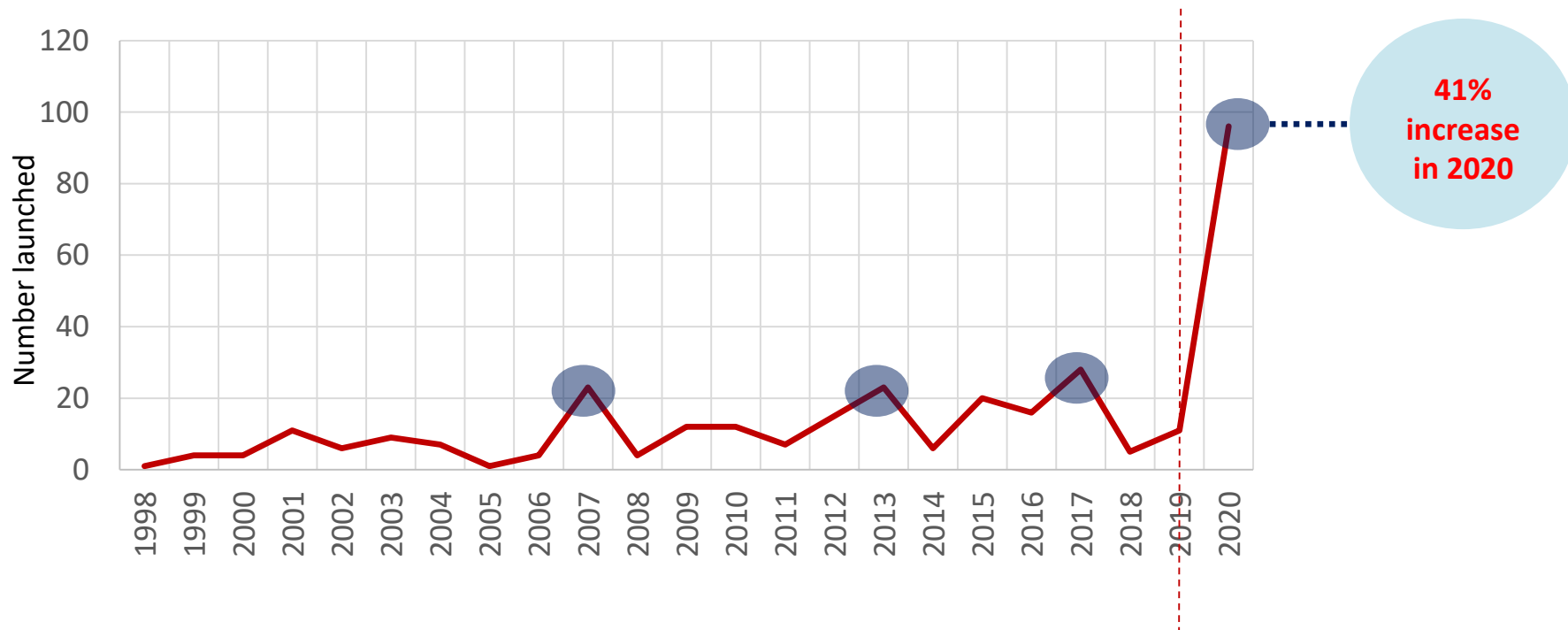




# Online Food Provisioning Systems (OFPS): An audit of the digital landscape in Ireland pre and post March 2020



# OFPS Development in Ireland

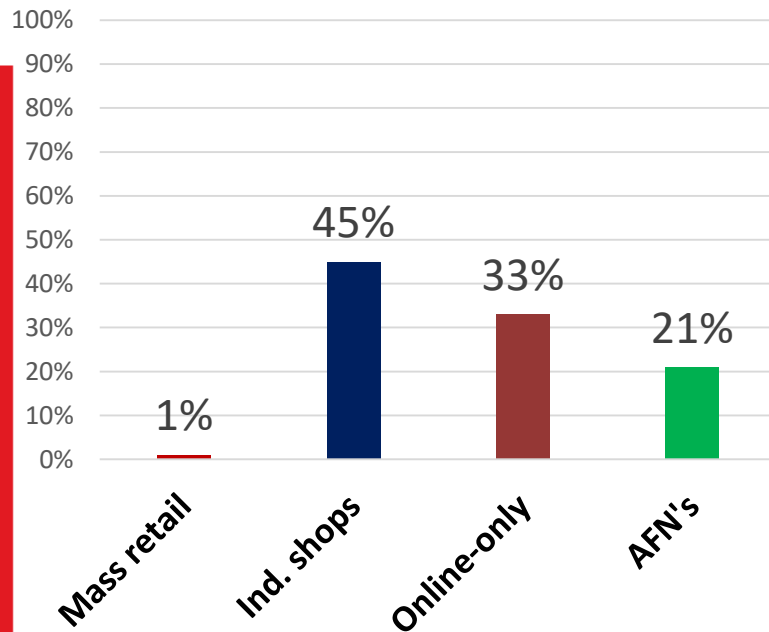


# Development of OFPS in Ireland

**Pre-march  
2020**

