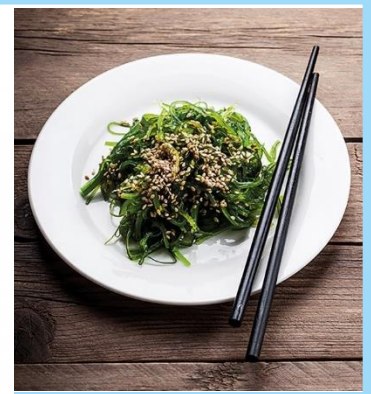




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This paper originated in a co-creative multi-stakeholder project called "Wanted: Food for the Future". The partners in this project (Province of Flemish Brabant, Rikolto (Vredeseilanden), Colruyt Group, University College UCLL and KU Leuven) looked for ways to feed the growing global population in a sustainable way, and this together with young people, experts, farmers... The main goal was to raise awareness and to fuel the debate on sustainable food choices. By 2050, there will be over 9 billion people on the planet; 70% of which will live in cities. The food system needs to provide products that feed the population in a way that is as efficient and healthy as possible, while having an environmental impact that is as low as possible.

BELGIAN MILLENNIALS AND THEIR PERSPECTIVE ON SUSTAINABLE FOOD

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Based on study work of Axana Longin, Caroline Devos, Julien Minne and Lauren Gooris

ABSTRACT

The research for this paper originated in a co-creative multi-stakeholder project called "Wanted: Food for the Future" (2016-2018). The partners (Province of Flemish Brabant, Rikolto (Vredeseilanden), Colruyt Group, University College UCLL and KU Leuven) looked for ways to feed the growing global population in a sustainable way, and this together with young people, experts, farmers.... The main goal of this project was to raise awareness and to fuel the debate on sustainable food choices. By 2050, there will be over 9 billion people on the planet; 70% of which will live in cities. This demographic evolution will take place against the backdrop of global warming, land, resource and water scarcity, reduced biodiversity and increased social and economic deprivation and exclusion of farmers worldwide. Scientists expect that up to 50% more food will need to be produced in the current food system to be able to feed this growing global population. Increasing production is not enough. What we produce and how we produce it is more important. The food system needs to meet the needs in a way that is as efficient and healthy as possible, while having an environmental impact that is as low as possible. (Rikolto, 2019)

Since the consumers of the future are the youth of today, we focused on the perspective on sustainable food of the so called "Millennials", consumers born between 1980 and 2000). Within this perspective, we were mainly interested in understanding the potential of marketing to increase sustainable food consumption among Belgian Millennials. Using literature review and surveys we gathered insights on the attitude of Belgian Millennials towards sustainable food and on how their consumption of sustainable products could be intensified. We confirmed and enriched these insights by organizing focus groups on the Pukkelpop Festival (in Kiewit, August 2018) in

which we had conversations about sustainable food with more than 100 Millennials.

We learned that many Millennials are aware of the concept of sustainable food consumption. Moreover, a large group attaches great importance to sustainable food. However, they find sustainable food products to be expensive. The high price however does not seem to be insurmountable: there is potential on the producers' and sellers' side to increase Millennials' sustainable food consumption level, if the high price is countered by eliminating some other thresholds that Millennials experience in their sustainable products consumption. A first threshold is that sustainable products are not always visible enough in shops and other retail channels. So retailers and producers could work on their in-store placement and in-store advertising in order to increase visibility. In addition, retailers and producers could more clearly communicate about the positive impact of sustainable consumption. Realizing the impact they can have by consuming in a more sustainable way could increase consumption levels among Millennials, according to our findings. Millennials also indicate in our research that if sustainable products were to be used more in cooking TV/online shows and were listed more often on menus in restaurants, they would tend to consume in a more sustainable way. According to our findings, time is money for Millennials, they tend not to spend too much time on preparing their food. So the easier it is for them to get a sustainable product on their platter, the better. Producers and retailers could therefore advertise more recipes with sustainable products, and focus on those variants of sustainable food products that are more convenient for the end-consumer. A final insight was that as influencers on social media play an important role in the lives of many Millennials, retailers could give social media and influencers a more important role in their advertising strategy for sustainable food products.

