

USE OF BEHAVIOURAL INSIGHTS TO INCREASE RETAIL SALES OF ORGANIC FRUIT AND VEGETABLES







SUMMARY

We have identified six key behavioural barriers that prevent more consumers from buying organic fruit and vegetables in stores. A total of seven behavioural solution concepts or 'nudges' have been developed with the aim of helping to remove these behavioural barriers.

The purpose of the project is to investigate how behavioural insights can be used to sell more organic fruit and vegetables in Danish stores and to develop and test behavioural solutions in stores that can lead to more people choosing to buy organic produce. The report's conclusions are based on a large observational study in 25 different stores from different chains as well as consumer interviews with more than 40 customers in the actual buying situation.

The project was carried out by Organic Denmark in collaboration with iNudgeyou. The funds for the project are allocated by Produktionsafgiftsfonden for frugt- og gartneriprodukter (Production levy fund for fruit and horticultural products).

The identified behavioural barriers can be divided into two categories: 1) *General barriers related to consumer perceptions* and 2) more *context-specific barriers related to behavioural architecture* in stores. Many consumers believe that it is 'sufficient' to buy Danish fruit and vegetables, and many are unaware of the specific benefits of consuming organic fruit and vegetables. In addition, the fruit and vegetable departments are often so vast and characterised by 'choice overload' that it is difficult to make appropriate choices as a consumer.

The developed solution concepts tap into both types of behavioural barriers, and some solution concepts address several barriers at the same time. The solution concepts include traditional solution initiatives that promote the benefits of organic produce, for example, as well as other solution concepts that address all the other shopping considerations – e.g. child-friendly food or meal compositions.

We have carried out a number of prototype experiments in the stores where several solution concepts have been implemented to test the strategies in practice. The experiment was conducted in five Coop stores across store format and geographical location. The experiments were conducted in weeks 46-48 2021.

The results of the experiments show:

- 1. By communicating one-liners about the benefits of choosing organic lemons, sales in test stores increased by 8.7%, which is 8.4 percentage points higher than in the control stores.
- 2. By providing on-the-spot inspiration for an organic salad and describing the ingredients, sales of organic sunflower seeds increased 69.2% in the test store, which is 91.8 percentage points higher than in the control stores.

Based on the insight analysis and the developed solutions, we estimate great potential in the use of behavioural science and nudging in stores to get more consumers to choose organic fruit and vegetables.

HOW WE REACHED THE INSIGHTS

The empirical evidence underlying the report's insights are based on the ongoing exchange of four different methods. Thus, for example, interviews with clients are based on insights from the observational study and previous studies on consumer perceptions of organic fruit and vegetables. Likewise, insights from customer interviews have given rise to further questions in other interviews and specific observational studies. All insights are collected and condensed into a behavioural mapping study.



Observational study

We have conducted an extensive observation study over several months, spread out across different days and times.

The study was carried out in more than 25 stores across store formats.

In the observational study, we have focused on the architecture of behaviour (physical space, packaging, signage etc.) and consumer behaviour (walking patterns, hotspots and shopping behaviour).



Interviews

We have conducted 40 interviews with consumers in the buying situation as well as outside the store.

We have asked about knowledge of organics at product level, preferences and considerations in connection with the purchase of specific types of products.

We have also carried out walkalongs with store staff and store managers to incorporate their hands-on experiences with in-store opportunities and limitations.



Literature study

We have carried out a thorough literature study covering both behavioural science and studies on organic produce, trends and customer perceptions.

We have done so to ensure that the solutions fit in with the existing trends and developments within the organic sector and to ensure that the report rests on the shoulders of the latest insights in behavioural science at home and abroad.



Behavioural mapping and priority filter

The other three methods have been methodically condensed using behavioural mapping where all intentional and unintentional behavioural patterns are identified and systematised. Behavioural mapping provides an overview of where it would be useful to focus an behavioural analysis.

To this end, we have also used a priority filter that balances several conditions for the behavioural problems related to organic food purchases in stores.

