



Worriless enjoyment

Connecting farmers to urban markets



Sigrid Wertheim-Heck, 19 Nov 2013
Conference: Supplying the market of tomorrow

Content



- Food safety: a consumption perspective
- Safe vegetable market overview
- Delivering worryless food enjoyment
- Honoring the pioneers
- Opportunities and challenges ahead





Safe vegetable market

Safe food for Urban Hanoi



Vegetables: an everyday must have



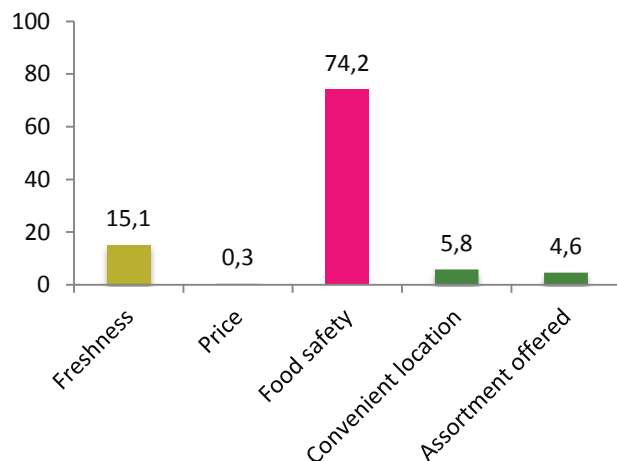
Hanoi consumes **50%**
of the **total** vegetable
volume consumed in
The Netherlands



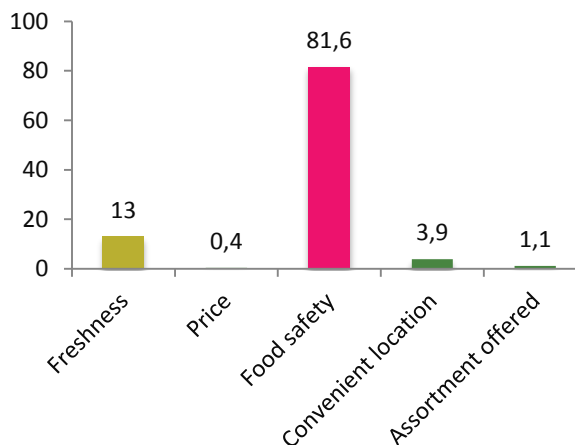
Food safety and freshness

- 94% of consumers is concerned about food safety
- Food safety is more important than freshness:

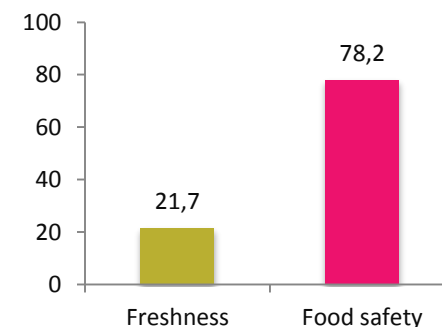
What is most important to you when shopping for vegetables



What is most important to you when shopping here?



