



## Module 3:

### Getting to know your Market



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## Module 3: Getting to know your Market

While Modules 1 and 2 introduced us to the Premium of Heritage Produce, Module 3 puts the spotlight in a deeper way on the consumer, what are the consumer trends and insights you need to be aware of, how can a short supply chain really accelerate your smallholder business model and then broader trends that also have a key role to play in the sustainability of your smallholder business.

We finalise your learning with a focus on the circular economy, which is key to smallholding sustainability.

Deeper Learning in Consumer Trends and Insights

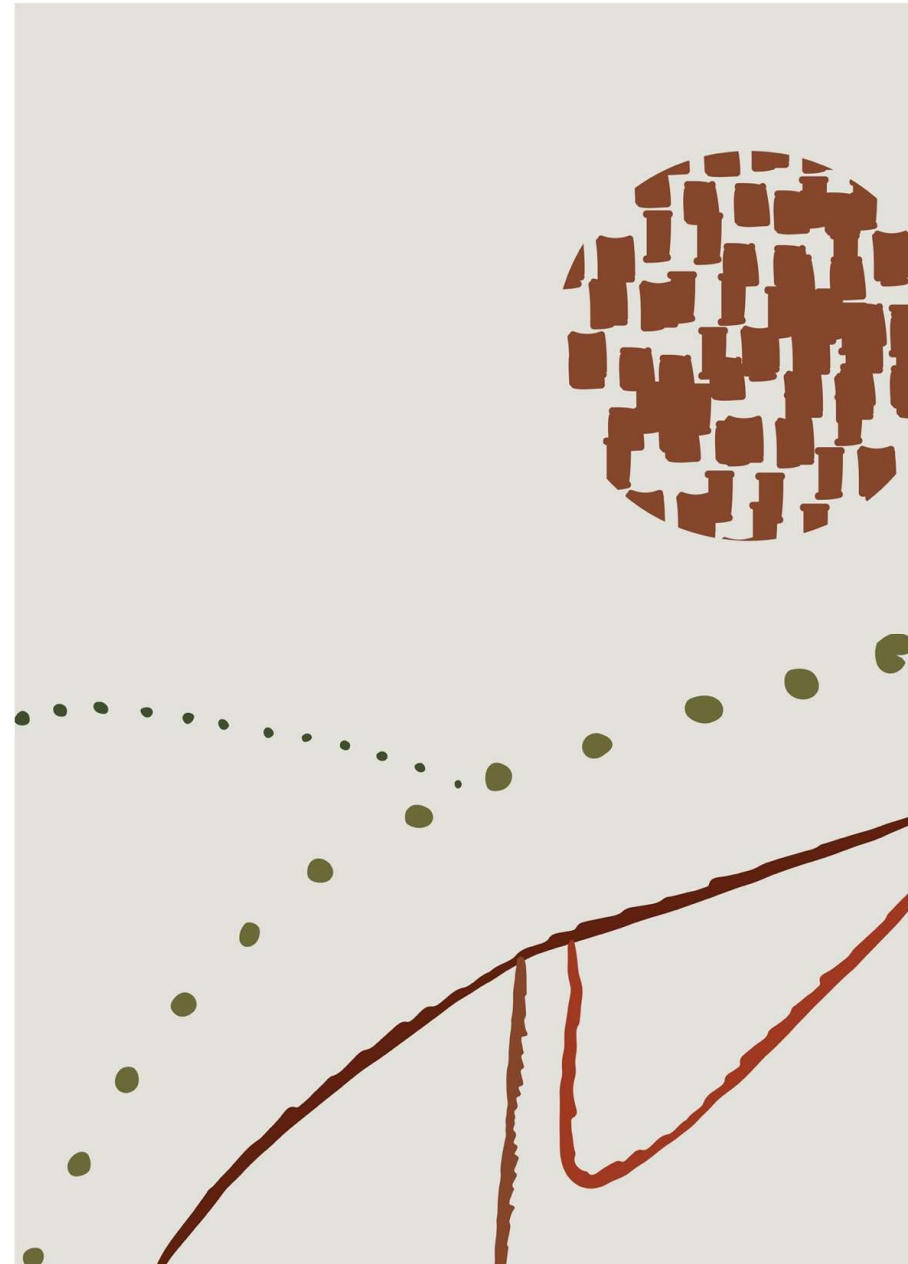
Consumer and Market Trends

The Impact of Short Supply Chain

Being part of the Circular Economy

# 01

## Deeper Learning in Consumer Trends and Insights,



# Understanding your Customer...

For food producers of all types, it can be challenging to produce new agrifood products and services, on a continuous basis for their consumers.

- What are the **preferences and expectations of consumers?**
- What **factors influence their decisions to purchase** new, organic, ethically grown, or healthy food products?

In order to gain a better insight into your target market's food consumption attitudes, expectations, and behaviours, it is important to carry out some market research.



# Why we Research the Market?

Market research leads you to the insights you need to grow. It provides projects of all sizes with relevant data, thereby helping them to make more informed decisions. No matter what your product or brand is, market research is crucial.

Without market research, it can feel like you are promoting your brand, product or service blindly.

But with it, you can identify key demographics, learn more about your consumers (in our case, those who value the premium of heritage produce and learn how to implement tactics in a more accurate and successful manner.



# The types of Market Research

## EXAMPLES OF RESEARCH METHODS

### 1. PRIMARY:

Primary Research is research done by you or someone working with you. All data in Primary Research comes from your sources. (Field Research)

### 2. SECONDARY:

Secondary Research is research that is not done by you but can be taken from an existing study. (Desk research)

**SURVEYS**

**FOCUS GROUPS**

**OBSERVATIONS**

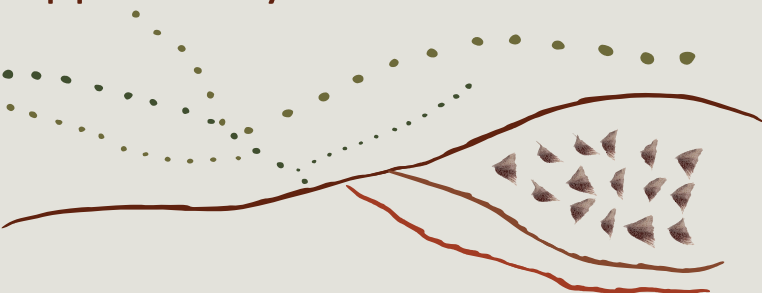
**PILOT TESTING**

**SOCIAL MEDIA  
ANALYTICS**

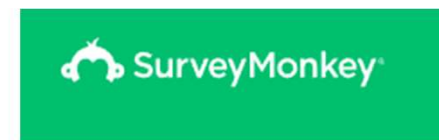
# 1. Surveys...

Using a survey for your market research is much easier than you think and allows you to collect insights not only at the beginning of your business but also to explore prospective and existing customers' needs and motivations, positive and negative feelings about your produce/products, and the effectiveness and reach of your promotional efforts.

These days surveys are carried out online but farmers markets are also a fantastic survey opportunity.



Click on each of the logos for more information on each of the following commonly used Survey Software...



## 2. Focus Groups

A focus group is a market research tactic (qualitative) used to discover consumer attitudes towards a product, or service. It is basically **a moderated conversation amongst participants**. In contrast to individual interviews, this research is conducted in a group format. You or a facilitator are present to direct the discussion.

The success of focus groups are based on recruiting key representatives across your consumer types and asking the right questions. If you are part of a co-op this is something that could be done together as a network event.



### 3. Observations

Observation is a market research technique in which you watch how people or consumers behave and interact in the market under natural conditions. It is designed to give precisely detailed and actual information on what consumers do as they interact in a given market niche.

You can use observational research when questions such as 'How?' or 'What?' need to be answered from the research.



## 4. Pilot Testing...

In pilot testing, you elicit the help of a few consumers to test your produce, product or service before you launch. This allows you to see what is working and what's not. Once you have conducted pilot testing and have received feedback, you get the opportunity to adapt or alter the product or packaging etc. based on what the consumer highlighted.

This is both a cost and time-saving exercise.



## 5. Social Media Analytics...

Social media analytics is the process of collecting and analysing audience data shared on social networks to improve a company's strategic business decisions.

Social media can benefit businesses by enabling marketers to spot trends in consumer behaviour that are relevant to their sector and can influence the success of marketing efforts.

Another useful tool is [Google Trends](#)

Google Trends tells us what people are searching for, in real time. We can use this data to measure search interest in a particular topic, in a particular place, and at a particular time.

