

Toolbox enhances customer experience of short food supply chain entrepreneurs

Farmers and horticulturists selling their products in the short food supply chain need to tailor their offerings to the needs of local consumers. Actively improving the 'customer journey' enhances customer experience and makes producers more successful and resilient against competition.

Inagro, together with its partner Vives, strengthened the on-farm sales management. Over 80 visits by mystery shoppers provided insights into the experiences and purchasing behavior of consumers in non-urban environments in West-Flanders in Belgium. Their tips and experiences highlighted important steps in the purchasing process (from searching for online information, to visiting the store, to consuming at home). Inagro, Vives, and the producers collaborated on these initiatives in a co-creative manner and captured the tips and tricks in practical and short information sheets, webinars, testimonials, and self-studies. The topics are highly diverse: store layout, social media planning, digital payments, street promotion, cash register systems, organizing visits behind the scenes, etc.

This ready-made material is freely available online and is at the core of the service provided to short food supply chain products. The toolbox is continuously updated and expanded. Discover the toolbox and elevate your short food supply chain to the next level!

Contact Information

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Provide contact details for further information (name, address, email, phone).

Visuals and Links

- url Toolbox: www.inagro.be/korteketentoolbox
- Inspiration guide based on visits of mystery shoppers *Inspiratiegids voor hoevewinkels* (adobe.com)
- example of video from the toolbox: *Farmer Business+: Customer Journey stap 3: Winkelinrichting en/of automaten* (youtube.com)
- example of info sheet (link + screenshot): *Fiche Verbindend communiceren met klanten en medewerkers.pdf* (inagro.be)



inspiratie voor korteketenproducenten
**VERBINDEND COMMUNICEREN
MET KLANTEN EN MEDEWERKERS**

Verbindende communicatie of geweldloze communicatie is de kunst van het duidelijk en respectvol communiceren met elkaar. Beide partijen voelen zich begrepen en gehoord. Centraal hierbij staat het respect hebben voor elkaar en elkaars grenzen.

win-win voor jou en de klant

- Door actief te luisteren en empathisch te zijn kom je te weten wat de klant echt wil en nodig heeft. Dit stelt je in staat om je producten, diensten en communicatiestrategieën hierop af te stemmen.
- Door open te staan voor feedback, kun je sneller problemen aanpakken en oplossen, waardoor de klanttevredenheid stijgt.
- Tevreden klanten zijn eerder geneigd om positief over je hoevewinkel te praten en deze aan te bevelen aan anderen.
- Het geeft je voldoening dat het respectvol behandelen van klanten bijdraagt aan het succes van je bedrijf.

Verbindend communiceren in 4 stappen

Het is belangrijk om steeds vooraf bij jezelf na te gaan wat er aan de hand is, hoe je je voelt en wat je nodig hebt. Probeer empathisch te luisteren naar de ander en op een respectvolle manier duidelijk te maken wat je van je klant verlangt.

Om verbindend en assertief te communiceren, kun je gebruikmaken van vier bouwstenen:

1 Waarneming

Begin met het delen van de neutrale feiten. Wat is er concreet gebeurd of wat is er aan de hand?
Bijvoorbeeld: "De klant wil een ijsstaart kopen maar houdt geen rekening met de uiterste bestdatum".

Practice Abstract 10

WaterRadar – connection supply and demand of water

Without water, there is no life. During times of scarcity, farmers look for irrigation water to ensure good crop production. Through recent innovations, alternative water sources have become available for the farmers, as a solution for the recurring water scarcity in Flanders during summer. The waterRadar is a tool providing information on the (potential) available water sources such as recovered irrigation water from food processing industry and domestic wastewater and how close these are to your farm and fields. Also, the legal status of using these waters is summarized on this web page. In this way, the connection between supply and demand is facilitated. Additionally, farmers can ask Inagro for advice on how to capture rainwater, extract groundwater, and use surface water. Also, personal advice on legal barriers and economic trade-offs is provided on demand during a water audit.

The WaterRadar was developed within the VLAIO LA project 'Irrigation 2.0: When where what water?', and currently further deployed by the partners below.



1650 characters maximum. Summarize key findings or recommendations in an easily digestible format. Aim for clarity and brevity. Please, provide the text in English and in your native language too.

Contact Information

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Visuals and Links

- url water radar: <https://waterradar.be/#/map>
- Overview page of potential water sources: <https://inagro.be/themas/water/welke-alternatieve-waterbronnen-kan-ik-aanwenden-op-mijn-bedrijf>
- example of video from the toolbox: <https://youtu.be/MxCLel3ingU>
- brochure: https://subsite.inagro.be/DNN_DropZone/Publicaties/329/Folder_alternatievewaterbronnen.pdf
- Image:

