Food Processing Industry Demands in the Dutch Publishing Industry

Annemiek de Winter
International Food Business
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Dronten
Thesis coach: Sintija Moroza

Preface

I am studying International Food Business at Aeres University of Applied Sciences and I am currently in my fourth year. In the fourth year I wrote my thesis about a topic I find interesting, which is marketing. The sponsor of this thesis is 'Misset Uitgeverij'. During my fourth-year placement at 'Misset Uitgeverij' the coaches that supported me were Indi Kloet-Overbeeke and Rianne Westerdiep. I would like to thank them for the support during this report and the advices and resources they gave me. Next to my company coaches I had a thesis coach from Aeres University of Applied Sciences as well. I would like to thank Sintija Moroza for the support she gave me during writing this report. She has a lot of knowledge about Marketing which helped me during this process.

Enjoy reading this report.

Annemiek de Winter

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Summary

The Dutch food sector is divided into several industries, because an industry is more specific as a sector is a larger group of companies. The focus during this research will be the Dutch food processing industry. The Dutch food processing industry consists of 9 sub industries, within these sub industries there are several sub-sub industries as well. There is a lot of information available about the sub industries in terms of trends and developments, but this is general information about the Dutch food processing industry and might not be what employees would like to see. Publishers are writing about these trends and developments, but are these topics something that the employees in the Dutch food processing industry would like to see?

The purpose of this research is to find out what the interests of employees in the Dutch food processing industry are. What do employees working in the Dutch food processing industry find interesting and what topics are in newspapers and magazines, but are less interesting.

The main question is 'What kind of information are employees working in the food processing industry in the Netherlands looking for?'

The employees in the Dutch food processing industry mainly have 5 or more subscriptions and access the information through social media, websites, and newsletters on the laptop. The topics that these employees read the most are general news, business, and market prices and analysis. Employees spend either €0 – €100 or €500 – €1000 on information and spend 1 to 3 times a week maximum 30 minutes on reading information. The topics that are interesting are general news about the sub industry and there is barely information that is not available as Google is used and the employees' network. Topics that are not interesting are basically not read, but no specific topics.

The recommendations are to focus on the dairy industry as this industry has the most subscriptions where the main focus will be online content and online subscribers. The content does not need to be specifically about dairy only, since fruits and vegetables is a topic that employees find interesting as well. The content should not be about in-depth information, but in general what is going on in the dairy and fruits and vegetables industry. The information should be spread 1 to 3 times a week with a maximum reading time of 30 minutes and an average cost of €400 per year.

1. Introduction

The world's population has reached 7.8 billion people in October 2020 and these people all need food. This population will increase to 9.7 billion in 2050. (Worldometers, 2020). The food sector is worth $8.7 trillion worldwide, which includes both the agricultural and the food sector and is produced by millions of companies all over the world. The cash flow of the food sector is worth about 10% of the world's GDP. Where the export of food totals an amount of $1.47 trillion globally. (Plunkett Research, 2020).

The food sector is responsible for the production and meeting the demands of the consumer. To meet these demands in 2050, all the companies included in the food sector need to work together (Fortune, 2018). One example that the food sector can successfully work together is as follows. The Dutch people are known to be pleased to see cows in the landscape, and are willing to pay extra for the products to see this happen (Pol, 2015). This means that the farmer as well as the milk processor need to work together to make this happen. However, not all the farmers want the cows outside for several reasons. For example, it is not proven to be better for the cows to be outside or to deliver more milk when cows are outside. This has consequences for the number of cows in the landscape as well, because the number of cows outside has decrease by 22% since 1997. There was an increase of 22% in the number of indoor cows since 1997. (Willems, 2015). To stimulate the farmer to let the cows graze in the landscape, the milk processor will increase the price of milk per litre of cows that graze in the landscape. The conditions are that the cow will graze for 120 days per year and 6 hours per day in the landscape (Duramen Zuivel Keten, n.d.). The milk supply chain will make it happen and will charge an extra fee for milk that is produced by outdoor cows. This is how several industries in the food sector work together.

