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EIT FOOD ANNUAL EVENT

LET'S GET REAL ABOUT FOOD

Brussels, Belgium

Event Lounge

October 17th & 18th 2022

#EITFood

Crisis & its impact on food system and global security

Plenary session



eit Food

Co-funded by the European Union



Jennifer Baker

Journalist

Moderator

On stage



Lukas Visek

Member of Cabinet of Executive Vice-President Frans Timmermans - European Commission



Klaus G. Grunert

Professor of Marketing at Aarhus University



Angelo Riccaboni

Professor and Chair of PRIMA Foundation



Hila Cohen

Head of Business Development and Chief of Staff, WFP Innovation Accelerator

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European Commission

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Klaus G. Grunert

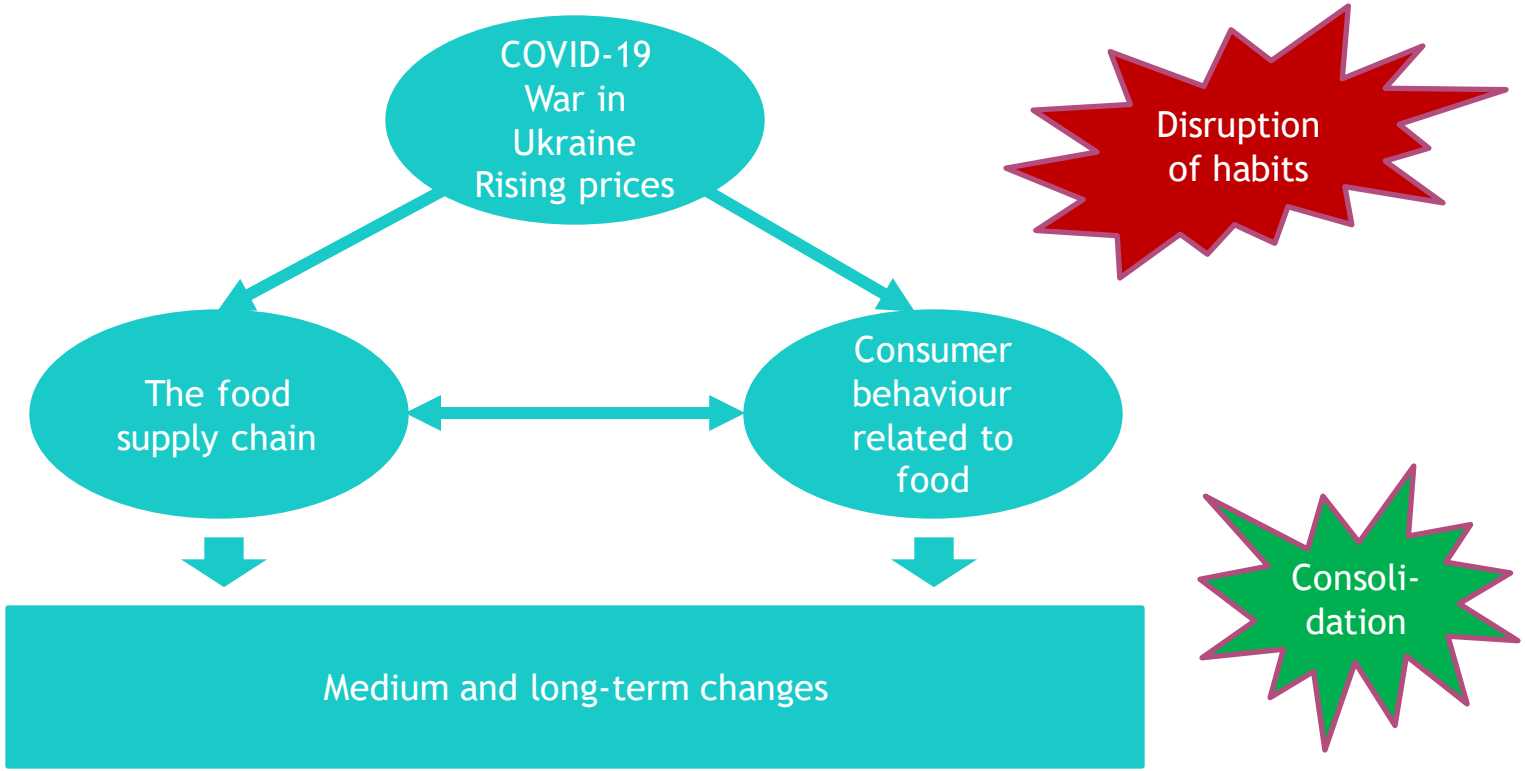
Professor of Marketing at Aarhus University

Co-funded by the European Union

CHANGES IN FOOD BEHAVIOUR IN TIMES OF CRISIS

Klaus G. Grunert

Aarhus University


COVID-19
War in
Ukraine
Rising prices
Disruption
of habits
The food
supply chain
Consumer
behaviour
related to
food
Consoli-
dation
Medium and long-term changes

In 2020, a study on the effect of COVID-19 on food behaviours concluded that….

Food-related behaviours are quite resilient with regard to changes induced by the pandemic, but almost half of the respondents report changes

Likelihood to change is related to being affected by the pandemic, both objectively and in terms of distress

By far most changes are in the direction of more time in the kitchen, experimenting more in cooking and having more family meals

Many people also engaged in more healthy and mindful eating, whereas a smaller share engaged in more indulgence

Regional differences – can be related both to differences in how COVID-19 affected the population and in food culture

Changes are linked to goals that people have for their food-related life

What has happened since

?

Grunert, K. G., De Bauw, M., Dean, M., Lähteenmäki, L., Maison, D., Pennanen, K., ... & Vranken, L. (2021). No lockdown in the kitchen: How the COVID-19 pandemic has affected food-related behaviours. *Food Research International*, *150*, 110752.

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KU LEUVEN

UNIVERSITY OF HELSINKI

The research

Impact of recent and current crises on consumer food behaviours.

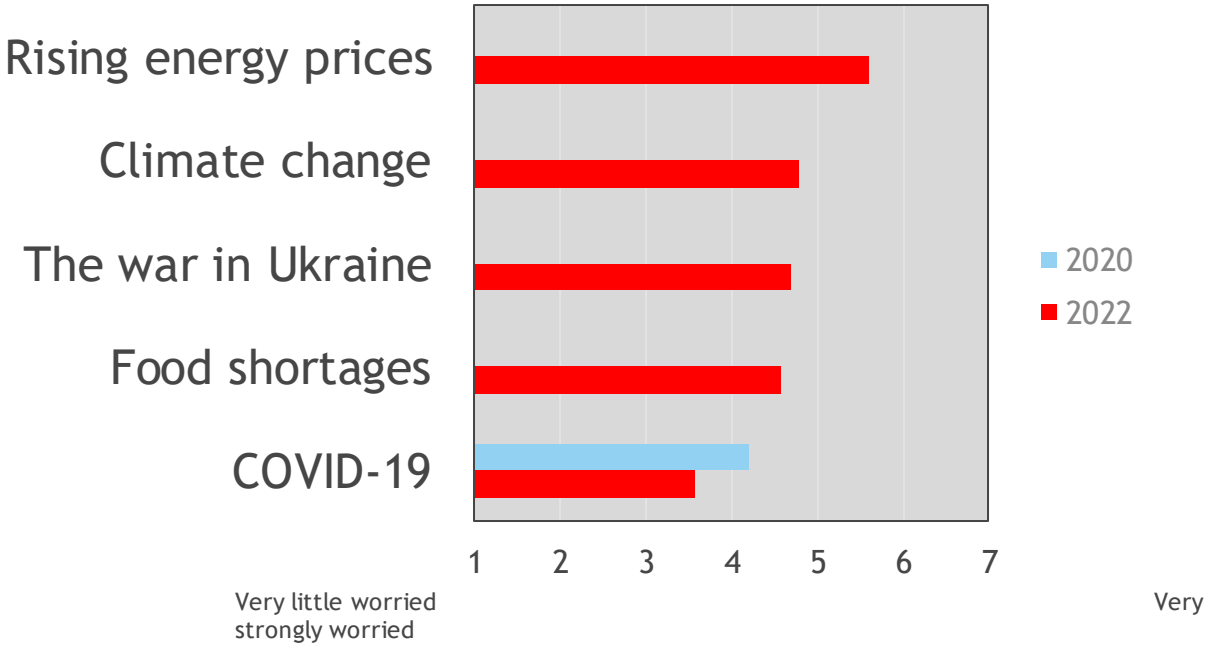
Study of 5,000 consumers in 10 European countries (500 per country) conducted by Aistila on behalf of a research consortium consisting of Aarhus University, KU Leuven and University of Helsinki

Countries surveyed include Spain, Sweden, Germany, UK, Poland, Italy, France, Greece, Finland, Romania.

