



Das Konsumentenproblem: Eine Lebensmittelmarke für die Regenerative Landwirtschaft

Dr. Robert Gerlach

Thünen Institut, 5. März 2020

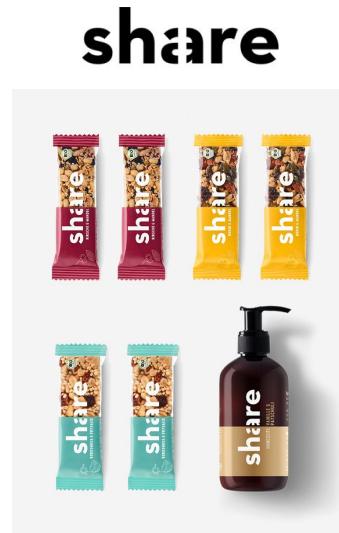
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Über uns

**ATLANTIC
FOOD LABS** ●

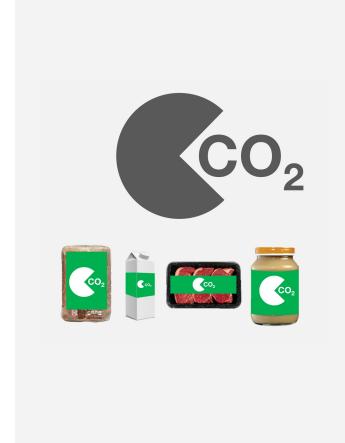
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STENON



Carbon Farmed



Unsere Vision

**Wir möchten Carbon Farming gemeinsam mit Landwirten
durch eine neue Lebensmittelmarke skalieren**



Problem | Wir sehen 3 Hürden für Umstellung

**Fehlender
Verbrauchernachfrage**



**Überbrückungs-
finanzierung**



**Fehlendes Wissen zur
Umstellung**



Situation

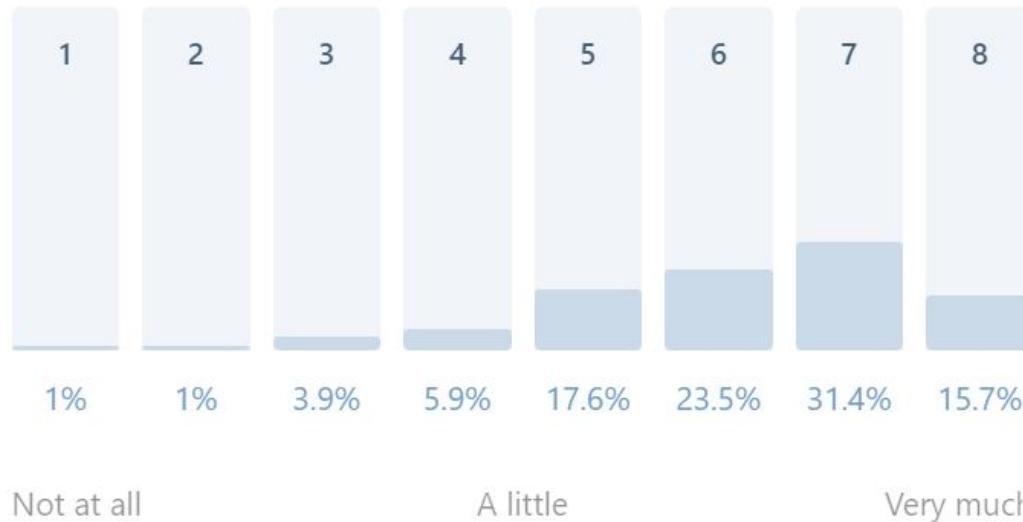
Verbraucher & Markt

Verbraucher besorgt über Klimawandel & eigenen Beitrag

How concerned are you about your own contribution to climate change, the so called carbon footprint?

