

## **PILLAR 1. CONSUMER DRIVEN AND RESPONSIVE SUPPLY CHAINS**

Pillar 1, "Consumer driven and responsive supply chains", will contribute to the ISAFRUIT general objective of increasing consumption of fruit and fruit products, and includes the following specific objectives:

1. Increase and improve the interactions among researchers, producers, other supply chain actors and consumers, through the use of pillar 1 as research guidance for other ISAFRUIT pillars and the Fruit Industry. The development of new production and processing systems for fruit and fruit products in order to improve quality, safety, convenience, availability, consumer health and price require insight into consumer behaviour and supply chain dynamics. The supply chain forms a driving force behind consumer behaviour and also reflects existing (cultural) patterns of consumer behaviour.

2. Better understand the forces that drive consumption of fruit and fruit products in order to stimulate consumption of these and new developed products in a variety of situations and contexts. Relevant concepts include consumer perception, preference, choice, purchase, and consumption. Regional and cross-cultural differences require a tailor made approach.

3. Identify suitable organization and management structures that maximizes supply chain innovativeness and performance, in terms of effectiveness and efficiency, in dynamic and/or developing markets. The organization and control of production-distribution chains in competitive markets not only affect food safety and consumer health, but also the availability of high quality products, convenience, and price, and finally influence consumer welfare.

4. Increase the level of application and dissemination of product and process innovations developed in other pillars. Determinants of successful adoption include characteristics of consumers, products, and the supply chain. Supply chain innovativeness will result in synergy from individual actors' attitudes and cooperation.