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- Communication noise drowns out the organic message
- Consumers lack inspiration on how to combine green accessories

/ Part 2

SOLUTION APPROACHES

- Translate organic produce into simple messages
- Communicate one-liners next to the item
- Make the consequences of non-organic choices clear
- On-the-spot inspiration for the organic accessory salad
- Make organic snack greens relevant
- Make Danish choices visible
- Place organic produce more strategically







PART 1. INSIGHT ANALYSIS

INSIGHT ANALYSIS

In this first part of the report, we present relevant behavioural barriers that prevent more people from buying organic fruit and vegetables in stores. In total, we have identified six behavioural barriers. The first three are behavioural barriers that deal with organic fruit and vegetables in a broader sense, and the last three are behavioural barriers centred more specifically around the store's layout and décor.

- Consumers know too little about the benefits of choosing organic fruit and vegetables
- Organic fruit and vegetables are often inappropriately located in stores

Many opt for Danish fruit and vegetables

Communication noise drowns out the organic message

- Many people believe that organic vegetables are more expensive than they actually are
- Consumers lack inspiration on how to combine green accessories



1.

CONSUMERS KNOW TOO LITTLE ABOUT THE BENEFITS OF CHOOSING ORGANIC FRUIT AND VEGETABLES



1. CONSUMERS KNOW TOO LITTLE ABOUT THE BENEFITS OF CHOOSING ORGANIC FRUIT AND VEGETABLES

Organic is a broad concept that covers a number of complicated requirements for each product. For the ordinary consumer, however, understanding what the red organic 'Ø' label *actually* means can be difficult.

When you ask consumers what organic means in terms of the cucumber they are holding, few can cite anything specific.

Many might suggest that organic is about the avoidance of pesticides, animal welfare or opting for the 'healthy choice'.

If, as a consumer, you do not know the concrete benefits of buying an organic cucumber, then you have no clear motive to do so.

In the buying situation, therefore, we believe there is a potential to draw attention to why organic makes sense at product level: For the individual consumer, what is the benefit of buying an organic lemon as opposed to a non-organic one? Or why should apples be organic?

It is not enough to tell consumers that the product is organic. They must be reminded of why it is important to buy organic.

Buying organic is better for the environment and for all of us. Actually, I can't clarify what that means.

Woman, 71 years old

It's about pesticides and taking better care of the environment. And maybe reducing water consumption as well.
At least, I tell myself that's better for the environment.

Man, 34 years old

Organic means healthy.

Woman, 29 years old



1. CONSUMERS KNOW TOO LITTLE ABOUT THE BENEFITS OF CHOOSING ORGANIC FRUIT AND VEGETABLES

The fruit and vegetable departments are one of the areas where the organic message is most clearly signposted. Most communication features broad slogans and the organic 'Ø' label. This general communication does not give consumers a reason to buy organic rather than non-organic.







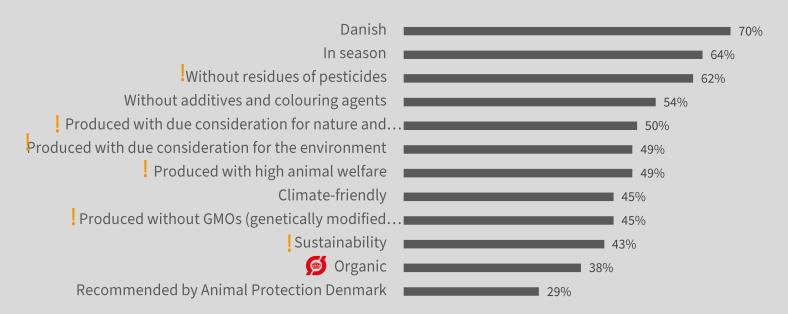


An example showing clear organic labelling in the fruit and vegetable departments.

1. CONSUMERS KNOW TOO LITTLE ABOUT THE BENEFITS OF CHOOSING ORGANIC FRUIT AND VEGETABLES

The following shows how many consumers prioritise avoidance of pesticide residues, animal welfare, environmental concerns and GMOs when asked. At the same time, organic is ranked lower – here in tenth place. This is paradoxical, as organic comprises all these elements. As organic is an umbrella concept, there is evidence to suggest that the term is too abstract and difficult for the consumer to translate. More attention should therefore be given to highlighting the absence of pesticides and nature rather than merely stating 'organic'.

