

Das Konsumentenproblem: Eine Lebensmittelmarke für die Regenerative Landwirtschaft

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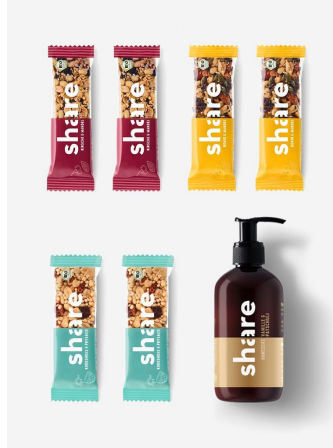
Über uns

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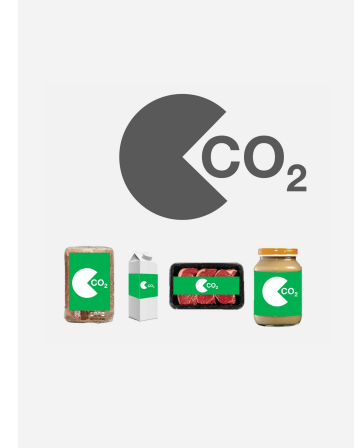
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STENON



Carbon Farmed



Unsere Vision

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



Problem | Wir sehen 3 Hürden für Umstellung

**Fehlender
Verbrauchernachfrage**



**Überbrückungs-
finanzierung**



**Fehlendes Wissen zur
Umstellung**



Situation

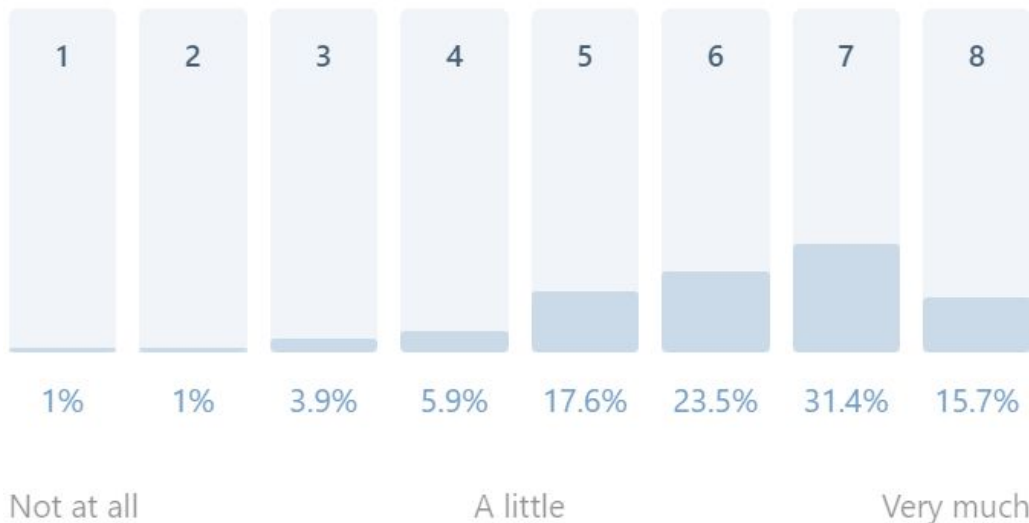
Verbraucher & Markt

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

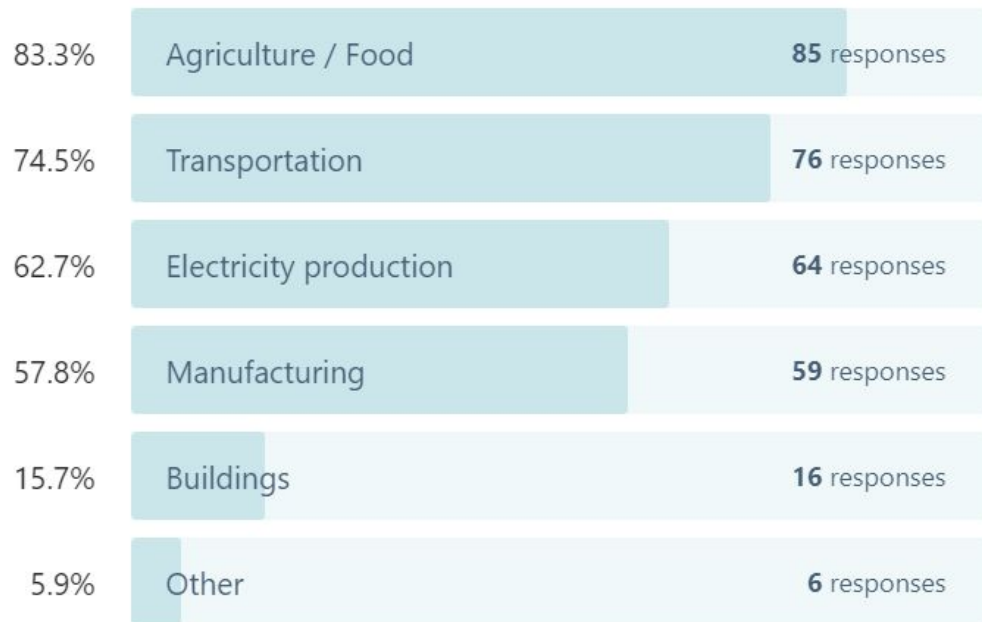
102 out of 102 people answered this question



