

More spent on sustainable food

In 2021, Dutch consumers spent 9.5 billion euros on sustainable food, according to the 2021 Sustainable Food Monitor, which WUR carried out for the Ministry of Agriculture, Nature and Food Quality. Sustainable products grew as a share of total food expenditure from 17 to 19 per cent. The increase was seen in nearly all product groups. Meat and meat products, preserved products and composite meals were the groups with the biggest share in the sustainable expenditure. The biggest increase, of 36 per cent, was seen in drinks. That was mainly thanks to the rise of juices with labels such as Fairtrade, Rainforest Alliance and Biologisch. Total expenditure on sustainable food was up by 12 per cent in 2021 compared with 2020. The increase is greatest in supermarkets and less so in bars, restaurants and specialist shops.

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