Avg. 6.1

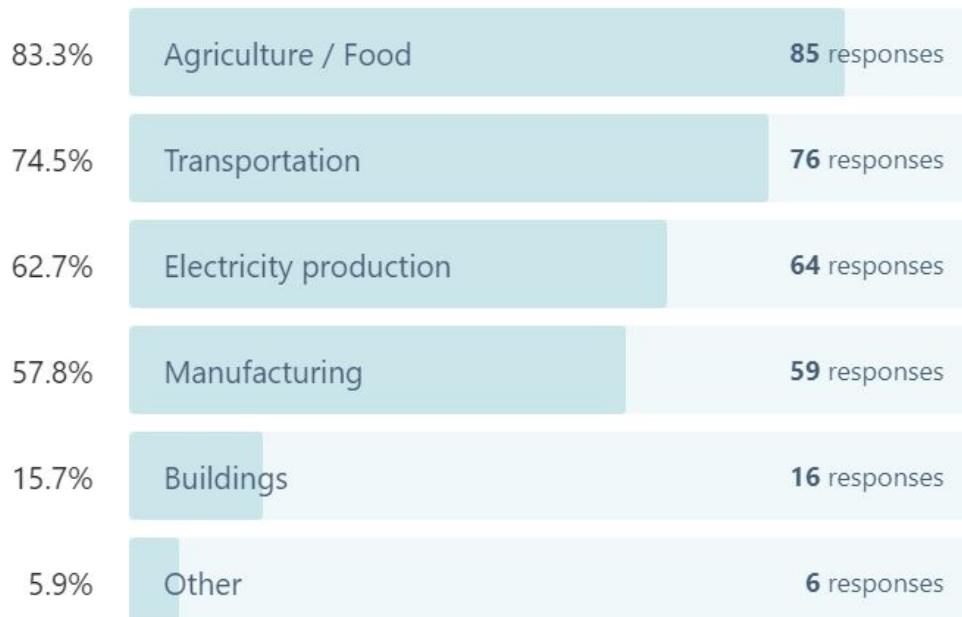
102 out of 102 people answered this question



Beitrag Landwirtschaft Klimawandel verstanden

Which 3 sectors do you think contribute most to climate change?

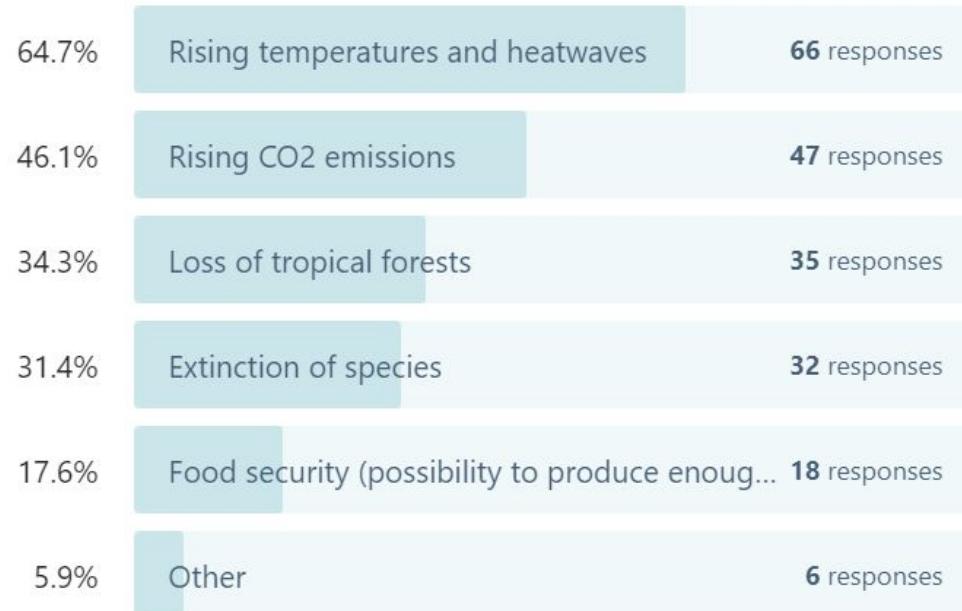
102 out of 102 people answered this question (with multiple choice)



CO₂ Konzentration und Konsequenzen Hauptsorgen

What actually concerns you? Please choose 2 most important to you aspects.

