Abstract: What kind of challenges are dairy sector facing? This presentation touches upon some of the Grand Challenges including healthier and more sustainable eating, more individualization, increasing data-overflow, relocalising of food production and breakdown of traditional food retail. It presents some smart solutions, wearables some examples. Data donation and data-sharing. The presentation touches briefly upon omni channel retail, smart city and local and the trend of street science and food literacy. The presentation finally conclude how dairy can take advantage of big data and small devices.

Structure of the talk

1. The Burning platform. What kind of challenges are dairy sector facing?

Challenge 1: Has dairy sector become the prügelknabe for the vegan movement?

Challenge 2: Corporate responsibility Sustainable development goals

Challenge 3: Digitalisation and data rationalisation

- 89% of Danish consumers own a mobile phone/smartphone
- 88% of Danes carry out digital self-service
- 88% of Danes do e-Shopping
- 22% of internet users between 16 and 74 are skeptical about IT security


eFood Stores is spreading

[Table of eFood Stores]

1. groerkjede
2. Køge Næst
3. Jernbanestationen
4. Stationær
5. SuperBrug
6. SuperBrug Gottrup
7. SuperBrug Roskilde
8. SuperBrug Farsø
9. SuperBrug Halsnæs
10. SuperBrug Horsens
11. SuperBrug Odense
12. SuperBrug Aarhus Nørrebro
13. SuperBrug Aarhus V
14. SuperBrug Aarhus Hovedbanegård
15. SuperBrug Aarhus Havn
16. SuperBrug Aarhus Ø
17. SuperBrug Aarhus Havn Nord
18. SuperBrug Aarhus Havn Sør
19. SuperBrug Aarhus Havn Øst
20. SuperBrug Aarhus Havn Vest
21. SuperBrug Aarhus Havn Nord
22. SuperBrug Aarhus Havn Sør
23. SuperBrug Aarhus Havn Øst
24. SuperBrug Aarhus Havn Vest
25. SuperBrug Aarhus Havn Nord
26. SuperBrug Aarhus Havn Sør
27. SuperBrug Aarhus Havn Øst
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58. SuperBrug Aarhus Havn Sør
59. SuperBrug Aarhus Havn Øst
60. SuperBrug Aarhus Havn Vest
Food sector is suffering from data overflow

"to tell the truth in this closed forum, we got so many data that we don’t know what to do with’em”

Chief data analyst from a major Danish retailer, Richfields Stakeholder workshop, GS1, March 2017

Digitalisation measured as Energy consumption in DK datacentres
Using 3 DK data centres as an indicator:
• Google
• Facebook
• Apple
• Three data centres in Denmark by Facebook, Google and Apple is forecasted to increase the country’s power consumption by 11% by 2022.

Challenge 4 Customisation diversity & individualisation
• Data about food
• Data about consumers

Just another day at school
Three experiments in the dairy learning lab
• Programming your smoothie with the cooking robot
• Measuring fat content with the UV scanner
• Take the virtual VR tour of the Digital Diary
Linking dairy diversity with consumer ditto

Digital Interaction
but in an appetized environment

“Retailer”

Domestiquipment

Dairy

In conclusion

Some solutions?
• More data transparency
• More interaction with consumers
• More dataphilantrophy
• More customisation
• More food literacy
• More story telling