Data collected in August 2022

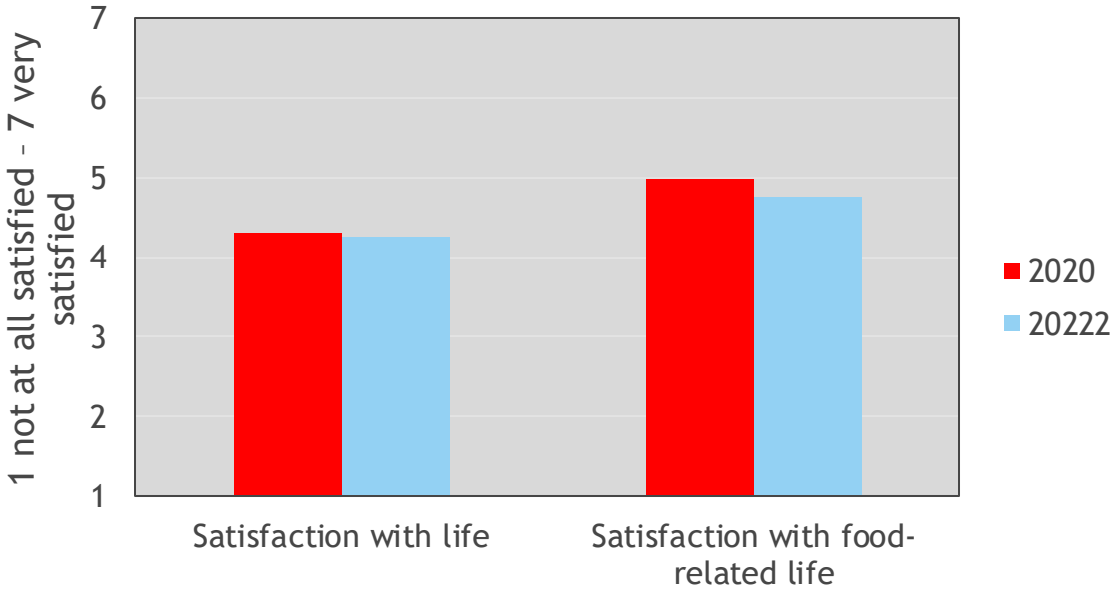
Results are comparable with those from the study in 2020

How worried are you about……



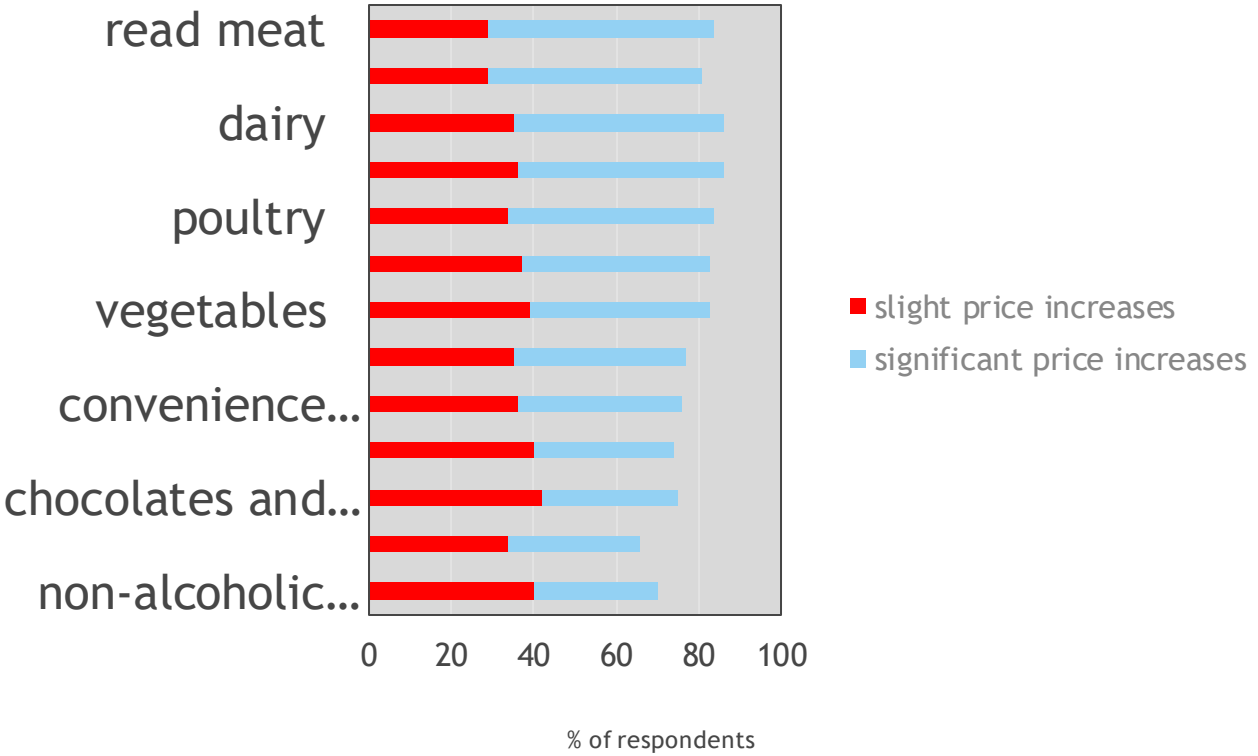
People are *more worried* than they were in 2020, even though COVID is now less of a concern

Satisfaction with.....



People's satisfaction with life is the same as in 2020, but their satisfaction with food-related life has gone down

Have you noticed price increases?

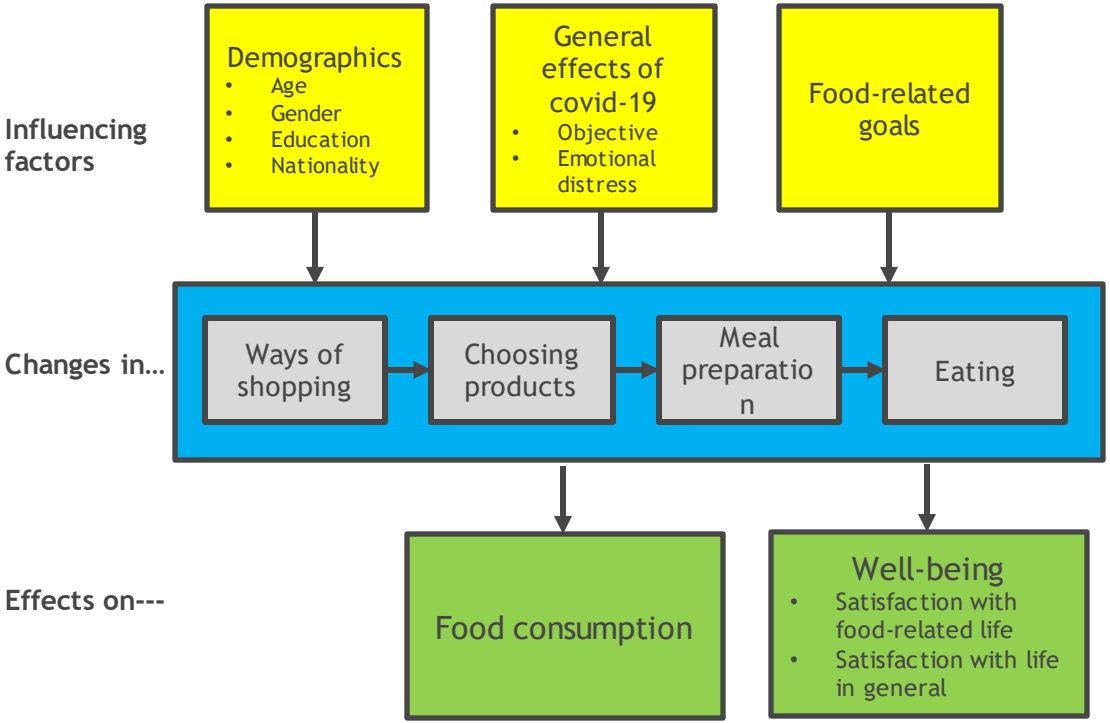


People have observed price increases for most categories of food!

