



MountainHER:

**Empowering women associations as drivers for agroecological transformation to generate income
for Mountain farming communities
CUP Number of the project: ____**

WP6: The “forks”: meeting consumers appreciation

WP lead: Ilaria Mazzoli

WP co-lead:

July 18-19th, 2022– Kick off meeting

Objectives

ID	Description
O6.1	Determine the consumers flavor and package appreciation via digital surveys
O6.2	Determine the level of consumers appreciation of traditional food and malt products in pilot retailers
O6.3	Determine the level of consumers appreciation of traditional food and malt products on digital platforms (e-commerce)

Tasks

ID	Lead	Description
6.1	Open Fields	Digital sensorial testing of traditional foods and malt products . Three surveys (3 “waves”) will allow to assess consumers’ preferences in all 6 countries. Preferences will be tested in comparison with “standard” (with no such storytelling potential) products with similar function of use and occasion of consumption, then regarding nutritional values. Willingness to pay will be assessed, as an input for business plans. The first two waves can be regarded as “concept tests” whereas the third one plays the role of a “product test”. First business plan.
6.2	PINS	Preliminary assessment of physical retail appreciation to guide sales. Assesment of purchase decision in real grocery shopping settings will be don ein partnership with one established retailer in each country. For a period, these retailers will expose the different food products originated by MountainHER on their shelves following different dispositions, using different packages for the same product, and varying the prices following general tables defined via the consumer surveys. Each country will therefore perform local consumer surveys, with the collaboration of the involved retailers. Obtained information will be an input for the related business plan.
6,3	LARI	Preliminary assessment of digital retail (e-commerce) appreciation to guide sales. Two major international peer-to-peer sale platforms will be used. The project team will help the cooperatives to advertise 2-3 major food products, and each food product will be put on sale using three advertisement pages, with different pictures, packages, and slightly different prices. For a period of two months the data on number of visits, sales, and geographic origin of the consumers will be recorded. Profit margins will be then computed and used to guide the improvement of the business models. Ultimately this task shall help determine the best digital strategies to follow. Final complete and detailed business plans.

Consumer surveys: detail

Multicountry Survey	Wave 1						Wave 2						Totale
	Algeria	Marocco (+ PP)	Croatia (+ PP)	Italia	Libano	Tunisia	Algeria	Marocco (+ PP)	Croatia (+ PP)	Italia	Libano	Tunisia	
Contact policy	Fresh sample in best effort												
Timing (final timing after receiving final questionnaire)	The questionnaire is to be sent to provider in all necessary languages. Since it'll have an identical structure in all six countries, it'll be possible to build an unique database for all 6 countries and process data in a comparate mode Computerization of the master questionnaire and approval of the link: 2/3 days Computerization and approval of translated links: 2/3 days Fieldwork: 7 days per wave File dati in SPSS/Excel: 1 day												
Target	For all countries: men and women age 25+, with high and medium-high income												
SOFT socio-demographic quotas (possibility of opening in the field in case of difficulty)	gender, age, macro-area												
Other SOFT quotas (possibility of opening in the field in case of difficulty)	Education level												
Target penetration	30%												
Questionnaire length	10-15 minutes (no coding of open questions)												
Number of complete CAWI interviews	200	200	200	200	200	200	100	100	100	100	100	100	

For the 1° and 2° wave, the fieldwork provider involves its own panel to reach the required quotas.

The third wave regards a product testing with 10 consumers per country, which can be easily organised by each local partner following a common, identical canvas of the interview.

+PP means that the provider involves its local partners

Deliverables and Milestones

Final reports follow the deliverable timetable, but the results of these activities need to be available before, since they are inputs for business plans and the training of the Cooperatives (internal deadlines should be set)

ID	Due	Lead	Description
D6.1.1	M11	Open Fields	Establish a virtual platform to gather consumers appreciation
D6.1.2	M33	Open Fields	Consumers' appreciation report
D6.1.3	M36	Open Fields	Business plans report
D6.2.1	M35	PINS	Analysis of the sale level in pilot retailers
D6.3.1	M35	LARI	Analysis of the sale level in e-commerce platforms

ID	Due	Lead	Description
MS04	M18	Open Fields	First activation of consumer survey (first wave) – Digital consumers platform running

Main inter WP Interactions: needs

From	Due	What do you need?
WP.2	<i>ASAP</i>	Data on HR time, equipment time, time of use of machines, their fuel consumption, other costs for the preparation of business plans
WP.3	<i>ASAP</i>	Data and information on supply chain, business models, costs and possible prices of “fertilizer enterprises”
WP.5	<i>M20</i>	Data for the first nutritional labels (according to Italian legislation) to correctly label the products and proceed with selling tests.
WP.5	<i>Asap</i>	Data on production costs of products as an input for business plans
WP.5	<i>Asap</i>	Data on production costs of products as an input for business plans
WP6	<i>M11-M15</i> <i>M 25</i> <i>M28</i> <i>M 15-M18</i>	Translation of the shared questionnaire (1 st wave) in all languages Translation of the shared questionnaire (2 st wave) in all languages Translation of the shared questionnaire (3 rd wave) in all languages Cooperation regarding the implementation of the consumers digital platform

Main interactions: contributions to other WP

To	Due	What do you give?
WP.3	Mxx	Draft business model for fertilizer company Draft trace for trainings
WP.4	Mxx	Inputs for training
WP.5	Mxx	Interim reports on consumers preferences
WP.6		Drafts of questionnaires to be discussed, approved and then translated
WP.7		Business plans, information on consumer preferences Texts and images for communication materials: press releases, cookbook, brochure, website and social network posts, policy briefs, blogs.

