



Survey

# Food Safety in Lebanon

February 2015

# About the Survey

*After the disclosure by the Lebanese government of a list of restaurants and food brands that were not abiding by hygiene and safety rules, Brandcell decided to conduct a small survey to understand how this scandal affected the customers, and accordingly the brands.*

*More than 50 individuals in Beirut participated in the survey through a SurveyMonkey questionnaire.*

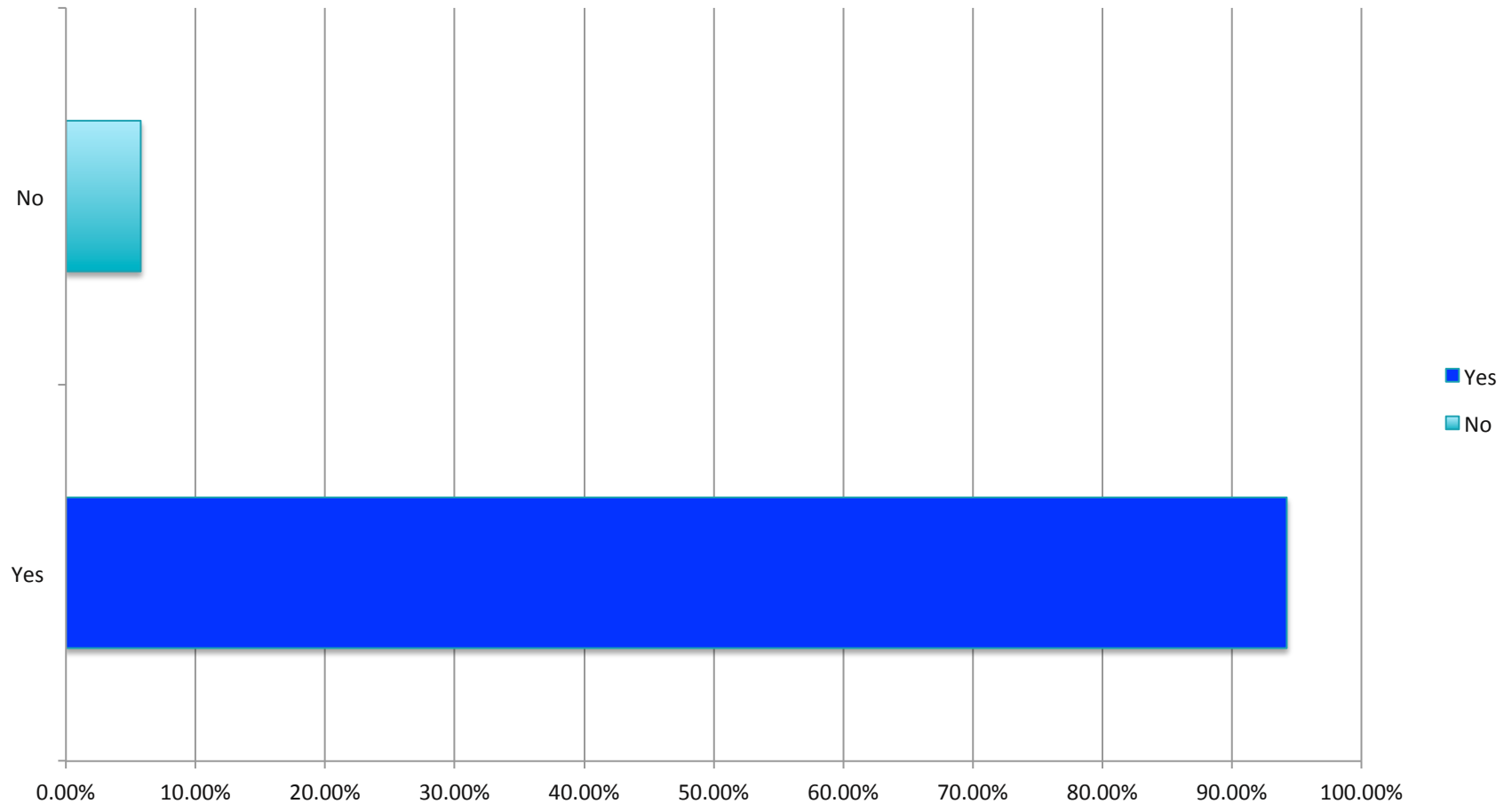
# Main Findings

- There is a general awareness regarding the food safety scandal that took place last December in Lebanon as most people surveyed have heard about it.

