



# work package 2

Tools and policies promoting  
vegetable consumption

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## Work package 2: Tools and policies to promote vegetable consumption

*Led by Wageningen University, this component :*

- Identifies, designs, tests and scales innovative retail solutions and distribution models.

Desk research on consumer vegetable purchasing and consumption behavior and cultural context to obtain information on consumer behavior, including different categories of consumers (e.g., socioeconomic classes, gender, geographic location), choices, perceived accessibility, role and nutritional contribution of different types of vegetables in the diet, norms and traditions, and previous interventions to improve vegetable access will be conducted. Areas of innovation based on food systems analysis and strengthening of vegetable business networks will be explored to define possible areas of innovations such as choice of vegetables and geographical area, innovative and potential retail solutions and distribution models in general and in particular for women and youth, as well as different categories of consumers such as low-income households, women, youth, etc.

- Identifies, designs, tests and scales innovative solutions to make vegetables more acceptable

Qualitative data will be collected to fill gaps in current knowledge about consumer behavior, perceptions of affordability, consumer knowledge, needs, wants, demands and concerns. Both scientific and practical innovation options and their expected impact based on lessons learned from policy and practice to improve vegetable consumption will be explored. Examples include innovation in communication technologies (Internet and telephone) and home delivery options. Then, the ability of food chain actors to connect demand and supply and develop innovative food products will be explored.

- Identify, design, test and scale innovative solutions to gain consumer confidence in food safety.

A literature search will be conducted on consumer perception of vegetables with respect to food safety to obtain information on consumers' current perception of food safety from production to consumption of vegetables, their food safety practices, and communication strategies available to build confidence and reduce risk perception among vegetable consumers and research possible solutions. This knowledge will contribute to the food system analysis of opportunities to increase vegetable consumption.

