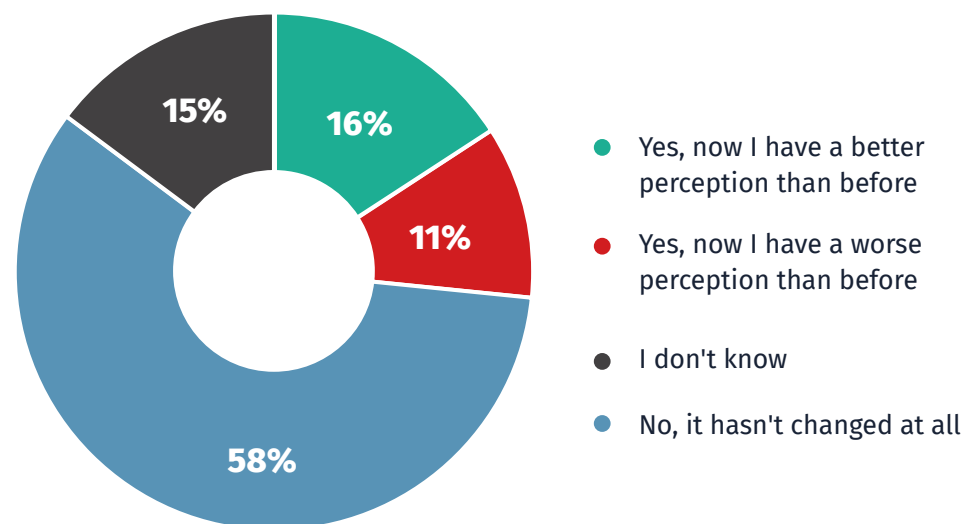
**Reasons behind negative perception on greenhouse production.** Please indicate with which statement below you feel represented regarding your [negative/very negative] perception about greenhouse agricultural production. (Q20.1) Y2021. N=5021



## Detractors are half the number of supporters and now there are more people with a positive opinion about production in greenhouses