I THINK ABOUT WHETHER THE FOODS I BUY ARE:



2.

MANY OPT FOR DANISH FRUIT AND VEGETABLES



The study shows that many consumers value Danishness very highly when shopping for fruit and vegetables. Consumers have a great deal of faith in Danish agriculture and some believe that there are no pesticides in Danish fruit and vegetables.

The fact that many consumers see Danish fruit and vegetables as an equally good choice to the organic variety is a clear behavioural barrier.

Many organic fruit and vegetable products are also Danish. That said, in the study we see a tendency for the story of Danishness in organic products to be underemphasised. This is in stark contrast to many conventional products which are often wrapped in Danish flags.

What we often find is that if stores can show that a product is organic, they do. But if you have nothing else to show, you display that the product is Danish. This is a behavioural barrier in choosing organic fruit and vegetables because many consumers actively go after the products that look Danish.

When it's Danish, I can trust it's pesticide-free.

Woman, 52 years old

"I had a good look at the various kinds but didn't end up

buying any because I couldn't find any Danish ones."

Woman, 52 years old

I simply don't believe that conventional agriculture uses pesticides as much as they say they do; otherwise they wouldn't be able to sell their products as food.

Woman, 29 years old



Søde dansk Jordbær

Søder sam

Søde dansk Jordbær

Søder sam

Søde

Sometimes I buy organic, but I don't really have a reason for that. It has to be Danish. But the tomatoes I usually buy from Katrine and Alfred are organic, so that's just fine.

Woman, 70 years old

Fra udvalgte avlere lækre og friske



Examples of how conventional products appeal more to Danishness than the organic ones do.









Organic Conventional Organic Conventional



Example of how Danishness is left out of the promotion when it comes to organic. The sign with carrots in the middle is also Danish, but you have to pick up the product before this becomes clear. On the conventional product, the actual sign description of the item states that the carrots are Danish.





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Often, it is also not apparent from the shelf edge label that the organic product is Danish, and only when viewed up close does it become clear that it is Danish, as shown in the picture here.



Here is an example of how the difference is also visible on the shelf edge labels. When the product is Danish and organic, the 'Ø' label is often used by itself, but if the product is Danish and conventional, the Danish flag is used in conjunction with the word 'Danish'. This can quickly confuse the busy consumer if you have to get up close to the organic product to see that it is actually also Danish.







Conventional





THE 'GOOD ENOUGH' EFFECT

When the consumer chooses Danish over organic, we refer to it as the so-called 'good enough' effect.

The consumer leaves the store with the feeling they have made a good and responsible purchase simply because it is Danish. For many people, Danish is associated with quality and safety in much the same way as organic.

Thus, for many, it will be good enough to buy Danish rather than organic. This poses a challenge for organic products.



3.

MANY PEOPLE BELIEVE THAT ORGANIC VEGETABLES ARE MORE EXPENSIVE THAN THEY ACTUALLY ARE



3. MANY PEOPLE BELIEVE THAT ORGANIC VEGETABLES ARE MORE EXPENSIVE THAN THEY ACTUALLY ARE

Organic fruit and vegetables is one of the product categories where the relative price difference between organic and conventional variants is not as great as it is in other categories such as meat.

This is a clear advantage for organic fruit and vegetables.

However, we see that many consumers actually think that the price difference is greater than it is when asked in the buying situation – both those who have bought organic and those who have not.

This suggests that there is a consumer perception that buying organic is going to cost you *more* money than is actually the case.

This perception is a behavioural barrier that may persuade consumers to choose the conventional variant because they believe that the organic option is always much more expensive.



The organic ones are typically more expensive ... maybe 10 DKK more expensive per bag [carrots].

Woman, 34 years old



In interviews in stores, **8 out of 14** customers guessed that the price difference between the conventional and the organic variant was higher than it actually was.



3. MANY PEOPLE BELIEVE THAT ORGANIC VEGETABLES ARE MORE EXPENSIVE THAN THEY ACTUALLY ARE

"

Organic products are more expensive, Yes, but that's only to be expected ... up to 10-12 DKK I'd say [apples].

