



International Consumers' Perceptions of Food Safety

Today versus 10 years ago

(percentage)

	Safer	Less Safe	As Safe	(Unsure)
North America				
Canada	32	35	32	2
U.S.	36	26	37	1
Latin America				
Mexico	19	63	17	0
Western Europe				
France	35	39	24	2
Germany	21	45	33	1
U.K.	25	36	34	4
Asia/Pacific Rim				
Hong Kong	45	26	23	6
Japan	20	39	30	11
Australia	40	26	28	5