

## India Food To Feed Study 2021

Whether flexitarian or non-vegetarian, Indians consumes poultry, livestock and fish but do we really understand what we eat? According to the National Family Health Survey 49% men as well as 43% women Indians consume fish, chicken, or meat weekly<sup>1</sup>, and according to IndiaSpend analysis of national health data, 80% of Indian men and 70% of Indian women consume eggs, fish, chicken, or meat occasionally, if not weekly<sup>2</sup>. This insight motivated the Right To Protein campaign to recently set out to on a journey to understand knowledge, perceptions and practices of non-vegetarians of India, which make up no less than half of our national population. Conducted by NielsenIQ, with over 1000 responses across sixteen cities, aged 18-45, the '**India Food To Feed Study**' by Right To Protein brings forth key insights on our understanding of animal-based protein foods and knowledge about what our food is fed.

### KEY FINDINGS:

#### A: Consumption Practice:

1. **Majority non-vegetarians in India consume non-veg food times about 2-3 times a week**
2. **Eastern India has the highest average consumption frequency of non-veg food items**
3. **Poultry is the most consumed non-vegetarian food item (94%), followed by Meat (82%) and Seafood (65%)**
  - a. Among Poultry consumers, there is a universal consumption of Chicken among (100%)
  - b. Among the Meat consumers, Mutton is the most consumed Meat type (91%)
  - c. Among the Seafood consumers, Prawn is the most consumed seafood type (65%)
4. **The most consumed non-vegetarian foods in India are Eggs (76%) and Poultry (76%)<sup>3</sup>**

#### B. Platforms and Drivers of Purchase:

1. **Majority Indians surveyed purchase non-vegetarian food items from**
  - a. **Wet markets (88%)**
  - b. **Supermarkets (51%)**
  - c. **Online Platforms (49%)**
2. Eastern Indian cities surveyed purchase more from wet market (94%) while north Indian cities surveyed purchase more from supermarkets (56%) and south India purchase from more Online Platforms (55%)
3. Important drivers for Indians to buy non-vegetarian food from Supermarket/Online Platforms are
  - a. Freshness (49%)
  - b. Source of Procurement (29%) and
  - c. Nutrient Content (28%)
4. **While the Indians surveyed ranks Nutrient as the most important (28%) purchase driver, Animal Feed is voted as the least important driver both, from wet market (22%) and Supermarket/Online Platform (17%) – highlighting the lack of knowledge of the role of animal feed in driving nutrition**

<sup>1</sup> <https://www.thequint.com/news/india/many-indians-are-non-vegetarian-most-meat-eaters-in-kerala>

<sup>2</sup> <https://www.indiaspend.com/most-indians-non-vegetarian-men-more-than-women-south-east-most-66469/>

<sup>3</sup> Eggs (76%) and Poultry (76%) are the most consumed Non-vegetarian food type in India

### **C. Perception towards Animal Feed**

1. **A whopping 80% Indian non-vegetarians say that they read labels on the food items.** Among those who read the labels –
  - a. 92% look for Nutritional facts
  - b. 78% look for Health claim
  - c. 74% look for industry standards
2. **A majority of 90% Indians surveyed feel that feed labels would help them chose the product better**
3. **Around 50% individuals strongly agree that Feed that is given to non-vegetarian food items should be specified or highlighted in the package. Highest in the following cities -**
  - a. Ahmedabad (55%)
  - b. Pune (55%)
  - c. Nagpur (64%)
  - d. Chennai (55%)
  - e. Bangalore (52%) and
  - f. Bhubaneshwar (57%)
4. 67% Indian non-vegetarians surveyed say that they are aware of the feed given to the Non-vegetarian food item. Most known animal feed by non-vegetarians is Corn/Maize (83%), followed by Grass (72%), while awareness of Soy feed was 64%
5. Awareness of the feed given is higher in South zone (74%), Metro cities (72%), Seafood consumers (75%) and individuals buying from Supermarket (77%) and Online Platforms (76%)
6. **Awareness of Soy feed is higher among individuals who purchase from Supermarkets (72%) and Online Platforms (72%)**
7. **While 55% of individuals feel that feed is very important for the overall quality and Nutrition content of Non-vegetarian food items only 35% strongly agree that they receive the same nutrition which is given to the non-vegetarian food item once they consume it.**

### **D. Perception towards Soy Feed**

1. **Around 50% of the Indians surveyed strongly agree that Soy helps to improve the protein content in non-vegetarian food items. However, only 35-40% strongly agree that Soy feed improves the quality of the non-vegetarian food items**
2. **Around 50% of the individuals are very likely to purchase food items that were fed Soy feed**
  - a. **Individuals who are very likely to purchase Soy fed food items mostly purchase non-vegetarian food item from Supermarket (53%) and Online Platforms (52%)**