

From sustainable production to consumer choice: Evidence from five Mediterranean countries

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AgroApps

Incorporation: 2015

What we do: We design, develop, and deliver digital solutions for the agri-food sector.

R&D: 24 undergoing and 42 completed projects

Moving Agriculture Forward



AgroApps role in DREAM

Leader of WP4:

Acceleration of growth through adjusted strategies and consumer /farmer acceptance

Survey distribution

12/6/2024 - 31/8/2024

368 respondents



Italy

61



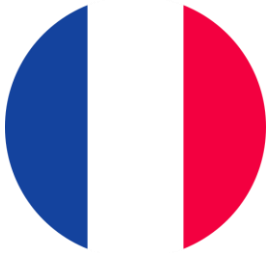
Morocco

76



Spain

88



France

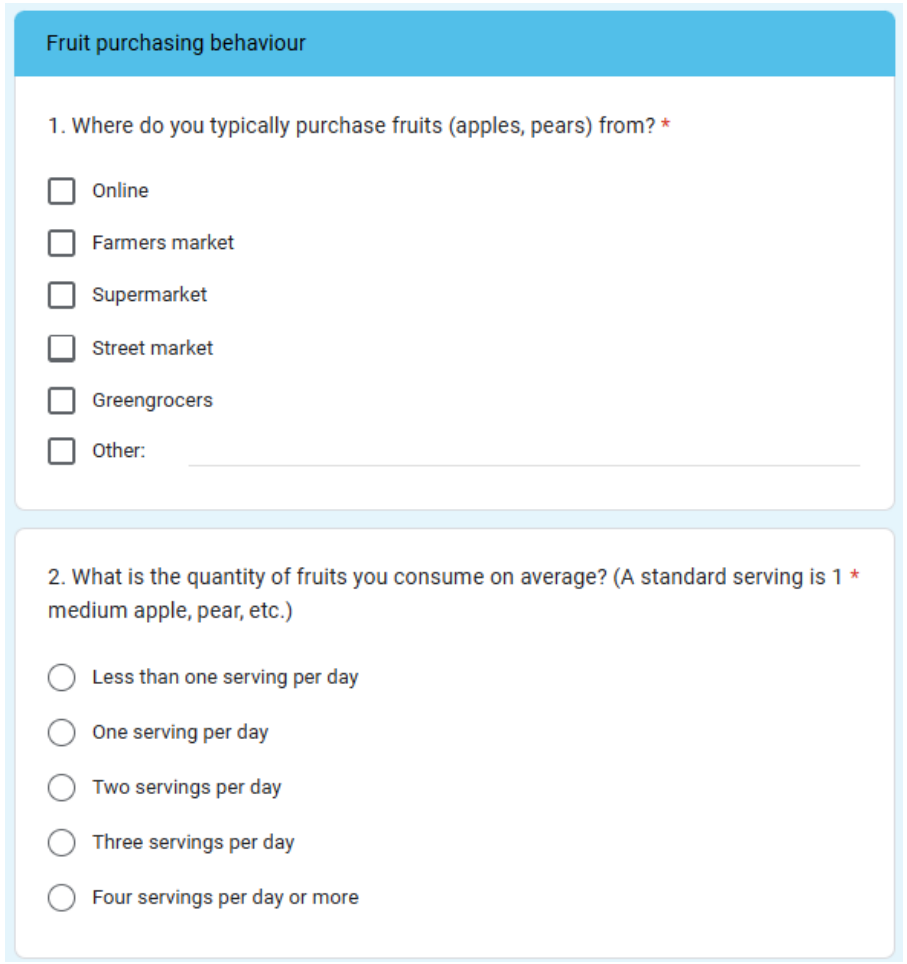
83



Greece

60

Survey content



Fruit purchasing behaviour

1. Where do you typically purchase fruits (apples, pears) from? *

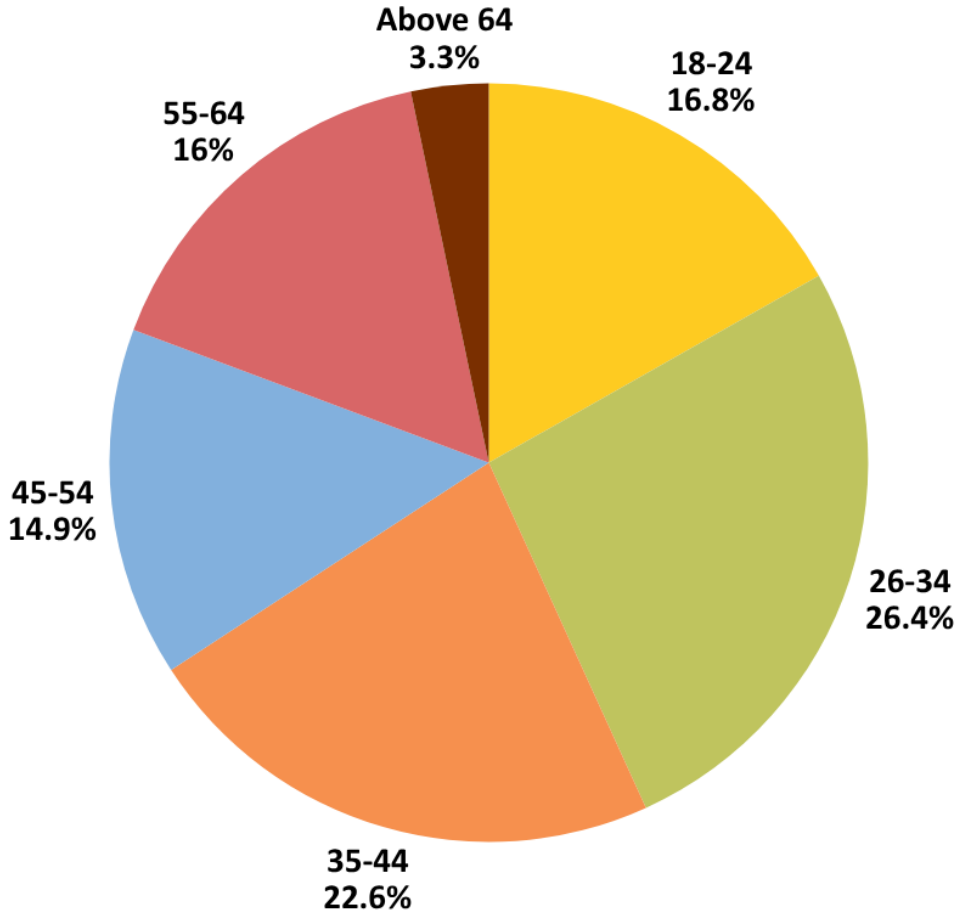
- [ ] Online
- [ ] Farmers market
- [ ] Supermarket
- [ ] Street market
- [ ] Greengrocers
- [ ] Other:

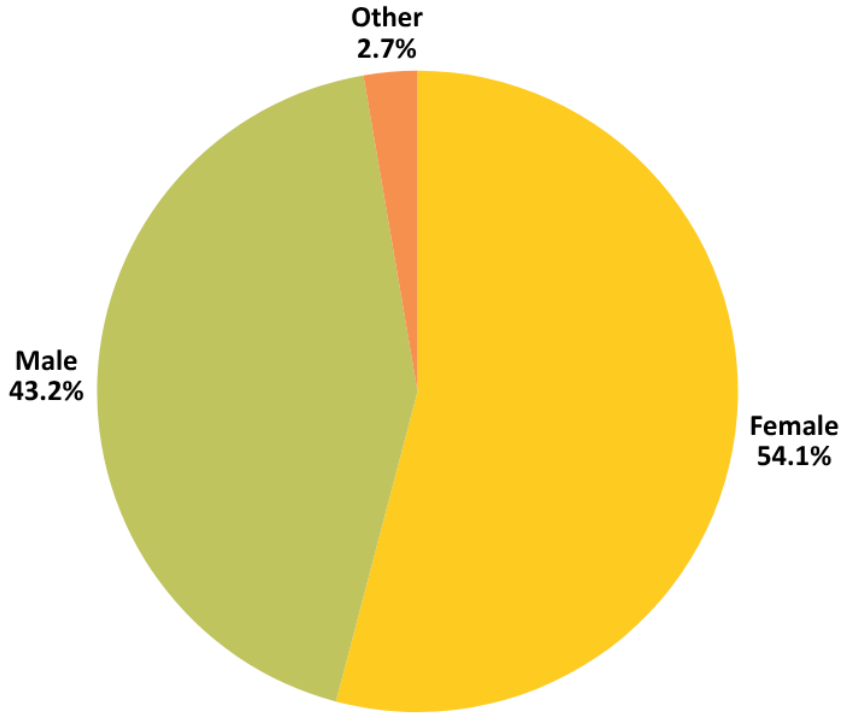
2. What is the quantity of fruits you consume on average? (A standard serving is 1 medium apple, pear, etc.) *