**232 OFPS were identified**

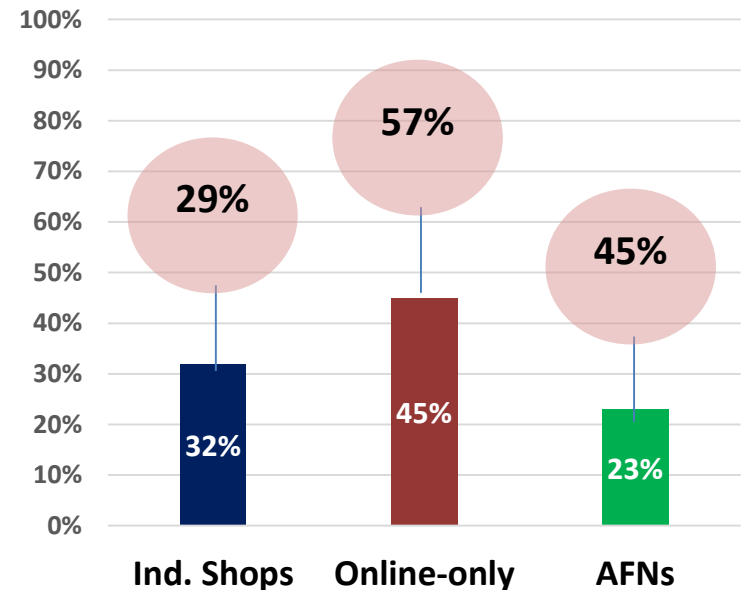
**Pre-march 2020 OFPS in Ireland**



**Post-March  
2020**

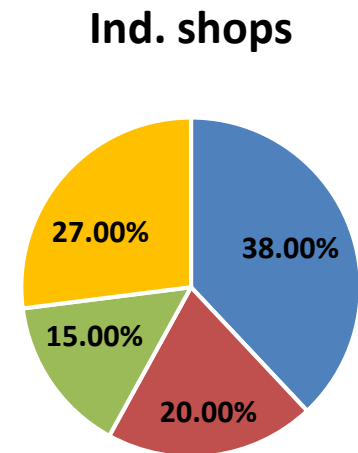
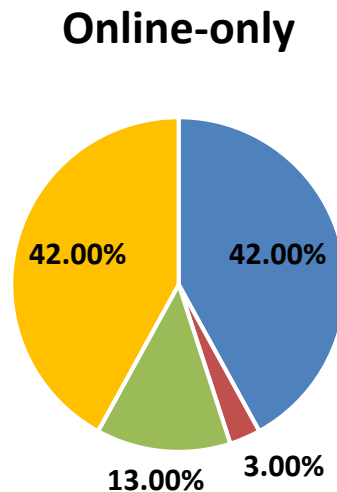
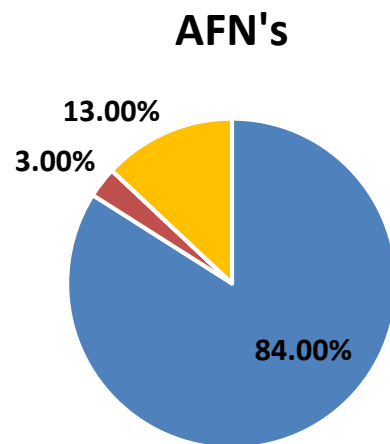
**Additional 96 OFPS were identified**