The business plan (simplified Business Model Canvas)

Key partners for success: 1. Physical food retailers 2. Digital food retailers 3. Food caterers 4. Food distribution 5. Consumers 6. Farmers 7. Female cooperatives 8. Agriculture policy makers	Activities: WP2-3: Agro-ecological production WP4: Shortening of value chain WP5: Sustainable transformation WP6: Match consumers needs WP7: Enhance the visibility of products	Value proposition <i>Retailers:</i> “good” food with high value addition to stimulate trust and spending by consumers <i>Food caterers:</i> novel recipes and better “stories” through food to widen the consumers interest <i>Food distributors:</i> local products in adequate format to be distributed widely to meet market needs <i>Consumers:</i> healthier foods, better for the environment, with great taste and value for money
	Resources: 1. “Mountain” label 2. Germplasm from ancient grains 3. Smart agro-ecological strategies 4. Strong commitment of cooperatives 5. Wider digital market	
Cost structure 10% higher cost of human resources 10% lower costs of small-scale productions 30% higher cost of “agro-ecological” raw material Distribution and communication costs		Revenue stream 50% higher price of agro-ecological produced and sustainable food types

These green boxes at the bottom show which quantitative information is needed to complete the business plan

Other interactions (needs)

- Timely shared and homogeneous questionnaires for all surveys
- Particularly, shared questionnaires (before translation), regarding first, second third waves of consumer surveys and the surveys at retailers' premises
- Translations of questionnaires
- Shared items (trace) for training sessions
- Shared characteristics of collected training material (photos, videos...)
- Shared more detailed business plan structure

ID	Subject of survey	Target to be interviewed	WP
S1	Novel approaches from other projects	Project leaders and experts in the field	1
S2	Preferences for varieties	Farmers and cooperatives	2
S3	Preference for practices	Farmers and cooperatives	3
S4	Current use of waste	Farmers and communities	3
S5	Strategies for governance	Cooperatives	4
S6	Hindering gender policies	Cooperatives and agriculture policy makers	4
S7	Training needs	Cooperatives and farmers	4
S8	Equipment needed	Cooperatives and community enterprises	2,3, 5
S9	Appreciation for food and malt products	Panels of digital consumers	6
S10	Appreciation for food and malt products	Panels of digital consumers	6
S11	Sensorial tasting food and malt products	Panels of "home" consumers	6

WP partners

WP number	6	Lead beneficiary			Open Fields				
Title	The “forks”: meeting consumers appreciation								
Participant N°	1	2	3	4	5	6	7	8	9
Short name of participant	INRA	ICARDA	LARI	INRA-T	ITGC	PINS	OxFam	Open Fields	Birr. Emiliano
Person months	3.5	1.0	14.0	19.0	7.0	2.0	5.5	13.0	2.5
Start month	1			End month			36		

Short term plan

Month	Activity, deliverables, communication, and milestones
M1 (July)	kick-off meeting Site inspection. Discussion about the preliminary minimum tillage plantings made in spring. Definition of 1 st campaign strategy: how the field is to be prepared, in differentiated ways, before planting in October.
M2 (August)	Preparation of the field for the 1 st campaign. Definition of the 9 fields for the 2 nd campaign, contacts with owners, managing of authorisations and contracts. Signature of the contract between Open Fields and the Cooperative with indication, month by month, of the contribution of the Cooperative to activities. Purchase of fencing material
M3 (September)	Final definition together with WP2 leaders, of field schemes and cultivation protocols for Field 1. Pre-definition of field schemes and cultivation protocols for fields 2-9 (second campaign), in order to make sure that possible necessary preparation (e.g. planting of “favino” (field beans) is done where required. Fencing of Field 1. Reception / preparation / purchase of seeds for Field 1. Start of research on “good practices” from other projects. Organisation of visit to Rigoso
M4 (October)	Planting of seeds in the defined plots of Field 1. Seeding of favino where needed in Fields 2-9. Organisation of the field visit by the project partners.
M5 (November)	Interview on the present use of waste. Identification, among the 10 fields/farms, of the one that will experiment the production of fertilisers for the community. First discussion on the possible business model. Preparation and pre-fencing (only poles) of the Fields 2-9. Structuration of the way costs are recorded for the business plans. Pre-definition of the supply chain for products from processing to packing and labelling: how and where will the necessary operations be done? Where will be equipment and materials stored and used? Which Cooperative spaces will be available? What equipment is present and needed?
M6 (December)	Interview to the cooperative regarding their governance and the female role.

Open issues

- *Issue 1: Timing within the project*