Beitrag Landwirtschaft Klimawandel verstanden

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

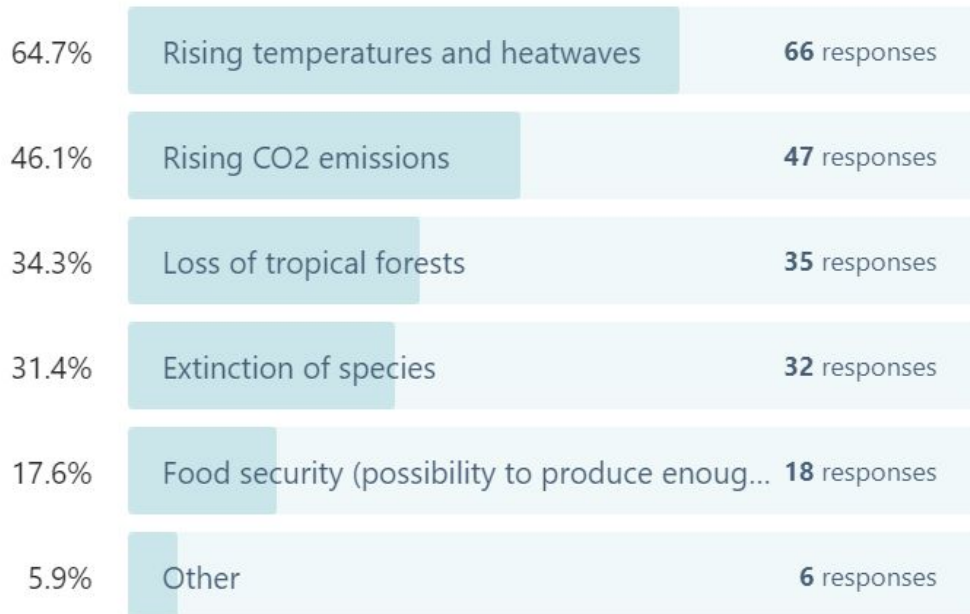
102 out of 102 people answered this question (with multiple choice)



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)

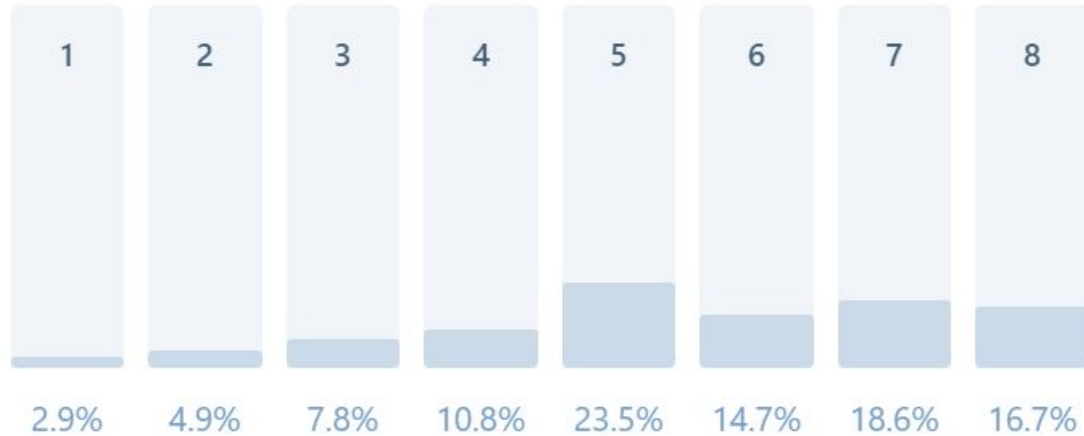


Ernährung spielt große Rolle bei eigenem Footprint

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

Avg. 5.5

102 out of 102 people answered this question



No, food = l...