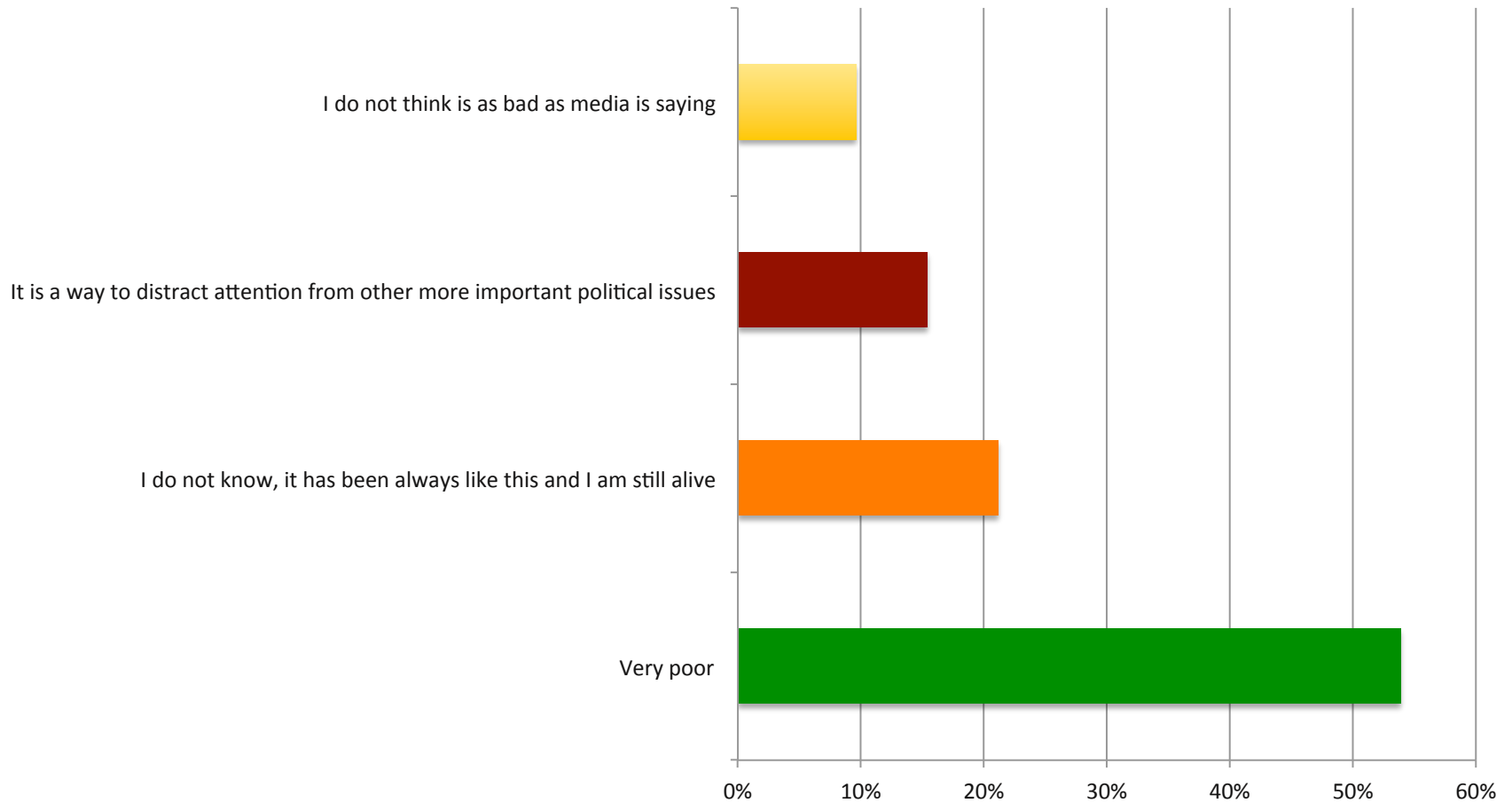
- **53% of the answers consider that the food situation in Lebanon is critical and they consider it as very poor.**

Almost one third believe that the situation did not change and it has been always like this. Around 15% think that politicians have more important issues to think about and the disclosure of the list of restaurants that did not accomplish the law is a way of distracting the population from other topics that are more vital at this moment.

