



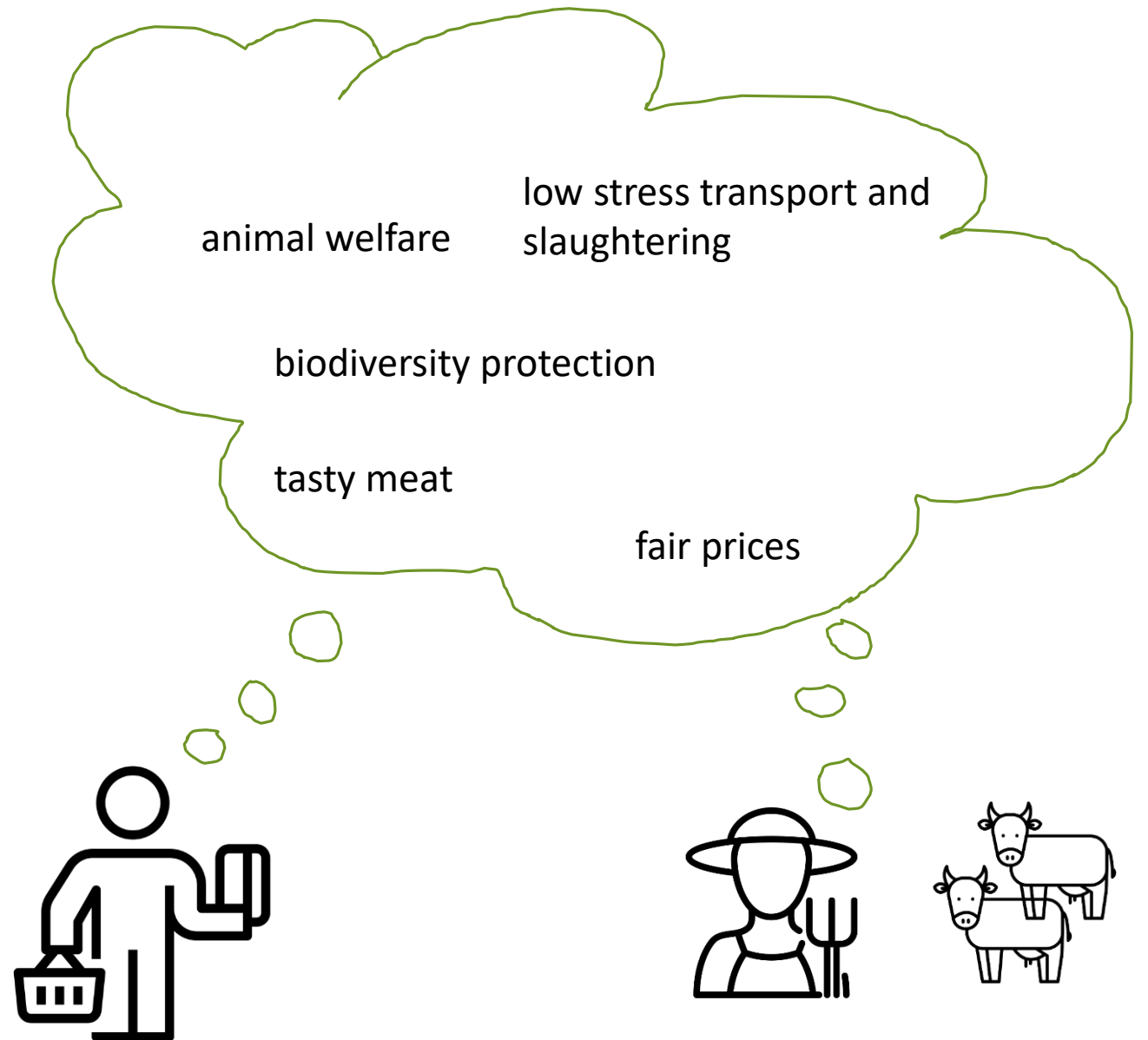
16th International European Forum and 180th EAAE Seminar on System Dynamics and Innovation in Food Networks
17.02.2022

