

Digital Foodscape Studies



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 services 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 not only completely fits 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 "touchpoints" and engaging in business directly with the supplier? The presentation takes as a point of departure the EU Richfields project that has been studying the "Data & devices" 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.

Drivers of innovation

Taste & novelty



Provenance & urbanness

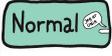


Mobility & Connectedness



Individuality & uniqueness

• I am unique – who wants to be normal?



My AGENDA

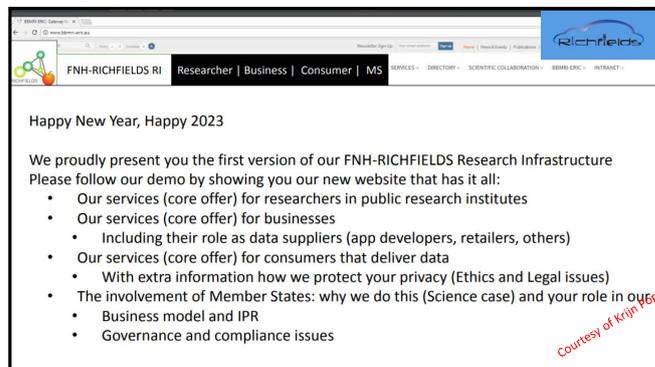
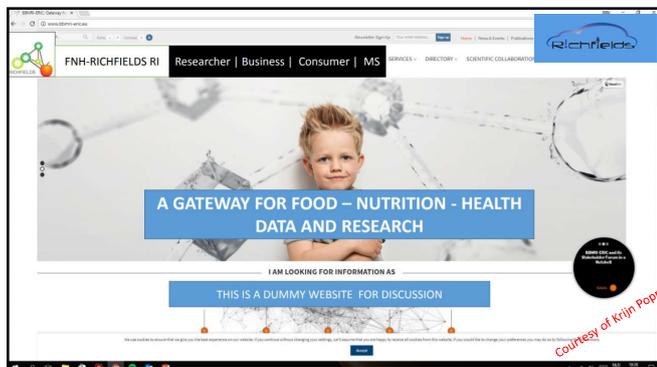
1. About EU Richfields
2. Donating your data
3. App tizing your food & health
4. Integrity & transparency by design
5. Shaping foodscapes with SoMe



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



#1

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

Regulation (EU) No 1169/2011 of the European Parliament and of the Council of 25 October 2011 on the provision of food information to consumers, amending Regulations (EC) No 1924/2006 and (EC) No 1925/2006 of the European Parliament and of the Council, and

Consumers willing to donate data?

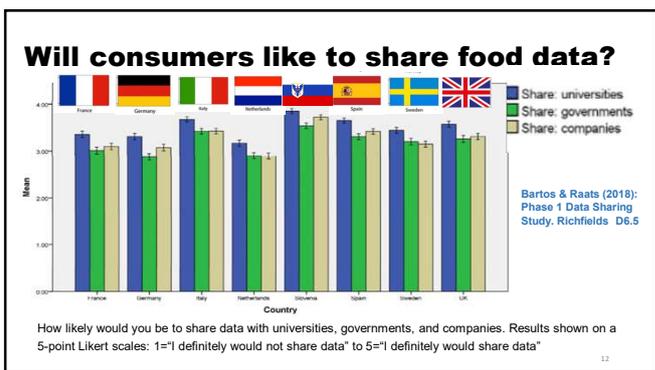
- Most informants do not know if or what kind of data the retailer collect
- But think it is fair that companies collect and use data to brand and improve their business.
- Data collection is fine as long as its safe and is adding value
- But using data to inform and advice the customers of their diet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

Richfields WP 8 study: The making of Consumer4.0 - how can we understand food choice behavior among, the users of New Retail and OmniChannel food outlets? AAU Working paper 2018 10

Why would I share my data?

1. Altruism	I think that by sharing food-related data I could save someone's life By sharing food-related data I could help others By sharing food-related data I would be doing the right thing
2. Feelin' good	After sharing food-related data I would feel proud by helping Sharing food-related data would make me feel physically good The world would be a better place if everyone who could would share food-related data After sharing food-related data I would feel good about myself
3. Somebody's gotta do it	Someone has to share food-related data I would have to share food-related data because other people can't I cannot trust others to share food-related data
4. Social Responsibility	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 By sharing food-related data, I would be fulfilling my duty to society By sharing food-related data, I would be giving back to the community
5. Shapes my identity	If I shared food-related data, I would show people that I am a good, kind person By sharing food-related data, I would let my friends know that I am a good, kind person By sharing food-related data, I would let potential romantic partners know I am a good, kind person
6. Help my loved ones	If I shared food-related data, there is more of a chance of my family benefiting from it If I shared food-related data, there is more of a chance of my close relatives benefiting from it If I shared food-related data, there is more of a chance of my friends benefiting from it

Richfields | Bartos & Raats (2018): Phase 1 Data Sharing Study, Richfields D6.5 | www.richfields.eu | RICHFIELDS