# 1. Did you hear about the food scandal that took place few weeks ago?



## 2. What do you think about the food safety situation in the country?

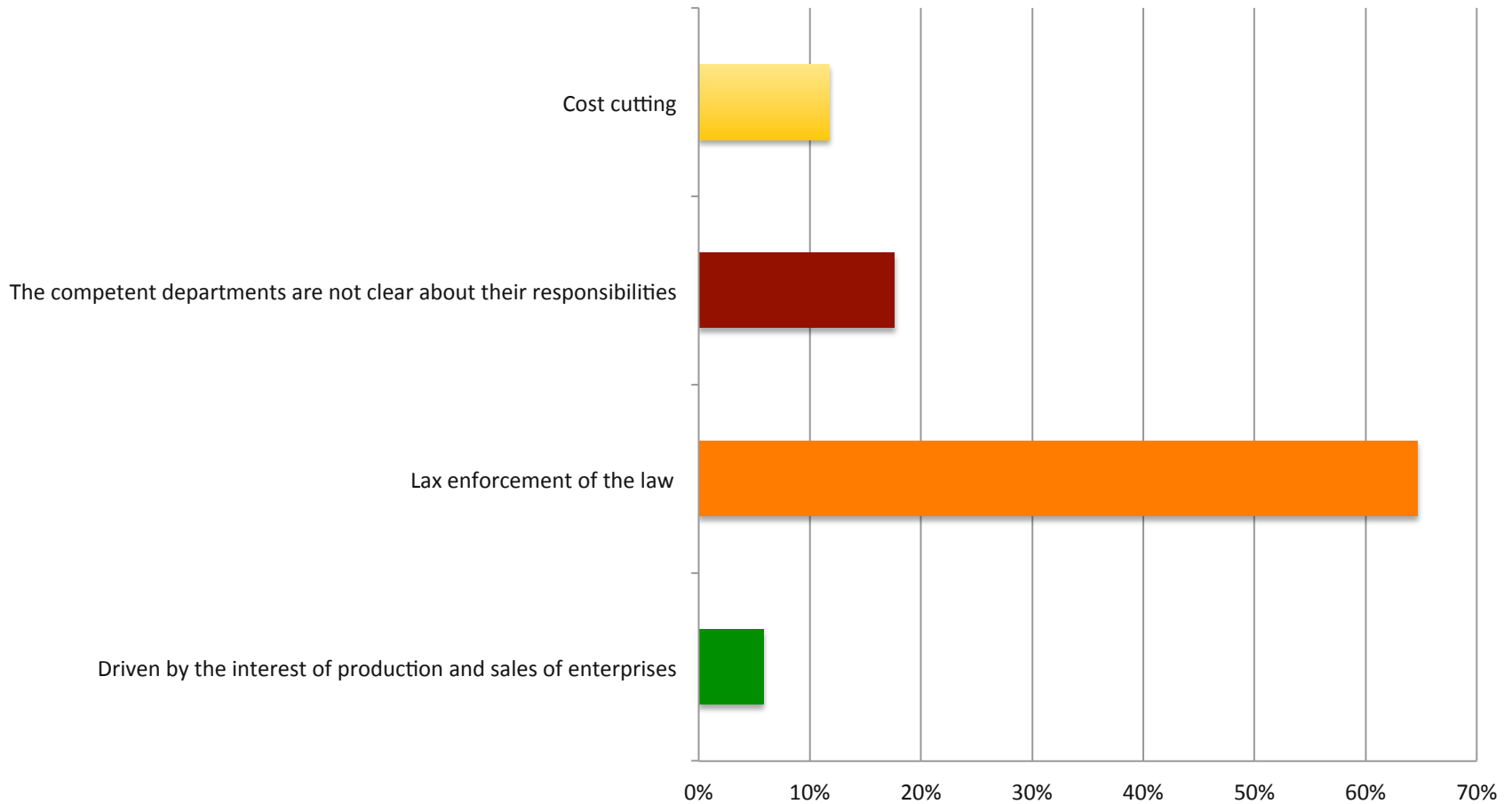




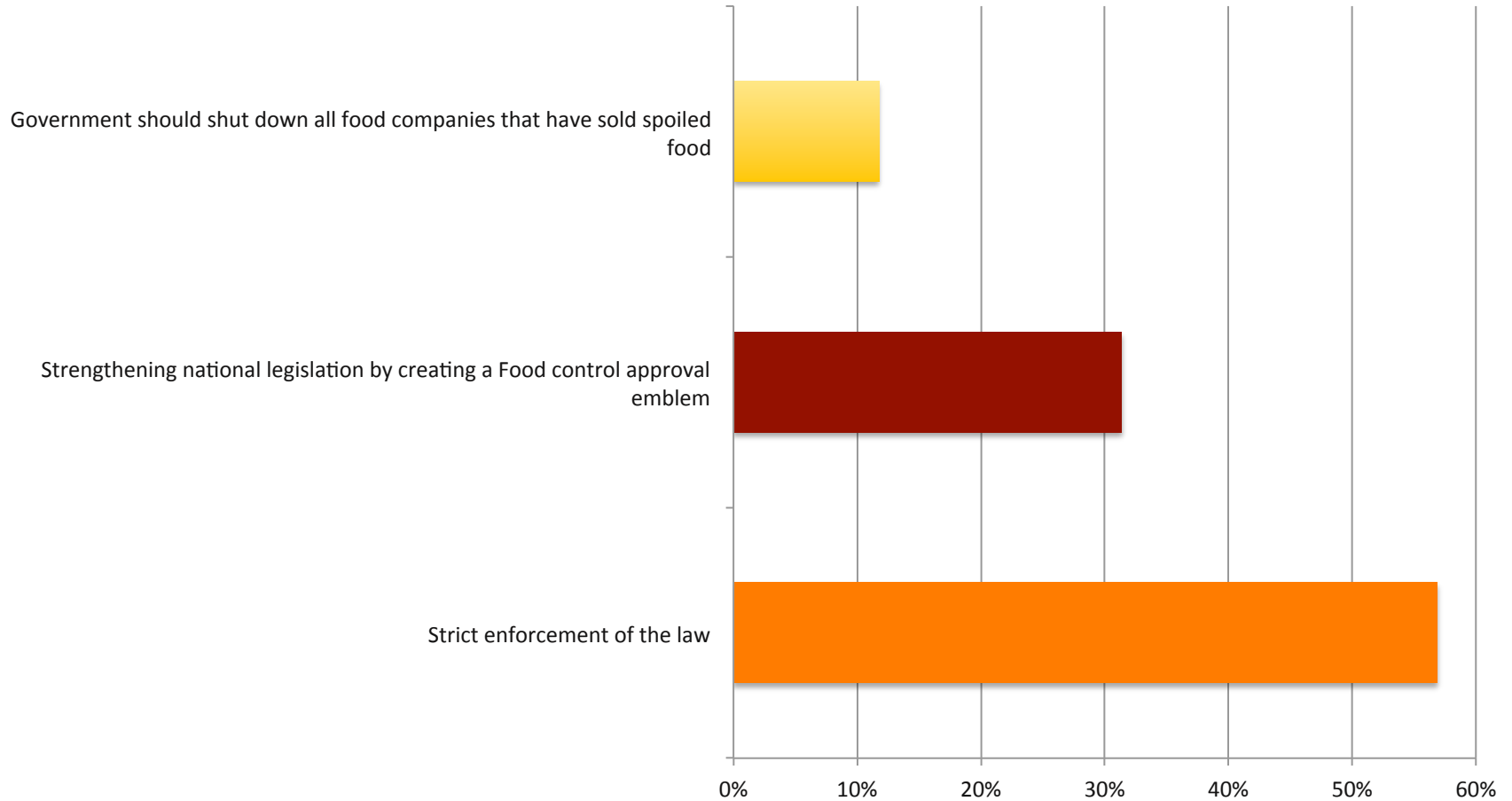
# Main Findings

- Nevertheless, most of the responders think that there is a lax of enforcement of the food safety law
- 17.65% think that the food safety problem is not a legislative issue, but rather a lack of competence from the responsible assigned departments who has no clear measures to apply when food safety parameters are not followed.
- Moreover, 31.37% think government has the obligation to create & enforce a food control emblem/ seal that will confirm to customers that food quality and safety standards are being observed and applied.

