



CLEAN LABELS

WHY DO THEY WORK WHEN THEY WORK?

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WHAT IS A 'CLEAN LABEL' FOOD?

Nobody knows

But it is an important trend!

It has something to do with what is NOT in the food product

100% natural

OUR FARMERS JUST SAY NO
MILK
*from cows not treated with rBST
OUR FARMERS GUARANTEE

Made With Real Honey

Heart Healthy 

NO HIGH FRUCTOSE CORN SYRUP
GMO FREE

Made with Organic Wheat

USDA ORGANIC

Excellent Source of Calcium, Vitamin D & Riboflavin. Good Source of Vitamin A
35mg ISOFLAVONES PER SERVING

EXCELLENT SOURCE OF 10 VITAMINS & MINERALS

100% WHOLE GRAIN
31g or more per serving
AT 48g OR MORE OF GRAINS DAILY
WholeGrainsCouncil.org

Made With REAL Fruit 

NON GMO Project VERIFIED 

FAT FREE

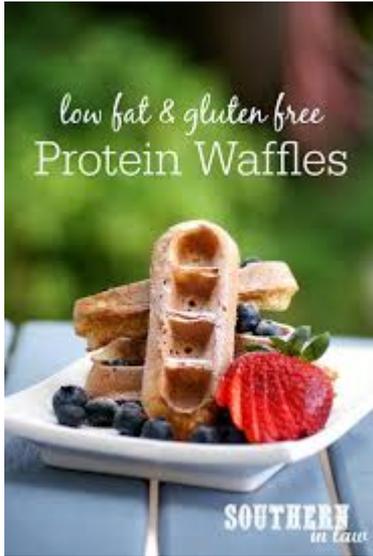
NO NITRATES OR NITRITES ADDED
*EXCEPT FOR THE NATURALLY OCCURRING NITRATES IN CELERY & CHERRY POWDER

SUGAR FREE

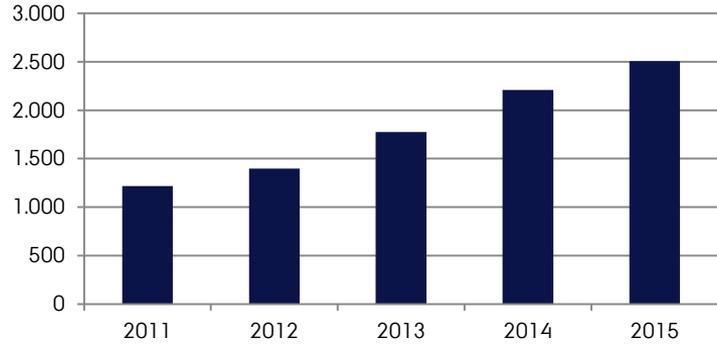
100% Vitamin C DV Per Serving
25% Vitamins A & E