How did you react to the price increases?

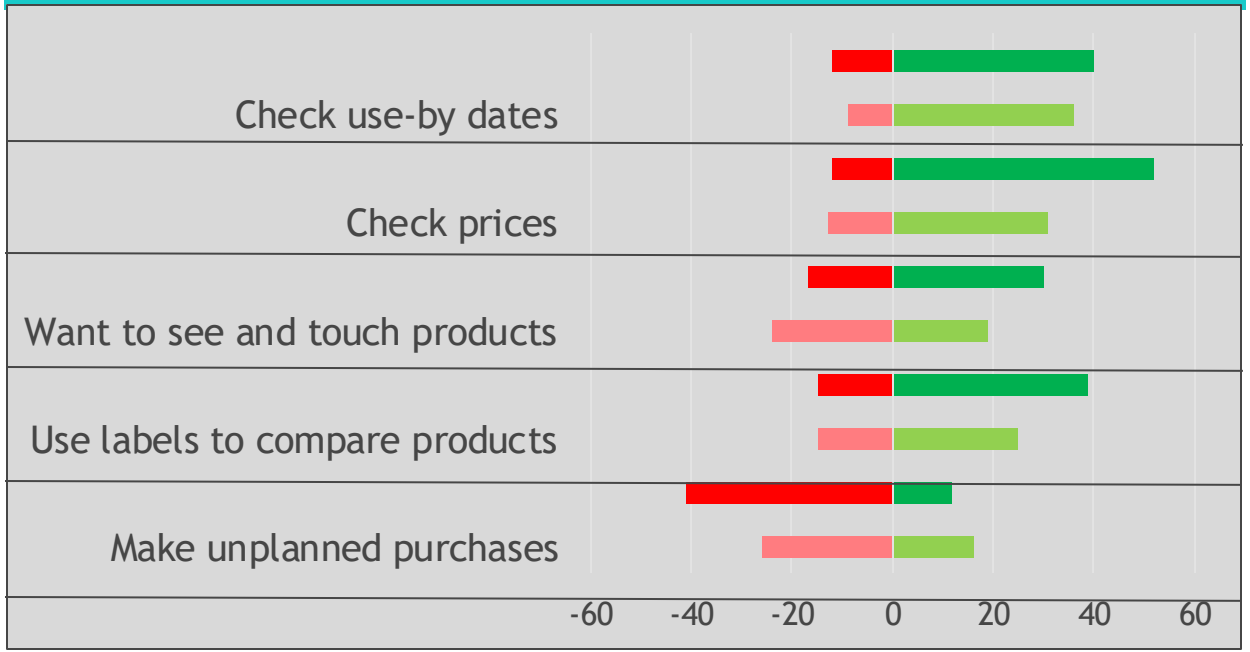


People react both by buying less, buying a cheaper brand and buying somewhere else!


Influencing factors
Demographics
Age
Gender
Education
Nationality
General effects of covid-19
Objective
Emotional distress
Food-related goals
Changes in…
Ways of shopping
Choosing products
Meal preparation
Eating
Effects on---
Food consumption
Well-being
Satisfaction with food-related life
Satisfaction with life in general

Changes in shopping behaviour

Thinking of ways you are shopping, were there changes in your shopping behaviour compared to the time before COVID?



2022

More than before

Less than before

2020

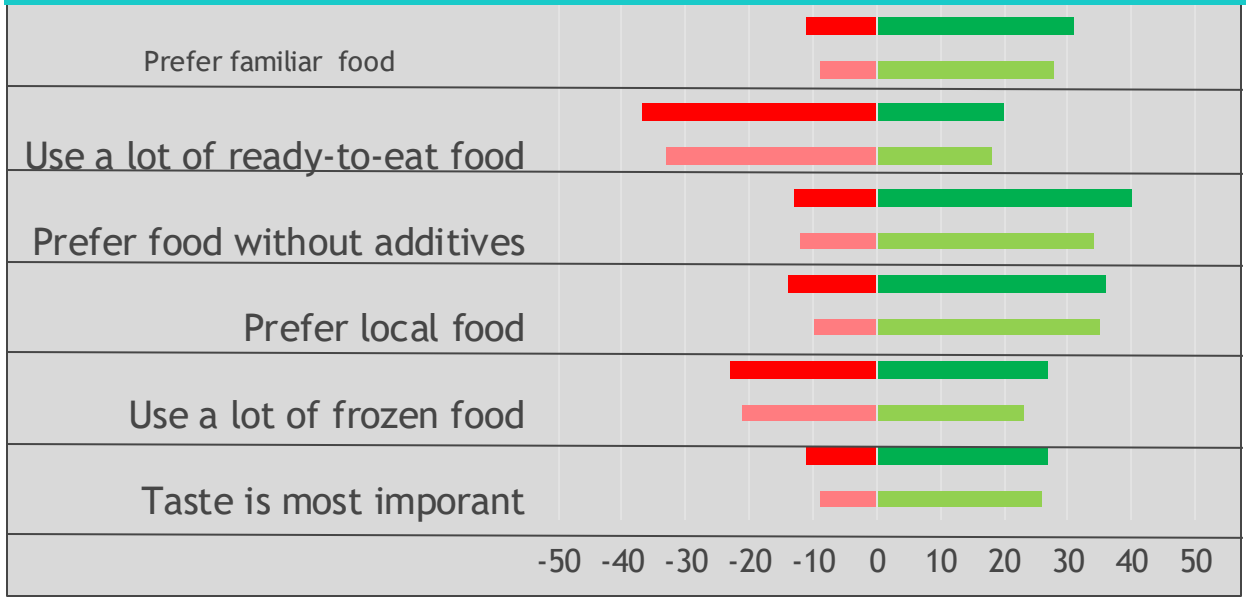
More than before

Less than before

The trends towards more deliberation when buying food has been strengthened!

Changes in prefered products

Thinking of how you choose products, were there changes in your shopping behaviour compared to the time before COVID?



2022

More than before

Less than before

2020

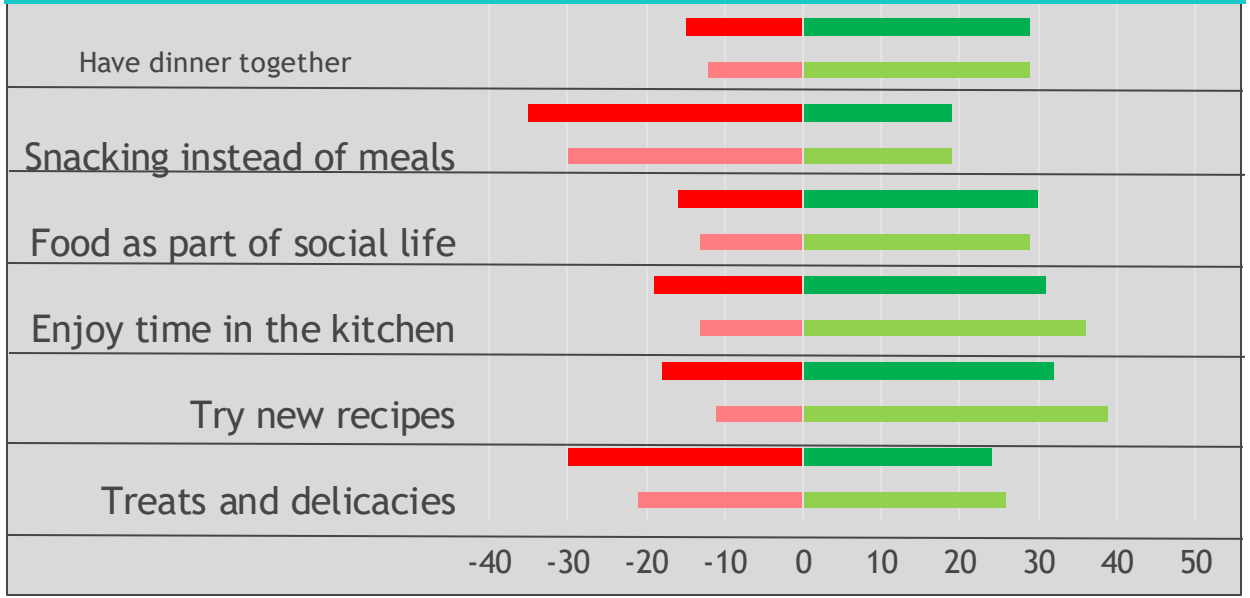
More than before

Less than before

Increased preference for local, natural and familiar food has been upheld!

