

INCREASING CONSUMER INVOLVEMENT IN SUSTAINABLE AGRI-FOOD SYSTEMS

SOCIETAL SYSTEM

Caring Farmers sets an example with an open community for the food system of the future.

A system where:

- Sustainable food production is embedded in and valued by society.
- Farmers and consumers co-produce food within ecological boundaries.

Farmers are owners of agricultural companies that deliver multiple services and values for society where citizens are involved in food-production and nature conservation.

Consumers are connected to agriculture and the origin of their food. They value nutritious and sustainably produced products and are involved with the food production system.

SOCIO-TECHNICAL SYSTEM

The community of Caring Farmers works together to make farmland more sustainable. The accessible farm experience of the first horizon is embedded in a socio-technical system that aims to accelerate the transition towards nature inclusive farming. This is done by monitoring the impact of sustainable farming on the environment. The engagement of consumers on farms is increased by including citizens in

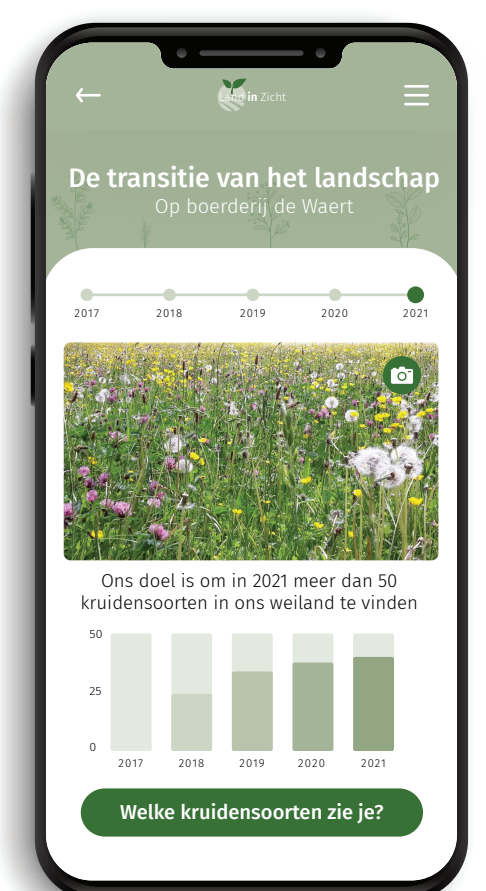
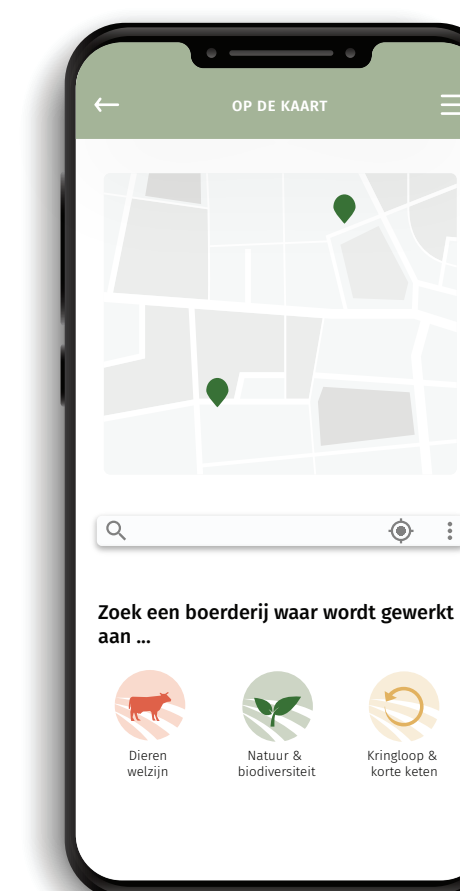
