

General information

Assignment first lecture; 1 ects

Group	Company description	Contact information
* Szilard * Mark * Guillaume * Benjamin * Jules	Wageningse Wijngaard	known
* Yuliy * Valentin * Vincent * Roel * Joël * Paul	Efibia	known
* Jean Baptiste * Estelle * Arne	Dairy plus diversification	Schoolfarm Dronten
* Nicolas * Aurélien * Justin * Théophile * Erik	Crop plus diversification	Company of Justin



Consumers point of view

IURA 03

Entrepreneurship,
Value chain & Customers

Lecture 6:

Consumers point of view

in food production and consumption

- Learning objective:
 - Student is capable:
 - To understand the consumers point of view in food consumption.
 - To describe different types of consumers
 - To describe future trends in food consumption
 - Study documents:
 - Ppt "Consumers point of view"
 - CPULS; chapter 10

Lecture 6:

Consumers point of view in food production and consumption

Definition “sustainable consumption” (VN 1999):

Sustainable consumption is not about consuming less, it's about consuming differently, consuming efficiently, and having an improved quality of life.

Adjusting consumer behavior is necessary to decrease the foodprint; not popular!!

The Netherlands:

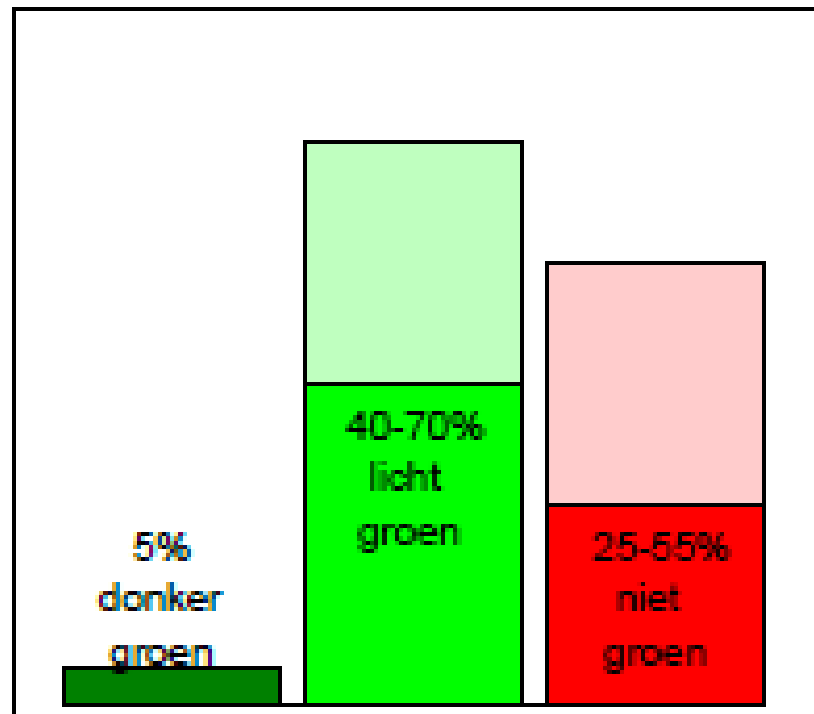
- “consuminderen”
 - Less animal proteins
 - More vegetables and fruit
 - Less foodwaste

Lecture 6:

Consumers point of view in food production and consumption

Consumer behavior: "green and red"

- Dark green (5%)
- Light green (40-70%)
- Red (25-55%)



Source: Een wijde blik verruimt het denken

Lecture 6:

Consumers point of view in food production and consumption

- **'Darkgreen':**
 - Sustainable lifestyle; **example?**
 - "heavy users"
 - consequent in behaviour
 - Small group ($\pm 5\%$)

Lecture 6:

Consumers point of view in food production and consumption

- 'Light green':
 - "weak sustainable consumption"
 - Large group: 40-70%; **example?**
 - 'Energy-efficient lamp is fine, water conservation is exaggerated'
 - 'They take the bike for small distances, public transport for long distances exaggerated'
- Critic: "greenwashing" / "flashy green consumption"
- Counter-argument: this group is sensitive for social pressure (Hip!), this group can increase

Lecture 6:

Consumers point of view in food production and consumption

- **Red:**
 - Not interested
 - 25-50 % of population
 - “Honestly disengaged”

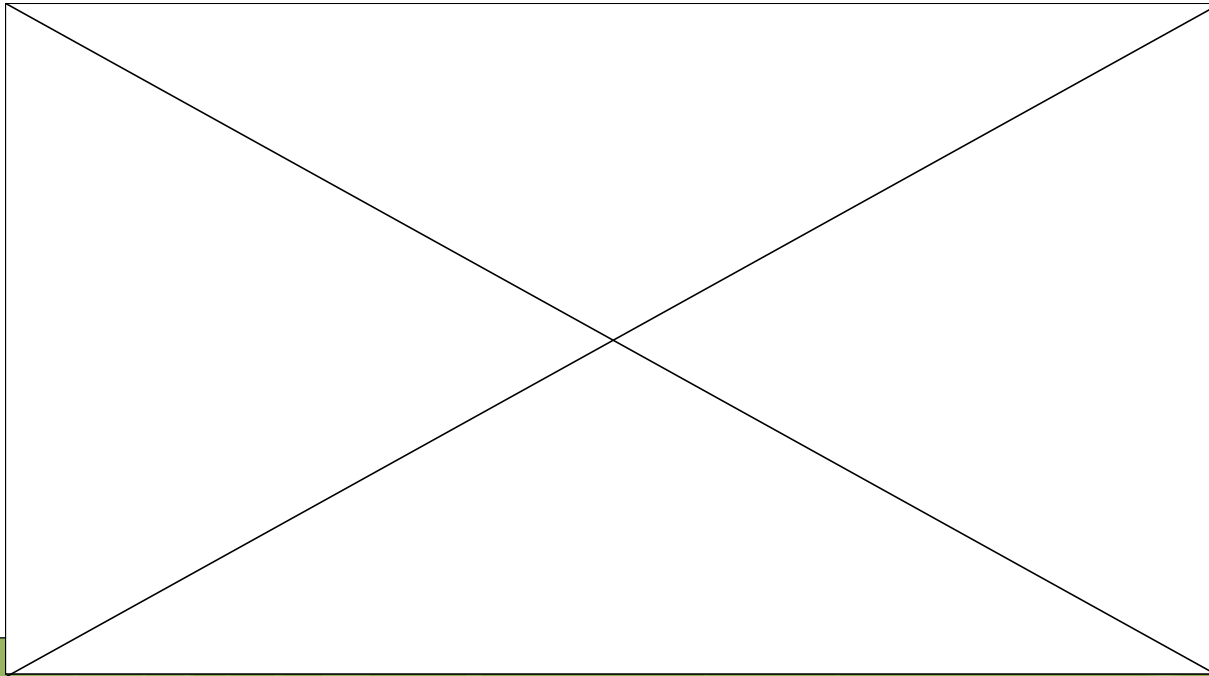
Lecture 6:

Consumers point of view in food production and consumption

- What's your consumer behaviour?
 - Ask your neighbour!

Lecture 6: Consumers point of view in food production and consumption

Alternative food consumption styles
(‘light green’ and ‘dark green’)



Lecture 6:

Consumers point of view in food production and consumption

Alternative food consumption styles
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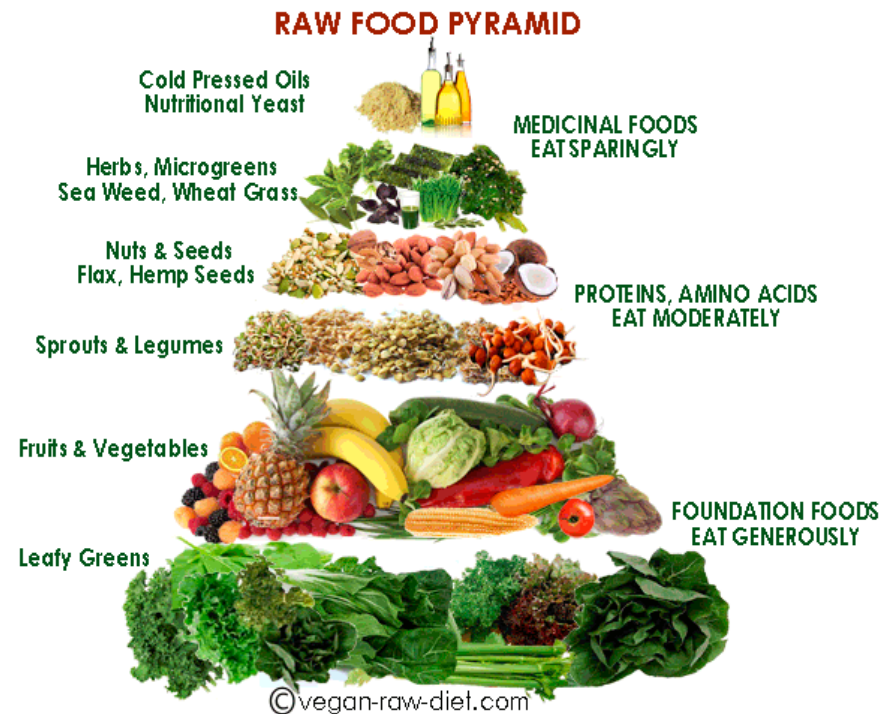
VEGANISME?
TISDAT?



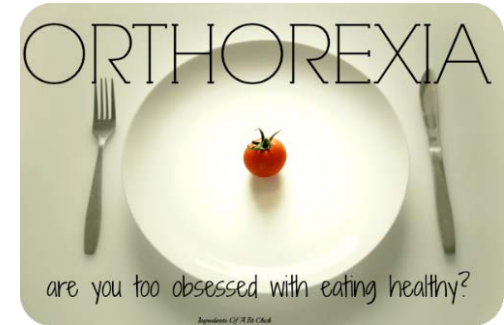
Lecture 6: Consumers point of view in food production and consumption

Alternative food consumption styles (‘light green’ and ‘dark green’)