Changes in cooking and eating

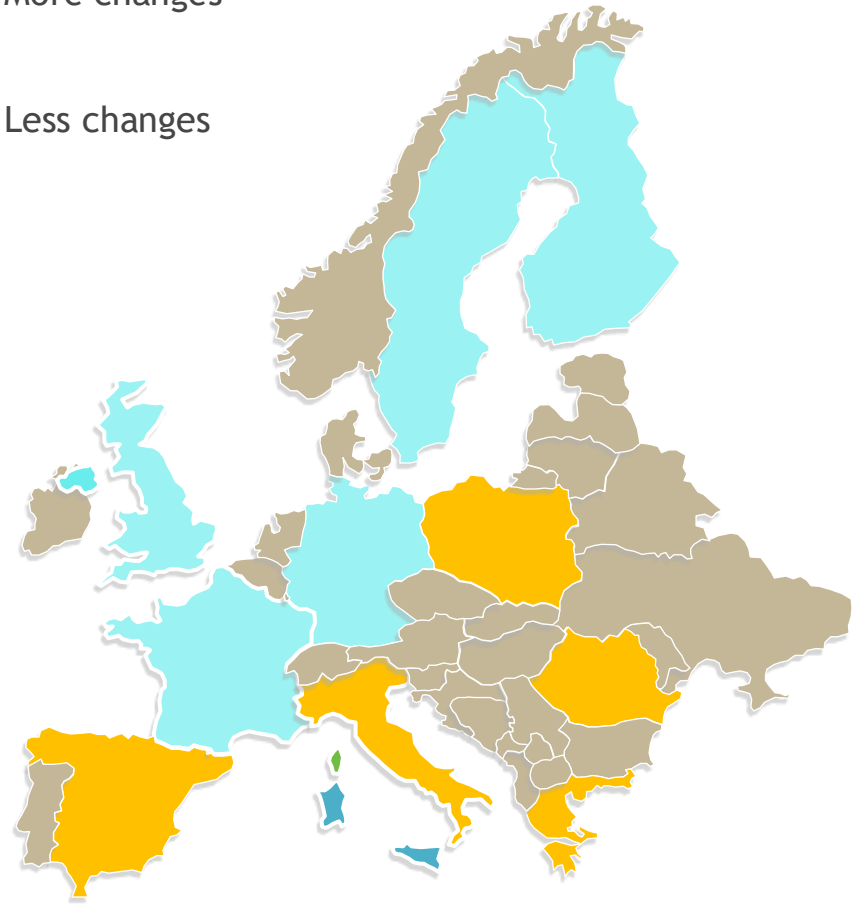
Thinking of how you cook and est, were there changes in your shopping behaviour compared to the time before COVID?



Innovativeness and enjoyment in the kitchen have been slightly receding, but being social and having dinner together is still high compared to pre-COVID!

More changes

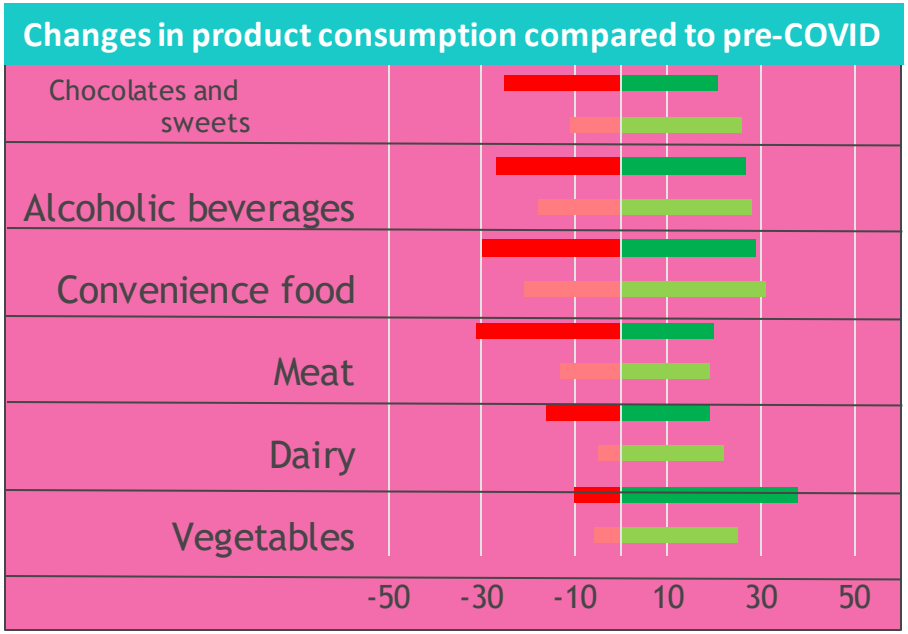
Less changes



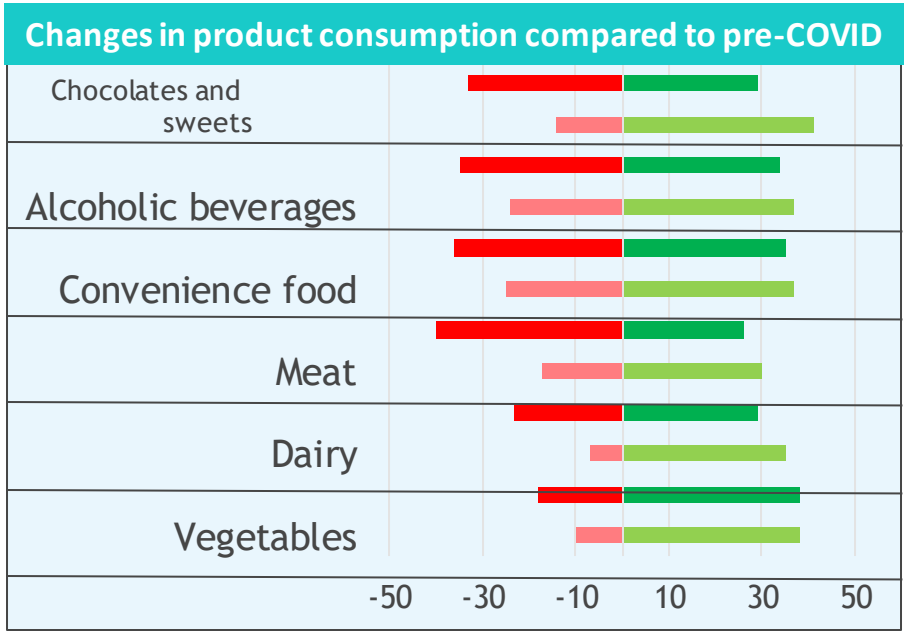
The pattern is the same in 2022 as in 2020….
But in all countries except Italy and the UK there are more changes in 2022 than in 2020

