
The Perceptions of Japanese Consumers vis-à-vis Food safety

International Roundtable

Food Safety: International Trade, Sustainable Production & Social Responsibility

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Research Methodology*

	Online Survey	Focus Group Interviews
Research Date	• Feb 5th & 6th, 2008	• Feb 16th, 2008
Respondents	• 1000 (500 men & 500 women)	• 21 individuals in 3 focus groups**
Age	• 20-69	• Segmented per the legend below
Area Coverage	• All Japan(majority from large cities)	• Metro Tokyo



= Singles in 20s & 30s



= Married individuals b/w 35 - 45



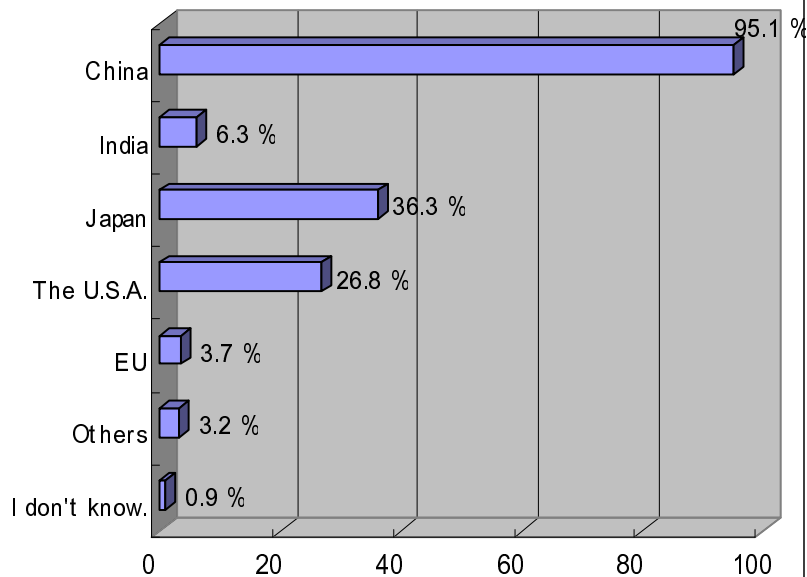
= Married individuals over 45

*Survey results collected by K.K. Media Interactive

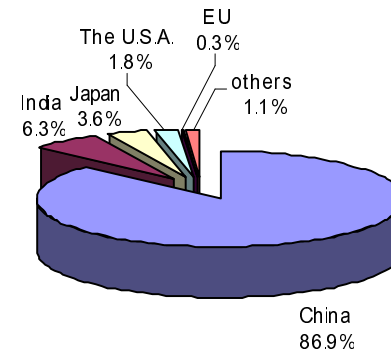
**Extracted from the group of 1000

Most Problematic Food producing Country

Q1 In the past months several food related scandals have surfaced in Asia. In your opinion, which country or countries have caused these scandals?(Choose as many as you like)
(N=1000)

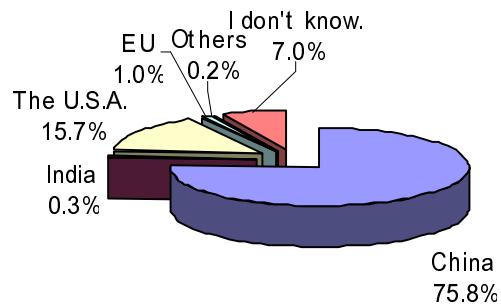


Q1SQ In your opinion, which of the countries you mentioned has the worst track record in terms of food production and inspection? (Choose one) (N=991)

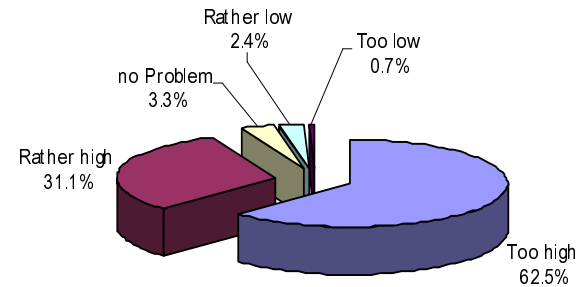


Largest Food Trading Partner (Imports)