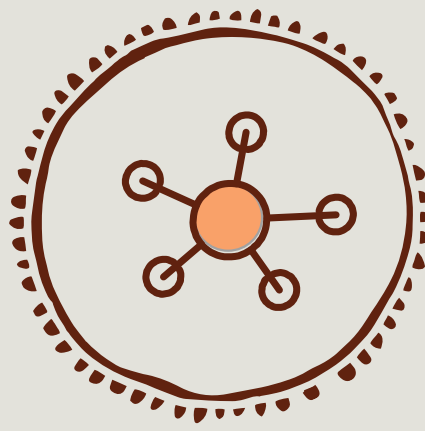


**For a 7 minute tutorial on the  
basic of Google trends [CLICK  
HERE!](#)**

By gathering a wide variety of market data, it will help you develop a solid branding and marketing strategy or plan.



**Market  
Definition**



**Market  
Segmentation**



**Market  
Positioning**



**Customer  
Management**

# Explanation of each step...



## Market Definition

Defining your market can **provide different perspectives** from customer-based markets to competitors-based markets & thus can **identify opportunities and threats**.

## Market Segmentation

Defining your market can **provide different perspectives** from customer-based markets to competitors-based markets & thus can **identify opportunities and threats**.

## Market Positioning

Market positioning is essential to **gain a sustainable competitive advantage and ensure long-term profitability**. You need to serve customers' needs better than competitors.

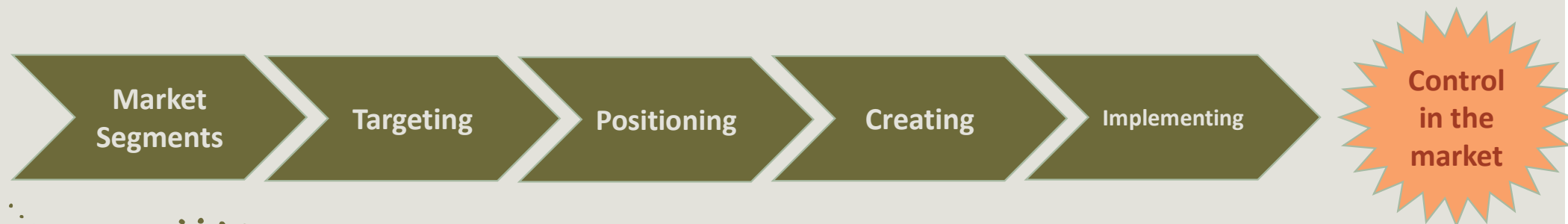
## Customer Management

Behavioural analysis plays a vital role in **understanding who your customers are and their needs**. By leveraging customer behaviour data, you can **determine your market segment and refine your marketing message/channel**.

# Why do we divide the MARKET?

In marketing, **market segmentation** is the process of dividing a broad consumer or business market, normally consisting of existing and potential customers, into sub-groups of consumers (known as segments) based on some type of **shared characteristics**.

In dividing or segmenting markets, researchers typically look for common characteristics such as shared needs, common interests, similar lifestyles, or even similar demographic profiles. **The overall aim of segmentation is to identify high yield segments** – that is, those segments that are likely to be the most profitable or that have growth potential – so that these can be selected for special attention (i.e., become the target markets).



# Understanding the Consumer / Market?

Market segmentation assumes that **different market segments require different marketing tactics** – i.e., different offers, prices, promotion, distribution, or some combination of marketing variables.

Market segmentation is not only designed to identify the most profitable segments but also to **develop profiles of key segments** in order to better understand their needs and purchase motivations.

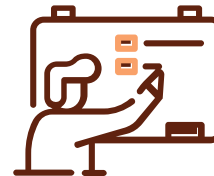
Insights from segmentation analysis can be used to **support your marketing strategy** and planning for each specific market.



Identify the customer & their needs / segment



Create specific marketing strategy



Good market positioning



# Market Segmentation in Action. Segment according to ..



## Geographics

Region  
Country  
Urban / Rural  
Density  
Language  
Climate



## Demographics

Age  
Gender  
Income  
Education/ Occupation  
Social Status  
Family / Life stage



## Psychographics

Lifestyle  
Beliefs / Opinion  
Concerns / fears  
Personality  
Values  
Attitudes



## Behavioural

Benefits sought  
Purchase habits  
Usage  
Intent  
Occasion  
Buyer stage  
Engagement

# Going from Segments to Target Groups...

Buyer preferences and behaviour in agrifood markets are constantly evolving, so it's more important than ever to be operating from the most recent, relevant picture of your target consumers.

**It is important to gather insights to understand your chosen segment e.g.,:**

- Measure product demand to determine which segments would be most likely to purchase your produce/product → indication of **market size**
- Develop a deep understanding of your buyer personas, their preferences, and behaviours → indication of **growth & profitability potential**
- Guide campaign targeting by learning which segments would respond the best to marketing

# Getting into position!!

**Segmentation:** this is where you get to know your customers. It is the process by which you understand why they would purchase your produce or products.



**Targeting:** this is the act of increasing your market relevance. It is the process by which you assess which people you can best satisfy with your products and services and how you can make yourself irresistible to them.



**Positioning:** this is the act of locating yourself appropriately e.g. as a premium heritage producer. It is how you arrange yourself for the market based on your findings in the earlier stages. Consider the relative pros and cons of the market you intend to enter and question whether this market is aligned with your current goals – put simply, is this target market worth your efforts?

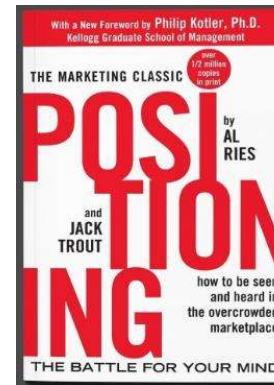


# Market Positioning:

We have discussed consumer perceptions and preferences, in particular for premium heritage products (Module 1).

Market Positioning refers to the ability to influence consumers' perception regarding your brand, produce, or product relative to competitors.

The objective of market positioning is to establish the image or identity of a brand or product so that consumers perceive it in a certain way.



"Positioning – The Battle for Your Mind" was first published in 1981, by Al Ries and Jack Trout.

It was one of the earliest books to look at the problem of how one makes a brand stand out in a world that's saturated with competitors, and with consumers who have grown skeptical because of media bombardment. It's a problem that's more relevant today than ever.

The Positioning concept, which changed the nature of advertising, can affect the product, its price, place of sale, and its promotion.

## Next step...Trends

So now we understand why market research and segmentation is so important and valuable, let's examine how following **trends** can also be useful for you to understand what consumers want and help you build relationships with them.

**KEEP COMING with us on this new journey of exploration, learning and discovery. You are making great progress and each STEP is bringing you closer to creating a sustainable smallholder business model and satisfying your customer's needs!!**



# 02

## Consumer and Market Trends



## Using Trends to your Advantage...



“

*A trend is a general direction into which something is changing, developing, or veering toward.*

”

Source

# Recent Food Trends...

In a recent study of food trends that are having an influence on food innovation, **SIX key/macro (big picture) trends have been identified.**

Let's take a look at these and determine if these will impact you as a smallholder!



1

**A Focus On Long Term Health**

2

**Traceability: Sourcing & Production Awareness**

3

**Social Responsibility: Avoiding Unnecessary Packaging & Food Waste**

4

**Globalisation & Travel: A Search For New & Under-Explored Flavours**

5

**Digital Innovation: Food At Our Fingertips**

6

**Convenience: Easy But Not Speedy Home Cooking Solutions**

# 1. A Focus on Long Term Health...

According to a [global insight report](#), **Health & Wellness** is **THE** single most powerful consumer force currently and it appears that it is here to stay.

Therefore, as a producer of food/as a smallholder it is important to understand the rising well-being trend.

As a result of Covid-19, consumers are deliberate with their choices. 2021 was a year of recalibration, reflection, and resilience. What matters to consumers, now? All statements that naturally matter to smallholders ...Meaningful and purposeful living, health management, strength and wellness, mental health and stability, happiness, social connection, environmental betterment, balance, and fulfillment.



# What is WELLBEING?



Wellbeing is far more comprehensive than health or wellness, as it considers **a broader range of personal factors and speaks to the goals of a well-rounded life.**

Fueled by the informed ideology and mass influence of younger generations (Gen Z), who are hyper-aware of social and environmental issues, the expansive future of consumer health and wellness is proactive, highly personal, mindful, and motivated towards well-being.

