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Titre:

Consumers' willingness to pay: transparency and equity within supply chains

Résumé:

In an effort to address critical issues of transparency and equity within supply chains, the startup Equal Profit has introduced two pioneering certification models: Transparent Profit and Equal Profit. The Transparent Profit model provides consumers with detailed disclosures of actual costs and profits per kilogram of product, enhancing transparency. The Equal Profit model ensures an equitable distribution of profits by proportionally aligning them with the costs borne by each actor in the supply chain.

To evaluate the effectiveness and consumer perception of these certification models, a comprehensive consumer experiment was conducted. This study aimed to measure consumer willingness to pay for products certified under the Transparent Profit and Equal Profit models. The experiment's findings reveal significant insights into consumer behavior, particularly in relation to their purchasing decisions influenced by transparency and equitable profit distribution.

The results of this study will be presented in this session, highlighting how consumers interpret and react to transparency and equity in supply chains. These insights will have a direct impact on the business model of Equal Profit, guiding strategic decisions and the refinement of their certification models to better meet consumer expectations and market demands. Additionally, the findings are crucial for understanding the potential impact and future application of True Cost Accounting of Food in the food industry.