### 3. In your opinion, what is the main cause of the numerous and recurring safety problems?



## 4. What measures should be taken to ensure food safety?





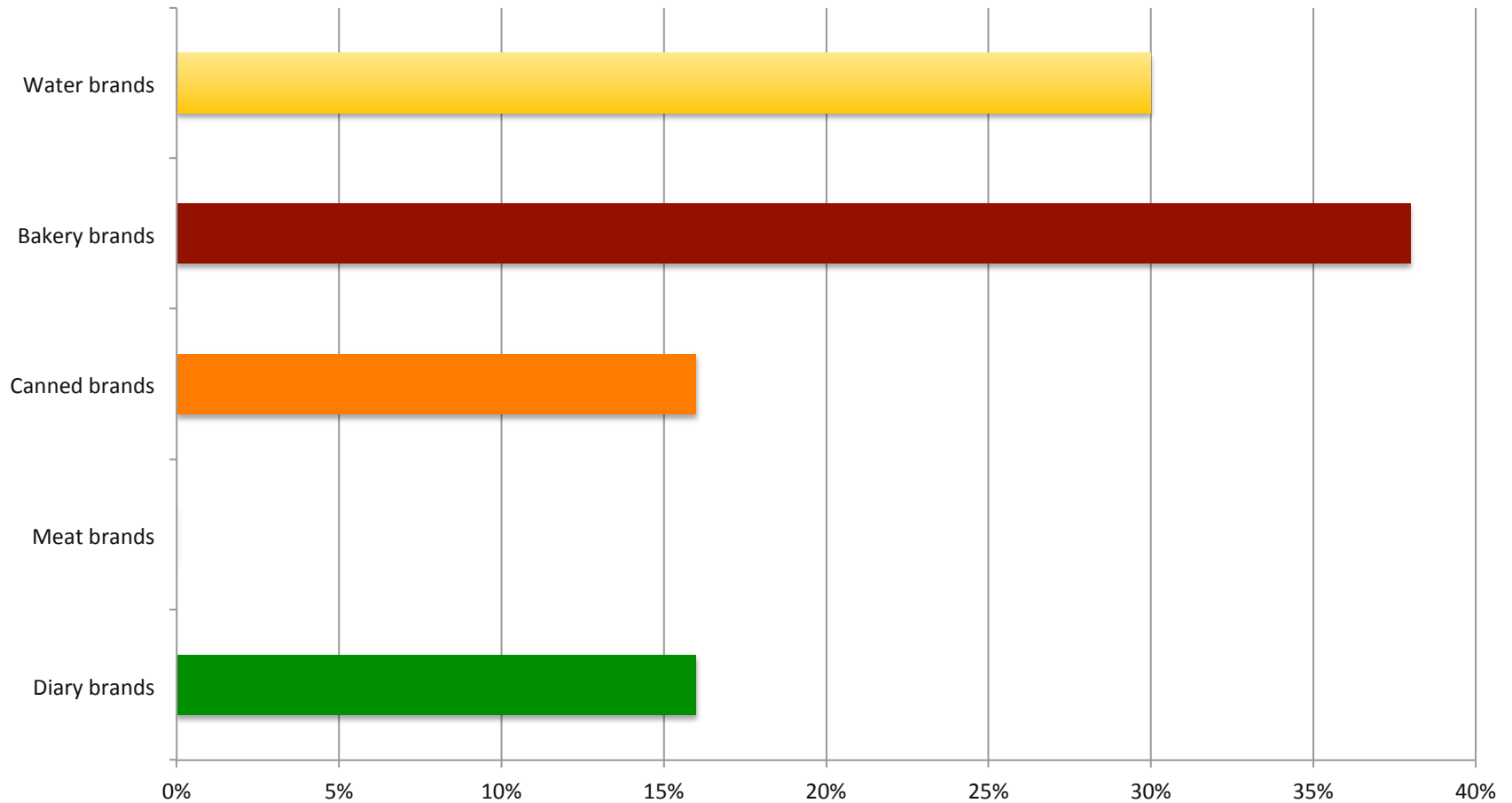
# Main Findings

## **Despite the scandal, most of the people continue to trust Lebanese Brands.**

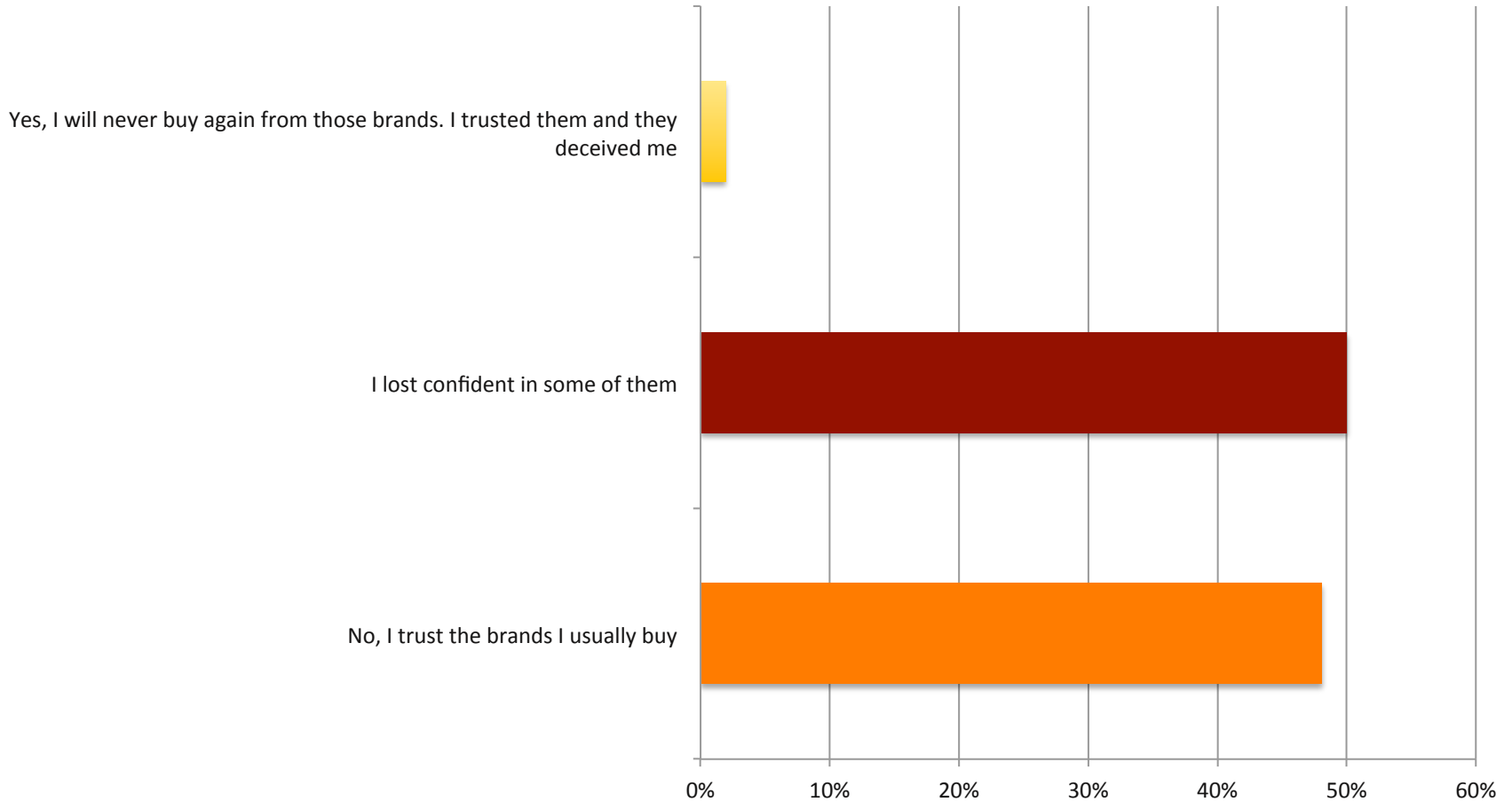
When asked if they will only buy imported brands, they answered that they will continue to buy the same brands because they believe that the reinforcement of the law will be more strict and thus the listed brands will improve the quality safety. But this does not mean that all people will buy the same brands as before. Actually, 43.14% said that, even though government will reinforce the law, they would no longer buy from the listed brands.

- Finally, when asked about what should brands do to regain their confidence and accordingly their customers, 47% said that brands should be more transparent. 45% said that they should allow independent control.