102 out of 102 people answered this question (with multiple choice)

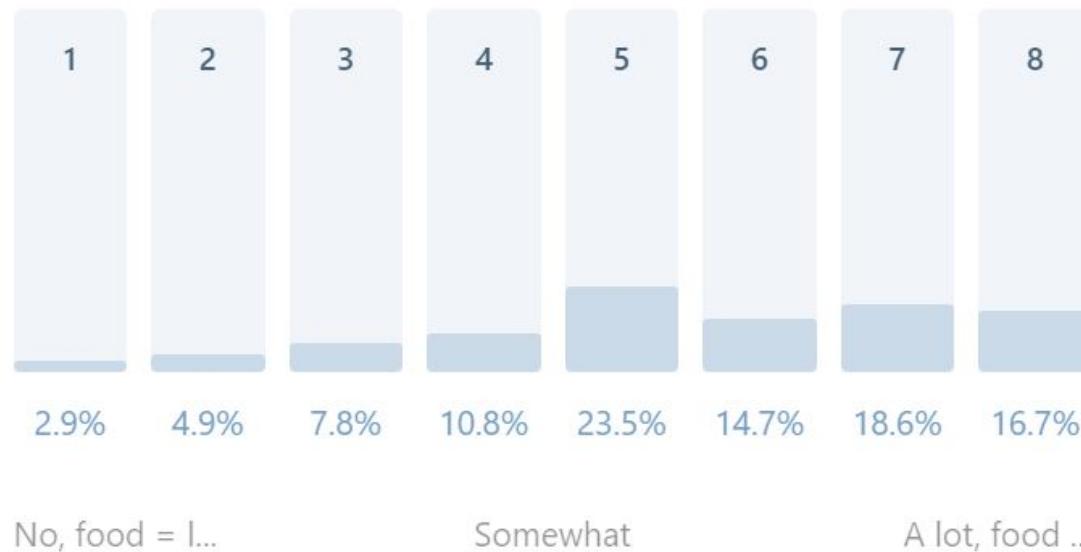


Ernährung spielt große Rolle bei eigenem Footprint

Are you worried about the contribution of your food choices towards climate change?

Avg. 5.5

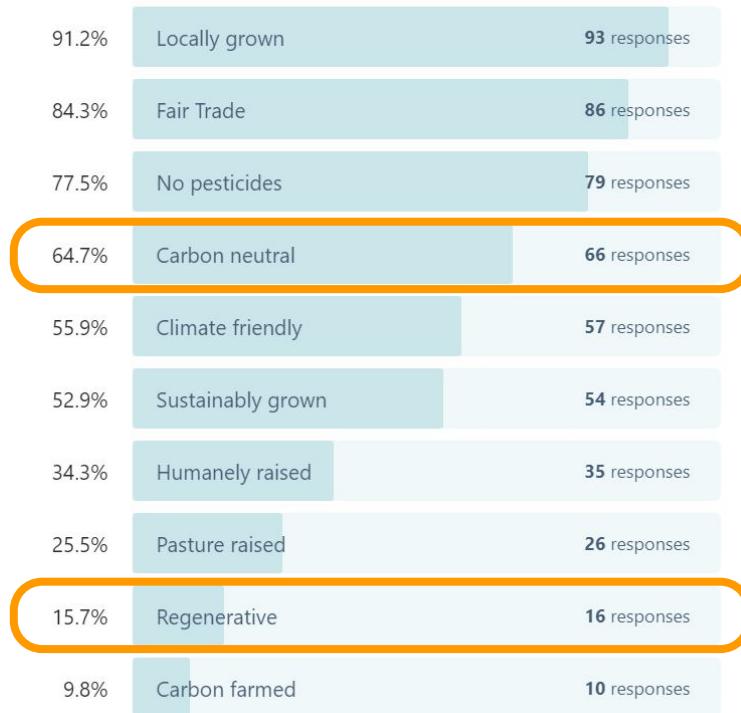
102 out of 102 people answered this question



Carbon Neutral verstanden, regenerative Landwirtschaft weniger

Please, mark any label if you understand its meaning.

102 out of 102 people answered this question (with multiple choice)



Carbon Farming ist noch unbekannt...

Did you know: Carbon Farming (also known as regenerative agriculture) is a form of agriculture that not only improves soil health, but also helps capturing carbon from the air and store it in the soil. When reading this, what was your reaction?