**Perception about greenhouse production.** What is your perception about greenhouse production? (Q20) Y2021  
N=5021

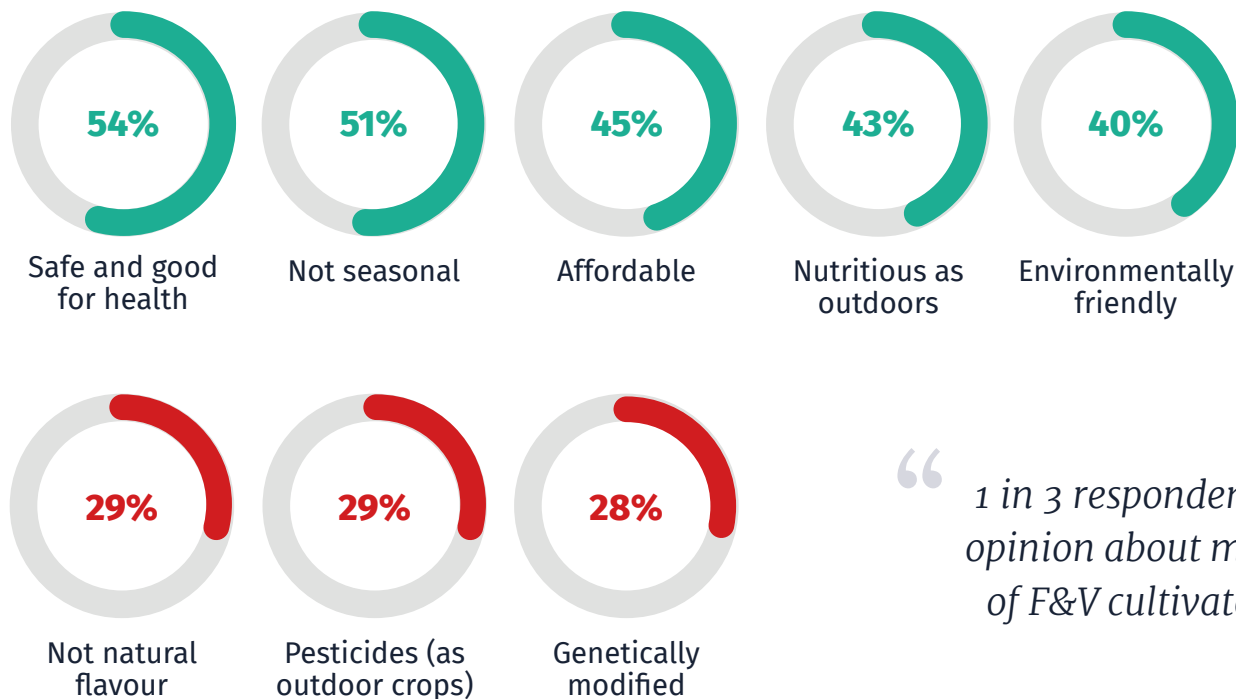


**Changes on perception of greenhouse crops.** Has your perception of greenhouse crops changed in recent years? (Q24) Y2021. N=5021

“ However, almost half of the population does not have a clear opinion on greenhouses and only 1 out of 4 has changed his perception ”



## People consider greenhouse grown F&V safe and healthy, not seasonal, affordable, nutritious and environmentally friendly

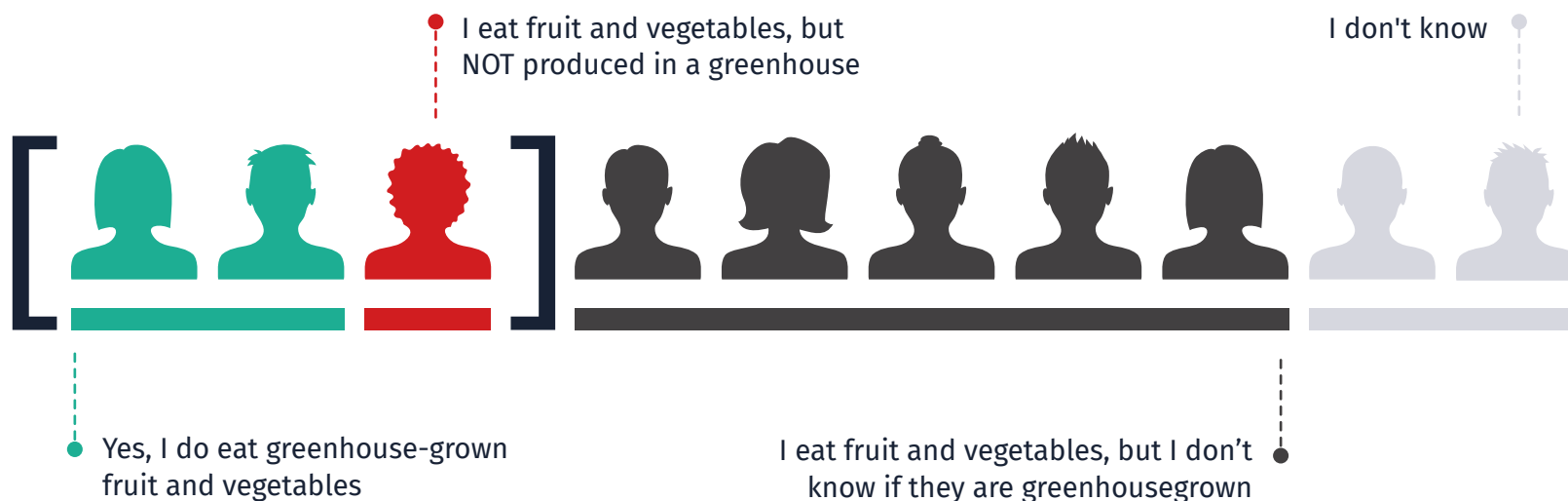


“ 1 in 3 respondents cannot give an opinion about most of the features of F&V cultivated in greenhouse ”

**Opinion on greenhouse-grown F&V.** What do you think about greenhouse-grown fruit and vegetables? % of "I agree". (Q22) Y2021. N=5021



## Out of 10 people 3 are aware of the production method (outdoor vs greenhouse) of the F&V they consume, and of these, 2 consciously consume greenhouse-grown products



**Consumption of greenhouse-grown products.** Do you usually eat greenhouse-grown fruit and vegetables? (Q21) Y2021. N=5021

“ 5 out of 10 people do not know the production method of the F&V they consume ”

# CuTE Survey

Europeans' attitudes towards  
Fruit and Vegetables from Europe

From 2019 to 2021

## Key findings of CuTE final evaluation



**Questions and suggestions are welcome!**

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