Co-design of Business Models for Pasture-Based Beef in North-East Germany – Integrating Consumers Preferences

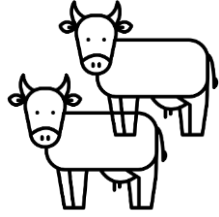
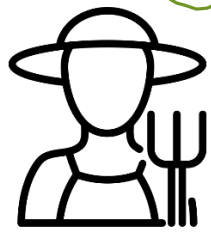
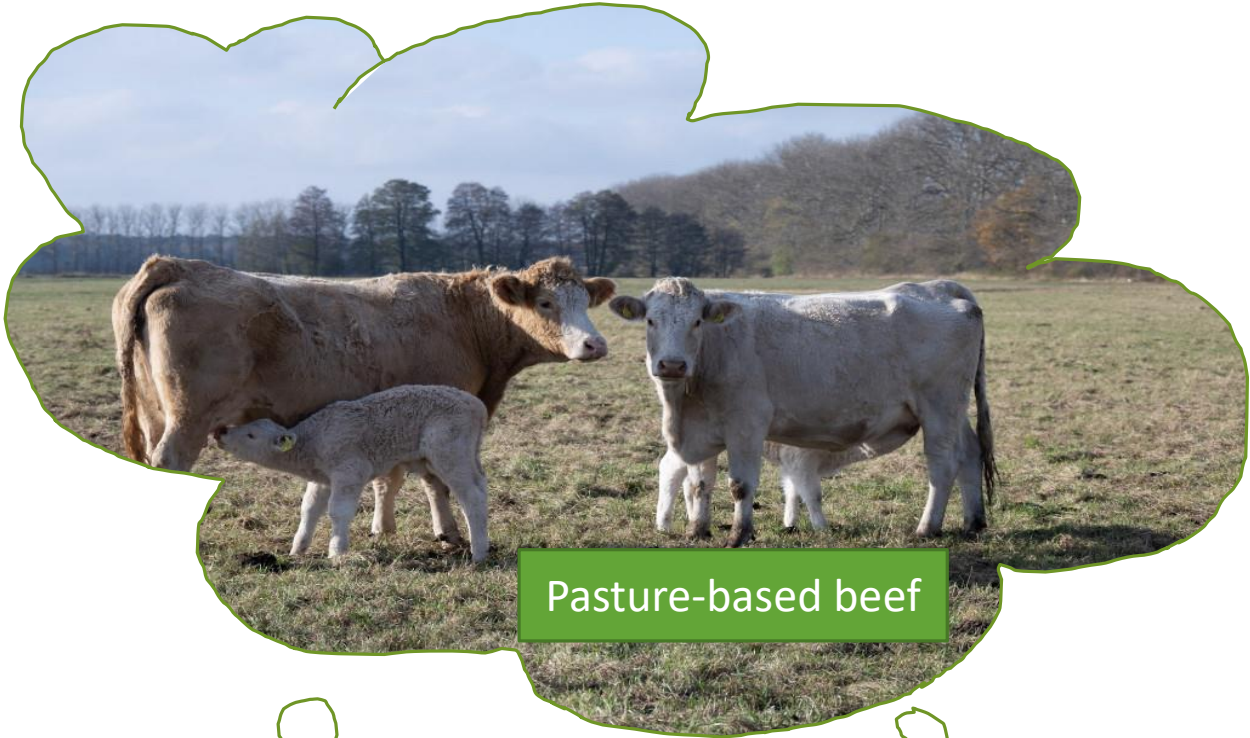
J. LAUTERBACH, M. HAACK, A. HÄRING