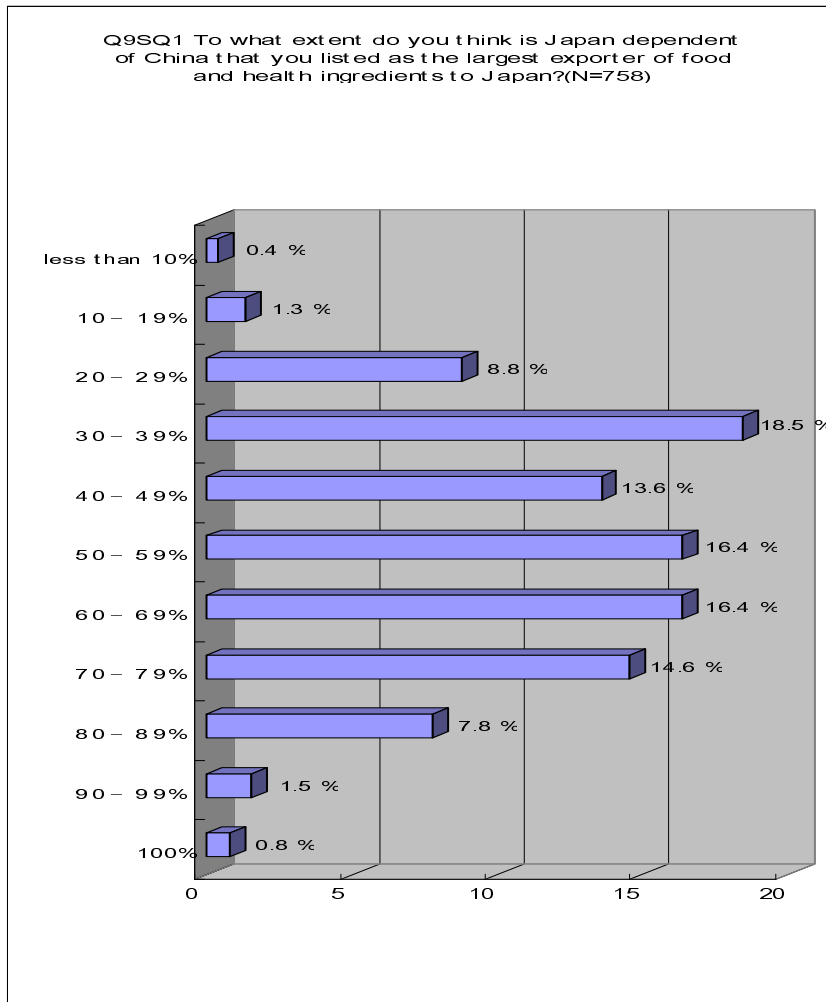
Q9 In your opinion, which of the countries mentioned on this card exports the largest volume of food, food and health ingredients and additives to Japan?(N=1000)



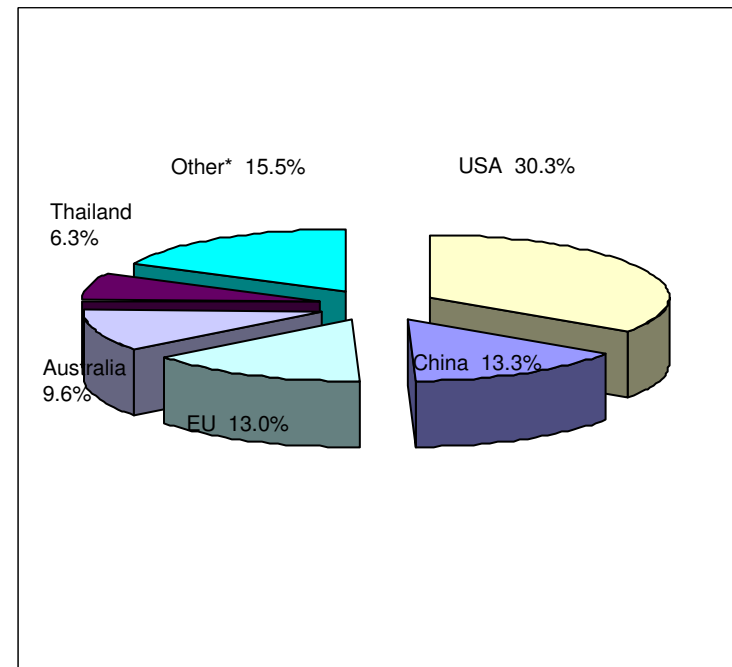
Q9SQ2 How do you think the Japan's dependency of China? (N=758)



Extent of Dependency on China



In reality....