Changes in product consumption

Less stressed



More stressed



2022

More than before

Less than before

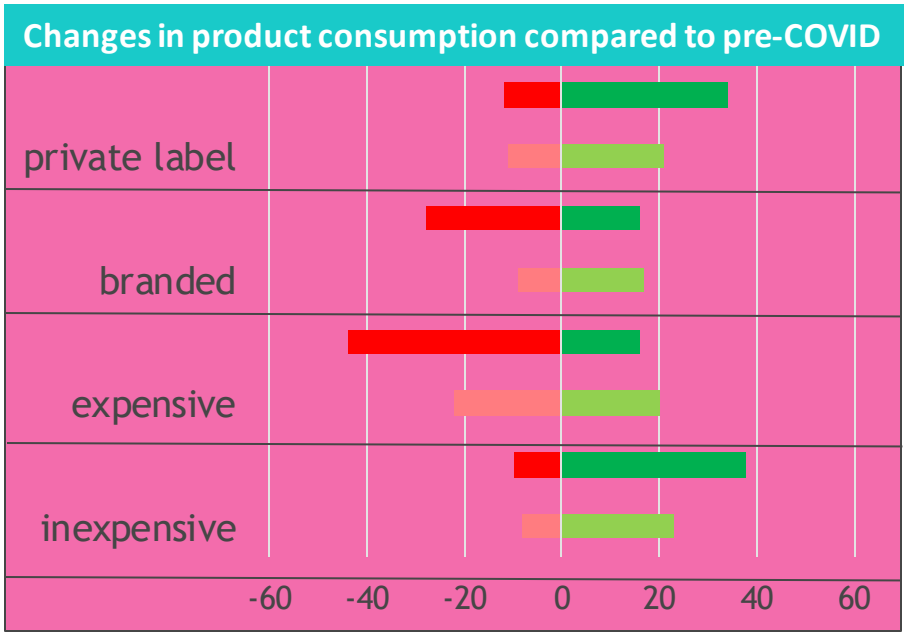
2020

More than before

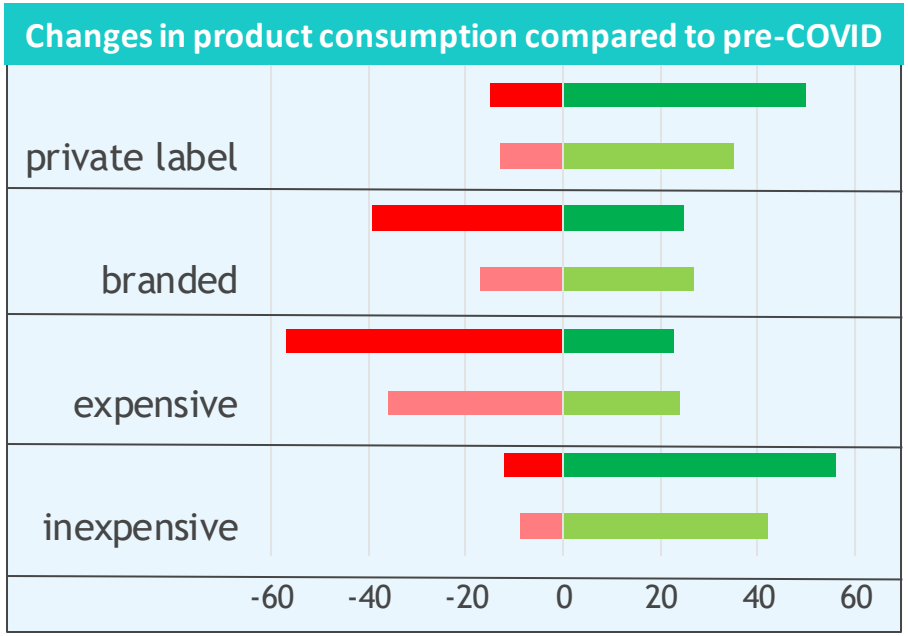
Less than before

Changes in types of products bought

Less stressed



More stressed



2022

More than before

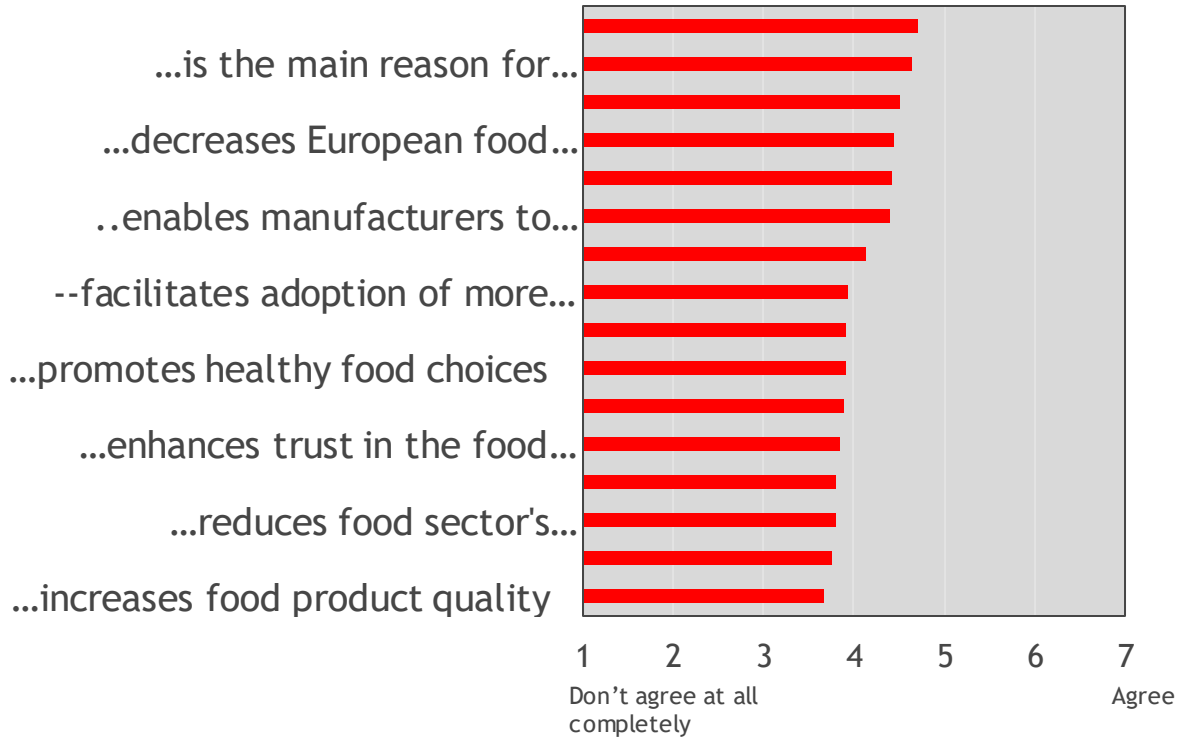
Less than before

2020

More than before

Less than before

The war in Ukraine……



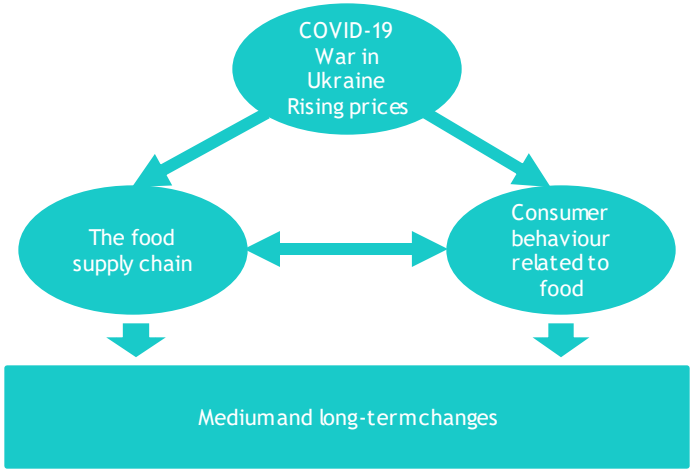
People believe the war has raised prices, but also has increased profits of retailers and manufacturers……

…but not of farmers

Implications for the food sector

The major challenge for the food sector is to reconcile the continuing trends towards more mindful food choices and more valuation of cooking and eating with the current strong emphasis on thriftiness

Also, there is a danger that the current developments may stop the slow increase in trust in the food system that we have been seeing for the past two years.



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QUEEN'S UNIVERSITY BELFAST

KU LEUVEN

CSIC
Consejo Superior de Investigaciones Científicas

UNIVERSITY OF HELSINKI

UNIVERSITY OF WARSAW

VTT

Thank you for your attention!

Download the report here:

https://www.eitfood.eu/news/post/eit-food-report-reveals-lasting-impact-of-covid-19-pandemic-on-european-food-behaviours

This activity has received funding from EIT Food, the innovation community on Food of the European Institute of Innovation and Technology (EIT), a body of the EU, under the Horizon 2020, the EU Framework Programme for Research and Innovation

eit Food

Thank you for your attention!

Are you interested in hearing more about the results and their implications for the food sector?

Contact

klg@mgmt.au.dk

Co-funded by the European Union

Improving food together



Angelo Riccaboni

Professor and Chair of PRIMA Foundation

EIT Food

Annual Conference «*Let's get real about food*»



Opening Session

Crisis & its impact on the food system and global food security

Angelo Riccaboni - Chair PRIMA Foundation

Mediterranean challenges

🔥 **Hot spot for climate change:** warming 20% higher than global average

🌾 **Cereal import dependency** ratio very high
(eg. Lebanon 99%, Egypt 44%, 2015-2018 FAOSTAT)

🍽️ **69 million** people in the MED region **undernourished** in 2020
(FAO estimates)

💧 By 2050 **water-food demand** expected to **increase** of 60% compared to 2030

🚰 **1.2% of the world's renewable** water resources
vs. **7% of the global population**

📈 **In 2050** 34 million people under **high water stress**
and 202 million under severe water stress

19

EuroMED Countries

on an equal footing & European Commission:

500mil €



PRIMA and its contribution in short

168 projects

160 research units

230 M €

10k researchers



32% of budget to no EU Countries



35% of research units from no EU Countries



35% projects deal with climate change adaptation and mitigation



30% with TRL 5 to 7: strong attitude towards innovation

Key contributions from Med region



Healthy and Sustainable dietary pattern (eg. MED DIET)

Long-term proven knowledge and competences

Experience in Cooperation in Innovation and Research

(Ufm, CIHEAM, PRIMA, ...)