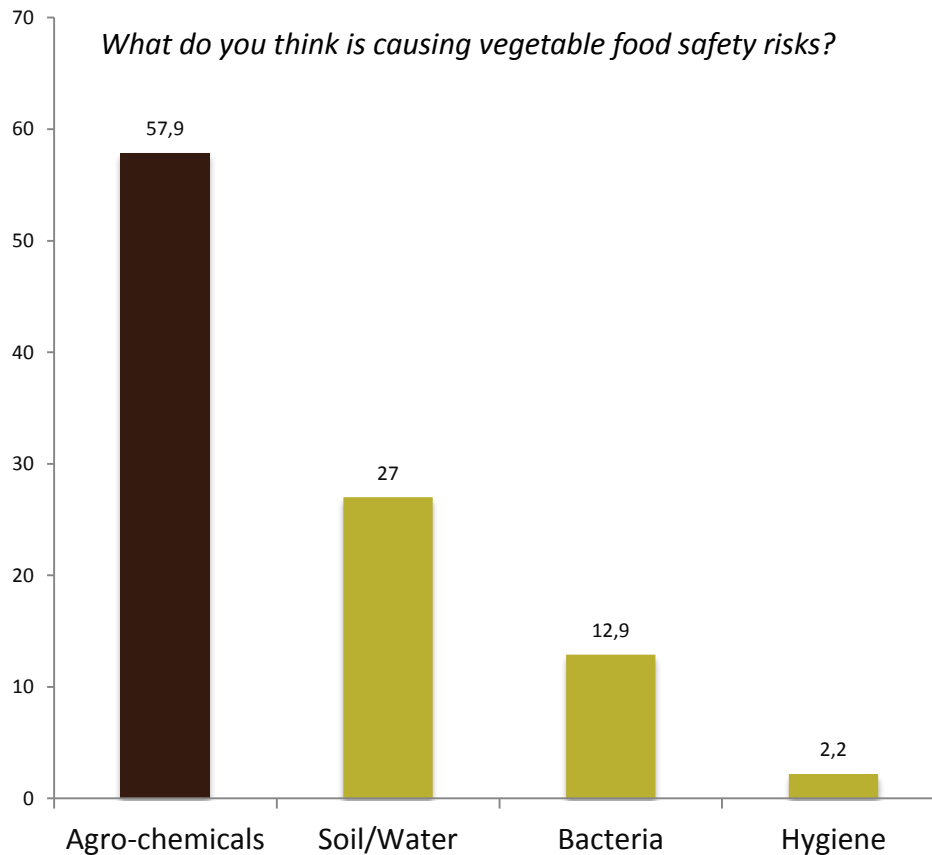
What is more important to you in purchasing vegetables?



Vegetable safety: a big concern



- Agro-chemicals are perceived the biggest food safety risk



Victims of collective food poisoning in Hong Fu Co. Ltd. by eating cabbage containing harmful chemicals (3/2011)

