



REVOLUTIONIZING THE FOOD SYSTEM: DRIVING THE COLLECTIVE TO MAKE AN IMPACT

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## ABOUT

Since 2014, Yespers has been dedicated to fostering a sustainable and inclusive food chain. This commitment involves two key components: firstly, ensuring that a greater number of individuals in the chain benefit, and secondly, enhancing the overall sustainability of the food supply chain [1]. Yespers firmly believes that when more individuals take into account *true pricing* in their consumption choices, it will result in increased collective benefits, fostering positive social and environmental impacts [1].

### How Yespers' is Revolutionizing the Food System:

1. Adding Real Value: Yespers is committed to preventing waste sustainably. How? Not only by producing more, but by producing better and smarter.
2. Reducing the Footprint: In a conscious effort to minimize environmental impact and contribute to boosting local employment, Yespers takes a local approach in processing its ingredients to steer clear of unnecessary waste streams.
3. Accelerating Social Impact: For Yespers, it's not just business; it's about creating positive change right at home. To contribute to boosting local employment, Yespers prioritizes giving livelihoods to the underprivileged communities in the West South region of The Hague.



## WHAT IS TRUE PRICING?

*True pricing involves quantifying and monetizing the external social and environmental impacts of a product [2].*

How does Yespers determine the true cost of its products? When Yespers calculates the true price of a product, various factors are taken into account at different stages [2]:

### 1. Cultivation Stage:

- Pruning
- Chemical protection (e.g., herbicide)
- Harvesting and cooling
- Fertilizer
- Mowing grass
- Transport to Yespers

### 2. Processing Stage at Yespers:

- Washing
- Sorting
- Juice press
- Filtering
- Conservation/pasteurization
- Bottling/packaging

These meticulous considerations at every step ensure a comprehensive evaluation of the true price, reflecting the genuine social and environmental impacts associated with the product.







