



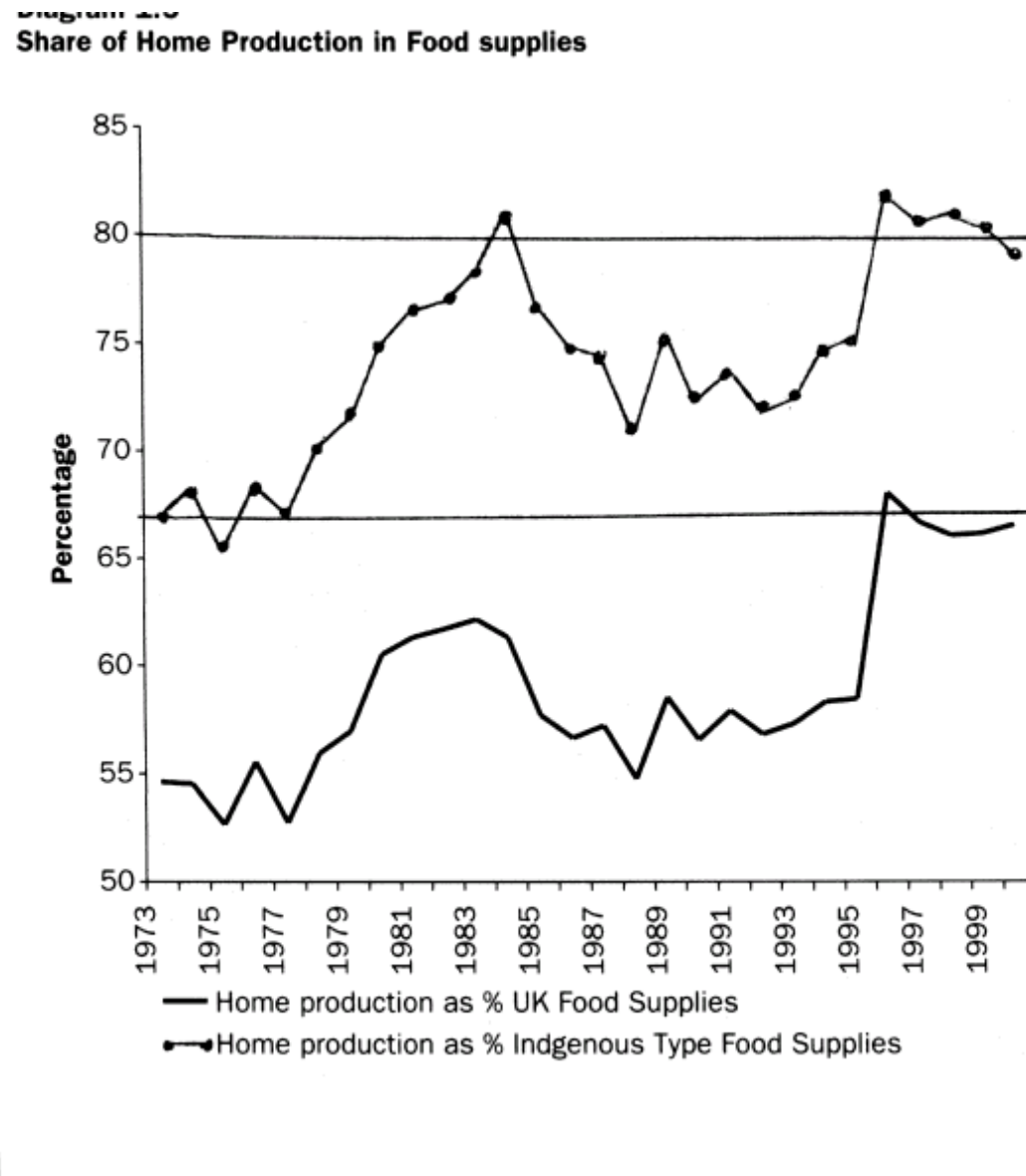
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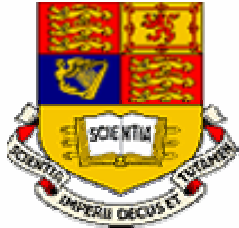
Annex II

UK Food Self-Sufficiency, Trends in Food Prices, Income Distribution and Non-Price Attributes Demanded by UK Food Consumers