Safe vegetable retail census Hanoi



Legend



Supermarket



Shop



Stall



Minimart



Kiosk



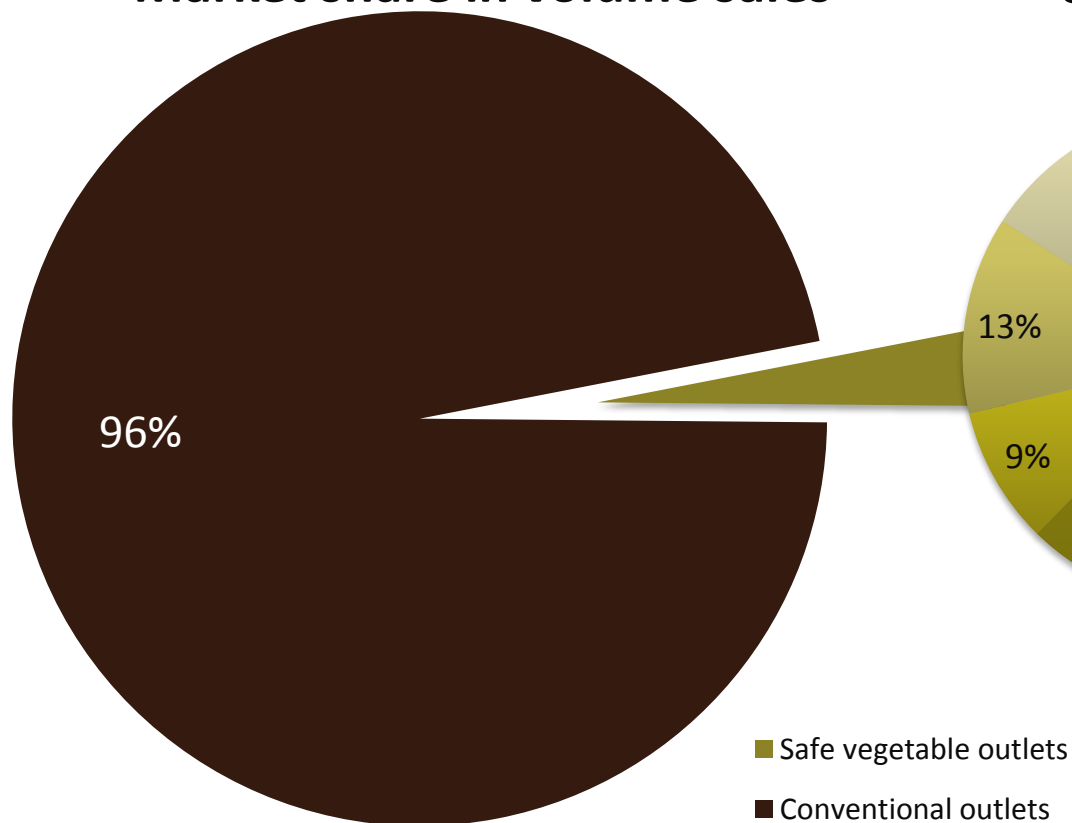
Wetmarket

www.freshstudio.vn

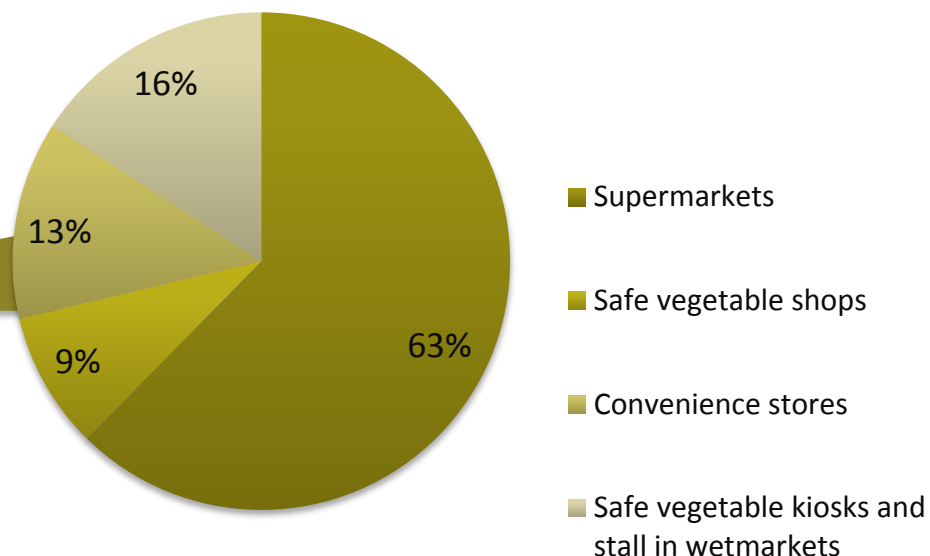
Safe vegetable market share < 4%



Market share in volume sales



Safe vegetable volume share



In my own neighbourhood



Shopping without stopping



Convenience to the door



Food safety is claimed at store level



Food safety claims are confusing



Safe vegetables are hard to recognize



- 95% of purchasers and 73% of wholesalers do not recognize «rau an toan» without technical support



How to be relevant distinct at moment of purchase

The value action gap of consumers



What people say

70% most trust in food safety
certification



20% most trust in own judgement
of external appearance



10% most trust in advice regular
retailer or friends



VERSUS

What people do

Buy **uncertified** vegetables
Distrust food safety claims



Mostly rely on regular retailer
advice in deciding what vegetables
to buy



Check external appearance to
judge whether vegetables are safe
to consume



TRUST (lack
off) is a major
issue in food
safety

How to close the credibiliy gap ?



Realizing worriless enjoyment

The campaign

Telling the story online ...



The screenshot displays the Mekostar website interface. At the top, there is a navigation bar with the following links: TRANG CHỦ, VỀ MEKOSTAR®, SẢN PHẨM, ĐẢM BẢO CHẤT LƯỢNG, VỀ NGƯỜI NÔNG DÂN, ĐỊA ĐIỂM, and LIÊN HỆ. The main content area features three vertical panels, each with a red header and a Mekostar logo at the bottom.

