



Eurobarometer study in the pre-accession countries: Results and follow up activities



INTRODUCTION TO EUROBAROMETER



Established in **1974** by the European Commission



A key survey instrument used by **EU institutions and agencies**, including **European Food Safety Authority**



Measures public opinion, awareness and perceptions on food safety and EU-related topics



Supports **evidence-based communication** and policy development aligned with EU standards

MAIN FOCUS AREAS



Consumer behaviour



Food safety awareness



Trust in institutions



Food-related risks and concerns



EUROBAROMETER IN IPA COUNTRIES

- **2019:** Albania, Montenegro, North Macedonia, Serbia, Türkiye
- **2022:** Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia, Türkiye
- **2025:** Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia, Türkiye



FOCAL POINT

EUROPEAN FOOD SAFETY AUTHORITY





FOOD SAFETY: KEY FINDINGS

Comparison of EU 27 and Albania (% respondents)



COMMUNICATION AND WAY FORWARD



DISSEMINATION OF RESULTS

- Shared with national scientific and expert networks
- Published by food safety and competent authorities
- Communicated through media and institutional channels
- Integrated into policy discussions and stakeholder platforms



KEY MESSAGE

There is a need to strengthen trust through transparency and evidence, ensuring that food safety risks are clearly monitored, managed and communicated.



FOLLOW-UP ACTIVITIES

- Strengthening risk communication based on evidence and results: Increasing visibility of official controls, inspections and monitoring outcomes
- Targeted communication on key consumer concerns: pesticide residues; foodborne diseases; veterinary residues
- Enhancing cooperation with scientists, doctors and experts
- Improving clarity and accessibility of information for consumers
- Aligning with EU / EFSA communication and transparency practices

INDICATOR	EU 27	ALBANIA	DIFFERENCE
MAIN FOOD SAFETY CONCERNS (%)			
Pesticide residues	39	42	↑
Food poisoning (bacteria, viruses, parasites)	32	43	↑
Antibiotic/hormone residues in meat	36	34	↓
IMPORTANCE OF FOOD SAFETY WHEN BUYING FOOD (%)			
Food Safety	46	74	↑
Interest in food safety	72	86	↑
BEHAVIOR AND TRUST			
Behavioral response	76-80	85-90	↑
Trust in doctors	90	84	↓
Scientists	84	77	↓
National authorities	70	60	↓
Social media/influencers	22	79	↑



Higher in Albania



Lower in Albania



Similar



OUR WAY FORWARD: Evidence-based communication, stronger partnerships, and transparent actions to build trust and protect public health.



KOSOVO

FACTORS AFFECTING FOOD-RELATED DECISIONS, AWARENESS, BEHAVIOR & TRUST

FACTORS AFFECTING FOOD-RELATED DECISION	EU 27	KOSOVO	DIFFERENCE
€ Cost	60	44	↓
🛡️ Food Safety	46	52	↑
🌿 Nutrient Content	39	39	=
🍴 Taste	51	28	↓
AWARENESS OF TOPICS (% HEARD ABOUT)			
🧴 Pesticide residues	67	30	↓
🔍 Microplastics	63	19	↓
💊 Antibiotic Residues	64	18	↓
BEHAVIOR AND TRUST			
👥 Behavioral response	76-80	85-90	↑
👨‍⚕️ Trust in doctors	90	93	↑
🔬 Scientists	84	91	↑
🏛️ National authorities	70	85	↑
📱 Social media/influencers	22	69	↑
↑ Higher in Kosovo	↓ Lower in Kosovo	= Similar	

💡 Kosovo consumers place greater importance on food safety, show growing awareness of food risks, and express strong trust in experts and institutions.

KEY MESSAGES

- 🛡️ Food safety is a higher priority in Kosovo compared to the EU.
- 🔍 Awareness on pesticides, microplastics, and antibiotic residues remains lower than EU levels.
- 👥 Trust in scientists, doctors, and institutions has increased significantly.
- 📱 Social media is a key source of food safety information in Kosovo.
- 🌿 Consumers are becoming more aware of food risks and ethical issues.

FOLLOW-UP ACTIVITIES

- 📢 Launch simple awareness campaigns on food safety risks.
- 📺 Increase communication through social media and TV.
- 👥 Use scientists, doctors, and influencers for public outreach.
- 📄 Simplify institutional messages and make them more accessible.
- 📈 Continue monitoring public awareness and trust trends.



FOOD SAFETY IN TÜRKİYE

INDICATOR	EU 27	TÜRKİYE	DIFFERENCE
MAIN FOOD SAFETY CONCERNS (%)			
Genetically modified ingredients in food or drinks	25	36	↑
Additives (colors, preservatives)	35	31	↓
Pesticide residues	39	27	↓
Microplastics	18	26	↑
AWARENESS OF TOPICS (% HEARD ABOUT)			
Pesticide residues	67	40	↓
Genetically modified ingredients in food or drinks	59	43	↓
Additives (colors, preservatives)	71	40	↓
BEHAVIOR AND TRUST			
Behavioral response	76–80	60–69	↓
Trust in doctors	90	72	↓
Scientists	84	66	↓
National authorities	70	64	↓



Higher in Türkiye



Lower in Türkiye



Similar

Communication and Upgrading Steps



DISSEMINATION OF RESULTS:

- Remarkable results shared with senior officials at the Ministry of Agriculture and Forestry
- Published on the website of the General Directorate of Food and Control
- Shared with food industry



KEY MESSAGE:

There is a need to improve **clarity, accessibility and visibility** of food safety information.



