




INTEGRATING DEMAND AND SUPPLY SIDES IN CONNECTING PRODUCERS TO CONSUMERS, AND TOGETHER TRIGGERING A CHANGE IN THE RETAIL SECTOR

*Addressing food systems through consumers – promoting awareness and behavioral
3rd Global Conference of the Sustainable Food Systems Programme*



Supported by:
 Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety
based on a decision of the German Bundestag



PLY PIROM -WWF THAILAND

THE TRUE COST OF FOOD



As the starting point, the SCP project began within the context of an unsustainable food system. It is a fact that “Thailand as a global food production hub is driven by an increase in forest land conversion to agriculture”. Food production in Thailand comes with social and environmental costs. Our food system is described as “unsustainable practices, deforestation, ecosystem service trade-offs and externalities, ecosystem degradation.” In particular, the local food production system, is predominantly being transformed into monoculture & agrochemical practices, which is leading to the crumbling of the local economy and degradation of ecosystems. This is what we called the “true cost of food”.



**UNSUSTAINABLE PRACTICE
ACROSS FOOD SYSTEMS**

SCP APPROACH

KEY STRATEGIES

Visualizing the problems
to create a sense of
urgency & Engaging
consumers and suppliers

TOWARDS A SUSTAINABLE FOOD SYSTEM



**Sustainable
Production**

FLR349

**Nature-based solution model shifting from
monoculture to sustainable agriculture**



**730 rais
restoration**



**1,323
smallholder farmers**



**Market
Transformation**



Establish Local food



Multi-stakeholder platform



**Traceability platform/
Consumer information**



**Farmer's market as a bustling
hub of sustainability**



**Sustainable
Consumption**



**Eat Better
Consumer campaign for ACTIONS**

Given that, in the agricultural sector, the production and consumption of food is among the major contributors to global warming and has major impacts on the ecosystem, the environmental problems can therefore potentially be mitigated through the promotion and integration of SCP principles into government policies, business decisions and consumer practices.

To mobilize consumers, we deployed two key strategies. One, “visualizing the problems to create a sense of urgency.” Two, “direct engagement with consumers and producers.” The strategies are implemented across the food system, from the food production side, to market transformation, and towards the consumption side.



In creating a sense of urgency in Thailand, maize, which is a key ingredient for animal feed, is the perfect case to show how food production, especially meat production, has come at the cost of deforestation and ecosystems degradation.

DEMONSTRATING A SUSTAINABLE FOOD PRODUCTION



Implement Agroecology



Incentivize smallholder farmers



Capacity building



Promote Organic Certifications



FLR349
FOREST LANDSCAPE
RESTORATION FUND

On the production side, we established a solution model that will contribute to current and future of food security and the wellbeing of smallholder farmers called FLR349, while increasing forest restoration, preserving farmland biodiversity, and limiting the adverse effects on the environment.

Through a development of a sustainable value chain by growing diversified local varieties and perennial crops, organic products from the landscape will be sold to local food and retail markets, generating income for the community and enhancing livelihoods.

UNDERSTANDING CONSUMER BEHAVIORS



Before we start off the consumer campaign, consumer survey has been conducted- understanding consumers' perception and behavior.

In 2018 - the survey study recommends that the communication campaign strategies shall focus on: Increase consumer information and accessibility about SCP information for further engagement, and taking motivational factors in a consumer's food choice into consideration. Consumers demand and prefer to pay more for markets that sell organic food and produce with clear origin labelling.

In 2020 - we picked up another interesting research- called Dream Food- access consumers' opinion what is dream food. The results found that the input and process play stronger role in the Dream Food definition than the food itself. Eating Dream Food not only benefits to good health- but also the positive impact on climate too. No key brand 'owns' the Dream Food Icon—and last "Mom-made" best defines Thais' Dream Food.



"Not just healthy, it's eco-friendly"

EAT
BETTER



EAT BETTER CONSUMERS CAMPAIGN

- Creating the consumers' demand for reliable information.
- Demonstrate examples of how information is provided to consumers



5,240

Total page likes
(Updated 10/11/20)

5,525

Total page followers
(Updated 10/11/20)



Based on these insights, there are opportunities to empower consumers to take actions towards achieving a sustainable food system for the planet's health. Our "Eat Better" campaign was launched as an awareness-raising initiative to ramp up social momentum towards a sustainable food system through the promotion of responsible consumption, behaviors, and attitudes, encouraging a change in how we eat, purchase, manage, and understand food. This creates an understanding on why there are needs for consumers to adopt green eating lifestyles.



