

## WP1 PARTNERS



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## Work Package 1

Analysis of local value chains by  
consumer, market and business  
model studies

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## BACKGROUND

WP1 conducts country-specific market and consumer surveys to support development of new value chains (local and export), nutritional guidelines and food design.

In the consumer studies, WP1 investigates consumer attitudes and dispositions related to food acceptance and health and taste issues in the four African countries.

WP1 includes also empowering local value chain actors with focus on farmers and food processors by providing advisory services, market and business information, trainings for capacity building and links to value chain actors.

Farmers are trained through a Farmer Participatory Research (FPR), which recognizes farmers as innovators and experimenters, ensuring their equal participation with researchers and extension officers. The specific target group in the trainings is to engage women in the value chain work.

Empowerment actions include strengthening the technical capabilities of food Market Resource Centres (MRC) using value chain approach and best management practices to assist farmers.

## MAIN OBJECTIVE

WP1 aims at gathering consumer insights and developing business models for the whole food system value chains to empower chain actors to implement the solutions developed in the project.

### SPECIFIC OBJECTIVES:

- ⇒ Gaining knowledge and market data of markets (both local and export with focus on EU), supply chains and consumer preferences to support development of new practices and value chains.
- ⇒ Quantifying consumer attitudes and dispositions related to food acceptance and health and taste issues in 10 cities/regions within four African countries.
- ⇒ Investigating potential business models to support value chain development, via defining the gaps and opportunities, designing new models with logistics solutions, assessing techno-economic feasibility, creating marketing strategies and local knowledge to promote both local supply and export.
- ⇒ Empowering local value chain actors with focus on farmers by providing practical information, knowledge and entrepreneurial skills through training.

## OUR APPROACH

Quantifying consumer attitudes and dispositions related to food and bio-packaging acceptance/rejection; quantifying health and taste attitudes and determining the implications on the developed food products; understanding the interaction between consumers and food choice contexts

Measuring consumer attitudes and dispositions (desirable/undesirable) related to the new food prototypes and bio-packaging developed

Creating profiles/maps on how products, services and their value are created,

Designing new country specific business models with logistics distribution solutions, analysis on existing market and technology, creating marketing strategies to promote local supply and export

Empowering local value chain actors (especially farmers and processors) by providing advisory services, capacity building and creating links between smallholder farmers and food processors and other value chain actors.

Developing a sensory and consumer testing toolbox and conducting training to support successful plant-based product innovations for creating more sustainable food systems.

