16 INTERVIEWS UNCOVERED THAT CONSUMERS WANT TO BE MORE AWARE OF WHERE THEIR FOOD IS COMING FROM

I want to support my local farmer. That's why I try to take a trip to the farmers' market as often as I can, but unfortunately in most cases I just don't find the time...

Where can I get groceries from my region? I know that often foods are processed here but imported from somewhere else...

16 Croatian consumers were interviewed in order to identify what their expectations, needs and wants from the food they buy are.

They were asked to tell a story of the last time that they were at the supermarket and prompted with the question 'why' to discover latent motives

Aside from responses highlighting some necessary attributes like 'fresh', 'organic', and 'quality', at least one third are frustrated because they cannot know for sure where their food is coming from.

Half of the respondents want to be more conscious of the food that they choose to purchase but don't have the time to invest.

A PROPOSAL FOR AN APP THAT WOULD ENABLE CONSUMERS
TO DISCOVER THE ORIGIN OF THE FOOD THEY PURCHASE
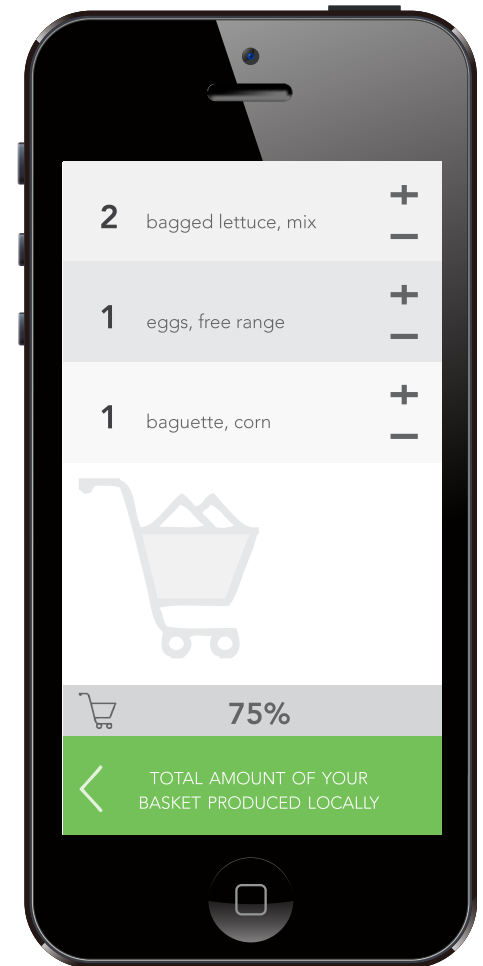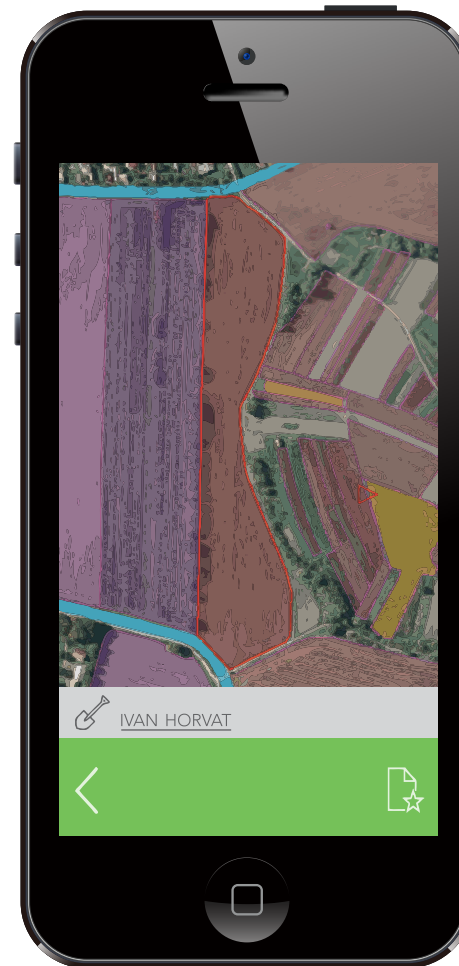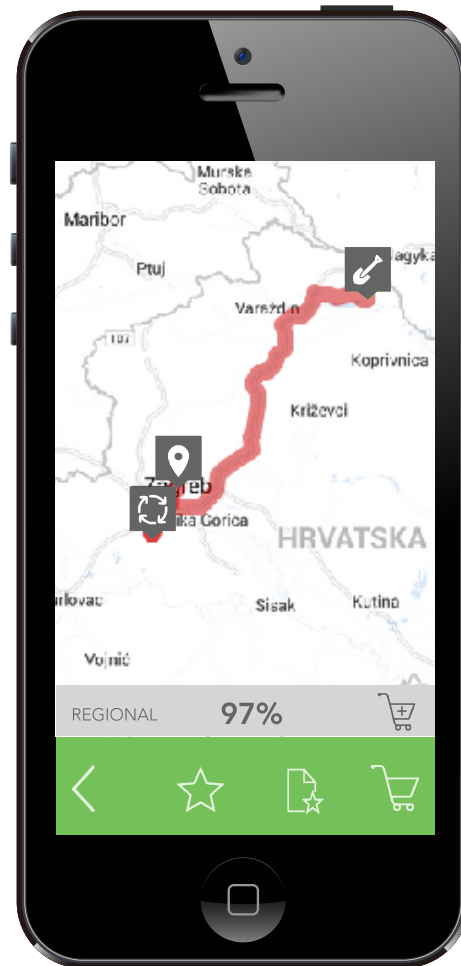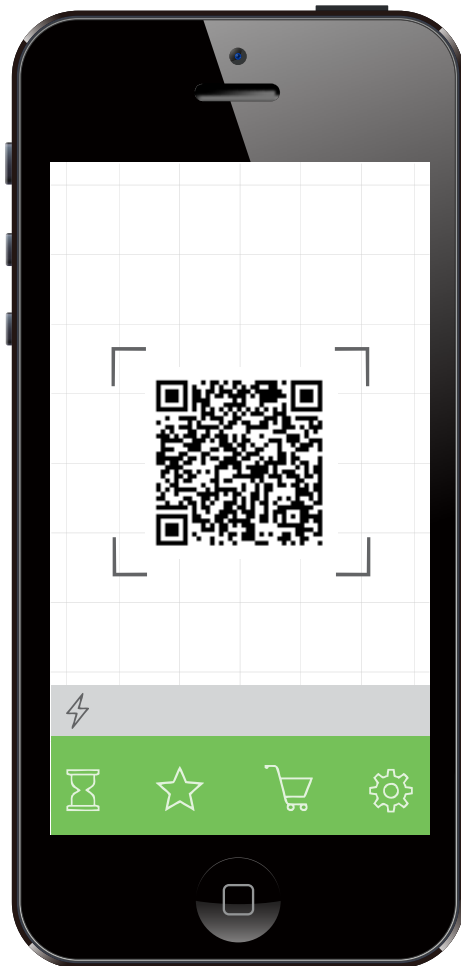
USER ANALYSIS OF 4 DIFFERENT USER GROUPS:
WANTS, NEEDS, EXPECTATIONS AND ROLES