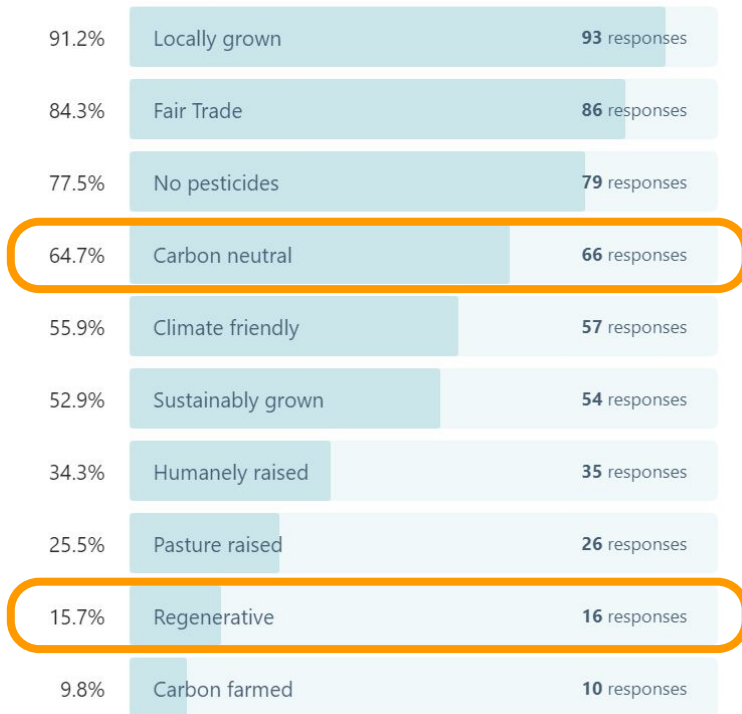
Somewhat

A lot, food ...

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



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)

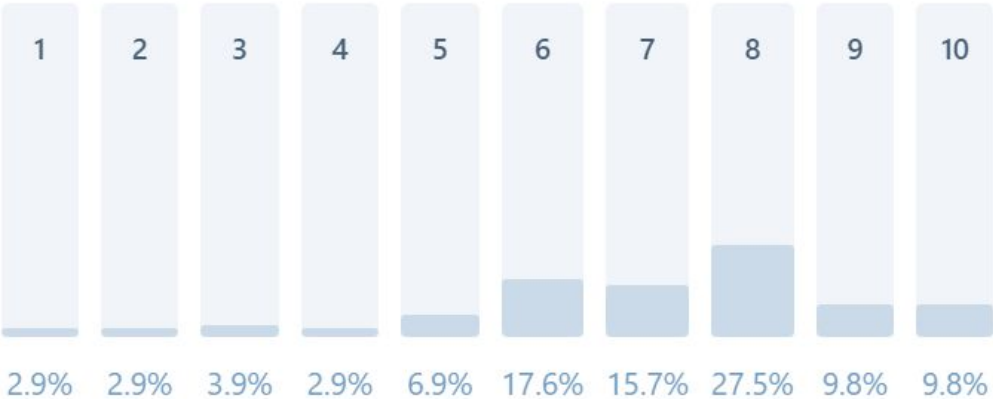


Verbraucher bekunden Kaufbereitschaft Carbon Neutral ...

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

102 out of 102 people answered this question



I do not car...

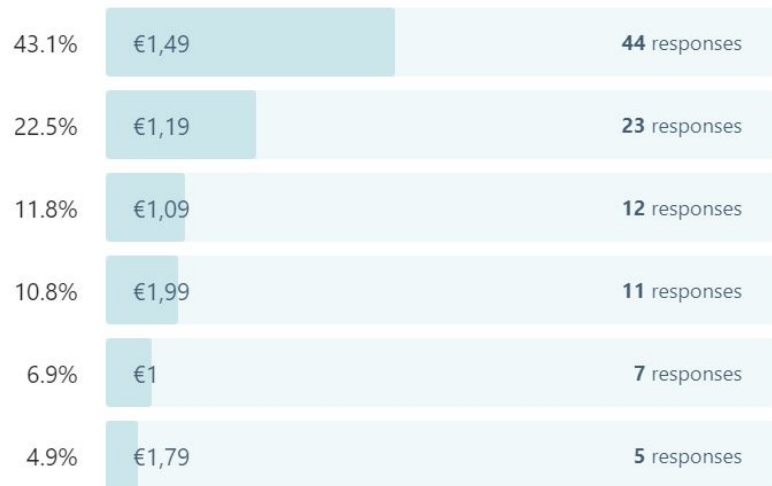
I might buy ...