Sustainable beef production



Sustainable beef production



Pasture-based rearing systems characteristic for Federal State of Brandenburg

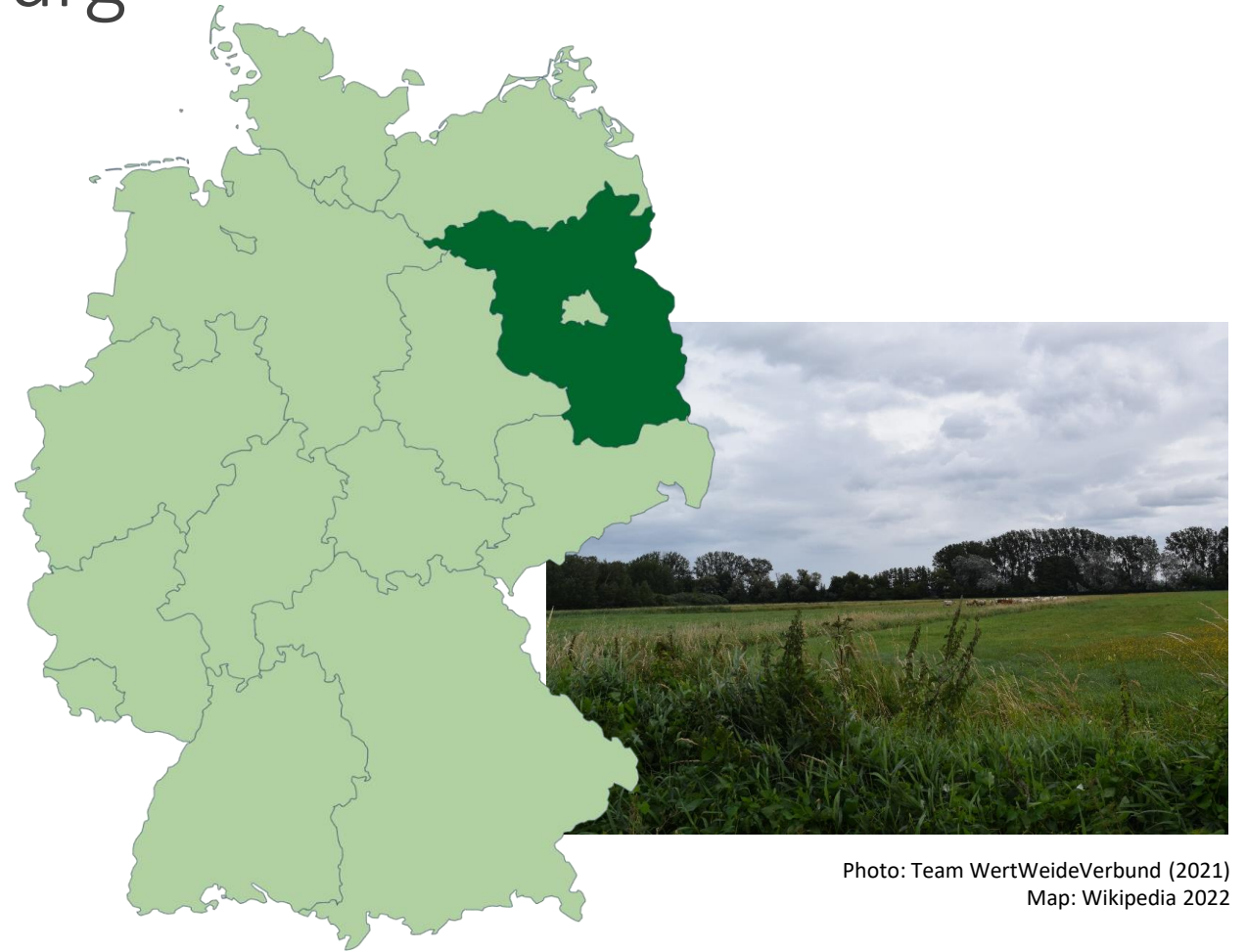


Photo: Team WertWeideVerbund (2021)
Map: Wikipedia 2022

Pasture-based rearing systems characteristic for Federal State of Brandenburg

BUT

- Lack of regional slaughtering and processing (Baumgarten 2020)
- Weak of cooperation between value chain actors
- Low profit margins for farmers