more value for their produce	WANTS	opportunities to develop their brands
technical, legal and financial support	NEEDS	legal and financial support
stable income	EXPECTATIONS	more value for their produce
growing friuit and vegetables	ROLES	processing and packing fresh foods

growers

processors

revenue growth	WANTS	transparent produce
legal and consumer support	NEEDS	knowing their food
good market position	EXPECTATIONS	greater cost of transparent products
providing consumers with produce	ROLES	purchasing traceable products

retail

consumers

THIS BLUEPRINT MAP SHOWS THE JOURNEY OF A BAGGED SALAD AND WHERE CHANGES COULD BE MADE

field

processing facility

retail

ACTORS

grower A | grower B | grower C | distributer | storehouse manager | production manager | production employees | distributer | warehouse staff | transporter | supermarket staff | potential consumers

EVENTS

HARVEST			TRANSPORT OF HARVESTED GOODS	VISUAL CHECKUP OF PRODUCE	CHECKUP OF DOCU-MENTATION; PRODUCE	PREPARING GOODS FOR PROCESS-ING	TRANSPORT TO RETAIL WAREHOUSE CENTERS	DOCUMEN-TATION CHECKUP; STORING PRODUCTS	TRANSPORT TO LOCAL SUPERMAR-KETS	CHECKUP	OFFER ANALYSIS

● ● ● (grower) ... 🟡 (production manager) ... ● ● (production employees) ... 🔵 (consumers)

PREPARING GOODS FOR TRANSPORT					PREPARING DATA FOR PACKING * LOT-NUMBER	PROCESSING AND PACKING				STORING	PURCHASE

● ● ● (grower) ... 🟡 ✴ (production manager) ... ● (production employees) ... 🟣 (supermarket) ... 🔵 (consumers)

