The connected customer - "always on" and permanently accessible

and always on the move

Bent Egberg Mikkelsen
The challenges for agriculture, industry and trade
Luzern 2018, November 6, Treffpunkt Nahrung

Abstract:
The digital transition of societies creates significant changes in our lifestyles and in consumer behavior. As a result, our dependency on data and devices as consumers are indisputable. But what implications does this have for the actors of the food system? What are the challenges for agriculture, for the food-industry, for food-service and for food-retail when it comes to meeting the demands of the "hyper connected consumer" – the consumer that is always online but also a consumer that is increasingly following own paths. A consumer that is not only completely his or her own when it comes to food habits and preferences, but a consumer that is increasingly acting in the omnichannel mode. Using a unique mix of communication channels and SoMe and using an ever changing mix of omnichannel interaction modes with the food retailer and food service operator. Or a consumer that is simply bypassing these traditional "brokers" and engaging in business directly with the supplier?

The presentation takes as a point of the departure the EU Richfields project that has been studying the "data & device" revolution following in the wake of the digitization wave. It will report on the Richfields findings of the "Donate your food data" action in which consumers, researchers and business can share safe storage of big food data. It will report on the Richfields action on consumer food apps and present results from the Richfields action on how food enterprises can make sense of social listening to consumer sentiments on food brands. Finally the presentation will present and outline of how integrity and transparency can be built into a supply chain in order to add consumer value to food products.

My AGENDA

1. About EU Richfields
2. Donating your data
3. App tizing your food & health
4. Integrity & transparency by design
5. Shaping foodsccapes with SoMe

Richfields – new insight in food, consumers & digitalisation

• EU Richfields project 2016 -18
• 17 partners across Europe
• Studying the “data & devices” revolution
• Consulting with consumers, bizz and academia
• In order to establish a consumer food data platform
Donating your data

Your realtime
online food advisor

Log in: Not yet a member? Create account:

Bigfood4U platform is a initiative under the EU Richfields project (2015-2018)
and is powered by Aalborg University

Create your family profile here

• Contact person, name:
• Contact person, name
• Family member 1  Born: Weight: Height
• Family member 2  Born: Weight: Height
• Family member 3  Born: Weight: Height
• Family member 4  Born: Weight: Height
• Twitter account:
• SEP data: register here
• Food preference data: register here
**Donate Your Data – how does it work**

**Consumers willing to donate data?**
- Most informants do not know if or what kind of data the retailer collect.
- But think it is fair that companies collect and use data to brand and improve their business.
- Data collection is fine as long as it’s safe and is adding value.
- But using data to inform and advice the customers of their diet without permission is not OK.
- Data sharing should be easy to opt in and out of for the customer.

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**Why would I share my data?**

<table>
<thead>
<tr>
<th>1. Altruism</th>
<th>If I shared food-related data, I could help someone else. By sharing food-related data, I think it would be the right thing.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Feelin’ good</td>
<td>After sharing food-related data, I would feel proud by helping others. Sharing food-related data would make me feel physically good.</td>
</tr>
<tr>
<td>3. Somebody’s gotta do it</td>
<td>I would have to share food-related data because other people can’t. I would have to share food-related data because other people can’t.</td>
</tr>
<tr>
<td>4. Social Responsibility</td>
<td>By sharing food-related data, I would be responsible for helping others. By sharing food-related data, I would be having a personally rewarding experience.</td>
</tr>
<tr>
<td>5. Shapes my identity</td>
<td>By sharing food-related data, I would show people that I am a good, kind person. By sharing food-related data, I would be growing my brand.</td>
</tr>
<tr>
<td>6. Help my loved ones</td>
<td>If I shared food-related data, there is more of a chance of my friends benefitting from it. If I shared food-related data, there is more of a chance of my friends benefitting from it.</td>
</tr>
</tbody>
</table>

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**Will consumers like to share food data?**

![Bar plot showing willingness to share food data](image-url)
#2 How consumers are app’tized

<table>
<thead>
<tr>
<th>User activity</th>
<th>Planning &amp; organisation</th>
<th>Knowledge &amp; understanding</th>
<th>Preparation &amp; cooking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recording food</td>
<td>Recipes management</td>
<td>Recipe management</td>
<td>Using apps as cooking aids</td>
</tr>
<tr>
<td>Shopping</td>
<td>Sharing knowledge and experience</td>
<td>Searching for information</td>
<td>Interacting with sensors</td>
</tr>
<tr>
<td>Shopping &amp; pantry lists</td>
<td>e.g. recipe collection; user inputted recipes</td>
<td>e.g. setting timers, measures and conversions</td>
<td>e.g. &quot;smart&quot; kitchen equipment and appliances</td>
</tr>
<tr>
<td>Fridge contents lists, expiry dates</td>
<td>&quot;flavouring&quot;; bookmarking; reviews; ratings; sharing via social media</td>
<td>search of recipe database, ingredient database, glossary</td>
<td></td>
</tr>
</tbody>
</table>