Man, 55 years old



3. MANY PEOPLE BELIEVE THAT ORGANIC VEGETABLES ARE MORE EXPENSIVE THAN THEY ACTUALLY ARE

Often, there is not a large price difference between organic fruit and vegetables and the conventional variety. That is not a view widely held by consumers. This suggests that there is potential in pointing out that the price difference is not so great.





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Organic

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AN

Organic Conventional

Conventional

4.

ORGANIC FRUIT AND VEGETABLES ARE OFTEN INAPPROPRIATELY LOCATED IN STORES



"

I choose the vegetables that look best and that sometimes means I buy organic, but I'm not really sure.

Woman, 29 years old



The next behavioural barriers are about the behavioural architecture in stores – i.e. the context in which the consumer makes his or her purchasing choices.

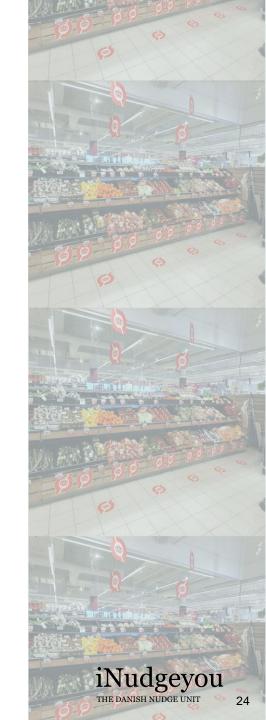
The placement of organic fruit and vegetables is one of the features of the behavioural architecture that has an impact on the consumer's final choice of product.

In some stores, the so-called organic sections are often used for organic fruit and vegetables. This strategy of bringing together organic products can work well if the department is appropriately located in relation to customer flow and other products.

However, often the inappropriate location of the organic sections is a barrier to consumers making organic purchases. For example, in several stores the organic section is almost hidden from consumers – e.g. along a wall that the consumer does not naturally pass by. Often, the organic section is located furthest away, so customers have to walk past the entire main fruit and vegetable department before reaching the organic section.

Such locations are not ideal from a behavioural point of view. When organic sections are located in this manner, stores run the risk that only those customers who actively seek out organic products will end up buying them.





When it comes to the placement of organic fruit and vegetables, we generally see two trends. Either organic fruit and vegetables are **placed by themselves** in an organic section or along an organic wall. Or they are **distributed** according to types, so that organic tomatoes are next to the conventional ones and so on.



Here, organic products are placed **by themselves** in an organic section.



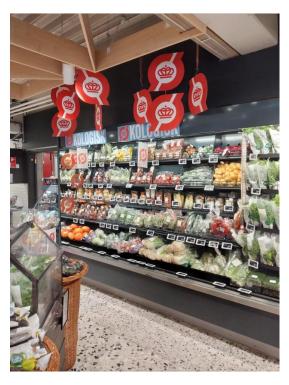
Here, organic products are **di**stributed according to product types, so organic tomatoes are next to the conventional tomatoes.



The separate organic sections are a recurrent trend in several stores. It is not appropriate to locate the organic fruit and vegetable sections at the end of the department on a dark hidden wall or in the opposite direction of the natural customer flow.









Here is an example of an organic section located in isolation on the left side of the fruit and vegetable department. It is hidden behind islands of goods that customers do not naturally pass by. In fact, the store has had to put up a sign with the writing 'This way for organic produce'.

"

Customers come to me time and again asking for our organic section.

I don't get it. It's clearly signposted.

Store manager, Meny











When organic sections are located in this way, stores run the risk that only those customers who actively seek out organic products will end up buying them.

This is not appropriate if we want to get more consumers to buy organic fruit and vegetables.



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5.

COMMUNICATION NOISE DROWNS OUT THE ORGANIC MESSAGE



5. COMMUNICATION NOISE DROWNS OUT THE ORGANIC MESSAGE

The fifth behavioural barrier is about store signage. There is a tendency, especially in certain store formats, to fill the department with so many signs and brochures to help and inspire customers that the message gets lost.

In such cases, communication 'noise' can easily make it difficult to focus.

This is not an appropriate way to begin a shopping trip. What is worse, however, is that the good signs promoting and highlighting the organic message disappear among the lengthy mushroom guides, avocado explanations and guides to apple varieties.