Again, so pertinent and alligned to the values of smallholder producers.

# Three Major Themes are converging that are influencing this trend towards Health & Wellbeing...



## The good news is that...

Nearly half of global consumers are proactive in their health decisions



**48%**

of global  
consumers say  
they make  
proactive choices  
on a regular basis

**PROACTIVE**

**29%**

of global consumers  
say they are  
triggered to prioritise  
health when it is  
necessary

**REACTIVE**

**23%**

of global  
consumers say  
they don't prioritise  
health & wellness

**PASSIVE**

# Consumers want your business to do more...

Consumers are paying attention to what businesses are doing. Across all retail sectors, consumers expect businesses and governments to play a more active role in their health and well-being journey.

**In fact, a majority (72%) of surveyed global consumers feel that companies have a big role to play in the availability and access of healthy food for all.**

**This is where the trend has relevance and importance for you and your smallholding business!!**



## 2. Traceability: Sourcing & Production Awareness

The next macro trend to consider is all about a yearning for sourceability. Less from an ethical standpoint – as with Fairtrade – and more of a trust or mistrust of the supply chain.

Recent events in food history have catalysed this trend, for example, the horse meat scandal in 2013. Consumers care now more than ever about where their food comes from. **More than ever, you as a smallholder and producer of food need to work hard to earn the trust of the consumer.**

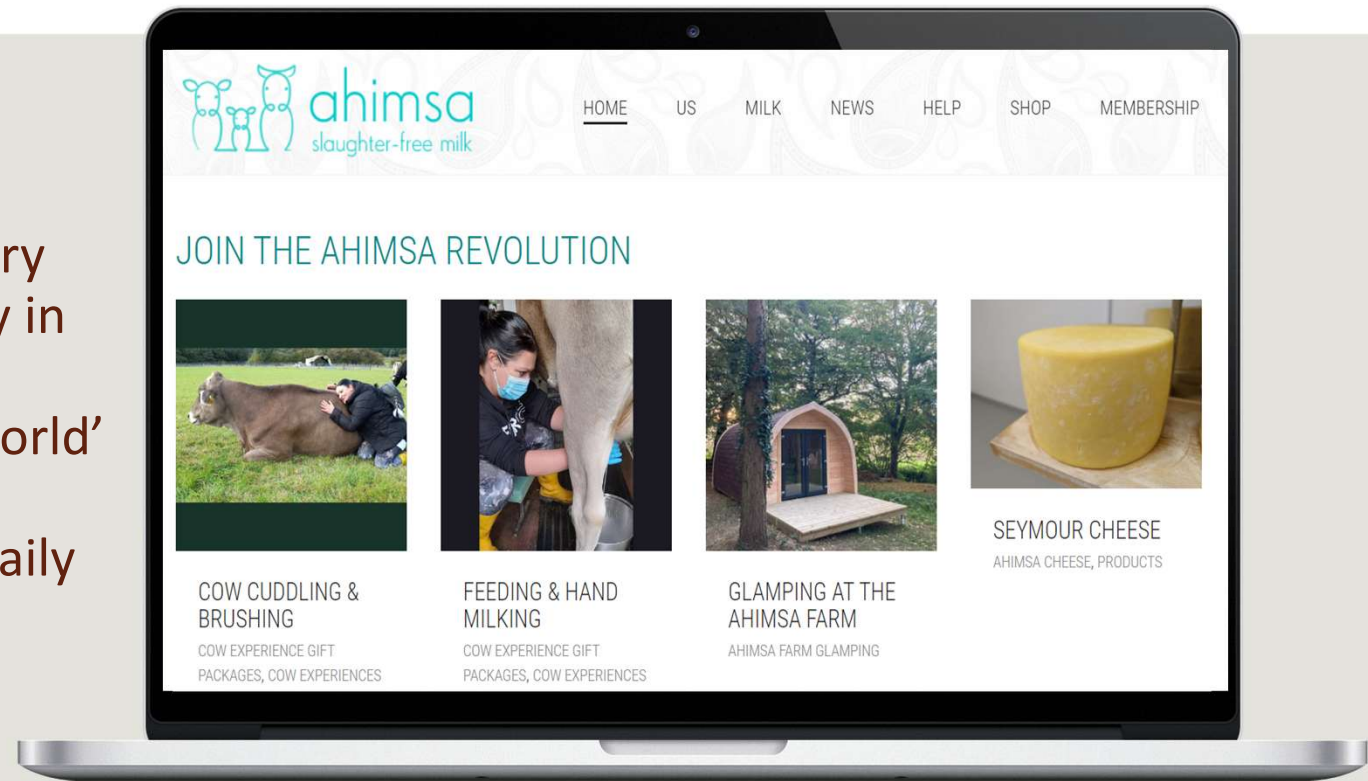


# Be Inspired...a UK case study **Ahimsa**

## **Ahimsa**

### **Compassionate dairy farming!**

Ahimsa (meaning cruelty-free) Dairy Foundation is a not-for-profit dairy in the idyllic Rutland hills, in the UK, where the 'happiest cows in the world' are sung to, massaged and fed digestive biscuits as part of their daily routine. They also aim to further sustainable farming, support biodiversity & the environment.



## There is a baseline consumer expectation for **clean, simple & sustainable goods**

The concept of altruistic health and wellness, or care regimes which pay back to other causes and communities, is no longer just an aspiration. **For many consumers, there is a baseline expectation for produce & products with clean, simple, and sustainable ingredients, without compromise.**

Take note that today's conscious consumers have dual expectations for products. Products need to meet altruistic needs while still delivering and advancing on the value of traditional product benefits. Issues pertaining to the environment are especially top of mind for consumers right now. **Consumers are prioritising the health of the planet, in addition to the health of themselves.**

[Source](#)

• • • Sustainable Smallholders EU • • •



# Becoming more Ethical and Aware of their Impact



## The Rise in Sustainable Diets...

### Sustainable Diets are those that:

- ☐ Protect biodiversity and ecosystems
- ☐ Are culturally acceptable
- ☐ Are easy to come by and affordable
- ☐ Deliver nutritious, healthy, safe and adequate food
- ☐ Optimise natural and human resources

Source



### 3. Social Responsibility: Avoiding Unnecessary Packaging & Food Waste

Yes, plastic packaging is sometimes needed to sustain food quality, avoid food waste and contribute to food safety. However, many products are packaged for customers convenience.

The transition to less packaged food is a big trend in our consumer-driven society, but it is also a healthier alternative.

**YOU CAN MEET THIS TREND.** What is the minimum packaging solution for your produce?



# Social Responsibility: **Avoiding Unnecessary Packaging**

Consumers are now more aware of the packaging dilemma and buying foods that are sold in pre-packaging makes them realise that it would be better if it were all just simplified, by sourcing or shopping at the source.

People are realising that **locally sourced is better and that by making the switch they are being more socially responsible**. Sometimes when purchasing packaged food is unavoidable, they are now trying to make the most environmentally sound choice by buying climate neutral or compostable packaging.



# Packaging Waste...



Food production and food waste is not the only source of environmental damage in the agri-food industry.



Plastic production drives the fossil fuel industry as well as polluting our seas and contaminating our natural resources.



As smallholders and agri-food players, it is important to look for opportunities to design out all harmful and unnecessary waste.



# PLASTIC WASTE REDUCTION

## Consumers' feelings...

Many European consumers are frustrated with current levels of food packaging.

In a survey by UK consumer watchdog 'Which?', 94% of respondents agreed that manufacturers and supermarkets should act to reduce the amount of packaging used in their products, 54% said that they try to purchase products which are not over-packaged and 23% reported excess packaging as a reason to avoid buying a product.

