



GREEN SCIENCE



Improving consumer confidence in agricultural products through quality testing

Total Customer Interviews: 44 | Week #3 (Feb. 27- Mar. 5) Interviews: 12



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Hypothesis

R&R = Resellers/Retailers

R&R want to educate consumers about product safety

R&R are knowledgeable in state and federal regulations

R&R perform due diligence with suppliers

R&R want to stock a variety of brands

Experiments

"What should I be looking for as a consumer?"

"How did you learn about these products?"

"What are some red flags vendors have exhibited?"

"How do you find new reputable brands?"

Results

Look at certification, **misdirection, appeals to "common sense"**

Personal curiosity **or product training from manufacturer**

Nothing quantitative, if there is issue, brand will be dropped

General trend is brands will send reps to pitch

Iterate

"Is finding reputable (to your standards) brands difficult?"

"Which brands do you keep if "better" brands become available?"

Hypothesis

A&P = Advocacy/Provider

A&P operate selflessly

A&P want stricter regulations

A&P report misbehavior

A&P are primarily holding seminars to educate the end user consumer

Experiments

"Describe your experiences in this field."

"What is your opinion on current regulations?"

"Describe misbehavior in this field."

"How do you interact with your audience?"

Results

Goals align with solely helping others **or may work with particular retailers or brands**

Introduce new guidelines **or too strict for numerous producers**

Ignored, usually works itself out

End user consumer approach advocates, will even pay for concierge service

Iterate

Too variable, need more advocates

Product comparison, is it the relationship with brand or the quality of product?

"Is this truly an issue to this 'movement'? How big of an issue?"

"Can you describe demographics of each segment?"

Final 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 with better understanding of products through simplified reports
- + Improved trust with end user when stocking high-quality products through streamlined B2B communications
- 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 consumer trust with personalized/concierge service
- + Improved consumer trust with advocating stricter regulatory standards (?)
- Improved trust in market with high velocity translational research
- + Impetus for more high quality health research
- Improved standards for consumers

Final Customer Segments

* No interviews yet

Solely Producer*

Producer + Retailer

Wholesaler/Distributor*

Reseller/Retailer

End User Consumer

Advocacy/Provider

Academia

Regulatory

Initial Value Propositions

- Increased profit margins from lower cost and faster turnaround regulatory testing
- ~~Increased profit margins from lower cost products from producers~~
- Improved confidence in products from free educational materials and customer reviews

Initial Customer Segments

Producer: Farmer or
Manufacturer

Retailer

End User Consumer

Next Steps

- Recent potential major pivot; same goal, different segments
 - Logistics research
 - Market research
 - (Different) Customer discovery
- I-Corps Extension Program
- SBDC Client
- TCVN Investor Speed Dating