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1. INTRODUCTION

The research for this paper originated in a co-creative multi-stakeholder project called "Wanted: Food for the Future". The partners¹ looked for ways to feed the growing global population in a sustainable way, and this together with young people, experts, farmers.... The main goal was to raise awareness and to fuel the debate on sustainable food choices. By 2050, there will be over 9 billion people on the planet; 70% of which will live in cities. This demographic evolution will take place against the backdrop of global warming, land, resource and water scarcity, reduced biodiversity and increased social and economic deprivation and exclusion of farmers worldwide. Scientists expect that up to 50% more food will need to be produced in the current food system to be able to feed this growing global population. Increasing production is not enough. What we produce and how we produce it is more important. The food system needs to provide products that feed the population in a way that is as efficient and healthy as possible, while having an environmental impact that is as low as possible. (Food for the future, 2018)

At University College UCLL we have the role to actively involve our students in development and elaboration of innovative ideas around development and marketing of sustainable and healthy food, thus stimulating sustainable entrepreneurship. The consumers of the future are the youths of today. Young people provided input for product development and scientific research, participated in taste panels, told the story and critically reviewed the project. Apart from that, teachers worked with a lessons package 'Food for the Future', which submerges the pupils in the subject. (Food for the future, 2018) Together with marketing and food science and dietetics students we deep dived into the question: "How can we increase the consumption of sustainable food among Millennials in Belgium?". Because we were working in the context of the Food for the future project, we developed our research questions around the three food groups that were the focus of this project: seaweed, quinoa and pulses (dry beans, dry peas, lentils and chickpeas). Using literature review, focus groups, in-depth interviews and surveys we gathered insights on the attitude of Belgian Millennials towards sustainable food and how their consumption of sustainable products could be intensified. We learned that many Millennials are aware of the concept of sustainable food consumption. Moreover, a large group attaches great importance to sustainable food. However, they find sustainable food products to be expensive. The high price however does not seem to be insuperable: there is potential on the producers' and sellers' side though to increase Millennials' sustainable food consumption level, if the high price is countered by eliminating some other thresholds that Millennials experience in their sustainable products consumption.

A first threshold is that sustainable products are not always visible enough in shops and other retail channels. So retailers and producers could work on their in-store placement and in-store advertising in order to increase this visibility. In addition, retailers and producers could more clearly communicate about the positive impact of sustainable consumption. Realizing the impact they can have by consuming in a more sustainable way could increase consumption levels among Millennials, according to our findings. Millennials also indicate in our research that if sustainable products were to be used more in cooking TV/online shows and were listed more often on menus in restaurants, they would tend to consume in a more sustainable way. According to our findings, time is money for Millennials, they tend not to spend too much time on preparing their food. So the easier it is for them to get a sustainable product on their platter, the better. Producers and retailers could therefore advertise more recipes with sustainable products, and focus on those variants of sustainable food products that are processed and ready-to-eat. A final insight was that as influencers on social media play an important role in the lives of many Millennials, retailers could give social media and influencers a more important role in their advertising strategy.

¹ Province of Flemish Brabant, Rikolto (Vredeseilanden), Colruyt Group, University College UCLL and KU Leuven.

2. LITERATURE REVIEW

In this chapter we review the literature on the most important definitions and topics studied in this paper: sustainable development, sustainable food, Millennials, their interaction with sustainable food and the role of social media therein.

Sustainable development and sustainable food

Sustainable development as a concept has been introduced in the '70s but the introduction of the Sustainable Development Goals (SDGs) by the United Nations in 2015 has brought it to international mainstream attention of governments and other stakeholders. Sustainable development is the sort of development that meets the needs of today without endangering the capacity of next generations to meet their needs. Food production and consumption plays an important role in sustainable development, and is referred to specifically in SDG 2 (Zero Hunger), SDG 12 (Responsible consumption and production) however directly or indirectly plays a role in the other SDGs as well (UN, 2019).