- Panel 1 (Left):** Focuses on agricultural practices. It includes the text "Sản xuất theo nguyên tắc Thực hành nông nghiệp tốt (Good Agricultural Practices)" and "Hãy truy cập www.mekostar.vn để biết thêm về Mekostar® rau an toàn". The background image shows a person working in a field.
- Panel 2 (Middle):** Focuses on quality control. It includes the text "Kiểm soát tối đa việc sử dụng phù hợp đạm, phân bón và thuốc bảo vệ thực vật" and "Hãy truy cập www.mekostar.vn để biết thêm về Mekostar® rau an toàn". The background image shows people inspecting plants.
- Panel 3 (Right):** Focuses on harvest and safety. It includes the text "Tuân thủ chặt chẽ thời gian cách ly trước thu hoạch để đảm bảo chất lượng rau an toàn" and "Hãy truy cập www.mekostar.vn để biết thêm về Mekostar® rau an toàn". The background image shows a greenhouse and a person working.

Each panel also features the Mekostar logo and the text "Rau an Toàn" at the bottom.

... and in-store



... about efforts in the field



... done by the farmers



Meet our dedicated farmers!



Mr. Lê Trọng Ngặt
Đông Anh district

Mr. Ngặt is the living example of showing that it is possible to grow truly safe vegetables in Vietnam. [Read more](#)



Mr. Phạm Công Tới
Hà Đông district

Currently Mr. Tới is both trader and farmer and is leading a farmer group of about farmers. [Read more](#)



Ms. Nguyễn Thị Lý
Hải Châu

Since 2008 she has been participating in multiple projects and training on safe vegetable cultivation. [Read more](#)



Mr. Mai Văn Khuan
Thái Nguyên district, Lai Châu province



Mr. Đỗ Quang Mạnh
Bến Lức district, Long An province



Mr. Lê Văn Chương
Cát Hải district, Hoàng Hải

Dedication beyond farm gate



... up until the retail shelf



Easy to recognize:



Rau đỏ / Rau cô gái standing out in the sea of sameness



Creating Attention



To attract consumers



For trying,



... and buying



Sold out !





Co-creation with retailers

Daring to change



Challenges ahead

For Safety, Health and Wealth



From challenges to opportunities



- Making safe and healthy food available for all:
 - Reaching out to lower income groups
 - Food safety requires system transformations

WORLD CAFE

Food Safety and Health



Making safe and healthy food available for all of tomorrow's consumers

KEY QUESTIONS	OPPORTUNITIES
1 What are the lessons learned in marketing communications and branding on safe food products?	1 Safe vegetables are mainly sold through outlets targeting middle to higher income consumers
2 How can we make Vietnamese consumers regain trust and be proud of their locally grown and safe products?	1 40% of Hanoi is an untapped market: food expenditure of USD 4 mln per day
2 How does this relate to the role of consumers themselves as co-producers of food safety (food handling practices)?	1 Food safety requires a system intervention
2 How can businesses and other organisations make safe and healthy foods available to all urban consumers?	