Dynamic trends

The MED as a pilot for the World



Hila Cohen

Head of Business Development and Chief of Staff, WFP Innovation Accelerator



WFP World Food Programme

INNOVATION ACCELERATOR

EIT Food 2022 Annual Event

17 October 2022

***#disrupt*hunger** **@WFPInnovation** **WFP Innovation Accelerator**

Follow us! **#disrupthunger**

@WFPInnovation
@Hila_Co

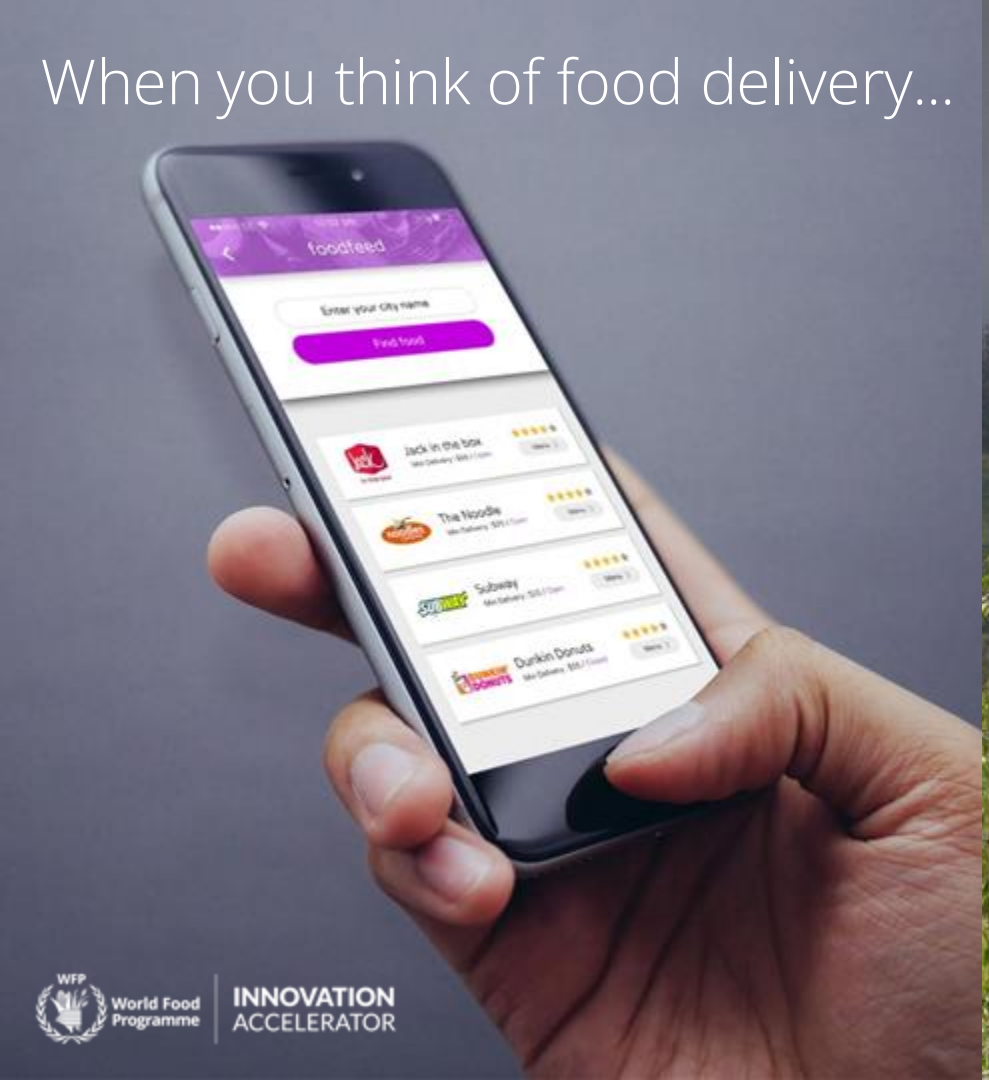
Hila Cohen

hila.cohen@wfp.org
innovation.wfp.org

World Food Programme | INNOVATION ACCELERATOR

Introduction to WFP

When you think of food delivery...



WFP World Food Programme | INNOVATION ACCELERATOR

...think again.



The challenge of global hunger



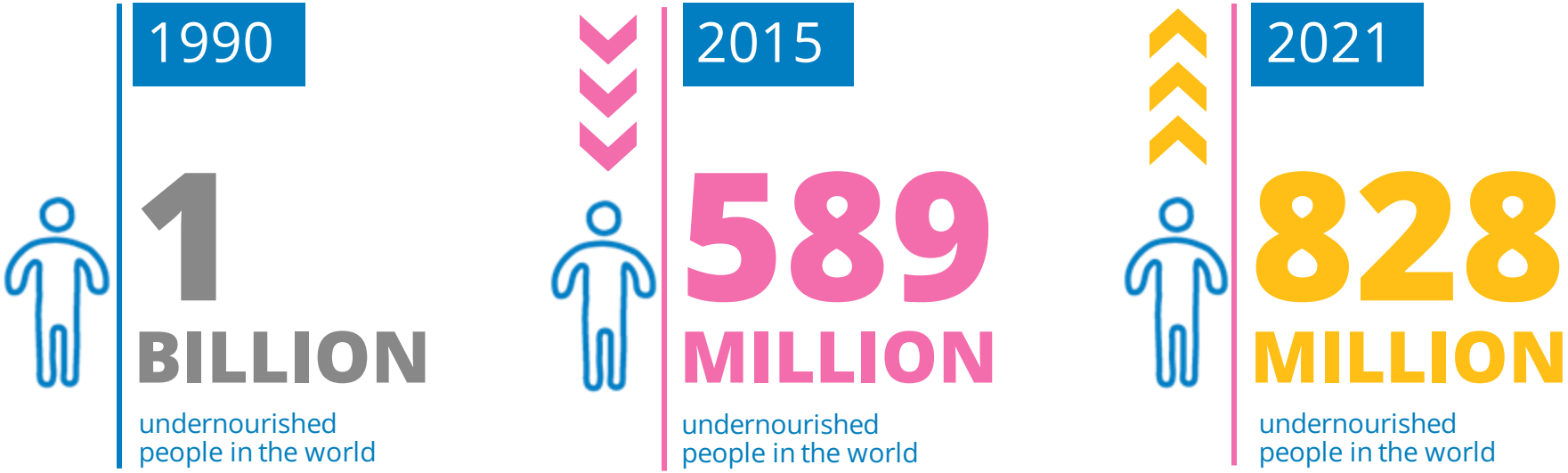


1 in 10 people

worldwide do not have enough to eat.

We need to reverse the recent hunger trend

Number of undernourished people in the world:



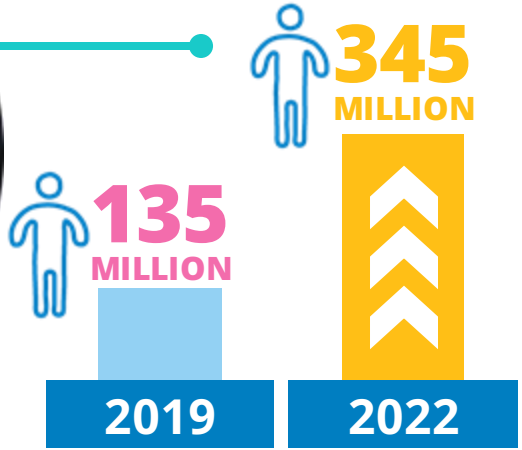
The challenges of COVID-19 make innovation even more important!

Source
1990: SOFI 2015
2015 & 2021: SOFI 2022

We’re facing the worst humanitarian crisis since World War II



People facing acute food insecurity



- Conflicts
- Climate Crisis
- Pandemic
- Inflation
  Fuel & Food Prices

Source: SOFI 2022


WFP
World Food Programme
SAVING LIVES
CHANGING LIVES
WFP is
saving lives,
changing lives
WFP
World Food Programme
NOBEL PEACE PRIZE LAUREATE 2020

WFP at a glance



Every day **WFP operates:**

100 aircrafts

30 ships

5,600 trucks

***Source:** CBT Snapshot 2021.
There may be beneficiary overlaps between CBT and Commodity Vouchers.

The Sustainable Development Goals (SDGs)



Introduction to the WFP Innovation Accelerator



The **WFP Innovation Accelerator** sources, supports and scales high-impact innovations to disrupt hunger.