I will absol...

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

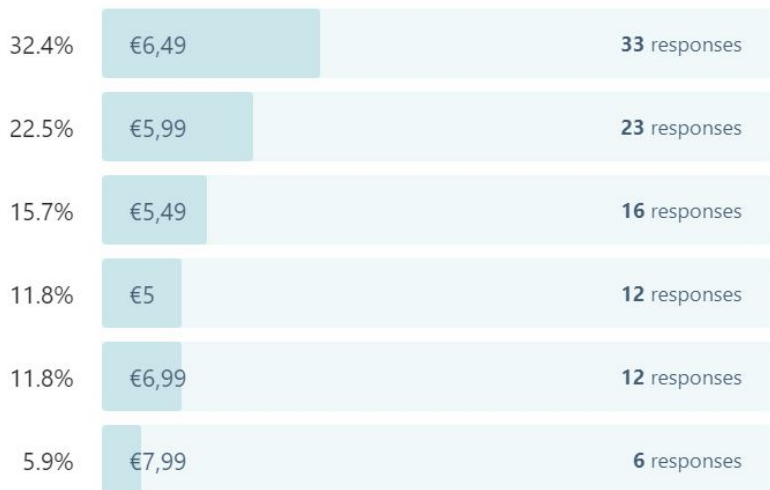
Please imagine that your favorite milk products (dairy or plant based) product costs €1. On your next trip to the supermarket you see the same product but with the Carbon Neutral label on it. What would be the price that you are willing to pay for it?

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**



**Nachhaltigkeit steigt in
Relevanz**



**Nutzen wir die
Gunst der Stunde!**

Randbedingungen

Situation: Wenig Angebot, wenig Bekanntheit bei Kunde



Wenig Angebot

Wie können wir eine
Markt-Dynamik
entfachen?