- ( ) Less than one serving per day
- ( ) One serving per day
- ( ) Two servings per day
- ( ) Three servings per day
- ( ) Four servings per day or more

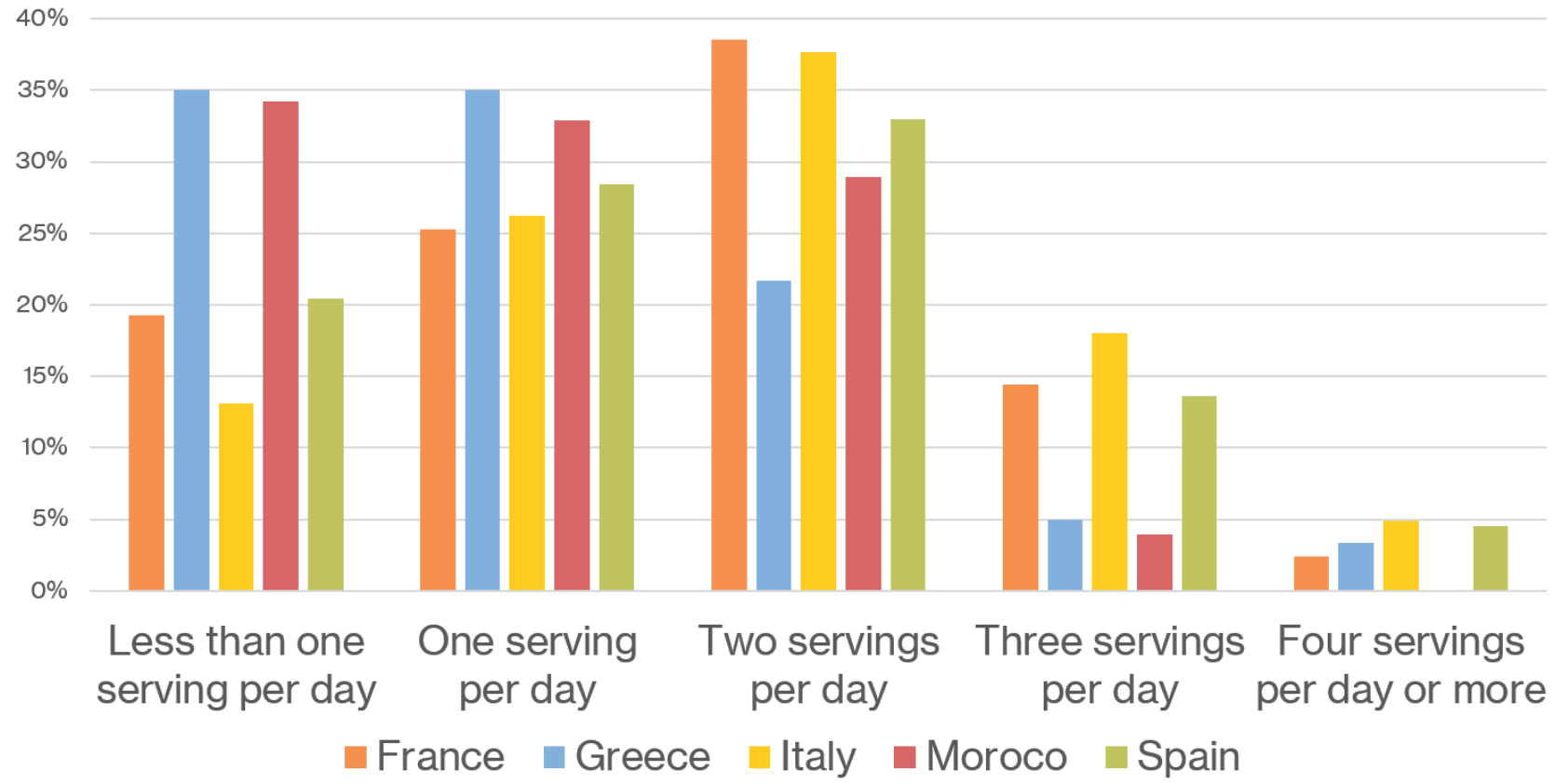
- Fruit purchasing behaviour
- Perception toward fruit that are produced more sustainably
- Perception toward shorter fruit value chains
- Perception towards fruit certifications
- Demographics