Signage overkill means that no messages get through. Communication noise thus represents a behavioural barrier. This is not only a challenge for classic campaigns, but also one that impacts the use of applied behavioural science to nudge consumers in the store.





5. COMMUNICATION NOISE DROWNS OUT THE ORGANIC MESSAGE

This is an example of how there can be a lot for customers to take in on entering a fruit and vegetable department. Many good innovative efforts can simply drown out the organic message.









5. COMMUNICATION NOISE DROWNS OUT THE ORGANIC MESSAGE

In these two stores too, the stores' attempts to draw attention to products quickly lead to confusion.





6.

CONSUMERS LACK INSPIRATION ON HOW TO COMBINE GREEN ACCESSORIES



6. CONSUMERS LACK INSPIRATION ON HOW TO COMBINE GREEN ACCESSORIES

This behavioural barrier is closely linked to the previously mentioned inspiration and signage in the store. Despite attempts to offer consumers inspiring choices in the fruit and vegetable department, many consumers lack concrete inspiration and help when shopping for an evening meal on a busy Tuesday afternoon.

This is particularly interesting because we see that a lot of people know what to do with the meat but lack inspiration when it comes to the vegetables – whether organic or not. And it is not an easy task to come up with something that is simple and easy in the buying situation.

Behaviourally, the type of inspiration and help that the stores traditionally provide in the buying situation *is far too* complex. Thus, there is a risk that only a handful will read the recipe flyer for an organic spelt salad with 15 different ingredients.

This suggests that there is potential in providing consumers with simple straightforward advice on how to mix good organic green accessories in the buying situation.



We often make a large salad when we have guests.
It takes time and a lot of ingredients.

Man, 34 years old



I need ideas for delicious salads.

Woman, 27 years old



6. CONSUMERS LACK INSPIRATION ON HOW TO COMBINE GREEN ACCESSORIES

Examples of meal advice in stores. The question is how many people actually use this advice in the buying situation.







6. CONSUMERS LACK INSPIRATION ON HOW TO COMBINE GREEN ACCESSORIES



CHOICE OVERLOAD

A lot of consumers stop as soon as they enter the fruit and vegetable department and pause for a moment to consider their next steps. There is often a particular reason for this. A fruit and vegetable department is characterised by an *extremely* wide variety of choices – what we call choice overload. The department is often packed with several hundred items of all shapes, sizes and colours. In many stores, for example, the consumer has eight different tomatoes to choose from. When we experience choice overload, we become mentally fatigued and unable to focus on the important issues. This may result in us not choosing the product that matches our good intentions. It could be the intention to buy organic for the whole family. In many cases, shoppers select the choice closest to hand or simply continue on their way because 'no choice' is often the easiest option.

This is not appropriate if we want consumers to put more organic fruit and vegetables in their shopping basket. There is potential to help consumers make choices from the vast range on offer in fruit and vegetable departments.



PART 2. SOLUTION CONCEPTS

SOLUTION CONCEPTS

In this part of the report, we present seven key solution concepts that are all based on behavioural science. These are principles that are particularly relevant to consider when you want to increase sales of organic fruit and vegetables, and all the solution concepts tap into the behavioural barriers in different ways.

The following pages introduce the seven solution concepts, their behavioural science principles, and why they are relevant to increasing organic fruit and vegetables sales.

- Solution concept 1: Translate organic produce into simple messages
- Solution concept 2: Communicate one-liners next to the item
- Solution concept 3: Make the consequences of non-organic behaviour clear
- Solution concept 4: On-the-spot inspiration for the organic accessory salad
- 5 Solution concept 5: Make organic snack greens relevant
- 6 Solution concept 6: Make Danish choices visible
- 7 Solution concept 7: Place organic produce more strategically

SOLUTION CONCEPT 1: TRANSLATE ORGANIC PRODUCE INTO SIMPLE MESSAGES

The first solution concept is about communicating the simplest and strongest messages to the customer in the buying situation. In the example, focus is given to two strong messages about organic fruit and vegetables.

The aim is to move 'organic' from an unmanageable umbrella concept of legislation and requirements to something quite simple and relatable about the individual item of fruit or vegetables.

This solution concept thus speaks directly to behavioural barrier 1 – that the consumer is not aware of the benefits of buying organic at product category level.

