



**Shoppers may choose differently
after an appealing story about
regenerative farming**
Storytelling insights

Photo: Lisa Fotios

The importance of Regenerative Farming

To keep our world liveable and healthy we have to produce and consume differently*. When it comes to our food, regenerative farming is the most effective strategy to restore the soil, bring back biodiversity and ensure food security.

Photo: Thom Fiks

* SDG 12

A complicated story

Regenerative farming is a complex process. It involves many links in a chain. From seed to food. When all links are in balance, pesticides or fertilizer are no longer needed. This gives us healthy soil *and* good food.

The key question is: **how do we get as many people as possible interested in these products?**

Photo: Quang Nguyen Vinh



Is a good story effective?

The power of storytelling

Photo: Markus Spiske





Yes! After reading the stories about regenerative farming...

.. **90%** of shoppers says the stories have changed the way they will buy groceries in the future

- #1 ~ **32%** Shop more local products
- #2 ~ **20%** Make more conscious choices
- #3 ~ **20%** Look into the background of products
- #4 ~ **18%** Shop more seasonal products
- #5 ~ **10%** It did not change anything

n=255





What story to tell?

Most important insight about storytelling

Photo: Maria Lindsey





'Health' is trigger nr. one

45% of shoppers says that '**health benefits**' was the one that first triggered their interest.

#1 ~ **35%** chose health

#2 ~ **20%** chose nature restoration

#3 ~ **18%** chose no waste

#4 ~ **10%** chose mental health

#5 ~ **5%** chose sustainable and circular stable

n=255

What we did

In collaboration with 5 regenerative organisations, TiFN, Utrecht University and Wij.land, Innoboost conducted a pilot study to understand how we can get people interested in regenerative farming. *And* how we can get them to shop differently, so that the percentage of regenerative products increases rapidly.



Do stories help?

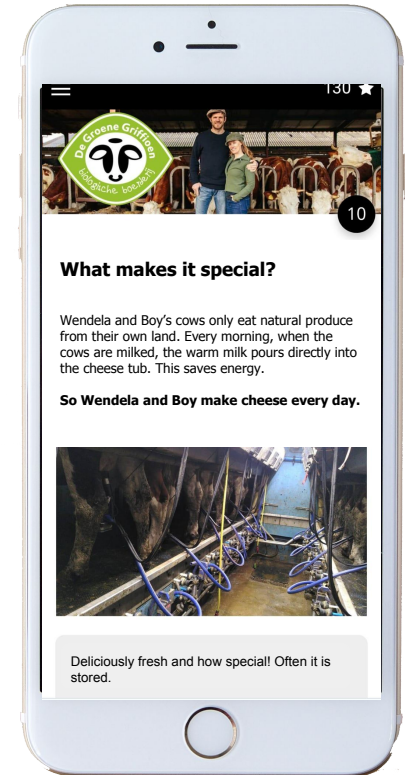
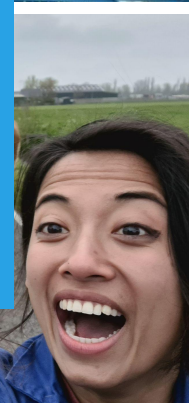
Can storytelling play a role in fostering awareness in grocery shoppers and encourage them to make different choices? Like shopping for local products and eating seasonally. That was our starting question.



We asked the shoppers

We learned first-hand about regenerative farming and its benefits. For our health, our environment and our future. We learned what products it generates and how these are produced.

All stories were packaged and presented to grocery shoppers.





Receive all insights?

Do you like to have collected insights about growing customer awareness for regenerative farming? Ask us, and we will send you the whole report.

Want to speed up your circular business?

Customer insights are crucial for circular business development. We assist you in each step of the innovation process. Let's create profit together that we can be proud of.

Curious? Get in touch with us at Innoboost or have a look at www.innoboost.nl

Authors

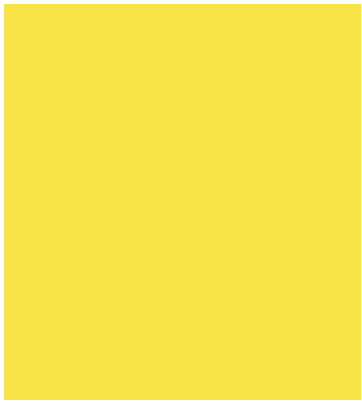
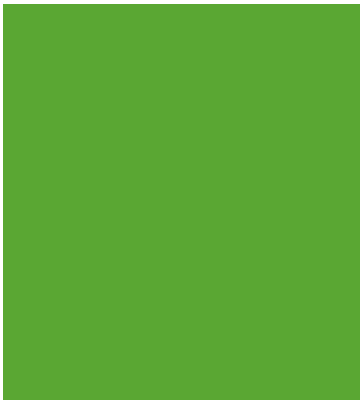
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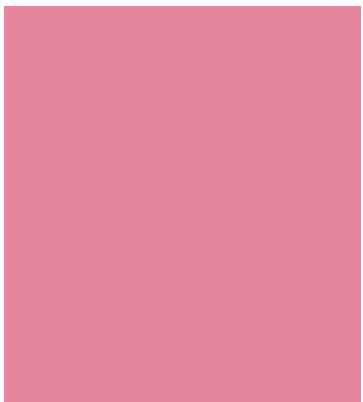
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