



Trust in Our Food: Understanding Food Supply Systems



Co-funded by the
European Union

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Context

- A study by the Center for Food Integrity (CFI) found that only 33% of survey respondents are confident in the safety of the food they consume.
- Another study promoted by EIT Food, called EIT Food TrustTracker, showed that 67% of consumers trust in Farmers, that 53% of consumers trust retailers and less than half of consumers trust food manufacturers and government authorities.
- The consumer plays an important role when it comes to improve the supply chain, however, the acknowledgment of their value is still rarely mentioned.
- In order to make more rational and sustainable decisions, it is necessary to understand the global food supply systems responsible for delivering safe, nutritious, high-quality, sustainable food to everyone's plate.

Solution

- Is my food safe? Is my food nutritious? Is my food sustainable? In order to help consumers with the possible answers to all these questions, EIT Food has developed a free short online course on nutrition **targeting anyone interested in learning about where their food comes from.**
- The course: **“Trust in Our Food: Understanding Food Supply Systems”** it is composed of 12 hours of learning broken down in 4 modules.
- On this course, learners will look at:
 - The regulations in place to ensure the food they buy is safe to eat whether it’s produced within Europe or further afield.
 - Food scandals that shaped the legislation.
 - Food labels and what they can tell about the processes involved in making products.
 - What producers must provide before they can make claims about their products.
 - How to analyse food headlines so they can make informed choices.
 - How to take action to make a difference through consumer choice.



Ambition

- Our mission is to help everyone understand how food systems work and where their food comes from. Consumers must have trust in how food is produced, processed, distributed, sold, and controlled if we, as EIT Food, are here to enhance the health and sustainability of European food.
- Allow consumers to go deep into the topic of trust, offering tips on how to take personal actions to feel confident in the food they're buying.



High level contributors

- This course has been designed by teachers and researchers for anyone interested in learning about where their food comes from. The content is offered by experts from University of Reading, University of Turin and the The European Food Information Council (EUFIC).

content provided by



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A modern approach to learning

- Free learning opportunity
- Course available 24/7 to fit with busy lifestyle
- Content accessible on any connected device
- Short lesson in a variety of formats: video, text, quizzes, etc
- Conversational learning: Learners are encourage to reflect and join discussions
- Additional content added to each steps to further explore the topic



Trailer video



Course Syllabus



Week 1: Food systems

Welcome

Consumer and trust

Food supply systems

Review & reflect

Week 2: Food safety

Welcome

What is food safety?

Food scandals

Review & reflect

Week 3: Nutrition and Quality

Welcome

What is nutritional value?

Who to listen to?

Review & reflect

Week 4: Sustainability

Welcome

What is sustainability?

The framework

Review & reflect

Week 1: Food systems

Welcome

Find out about what you will be learning, who will be guiding you and how the course is taught.



1.1 Your trust in the food you eat DISCUSSION

1.2 Welcome to the course ARTICLE

1.3 Getting started ARTICLE

1.4 The team ARTICLE

Consumer and trust

Do you trust your food? Find out what we mean by exploring the levels of trust people have with their food, and the effects that marketing can have on a consumer when buying food.



1.5 Your voice VIDEO (03:22)

1.6 What do we mean by 'trust'? ARTICLE

1.7 Building trust AUDIO

Food supply systems

An introduction to the global food system. Take a closer look at the journey food takes to reach you, find out who is involved, and the factors that determine consumers' trust in the processes in



Food crises

0 comments

Food products and food production in Europe have never been safer!

This situation has been reached after considerable political, economic and scientific efforts, often in response to the kind of food scandals that have characterised the last three decades. The outbreak of pathogenic E. coli in Germany in 2011, reportedly caused from bean sprouts, resulted in the death of more than 30 people as well as economic losses in the agricultural sector of about 220 million Euros. Bovine Spongiform Encephalopathy (BSE), commonly known as mad-cow disease, dioxin in poultry and pork meat, avian flu and the melamine case are just some other examples of the fragility of the food safety system.

These crises have led to a loss of trust in the food industry, something which is very hard to regain. Consumers are increasingly afraid of certain foods or new technologies and it is difficult to influence their approaches and attitudes to food. However, it's important to highlight how the situation in Europe has drastically changed as a consequence of past food crises. A paradigm shift in European food policy, food legislation and food control systems have paved the way for the introduction of an integrated approach



[View transcript](#)

Download video: [standard](#) or [HD](#)

The meal: steak

[0 comments](#)

This video will take a look at the third case study and explore the key sustainability/welfare issues when producing a piece of meat (beef) for the consumer market.

You'll be taken on a journey of the entire food production chain and

Becoming agents of change

0 comments



To wrap up this course and to understand the active role that the consumer can have in the food system, listen to Alice talking with Dr Anna Macready – a lecturer in Consumer Behaviour and Marketing at the University of Reading about consumer trust in food and how EIT Food is working with consumers to advance our food system.

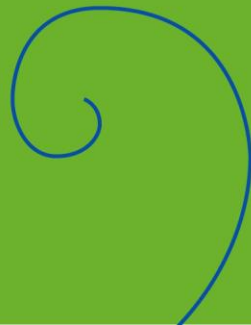
About EIT Food





Trust in Our Food: Understanding Food Supply Systems

FREE ONLINE COURSE



- Course available all-year round
- Link:
<https://www.futurelearn.com/courses/food-supply-systems>



Learner reviews

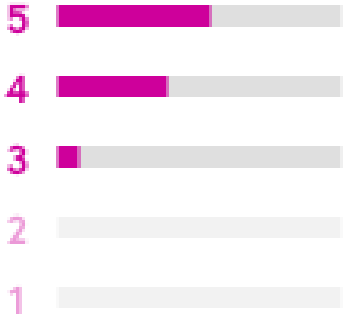
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4.5



13 Reviews



F Fatima A. Verified learner
✔★★★★☆

13/04/21

Trust in food: food supply system

It was really good i like it very much

P Paulina R. Verified learner
✔★★★★★

24/09/20

Valuable info

The course is well organized, easy to navigate and clear information. It has plenty of additional resources to complement. The information is valuable and can be applied in everyday choices.

E Elizabeth M. Verified learner
✔★★★★★

27/07/20

Informative.

I found the course helpful in understanding food produce. The level was just right for me. The content seem to cover every aspect from the farm to the table. I shall be taking more interest in labels and logo's in future.



F Flavia C. Verified learner
✔★★★★☆

15/05/20

The corse is great

The corse is well made. All the references are really accurate . Topics and materials are well developed and it's very interesting. I was very happy about the information given.I will definitely recommend the course to somebody.



Thank you!



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