## 5. Which food brands do you trust the most?



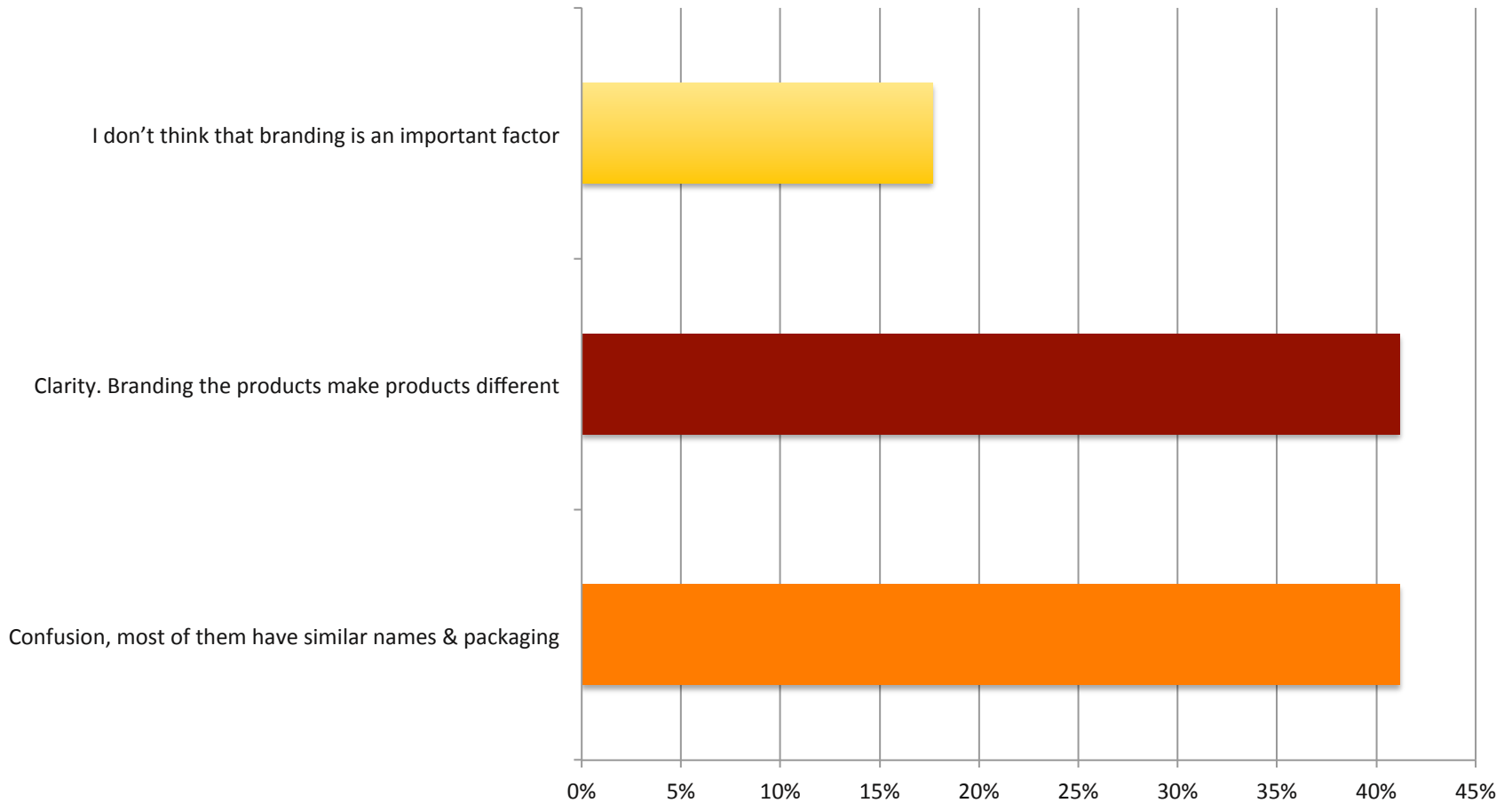
## 6. Did you lose confidence in food brands your trusted after the Health Minister disclosed the list of incompliant brands?



