

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



PRACTICE ABSTRACT No: 40

Consumer preference for traceable Feta cheese using blockchain

Why

To successfully promote the adoption of blockchain (BC)-based traceability systems, it is essential to demonstrate their economic value for food producers. A compelling way to do this is to highlight consumers' willingness-to-pay for products with traceable attributes, as in the case of blockchain-based traceable Feta cheese.

What?

A consumer study was conducted as an online survey in Greece, to assess how much consumers are willing to pay for BC-traceable Feta cheese and to determine the most effective ways of communicating traceability information. Respondents participated in a choice experiment, selecting between Feta cheese products with different packaging features, including Protected Designation of Origin labels, blockchain labels, QR codes, and price variations. The survey also collected demographic and consumption data to identify key consumer segments interested in BC-based traceability.

Learnings/ Relevance:

The study concluded that Greek consumers are willing to pay a premium for BC-traceable Feta cheese, suggesting a positive economic incentive for food producers to adopt such systems. Additionally, identifying consumer segments allows for the development of tailored marketing strategies that can effectively communicate the value of traceable products.

It is important to conduct consumer research to substantiate the economic viability of new technologies and to refine marketing approaches that effectively communicate the benefits of BC-based traceable products to end consumers.

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End Users

Technology provider, Food producers, marketers.

Country

Greece



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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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