

WP4: Food related consumer behaviours

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Who buys from SFSC?

Female	Families	Elderly	Young	Urban
<p>Majority of consumers</p> <p>Oriented towards the family's wellbeing</p>	<p>Like the farm experience</p> <p>Concerned about sustainability</p>	<p>Less aware of impact of food production</p> <p>Engage in SFSC based on tradition</p> <p>Main visitor segment at events and fairs</p> <p>Partake in educational visits</p>	<p>Aware of environmental aspects of food production</p> <p>Adopt the SFSC concept</p> <p>Gain info from social media and festivals</p> <p>Price conscious</p> <p>Shop in larger stores due to lack of time</p> <p>Want more product variety</p> <p>Concerned about health aspects</p>	<p>Aware of environmental aspects of food production</p> <p>Often shop in larger stores</p> <p>Often visit fairs</p>

Consumers' wants/needs/values

1. Trust/transparency/direct contact etc.
2. Price (low/fair)
3. High quality
4. Good taste
5. Origin/local food
6. Sustainability (environment/economic)
7. Ethics (general, public/animal welfare)
8. Social (regional pride/solidarity/community)
9. Health/well-being
10. Authenticity

"Customers want direct contact with the producer to clarify potential questions regarding cultivation/processing or general information about products."

(German case study)

How are they targeted?

- Direct communication (e.g. face-to-face)
- Social networks (e.g., FB)
- Email
- Post
- Advertising material (e.g. flyers)
- Discounts, contests
- Events (e.g., educational events)
- Festivals

Families

Cooking activities, schools, newsletters, social media, special products

Young people

Facebook ads



Barriers to engagement

From consumers

- Lack of awareness of impact of food production
- Little understanding of SFSC values (e.g. fair prices)
- Misunderstandings about animal welfare and production methods
- Differences in demand between products
- Expectations about prices, packaging, product availability, services, delivery time

From producers/retailers

- Lack of marketing resources
- Difficulty accessing new producers to expand product assortment
- Logistics – complicated and expensive
- Lack of proper parking facilities near markets
- Competition with supermarkets – cheaper and more accessible
- Lack of visibility *“that the consumer knows you and is aware of the values and considers them relevant in the purchase decision” (Spain)*

Facilitators of engagement

Awareness of:

- impact of food production
- sustainability
- benefits of SFSC and production processes involved

Greater visibility

- Events (e.g. fairs, expos, tours)
- Markets
- Marketing campaigns (e.g. digital & social media)
- Competitions
- Networking with other associations

Increasing trust

- Personal contact with consumers
- Responding to feedback
- Awareness of producer's story/background

Creating a habit of consumption

- Regular supply
- Larger variety
- Greater product availability
- Discounts
- Loyalty system
- Loyalty gifts

Policy support (especially regionally)



WP4 partners



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