Demographics





Average fruit consumption quantity



Preferred fruit purchasing channels





Factors affecting purchasing decisions



Fruit seasonality

74.5%



Geographical origin

58.2%



Quality and nutritional/nutraceutical attributes

55.7%



Particular type of variety

40.5%



Fruit appearance

40.2%



Perception towards sustainably produced fruit

*"I am more satisfied with the **nutritional attributes and quality** of such fruit compared to conventional cultivated fruit."*

60.6%

Environmental considerations are *"Important"* or *"Very important"*.

78%

Health considerations are *"Important"* or *"Very important"*.

90.2%



Perception towards shorter value chains

*"Fruit sourced from shorter value chains tend to be **fresher**."*

82.3%

*"Being aware of the origin of fruit positively influences my trust in their **quality**."*

84.8%

*"It is important for me to support **local farmers/businesses**."*

89.6%

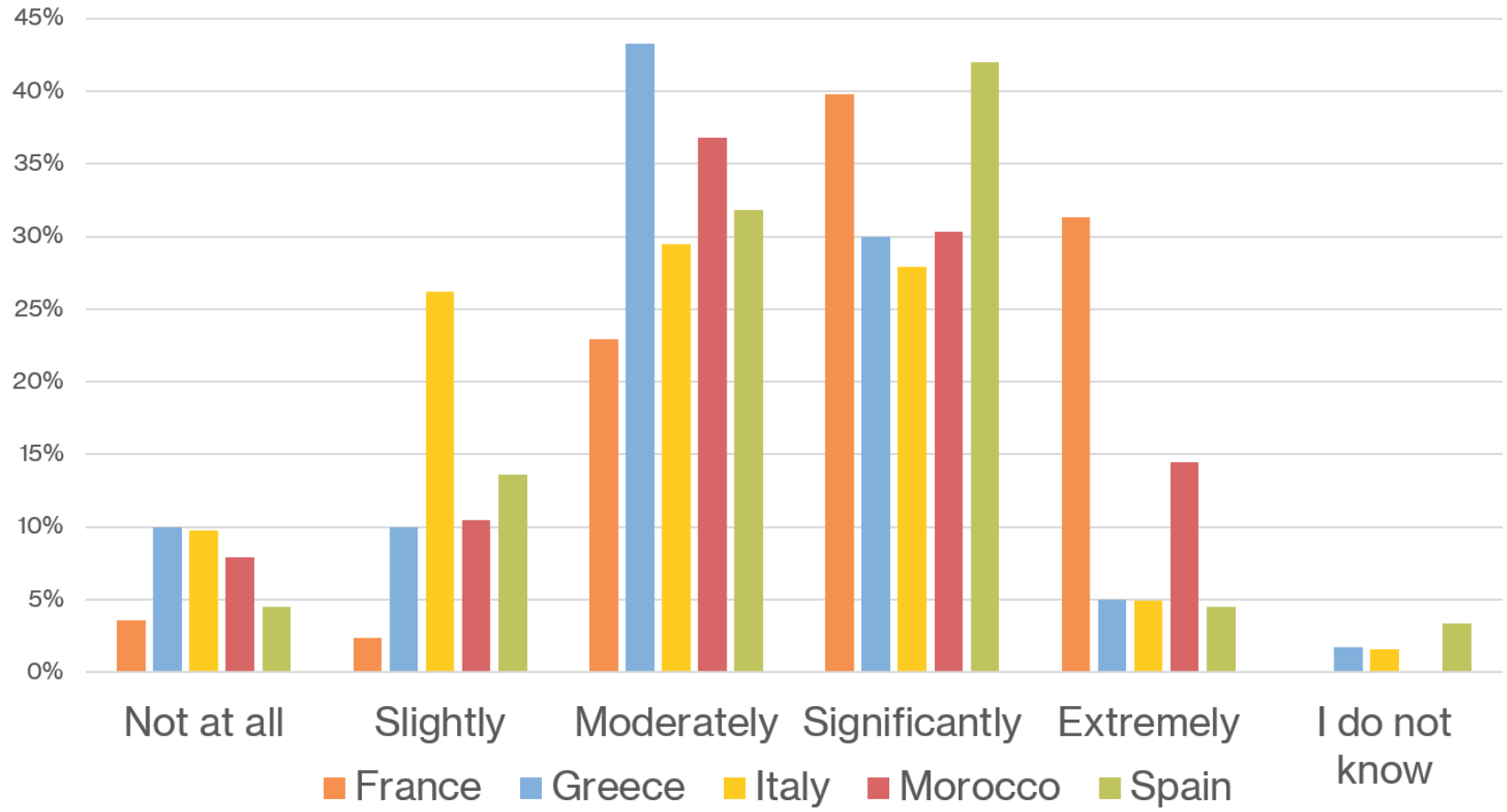
*"I prefer shorter value chains due to their positive **environmental** impacts."*