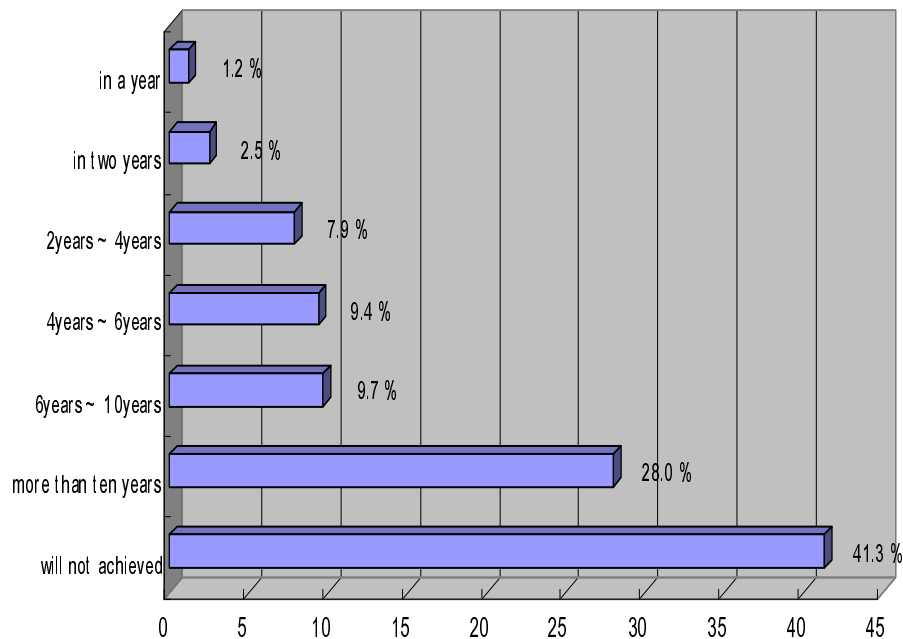
*Other: Canada, Brazil, New Zealand, Indonesia, The Philippines

Source: Ministry of Agriculture, Forestry and Fisheries of Japan

(<http://www.maff.go.jp/www/info/bunrui/bun07.html>)

Expectations toward China

Q10 Recently China the country most regularly discussed in the media as having problems with the manufacturing of safe food products and food ingredients and additives, has announced that food must be produced through clean water, clear air ...? (N=1000)



“China is so big. It’s impossible for the government to reinforce the new safety measures.”
(female, age 28)

“The gap between the rich and the poor is enormous. It’s hard to change factory workers’ mentality.” *(female, age 36)*

“I heard that the situation is good in big cities. It is impossible to regulate rural areas.”
(male, age 37)

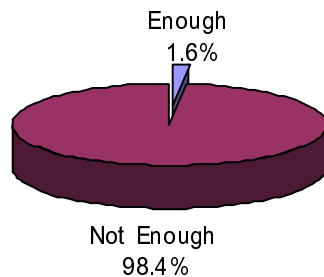
“They never abide by rules unless it is more profitable to do so.” *(male, age 43)*

“This is the only way they can take right now. But it doesn’t mean they will change drastically.” *(male, age 47)*

“Poor farmers cannot help but continue their ways. It will take at least 10 years to change the whole situation” *(female, age 52)*

Views on Safety Standards

Q2 In your opinion, is it enough for the country with the most regular and serious food safety problems to allow irregular inspections by foreign authorities? (N=1000)



“Safety standards overseas are too loose.”
(female, age 27)

“Japanese standards tend to be strict, reflecting Japanese people’s demanding nature about quality” *(female, age 36)*

“Safety standards in foreign countries are not enough, especially in terms of GMO in U.S.”
(female, age 33)

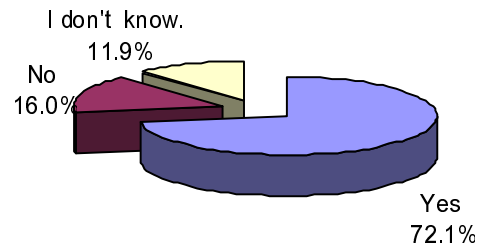
“There should be global standards, but this takes long time to be implimented.” *(male, age 35)*