(Which?, Which? unwraps packaging in supermarkets, in Which? Magazine. 2011, Which?: London, UK)

**Remember: The most environmentally friendly packaging =  
No Packaging**



# Social Responsibility...**Avoiding Food Waste**



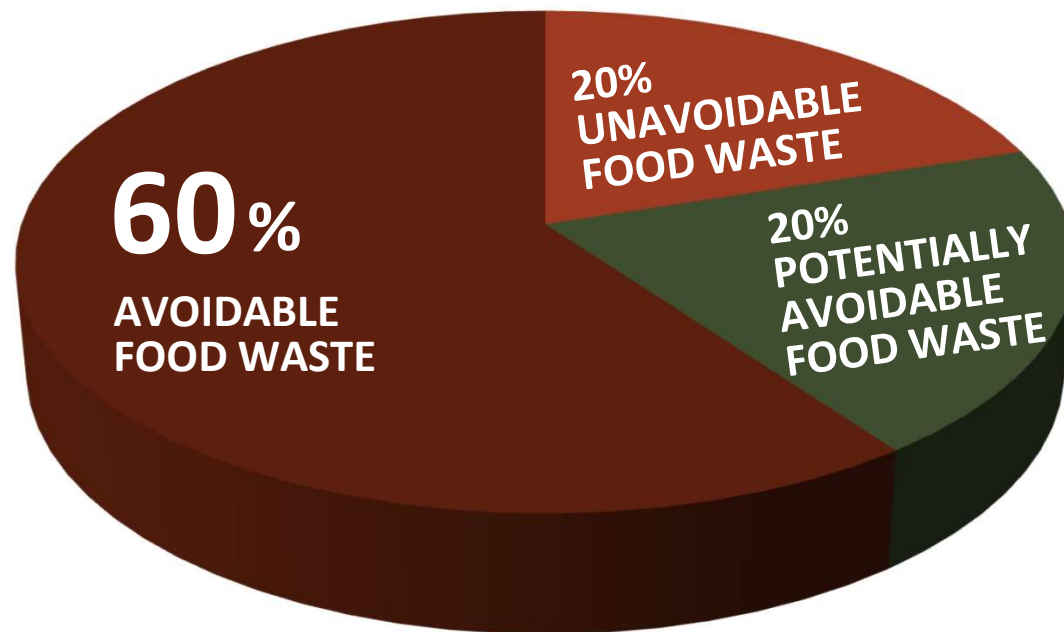
## **Food waste...**

Food waste is an issue that affects all aspects of society, producers, growers, retail, hospitality, consumers and those who experience food poverty, with roughly one third of all food produced going to waste.

While food waste is a global issue, the streams differ in developing and developed countries. In developing countries, the majority of losses occur in processing and post-harvest, whereas in developed countries, the majority of the losses occur at the retail and consumer level.



## The 3 Main Categories of Food Waste



## Description of the 3 categories:

**60% Avoidable:** plate scrapings, leftovers , gone off fruit and veg, passed date items, damaged stock which cannot be used due to Health & Safety, etc.

**20% Potentially Avoidable:** bread leftovers made into bread-crumbs, vegetable trimmings used for stock and soups, meat and fish bones used for stock, discarded butter for cooking, old fruit for jams and smoothies, pickling or fermenting products etc.

**20% Unavoidable:** animal bones (before or after used to make stock), banana skins, unusable prep waste (e.g. potato peels with soil on them), etc



# SPOTLIGHT ON THE UK

## What is happening in food waste in UK?



**15 million tonnes** of food is discarded every year in the UK alone.

Worryingly, almost **4 million tonnes** is thrown away despite still being edible.

In addition to the actual waste of food, the **costs of the energy** to produce, transport, store and dispose the food are also wasted.



# SPOTLIGHT ON IRELAND

## What is happening in food waste in Ireland?



There are about 750,000 tonnes of organic waste generated each year by businesses in Ireland.

- Of this, over 300,000 comes from **commercial businesses** (e.g. food retail, hotels, food wholesale, hospitals, restaurants, etc.)
- Over 400,000 tonnes is generated by the **industrial food producing sector**.



As well as an Environmental Impact there is an Economical Impact.

**Food Waste = Money Waste**

**WATCH**



This is a comical video produced by Monaghan Co. Council in Ireland to encourage food service businesses to Prevent Food Waste at source. With the message...

**Less food waste = more profit**

[foodwaste = money waste – YouTube](#)

## 4. Globalisation & Travel: A Search For New & Under-Explored Flavours

The world is getting smaller. You can now travel easily around Europe and further afield and consumers are taking full advantage of this fact. Therefore, the consumer's reach widens, and as their exposure to new cultures increases, their appetite for new food and drink grows.

This trend may give rise to opportunities to you too. Smallholdings with a diverse array of crops and even forgotten varieties could meet this desire for unusual, exotic or even inaccessible flavours.



## Saving Flavours - your role...

Roughly 100,000 global plant varieties are endangered today. Extreme weather events, over-exploitation of ecosystems, habitat loss, and a lack of public awareness threaten future plant biodiversity. Conservation techniques, such as the creation of seed banks and seed exchanges among farmers, gardeners, and even nations, play an important role in preserving ancient, heirloom varieties of important food crops. Saving seeds doesn't only help improve agricultural biodiversity, but helps farmers and researchers find varieties of crops that grow better in different regions, especially as the impacts of climate change become evident.

Source

• • • Sustainable Smallholders EU • • •



**Tell the consumers  
your story of how  
you are striving to  
preserve your  
regional flavours  
and heritage!  
(Module 2)**

## 5. Digital Innovation: Food At Our Fingertips

The way we consume our food has changed irreversibly, forever, with digital and food & drink innovation marrying each other.

Online shopping has changed shopping habits completely and consumers now demand more from the comfort of their own home with voice ordering and one-hour turnarounds no longer a sci-fantasy.

Rising to the challenge of ‘innovate or die’, many food producers are looking to create healthy eating home delivery and at home recipe boxes. Smallholders are already getting on board, both new and old brands, and finding success.

**CHECK OUT OUR COLLABORATION TOOLKIT FOR MANY INSPIRING EXAMPLES**



# Be Inspired...Hello Fresh - Germany

Hello Fresh offers 30 fresh recipes each week that the customer can choose 6 from. **All ordering is done online.** They then, gather all the required quality ingredients together with cooking cards and box & deliver them directly to the customer's home.

***“Directly from the field to your box***

*"Fresh" is 50% of our name and our 100% promise to you. Only the freshest ingredients directly from the producer come into your box. This is ensured by selected, regional suppliers and strict quality controls."*

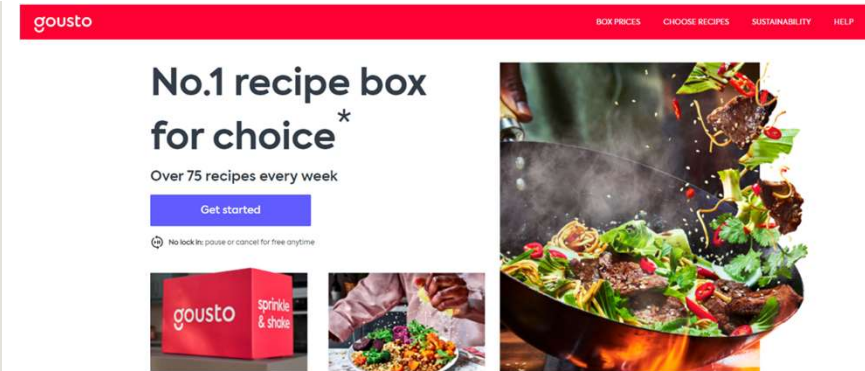


**Is there a collaboration opportunity similar to this for you as a supplier in your region?**

## 6. Convenience: Easy But Not Speedy Home Cooking Solutions

The final macro trend on this list is all about the value of convenience. It used to be that speed and convenience were synonyms in food and drink innovation – with microwave meals in abundance. Consumers have realised that their need for speed has often come at a cost to quality and enough is enough. The replacement is all about ease of use and preparation, so the slow cooker has seen a resurgence along with overnight marinades etc. An example is [UK company Gousto](#)

Although this model is geared at food service businesses...is there **an opportunity again for you as a local and quality grower to form a collaboration with such a company?**



## A Quick Recap...

The **six key macro trends** which are driving food innovation are:



# What's Next?

A continued **concern about the environment** is sure to drive the next range of food innovations, especially as many move to a vegan and vegetarian diet. Couple that with food delivery making more and more waves and convenient, accessible, healthy and recyclable foods that taste good could soon be the new normal.

**YOU ARE AHEAD OF THE GAME ON THIS!!!**



# 03


## The Impact of Short Supply Chains



# Spotlight on Short Food Supply Chains (SFSCs)

The present food system faces major challenges in terms of sustainable development along social, economic and environmental dimensions. These challenges are often associated with industrialised production processes and longer and less transparent distribution chains.

