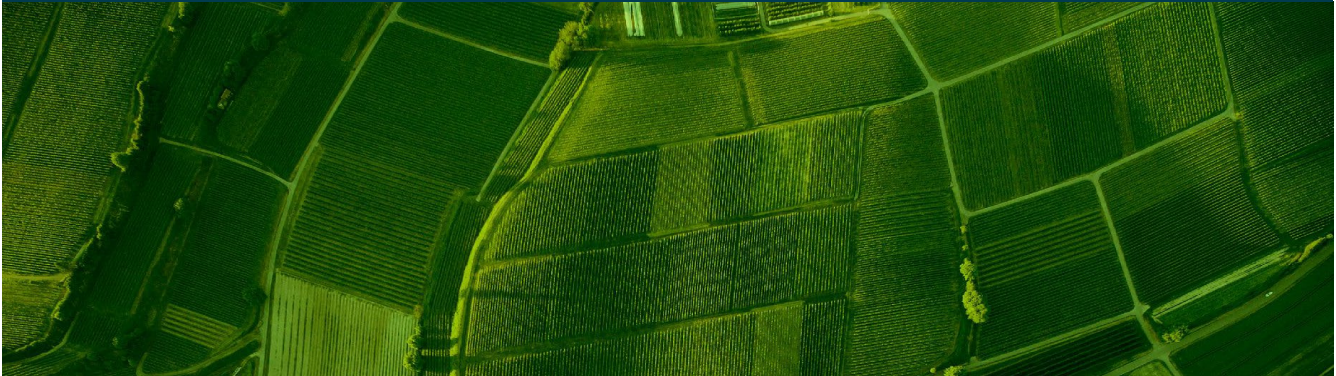


Practice Abstract No 28

Consumer's preferences for clean and cut packaged salads: The case of Florette.



Description

Florette Iberica is part of the international Florette group that produces more than 60 varieties of salads, as well as more than 750.000 salad products per day. They work to improve people's quality of life by improving their diets (healthy diet). Thus, they embarked on a project to make fresh vegetables (salads) more accessible, presenting them in practical formats. The company has its own farms to process the salad products, in addition to its greenhouses, it's able to produce lettuces that are sorted, washed, disinfected and packed all over the year. Since, consumers in the purchasing decision process choose and buy the products based on considerations among others criteria (i.e. environmental impact, proximity, fairness, taste, freshness, price, culinary needs...etc.). The salad's baby leaf product is sold as a competitive product, with an emphasis on the benefits of local production in order to meet consumers' expectations in terms of supply, quality product, access and affordability of sustainable products.

The overall objective of the consumer study conducted within co-fresh project is to assess Spanish consumer's perceptions and preferences for clean and cut packaged salads (baby leaf) using a methodology (Best worst scaling) which allows to distinguish between the most and the least relevant salad's characteristic that influence the purchasing decision of baby leaf consumers.

The main outcomes revealed that Spanish consumers give more importance to "the freshness and the aspect" of baby leaf salad followed by the attribute "healthy product without additives", "local product" and then, "the expiration date" over the rest of the characteristics.

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Stakeholders

Consumers, retail

Country/Region

Spain

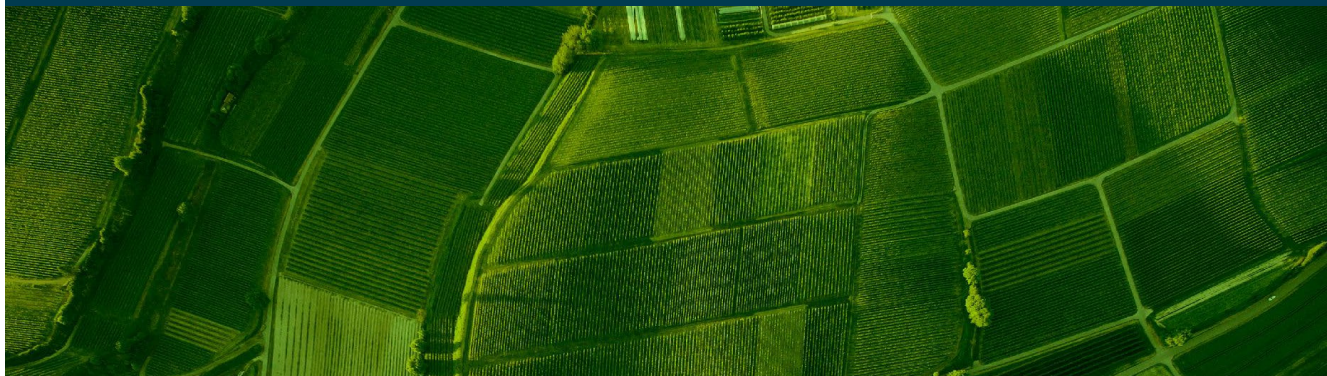
Keywords

Consumers' perceptions and preferences, Baby-leaf salads, Best-Worst-Scaling, sustainability attributes



Practice Abstract No 28

Preferencias del consumidor por la ensalada envasada limpia y cortada: El caso de Florette.



Description

Florette Ibérica forma parte del grupo internacional Florette, que produce más de 60 variedades de ensaladas y más de 750.000 productos de ensalada al día. Su objetivo es mejorar la calidad de vida de las personas a través de una alimentación saludable, haciendo accesibles las verduras frescas en formatos prácticos. La empresa cuenta con granjas e invernaderos propios para producir y procesar ensaladas durante todo el año.

Los consumidores eligen productos considerando criterios como impacto medioambiental, proximidad, equidad, sabor, frescura, precio y necesidades culinarias. Florette promociona sus primeros brotes de ensalada como un producto competitivo, destacando las ventajas de la producción local en términos de suministro, calidad, acceso y asequibilidad de productos sostenibles.

El proyecto Co-Fresh realizó un estudio de consumidores para evaluar las percepciones y preferencias de los españoles respecto a las ensaladas envasadas, limpias y cortadas, utilizando la metodología Best Worst Scaling para identificar las características más relevantes en la decisión de compra. Los resultados mostraron que la frescura y aspecto son prioritarios, seguidos por "producto sano sin aditivos", "producto local" y "fecha de caducidad" como factores clave.

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Stakeholders

Consumers, retail

Country/Region

Spain

Keywords

Consumers' perceptions and preferences, Baby-leaf salads, Best-Worst-Scaling, sustainability attributes



Additional Information (context, links, etc.)

<https://www.florette.es/>

Pictures



About CO-FRESH

The CO-FRESH project aims to provide techniques, tools and insights on how to make agri-food value chains more environmentally sustainable, socio-economically balanced and economically competitive. The project pilots several agri-food value chain innovations to see how they, in combination, can improve environmental and socio-economic sustainability.

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