78.8%

*"Shorter value chains prevent **food loss/waste**."*

71.8%

Importance of fruit certifications





What fosters trust?

Certifications

*"Certifications foster **environmental** benefits."*

62.2%

*"Certifications contribute to a higher standard of **quality** in fruit."*

61.9%

Shorter value chains

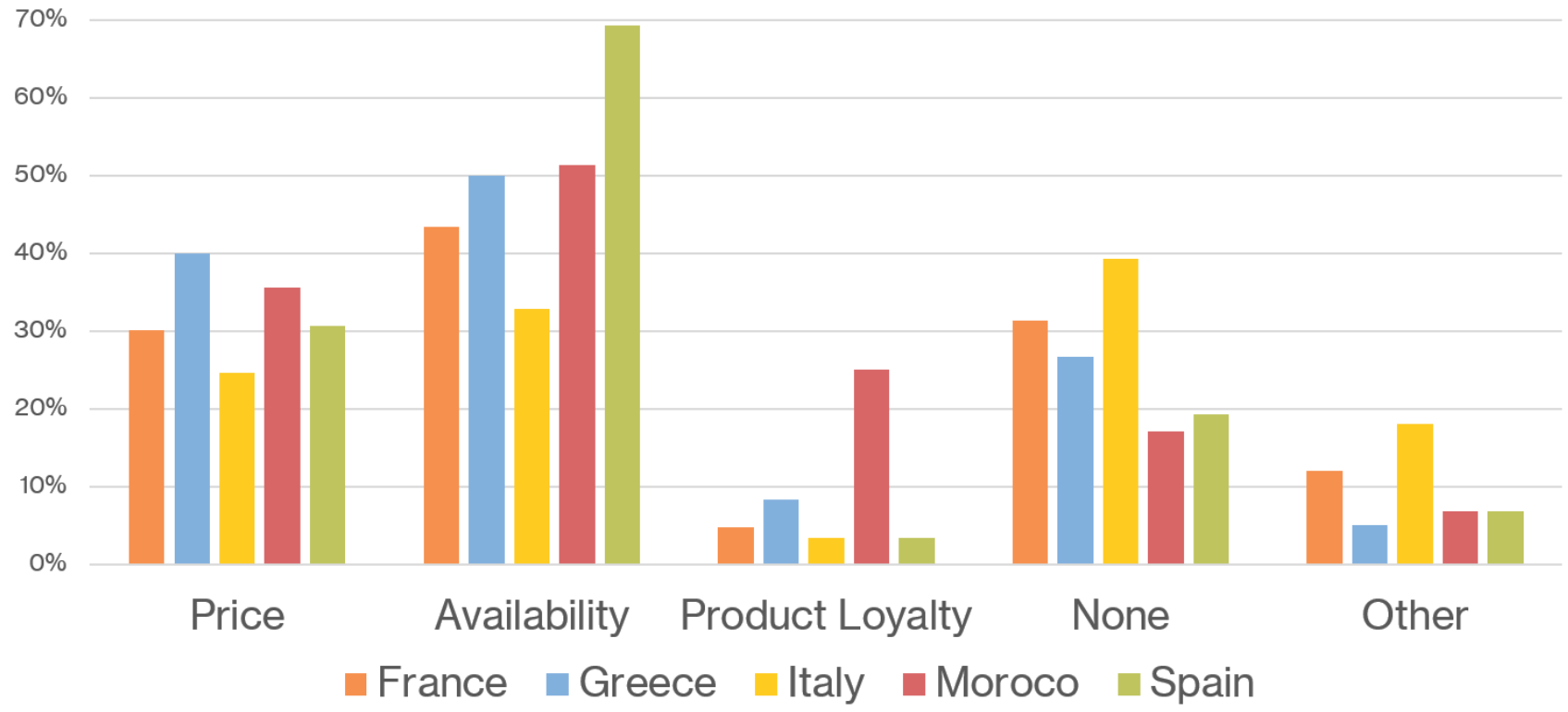
*"I prefer shorter value chains due to their positive **environmental** impacts."*