In Belgium, the Federal Council for Sustainable Development defined a sustainable food system as follows: "A sustainable food system guarantees the right to food, abides by the principle of food sovereignty, provides for sufficient and healthy food for everyone in the world at an affordable price, and ensures that the final price of a product reflects not only the overall production costs, but also internalizes all the external social and environmental costs. Such a system uses raw materials and resources (including labor and natural resources such as soil, water and biodiversity) at their rate of recovery, and respects the different facets of food culture. All the actors in the food chain and the authorities must contribute to bringing about such a sustainable food system." (FCSD, 2010)

According to Keulemans and Avermaete (2017) a sustainable food pattern should be environmentally friendly, healthy and fair. In practice it is not straightforward to produce, transport and package food environmentally friendly. It can be the case that a farmer in the South grows quinoa in a more sustainable way than a farmer in Belgium, due to the production circumstances. But to get the product from the South to Belgium, it has to be transported by plane and requires a lot of packaging, which demands a lot from the environment.

Sustainable food should also contribute to food security and health. We are nothing near the ideal situation: worldwide 750 million people are suffering from malnutrition, of which 98% lives in developing countries. Next to this, overfeeding is also a problem both in the developed and the developing countries. (Keulemans and Avermaete, 2017) Financial freedom with middle and upper classes results in an increased choice in food options. This allows people to find a good balance between healthy ingredients and fats. Lower income classes try to meet their daily needs in the cheapest way possible, which often means that food with a high degree of fat and sugar will be bought. (Keats and Wiggins, 2014)

Sustainable food also requires righteous trade rules on local, national and global level. Fair trade should contribute to a humane income, also for farmers in the South. It should strive for maximal transparency and restrict the number of intermediaries to limit the environmental impact and the cost.

For the consumer there are a lot of options to switch to a more sustainable food pattern, some with more impact than other. The first and easiest step is to decrease the overconsumption that is omnipresent nowadays. The switch to more sustainable and ecological food groups is very challenging and a process that takes years. (Keulemans and Avermaete, 2017)

Millennials

The term "Millennials" is used to indicate people in the age group of 18-35 years at the time of our research (born 1980-2000). This group of humans is also called "Generation Y". (Howe & Strauss, 2000). Millennials grew up alongside technology and are living in a digital age with a dominance of social networks. (Why Millennials Matter, 2018) Some typical characteristics for Millennials are their search for freedom and flexibility, and for an authentic lifestyle. This generation really knows what they want in life. (Heemskerk, 2016)

Consumption behavior of Millennials

In general, Millennials are less loyal to brands than previous generations. When they shop, most of them prefer to do that in a physical store instead of online, despite their technological expertise. The reason for that is that Millennials are less of a planning generation, and more a "live in the moment" generation. Online shopping requires planning, whereas in a physical shop they can decide on the spot what they would like to buy. (Foodservice institute, 2016)

Communication with Millennials

As the Millennials have grown up in a world filled with technology, online interaction with this generation is crucial. At the same time, this generation desires to be fully offline sometimes, in order to reconnect with the offline world. (Berelowitz, 2014)

De Boer and Harzevoort (2016) discuss 4 important aspects to be accounted for when communicating with Millennials. The first aspect is that Millennials are looking for interaction. A company that communicates only in one direction towards Millennials will not do very well in the eyes of this type of consumer. A company should be reactive, for instance in case of questions about the product coming from the consumer. Millennials like the communication to be natural and non-intrusive. Secondly, Millennials are used to make their own choices. Due to the fact that they grew up in smaller sized families than previous generations, they are used to being a part of the decision making in a household. A third aspect that is important in communicating with Millennials is recognizing their conscious consumption behavior. A brand should communicate open, deep and honest and really offer a solution to the consumer. The final important aspect is the visual culture and attitude of Millennials. The visual aspect in communicating with Millennials better ensures that the message gets across. (MICwatching, 2016).