#2 How consumers are app'tized

	Planning & organisation		Knowledge & understanding		Preparation & cooking		
User activity	Recording food	Meal/menu planning	Recipe management	Sharing knowledge and experience	Searching for information	Using apps as cooking aids	Interacting with sensors
What data recorded	shopping & pantry lists, fridge contents lists, expiry dates	meal plans (incl. daily, weekly, monthly plans); meal choices	e.g. recipe collections; user inputted recipes	'favouriting'; bookmarking; reviews; ratings; sharing via social media	search of recipe database, ingredient database; glossary;	e.g. setting timers, measures and conversions	e.g. 'smart' kitchen equipment and appliances

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 Klappach, Marcus Mairinger, Susanne Ekman, Aine Normann, Anouk Geelen, Monique Raats, Research Infrastructure on Consumer Health and Food Intake for E-science with Linked Data Sharing, Richfield D6.45

What motivates the app'tizing

of 54 apps classified - motivations & drivers



- 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

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#3 Designing for integrity & transparency



Chemists Detect Olive Oil Fraud

EMAIL FACEBOOK LINKEDIN TWITTER REDDIT PRINT

By Alex Beresow — July 6, 2017



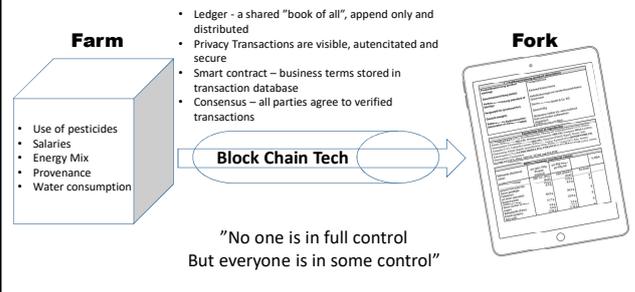
Dr. Gregory House was fond of saying, "Everybody lies." In the food industry, that maxim could be modified to, "Everybody cheats." Indeed, food fraud is absolutely

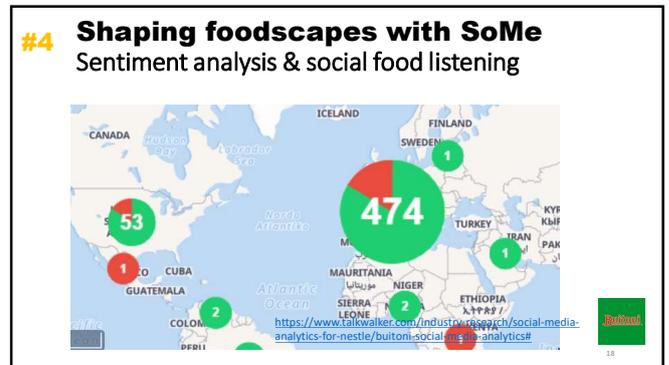
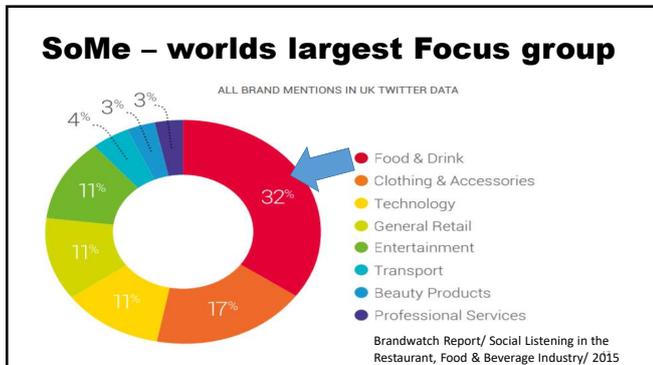
Related articles

An Olive Oil May Enhance Mediterranean Diet Gains in Older Women
Could Mediterranean diet prevent diabetes?

Hazem Jabour, Malika Drira, Ahmed Rebai, and Mohamed Bouaziz, "Putative Markers of Adulteration of Higher-Grade Olive Oil with Less Expensive Pomace Olive Oil Identified by Gas Chromatography Combined with Chemometrics." *J. Agric. Food Chem.*, 65 (26): 5375-5383.

#3 Designing for integrity & transparency

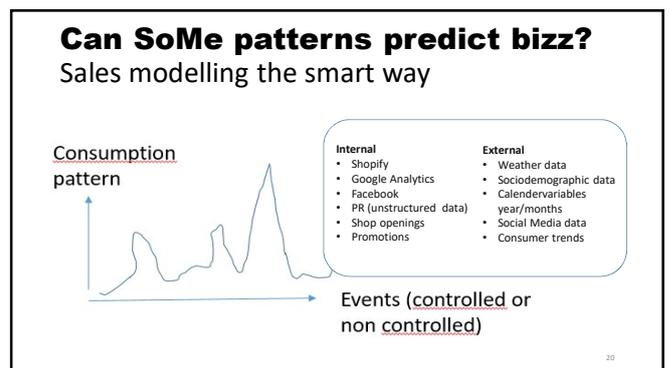




SoLoMo

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**.



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 philanthropics – sharing of data is a new branch of CSR
- Dont forget the data & digital literacy in your organisation
- Non data not to be forgotten – new sensorics & IoT pop up

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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



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Wanna do more?

Consider joining the COST action Smart@Foodie

- Its 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



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