78.8%

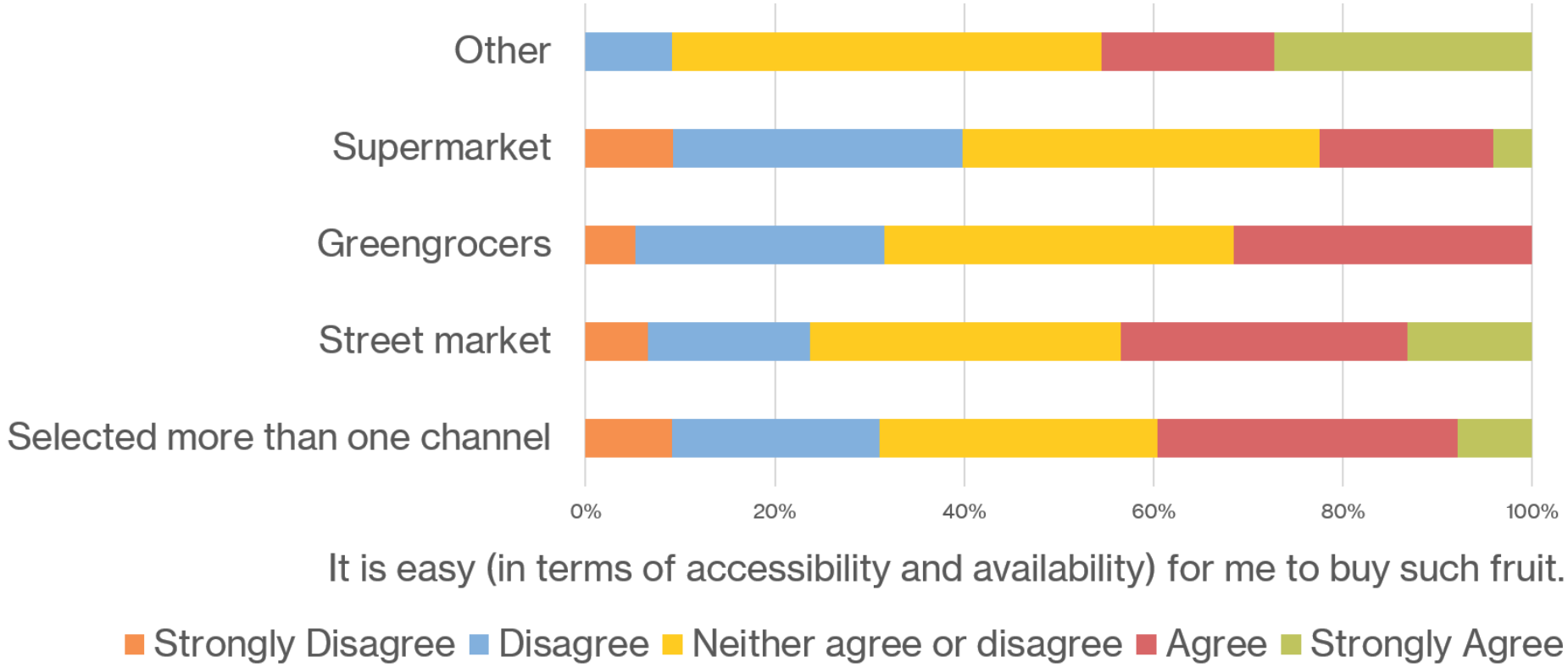
*"Being aware of the origin of fruit positively influences my trust in their **quality**."*