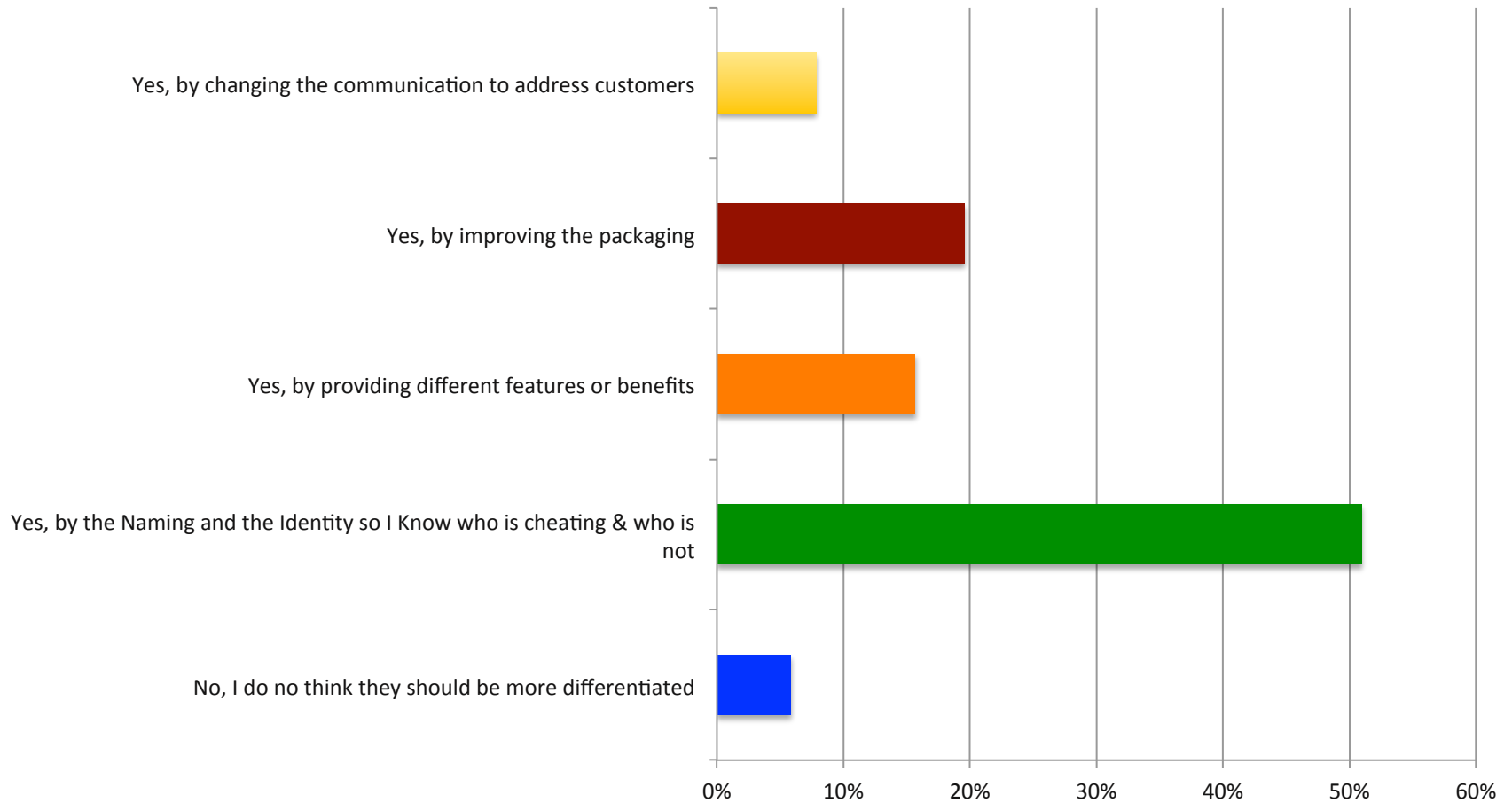
# Main findings

- There is some confusion about branding and its role in helping Brands differentiate.
- It is clear for customers that food brands have to have their own identity expressed in a distinctive name and packaging where benefits are clearly highlighted in order to gain customers preference and trust.

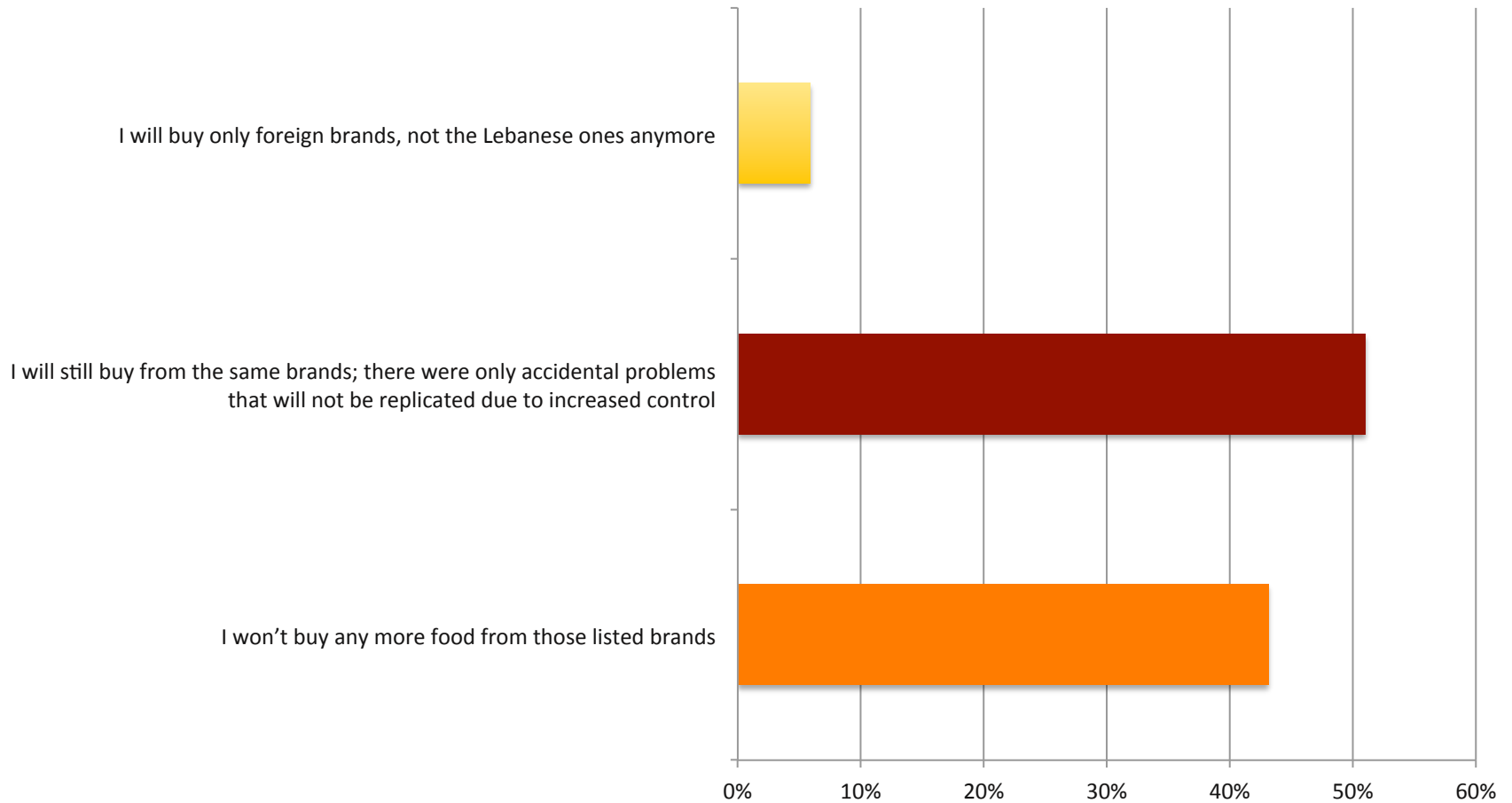
## 7. Do you think that food products with similar branding have added confusion or clarity to the customers?