Meatless Menu Challenge



Channel : Instagram
13 May – 31 Oct 2020
#กินเพื่อโลกที่ดีกว่าเดิม
#WWFThailand
#Meatless Monday



Project Website



WWF/SCP project is strongly visible
to the public/environmental network

EAT BETTER EVENTS & OFFLINE CAMPAIGNS



SCP COMMUNITY

Aiming to raise consumer awareness on the need to integrate SCP principles into our food system and build a network platform for SCP communities; sparking new sustainable initiatives and social innovations.



OCT 2018



Workshop on “Redesigning Bangnampueng Market”
Promoting farmers’ markets as a bustling hub of sustainability



NOV 2018

Supported and collaborated with CU students for EAT IT ALL, no food waste campaign in the university’s canteens



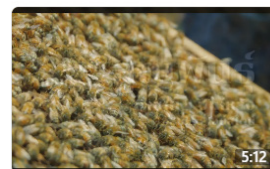
2018



MAY 2019

Co-organized with Biothai for the workshop on agro-chemical testing (pesticide & herbicide) in vegetable and fruits

2019



Sustainable Brands 2020
Chantaboon: The Amazing Bee Trip ...
29 weeks ago · 1.9K Views
42

FEB 2020

Learning trip on
The amazing bee trip; the importance of pollinator
on Feb 23, 2020



2020

Alongside the Eat Better campaign, we use farmers’ market as a tool to promote responsible consumption patterns to urban consumers. They make consumers think about what the value of food is and its production. Farmers markets can be a catalyzer for food system sustainability. It helps consumers and producers meet and connect with each other. Consumers receive direct experiences and are able to ask questions, learn, and understand, gaining real information about food production directly from the producers through the farmers’ market. An example of this can be seen at, Jai Talad (which translates to “food shopping” in Thai) a farmers’ market we first piloted in 2018.

During the past few years, more and more consumers are being drawn to farmers’ and local markets due to an increasing demand for natural, organic food and local products. This upward trend depicts a rising consciousness among consumers who are more concerned with not just what they eat and consume, but where and how it has been produced as well.

This “locally produced” market differentiation strategy results in higher value gains for farmers, while meeting the demand for healthier foods, which in turn can drive the adoption of environmentally sound farming practices.



**SOCIO-ECONOMIC
& health benefits
for all**



**Better
AGRICULTURAL
PRACTICE**



**INCREASED INCOME
for smallholder's farmers**



**Contributed towards
CONSERVATION OF
ECOSYSTEM**



**Restored
LOCAL FOOD
SYSTEM**

PROMOTING “FARMERS’ MARKETS” as a bustling hub of sustainability



**CONNECT
producers and
consumers**



**Increased CONSUMERS’
CHOICES & AWARENESS
for sustainable food**



**ACCESSIBILITY
for urban consumers**



**Increased
CONSUMER INFORMATION
& TRACEABILITY**



JAITALAD FARM & FOLK MARKET

Opportunity for consumers to meet with farmers-understanding more about how food is produced and contribution towards conservation



500-1000
customers/day



620
online members



200
participants



> 2.5 million THB
SALES



> 500,000 THB
SALES



40 Organized
workshops

OFFLINE MARKET

ONLINE CHANNEL

WORKSHOP



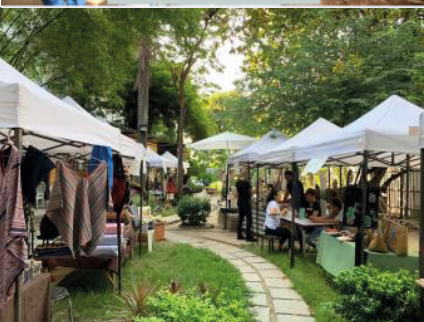
Farm Trip



Farm to Table



The Farm Market



Jai Talad - Microgreen Workshop กับ ป้าคุณ พร...พรรณ ไชย
a year ago · 1.5K Views



JaiTalad Farm & Folk Market
a year ago · 9.4K Views



Jai Talad - หมักปุ๋ยจากเศษอาหาร
a year ago · 775 Views



กินอาหารหลากหลาย = คุ้มกว่าใช่ใจ?
34 weeks ago · 975 Views

Over time, this has been triggering a change in retail sector. The Central Group, one of the largest retail conglomerates in the region, has partnered with the project, as a part of market transformation initiatives. Jing Jai farmers' market, from Central Retail, was launched in 2019. This farmers' market is a key part of their CSV- Creating Shared Values- strategy. It provides an opportunity for local farmers to merchandise their agricultural outputs, selling their fruits and vegetables along with other provincial goods in areas through the Central Group's retail outlets. This allows both consumers and farmers to meet and discuss their thoughts, with new ideas utilized to improve product development. Through this, high-quality food and products are supplied to consumers, and a stable income is provided for the farmers.