102 out of 102 people answered this question

67.6% This is new to me, and I understand what it ... **69** responses

16.7% This sounds interesting, but I am skeptical t... **17** responses

10.8% I already knew about Carbon Farming **11** responses

2% This sounds suspicious and I do not believe it **2** responses

1% I do not care **1** response

2% Other **2** responses

Vorteile bei Erklärung verstanden, CO₂ Speicherung Priorität

Below you can find a list of different carbon farming benefits. Please choose 3 that are the most important to you.

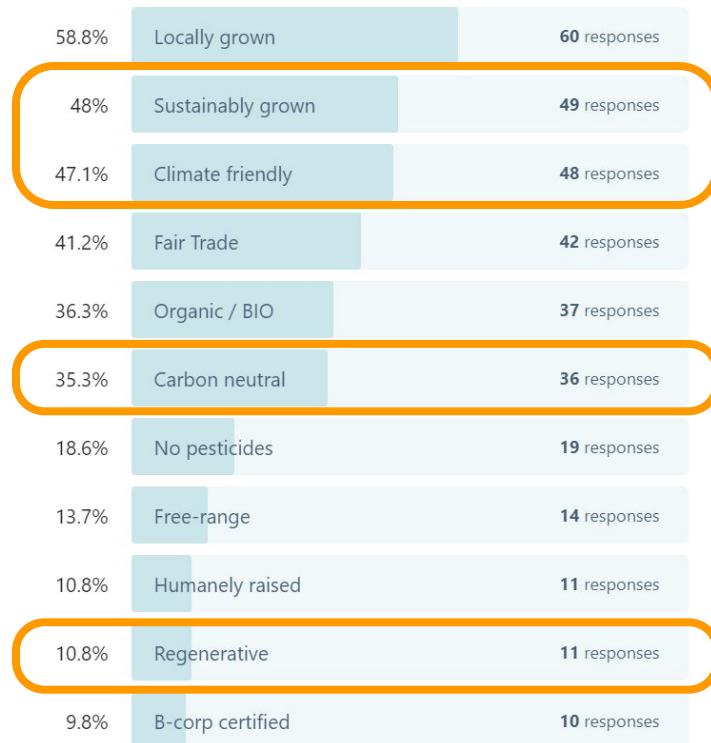
102 out of 102 people answered this question (with multiple choice)



Nachfrage nach entsprechendem Label besteht

Which of the below sustainable labels would you like to see on the food products you buy? Choose max 4 most important to you.

102 out of 102 people answered this question (with multiple choice)



Verbraucher bekunden Kaufbereitschaft Carbon Neutral ...

Now, please, imagine you see Carbon Neutral label on your favorite food product. How will this influence your decision to buy this product? Avg. 6.9

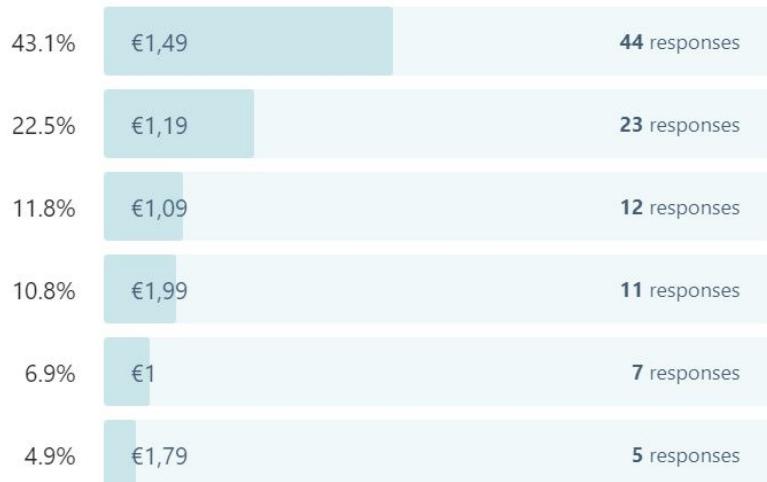
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... und sind bereit, ein Premium ähnlich Bio zu zahlen