Millennials and food

According to Boone (2014) there are 4 important food consumption trends among Millennials: "authentic products and concepts", "healthy and nutritional", "human, animal and nature" and "fast, faster, fastest". We will discuss these 4 trends in more detail in the following paragraphs.

Authentic products and concepts

Millennials want to go 'Back to basics'. They are less open to industrially fabricated food with a lot of unknown and unnatural ingredients. 'Clean label' (no additives) has been replaced with 'clear label' (as low as possible ingredients). Millennials are also receptive to products with a story: traditional recipes, regional products and local community products. (Boone, 2014)

Healthy and nutritional

Millennials are aware of the impact that unhealthy food choices have on their health. They are not keen on taking medication for ailments or diseases related to food (e.g. lowering cholesterol, heartburn or insulin). The vast success of movements like "sugarless fasting" and "Thursday Veggie-day" confirms this awareness. Millennials choose consciously for more vegetables and fruit, healthier fats and less sugars. They are also open to experimenting with new ingredients, flavours and textures in order to increase the variation in their diet. (Boone, 2014)

Human, animal and nature

Millennials are aware of climate change. Food groups that score high on sustainability are popular, as do products that contribute on a human level (charity, fair trade, inclusive society). As far as they can afford it, they are willing to pay a premium price for this type of products. (Boone, 2014)

Research by Nielsen (2014) confirms that Millennials are prepared to pay more for environmental and human friendly produce. 53% of the respondents in this research indicate they would pay more for a product from an environmentally friendly company, 58% wants to pay more for an environmentally friendly packaging, and 58% wants to spend more on a product from a company that contributes to society. According to Millennial Marketing (2019) 70% of Millennials buys less bottled water due to its negative impact on the environment.

Fast, faster, fastest

Millennials were born and raised in a busy high tech society. They consider cooking extensive meals or harvesting from their kitchen garden more as a hobby than as a daily occupation, as they do not have the time for that. Preparing meals has to go fast, and are all too often replaced with fast food and snacks. These snacks are not the usual hamburger though, think more of pre-cut fruit: the nutritional value of these snacks is an important parameter. Not surprisingly, Millennials want to get information about what they eat the easy way, and they do not like to go outdoors to get this information. Apps on the smartphone with information on ingredients, allergies, seasonal products and the like are increasingly popular among this generation. (Boone, 2014)

Millennials and social media

Importance influencers

Influencers are gaining importance when companies set up a social media strategy. According to Nielsen (2014) 90% of consumers trust recommendations of other consumer, whereas only 33% of consumers puts their trust in ads. Consumers start to close their eyes for traditional ads, and take purchase decisions based on social networks they belong to.

According to Hitz (2016), earned media (e.g. word of mouth, conversations on social media, positive reviews) contributes a lot to the publicity of a brand and 51% of Millennials claim to be more influenced by earned media than by traditional media. The reason for the effectiveness of earned media is the control the consumer has on what they want to learn about products, and the trust consumers have in each other.

Influencer marketing has grown importance over the years and has become a fundamental part in building a relationship with the customer. The idea is that influencers tell the story of a brand in an authentic way, so they generate trust in the target groups. Even before thinking about buying a product, consumers can get in touch with the product or a brand via influencers. (Wersterink & Snijders, 2016)

Millennials loyal to influencers

Since Millennials grew up being constantly exposed to advertising and commercials, they are more skeptical towards promotion material. When they buy products, they will rely more on the opinion of friends and experts rather than on advertising commercials. Classic advertising therefore has little to no effect on Millennials. Millennials tend to be more loyal to influencers than to a brand or a shop, as they are open towards content of others on social media. (Schawbel, 2015)