**Post-March 2020 OFPS in  
Ireland**



# Product origin (Pre-march 2020)

## Place of production and products in offer



■ Local/Regional      ■ National  
■ International      ■ International+

# Value propositions

## Independent food shops

Local 19.7%  
Health & wellbeing 16.9%  
**Environmental protection 25.4%**  
Equity/fair trade 15.5%  
**Food waste 8.5%**  
Body image & fitness 15.5%

## Online-only services

Local 8.3%  
**Health & wellbeing 44.4%**  
Environmental protection 13.9%  
Equity/fair trade 5.6%  
**Food waste 8.3%**  
Body image & fitness 11.1%

## AFN's

Local 48.4%  
**Health & wellbeing 48.4%**  
**Environmental protection 64.5%**  
Equity/fair trade 29.0%  
**Food waste 16.1%**  
Body image & fitness 6.5%

# Thank you

**PLATFORMS is a Co-funded project between the EU (ERA-NET-Horizon 2020) and Department of Agriculture, Food and Marine (DAFM)**

**SUSFOOD2\_PLATFORMS – H2020 EU Co-funded project – [2018 – 2021] & Department of Agriculture, Food and Marine (DAFM)**

**Partners:**

**Oslo Metropolitan University (Coordinator)- University of Trento (Italy) - University of Gothenburg (Sweden)- Humboldt University Berlin (Germany)- University College Cork (Ireland)**

**Project website:**

<https://platforms.oslomet.no/>

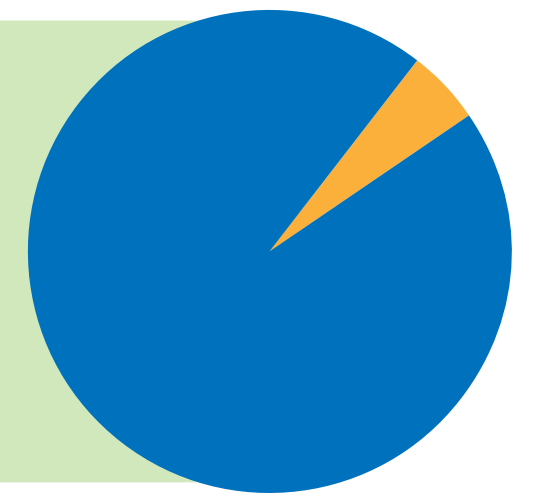
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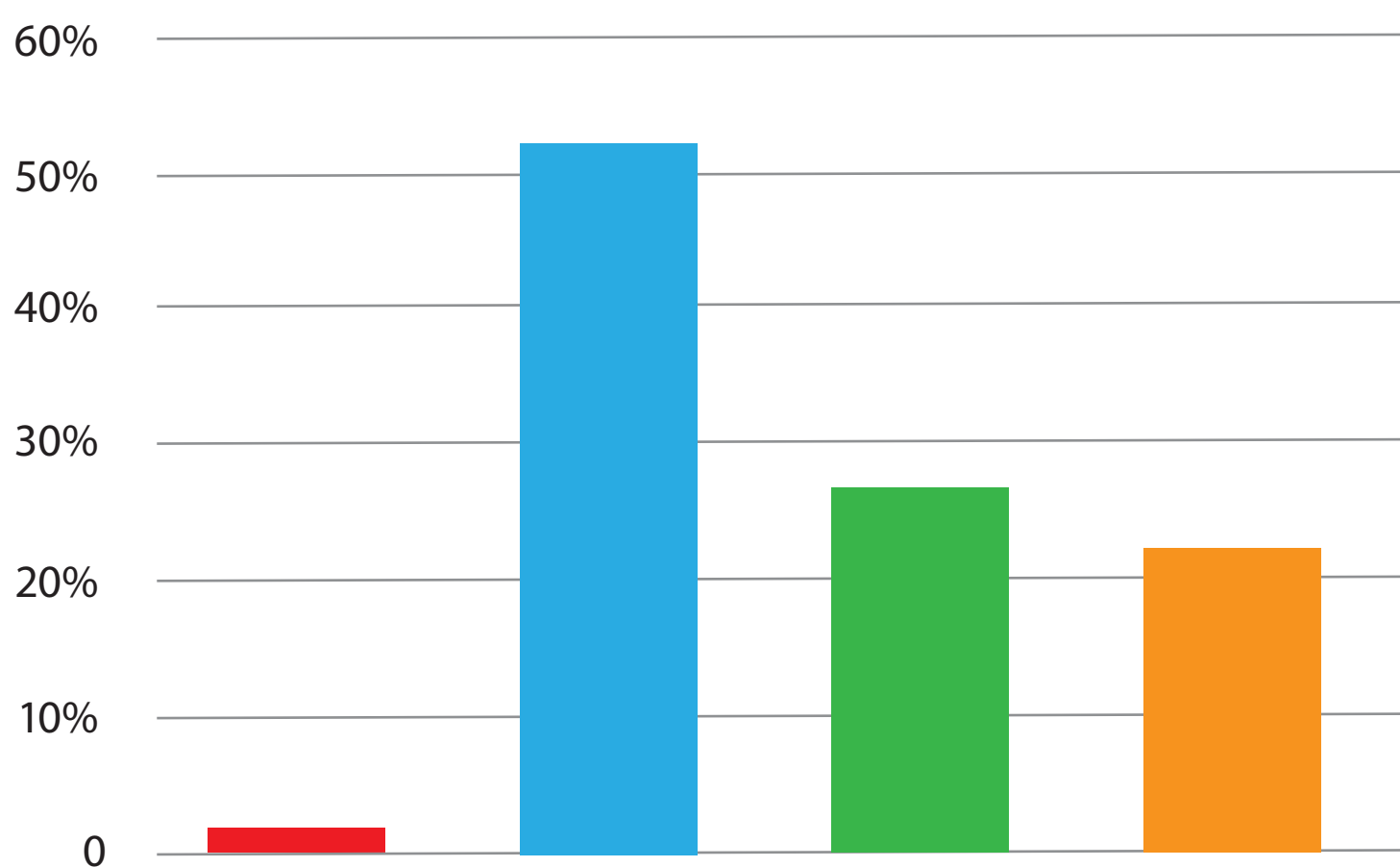