PREPARING DOCUMENTATION * BILL OF LADING * LOT-NUMBER * PROOF OF NON-GMO * PESTICIDE RECORD		✴		STORAGE	CHECKUP OF FINISHED PRODUCTS	PACKING FOR TRANSPORT				SALES ✴	

● ● ● (grower) ... ● ● ● (distributer) ... 🟣 🟣 (storehouse) ... ● (production employees) ... 🟣 (production) ... 🟣 (distributer) ... 🟡 🟣 (warehouse) ... 🟣 (transporter) ... 🟣 ● (supermarket)

✴ ADDING ARKOD NUMBER TO DOCUMENTA-TION

✴ GENERATING A NEW QR-CODE CONTAINING *LOT* INFORMATION

✴ PROMOTING LOCAL TRACEABLE PRODUCE

RISKS

● mixture of produce

● improper documentation

● cold chain break

● contamination risk

🔵 non-transparent information

OPPORTUNITIES

■ where the current process can change

✴ what should change

STORYTELLING HELPED TO UNDERSTAND A COMPLEX SYSTEM

1

Farmer gives transporter documents – instead of just a number he gives him crates with barcode stickers on them (including all lot and ARKOD information)

2

Transporter gives the documents to the processor – crates are being put into the first cold storage. Lettuce will be processed by the principle FIFO- first in first out. Processor has certificates and standards in place, like HACCP. He makes sure he doesn't break the cold chain

3

The device scans the barcode on the crates, production manager is generating a QR-code containing information about the growers and the packing process
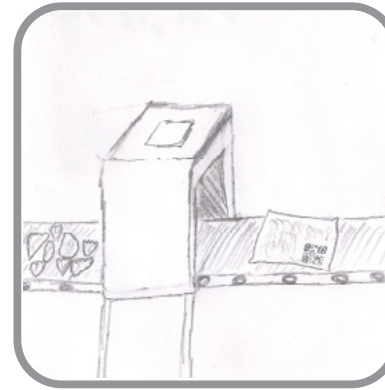
4

The device prints a QR-code on the bagged salad which is now readable by the app

5

Transporter brings new products to the supermarket (cold storage), from there they're transported to local supermarkets

6

7

8

9

The supermarket can label these products and use the opportunity to promote the consumption of regional foods and therefore themselves as a community shop. Consumers can now scan the QR-code to discover the origin and journey of their food
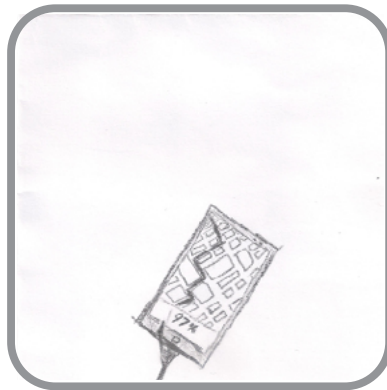
The app shows the percentage of ingredients that were produced locally and information about the producers and the processor including the exact origin and the production practices used
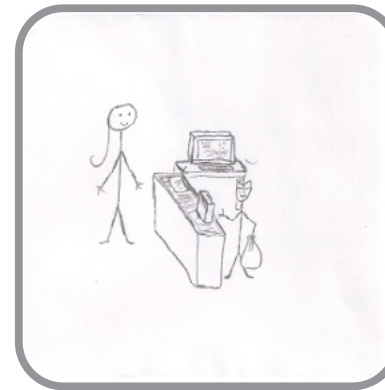
The customer takes her products to the check-out counter, feeling good about the products she has chosen to purchase. She is confident about the comprehensive information she was quickly and easily provided

This system encourages consumers to buy more regional foods and connect with their food more meaningfully

THE MAP SHOWS WHICH STAKEHOLDER GROUPS ARE
IMPORTANT IN THE PROJECT DEVELOPMENT

The stakeholders map shows stakeholders pertinent to the design system and affords a wider perspective.

Core stakeholders, those with immediate importance are displayed closer to the centre, and secondary stakeholders are displayed towards the outer edge of the circle in order of relevance.

The map will be expected to change through time and with the development of the project.

The stakeholders map shown is the result of multiple iterations that began from almost the beginning of the project.

EU	European Union
DG AGRI	Directorate-General for Agriculture and Rural Development
EESC	European Economic and Social Committee
CAA	Croatian Agricultural Agency
CCA	Croatian Chamber of Agriculture
CCE	Croatian Chamber of Economy
CFA	Croatian Food Agency
MENP	Ministry of Environmental and Nature Protection