In addition, the language speaks to the consumer on a personal level. It explicitly addresses what *you* as a consumer get out of buying organic. Moreover, it is a good idea to use clear attention-grabbing icons that make the message even easier to understand.

This is something you can do with in-store sign format, but the concept can also be used in wider campaigns and on social media.



What benefit do I get from choosing organic fruit and vegetables?



You save yourself the worry of pesticide residue.



You are helping to take care of nature and the environment.



SOLUTION CONCEPT 2: COMMUNICATE ONE-LINERS NEXT TO THE ITEM

This solution concept is a variation of solution concept 1. In this version, it is made *even* simpler with just one message. Here, it is about the absence of pesticides.

The central feature of the solution concept is that the information is located next to the individual item using a shelf edge label. This means that you as a consumer are directly confronted with the message in the buying situation.

Experience shows this is particularly effective when the organic and conventional varieties are placed next to each other, so that the customer can compare the advantages and disadvantages.

The solution can be designed in a more anonymous version (top), but can also be made product specific, e.g. by a lemon (bottom).

The latter allows you to provide product-specific bonus information – here: 'then you can also use the lemon peel'. It also creates eye-catchers and stands out from the other communication materials.

To avoid the message merging with the background, it is important to choose colours and shapes that stand out.







SOLUTION CONCEPT 2: COMMUNICATE ONE-LINERS NEXT TO THE ITEM

Images from the solution concept implemented in stores.









SOLUTION CONCEPT 2: COMMUNICATE ONE-LINERS NEXT TO THE ITEM

Both customers and store managers were positive about the concept of one-liners next to the item.

"

It's a really good idea.

I've seen several shoppers
who seem to be confusechoose
the organic product when they're
standing there. So, I think it's a
good way to sell to those who're
slightly in doubt about their
choices.

Store manager, Coop

"

I think it's a good idea to use signs to communicate messages - it's precisely my reason for buying organic.

Woman, 55 years old

"

It seems to make a lot of sense to use signs more, to show what organic is or explain what organic means because it's become a bit of a 'fluffy' concept.

Woman, 26 years old



EXPERIMENT 1: COMMUNICATE ONE-LINERS NEXT TO THE ITEM

The solution concept was tested in three supermarkets and two Coop discount stores.

The lemon signs were hung on a shelf tag next to all the organic lemons. The purpose of the experiment was to see how many customers we could get to switch from the conventional to the organic lemons.

The experiment indicates that the intervention can have a significant positive effect on the sale of organic lemons.

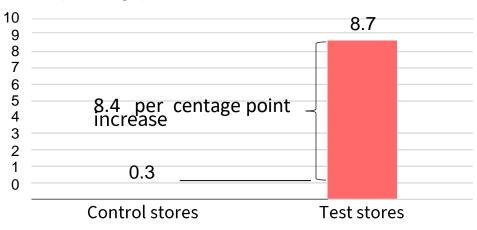
Sales at test stores rose 8.7 per cent, 8.4 percentage points more than in the control stores.

This indicates that the concept has the potential to shift behaviour and encourage more consumers to choose organic lemons over conventional ones.

No statistical data analysis has been carried out on the green sign (for potatoes) as the fluctuations in data are too great for this to be possible.

Increase in share of organic lemons in Coop discount store

Average increase in share of organic lemons (percentage point)



NOTE: The same test was conducted in supermarkets. Here, the intervention had no effect. This may be due to the fact that the organic share for these stores is significantly higher to begin with. This suggests that the intervention is particularly relevant for those types of shops where the organic share is not that high.





SOLUTION CONCEPT 3: MAKE THE CONSEQUENCES OF NON-ORGANIC BEHAVIOUR CLEAR

An interesting strategy when it comes to providing consumers with additional knowledge about the benefits of buying organic (behaviour barrier 1) is to shift the focus from the benefits of organic to the consequences of the conventional.

This can be done, for example, by highlighting the fruits and vegetables in which pesticide residues are most often found. Here, in a study from DTU, the top ten of the fruits and vegetables are shown where the highest levels of pesticide residues have been found.

Many people are aware that buying organic fruit and vegetables is a good way to avoid pesticide residues, but most people do not think about the fact that there are some types of fruit and vegetables where it *makes particular* sense to switch due to the risk of pesticide residues.