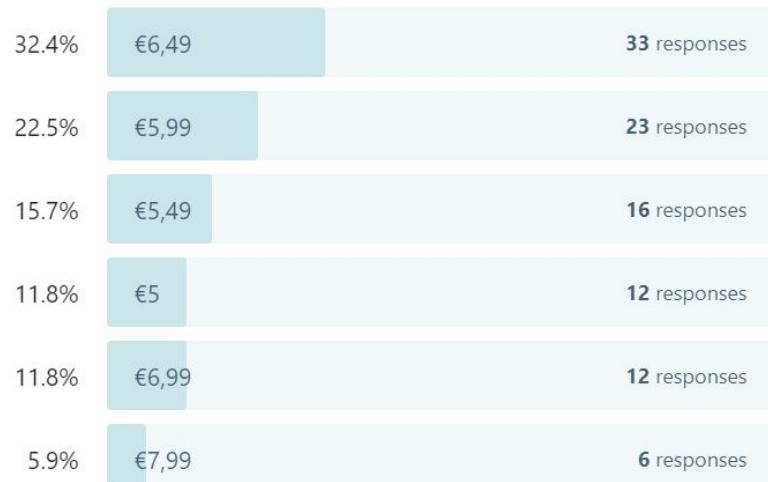
Please imagine that your favorite milk products (dairy or plant based) product costs €1. On your next trip to the supermarket you see the same product but with the Carbon Neutral label on it. What would be the price that you are willing to pay for it?

102 out of 102 people answered this question



Please imagine that your favourite raw meat product costs €5. On your next trip to the supermarket you see the same product but with the Carbon Neutral label on it. What would be the price that you are willing to pay for it?

102 out of 102 people answered this question



Guter Zeitpunkt, um Verbraucher zu aktivieren

Landwirte warten auf
Verbraucher-Push



Nutzen wir die
Gunst der Stunde!

Nachhaltigkeit steigt in
Relevanz



Randbedingungen

Situation: Wenig Angebot, wenig Bekanntheit bei Kunde



Wenig Angebot

Wie können wir eine
Markt-Dynamik
entfachen?