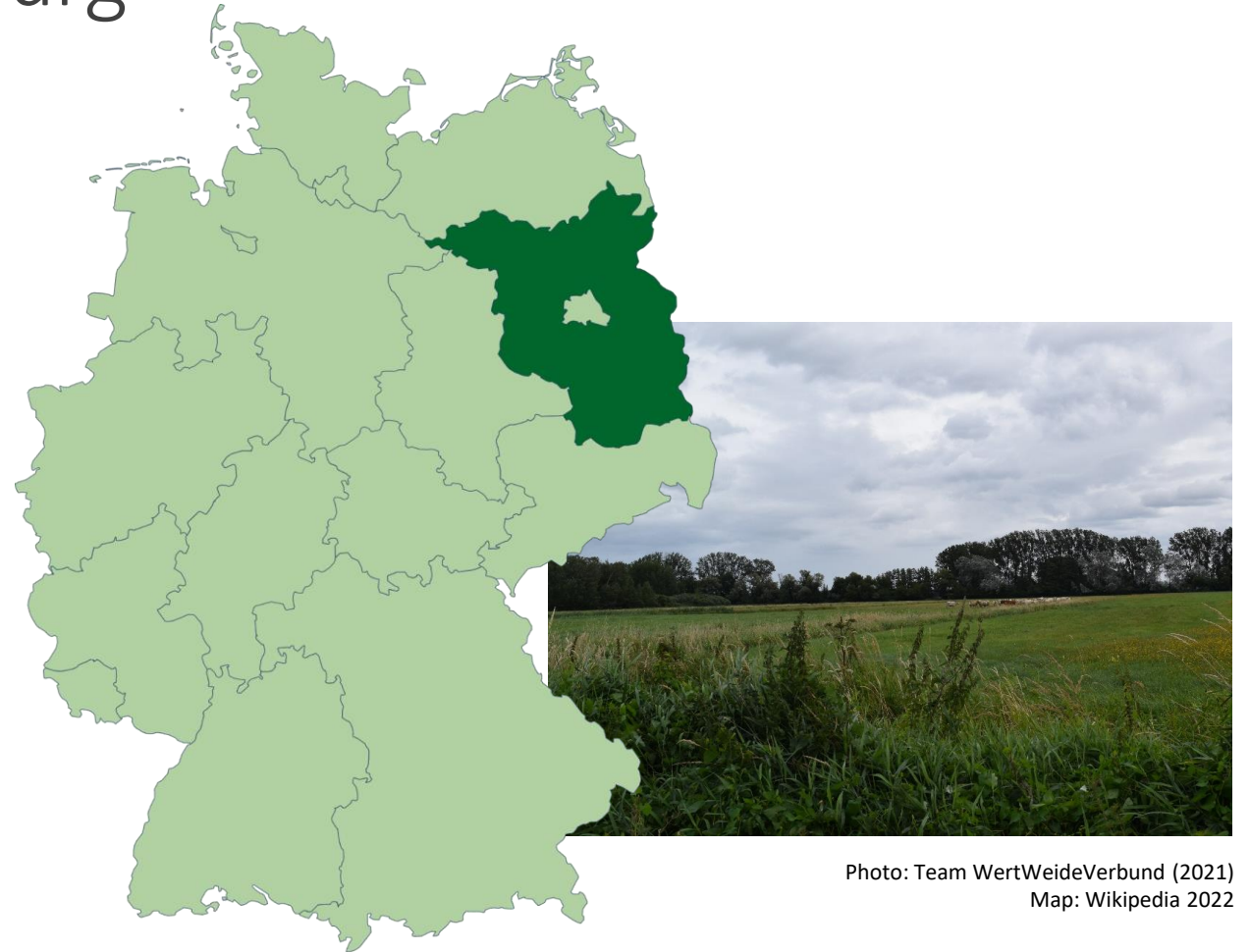


Photo: Team WertWeideVerbund (2021)
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Real World Lab: WertWeideVerbund

Identify and test different approaches to establish **regional business models for pasture-based beef value chains** in the North-East of Germany (Federal State of Brandenburg and Berlin).