“Values may differ among countries. We may be giving the impression that Japanese standards are too strict.”
(male, age 47)

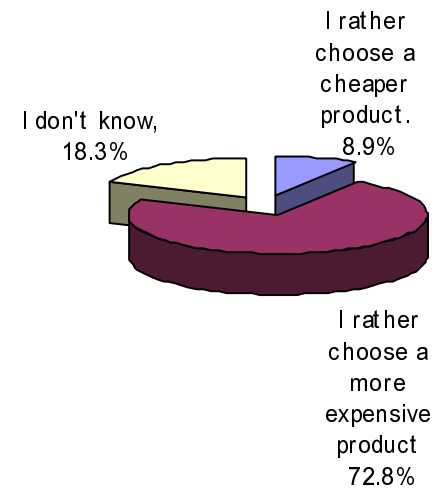
“Some standards in U.S. are stricter than ones in Japan. But these are only for the domestic distribution.” *(female, age 55)*

Tradeoff between Safety and Price

Q3 Should there be 100% food safety, combined with lesser dependence of food export from this country?(N=1000)

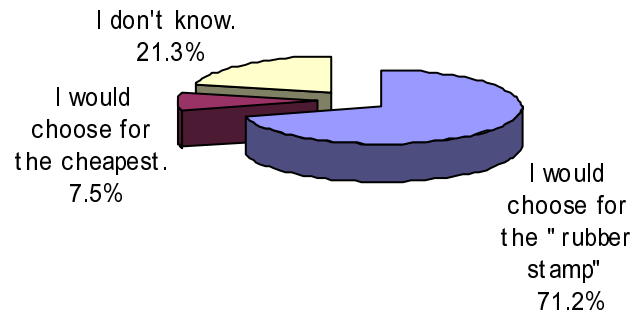


Q5 If you have a choice between a cheaper product from a rather unsafe source or a more expensive product from a rather safe source, what would be your choice?(N=1000)



Adoption of Quality Stamp

Q6. If food/ health products with the highest levels of safety and efficacy would be more expensive but protected by a special quality stamp, would you choose such "rubberstamped" products or the cheaper versions?(N=1000)



Representative Comments:

"Quality stamp is neither realistic nor reliable. How can I trust our government?"
(male, age 38)

"It requires another expenditure of taxes"
(female, age 59)

"We cannot be self-sufficient at once. The idea of quality stamp is acceptable"
(female, age 31)

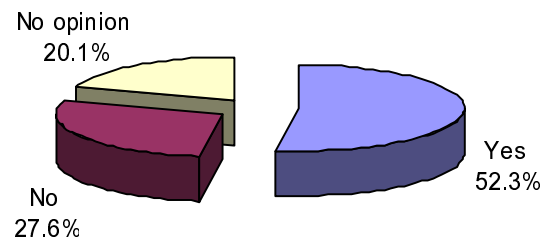
"We should aim for both: less dependency and quality stamp."
(female, age 33)

"Rubber stamp won't necessarily guarantee safety, until someone carefully monitors production line."
(male, age 54)

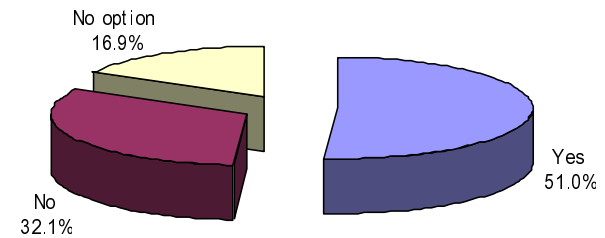
"Compared to private companies, governments have less urgency to fully enforce food safety measures "
(male, age 47)