Job creation is also a part of the development and improvement of Thai farmers' living standards. During this past year (2020), 23 Jing Jai farmers' market outlets were opened, with 3,163 farmers in 517 sub districts taking part, earning total revenues of 250 million baht and generating on average times more income for farmers. The Central Group aims to expand these markets to other provinces throughout the country.

IN 2020



JING JAI FARMER'S MARKET

CENTRAL Group CENTRAL RETAIL

EXPANDED TO

23

provinces

GROSS SALES

250M
THB

BENEFIT TO

3,163
smallholders

LOCAL
PRODUCTS
FROM

517
subdistricts

3

times
more income



Through displays in modern retail stores, the project is able to provide consumers with information as well as traceability for the products.



The Central Food Retail Quality at Heart is a singular approach of CFG which contributes to establishing a more responsible trade, thanks to simple values: local agricultural products, methods that respect the environment, a fair price and a long-term partnership with farmers. The rules of Quality at Heart are set out in specifications and are subject to control procedures, implemented by an independent body mandated by Central Food Retail.

Concept deep dive: Quality Line and Traceability

Objectives	<ul style="list-style-type: none"> Structure & deliver one trustable traceability within CFG and for our customers Secure & amplify the trust in our range and banners
WHY	<ul style="list-style-type: none"> Reinforced by Covid 19 crisis, customers ask for more sustainability, security and health consciousness Guaranty a stable and better quality on long term
Footprint	<ul style="list-style-type: none"> 7 products in 2020 15 products in 2021 (including meat and seafood) 50 products in 2024 (including Food SKUs)

Quality at Heart process



Each farm is audited by CFG Team



Traceability from farm to table



Cultivation method respect environment and sustainability



Harvest at maturity for the best test and freshness

Traceability Scheme

Internal traceability system & Blockchain



- Support farmers to efficiently manage farm, plan plantation activities and control quality with speed and accuracy
- Easily record product data for quality and traceability across supply chain
- Promote products traceability through mobile App