CONFERENCE / HỒ HẢI

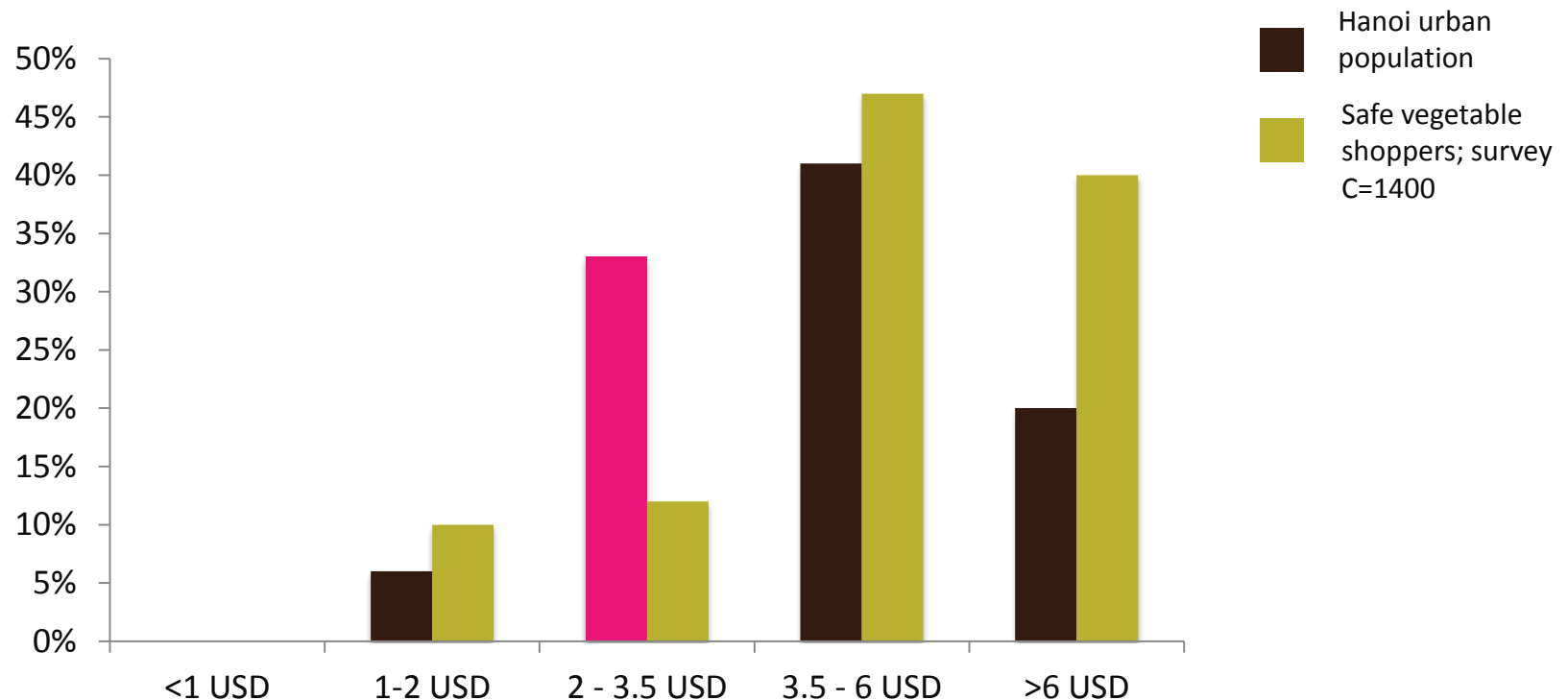
Supplying the market of tomorrow
CUNG ỨNG CHO THỊ TRƯỜNG NGÀY MAI

Reaching out to lower income groups



Challenge: Exclusion of lower income

- Poor consumers don't buy at safe vegetable outlets
- 40% (>3mln) currently not reached with safe vegetable offer

