

New survey shows how restaurants and fast-food outlets can attract more diners

Restaurants, pubs and fast-food outlets can attract significantly more customers by stating on their menus where their meat comes from.

At least one in every two diners is concerned about provenance when eating out, according to a newly-released OnePoll survey commissioned by the Agriculture and Horticulture Development Board's pork division.

Eating out is a huge market with over three-quarters of those surveyed having lunch out of the home at least once a month, and 73 percent dining out in the evening at least once a month.

The data is even more impressive if ordering snacks and eating breakfast out of the home are included, with over 19 percent snacking out once a week, and 45 percent eating breakfast out at least once a month.

Diners consistently place a high priority on the provenance of the food they order.

- **Over 55 percent agree or strongly agree it is important to know where the meat they are served comes from.**
- **And 52 percent say having British produce on the menu is very or quite important to them.**
- **57 percent say high animal welfare is very or quite important.**
- **43 percent think locally-sourced ingredients are very or quite important.**
- **Over 60 percent would like to see commitments by foodservice outlets to use quality assured meat (for example Red Tractor and RSPCA Assured).**
- **And over 65 percent want restaurants to stock high levels of British meat to maintain confidence, with over half more likely to order a dish if the provenance of the meat is shown on the menu.**

To what extent do you agree or disagree with the following statements regarding eating out of home e.g. restaurants, pubs, fast food outlets?

It is important that I know where the meat I'm served comes from.

Strongly Agree	17%
Agree	38%
Neither agree nor disagree	30%
Disagree	9%
Strongly Disagree	3%
Don't know	3%

Food assurance schemes such as Red Tractor and Freedom Food (now RSPCA Assured) give me confidence in the origin and quality of the meat.

Strongly Agree	18%
Agree	45%
Neither agree nor disagree	28%
Disagree	4%
Strongly Disagree	2%
Don't know	4%

I would like to see commitments from UK foodservice providers to use more quality assured meat e.g. Red Tractor.

Strongly Agree	21%
Agree	42%
Neither agree nor disagree	29%
Disagree	3%
Strongly Disagree	2%
Don't know	3%

Foodservice providers should continue to stock high levels of British meat to maintain consumer confidence.

Strongly Agree	23%
Agree	42%
Neither agree nor disagree	26%
Disagree	3%
Strongly Disagree	1%
Don't know	4%

Foodservice providers should import more European pork to keep prices low.

Strongly Agree	8%
Agree	20%
Neither agree nor disagree	37%
Disagree	19%
Strongly Disagree	11%
Don't know	5%

I am more likely to buy a dish if the provenance of the meat is listed on the menu e.g. a local farm.

Strongly Agree	16%
Agree	36%
Neither agree nor disagree	31%
Disagree	9%
Strongly Disagree	3%
Don't know	4%

When I eat out I think about where the meat I eat comes from.

Strongly Agree	12%
Agree	29%
Neither agree nor disagree	33%
Disagree	17%
Strongly Disagree	6%
Don't know	3%

I think there should be a legal minimum welfare guideline.

Strongly Agree	26%
Agree	37%
Neither agree nor disagree	27%
Disagree	3%
Strongly Disagree	2%
Don't know	5%

Which of the following are important to you when eating out?

Locally sourced ingredients, reduced carbon footprint.

Very Important	12%
Quite Important	31%
Neither Important nor not important	31%
Not that important	13%
Not at all important	9%
Don't know	3%

High animal welfare (e.g. free range eggs).

Very Important	23%
Quite Important	34%
Neither Important nor not important	26%
Not that important	8%
Not at all important	6%
Don't know	3%

Sustainable foods (e.g. MSC assured fish).

Very Important	17%
Quite Important	31%
Neither Important nor not important	32%
Not that important	10%
Not at all important	7%
Don't know	3%

Organic ingredients

Very Important	9%
Quite Important	22%
Neither Important nor not important	37%
Not that important	17%
Not at all important	13%
Don't know	2%

British produce on the menu

Very Important	17%
Quite Important	35%
Neither Important nor not important	28%
Not that important	10%
Not at all important	7%
Don't know	2%

Quality assured ingredients e.g. Red Tractor

Very Important	16%
Quite Important	36%
Neither Important nor not important	30%
Not that important	9%
Not at all important	6%
Don't know	3%

Staff minimum wage and working conditions

Very Important	15%
Quite Important	33%
Neither Important nor not important	33%
Not that important	9%
Not at all important	6%
Don't know	3%

Recycled packaging

Very Important	9%
Quite Important	24%
Neither Important nor not important	39%
Not that important	14%
Not at all important	10%
Don't know	4%

On average, how often do you usually eat out of home, for the following meal occasions?