A short food supply chain (SFSC), as defined by the EU, is a **supply chain involving a limited number of economic operators, committed to cooperation, local economic development, and maintaining close geographical and social relations between food producers, processors and consumers.** [Source](#)



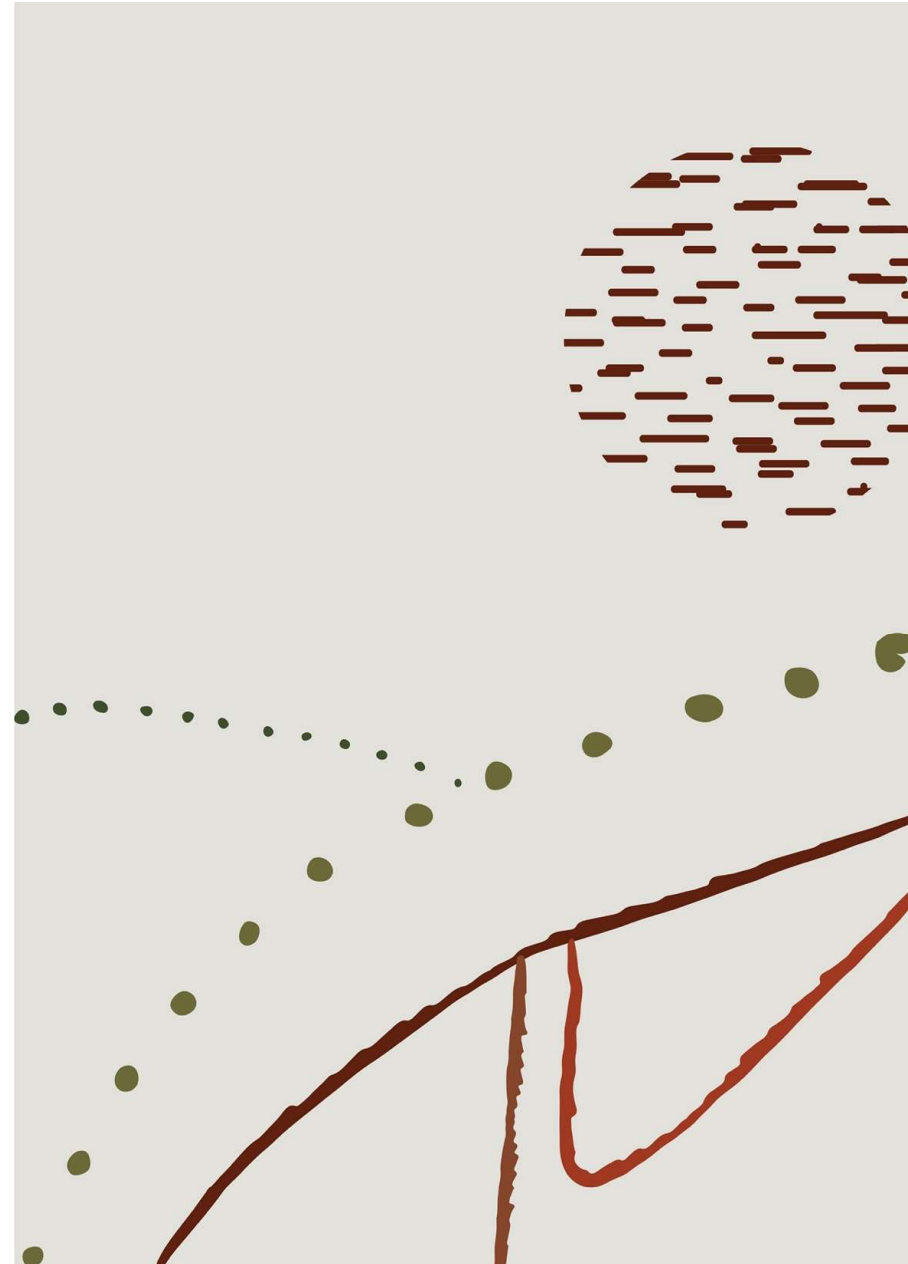
Recent developments in the food market show a renaissance of traditional, direct ways of delivering food, coupled with an emergence of more innovative types of distribution systems which provide direct links between producers and consumers.

# Types of SFSCs

The main products typically traded in a SFSC are fresh seasonal fruit and vegetables, followed by animal products (mainly meat, fresh and prepared) and dairy products as well as beverages.<sup>3</sup>

There are several different forms of SFSCs.

- Direct sales from the **farmer to the end-consumer** (on-farm, farmers' markets, internet deliveries).
- **Box delivery schemes**
- **'Pick your Own' and community-supported agriculture (CSA)**, where consumers financially support local growers by purchasing a 'subscription' to their fresh produce for a particular growing season.



# Spotlight on Short Food Supply Chains (SFSCs)

As part of a European H2020 project “Strength2Food”, researchers conducted a cross-case analysis and examined 12 European SFSC cases from six countries: France, Hungary, Italy, Norway, Poland and the UK.

Check out their work on [LINK](#).

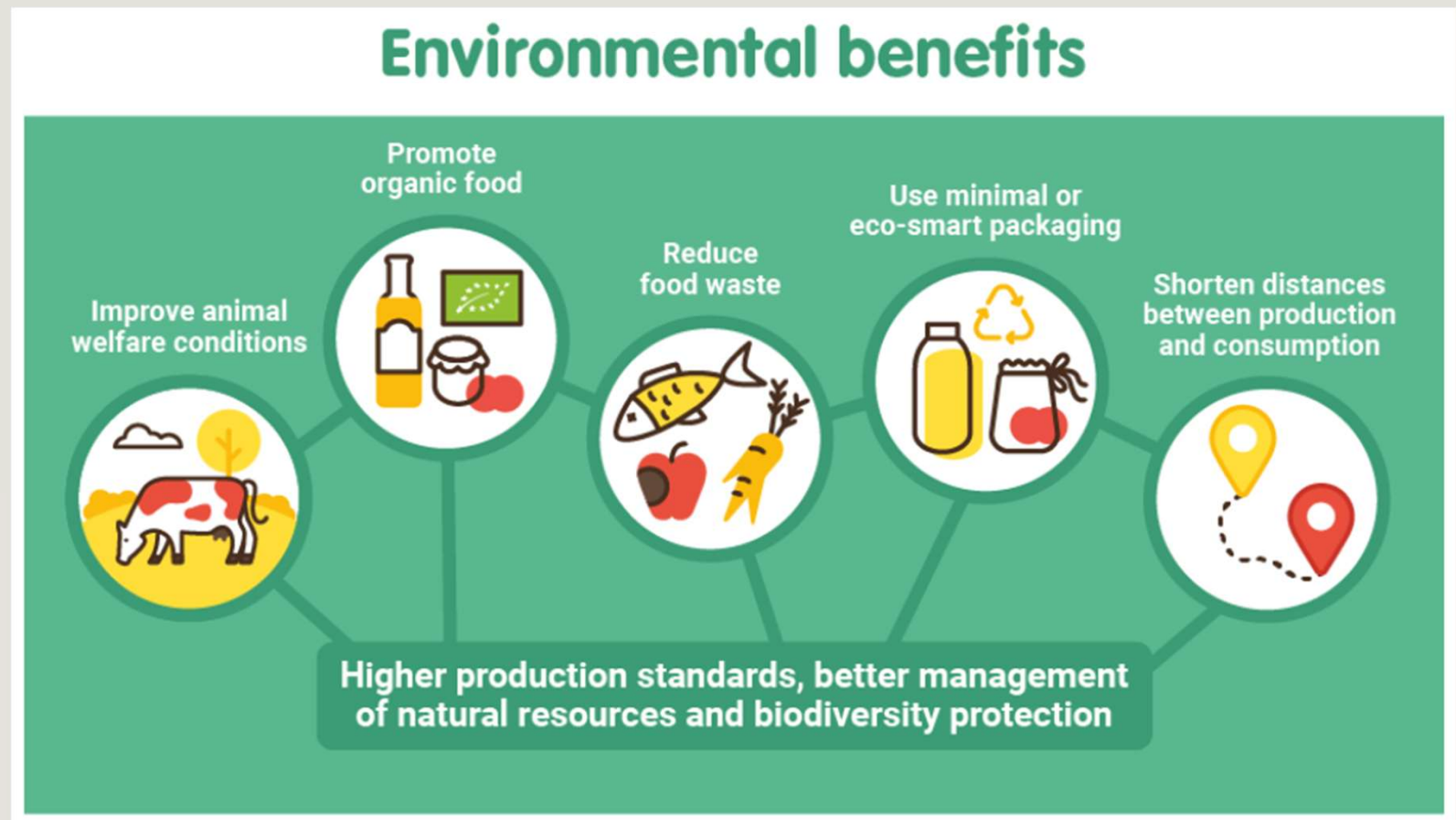
We take influence from their work to present the advantages of short chain supply and the key findings of two case studies.



