

RESEARCH OVERVIEW.

WHAT IS UPCYCLED FOOD?

Upcycled food involves transforming surplus and waste food into new, value-added products. There are typically three types of food that can be upcycled.

- 1 FOOD FROM EXCESS OR SURPLUS.**
- 2 FOOD NEARING ITS DATE LABEL.**
- 3 FOOD FROM PREVIOUSLY INEDIBLE BY-PRODUCTS.**

CONSUMER AWARENESS.

ONLY
31.7%

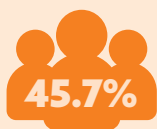
of Australian consumers are aware of the term 'upcycled food'.

OF THESE
49.1%

understood the term.

CONSUMER PREFERENCES.

The term 'upcycled food' was preferred by **45.7%** of consumers over terms like 'rescued' or 'recycled' food.



CONSUMERS

- Prefer **plant-based** upcycled foods in categories such as **breakfast foods, baked goods, snacks, pastas, sauces, and soups** over animal-based foods.



CONSUMERS DEMONSTRATED A POSITIVE INTENTION TO PURCHASE UPCYCLED FOOD

- With a preference for surplus products;
- opposed to food nearing its date label or food previously thought to be inedible.

Interestingly, some consumers in the survey (9%) and in the focus groups thought that there was no need to emphasise that food was upcycled:



Just call it food, don't call it upcycling. Just call it food. I'd like to see it on the policy end where it's just something that happens and we know it's regulated and it's safe... But it's not something that needs to be made a big flap about. It just happens and it's done, and it's regulated and it's safe, like many other things.



CONSUMER PERCEPTION.

UPCYCLED FOOD SEEMS:



LESS COSTLY



BETTER FOR THE ENVIRONMENT



SAFE TO CONSUME

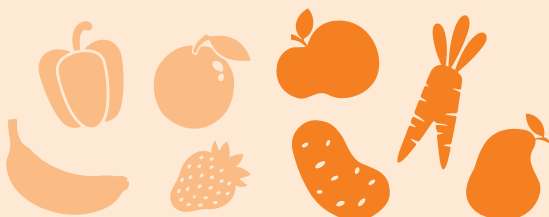
PEOPLE LIKE THE ENVIRONMENTAL BENEFITS OF UPCYCLED FOOD, **BUT IT'S NOT ENOUGH TO MAKE THEM PAY THE SAME PRICE AS REGULAR FOOD.**

CONSUMER EXPECTATIONS.

CONSUMER EXPECT THAT 'UPCYCLED FOOD' SHOULD CONTAIN OVER

50%

UPCYCLED INGREDIENTS.



CONSUMER EDUCATION.

CONSUMERS BELIEVE FURTHER INFORMATION ABOUT UPCYCLED FOOD SHOULD APPEAR ON:



PACKAGING OF UPCYCLED FOOD



GOVERNMENT WEBSITES



TV PROGRAMS
such as documentaries or investigative series



RETAIL SIGNAGE

CONSUMERS WANT TO KNOW ABOUT:



FOOD SAFETY STANDARDS



THE TYPES OF INGREDIENTS USED IN UPCYCLING

THERE WAS LESS INTEREST IN KNOWING ABOUT:



ENVIRONMENTAL BENEFITS OF UPCYCLED FOOD



THE DEFINITION OF UPCYCLING