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EIT FOOD ANNUAL EVENT

LET'S GET REAL ABOUT FOOD

Brussels, Belgium

Event Lounge

October 17th & 18th 2022

#EITFood

Transparent, Resilient and Fair Food Systems

Breakout room 3



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Sasha Cohen Ioannides

FutureFoodMaker

EIT Food

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Join us in the Salon area on the ground floor for our Awards ceremony!

6 winning initiatives for innovative solutions to reduce obesity & malnutrition in Europe will be awarded a prize of 30.000 euros.

Drinks will be served during the ceremony. **Cheers!**



On stage



Anna L Macready

Professor, University of Reading · School of Agriculture, Policy and Development



Krzysztof Klincewicz

Professor at the Faculty of Management, University of Warsaw



Maxine Roper

Co-founder, Connecting Food



Vincent Mefflet

CEO, FEYDIN - C'est Qui Le Patron?! Belgium

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Let your consumers co-create food products!

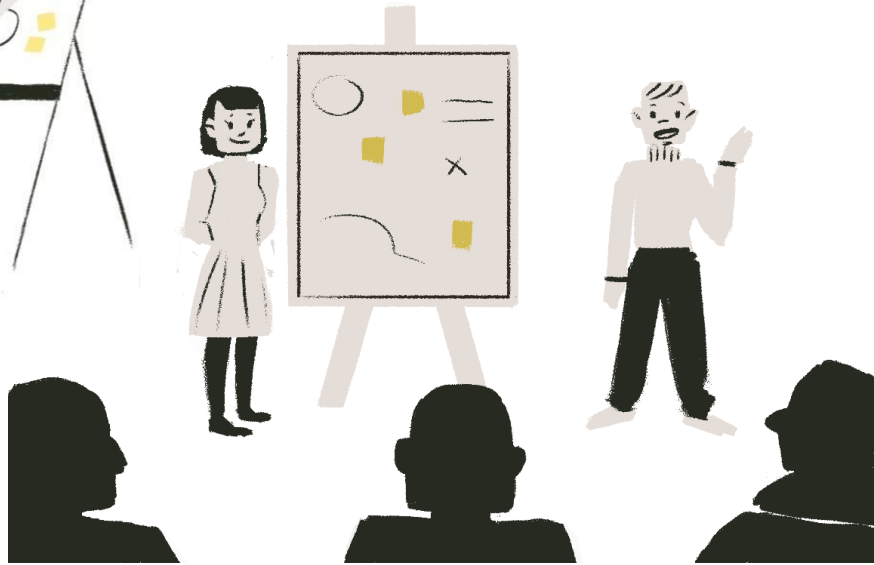
EIT Food RIS Consumer Engagement Labs

Prof. Krzysztof Klincewicz

University of Warsaw

unique consumer co-creation methodology developed by University of Warsaw

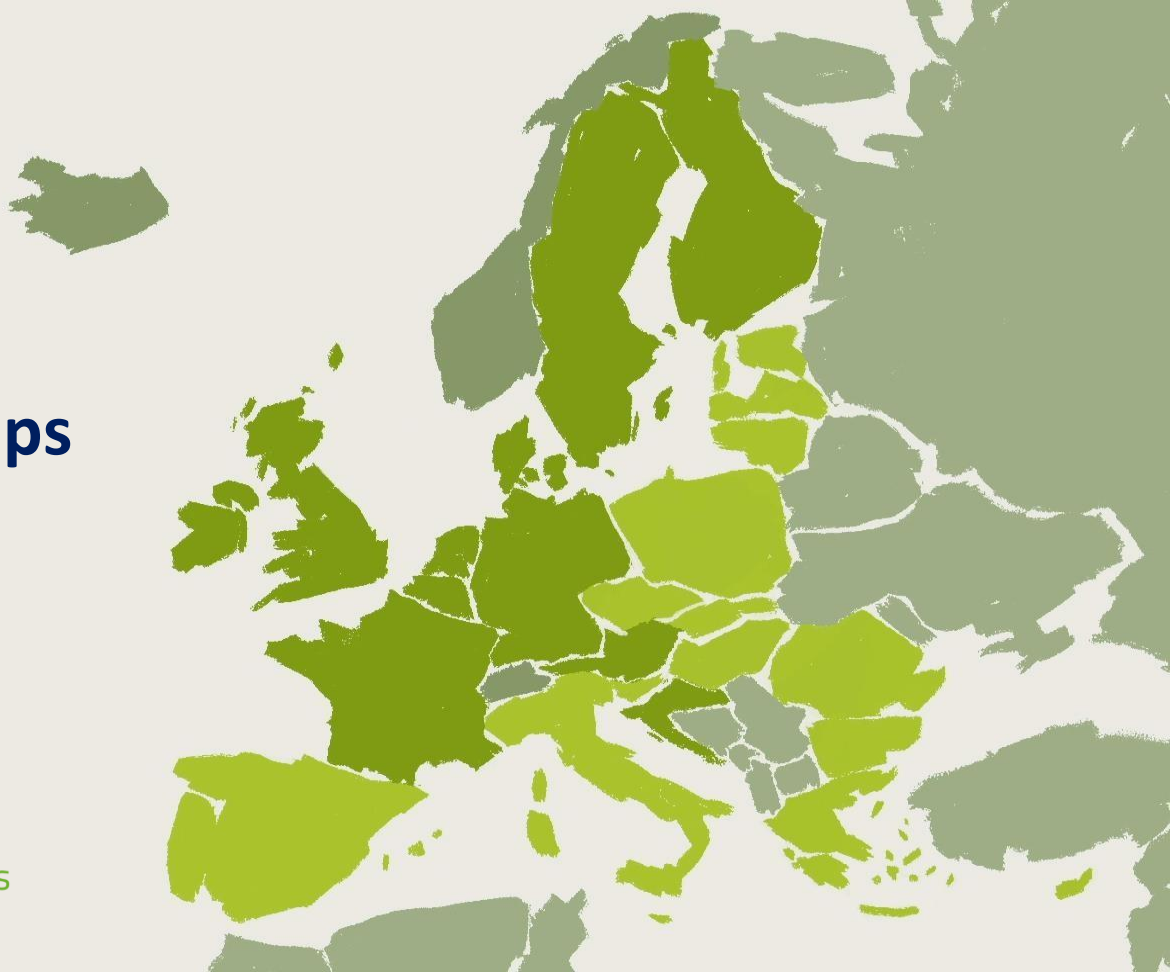




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Consumer Engagement Labs

2019-2022:

- **16** countries
- **82** consumer groups
- **43** companies



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Consumer Engagement Labs

22 new food products on the market



6 packaging designs • 4 products in the pipeline

different from focus groups

or sensory studies



co-creation



creative process

engagement

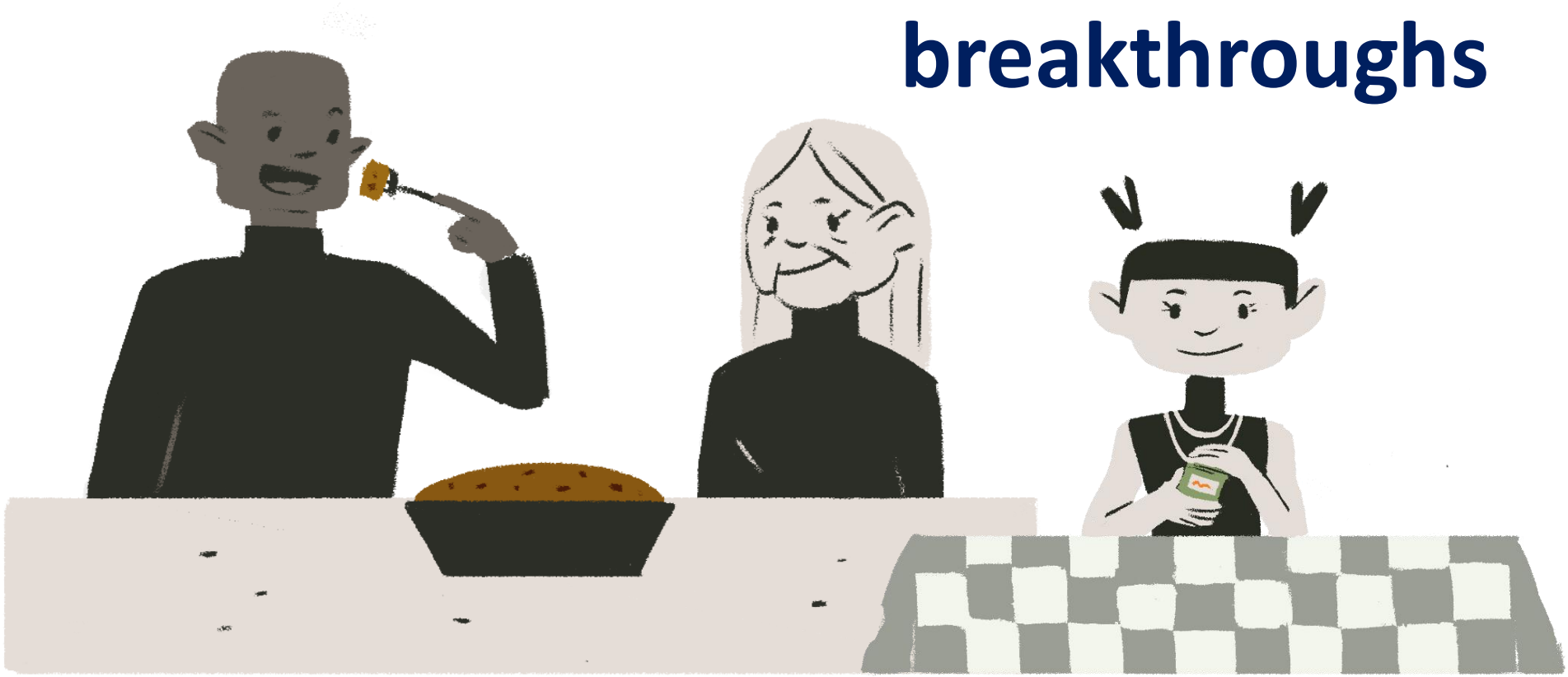
empowerment



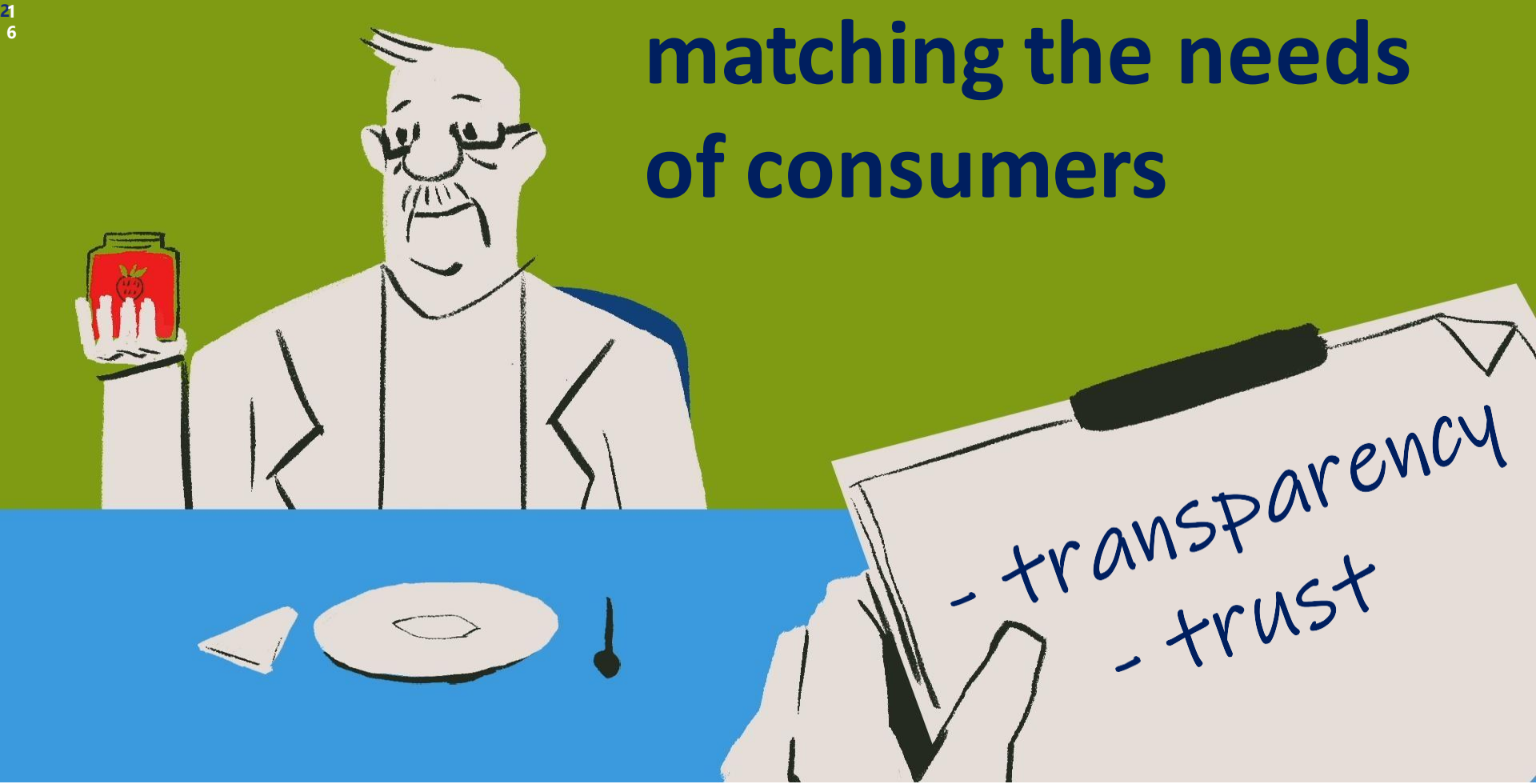
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Consumer Engagement Labs


unexpected
from consumers
proposals

technological breakthroughs



matching the needs of consumers



designed by consumers

developed by companies







„Grikola”

buckwheat granola (Ekofrisa, Lithuania)

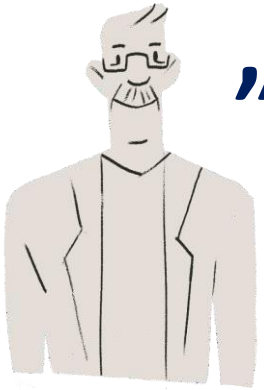
„Bolachas digestive”

biscuits (Vieira de Castro & Continente, Portugal)









„Kombuchaga”

instant coffee with kombucha (Cidrani, Croatia)

consumer voice

ideas



empowerment





22 products and more to come!





Let your consumers co-create food products!