immune support
VITAMINS A, C & E TO HELP SUPPORT A HEALTHY IMMUNE SYSTEM

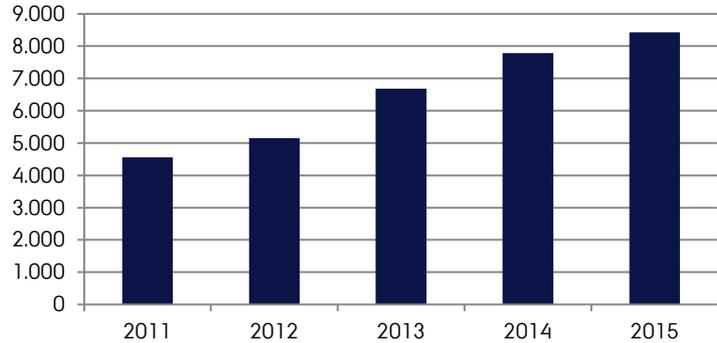
ADDING VALUE BY REMOVING SOMETHING



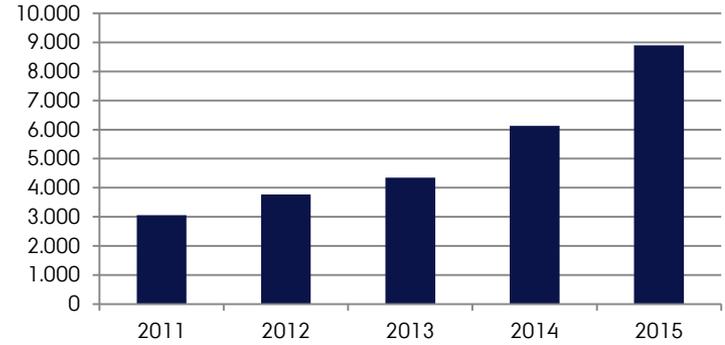
lactose free



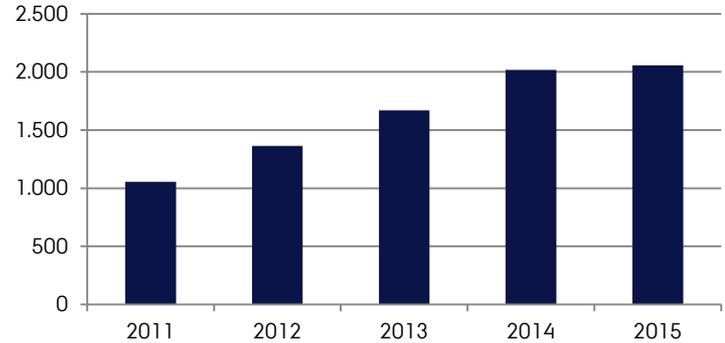
free from additives



gluten free



free from GMOs



THREE TYPES OF FREE-FROM CLAIMS AND CONSUMER RESPONSE

Free from 'bad' nutrients

- Free from sugar
- Free from fat



Free from allergens

- Free from gluten
- Free from lactose



Free from 'negative elements'

- Free from additives
- Free from GMOs



Positive inferences: Health

Positive feelings: Feel good

BACKGROUND

1. Health and authenticity as underlying consumer trends
2. The role of claims in consumer food choice



THE HEALTH TREND - HISTORY

For the past 50 years, consumers have been exposed to messages on the link between food and health

Most consumers have learned the basics of healthy eating – reduce energy intake, reduce fat, sugar and salt, increase fruits and vegetables

Many consumers find it difficult to live up to these demands, because they perceive trade-offs with taste, convenience, price