FOLLOW-UP ACTIVITIES:

- Strengthening risk communication strategy
- Targeted awareness campaigns (focus on animal welfare/environmental)
- Cooperation with scientific community



OUR GOAL: Strengthen trust, increase awareness and empower consumers through transparent and effective communication.



TOGETHER FOR SAFER FOOD AND A HEALTHIER FUTURE



BOSNIA AND HERZEGOVINA

Comparison of EU 27 and Bosnia and Herzegovina (% respondents)

INDICATOR	EU 27	BOSNIA AND HERZEGOVINA	DIFFERENCE
FACTORS AFFECTING FOOD RELATED DECISION (%)			
Cost	60	57	↓
Food Safety	50	51	↑
Taste	46	48	↑
TOPICS YOU HAVE HEARD OF MOST CONCERN WHEN IT COMES TO FOOD (%)			
Genetically modified ingredients in food or drinks	59	39	↓
Additives (colors, preservatives)	71	37	↓
MAIN SOURCES OF INFORMATION ABOUT RISK			
Exchanges with family, friends or colleagues	44	62	↑
Television, on a TV set	55	54	↓
Internet search engine	38	37	↓

↑ Higher in Bosnia and Herzegovina
 ↓ Lower in Bosnia and Herzegovina
 = Similar



Filter data ↑

1 Jan. - 7 May 2025

days 📅 period ↔

today 15

yesterday 2

last 7 days 37

last 30 days 288

Topics ↑

Food safety agency 1,264

Food safety 375



/Representatives

BOSNIA AND HERZEGOVINA AGENCY FOR FOOD SAFETY

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Category: Publicity / Food safety

News

News

12:45 Notice on recalls and withdrawal of non-compliant products

11:30 New Publicity on food safety in public catering

10:15 Completed inspections in southern BiH

09:00 Advice on safe food storage during high temperatures

[See all news](#)



KEY MESSAGES

- ✔ Citizens in Bosnia and Herzegovina show high awareness of food safety, with strong influence of family and personal networks.
- ✔ Media monitoring and targeted communication activities are increasing visibility of food safety topics.
- ✔ Continued efforts are needed to improve trust in information sources and strengthen risk communication.



Increased media and awareness raising activities as a follow up of EUROBAROMETER 2025



North Macedonia

	EU 27	NORTH MACEDONIA	DIFFERENCE
FACTORS AFFECTING FOOD RELATED DECISION (%)			
Food Safety	46	64	↑
Cost	60	46	↓
Taste	31	33	↑
Nutrient Content	39	43	↑
Topics you have heard of most concern when it comes to food (%)			
Pesticide residues	39	51	↑
Additives (colors, preservatives)	35	41	↑
Food poisoning	32	38	↑
Main sources of information about risk			
TV	55	65	↑
Social Exchange	42	52	↑
Internet Search	38	41	↑

KEY MESSAGES



Food safety is the top concern in North Macedonia, more so than the EU average.



Cost is less of a concern compared to the EU average.



Taste and nutrient content are slightly more important for consumers in North Macedonia.



Pesticide residues, additives, and food poisoning are bigger concerns than in the EU.



TV, social exchange, and internet search are the main sources of information about risk, more so than in the EU.





MONTENEGRO

	EU 27	MONTENEGRO	DIFFERENCE
MAIN FOOD SAFETY CONCERNS (%)			
Pesticide residues	39	41	↑
Additives (colors, preservatives)	35	43	↑
Antibiotic/hormone residues	36	39	↑
Microplastics	33	9	↓
AWARENESS OF TOPICS (% HEARD ABOUT)			
Pesticide residues:	67	54	↓
Microplastics	63	23	↓
Antibiotic Residues	64	55	↓
BEHAVIOR AND TRUST			
Behavioral response	76-80	95-97	↑
Trust in doctors	90	93	↑
Scientists	84	91	↑
National authorities	70	85	↑
Social media/influencers	22	89	↑

KEY INSIGHTS



Montenegro shows **higher concern** than the EU average for pesticide residues, additives, and antibiotic/hormone residues.



Awareness of pesticide residues, microplastics and antibiotic residues is **lower** in Montenegro compared to the EU average.



Trust in key sources (doctors, scientists, national authorities, and social media/influencers) is **considerably higher** in Montenegro.



Improving awareness and communication can further **strengthen trust** and support informed food safety choices.



SERBIA

	EU 27	SERBIA	DIFFERENCE
MAIN FOOD SAFETY CONCERNS (%)			
Pesticide residues	39	51	↑
Additives (colors, preservatives)	35	44	↑
Genetically modified ingredients	25	39	↑
Antimicrobials, hormones or steroids residues in meat	36	41	↑
AWARENESS OF TOPICS (% HEARD ABOUT)			
Pesticide residues:	67	74	↑
GMO	59	61	↑
Environmental pollutants in fish, meat and dairy	61	45	↓
Welfare of farmed animals (e.g. During transport)	61	35	↓
BEHAVIOR AND TRUST			
Behavioral response	76-80	60-70	↓
Trust in doctors	90	80	↓
Scientists	84	78	↓

Communication and upgrading steps



Dissemination of results:

- Shared with **scientific network members**
- Published on the website of the Ministry of Agriculture, Forestry and Water Management and Ministry of Health



Key message:

There is a need to improve **clarity, accessibility and visibility** of food safety information



Follow-up activities:

- Strengthening **risk communication strategy**
- Targeted **awareness campaigns** (focus on environment/welfare)
- Cooperation with **scientific community**
- Alignment with **EU communication standards**

THANK YOU!



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Kosovo



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North Macedonia