84.8%

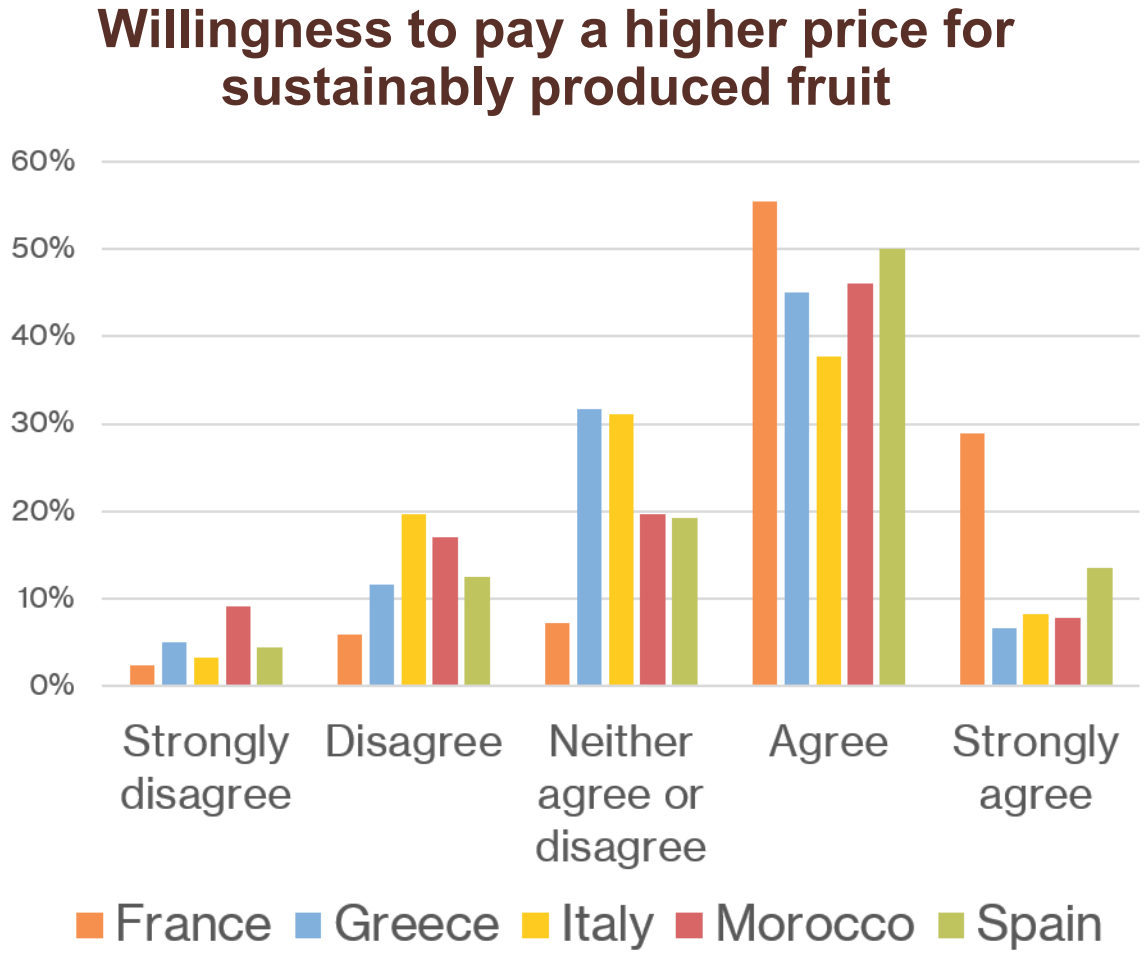
Factors preventing purchasing from local suppliers/farmers