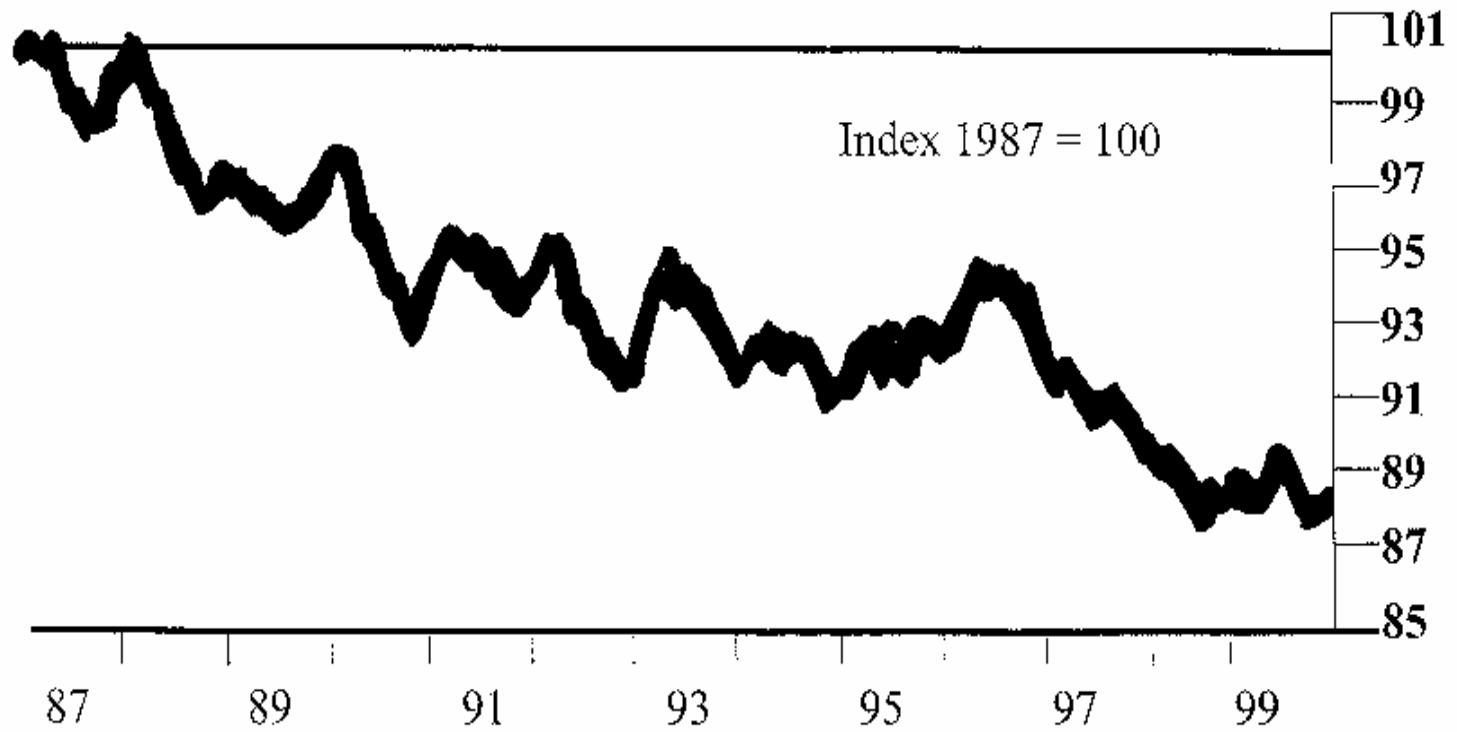
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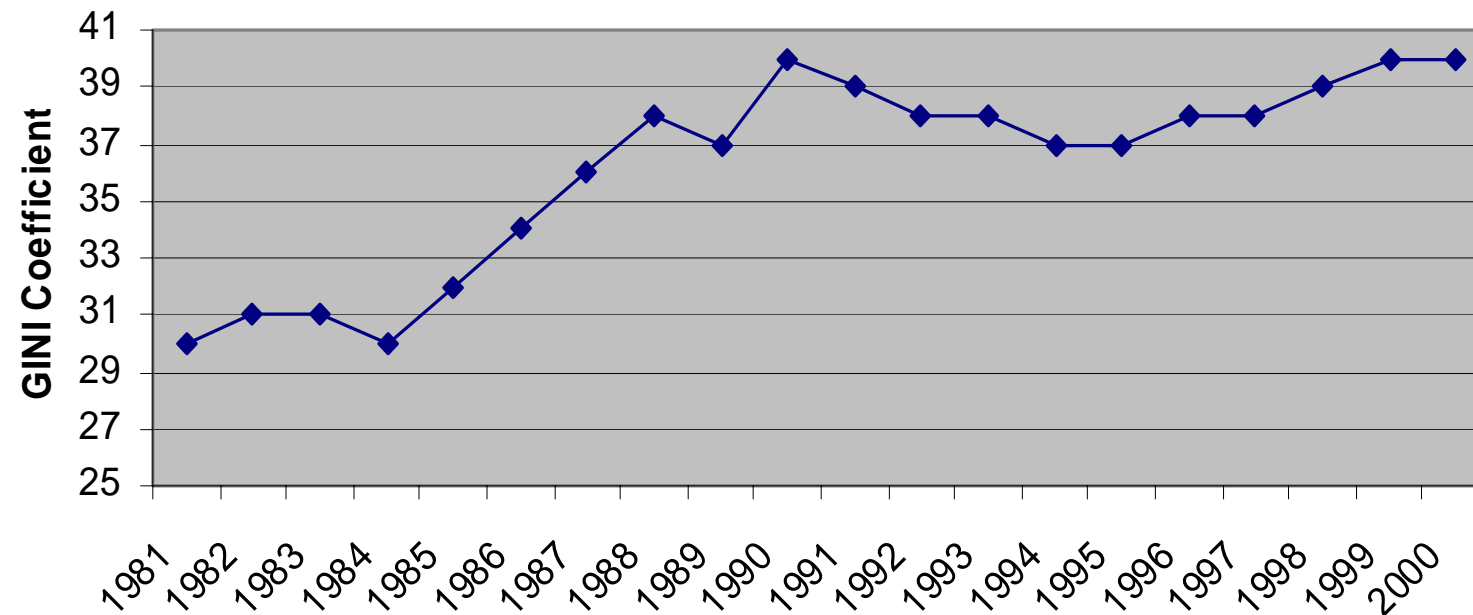
REAL FOOD PRICES IN BRITAIN





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UK Income Distribution: The Gap Widens 1981-2001



Source: UK National Statistics



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MASLOW'S HIERARCHY OF NEEDS



Source: A. Maslow, 1954



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Apart from price, what factors influence your purchase decision most?

In order of importance (across)

- convenience/ease of preparation
- taste
- sell-by-date
- healthy version
- home grown
- ingredients
- organic
- appearance
- brand
- non-GM
- free range
- assurance