## 8. Do you think the brands should be more differentiated? How?

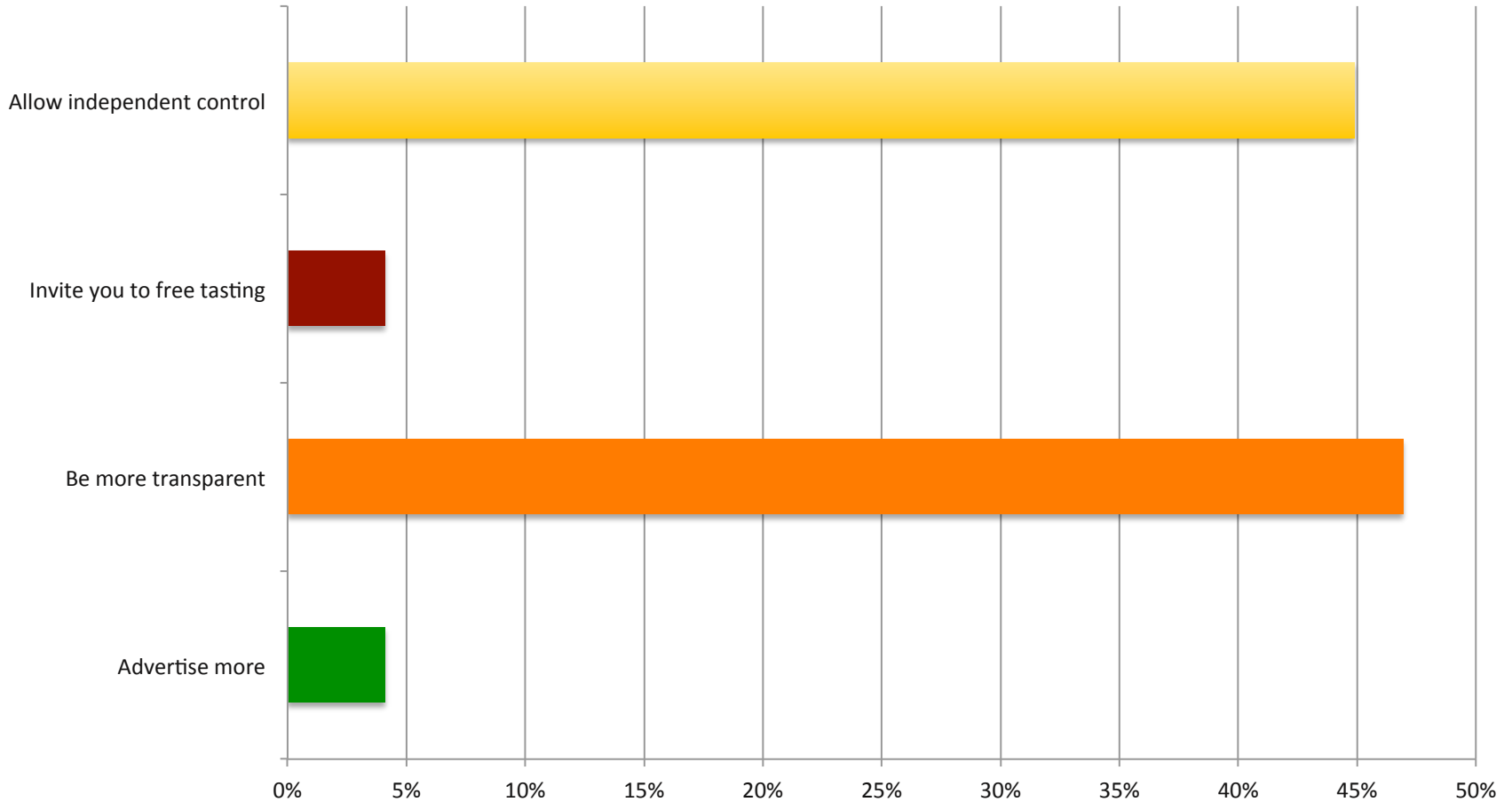


## 9. What are you going to do after this food scandal?





## 10. If you lost confidence in some brands, what should brands do to regain your trust/confidence?



# Key Conclusions

1. Although brands were attacked and exposed by MOH, respondents view that it's the government's responsibility to enforce the law & hence the situation is a direct result of the government's shortcoming before being the brand's mistake.
2. Trust in brands is still satisfactory yet more transparency is required.
3. Differentiation in terms of identities is key to help customers discern the good players from the bad. One way is having distinctive naming strategy but also honest on-pack information and facts.
4. Customers will give brands another chance, provided they in turn elevate their honest dealing from content to pricing structure. It is no longer accepted to be misled by any part of the food production stakeholders in an era of global transparency.
5. Being socially responsible is going to be indispensable if brands are to regain their customers' trust.

# About Brandcell

Brandcell is the first holistic business design consulting with services that span from understanding the Brand value proposition to delivering it in a seamless way, in & out of the organization.

Brandcell strives to raise the standards of businesses and brands in the MENA region to world-class benchmarks and encourage the entrepreneurial spirit of the area via collaborative methods.

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