Consumers handle this pressure and trade-off in different ways

THE HEALTH TREND – INDUSTRY RESPONSE

Provision of nutrition information on food products

Products positioned as healthy products

Product reformulations

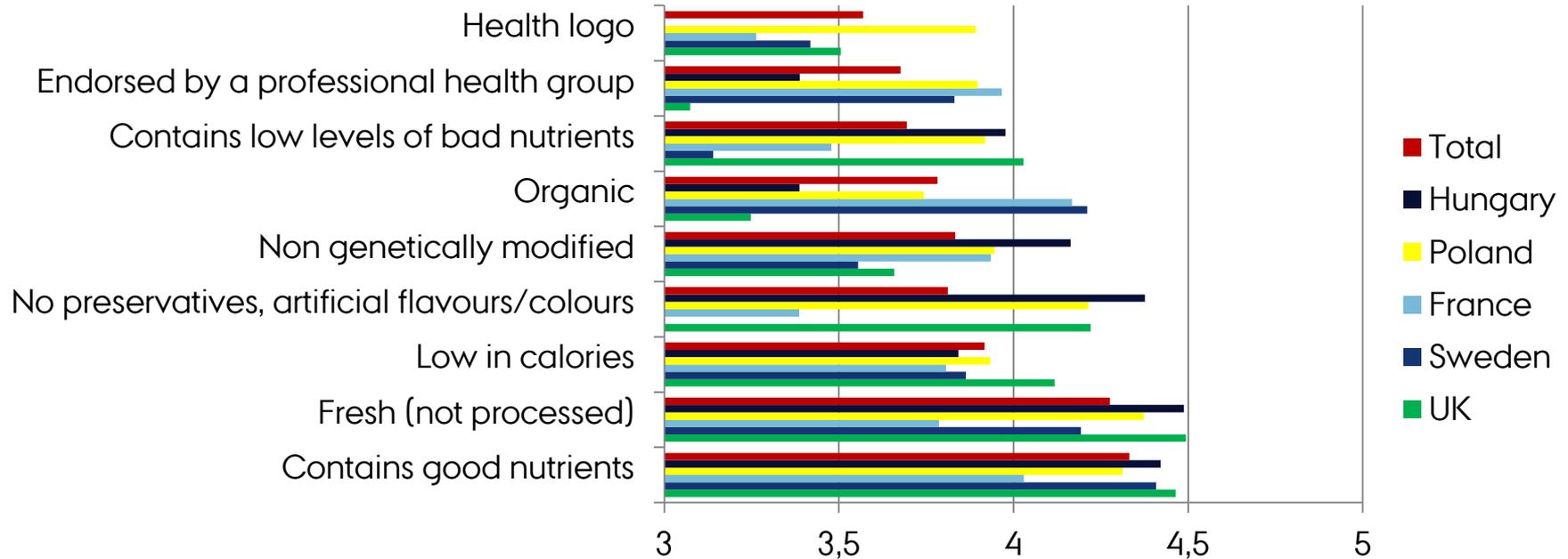
Health brands

Functional foods



Health, as a marketing parameter, needs to be *communicated*

How important do you think the following elements are for indicating the healthiness of a product?



CONCLUSION 1

Health has become more and more important as a criterion in consumer food choice

Health is not a visible product characteristic and hence has to be communicated

Consumers have their own theories on what makes a product healthy, and they may not conform to what nutritionists think

In consumer perception of healthiness, naturalness plays a big role

THE AUTHENTICITY TREND - HISTORY

The industrialization of food production has resulted in that consumers have become more and more removed from food production

For many years, consumers were largely unaware of how food was produced and were not very interested either

After a number of food scares, there has been renewed interest by consumers in food production, and an increasing distrust of large-scale and industrial food production

As a result, there is an increasing interest in 'authentic' food



THE AUTHENTICITY TREND – FOOD SECTOR RESPONSE

A renewed interest in traditional, local, artisanal production

An emphasis on ‘naturalness’ as a quality parameter in food

An emphasis on the way in which a product has been produced

The use of storytelling to convey information on food production

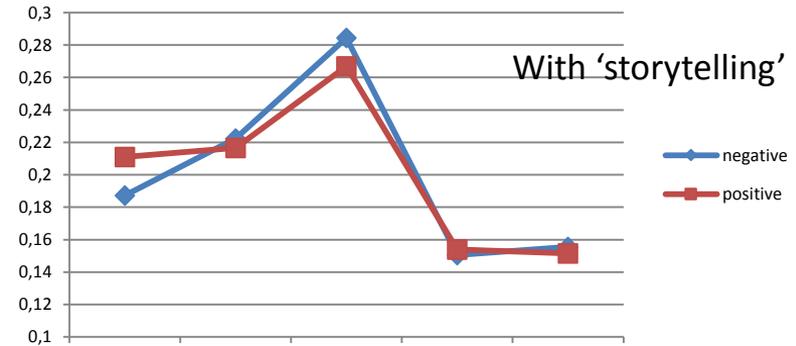
Authenticity, as a marketing parameter, needs to be *communicated*



Ingredients and their related storytelling text elements.

Ingredient(s)	Storytelling additional text
Herbal ham with garlic and sage	Naturally preserved with Nordic herbs – a preservation method which has been used for centuries
Garlic	Garlic from the <i>Lammefjords</i> nutritious soil – garlic contains a substance that prevents bacteria
Sage	Sage from the beautiful <i>Molsbjerg</i> – “the one which grows sage in his garden shall never die!” says an old proverb
Redcurrants and lingonberries	Redcurrants and lingonberries from the summer fields of <i>Funen Island</i> – harvested just before they are completely ripe, when the anti-oxidant content is at its' highest
Sea buckthorn	Sea buckthorn from the Danish coast – small orange berries with a tart aromatic flavor and rich in antioxidants
Nordic herbal pesto with <i>Vesterhavs</i> cheese and rapeseed oil	Nordic herbs from <i>Himmerland</i> – exciting and tasty herbs rich in antioxidants

Fenger, M. H., Aschemann-Witzel, J., Hansen, F., & Grunert, K. G. (2014). Delicious words - assessing the impact of short storytelling messages on consumer preferences for variations of a new processed meat product. *Food Quality and Preference*, 41, 237-244.



