



Innovation pathways for fruit and vegetable consumption

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Content

- Background
- Innovations (consumption, product, circular)
- Innovation strategies (consumer, fruit, vegetables, circular)
- Innovation pathways (high tech, self organisation, collapse)
- Reflection
- Break out session





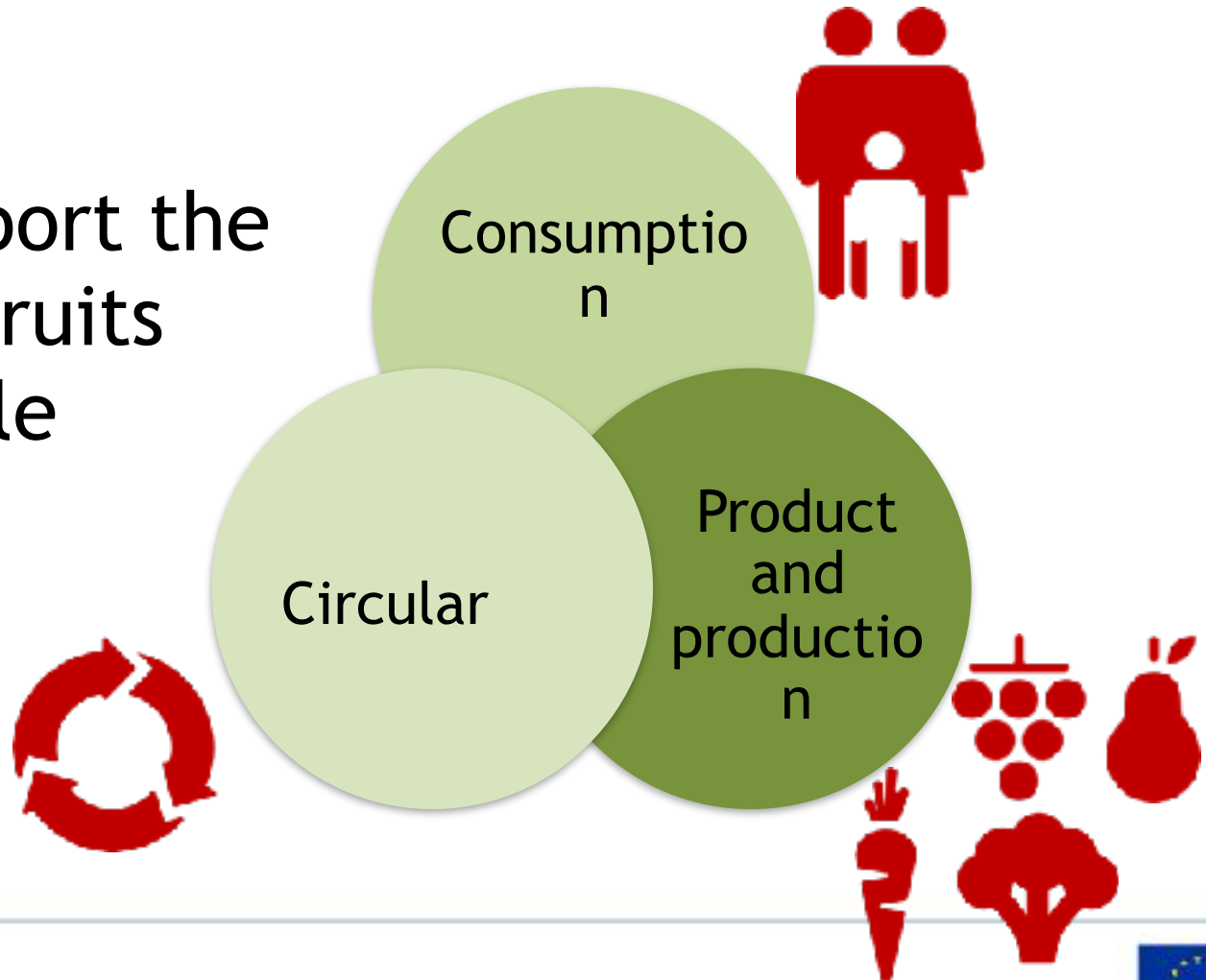
Background and aim

- Fruit and vegetable consumption is below recommended levels
- Aim: to identify innovation pathways in the fruit and vegetable chain from a consumer perspective



Innovations

Ways to support the increase of fruits and vegetable intake.