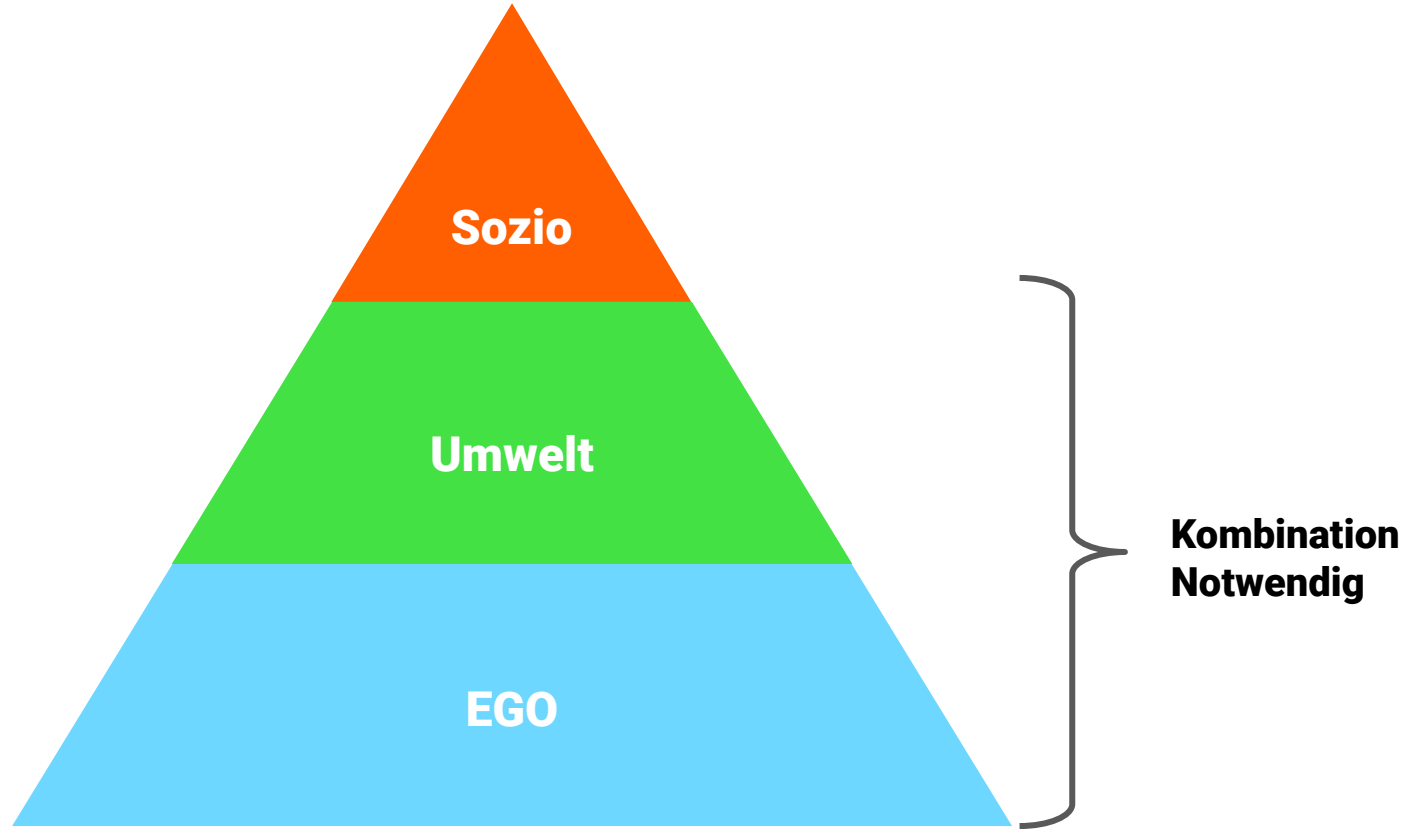


Geringe Bekanntheit

Für Skalierung müssen wir viele Farmer ansprechen



Bedürfnishierarchie



Anforderungen

Landwirt



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

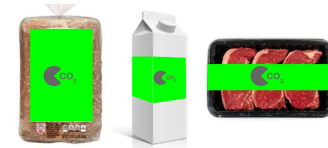
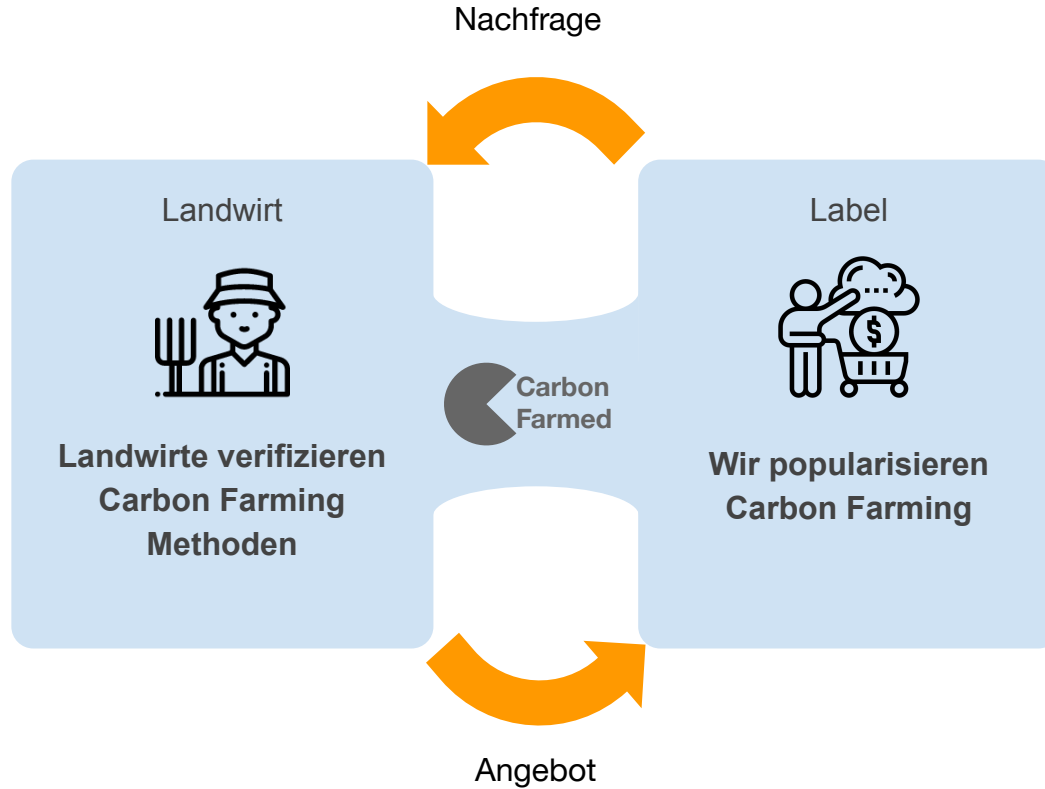
Verbraucher