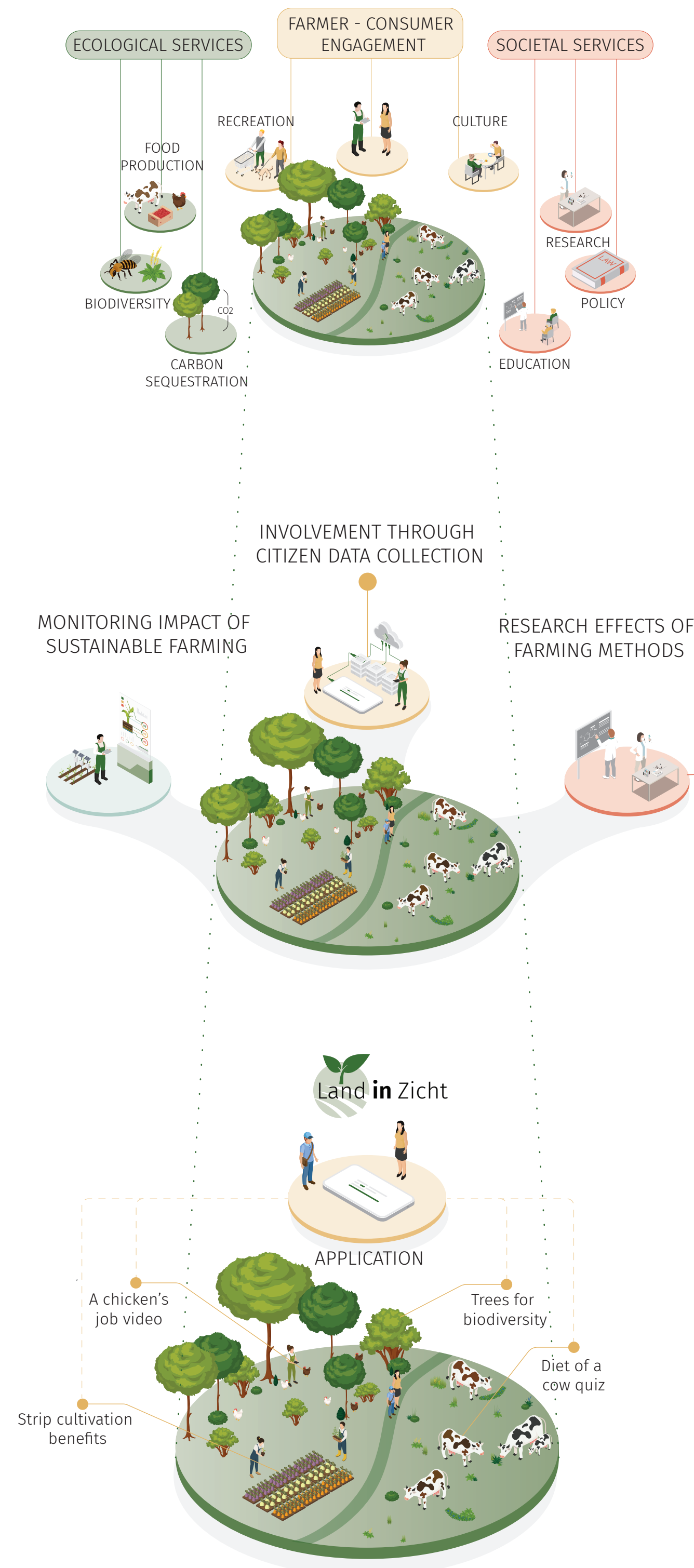
monitoring the transition of the farm landscape through citizen data collection projects.

Farmer - Monitoring impact of sustainable farming
Citizen - Involvement through citizen data collection
Society - Research effects of sustainable farming

PRODUCT-SERVICE SYSTEM

The application 'Land In Zicht' makes farms accessible for citizens to visit and experience. 'Land In Zicht' invites citizens to visit Caring Farms to learn about sustainable and nature inclusive agriculture. A museum-like experience is created to increase the involvement of citizens on farms. It makes the countryside more visible for citizens and facilitates the first contact between farmer and consumer.

The app focuses on the three themes of Caring Farmers: animal welfare, nature & biodiversity, and short chains. Visitors are introduced to nature inclusive farming through these themes, for example by learning how biological farming contributes to animal welfare and biodiversity. Each theme has several tags with matching colours to indicate to which theme a certain tag supports.



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