Research (Schwabel, 2015) shows that 33% of Millennials consults blogs before a purchase. The most important aspect in influencing via social media is the presence of visual elements. Millennials prefer visual content over text, hence the popularity of Pinterest, Instagram, Youtube and Tumblr. Good visual content triggers attention, and is easier to share online. Photos and videos also ensure that content is remembered better. (Van De Ketterij, 2014)

3. METHODOLOGY

Research problem and research goal

The demographic evolution we are facing the coming decades in combination with the problems of global warming, reduced biodiversity and exclusion of farmers worldwide requires drastic societal changes. Very specifically, we will need a food system that will be able to feed this growing global population in a sustainable way. (Food for the Future, 2018) The current generation of Millennials (born 1980-2000) is an important target group in this change towards more sustainable food consumption. One of the objectives in the "Wanted: Food for the future project" was to gain insight in the attitude of millennials towards more sustainable food consumption, with as a main objective to increase their sustainable food consumption. In this paper, we specifically look for parameters that could play a role in enlarging the interest for sustainable food among Belgian Millennials, and this from a marketing perspective.

Research question

The main question that we answer in this research is the following: "How can we increase the consumption of sustainable food among Belgian Millennials?" As "sustainable food" is a very broad term, we focus on three specifically selected sustainable produce: pulses, seaweed and quinoa. The selection of these three sustainable produce was made in the first phase of the "Wanted: Food for the future" project and was based on a list of criteria set by the different project partners: all three comply with important conditions such as the potential to provide healthy, climate-proof food with the potential to provide social, ecological and economic value in both the North and the global South (Food for the future, 2018). Further, our geographical focus is on Millennials living in Belgium. To answer the above question, we have developed three research questions:

- How aware are Millennials about sustainable food?
- What are thresholds for Millennials in buying sustainable food?
- What marketing techniques can influence Millennials to increase their sustainable food consumption?

Research methodology

In order to answer our research questions, we performed both quantitative and qualitative research. For the quantitative research we performed surveys with 319 Millennials (aged 18-35) during the period of March 2017-June 2018. Of these, 221 answered questions about pulses only, the other 98 respondents replied to questions about seaweed and quinoa. The largest part of the surveys was disseminated online via mail, Facebook and other online channels. About one third of the respondents filled out the questionnaires offline. Of the survey respondents (all aged 18-35) the majority was between 20 and 24 years old. 57% of the respondents were female, 43% male. The most filled out occupation in the survey was "student". Geographically, the largest part of the respondents lived in Flemish Brabant (with a strong concentration in the city of Leuven).

For the first part of our qualitative research, focus groups were organized. In 2017 we had 10 participants in a focus group on pulses, in 2018 we had one with 8 participants on seaweed. On the music festival of Pukkelpop 2018 we had over 100 participants joining our focus group conversations on sustainable food. In these focus group talks, the questions were more general on the attitude towards and the knowledge of sustainable food among Millennials. We confirmed and enriched our insights from literature and the quantitative research thanks to these conversations about sustainable food.

A second part of our qualitative research consisted of an experiment in which 5 Millennials followed 8 bloggers and/or food influencers active on social media in the theme of sustainable food and well known in Flanders, and this during 1 month (April 2017). The Millennials had to keep track of their food consumption and purchase behavior, in order to find out whether the food bloggers/influencers had an impact on the level of sustainability of the food consumption of these 5 Millennials.

4. INSIGHTS FROM SURVEYS AND FOCUS GROUPS

The surveys, focus groups, observation and experiment have led to some general insights as well as to some more specific insights: on the popularity of and the knowledge on the three food groups of the Food for the Future project (pulses, quinoa and seaweed), on the purchase thresholds for sustainable food and on the factors that facilitate sustainable food consumption among Flemish Millennials.

General insights

From our research, we can draw some general insights on the consumption behavior of Millennials. To begin with, we found that Millennials take a central role in the decision making on food consumption in their households. They attach great importance to sustainability. They perceive food to be more sustainable when it complies with one or more of the following characteristics: to be locally produced, biological, seasonal, with a small impact on the environment and consisting of less meat.