- 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

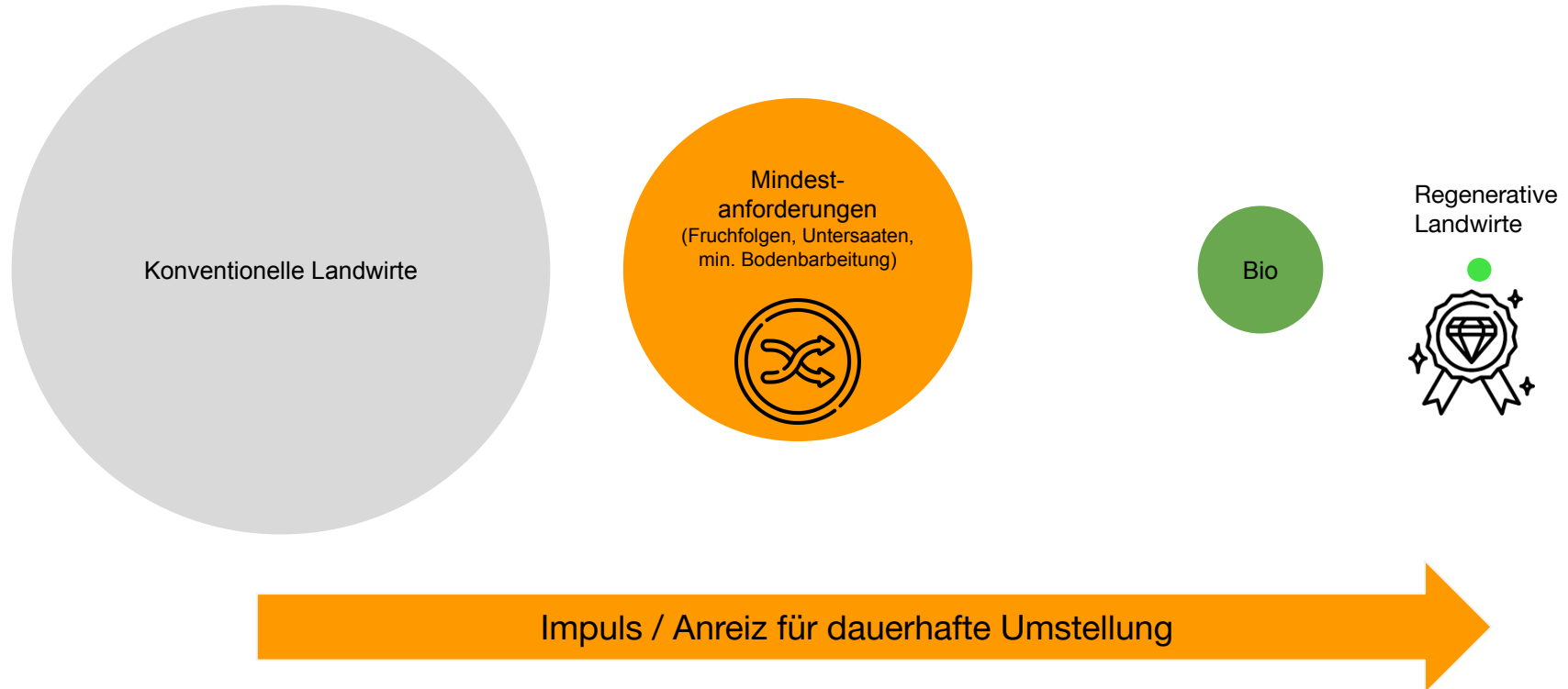


Premium-Label

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 entire slide is a photograph of a vast, golden field, likely a wheat or corn field, during a sunset or sunrise. The sky is a warm, hazy orange, and several trees are visible on the horizon. The overall mood is peaceful and natural.

Warum

Wir wollen die Landwirtschaft zum Teil der Klimalösung machen

Wie

Wir möchten Carbon Farming as neue Form der Lebensmittelproduktion skalieren

Was

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