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Common **quality standards**
for pasture-rearing systems



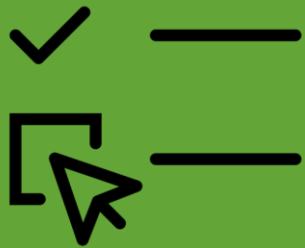
Communication concept
for pasture-based beef

Research objectives



- ✓ Define relevant consumer groups
- ✓ Test different communication approaches
- ✓ Determine willingness to pay (WTP) for pasture-based beef

Material and Methods



- Online survey in autumn 2021
- Persons living in Berlin and Brandenburg, who consume beef at least once a month
- N= 743 (representative for population)

Results: Potential consumer groups

Buyers with additional purchase potential (17 %):

- ✓ Bought pasture-based beef in the past and are willing to buy more in future

Potential new customers (62 %):

- ✓ Are willing to buy pasture-based beef in future

Results: Potential consumer groups

Based on:

- Demographics
- Shopping behaviour
- Beef purchase

Results: Potential consumer groups

Based on:

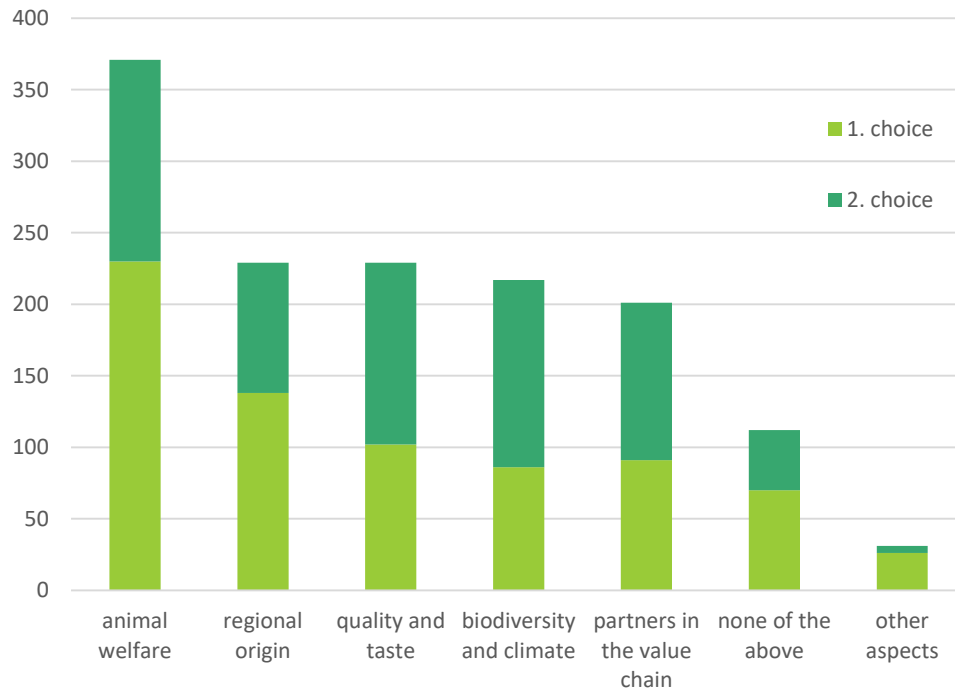
- Demographics
- Shopping behaviour

Beef purchase Pearson χ^2	Potential new customers	Buyers with additional purchase potential
Frequency**	Every second week	Once a week
Location** : Supermarket (fresh counter)	54%	51%
Supermarket (packed)	21%	9%
Discounter (packed)	10%	1%
Butcher shop	12%	26%