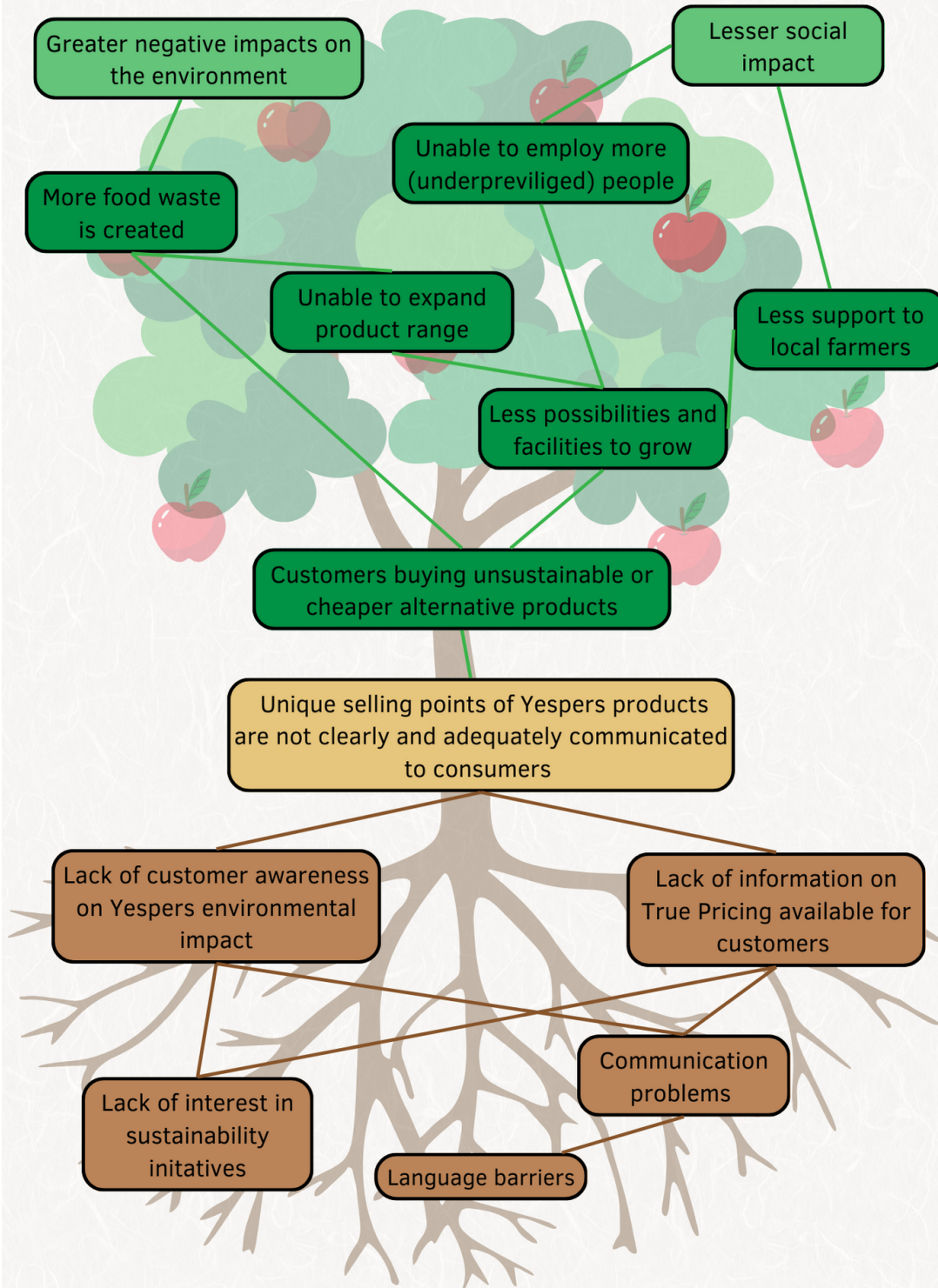
# PROBLEM DEFINITION

Yespers currently grapples with the challenge of effectively communicating the unique selling points (USP) and sustainability benefits of their products to both existing and potential consumers.

The true pricing concept, central to Yespers' sustainability approach, involves scientific and economic calculations, which can be difficult for consumers without a scientific or economic background to understand. Furthermore, many consumers may generally not prioritize a product's sustainability when making purchasing decisions.

The question then arises: **How can Yespers successfully engage with their current and potential consumers to convey the concept of true pricing and Yespers sustainability impact?**

This zine aims to explore and propose strategies to effectively reach and educate a broader range of consumers about the concept of true pricing and the sustainability impact of Yespers products.

