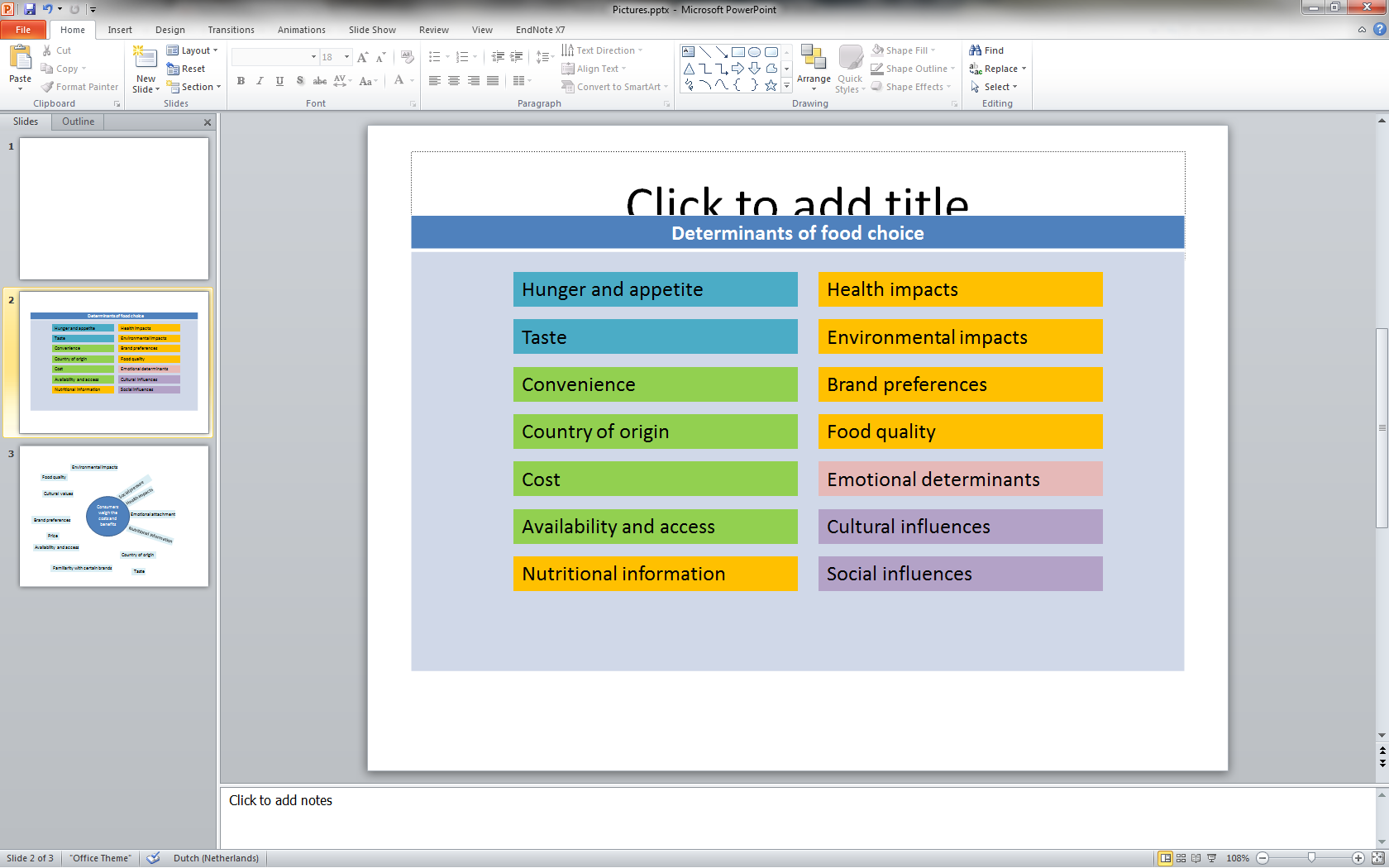
1. What are three of the most important determinants of food choice?
   1. Any of the following:



1. How does price affect food consumption? Are the effects of food prices the same for everyone? If not, why?
   1. Main point: this depends on the price sensitivity of particular consumers for particular products. This differs from person to person, and in different contexts; and while there are patterns, these are difficult to predict.
2. Can you give examples of how nudging can be used to promote more sustainable food consumption? What are the ethical dilemma’s involved with this technique?
   1. Nudging involves the use of people’s cognitive boundaries, biases, and other weaknesses using small interventions that subtly incentivize particular forms of behaviour (Reisch et al. 2013; Hansen 2016). For example, supermarkets could promote vegetable consumption by designating one part of their shopping carts as vegetables-only (see Figure 11.9.A), or promoting waste reduction via a colour-coded recycling station (see Figure 11.9.B) (Thompson 2013). To further illustrate, a study was recently conducted to measure fruit consumption in two schools in the U.S. (Lehner et al. 2016). In the first, cafeteria workers gave a verbal prompt to children by asking whether they would like to add fruit or juice to their lunch. No verbal prompt was provided in the second. Compared to no verbal prompt 70% of the children consumed a piece of fruit in the first school compared to less than 40% in the second. There is increasing evidence that nudges such as these are highly effective, and they are relatively easy and cheap to implement. For example, the UK’s Behavioural Insights Team has suggested that applying a colour coded system to food to indicate the amount of salt, fat, sugar, and calories in the product as a percentage of your total recommended daily intake, may promote healthier consumption (see Figure 11.10).
   2. Given its reliance on subconscious responses rather than conscious consideration, however, nudging has raised an ethical debate about how appropriate it is in different situations (Hausman and Welch 2010; Hansen 2016). The main problem here is that nudging involves implicit manipulation of people’s behaviour; but if people are not aware of it, who decides if it is acceptable manipulation or not?
3. How can food labelling be improved to make it more effective at promoting sustainable food consumption?
   1. E.g. more specificity in messaging, improving label design, for example by reducing the amount of information on product labels, or regulating the information that packaging can contain.
4. What is the circular economy? Why is it important for sustainable food consumption?
   1. A circular economy is an economy in which economic productivity, and perhaps even growth, does not come at the expense of resource depletion. In a circular food economy, then, food consumption would not deplete resources or result in un-recyclable waste. Consumption in a circular economy would thus, by definition, be sustainable.