

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



PRACTICE ABSTRACT No: 20

Criteria for Distribution Model selection

In “classic” food product development, three main criteria are considered in the initial choices of distribution methods: the nature of the product, the potential clientele and the target market.

When innovation is taken into account, in particular with objectives that go beyond the sale of the product (for CS France the promotion of a co-product and zero waste distribution), additional criteria must be selected to validate choices.

For the CS France for example, which consists of the development of a fermented drink made from cheese whey, 2 distribution models have been identified to reduce waste: bulk and the use of reusable bottles.

3 main elements were considered for the choice of distribution method:

- Feedback from focus groups organized to get feedback from consumers
- The first feedback on the development of the drink, in particular on its characteristics
- The comparison of the environmental performances of the 2 models (in progress)

Even during development and before having all the definitive information, it is necessary to be able to define the models with sufficient precision (to get feedback from future consumers) and to select the determining criteria for making choices and moving forward with the project.

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End Users

Industry & Retail,
Technology provider, Other

Country

France, Worldwide



FAIRCHAIN project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101000723.

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ABOUT FAIRCHAIN

The FAIRCHAIN project launched in 2020 and coordinated by INRAE, is developing intermediate food value chains in the fruits and vegetable and dairy sectors. Through technological, organizational and social innovations and by developing business models FAIRCHAIN will enable small and mid-size stakeholders to scale up to supply fresh, sustainable and high-quality food products to consumers at a regional level.

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Critère de choix d'un modèle de Distribution

Dans un développement de produit « classique », trois critères entrent principalement en compte dans les choix initiaux des modes de distribution : la nature du produit, la clientèle potentielle et le marché ciblé.

Quand l'innovation rentre en ligne de compte, notamment avec des objectifs qui vont au-delà de la vente du produit (pour le CS France la valorisation d'un coproduit et la distribution zero déchet), des critères supplémentaires doivent être sélectionnés pour valider les choix.

Pour le CS France, 2 modèles de distribution ont été identifiés pour diminuer les déchets : le vrac et l'utilisation de bouteilles réemployables.

3 éléments principaux ont été sélectionnés pour le choix du mode de distribution :

- Le retour des focus group organisés pour avoir un retour des consommateurs
- Les premiers retours sur le développement de la boisson, notamment sur ses caractéristiques
- La comparaison des performances environnementales des 2 modèles (en cours)

Même en cours de développement et avant d'avoir toutes les informations définitives, il faut pouvoir définir suffisamment précisément les modèles (pour avoir un retour des futurs consommateurs) et sélectionner les critères déterminants pour faire des choix et avancer dans le projet.