For some, it can be overwhelming (and expensive) to have to replace everything in a diet with organic produce. It is far more affordable to replace the top three on the list on the right.

When consumers are confronted with this type of communication in the buying situation, they acquire new knowledge and incentives to change their behaviour. The action box 'Replace 1 from the list with organic produce' offers simple and concrete advice on the appropriate behaviour.

This strategy is only considered effective in stores where the customer base is predominantly positive about the organic message. If the customer base is not predominantly positive, there is a risk that the strategy could actually have a negative effect.

DENMARK

Did you know that non-organic fruit and vegetables may contain pesticide residues? Bananas 100% Kale 100% Citrus fruits 96% Pears 91% Strawberries 82% Grapes 77% Apples 71% Cucumbers 68% Tomatoes 56% Carrots 55% Replace 1 from the list with organic produce to avoid pesticides.

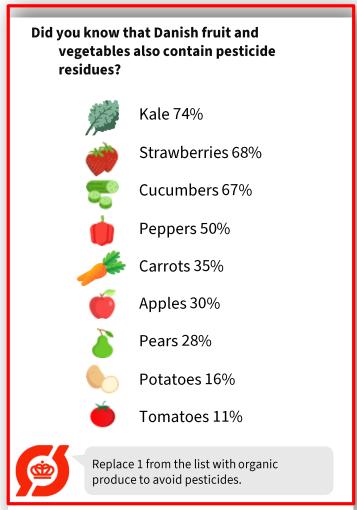
Source: DTU Food and Coop Danmark

SOLUTION CONCEPT 3: MAKE THE CONSEQUENCES OF INAPPROPRIATE BEHAVIOUR CLEAR



Another version of the same solution concept highlights the **Danish products** with the highest pesticide residues. It speaks directly to the behavioural barrier that many prioritise Danishness over organic – partly because of the great confidence in Danish agriculture and the use of pesticides.

The strategy can be seen as a criticism of Danish nonorganic farmers, which may have a negative effect.









SOLUTION CONCEPT 4: ON-THE-SPOT INSPIRATION FOR THE ORGANIC ACCESSORY SALAD

This solution is about making it easier for consumers to come up with a good organic salad when shopping at the supermarket. There are many simple salads, but they can be hard to think of at five o'clock on a Tuesday afternoon.

Here we are now moving on to the solutions that do not speak directly to the benefits of organic, but introduce organic through other themes – here the easy salad.

The solution works by creating a reminder in the buying situation, so more customers get organic fruit and vegetables into their shopping basket. It is about making it easy, intuitive and appealing for the customer to shop organic.

At the same time, the solution (as opposed to traditional recipe booklets) is conveyed through simple steps, ensuring that the desired behaviour is presented in a manageable way.

The concept can take several forms. We recommend one large visible sign + smaller signs for the shelf edge for each item.

The optimal solution is to place the three ingredients side by side in the organic section. This makes it even easier for the busy customer to grab all three organic ingredients at the same time.







SOLUTION CONCEPT 4: ON-THE-SPOT INSPIRATION FOR THE ORGANIC ACCESSORY SALAD

Images from the solution concept implemented in stores.







SIGN NEXT TO THE ITEM



EXPERIMENT 2: ORGANIC ACCESSORY SALAD

The solution concept was tested in five Coop stores – three supermarkets and two discount stores.

The large hanging sign and shelf edge labels next to all the relevant items were displayed in all test stores.

Sunflower seeds were placed in a basket in the fruit and vegetable department. It should be noted that there were problems with deliveries of sunflower seeds, so this was only possible in one store.

In the experiment, the effect of the intervention is measured by the sale of sunflower seeds, since an effect of the intervention is expected to be identifiable here – unlike with the apples and pointed cabbage.

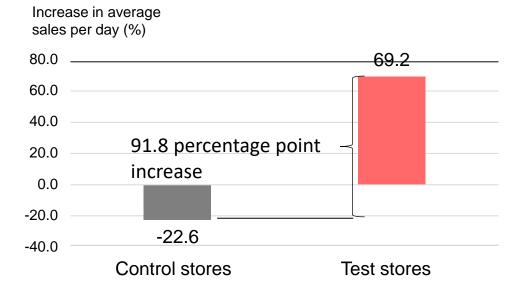
The experiment demonstrates that the intervention can have a significant positive effect on the sale of organic sunflower seeds. Sales at test stores rose 69.2 per cent, 91.8 percentage points more than in the control stores.