A lot of the Millennials we surveyed buy sustainable food quite often: about 20% buys sustainable at least once a month, 25% buys on average once a week, about 20% several times a week. Only 5% claims to never consume sustainable food. This latter group says not to buy sustainable because they either have a lack of knowledge about sustainability of food produce or they are not interested. For those Millennials that have a limited knowledge, there is opportunity to increase consumption as this generation tends to consume consciously, once well informed (cf. supra, literature review). Next to these reasons, the price is also a threshold to consume sustainable or not.

Pulses

According to our survey, pulses (i.e. dry beans, dry peas, lentils and chickpeas) are currently not a widespread used food group among Millennials. When Millennials do eat pulses, they are chosen because they taste good (57% of the respondents) or because they are perceived as a healthy food group (45%), not because they are sustainable. The main threshold for buying pulses is also this lack of knowledge on how sustainable they are.

Millennials are concerned about their health, so pulses fit into their healthy lifestyle choices. Respondents state that after the sustainable aspect of pulses is explained to them, they would consider increasing their consumption of pulses (43% of the respondents). Millennials are aware of the existence of pulses and the different varieties, however they lack knowledge on how to incorporate pulses into their eating and cooking habits. 60% of the respondents state that if they would know of more recipe ideas with pulses, they would eat more of this food group.

The buying process of pulses is influenced, like any other food group, by habits and routines. When respondents claim to have incorporated pulses into their eating pattern, it is often because they were used to eating pulses in their home situation (35% of the respondents).

The most popular pulse is the chickpea, mostly due to its usage in hummus, a product that has become very mainstream on the Belgian market the last years. The popularity of the chickpea can thus be explained by the fact that hummus, as a recipe using chickpeas, has become an international success. When our respondents eat pulses, they usually eat it together with meat or fish and consider it to be vegetables (79% of the respondents).

Our respondents prefer to buy food that does not require too much cooking time. They lack the time and the knowledge to incorporate the dry, raw version of pulses into their cooking and eating habits. The pre-cooked version of pulses, both in cans and bowls, are more likely to have success among Millennials (71% of the respondents). Saving time is really essential for Millennials. From our focus groups we know that they are not used to plan ahead their meals, and that they do not spend their time reading entire labels (to know whether they bought a sustainable product or not, for instance). They also indicated they want to pay more for ready-to-eat versions of sustainable produce. About 20% of the respondents in the surveys claimed that a larger choice in ready-to-eat or processed versions of pulses would increase their consumption level.

Quinoa

Quinoa is well known among Millennials: more than 90% of our respondents know the product. Millennials mostly get acquainted with quinoa at home or with friends (75%). About one third of the respondents indicates they know quinoa from television or social media. Almost all respondents (93%) consider quinoa to be a healthy product, and a lot of them (61%) know that it is a highly nutritional product (with lots of proteins and minerals). The origin of quinoa (Peru) is less known to Millennials (only 20% of the respondents), as is the fact that it has a low environmental impact (20%) and production cost (compared to similar crops) (10% of the respondents).

Despite the fact that quinoa is well known among Millennials, and the interest of Millennials in sustainable food, a large part of our respondents (81%) rarely eat quinoa. The Millennials that do put it on the menu, mostly eat it for dinner or lunch, and this in the form of a salad. It is rarely consumed as breakfast or snack.

In order to increase consumption of quinoa among Millennials, our respondents (both from the survey and the focus groups) indicate that the low environmental impact of the production process should be emphasized more. In addition, more recipe ideas should be provided, and if restaurants would put quinoa more on the menu, it would inspire our respondents to buy more quinoa.