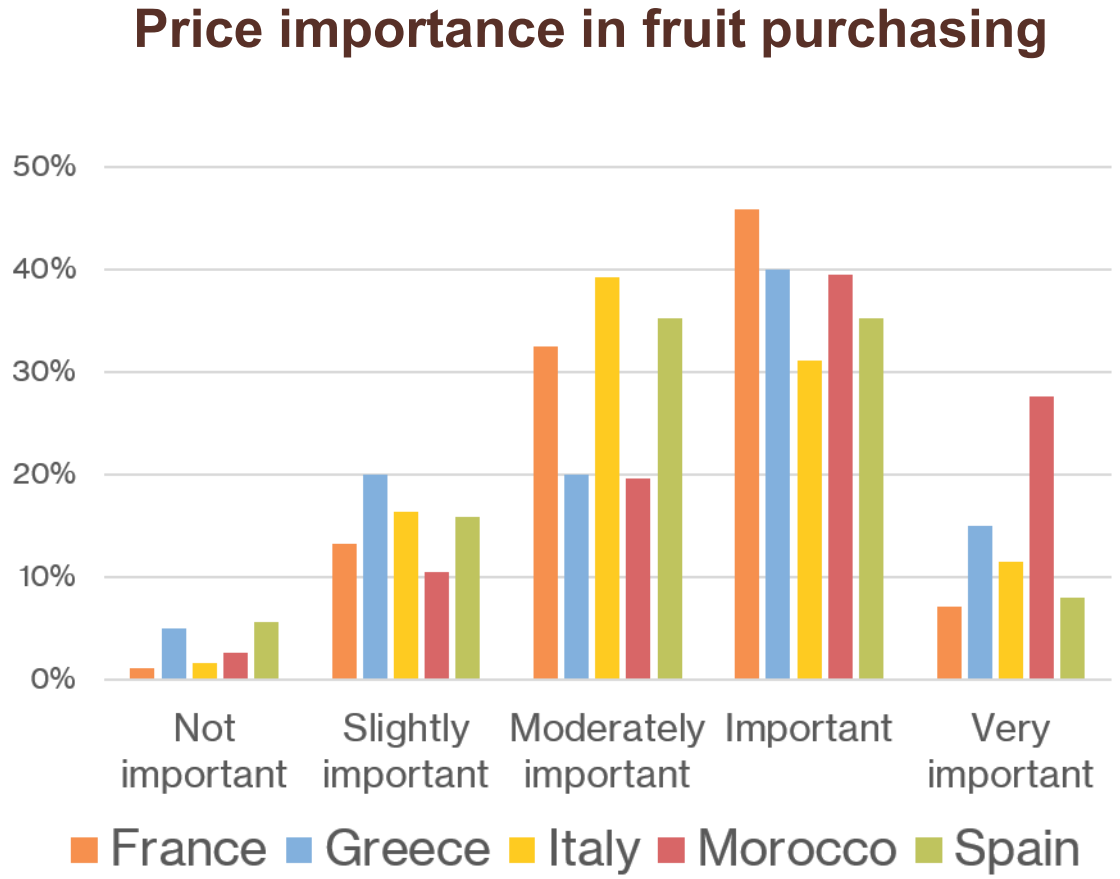


Availability and accessibility of sustainably produced fruit



Price considerations







Price considerations

Ordinal Regression Analysis

Dependent variable

Willingness to pay a higher price for sustainably produced fruit

Independent variables

- ✓ Average fruit consumption
- ✓ Importance of price
- ✓ Seasonality
- ✓ Willingness to pay more for certified fruit
- ✓ Age
- ✓ Gender
- ✓ Education level
- ✓ Presence of children
- ✓ Country
- ✗ Fruit appearance
- ✗ Income



Conclusion

Trust

Stronger connection between farmers and consumers

Availability

Combination of alternative and conventional channels

Price

Acceptable premium & clear communication of benefits



Thank you!

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