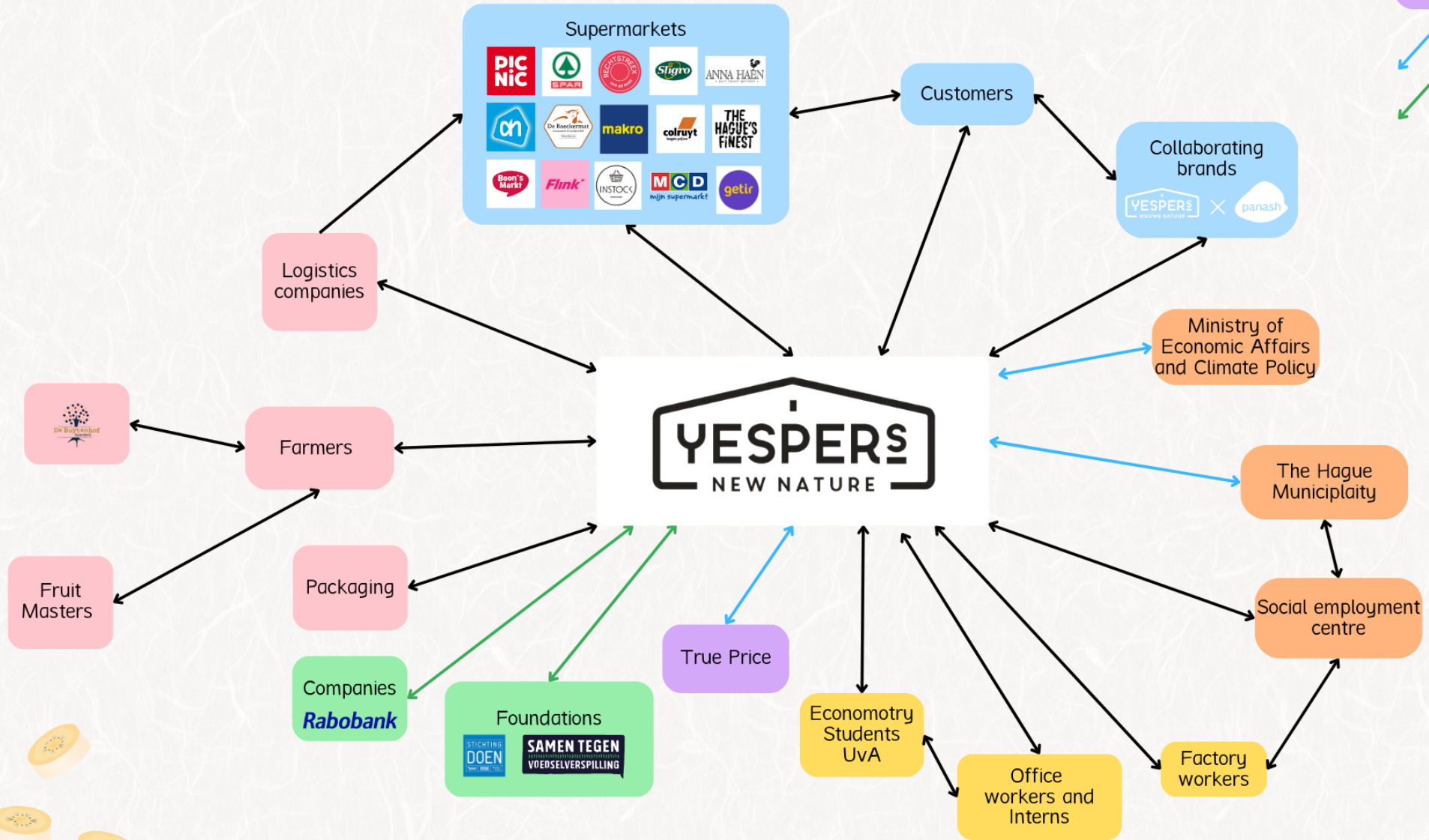




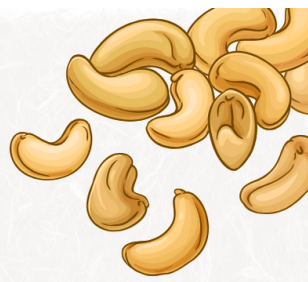


# WHO DOES YESPERS WORK WITH

- BUYERS
- INVESTORS
- EMPLOYEES
- GOVERNMENT
- SUPPLIERS
- SUPPORTING ORGANISATIONS







# HOW ARE WE SOLVING THE PROBLEM?

To craft practical solutions for the problem at hand, our group took the following steps:

**Identifying Yespers' Primary Stakeholders:** We gave primary focus to potential and existing customers, recognizing their pivotal role in addressing the identified problem.

**Understanding Consumer Behavior:** We engaged in randomized interviews and surveys by speaking to customers shopping in various grocery stores in The Hague. This hands-on approach provided invaluable insights into consumer behavior and decision-making processes during purchases.



**Collaborating with True Price Organization and Yespers' Retail Partners:** Connected with the true price organization and Yespers' retail partners to better understand the company's relationship with other organizations. By doing so, uncovered the current resources and needs of the company, while identifying feasible activities that Yespers could employ to tackle the core problem effectively.

**Partnership with Yespers:** Maintained an ongoing dialogue with our partner organization to ensure the outcomes and impacts are aptly formulated. This ongoing communication loop allowed for real-time adjustments and alignment with Yespers' evolving inputs.