** significance $p < 0.05$

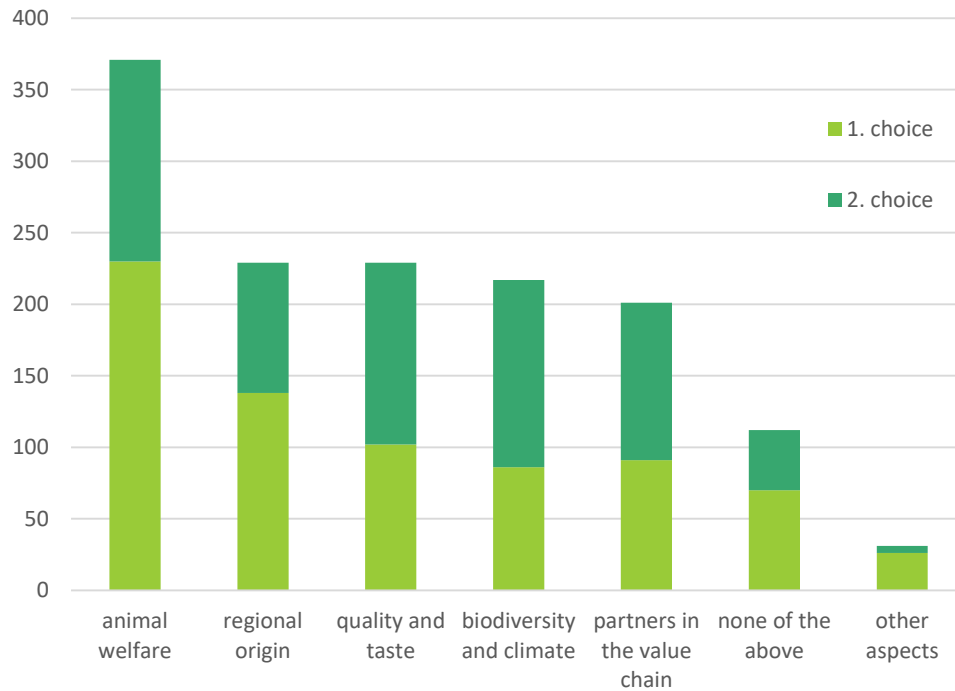
Results: Communication

Interesting communication aspects for pasture-based beef (n=number of entries)



Results: Communication

Interesting communication aspects for pasture-based beef (n=number of entries)



Preference for marketing claims (MaxDiff Scaling)

Animal welfare:

- Exact information on length of grazing period

Regional origin:

- Regional feed

Quality and Taste:

- Low stress slaughtering

Results: WTP for pasture-based beef compared to set prices for conventional and organic beef



Picture from questionnaire (WertWeideVerbund 2021)

Results: WTP for pasture-based beef compared to set prices for conventional and organic beef



Mean WTP for 1 kg of pasture-based minced meat: 12,90 €

Picture from questionnaire (WertWeideVerbund 2021)

Discussion and outlook

- High marketing potential (fresh counter in supermarkets)
- High WTP, but could be overrated (Wertenbroch 1998, Sattler and Nitschke 2003)
- Communication focus on animal welfare
- High consumer interest in low stress slaughtering vs. poor conditions in study region

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Common **quality standards**
for pasture-rearing systems



Communication concept for
pasture-based beef

THANK YOU!

