

# WFD FUTURES

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## Key Findings

Over 60% of respondents have preferences related to the environmental attributes of food products and expressed a potential willingness to pay a premium for such products. For example,

Both beef and chicken consumers are willing to pay premiums for products with lower environmental impacts, i.e., low carbon or water footprints or low risk to water quality.

This research suggests that targeted communication and information dissemination on the environmental impacts of food production at point-of-sale benefits consumers by enabling them to make informed purchasing decisions.

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## Research Description

The dietary preferences of consumers have been changing, especially as consumers realise that their food choices, apart from having health implications, also come with environmental consequences. The environmental consequences of food production relate to their greenhouse gas emissions (i.e., carbon footprint), and utilisation of water (i.e., water footprint). We examine Irish consumers' preferences for environmental attributes implicit in food products, with a specific focus on how much they value the potential risk to water quality, carbon, and water footprints.