Through these concerted efforts, we aimed not just to understand the challenges but also to proactively contribute to the development of effective solutions that resonate with Yespers.







# THEORY OF CHANGE

## CORE PROBLEM

The benefits (USP: Unique Selling Point) of Yespers' products are not clearly/adequately communicated to consumers, and therefore they are unable to distinguish themselves from other brands.

## RESOURCES

- Publish report on true pricing
- Put more information on the packaging about Yespers
- A QR code on the packaging

## NEEDS

- More information available for customers
- More interaction with possible customers
- More distributors
- More demand
- Collaborations/promotions

## ACTIVITIES

- Pop-Up corner in supermarkets
- Sale actions
- Increased marketing
- Developing social media platforms

## SHORT TERM OUTCOMES

- Increased awareness of externalities/true pricing
- More visibility for Yespers

## LONG TERM OUTCOMES

- Increased demand for sustainable products
- Ability to grow as a company for Yespers

## IMPACTS

- Change in the pricing of foods, movement towards true pricing
- Shifting consumer behavior





# THEORY OF CHANGE

**How can Yespers effectively convey the concept of true pricing and the impact of its products to its current and potential customers?**

To tackle the identified issue, Yespers has a range of resources at their disposal: (1) They can publish their existing true pricing report on their website, providing accessible information to interested consumers; (2) Improving the clarity of true pricing information on product packaging to enhance customer understanding; (3) Including a QR code on packaging, customers can effortlessly access the website for in-depth information on sustainable food systems.

Yespers can likewise take more proactive steps to engage with their target audience by: Establishing pop-up corners in supermarkets, distributing free samples, and engaging in direct communication with customers. Additionally, strategic promotions, intensified social media marketing, and expanding distribution channels can amplify their outreach and engagement efforts.

Aligned with Yespers' vision, the impact of this comprehensive plan is twofold: firstly, it aims to revolutionize the food pricing industry by spearheading a movement towards incorporating externalities in product pricing. Secondly, it aspires to instigate a significant shift in consumer behavior, steering their choices towards more sustainable alternatives.



# CONCLUSION

The goals of Yespers and the consumer pool evidently overlap – both share a sentiment of hope to change the food supply chain and enhance Yespers' role in creating greater social impact.

We have conducted product research and market research to understand what the unique selling point for Yespers would be, and how we could communicate these unique selling points (true pricing) to customers. Applying the information derived from our Problem Definition Tree and Stakeholders Map models, we've identified a critical issue—there's a knowledge gap among potential and existing customers.

To address this, we propose that Yespers embraces an interactive information approach, providing insights into the impacts and externalities embedded in their products and pricing. This strategy can bridge the knowledge divide and foster a deeper understanding among consumers.

Sharing the outcomes of our research and the company's sustainability reports can further amplify Yespers' influence, particularly among environmentally and socially conscious consumers and sustainable businesses. By disseminating this valuable information, Yespers has the potential to expand its impact and appeal to a broader audience.





# REFERENCES

[1] Yespers 2023, *Onze Missie, Vespers*, viewed 17 November, <https://www.yespers.com/missie>

[2] Yespers 2023, *True price gap analysis for Yespers' apple line*, viewed 16 November 2023, retrieved from Yespers database



# THANK YOU



We would like to extend a sincere thanks to our lecturers Merlijn and Antonella, as well as Yespers, for this opportunity. For the opportunity to delve into the world of sustainable foods. This experience has once again confirmed that the processes of a more sustainable future require transdisciplinary research and honest interaction.

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IMPACT METER



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50%

100%

Do you enjoy your granola? Not surprisingly, as it is filled with 85% sustainable ingredients.

Your impact is growing! You're on the way to save an apple and make full use of it.

Hey! Almost finished! Tastes like more right? Hurry to the shop to make even more impact together.



@YESPERS\_FOOD @YESPERS