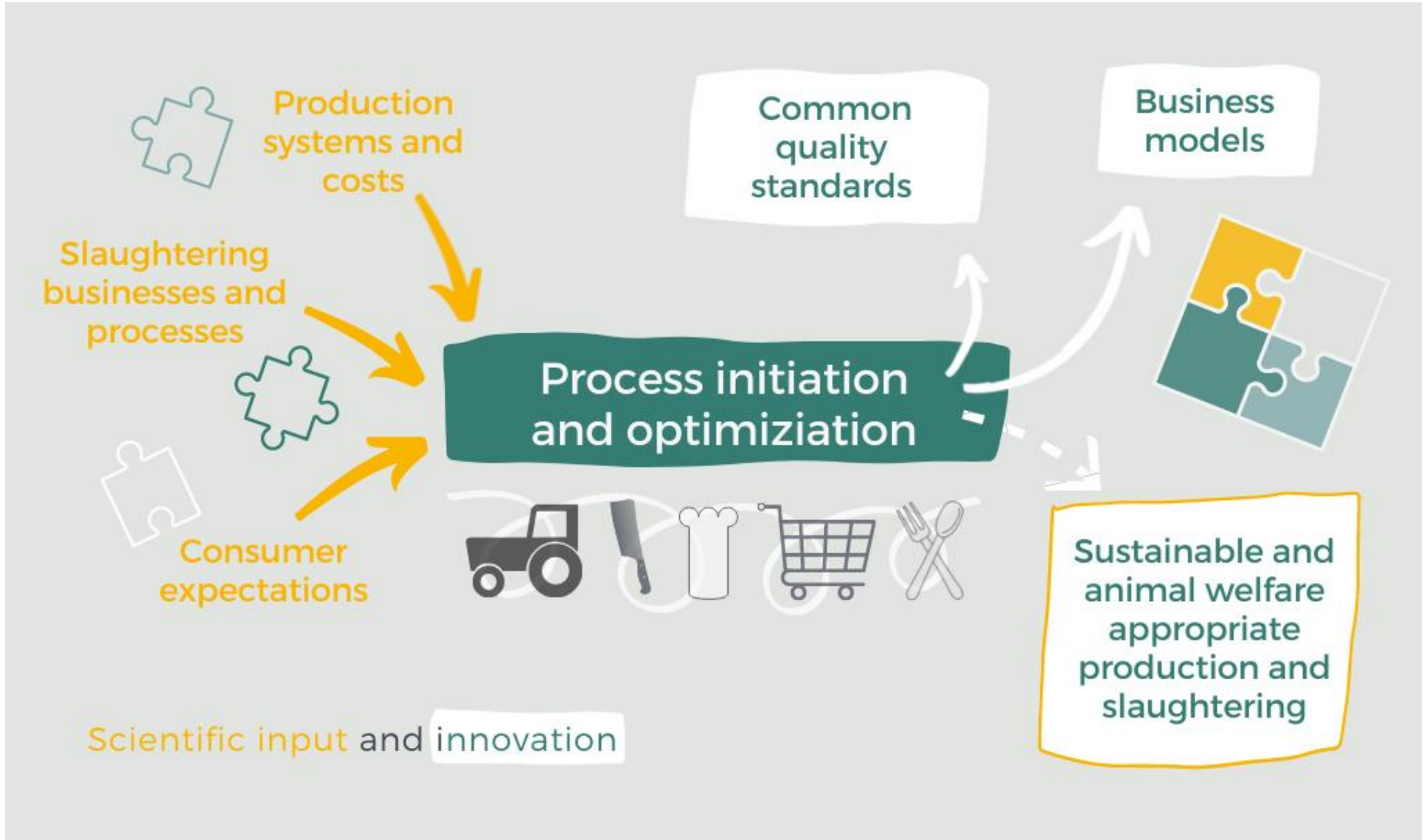
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Real World Lab: WertWeideVerbund



- Regionally adapted communication strategy
- common quality standards

Results: Willingness to pay (Gabor-Granger)

Would you buy 1 kg minced meat from pasture-raised beef at xxx €
Current prices for conventional minced meat 6,90 €
Current price for organic minced meat 14,90 €



Adapted from <https://www.questionpro.de/gabor-granger-methode-preisgestaltung/>