The result of the experiment thus indicates that on-the-spot inspiration for organic salad can be an interesting strategy to shift behaviour and influence what customers put in their shopping baskets.





Increase in sales of organic sunflower seeds in discount store



NOTE: Since sunflower seeds are not basically an impulse item, the location in the fruit and vegetable department does not necessarily have as much effect as if it had been a different type of product. Therefore, sunflower seeds are a good item to use as a measurement benchmark in the experiment.

SOLUTION CONCEPT 5: MAKING ORGANIC VEGETABLE SNACKS RELEVANT

When it comes to children, the organic message is particularly relevant. That is why we also have a solution aimed directly at providing children with more organic greens.

The lunch box is an ideal opportunity to introduce more organic vegetables, e.g. through small delicious snack products that appeal to children. These products have the same overall aim as the other solution concepts but are currently spread out in the fruit and vegetable department.

This concept is about gathering organic green snack products in one place in the department under one concept, e.g. 'school lunch box greens'. This makes it easy for parents to grab a bag of organic snack carrots, sugar snap peas and tomatoes for the school lunch box. At the same time, it serves as a reminder to buy some green snacks for the kids – snacks which, as a bonus, are organic.

The concept reduces the amount of choice in the fruit and vegetable department and makes it relevant by linking organic vegetables to a specific situation, namely the children's packed lunch.

This concept can work equally well in the fruit and vegetable department and at a checkout location.







SOLUTION CONCEPT 6: MAKE DANISH CHOICES VISIBLE

This concept is about drawing attention to when an organic product is Danish. All too often, the red organic 'Ø' label is used to prioritise organic products.

One of the first signs many consumers look for is that the product is Danish. Therefore, it is important to ensure that the consumer can quickly identify whether an organic product is Danish.

Where possible, we therefore recommend making active use of the term 'Danish Organic' in marketing and signage.

The Danish Dannebrog flag can also be used more actively to draw attention to organic products. For example, the Dannebrog flag can be placed on the shelf edge of the products which are both Danish and organic.

If you want to take the concept even further, it makes sense to combine all Danish organic products in one place in the fruit and vegetables department under the name 'Danish Organic'.



I think it's really good, it's something you know, you can recognise and easily look for.

Man, 31 years old





SOLUTION CONCEPT 6: MAKE DANISH CHOICES VISIBLE

In connection with the experiment, the Danish flags were hung next to a selection of Danish organic products.



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You have to inform customers about the difference between the products – that Danish organic produce is better and cleaner than organic produce from Germany, for example – I think it's is a good idea that we promote the Danish produce.

Store manager, Coop

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I think it's a really good idea to promote Danish organic produce more. Especially during the summer months when a lot of the fruit and vegetables we stock are Danish.

Store manager, Coop



I think using the Danish flags is a good idea because the customers want Danish products and if we have Danish flags next to the Danish products then customers know where to go.

Store manager, Coop

SOLUTION CONCEPT 7: PLACE ORGANIC PRODUCE MORE STRATEGICALLY

Having an organic section in a fruit and vegetable department can easily help to boost organic sales.

What is crucially important is *where* to place the organic section. The organic section should be placed first and visibly in the fruit and vegetable department. A good location for organic products is on the right side along the wall just as the consumer enters.

It is important to consider the natural customer flow of each store. For example, if the baskets are located on the left side at the entrance to the fruit and vegetable department, many customers will remain on the same side as they pass through the department, and this is where the organic section should be. In this way, organic will be what 'you naturally encounter' while still offering access to the conventional fruit and vegetables.

If it is not possible to organise the organic section in this way, then it is better to spread the organic range so that it is placed alongside the relevant conventional products.

This is feasible with fruit and vegetables because the price difference between organic and conventional is relatively small. At the same time, this helps consumers to understand the price difference between organic and conventional, as the two are displayed right next to each other.











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