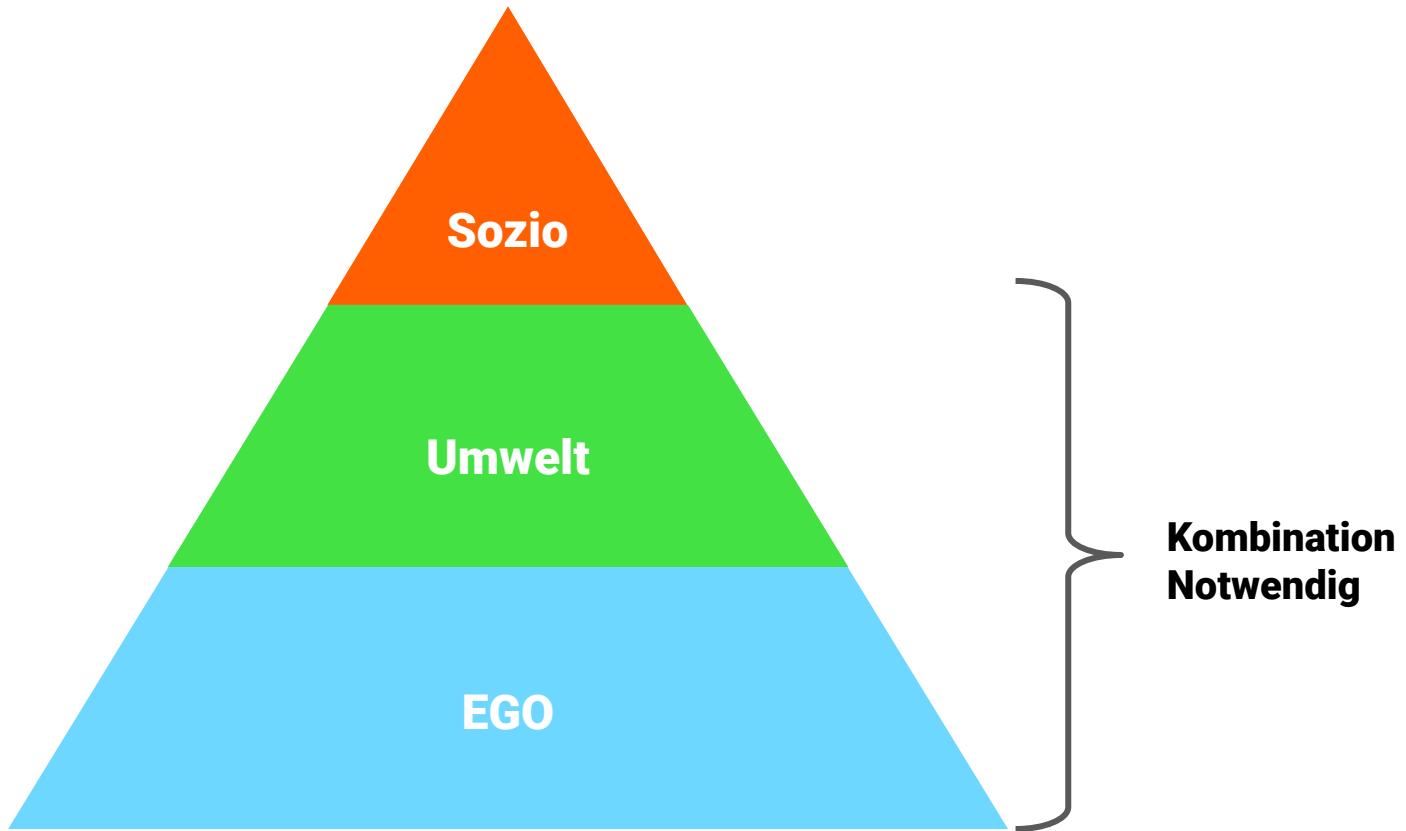
Geringe Bekanntheit



Für Skalierung müssen wir viele Farmer ansprechen



Bedürfnishierarchie



Anforderungen

Landwirt



- Kostengünstig
- Einfach in Anwendung
- Inklusiv statt Ausgrenzend
- Auf Übergang fokussiert