Breakfast	Everyday	7%
	2-3 times a week	8%
	Once a week	10%
	Twice a month	8%
	Once a month	11%
	Less than once a month	34%
Never	21%	

Lunch	Everyday	9%
	2-3 times a week	14%
	Once a week	19%
	Twice a month	16%
	Once a month	17%
	Less than once a month	21%
Never	4%	

Evening meal	Everyday	6%
	2-3 times a week	8%
	Once a week	17%
	Twice a month	20%
	Once a month	22%
	Less than once a month	24%
Never	3%	

Snacking	Everyday	9%
	2-3 times a week	19%
	Once a week	19%
	Twice a month	15%
	Once a month	10%
	Less than once a month	18%
Never	9%	

When deciding where to eat, which of the following options ever have an influence on your decision?

Previously visited	79%
You received an online voucher/ offer	48%
Recommendation from a friend	57%
Recommendation on social media sites	17%
You walked past it and thought it looked good	56%
You've seen it advertise on TV/ newspaper/ magazine	13%
None of the above	4%

When you purchase food, when eating out of the home, what are the main motivations for making your choice?

Cost	67%
Convenience	49%
Promotion	24%
Tasty food	73%
The use of quality ingredients	25%
Locally produced ingredients	12%
Service (quick)	31%
Service (friendly, good customer service)	37%
Healthy option	15%
A treat	42%
Something you don't cook for yourself	32%
None of the above	2%

When deciding what to eat, when out of the home, what motivates you to make that choice for the following foods?

Pork	Cost	26%
	Promotion	9%
	Convenience	12%
	Tasty Food	46%
	Locally produced ingredients	12%
	Service - quick	7%
	Service - friendly	8%
	Healthy option	3%
	A treat	11%
	Something you don't cook for yourself	15%
None / N/A	20%	
Bacon	Cost	24%
	Promotion	10%
	Convenience	19%
	Tasty Food	50%
	Locally produced ingredients	10%
	Service - quick	12%
	Service - friendly	9%
	Healthy option	2%
	A treat	14%
	Something you don't cook for yourself	8%
None / N/A	15%	
Ham	Cost	24%
	Promotion	9%
	Convenience	17%
	Tasty Food	45%
	Locally produced ingredients	10%
	Service - quick	10%
	Service - friendly	8%
	Healthy option	4%
	A treat	9%
	Something you don't cook for yourself	9%
None / N/A	18%	
Sausages	Cost	25%
	Promotion	8%
	Convenience	16%
	Tasty Food	50%
	Locally produced ingredients	15%
	Service - quick	11%
	Service - friendly	8%
	Healthy option	3%
	A treat	13%
	Something you don't cook for yourself	9%
None / N/A	15%	

Do you ever choose any specific pork dishes when eating out, that you wouldn't cook at home?

Yes, because I don't know how to cook it	21%
Yes, because my family/partner doesn't like it	16%
Yes, other	12%
No	44%
N/A	6%

When cooking a meal at home containing the following foods, what is the main motivation for choosing that meal?

Pork	Cost	29%
	Promotion	10%
	Convenience	12%
	Tasty Food	46%
	Country of origin	9%
	Quick to cook	10%
	Easy to cook	16%
	Healthy option	5%
	A treat	7%
	None / N/A	17%
Bacon	Cost	26%
	Promotion	9%
	Convenience	21%
	Tasty Food	50%
	Country of origin	8%
	Quick to cook	21%
	Easy to cook	22%
	Healthy option	3%
	A treat	11%
	None / N/A	11%
Ham	Cost	26%
	Promotion	9%
	Convenience	21%
	Tasty Food	43%
	Country of origin	8%
	Quick to cook	13%
	Easy to cook	18%
	Healthy option	5%
	A treat	5%
	None / N/A	14%
Sausages	Cost	27%
	Promotion	9%
	Convenience	21%
	Tasty Food	47%
	Country of origin	9%
	Quick to cook	19%
	Easy to cook	24%
	Healthy option	3%
	A treat	10%
	None / N/A	10%

Which, if any, of the following logos are you aware of/have you seen before when eating out?

Fairtrade	75%
Red Tractor	56%
Vegetarian Society approved	21%
Soil association	23%
Quality Standard Mark	34%
Marine Stewardship	16%
Leaf	6%
Freedom Food (now RSPCA Assured)	20%
Rainforest Alliance	34%
PGI	6%
Eat Seasonably	6%
None of these	13%