With the support of our multi-year partners:

Federal Ministry for Economic Cooperation and Development

Federal Foreign Office

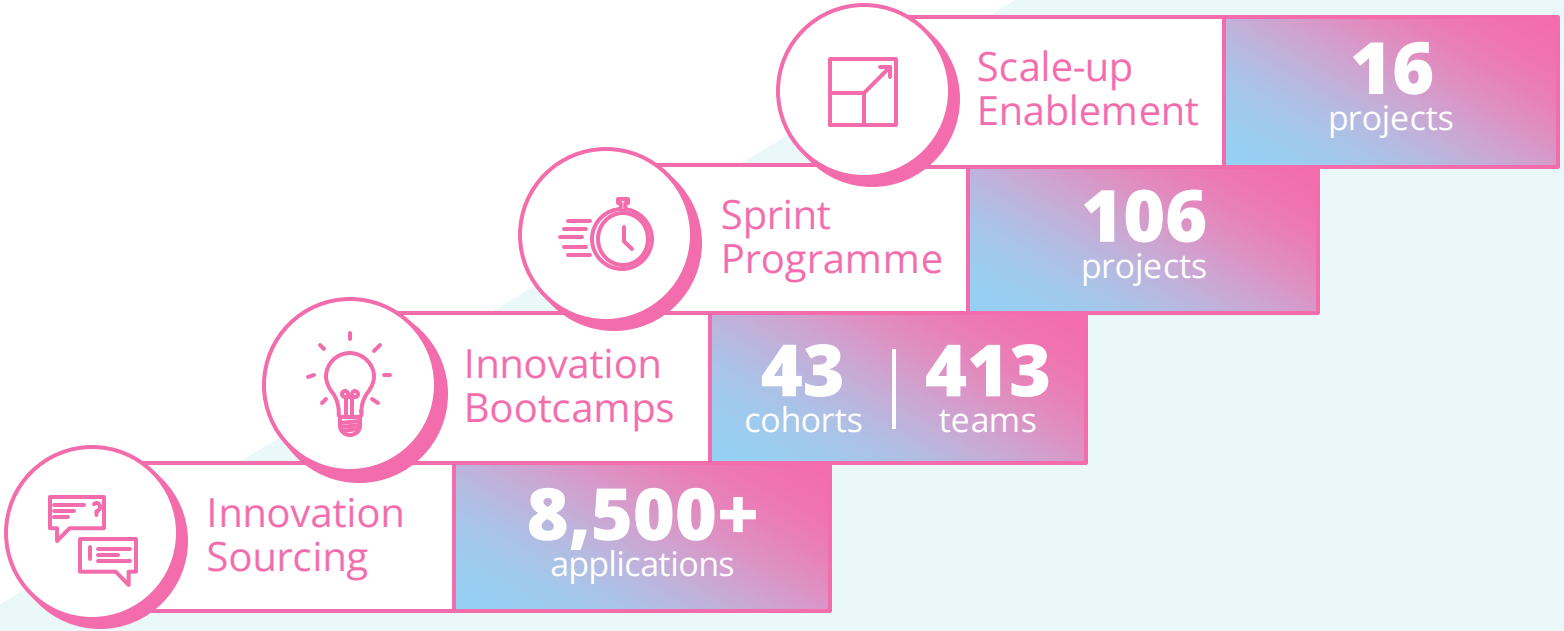
Bavarian State Ministry of Food, Agriculture and Forestry

Government of the Netherlands

USAID FROM THE AMERICAN PEOPLE

THE GOVERNMENT OF THE GRAND DUCHY OF LUXEMBOURG
Ministry of Foreign and European Affairs
Directorate for Development Cooperation and Humanitarian Affairs

Our path to scale



World Food Programme | INNOVATION ACCELERATOR

- **Field Innovation Hubs:** Tanzania, Jordan, South Sudan, Kenya
- **Regional Innovation Hubs:** Eastern Africa and Latin America & the Caribbean
- **Full programme virtual**

Innovation Hubs & Units



WFP World Food Programme | INNOVATION ACCELERATOR

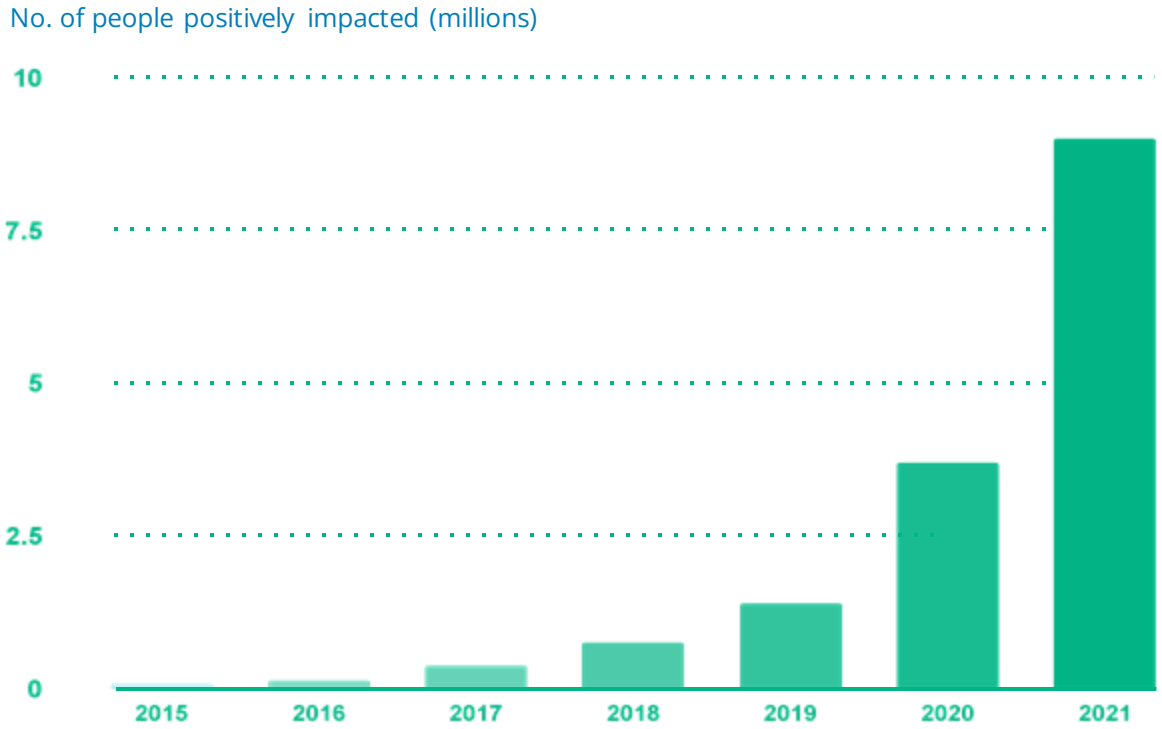
Innovations implemented in 69 countries in 2021