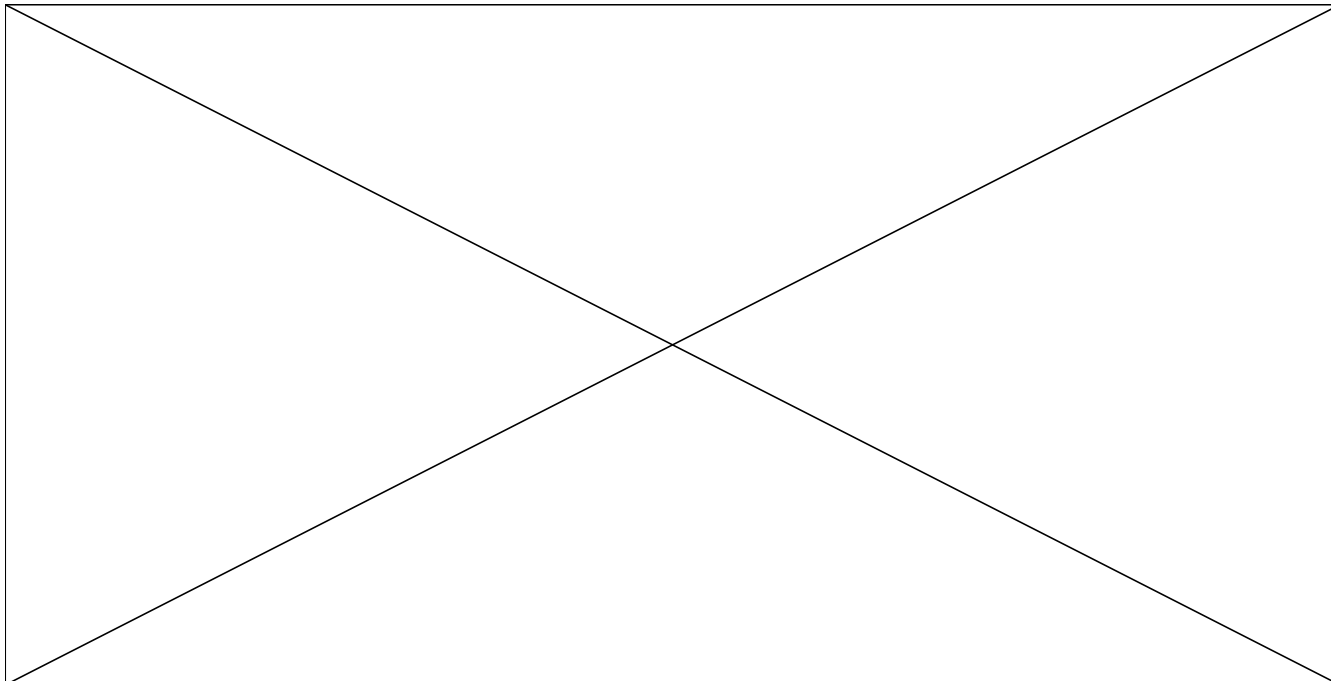
- Raw food



Lecture 6: Consumers point of view in food production and consumption



Alternative food consumption styles
(‘light green’ and ‘dark green’)



Lecture 6:

Consumers point of view in food production and consumption

Alternative food consumption styles
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Lecture 6: Consumers point of view in food production and consumption

Alternative food consumption styles
(‘light green’ and ‘dark green’)



FREEGAN
WE WILL EAT YOUR SCRAP
BUT WE WON'T BUY YOUR CRAP

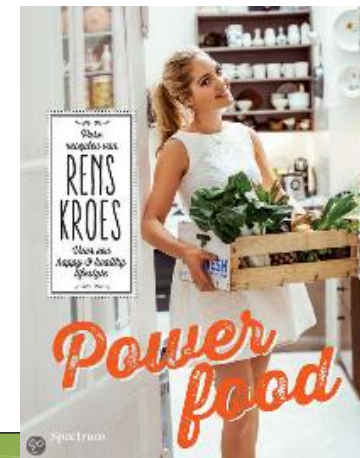
Lecture 6: Consumers point of view in food production and consumption

Alternative food consumption styles (‘light green’ and ‘dark green’)



Dr Frank eiwit dieet

Verantwoord een kilo per week afvallen met eiwitten



Lecture 6:

Consumers point of view

in food production and consumption

It is 2050. In 2015 you studied in the Netherlands for 1 year. In one of the lessons you had to make a “food passport”. In 2050 your notes were found by your son/daughter

Assignment (15 minutes):

- Make your food passport (write down what you eat and drink (on average) during a day. Compare with others.
- What kind of questions is your son/daughter going to ask?

Lecture 6:

Consumers point of view

in food production and consumption; the future

- Trends versus scenario's
 - Trends: tradition is the standard; opposite is the trend
 - Trendwatcher:
 - Good eye for "change and acceleration",
not for ongoing situation and unchanging situation
 - No coherence on abstraction level ("globalisation" versus "herb use in the kitchen")

Lecture 6:

Consumers point of view

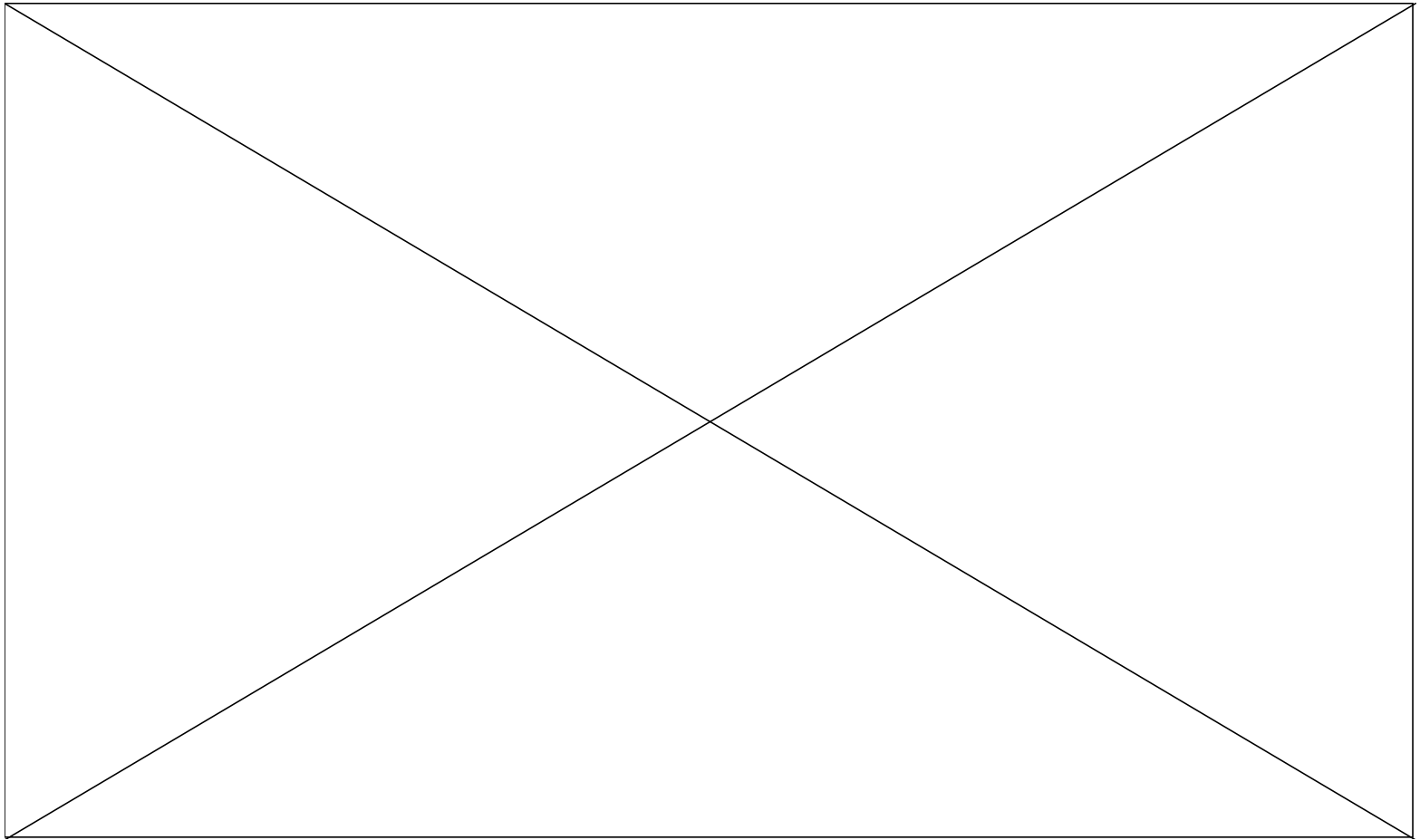
in food production and consumption; the future

- Trendanalyses
 - “playful”
 - Alliterations
- Foodtrends (made by trendwatchers and research companies):
 - **8 g's** (gemak, gezond, genieten, gevarieerd, gewoonte, groepsverbondenheid, geweten, goedkoop (Dagevos 2007))
 - **8 R's** (recycle, responsible, repower, resource, reinvent, rejoice, revitalise, reconnect(Logman 2013))

Lecture 6:

Consumers point of view

in food production and consumption; the future



Lecture 6:

Consumers point of view

in food production and consumption; the future

● Scenario's:

- Behavior (producers, organizations and consumers) has to be placed in social context instead of a social vacuum.
- Changing behavior is depending on the social, cultural, institutional and physical environment

Example: choice of sustainable food won't be naturally when it is not social and cultural driven (social norm is "low price", fast-food and consuming society are dominant)

Lecture 6:

Consumers point of view

in food production and consumption; the future

- Scenario studies:
 - Food 2030; samenwerken vanuit een nieuwe mindset (ING 2012)

- Competition and power struggle: prices ↓
- Horizontally (between chains) and vertically (within chains)
 - Supermarket-war
 - Private label (euroshopper)
 - Web shops
 - Farm shops
- Upscaling and scarcity of resources

Power	Cooperation
Price	Community
Product	Consumer
Profit	Continuity

- Revolution
- Transparency and diversification instead of efficiency
- Competition based on information instead of price
- Price reflects the added value for consumer and environment

Current climate

Break in the trend

Lecture 6:

Consumers point of view

in food production and consumption; the future

Conclusion:

- Reality in between (existing chains take the best out of both world of 4 C and 4 P; 4C can only exist with good points of 4 P)
- Hybrids most obvious



Willem &
Drees