



# GREEN SCIENCE



Improving consumer confidence in agricultural products through quality testing

Total Customer Interviews: 32 | Week #2 (Feb. 20-26) Interviews: 12



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## Hypothesis

Consumers will seek information outside of point-of-sale

Consumers care about quality only up to a subjective level

Consumers are less vigilant when shopping for their pets

Consumers are more vigilant when shopping for their children

## Experiments

"Describe process of learning about new products from word-of-mouth?"

Hypothetical product comparisons

"What information do you consider when using a product on your pet?"

"What information do you consider when using a product on your child?"

## Results

Through product reviews, general intuition, public familiarity, and current news

Consumers will overlook subjective "extras" (diminishing returns)

Lower standards or **same standards/habits as when shopping for themselves**

**Same standards/habits as when shopping for themselves**

## Iterate

Too variable, need more consumers

"What kinds of information would make you stop seeking more information? (good/bad)"

"What do you look for when comparing two products?"  
(Less leading)

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## Hypothesis

R&R = Resellers/Retailers  
"Front line of consumer  
(mis)education"

R&R care about educating  
consumers about product  
safety

R&R are knowledgeable  
in state and federal  
regulations

R&R perform due  
diligence with suppliers

R&R concerned with  
consumer safety

## Experiments

"Does anyone ask these  
questions (regarding  
instructions/safety)?"

"Is this regulated? Can  
you describe these  
certifications?"

"What is the process to  
stock new brands?"

"What if a consumer gets  
sick?"

## Results

There exists consumers  
that are interested in that  
information

Know just enough to sell  
products, **information may  
be incorrect or  
misunderstood**

Based primarily on verbal  
trust with vendors

**Deflects to brand being at  
fault or "just try  
something else"**

## Iterate

"What should I be looking  
for as a consumer?"  
(Less leading)

"How did you learn about  
these products?"

"What are some red flags  
vendors have exhibited?"

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## Value Propositions

- Increased supply due to faster product turnaround
- Increased profit margins with reduced testing cost
- Improved trust with end user with better understanding of product safety through simplified reports
- Improved trust with end user when stocking high-quality products through streamlined B2B communications
- ~~Improved trust with end user with better understanding of products through simplified reports~~
- Improved consumer trust in brand/retailer/market with free educational resources & reviews
- ~~Improved consumer trust in brand/retailer/market with special certifications~~
- Improved convenience with streamlined B2C communications
- Improved consumer trust in market with simplified educational resources
- Improved trust in market with high velocity translational research
- ~~Improved standards for consumers~~

## Customer Segments

\* No interviews yet

**Solely Producer\***  
Producer + Retailer

**Wholesaler/Distributor\***  
Reseller/Retailer

**Consumers**

**Advocacy**

**Academia**

**Regulatory**