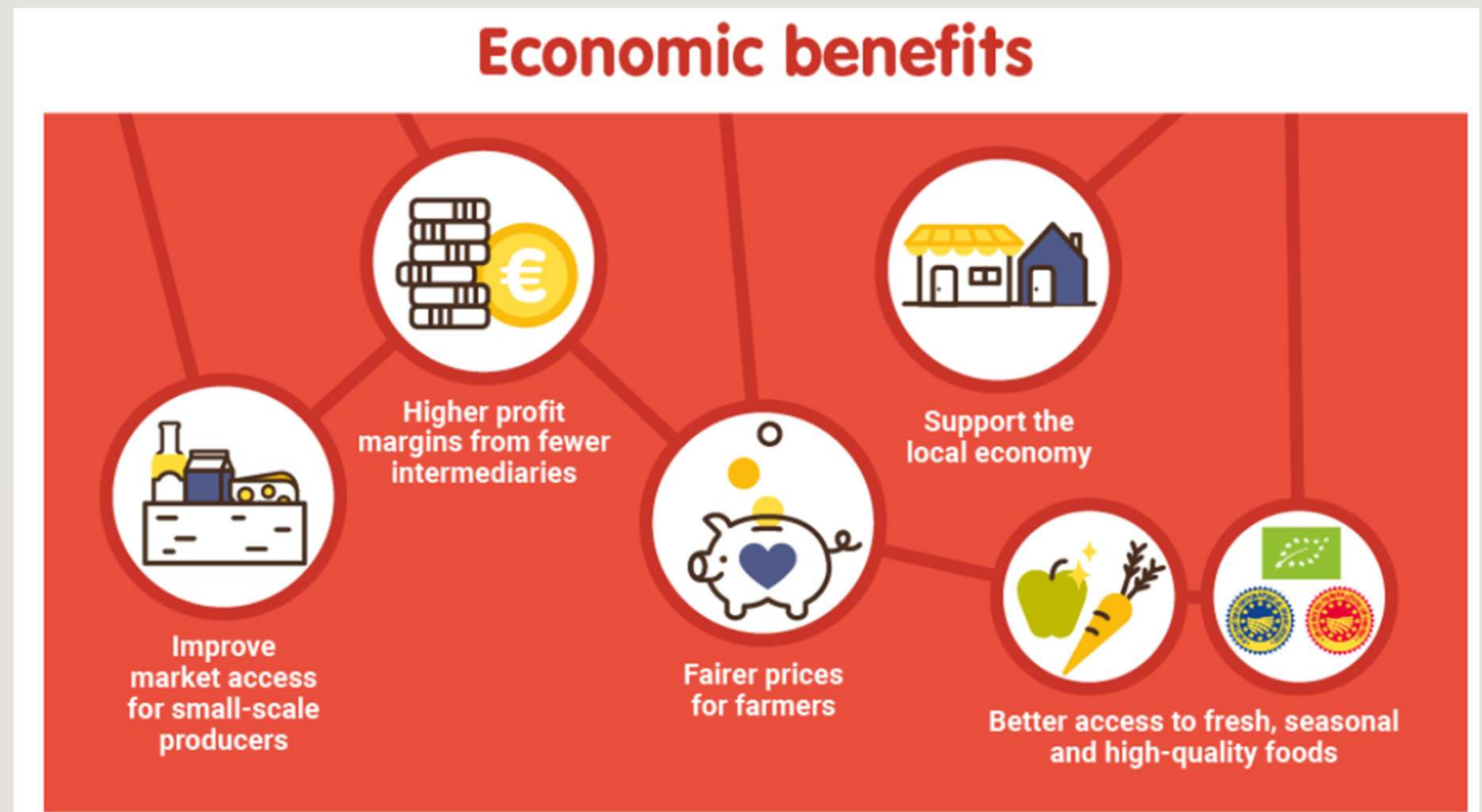
# Social Benefits of Short Food Supply Chains (SFSCs)



# Environmental Benefits of Short Food Supply Chains (SFSCs)



# Economic Benefits of Short Food Supply Chains (SFSCs)



# How to stimulate the development of short food supply chains and farmers' markets through digital platforms?



Coldiretti (National Confederation of Direct Farmers) is the largest association representing and assisting Italian agriculture, developed and promoted the use of a smartphone application called Campagna Amica, aiming at raising consumers' awareness about the benefits associated with Farmer's Markets (FM).

With the support of the University of Parma, the pilot action explored the effectiveness of a mobile application to stimulate consumers' interest in FMs in Italy. It included a communication campaign promoting knowledge and use of the application among consumers from four economically disadvantaged regions of Southern Italy.

# How to stimulate the development of short food supply chains and farmers' markets through digital platforms?

**CLICK TO WATCH “Campagna Amica”  
IN ACTION**



## **FINDINGS**

Findings from the pilot initiative show that “Campagna Amica”

- contributed to increasing consumers’ knowledge about several themes linked to agriculture, e.g. nutrition, sustainability, SFSCs, origin, and food quality.
- enabled consumers’ learning about local and traditional recipes, fostering a sense of cultural identity and belonging to a territory.

# How to stimulate the development of short food supply chains and farmers' markets through digital platforms?



**READ THE FULL  
REPORT** [D.9.6-  
Food-fairs-and-  
farmers'-  
markets.pdf](#)  
([strength2food.eu](https://strength2food.eu))

- The application was particularly appreciated by consumers, especially urban ones, as a tool to feel closer to farmers and to enable trust in farmers' products.
  - In the context of the Covid-19 pandemic, the application played a crucial role in re-strengthening the bonds between consumers and producers despite the social distancing rules and the closure of FMs, and was used as a pathway for expressing solidarity to local producers.
  - It also fostered increased local consumption, thanks to facilitated access to information on the nearest FMs and local farmers,
  - The possibility of direct interactions between consumers and producers, which notably led to the development of home delivery features
- <https://www.campagnamica.it/spesa-comoda/> Sustainable Smallholders EU **Source**

# UK case study - How to stimulate short food supply chains for locally landed seafood

North Shields Fish Quay, in the north-east of England, is one of the four busiest fishing ports in the UK. However, much of the fish landed here is sold for export before it has even reached the shore. For instance, langoustines native to waters around the North East coast rarely make their way into local restaurants with the majority sold to countries such as France and Spain.

Three main barriers to the development of local seafood supply chains are identified:

- i) lack of public awareness about locally abundant species and key sustainability messages, leading to limited demand for local seafood;
- ii) poor knowledge and confidence in seafood cooking skills, including chefs and other kitchen staff, leading to a tendency to purchase pre-prepared fish fillets in the catering and restaurant trade;
- iii) a prevalence of dishes served in restaurants, and at home, using only a handful of more popular fish species.



# UK case study - How to stimulate short food supply chains for locally landed seafood

As part of the Strength2Food project, innovation actions were implemented by Newcastle University and Food Nation (a Social Enterprise with a vision to inspire people about good food <https://www.foodnewcastle.org/food-nation-inspiring-people-about-good-food-in-the-comfort-of-their-own-homes/> to strengthen the development of new quality markets and short food supply chains (SFSCs) for locally landed seafood in North-East England.

The pilot action involved a local restaurant, the Fish Quay, and various stakeholders within the fishing industry (fishers, fishmongers, chefs, consumers, academics, and other educational professionals).