Consumption related innovations

- Targeting different groups of consumers (demographics, attitudes, health status)
- Motivation opportunity and availability (willingness and enablers to change)
- Considering social context - cultural identity (habits and traditions)
- Communicating to inform (education, knowledge)
- Improving acceptance of new technology or new products



Product and production innovations

- Product innovations
 - New varieties, quality, taste
- Packaging and branding
 - Tailored to channel, recyclability
- Processed products
 - Convenience, hybrid products
- Production chain
 - More efficient, less pesticides, social welfare



Circular innovations

- Rest streams
 - Animal feed
 - Package
 - Others durable products
- Food waste
 - Support planning, buying, storing, preparing and left-overs



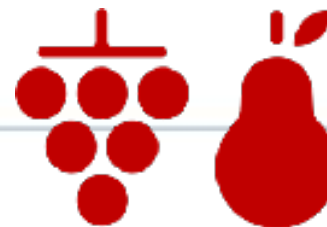
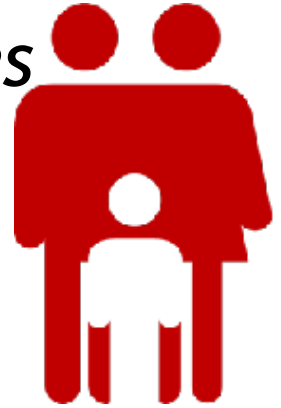
Innovation strategies

- Combinations of actions where innovations from the perspective of consumer, product, context and or circular are integrated

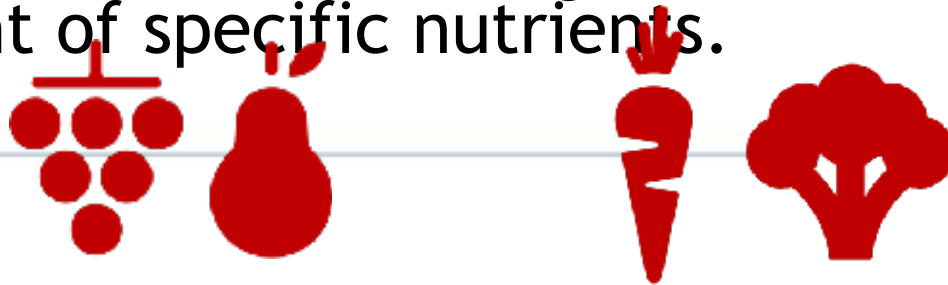


Innovation strategies

- **Consumer related** innovation strategies
- Support targeting:
 - Combine groups of consumers with specific product, context, and tailored communication.
 - Support providing information about F&V health perception towards specific target groups.
- Making consumers aware of their overestimation of own F&V consumption.



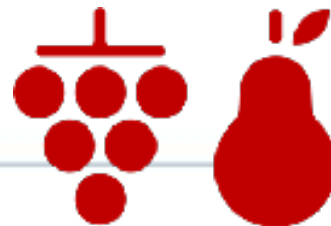
- ***Fruits and vegetable*** related innovation strategies
- Support seasonal and local fruits and vegetables.
- Support the guidelines to eat less animal-based and more plant-based foods.
- Support more convenient easy to eat or prepared fruits and vegetables.
- Support availability of F&V in different outlets including online shopping.
- Support of fruits and vegetables with higher content of specific nutrients.



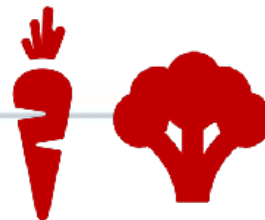
- ***Fruit and vegetable in context innovation strategies***
- Support vegetables with larger portions in recipes and dishes.
- Support vegetables at other moments: snack vegetables.
- Support innovative varieties of vegies at regular moments.
- Support innovative varieties of vegies at new moments, for example snack cucumber.



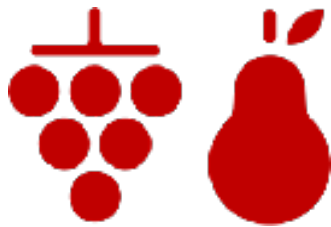
- ***Consumer choice of fruits*** innovation strategies
- Support of more local fruit instead of exotic.
- Support more seasonal fruits instead of imported fruits.
- Support to more convenient fruit and processed fruit products.
- Support to eat fruit instead of sweet energy dense snacks



- ***Consumer choice of vegetable innovation strategies***
- Support local or seasonal vegies instead of imported or greenhouse vegies.
- Support to more convenient vegies and processed vegetable products.
- Support eating vegetables at other moments than the warm dish



- ***Circular related innovation strategies***
- Support avoiding food waste.
- Support making use of waste streams.





Innovation pathways



Find Veggies
The Farmers Market - Delivered



Farm
to Fork
NC
CELEBRATING LOCAL FOODS
& LOCAL FARMERS





Innovation pathways

- High tech
 - Fully convenient
 - Targeting communication personalized nutrition
- Self organisation
 - Internet of fruits and vegetables
 - Country of origin from tropical to local
- Collapse
 - Empowerment of fruit and vegetable consumer
 - Increase awareness: packages and portions



Find Veggies
The Farmers Market - Delivered



- Fruits and vegetables have different positions with regard to eating habits and production
- Some fruit and vegetable innovations are improving health but not necessarily sustainability
- Uncountable opportunities: combinations of target group, product, context not only including consumption but also production and processing.





Thanks for your attention!