ACTIVE PROJECTS IN 2021

Afghanistan	CODA, Optimus, H2Grow, SHAPES
Algeria	H2Grow
Angola	Optimus
Armenia	H2Grow
Bangladesh	Building Blocks, Logle, CBT Cash Back, Retail in a Box
Bhutan	SMP Plus
Burundi	H2Grow
Cambodia	Prism, Logle
Cameroon	Optimus
Chad	H2Grow
Colombia	Empact, Logle, Optimus, Ancestral Markets, DignifAI
Djibouti	H2Grow
Dominican Republic	SMP Plus
Democratic Republic of the Congo	CODA, Optimus
El Salvador	H2Grow
Eswatini	Optimus
Ethiopia	H2Grow, Roambee, Saving Grains, Voice to Text AI, Block for transport
Fiji	SKAI
Ghana	Meridia
Guatemala	School Feeding & Management App (SFMA)
Haiti	Logle, Optimus, Clean Cooking Haiti
Honduras	Logle
India	GrainATM, Nutri-India, Secure Fishing, Takachar
Indonesia	Prism
Iran	Optimus
Iraq	Empact, Logle
Jordan	Building Blocks, H2Grow
Kenya	Farm to Market Alliance, Empact, H2Grow, H2Grow Assets Based Loans, Apeel Sciences, Community Inclusion Currencies, Digital Microwork (cLabs, Appen, Corsali), Eco Friendly Cold Storage, Thrive Agric, Tiny Totos, SHE Blockchain
Libya	H2Grow
Madagascar	CODA, Logle, Optimus
Malawi	Logle, Optimus, Fenik
Mongolia	Prism
Mozambique	PHL Venture, Optimus, ARABLE, Retail in a Box, SKAI
Myanmar	Optimus
Namibia	H2Grow
Nepal	Logle
Nigeria	H2Grow, Bioanalyt, Thrive Agric
Palestine	H2Gow
Pakistan	Chakki, Bioanalyt
Peru	H2Grow, Digital Cooperatives (Producers Direct) 2
Philippines	Crypto Aid Study
Republic of Congo	Optimus, Mbala Pinda, MEZA 3
Rwanda	Farm to Market Alliance, PHL Venture, Aflasight, DEFAST, KuzaOne, MEZA3
Senegal	Optimus
Sierra Leone	Logle
Somalia	H2Grow
South Sudan	PHL Venture, CODA, Logle, Cockpit/School Connect, Rainmaker, Retail in a Box
Sri Lanka	Prism
Sudan	H2Grow
Syria	Optimus
Tajikistan	CODA
Tanzania	Sanku, Farm to Market Alliance, Optimus, Imara Tech, WFP-X
Turkey	Empact, Network Fresh
Tunisia	The Last Mile Ecosystem 2
Uganda	H2Grow
Yemen	H2Grow, Optimus
Zambia	PHL Venture, Farm to Market Alliance, H2Grow, Optimus, Plug&PAY (UN PAY), Zambia Food Dryers
Zimbabwe	H2Grow, Logle, Optimus



The impact of our innovations



9 million
people positively impacted in 2021

$180M+ co-funding raised across full portfolio

Amplifying our collective impact

We create acceleration programmes to help high impact innovators scale in a sustainable way

SDG Acceleration

21 programs | **190+** ventures

*Programs since 2019



Imara Tech

Imara Tech mechanizes small farms with locally made agricultural machines. Their first product is a Multi-Crop Threshing (MCT) machine, which threshes staple crops up to 75 times faster than traditional methods. The MCT can be used as an income generating business, earning operators $10/hour and saving farmers time and labor.

Smallholder Farmers

Active in **Tanzania**

USD 63,000
value of reduced crop losses and increased crop value

2021 Achievements:

Expanded operations to Kigoma region of Tanzania; **10,000 people impacted**

- Products sold helped create **63 new agribusinesses** and enabled **1,400 farms to access mechanization.**

User Quote:

- ""Threshing my maize with with Imara Tech's machine gave me **better quality grains** that I can sell more easily"



Farm to Market Alliance

Kenya | Rwanda

The Farm to Market Alliance (FtMA) is a group of public and private institutions that aims to reduce hunger and poverty by providing smallholder farmers an opportunity to engage in structured, gainful and self-sustaining food systems governed by positive commercial forces.

The joint vision of FtMA members is to enable a sustainable agricultural system through strengthened markets, aligned with national policy priorities, to empower farmers to improve their incomes and resilience and to improve global food security.

782,500
people reached

US$ 21M
secured in 2020



© WFP/FtMA/Eastman Empire

Sanku

Tanzania

Sanku provides fortification tools, training and other support to small maize flour mills, enabling them to fortify their flour with essential micronutrients. Sanku installs an IoT-enabled dosifier, which adds a precise amount of critical nutrients to flour, onto the small African flour mills that produce and sell the staple food families eat every day.

Supported by the WFP Innovation Accelerator and the Bill and Melinda Gates Foundation, Sanku is working to scale their operations in Tanzania, initiate the expansion of its operations to at least two or three additional countries, and develop solutions to reach new populations.

3 million
people reached in 2021

over
US$ 700,000
secured to expand in Tanzania and regionally

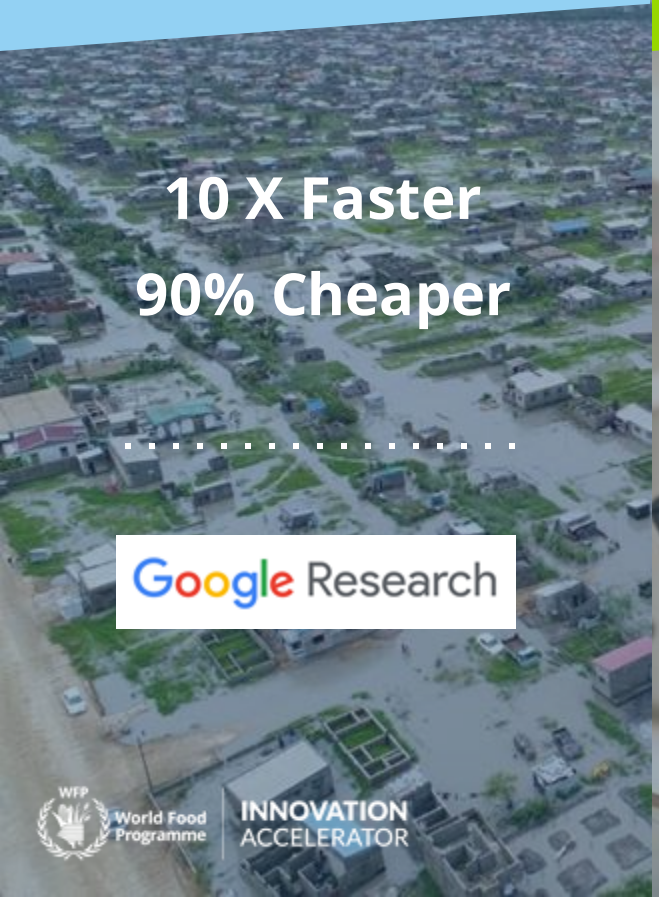


© Sanku

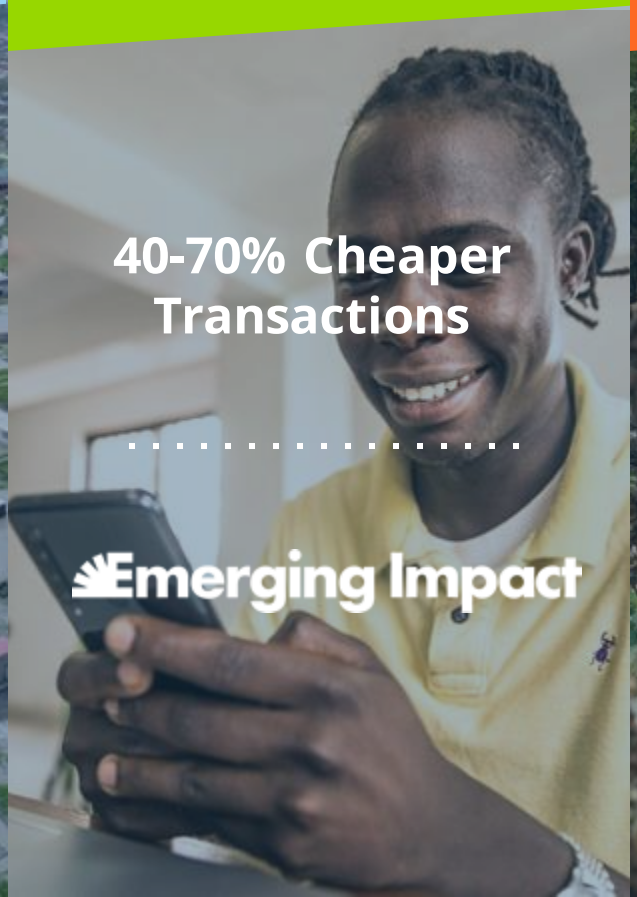


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Automated Damage Assessments



Enabling access to last mile payments



Remote Operated Aid Delivery



Thank you to our key partners































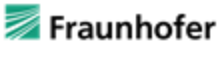


































It's time to **#*disrupt*hunger**.

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@WFPInnovation

Hila Cohen
WFP Innovation Accelerator

On stage



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JOIN THE CONVERSATION!



Film yourself saying "I am fighting for the future of food because … "



Tag @EIT Food

Hashtag #EITFood

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- **Linkedin: EIT Food**
- **Facebook: EITFood.eu**
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