CONCLUSION 2

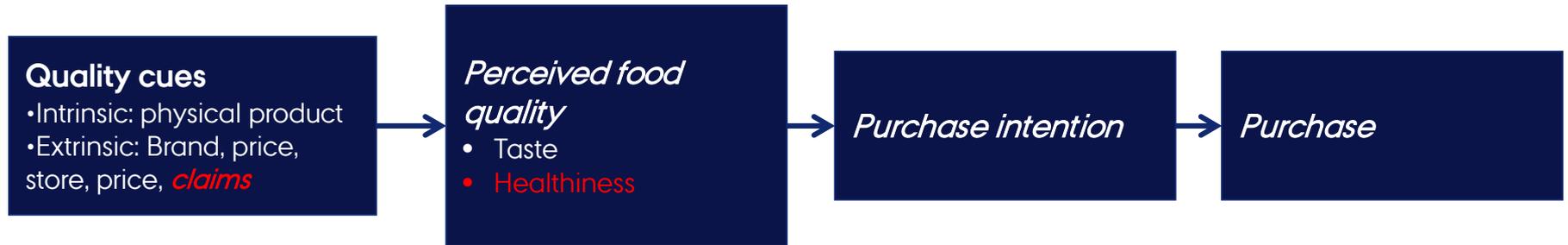
Consumer distrust of the food chain and especially of large industrial actors has led to an increased demand for 'authentic' food

Authenticity is not a visible product characteristic and hence has to be communicated

Authenticity is often linked to the method of production, including aspects of what you don't do and don't use

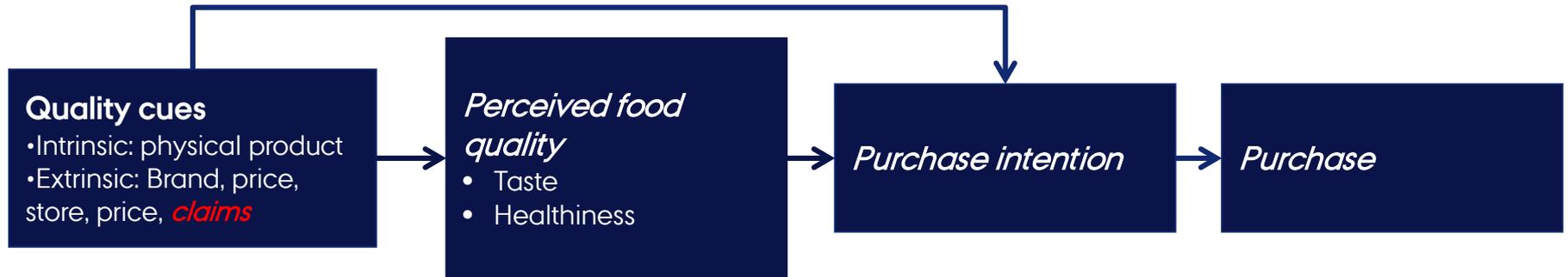
In consumer perception authenticity is linked to healthiness

THE ROLE OF CLAIMS IN CONSUMER FOOD CHOICE



Effect of claim on purchase intention is cognitively mediated – for example: because it is *free from sugar*, I believe it will be more healthy
Cognitive route to purchase intention

THE ROLE OF CLAIMS IN CONSUMER FOOD CHOICE



Claim elicits affect that directly impacts purchase intention:
I like when they don't use additives
Affective route to purchase intention

FREE FROM CLAIMS....

...as a health indicator

- presupposes that the 'free from' ingredient is known to have health implications
- can be supported by spelling out the health effect

...as an indicator of authenticity

- needs to be an element of 'sympathetic' food production
- can not be supported by spelling out the health effects
- can be supported by story telling about food production



THREE TYPES OF FREE-FROM CLAIMS AND CONSUMER RESPONSE

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- Free from gluten
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Free from 'negative elements'

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CONCLUSIONS 3

Free from claims can have two types of effects on consumers, both of which can lead to purchase: expectations about positive health effects and positive feelings about the food and its production process

Any specific claim can have both effects, but their relative importance will vary

The two effects can be supported by different forms of communication

IMPLICATIONS FOR FOOD PRODUCERS

Different *free from* claims have different effects on consumers – and we need to understand them

Objective health effects are important, but are only part of the story

Free from claims cannot stand alone – they need to be supported by communication

Communication needs to be ongoing – not only in the purchasing phase, but also after purchasing and during preparation/consumption



Thank you for your attention!





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