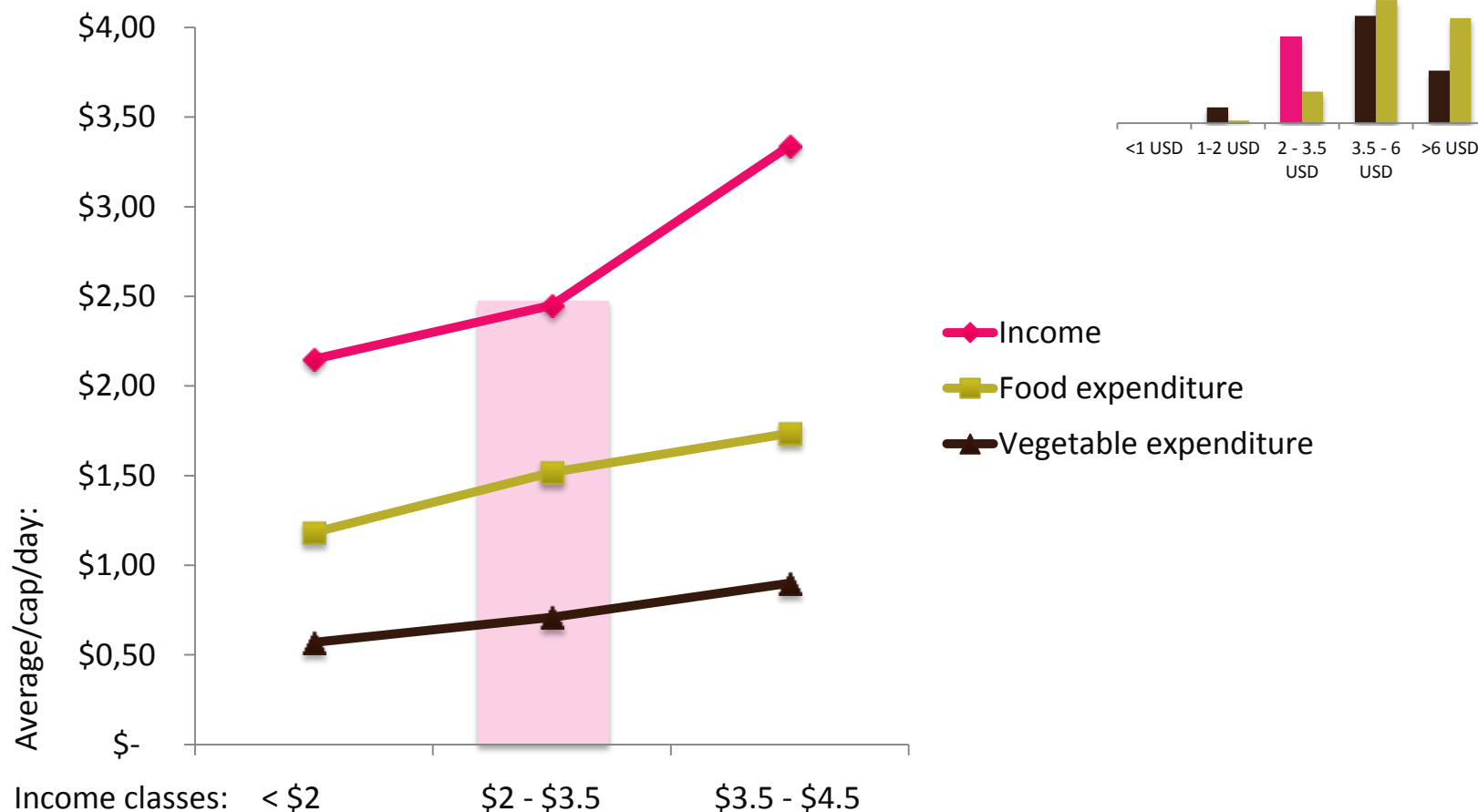


How to make safe vegetables available for all?

Income elasticity food and vegetables

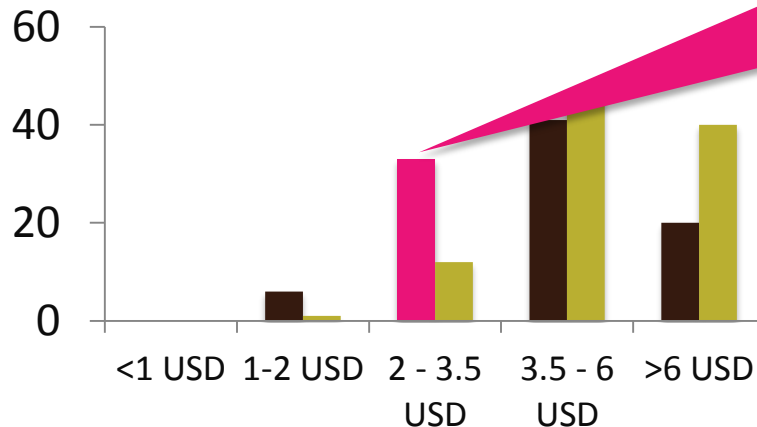


- Income class \$2 - \$3.5, almost same food expenses as one class up



Opportunity: untapped market

- BoP extremely concerned about food safety
 - Rather eat too little than eating unsafe
- BoP spends 60% of income on food
 - 15% food budget on vegetables



Represents a value of:

4 mln USD/day food items

0.6 mln USD/day vegetables



How to reach the 2-3.5USD/day population?