What data recorded:
- Shopping & pantry lists
- Fridge contents lists, expiry dates
- Recipe management
- Sharing knowledge and experience
- Interacting with sensors
- Apps as cooking aids

Report on the potentials and limitations for the use of user-generated domestic food preparation data to answer questions regarding determinants of nutrition and eating, Naomi Klepacz, Marcus Maringer, Susanne Ekman, Anne Normann, Anouk Geelen, Monique Raats, Research Infrastructure on Consumer Health and Food Intake for E-science with Linked Data Sharing. Richfield D6.45

#3 Designing for integrity & transparency

Chemists Detect Olive Oil Fraud

Dr. Gregorio Hauri was head of testing "food safety lab" in the food laboratory for olive oils and vegetable oils in Italy. He detected fraud in some olive oils.

Related articles:
- Use of pesticides in food products
- Energy mix
- Fingerprinting
- Water consumption

"No one is in full control But everyone is in some control"

#3 Designing for integrity & transparency

Farm
- Use of pesticides
- Salaries
- Energy Mix
- Fingerprinting
- Water consumption

Block Chain Tech

Report on the potentials and limitations for the use of user-generated domestic food preparation data to answer questions regarding determinants of nutrition and eating, Naomi Klepacz, Marcus Maringer, Susanne Ekman, Anne Normann, Anouk Geelen, Monique Raats, Research Infrastructure on Consumer Health and Food Intake for E-science with Linked Data Sharing. Richfield D6.5

• 61% Search for information – learning
• 46% Documenting/recording of food – quantifying
• 33% Perform recipe management – planning
• 28% Share knowledge and experience – being social
• 17% Interacting with sensors – connection
• 17% Apps as cooking aids - assisting

Designing for integrity & transparency

- Use of pesticides
- Salaries
- Energy Mix
- Fingerprinting
- Water consumption

"No one is in full control But everyone is in some control"
**SoMe – worlds largest Focus group**

- Food & Drink
- Clothing & Accessories
- Technology
- General Retail
- Entertainment
- Transport
- Beauty Products
- Professional Services

Brandwatch Report/ Social Listening in the Restaurant, Food & Beverage Industry/ 2015

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**#4 Shaping foodscapes with SoMe**

Sentiment analysis & social food listening

https://www.talkwalker.com/industry-research/social-media-analytics-for-nestle/buitoni-social-media-analytics/

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**SoLoMo**

Social, Location and Mobile

- Understanding and predicting outcomes from SoLoMo data is an emerging and growing field of research.
- Looking at who people are with, where they are and how they feel when relating to brands is valuable for us – and for you
- SoLoMo data can be aggregated sets of users’ activities records, short textual descriptions, geospatial locations, time visual data such as pictures and videos.

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**Can SoMe patterns predict bizz?**

Sales modelling the smart way

Consumption pattern

- Internal
  - Shopify
  - Google Analytics
  - Facebook
  - PR (unstructured data)
  - Shop openings
  - Formations
- External
  - Weather data
  - Socio-demographic data
  - Calendars/variables: peak/months
  - Social Media data
  - Consumer trends

Events (controlled or non controlled)
SnapShot: FoodSector4.0
- Compared to TravelTech, FinTech etc “food” is not an early ICT mover
- Data science & marketing marriage to understand omni-channel
- Make or buy decisions are important – inhouse or contracted?
- Open data philanthrophics – sharing of data is a new branch of CSR
- Don’t forget the data & digital literacy in your organisation
- Non data not to be forgotten – new sensorics & IoT pop up

SnapShot: Consumer4.0
- Uses mixed channels for communication
- Uses different shopping channels: web, brick & mortar and mixed
- Has relations with many different manufacturers incl. Direct2Consumer
- Like to share data under certain conditions
- App habits are everchanging
- Through SoMe they are potentially influencers

Wanna do more?
Consider joining the COST action Smart@Foodie
- It's short for Harvesting potentials of the digital transition in food, nutrition & health.
- Lasts for 4 year
- Supports networking, short term scientific missions, conferences, publications
- Want to be a co-proposer?
- Please drop me a mail bemi@learning.aau.dk
- Register by creating an eCost account at www.cost.eu.
- Call closes on November 29