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Prof. Krzysztof Klincewicz

University of Warsaw

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Maxine Roper

Co-founder
Connecting Food

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CONNECTING FOOD
Building Transparent, Resilient and Fair Food Systems

Managing Supply has become central in strategy



Leading brands are those whose supply chains are:

- **TRANSPARENT**
- **PURPOSE-LED**
- **RESILIENT**
- **EFFICIENT**

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Connecting the dots from raw materials to end products

Digital Twins to manage Complexity

Certifications

+100 Cooperatives

Certifications

19 Suppliers

Quality controls humidity levels recyclable, compostable

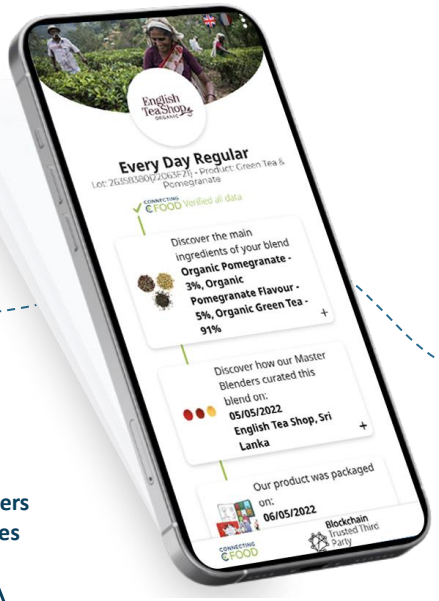
1 Plant

+100 Retailers 44 Countries

320 ingredients

232 blends

157 SKUs





CONNECTING FOOD



Blockchain technology as an enabler

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- ✓ Creating radical **transparency** on complex supply chains
- ✓ Connecting the modern mindful consumer with **purposeful** brands, products and ingredients
- ✓ Increasing **resiliency** through collaboration
- ✓ Increasing **efficiencies** in supply operations



Vincent Mefflet

CEO, FEYDIN

C'est Qui Le Patron?!

Belgium



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C’est QUI le PATRON?!

The consumer’s brand



Why this initiative?

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First of all, we have clear objectives at CQLP?! Belgium:

Protect our Belgian family farms with a fair remuneration not based on Market speculation but on the cost to operate the production and pay a decent salary to our farmers

Protect complete local food chains including our manufacturing partners (SME), creating resilience during world crisis

A **majority of consumers should access to local and highly qualitative food** also in big retail distribution chain.

Full Transparency: Not only regarding the price stucture, our collective governance is ensured b our vote to create product and take important decisions for the brand via our association

Les Consos Belges
Belgische Consumenten



our first products



Powerful women of CQLP?! Belgium





Our future



Media coverage before crisis



our farmers



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How does it work?

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New CQLP?! product launch mechanism

- **Meet local producers,** sometimes assisted by some local public organizations in order to identify some producers or cooperative that need to be supported by consumers and benefit from our brand to obtain a correct remuneration for their production
- **Creation of a questionnaire** with our partners giving options to consumers in order to build their dream product but understanding that each option has a real cost
- **Public vote through internet** with public result showing our customer's wishes and the voted price
- **Go to Market**: Time to create a packaging with the voted price on it and propose the product to our distribution partners, Carrefour, Provera (Cora), Efarmz…

Our achievements

In 3 years,

- ✓ **We have launched two products, ready to launch a third one**
- ✓ **Sold more than 1 million liters of milk without any Marketing, advertising or commercial budget**
- ✓ **Obtain a good distribution**



- ✓ **Federate an active and loyal community of 10 000 patrons and patronnes !**
- ✓ **Be recognize as social entrepreneu**
- ✓ **by BE-IMPACT**

BE.I
Social Entrepreneurs Inspire

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Our future in Belgium ?

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Our dreams…

- Sustain financially more farmers and SME of food transformation securing several local and ecologic food chains
- Having more media coverage for our awareness
- Convince a new retail chain like Delhaize to join Carrefour
- Having only fees corresponding to 5% of the retail price for the brand: it is not financially sustainable with current volumes to recruit a dedicated team to manage the initiative and the association.
- Hopefully our loyal community is growing daily….and give us big hopes for the future of CQLP?! in Belgium

Thank you !!! 🙏😊☀

It is now your turn to join our our consumer's community



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