# UK case study - How to stimulate short food supply chains for locally landed seafood

Demonstration activities included:

- i) **a training programme for young trainee chefs** to improve their skills and confidence in preparing a wider number of seafood species;
- ii) **Seafood Supper Clubs** to provide trainees with a platform to create, test and market their recipes, and improve consumer exposure and perceptions towards underutilised species;
- iii) **online resources for seafood education**, to inform, inspire and engage the general public on purchasing and cooking a wider variety of seafood; and
- iv) **Home Recipe Kits including Seafood**, to encourage families to cook different seafood dishes, by providing convenient and simple to use meal kits and recipe boxes

**READ THE FULL REPORT** [Practice-note-9-4\\_FINAL.pdf \(strength2food.eu\)](#)



# UK case study - How to stimulate short food supply chains for locally landed seafood

Demonstration activities included:

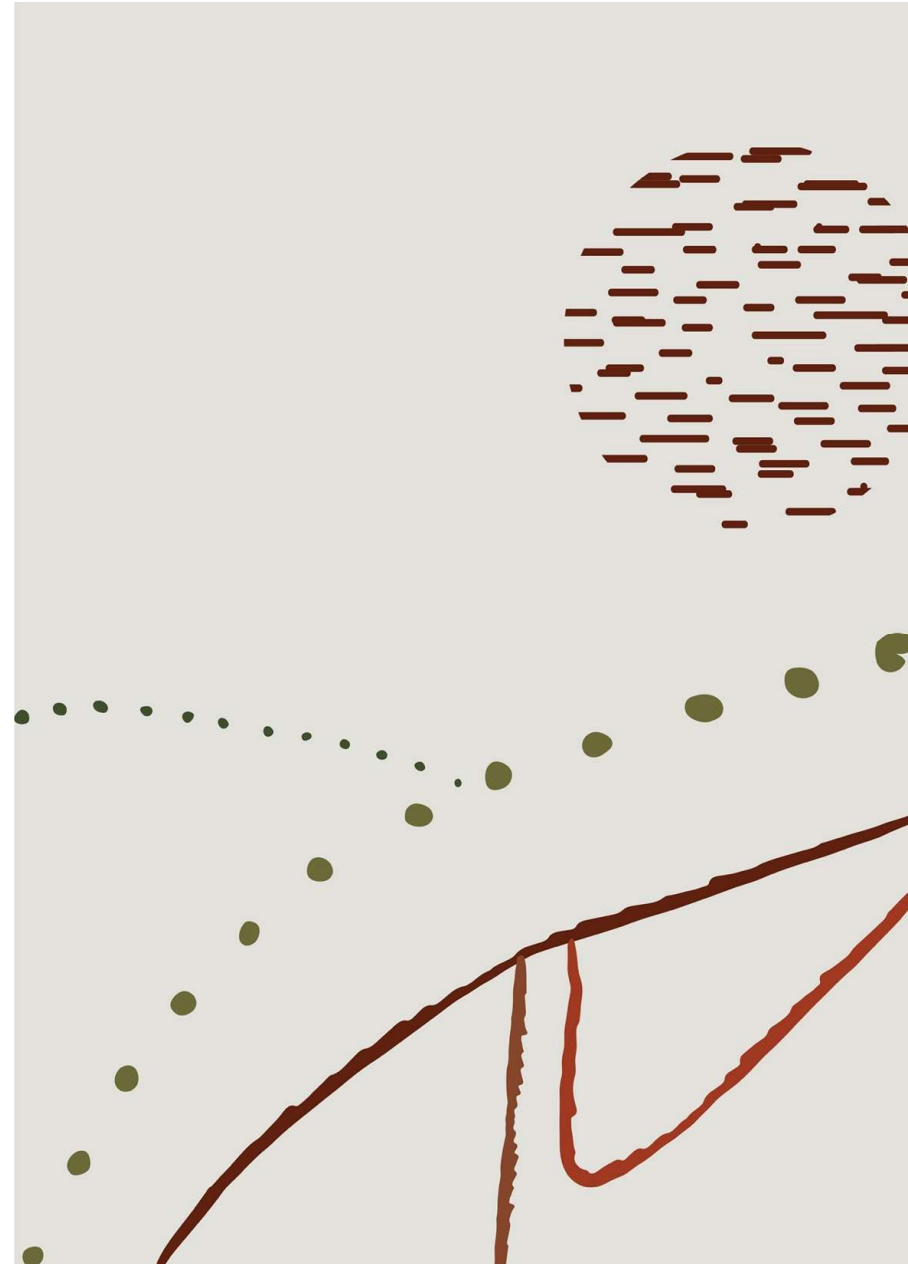
- i) **a training programme for young trainee chefs** to improve their skills and confidence in preparing a wider number of seafood species;
- ii) **Seafood Supper Clubs** to provide trainees with a platform to create, test and market their recipes, and improve consumer exposure and perceptions towards underutilised species;
- iii) **online resources for seafood education**, to inform, inspire and engage the general public on purchasing and cooking a wider variety of seafood; and
- iv) **Home Recipe Kits including Seafood**, to encourage families to cook different seafood dishes, by providing convenient and simple to use meal kits and recipe boxes

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# 04

## Being part of a Circular Economy

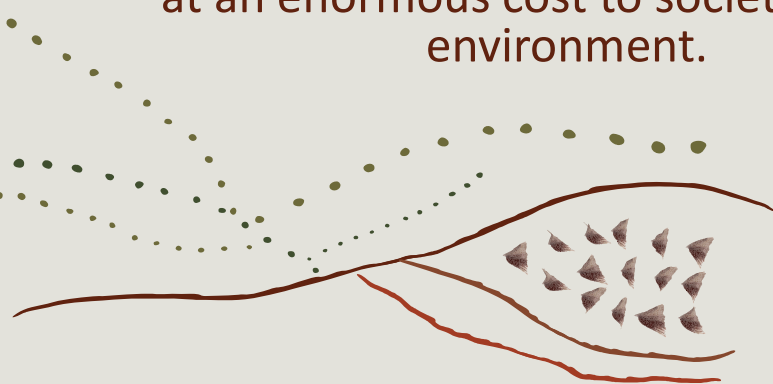


# A Circular Economy:

## The future of the food industry

**“Through the circular economy, our food systems can better deliver nutrition and combat climate change”.** Carlos Moedas, EU Commissioner for Research, Science and Innovation.

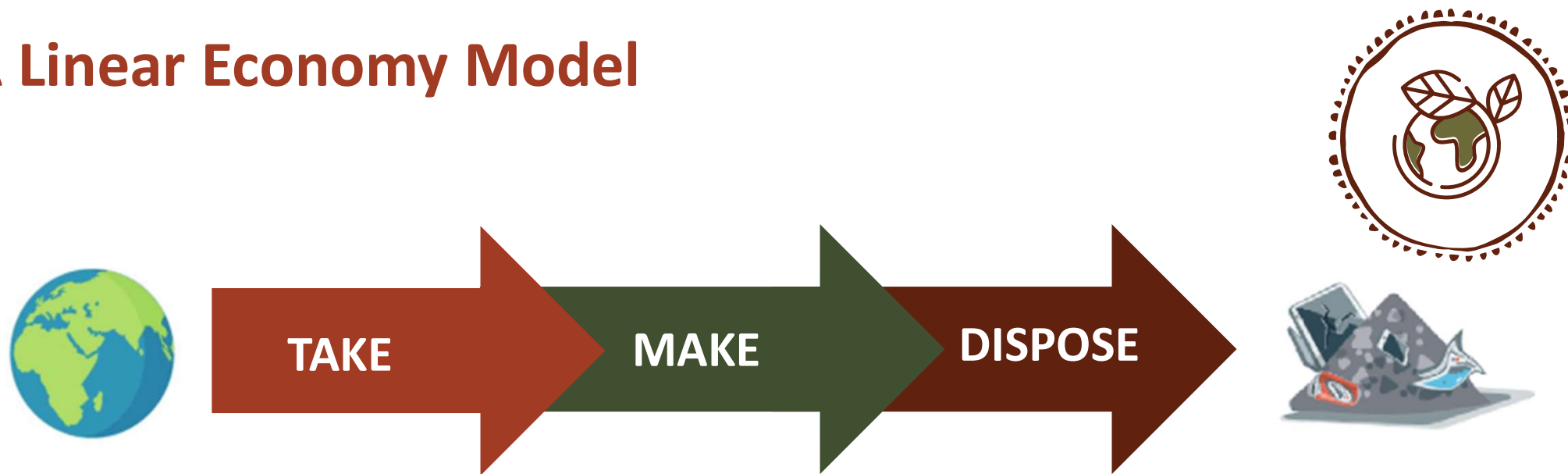
Changing our food system is one of the most impactful things we can do to address climate change, create healthy communities, and rebuild biodiversity. The current food system has fuelled urbanisation, economic development, and supported a fast-growing population. This has come at an enormous cost to society and the environment.