Blockchain technology



5 pillars as a DNA

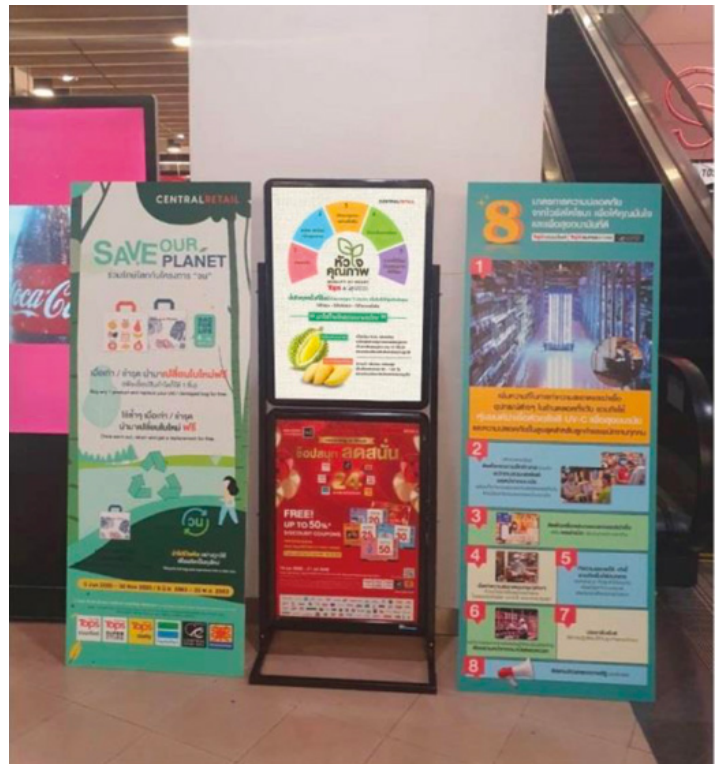


EXAMPLE OF IN-STORE MEDIA

Hanging Mobile



Poster



Bus Stop



Shelf Talker

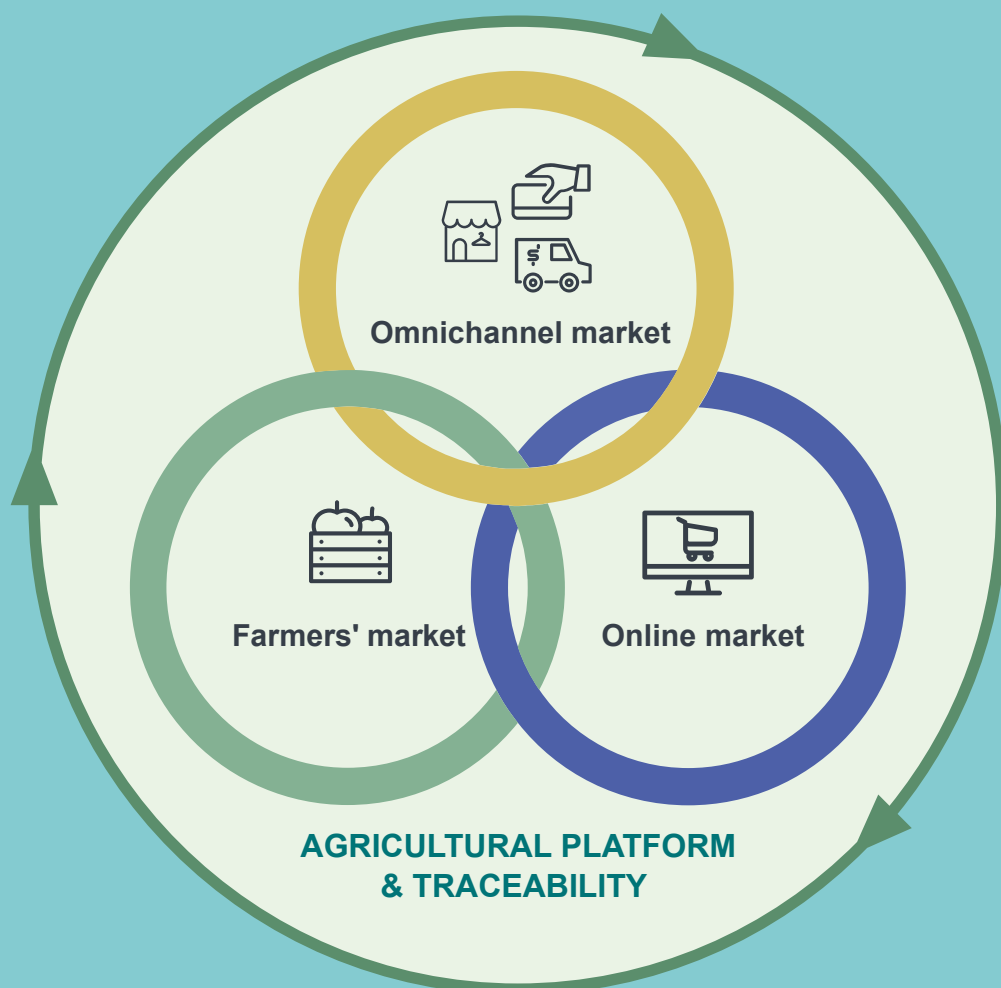


CENTRALRETAIL



MARKET PLATFORMS

As informational platforms for consumers – triggering the change in retail sectors





LESSONS LEARNED

There are huge opportunities to produce more food in a way that works with nature, not against it. Consumer preferences and demands have direct influence on business and government decisions, leading to more sustainable products innovations and policies.

Many consumers are still lacking a full understanding on how ecosystem degradation is related to their food choices. But there is an ongoing improvement where technology and consumer's information have been playing key roles.

There is a growing importance on consumer's information, this demand is increasingly made by both consumers, and the retailer sector who are integrating consumer's information into their marketing and sustainability strategies.

Farmers' markets are regarded as an efficient way to create awareness towards the social, environmental, and health benefits.

With the advent of digital technologies, there is an emerging of "Omni-channel" retailing, which is an integrated approach where in shoppers are provided with a unified experience across offline and online channels. Retailers are striving to build relatable marketing campaigns, friendly customer service, rewards and personalized shopping suggestions that can help create an amazing omnichannel experience, while at the same time could be a tool for consumers to be informed about the products information to make responsible consumption choices.



LINK & CONTACTS

Links to reports, online resources etc.

Our FOOD VISION:

http://www.wwf.or.th/en/scp/reforestation_activity/foodvision/

FLR349 Information:

http://www.wwf.or.th/en/scp/reforestation_activity/flr_349/

FLR349 Brochure:

https://d2ouvy59podg6k.cloudfront.net/downloads/flr___brochure___eng_for_press.pdf

What is the FLR349? (Introduction video)

https://www.youtube.com/watch?v=YAleAjwHKbk&feature=emb_logo

WWF contacts and email addresses

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THANK YOU



<http://wwf.or.th/en/scp>