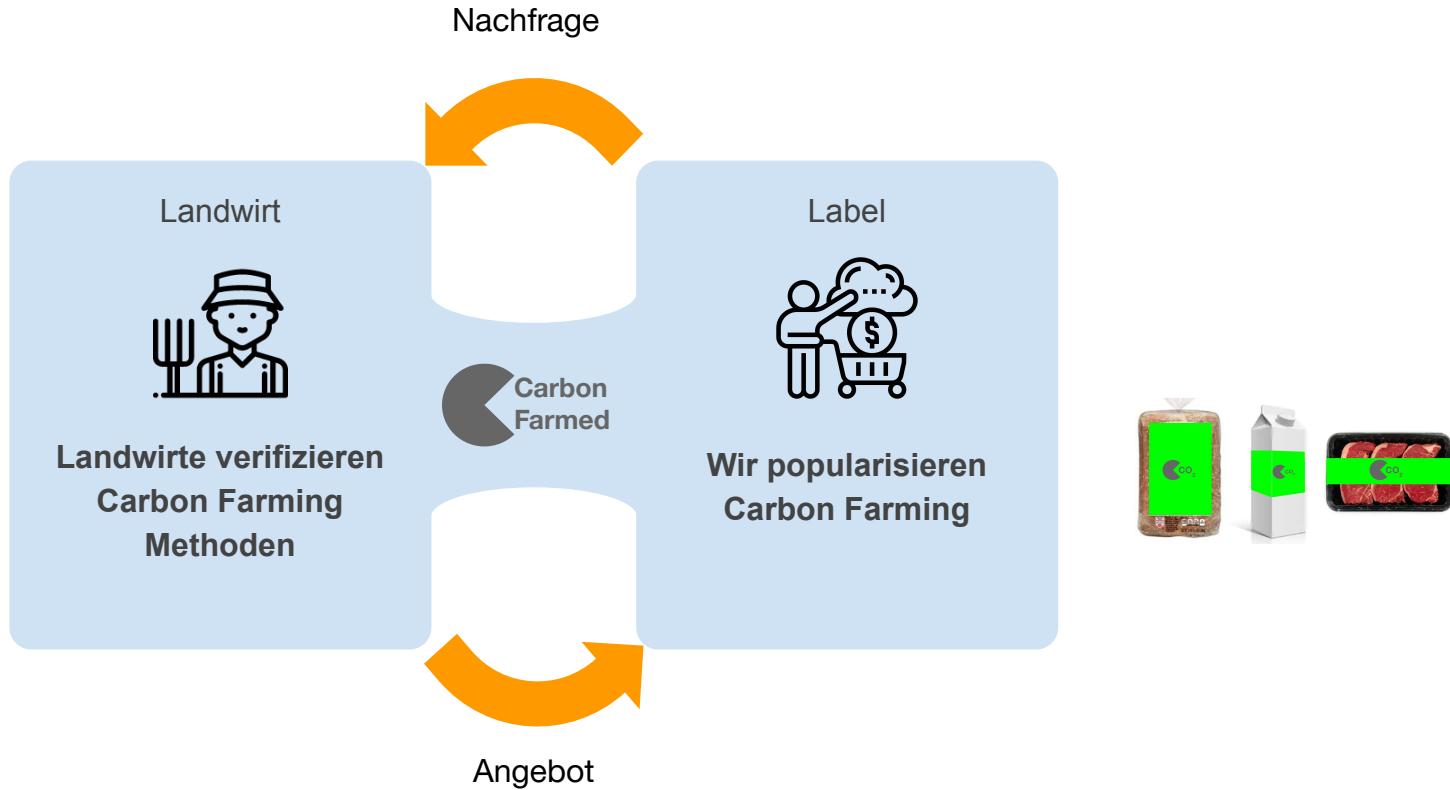
Verbraucher



- Nachweisbar, Verifiziert
- Emotionale Komponente im Vordergrund
- Einfach in Kommunikation
- Authentisch

Unser Markenansatz

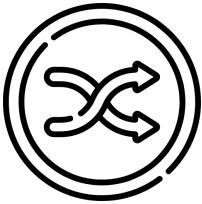
Carbon Farming Label mit Verifikation der Landwirte



Verschiedene Level des Labels

Einstiegs-Label

Unterstütze den Wandel



Abstufungen

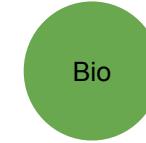
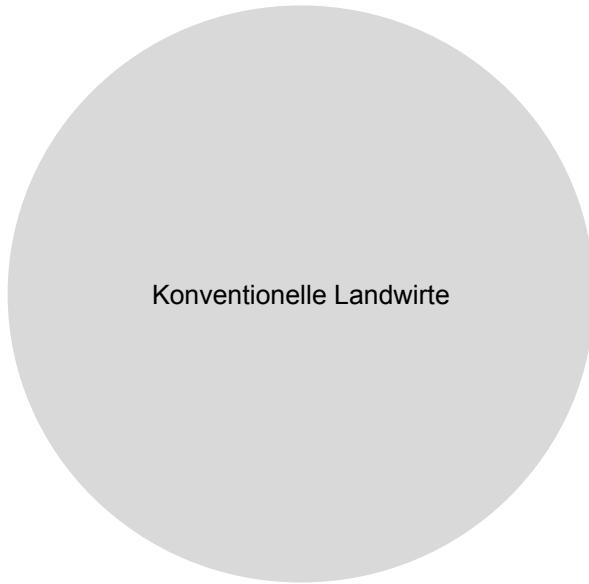
...

Premium-Label

CO2 negatives Premium Produkt



Damit erreichen wir Skalierung und breite Anwendbarkeit



**Einladung zur
Diskussion und
Zusammenarbeit**

Vielen Dank

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The background of the slide features a wide, golden field of crops, likely wheat, stretching towards a horizon under a hazy, warm-toned sky. Several mature trees are scattered across the landscape, their silhouettes standing out against the light. The overall atmosphere is rural and peaceful.

Warum

Wir wollen die Landwirtschaft zum Teil der Klimalösung machen

Wie

Wir möchten Carbon Farming als neue Form der Lebensmittelproduktion skalieren

Was

Wir helfen Carbon Farming profitable für Landwirte zu machen in dem wir
Verbrauchernachfrage steigern