



# Improving understanding of the role of consumers in low- and middle-income countries (KB35-102-003)

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## Background and objectives

Sustainability issues in the food system demand solutions. Understanding the consumer's role in this system remains inadequate, especially in low- and middle-income countries (LMICs) where unique combinations of drivers, forces, and opportunities are at play. Our project aims to enhance comprehension of roles played by LMIC consumer.

**Aim:** To gain understanding of the role of consumers in the LMIC food systems by identifying forces and drivers influencing consumers throughout the food system, and developing approaches and tools that can be used to study the impact of LMIC food systems on consumer behaviour and vice versa.

## Methods

- WP1: Literature review. Identify prominent and promising drivers of consumer behaviour within food systems in LMICs.
- WP2: Leverage population data and insights in consumers and food systems from India and South Africa to create an overview of the forces and drivers influencing consumers throughout the food system. This offers insights into key regional trends and contextual examples of relevant drivers and forces in the LMIC food system.
- WP3: Develop or identify tools or guiding frameworks to better understand how insights in drivers and forces of consumer behaviour in LMICs can contribute to more sustainable food systems.

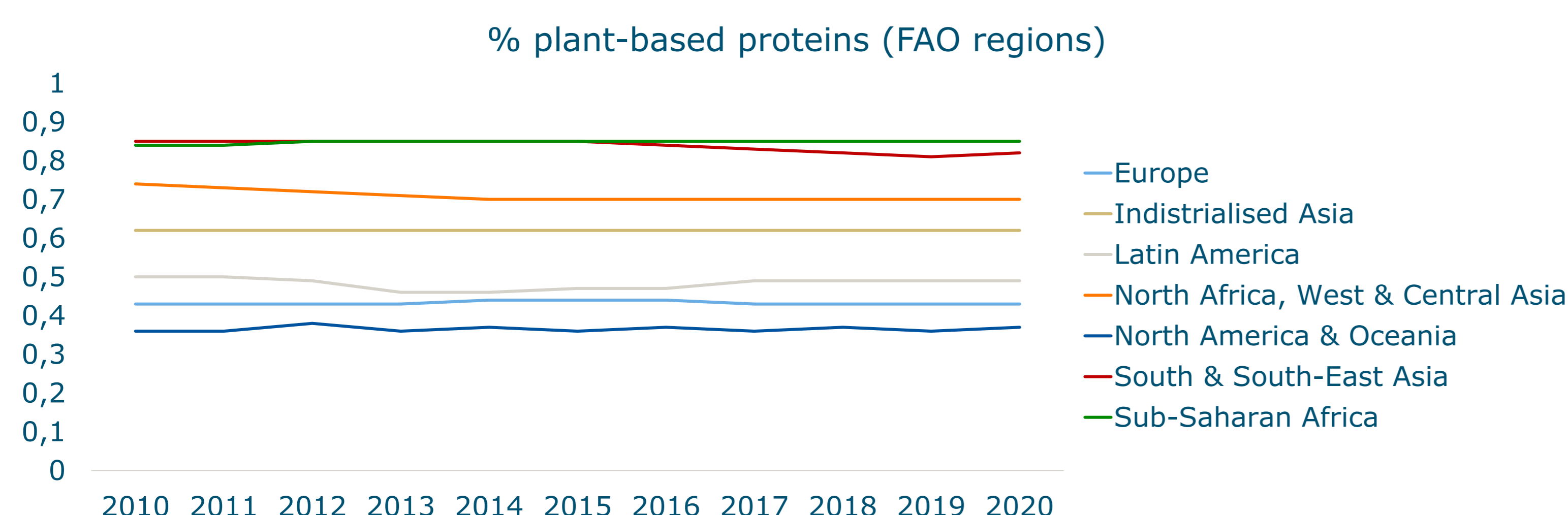
## Partners

Within WUR: WCDI, WEcR, WENR, WFBR.

Outside WUR: possible collaborations or expert interviews with Schouten Europe in India, SPAR in South Africa.

## Outcomes 2023

- WP1: Literature search found great diversity in papers. Behavioural change models not widely used in LMIC's for food consumption behaviour studies / interventions. Will use different scope in 2024.
- WP2: see example graph below (not a final product).
  - Nutrient database used to calculate % plant-based and animal-based protein intake of total (2010-2020) + the average growth/decline per year.
  - Research in two hotspot regions/countries: India and South Africa.



## Outcomes 2024

- WP1: Academic paper submitted for review.
- WP2:
  - Comprehensive comparative analysis detailing the performance of the three protein scenarios based on the specified criteria
  - India: data collected on key issues that have emerged in 2023. Host one online workshop with Indian actors to harness the insights gained for operationalization of envisioned tools. A future-oriented (online) workshop will be organized especially with Indian parties for enrichment, validation and dissemination.
  - South Africa: data collection through interviews with key-informants, and other methods on key food system elements and changes affecting transition towards less animal-based protein consumption. Online workshops with key FS actors to discuss challenges, findings and potential solutions.
- WP3: Tools or guiding frameworks to better understand how insights in drivers and forces of consumer behaviour in LMICs
- Final report



Hotspot countries: India & South Africa.

## Link to Theory of Change KB35

We envision that our specific activities below the two general research lines (in green) have scientific impact, societal impact and strengthen our profile which in turn adds to one of the overarching ambitions of the KB35 program "Improved access to safe and nutritious food for a nature Positive Food System supporting SDG2".

	2. Contribute to Zero Hunger		
Outcomes (2024-...)	Scientific impact (new development of research line, novel insights in role of consumer in LMIC)	Societal impact (importance of consumer demands, feeding interventions to support transitions)	Explore role of WUR as future player in the field, develop collaborations
Outputs (2023-24)	Scientific paper: state of the art & next steps	Tools to increase insights in role of consumer in food systems	Visibility & networking: sharing knowledge, partnerships
Activities (2023-24)	<b>Improve understanding of role of consumers in food system decision making of LMIC</b> <ul style="list-style-type: none"> <li>- Actor mapping (understand role of consumers within food system)</li> <li>- Network building and local insights (e.g., Southern knowledge partners)</li> <li>- Gap analysis (needed nutrients versus available)</li> <li>- Literature review (current state)</li> <li>- Knowledge agenda (define what is needed to accelerate change)</li> </ul>		<b>Increase insights in role of consumers within whole food system, for example:</b> <ul style="list-style-type: none"> <li>- Development of tools, for example framework with systematic steps,</li> <li>- Measurement scales for LMIC</li> <li>- Scenario comparison</li> </ul>



## References

Nutrient database (WFBR-SDC)