## What is an online food-provisioning pipeline?

This is a single supplier's website controlling all phases of sale, from customer's order to the shipment/collection of the online orders to the customer. The vast majority of online food provisioning services operating in Ireland represent the 'pipeline' structure (95%).



## Online food provisioning pipelines in Ireland



**Mass retailers** have significant market reach and products from all origins.

**Mass retail:** At the time of the audit, two mass retail websites (SuperValu & Tesco) were identified.

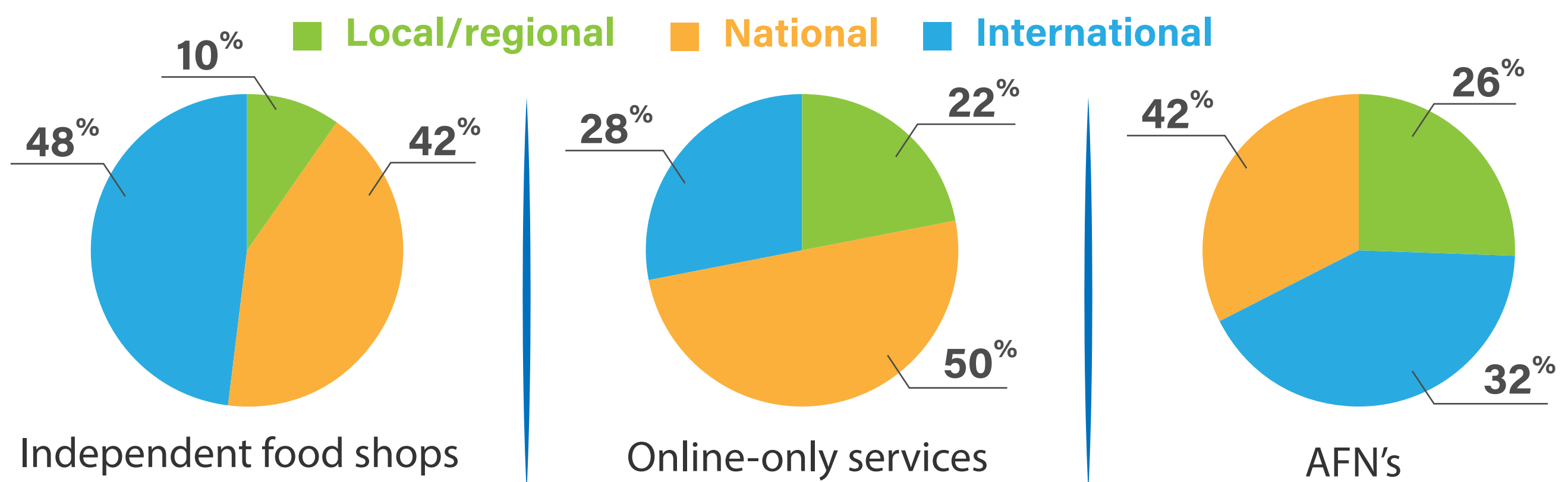
**Independent stores:** Websites of small food boutiques and grocers mainly specialised in a few product categories.