Sustainable Smallholders EU



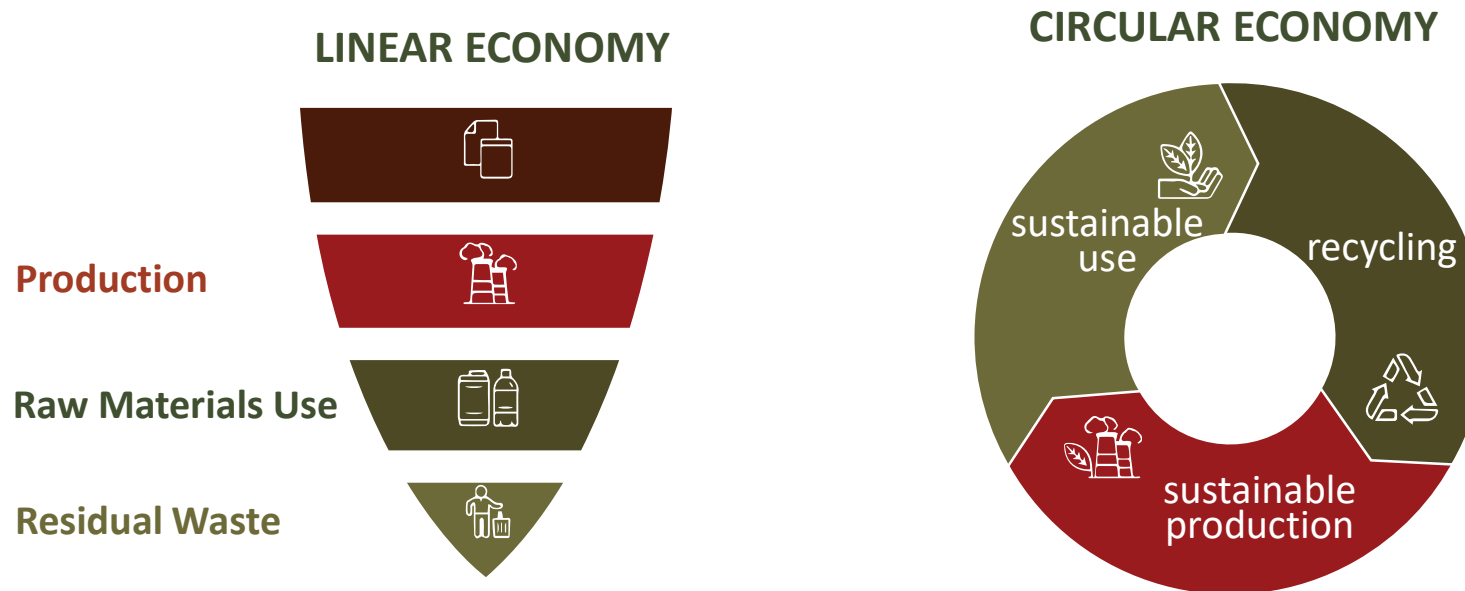
# A Linear Economy Model



## Recognise this ?

A **linear economy** traditionally follows the “**take-make-dispose**” step-by-step plan. This means that raw materials are collected, then transformed into products that are consumed with byproducts/surplus discarded as waste. Value is created in this economic system by producing and selling as many products as possible.

# Why a Linear Economy Model is bad!



In a **linear economy**, materials flow in a straight line from resource extraction through production to landfill. This model is characterised by two unsustainable processes, **resource scarcity & excessive pollution load**.

# Food & The Circular Economy

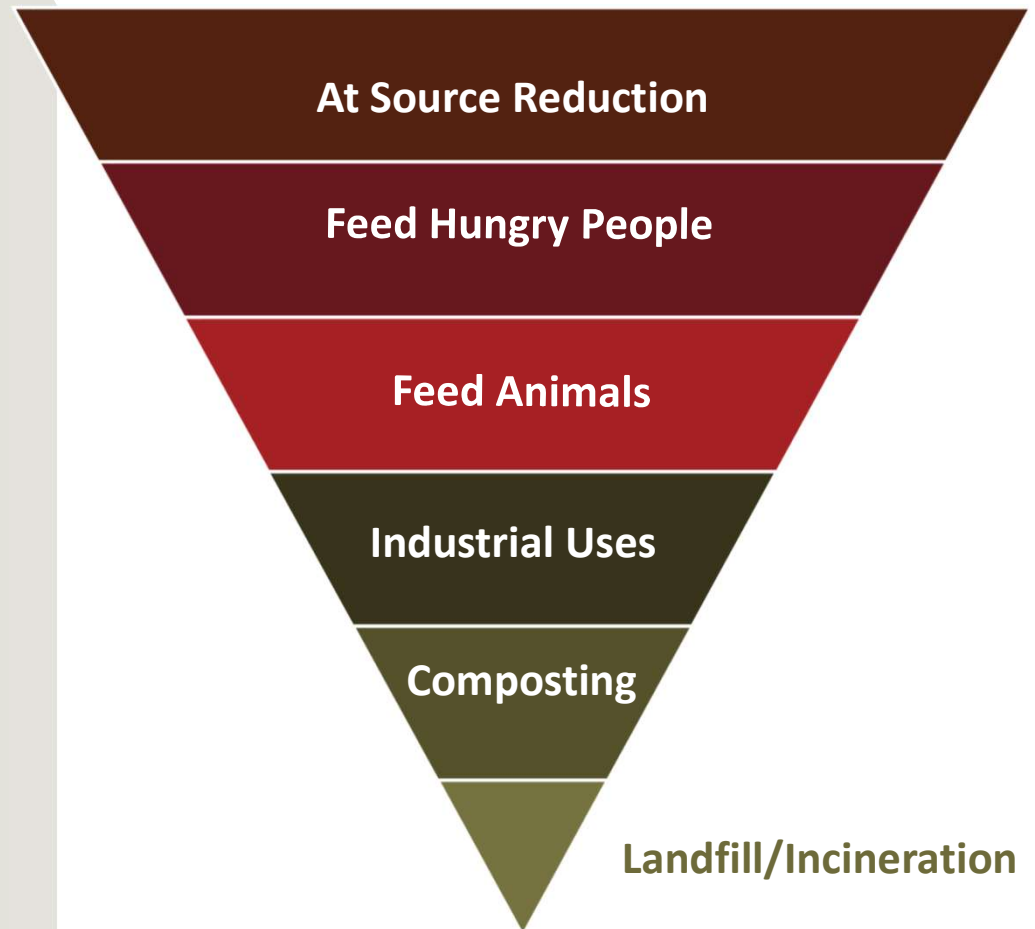
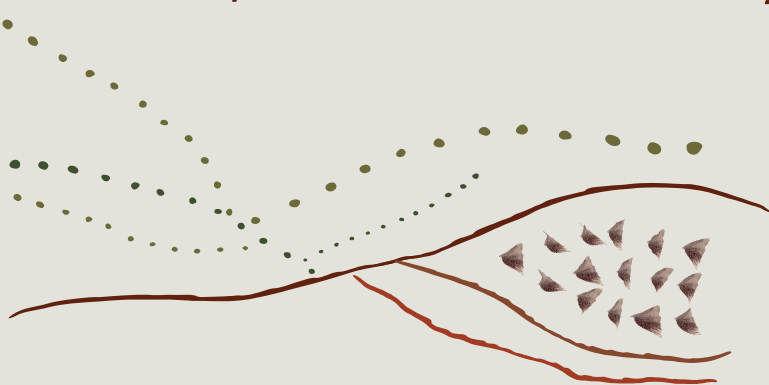


By examining the true cost of the current approach (the linear model) to smallholders and food production. we can explore the catalytic role of the food sector and how we can seize the opportunity to change the inefficient food system through three ambitions:

- 1.Promoting food grown regeneratively, and locally where appropriate**
- 2.Growing and marketing your produce as healthier options (for people & planet)**
- 3.Making the most of Produce/food and minimising waste.**

# Food & The Circular Economy

- Once engaged in minimising waste by consistently reviewing processes it is time to look towards circularity to direct unavoidable waste towards a new life.
- This pyramid shows the key steps by which food waste can be directed to more beneficial outcomes, with landfill/incineration at the very bottom!



## From Waste to Resource...

- Despite making reductions, some waste is **unavoidable**, and so through the circular economy, we can find a source for this **waste to turn it into a resource**.
- While companies such as Irish social enterprise [Food Cloud](#) offer a service linking surplus food, with charities feeding people in need, they tend to deal primarily with large retailers and accept a limited amount of food stuffs.
- A better option for smallholders is to look directly within your community to see who you might be able to repurpose your excess produce with. Throughout the Covid lockdowns, we saw food businesses pivoting towards providing meals for healthcare workers and vulnerable members of the community. This initiative was needed to find homes for excess food.



Where can you redirect food in your community?

# Well done!!!

You have just completed Module 3. We hope you benefitted from deeper learning in Consumer Trends and Insights, The Impact of Short Supply Chain and being part of the Circular Economy.

Now it is time for Module 4, where our learning focus moves to **Marketing your Smallholder Produce.**



[www.small-holders.eu](http://www.small-holders.eu)

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