Tradeoff between Price and Quality

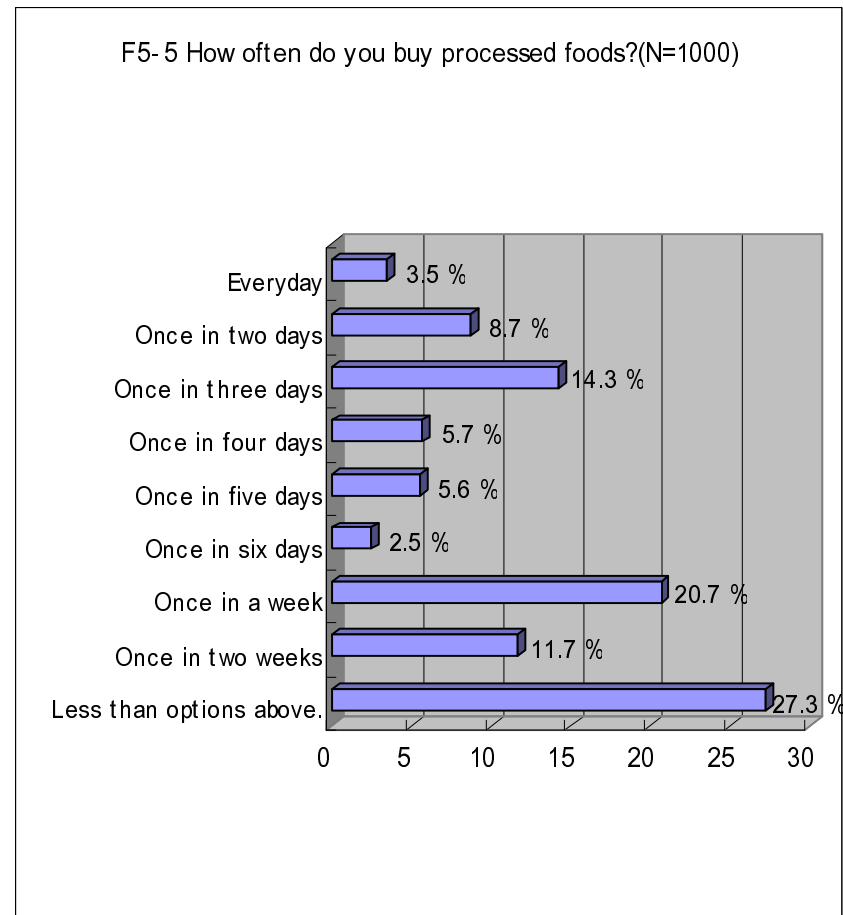
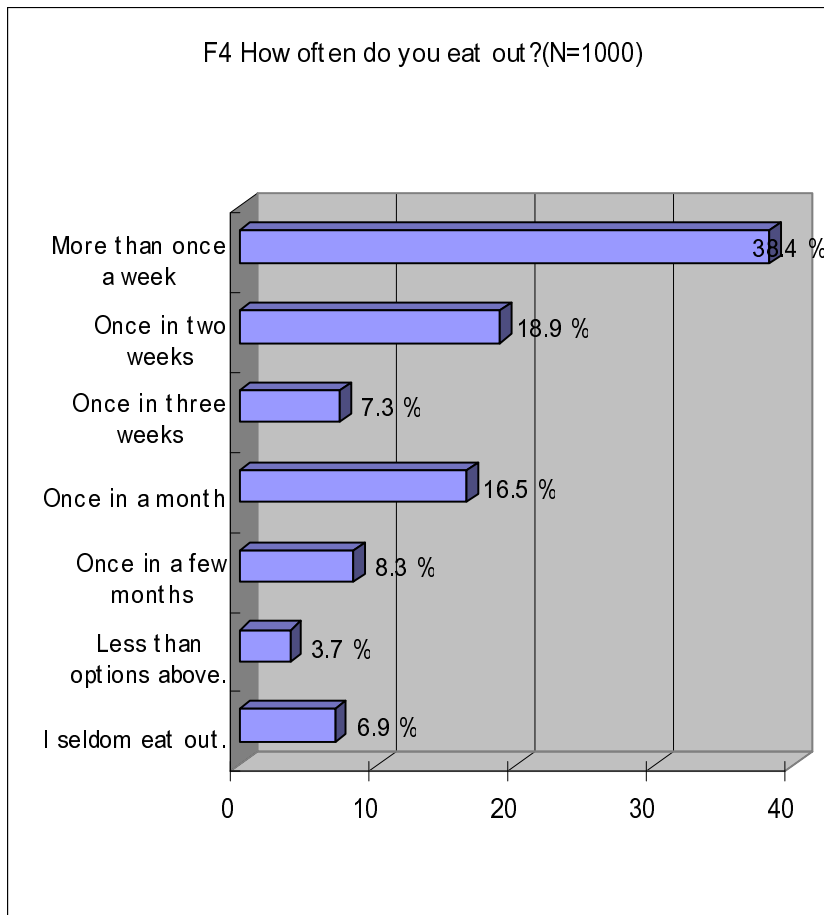
Q8 Do you think that the price of food/ health product should reflect the cost involved to high quality of food safety? (N=1000)