**Online-only services (OOS):** retail services that only exist as digital stores.

**Alternative Food Networks (AFN's):** Farm based food organisations that propose forms of production and distribution alternative to conventional, supermarket-led food chains.

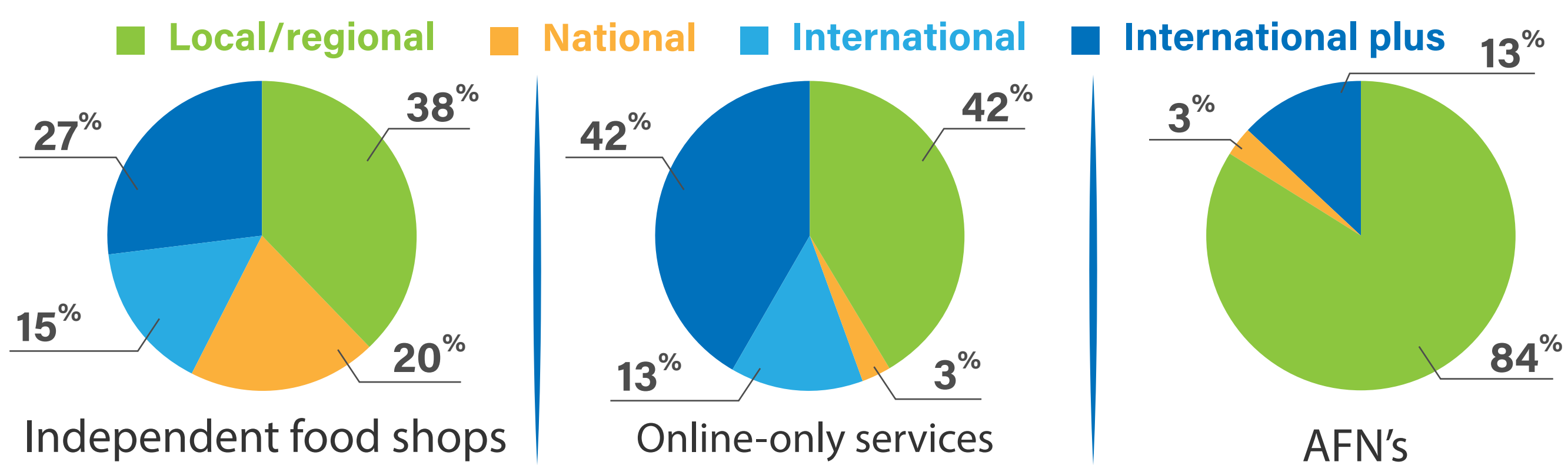
### Geographical Market Reach

Where products are shipped



### Product Origin

Place of production of the products in offer



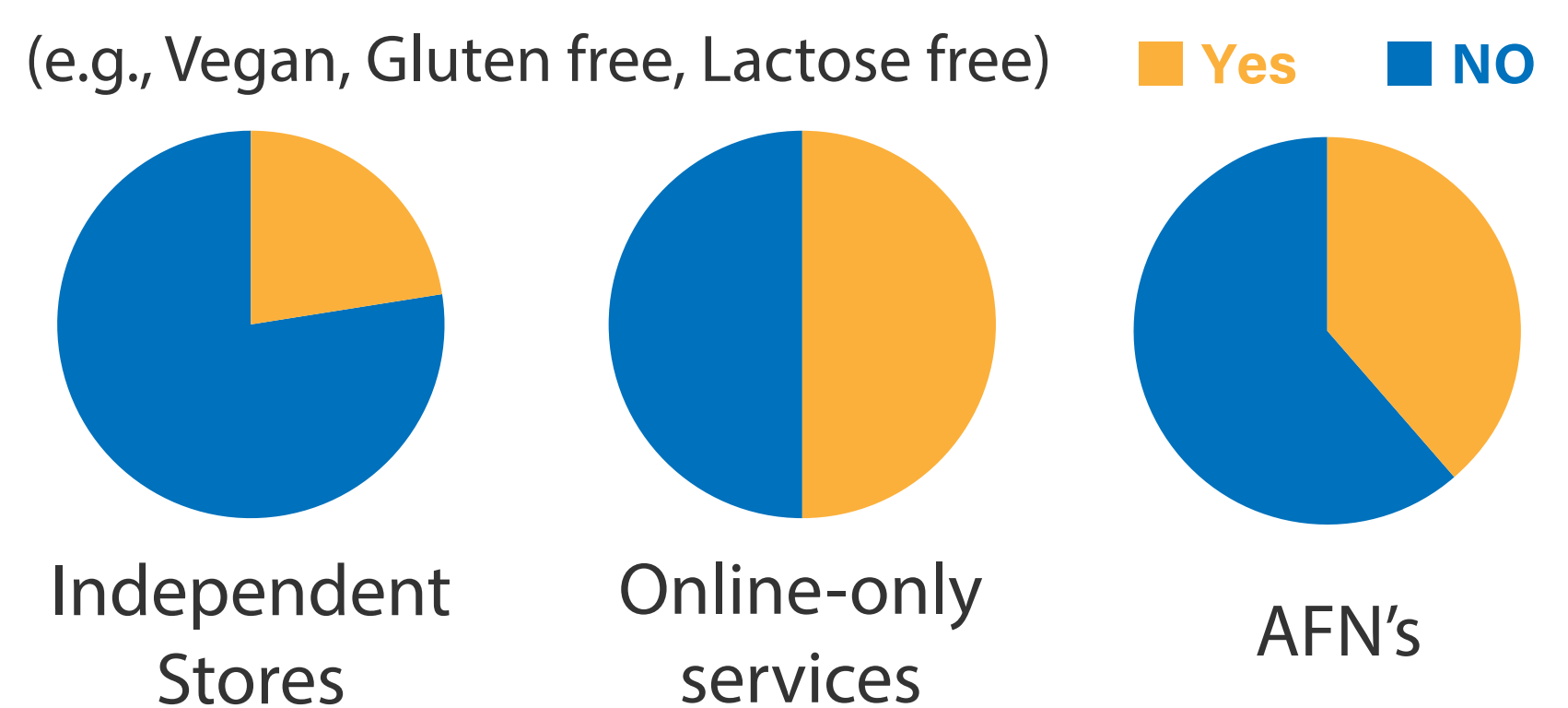
## Value propositions



### Organic products



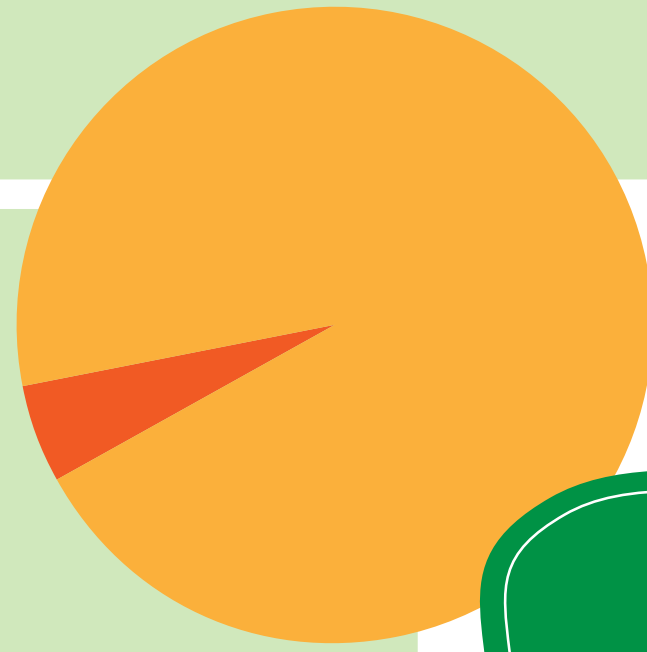
### Special dietary products



## What is an online food-provisioning platform?

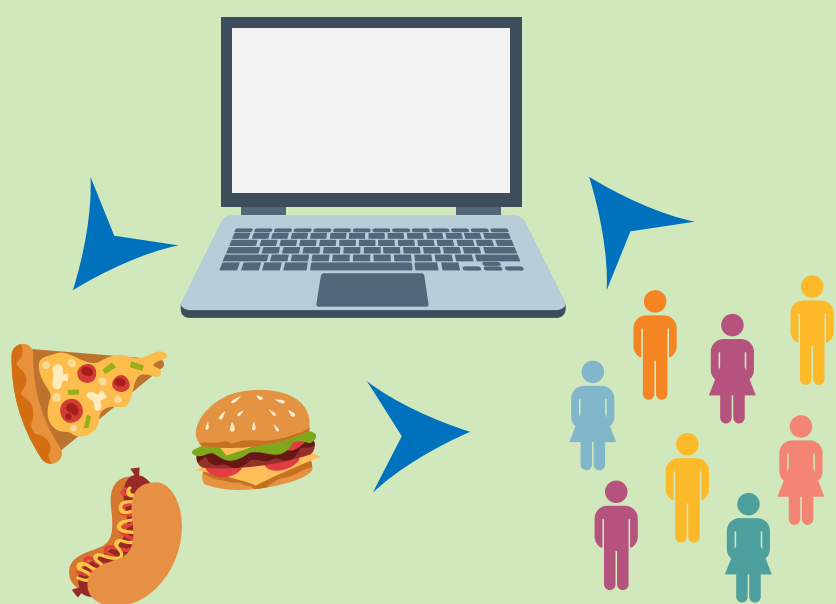