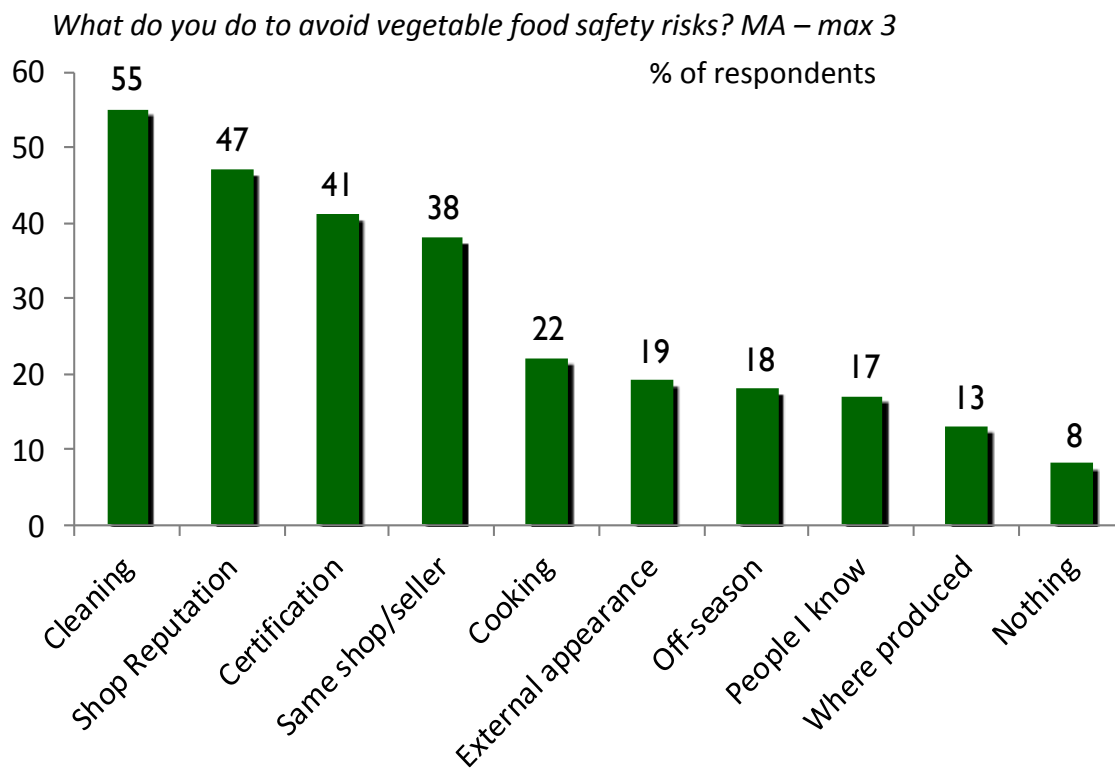
Food safety requires co-creation from farm to fork



Food safety beyond agro-chemicals



- Cleaning vegetables most important strategy to avoid food safety risks



Food safety beyond agro-chemicals



- ...BUT: Consumers tend to clean safe vegetables less carefully



'I buy safe vegetables when I don't have enough time to clean them properly.'

'Even when I don't have time to clean properly I don't fall ill, so I trust the vegetables are safe here.'

How to avoid food safety proposition to become food safety issue?

Farmer: co-producing food safety



- Composting and irrigation needing urgent attention



Sanitation requires a system innovation

Retail: co-producing food safety



- The food safety triangle of money, meat and vegetables



Unawareness: *'Oh yes, we do that. I never thought about it, but now you show me, I see we need to change.'*

Consumer: co-producing food safety



- Deciding where to shop, what to buy from whom and how to clean and prepare



Ready for the ride?
Join us in the afternoon discussions





Contact information:

Sigrid Wertheim-Heck

Tel. +84 (0)4 3759 1380

Sigrid.wertheim@freshstudio.vn

www.freshstudio.vn