Seaweed

The largest part of Millennials does not often consume seaweed. Only 4% of our respondents eats it more than once a week. The most claimed reason for this (in the focus groups) is that it does not look very tasty and the opportunities to eat seaweed in their daily lives are considered to be rather small. Of those respondents who do eat seaweed a considerable part stated they got to learn about seaweed in a restaurant (28%). The most important reason for them to consume it is because of its health benefits (high nutritional and vitamin values). Vegetarians are a large part of the group that often consumes seaweed. They are more likely to try out new food groups in order to find alternatives for meat. The fact that its production process has a low impact on the environment is definitely a bonus. However from our research, we found that mostly food choices are made based on taste: Those Millennials who consume seaweed, really like the taste. Those who do not consume it, dislike the outlook and the taste of it (often too salty).

Most respondents associate seaweed with sushi. Those respondents who had eaten seaweed before, mostly ate it in the form of sushi (80%). Millennials prefer to consume seaweed when it is processed in a dish or meal. From our focus group we know that next to sushi, seaweed salad, seaweed chips and seaweed balls are the most tasty, and that seaweed spaghetti and seaweed salad (more pure variants of seaweed) are only popular when they are mixed in a dish.

Millennials are starting to realize that seaweed is a sustainable food source. Those respondents that have already eaten seaweed are more aware of its sustainability than those who have not consumed it yet. The sustainability aspect would convince a lot of our respondents (63%) to start consuming or to consume more seaweed.

From our focus group we know that it is difficult to find products with seaweed, which is a clear purchase threshold. The Millennials in our focus groups indicate that the presence of tastings combined with recipe ideas in supermarkets would decrease the threshold to buy seaweed. Next to this, cooking programs and social media working with famous chefs would increase their interest in seaweed.

Social media and influencers

Social media and more importantly influencers can play an important role in increasing sustainable food consumption among Millennials. Both the literature review and the experiment show that Millennials are very open minded and even put their trust in influencers when making a purchase decision. In our experiment, all participants admit to be influenced in their buying behavior by influencers on social media, and they also do not see a problem with that. Especially when Millennials are already well aware of the importance of sustainable food choices, influencers and bloggers can have a positive impact on their behavior. 3 out of 5 of our participants have introduced changes in their food choices during the time of the experiment (thus while following sustainable food bloggers). However, these participants did claim that there was no guarantee for these changes to be durable. An important aspect to be considered in this context is the visual content in getting across a message on social media: all of our experiment participants stated that the photos are the most important to get a message across on social media. Specifically for food, a colorful close up of a (sustainable) food platter is the most attractive. The experiment confirmed the earlier insight from literature and the surveys that "time is money" for Millennials. Even with the most visually attractive sustainable food composition on Instagram, our experiment participants confirm that they must be able to fit sustainable food prepping into their busy lifestyle.

5. CONCLUSION AND RECOMMENDATIONS

We learned that many Millennials are aware of the concept of sustainable food consumption. Moreover, a large group attaches great importance to sustainable food. However, they find sustainable food products to be expensive. This means there is potential on the producers' and sellers' side to increase Millennials' sustainable food consumption level, if the high price is countered by eliminating some other thresholds that Millennials experience in their sustainable products consumption. A first threshold is that sustainable products are not always as visible in shops and other retail channels. So retailers and producers should work on the visibility of sustainable food products. In addition, retailers and producers should more clearly communicate about the positive impact of consuming sustainable food products. Realizing the impact they can have by consuming in a more sustainable way will definitely increase consumption levels. In order to give more concrete advice on the specific way in which producers and retailers could advertise and communicate about sustainable food products in order to increase consumption with Millennials, further research is necessary. Millennials also indicate that if sustainable products were to be used more in cooking TV or online shows they would tend to consume in a more sustainable way. The latter also holds for more sustainable food listed on menus in restaurants. Increasing the availability of recipes with sustainable products, so that consumers get inspired and are more motivated, would also motivate more Millennials, according to our research. Further, the supply of more convenient and thus easy to cook variants of sustainable products should increase, as Millennials prefer not to spend too much time preparing their food. Finally, we can say that in their advertising strategy for sustainable food products, producers and retailers should provide for an important role to influencers on social media, and focus on attractive visual content.

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