This is a third-party organisations that facilitate interactions and exchange of goods and services between multiple external suppliers and consumers.  
The platform provides an open, participative infrastructure for these interactions and sets governance conditions for them.

In Ireland, **five percent** of the online food-provisioning services embody the platform structure.



## Food Platforms In Ireland

### Food service platforms



Platforms that feature a large selection of restaurants and takeaways delivery options available for consumers in their areas.

(e.g. **Just Eat, Deliveroo**)

### Grocery platforms

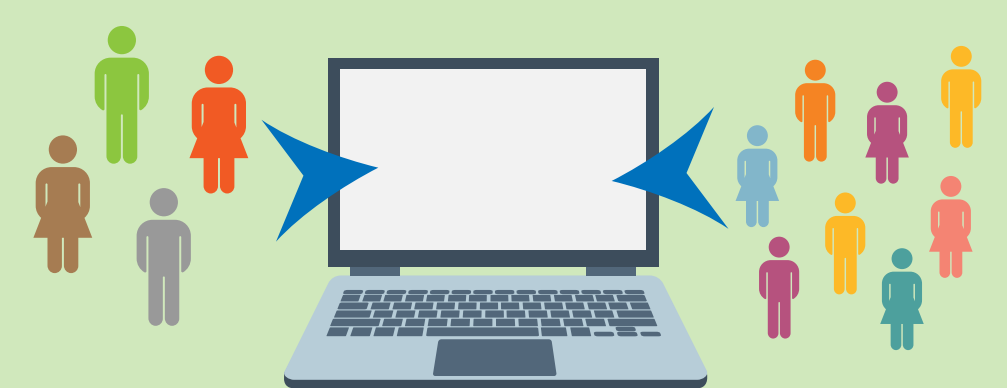
#### Hybrid platforms



This platform resembles the classical retail online service model by bringing delivery service from a selection of mainstream food retailers to customers in a given area. In an active intermediary role, the platform is responsible for order fulfilment (purchase and delivery) via personal shopper.

(e.g. **Buymie**)

#### Food assembly platform



A centralised IT service facilitates the creation of a local community marketplace where local food producers/suppliers and consumers digitally encounter. Physical exchange of products via collection points.

(e.g. **Neighbourfood**)

### Benefits

On-demand meal delivery

**Customer level:** Rapid & responsive on-demand grocery delivery service.

Digitally connecting consumers directly with multiple local suppliers.

### Value propositions

**Service Convenience**

- Product convenience
- Transparency
- Spatial proximity

