

Define CS, fit into CC	<p>Demographic psychographic behavioural and geography and geographic segmentation are considered the four main type of market segmentation</p>	<p>6. CUSTOMER CONSTRAINTS</p> <p>every business system, regardless of the industry, has at least one limiting factor affecting optimal performance</p>	<p>5. AVAILABLE SOLUTIONS</p> <p>Adopting the use of solar cold storage can decrease food waste and increase food security. See the latest insights on cooling applications that can unlock agricultural productivity.</p>	Explore AS, differential
Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE / PROBLEMS</p> <p>Improving incomes, employment and enterprise opportunities for the poor, improving gender equality and reducing the negative impacts of climate change and environmental degradation</p>	<p>9. PROBLEM ROOT CAUSE</p> <p>poverty, unemployment/under-employment, and inconsistent access to enough healthy food</p>	<p>7. BEHAVIOUR</p> <p>Food security exists when all people at all times have physical and economic access to sufficient food to meet their dietary needs for a productive</p>	Focus on J&P, tap into BE, understand RC

<p>3. TRIGGERS</p> <p>The leading cause of food insecurity is poverty, increasing population, drought, etc. awareness, decrease food waste and donations, etc.</p>	<p>10. YOUR SOLUTION</p> <p>Giving more people benefits through nutrition assistance programs, increasing benefit amounts, and addressing unemployment may help reduce food insecurity and hunger.</p>	<p>8. CHANNELS of BEHAVIOUR</p> <p>Food security and insecurity, the food system and climate change. The food system encompasses all the activities and actors in the production, transport,</p>	f u n d i n g
<p>4. EMOTIONS: BEFORE / AFTER</p> <p>Serve meals and sit-down snacks more frequently at first or if a child is healing from food preoccupation. Offer reassurance: "There will always be enough food." Aim for pleasant family meals—if you're battling over broccoli or a therapy task, that's not helping them feel secure. Include fat, protein, and carbs.</p>			

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