Q11 Do you think that the price of food/ health product should reflect the cost involved to protect the environment while producing food and health products? (N=1000)

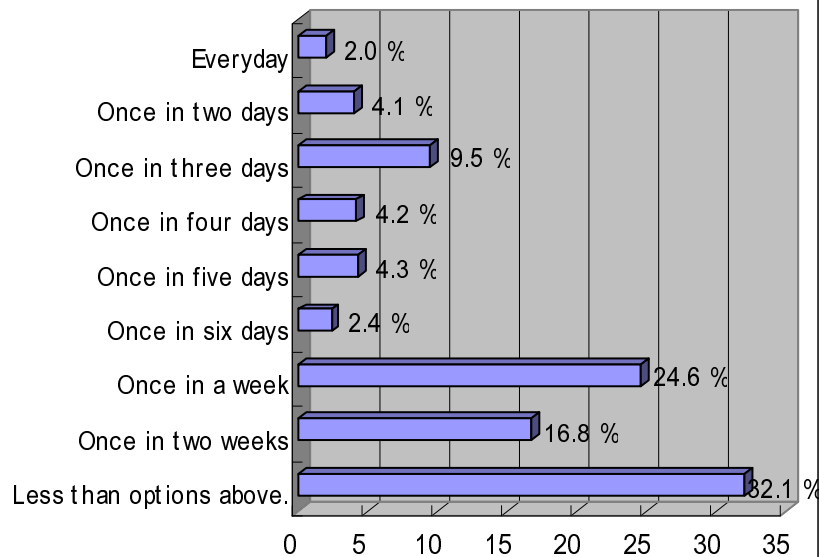


Eating behavior



Frozen Foods Buying Behavior

F5- 4 How often do you buy frozen foods?(N=1000)



Representative Comments:

"I use frozen foods every other day."
(male, age 20)

"I bring lunchbox, containing frozen food most of the time."
(female, age 28)

"I used to use it once or twice a week, but no longer after the Gyoza incident."
(female, age 31)

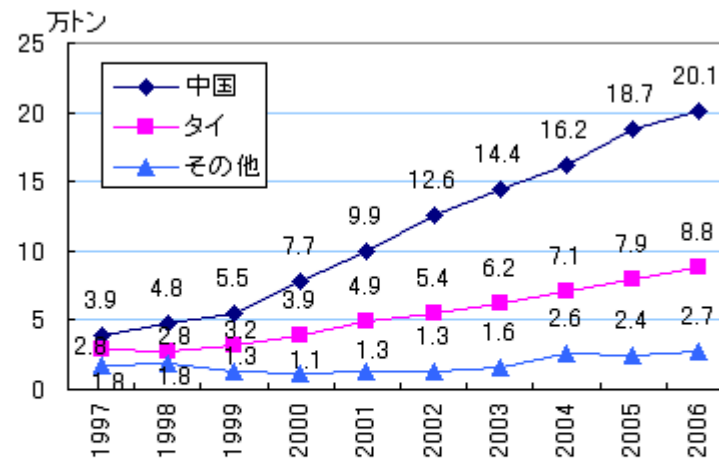
"I use it three times a week for my husband's lunchbox. I know it's bad but it's convenient."
(female, age 34)

"I threw away all the frozen stock, because they are all from China. I didn't realize it."
(female, age 59)

"I used to use frozen Gyoza a lot. Now I hesitate to eat it. I can no longer buy it."
(female, age 52)

Import of Frozen Foods

調理冷凍食品の生産国別輸入量推移



(注) 社団法人日本冷凍食品協会がこれまでに実施した調理冷凍食品輸入高調査の結果。全数が対象ではない。例えば2006年は協会会員社のうち輸入調理冷凍食品を取扱っていると推察された34社のみを対象。

(資料) 社団法人日本冷凍食品協会HP