



European Conference: Biodiversity in Food Supply Chains

Challenges faced by the German food and drink industry

Marcel Winter

Federation of German Food and Drink Industries (BVE)

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AGENDA

- Federation of German Food and Drink Industries (BVE)
- Economic Importance and Necessity of Biodiversity
- Economic Challenges when Considering Biodiversity
- Communication Challenges
- Price is a significant criterion
- Potential Solutions

Federation of German Food and Drink Industries (BVE)

- **Objective and function:** The Federation of German Food & Drink Industries is the leading trade association of the German food industry. It represents the cross-sector interests of food manufacturers at national and international level.
- **Goals:** Promoting good economic and political framework conditions, securing the economic future, reducing bureaucracy and regulation.

Economic Importance and Necessity of Biodiversity

- **Resource Security:** Biodiversity ensures the availability of raw materials.
- **Ecosystem Services**
- **Economic Resilience**
- **Food Security**
- **Climate Adaptation and Mitigation**
- **Innovation and Adaptation**
- **Risk Management**



Economic Challenges when Considering Biodiversity

- Implementation Costs
- Low Immediate Return
- Regulatory Pressure
- Consumer Expectations





Communication Challenges:

- Complexity of Information:
 - Biodiversity impacts and sustainability issues can be complex and difficult for consumers to understand, leading to disinterest or confusion.
- Consumer Skepticism:
 - Mistrust from consumers regarding the authenticity of companies' sustainability claims, often due to past greenwashing incidents.
- Information Overload:
 - Consumers are often bombarded with too much information, making it hard for key messages about biodiversity to stand out.

Price is a significant criterion

- Consumer Groups Interested in Biodiversity:*
- Educated Individuals: Those with higher education degrees (high school diploma, college/university degrees).
- Higher Income Individuals: Persons with above-average incomes.
- Gender Influence: Women tend to be slightly more receptive to the issue than men.
- Wide Age Range: Consumers aged 18 to 60 years show interest in biodiversity.
- Young Consumers (18-40 years): Particularly responsive to biodiversity values, slogans, and visual representations.
- Middle-aged Consumers (41-60 years): Exhibit high awareness and positive attitudes towards biodiversity protection, but are more price-conscious than younger respondents in conjoint analysis.

*Study results from the BioVal project in cooperation with Frosta, Seeberger, and Ritter Sport



Potential Solutions:

- Management Responsibility
- Integrating Biodiversity into Business Strategy
- Enhanced Supply Chain Management
- Consumer Engagement and Transparency
- Innovation and Product Development

Questions?





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