But what does the term food sector mean and who is included in the food sector? There is no specific definition of the term food sector as there are different opinions in the academic literature on this topic. However, the most used definition of the term food sector is: several businesses who are producing food which will be consumed by the world's population (Definitions, n.d.). The food sector can be separated into different kinds of industries, for example the farmers, processing-, packaging-, distribution-, and financial industries (Economy Watch). This includes every company within the food supply chain. These companies vary from high to low labour intensive, small to large companies, and the companies can be a family business or be a cooperation. (Parmegianni, 1989). In the end, it is a common goal to make sure everyone in the world has access to food.

The food sector is something else than the food industry. The most used definition of the term food industry, according to New World Encyclopedia, is a network of several business within the food sector that supply the food consumed by the world's population (New World Encyclopedia, n.d.). These companies add value to the food supply chain by producing products and these activities vary from processing companies to financial services. (Economy Watch, 2010). The difference between a sector and an industry is that the term 'industry' is more specific than the term sector as a sector is a larger group of companies. This means that a sector consists of different industries. (Language, 2020). The food

processing industry within the food sector is divided into sub industries. This will be further explained in section 1.1.

1.1 The Dutch Food Processing Industry

The Dutch food processing industry is the second largest food exporter after the United States of America. The Dutch food sector is a leader in innovation and would like to be the global leader of circular agriculture by 2030. This means leader in sustainability within the agricultural sector as well. (Invest in Holland, n.d.). But what is innovation? Innovation is more than just a company placing new products on the market. There are different opinions about what innovation means. The best definition of innovation is "the creation, development and implementation of a new product, process or service, with the aim of improving efficiency, effectiveness or competitive advantage" (Hudson, 2014). Many researches have been about other actors, than just the company itself, that are involved when creating a new product or changing an existing product. When creating a new innovative product, technology-related actors and market-related actors have a positive effect on the market performance of a product, but not on the performance of a changed existing product. Examples of technology-related actors are companies that supply machines and research institutes, and examples of market-related actors are customers and competitors. (Enzing, Pascucci, Janszen, & Omta, 2011).

The food processing industry in the Netherlands was worth about €89,9 billion in 2018 (VTM, 2019). This revenue was from 5975 companies which operate in the food processing industry in the Netherlands (Central Bureau for Statistics, 2020a). Based on the statistics from the 'Central Bureau for Statistics', the 5975 companies are divided into several industries as shown in figures 1 and 2. Figure 1 shows an overview of the different sub industries in the Dutch food processing industry together with the number of companies that operate within each industry. Figure 2 shows the total number of employees working in each sub industry within the food processing industry. The biggest industry is the bread- and pastry industry with 3215 companies operating whereas the smallest industry is edible oil and fat with only 50 companies. All industries shown in figures 1 and 2 are divided into sub industries, because, for example, bread and pastry is a broad term for the given industry and does not give a clear overview of how many bakeries or how many cookie companies are operating within the bread- and pastry industry.

As one can see in figure 1, the biggest as well as the smallest industries are known. This does not say how many employees are working in the different industries, or whether the biggest industry has the most employees. In figure 2 one can see how many employees each industry has. When one can compare the number of employees working in each industry to the amount of companies in each industry, it shows a different perspective on the edible oil- and fat industry. For example, the bread and pastry industry is the biggest and has the most employees working in the industry. The edible oil and fat industry is the smallest industry by just looking at the amount of companies. However, it does not mean these industries have the least number of employees working in the industry. This shows that looking at the food processing industry from different perspectives, by amount of

companies or number of employees, can give different results.

Food production is coming from the eating patterns of the inhabitants, but not all the industries in, for example, the Netherlands are based on the eating patterns of the Dutch inhabitants. Some industries in the Netherlands are export oriented and are not related to the Dutch eating pattern. An eating pattern is all the food that a person consumes, an example of an eating pattern is a healthy eating pattern which is chosen to meet the nutritional needs for a healthy life (Health.gov, n.d.). The three most common eating patterns in the Netherlands are the "traditional" pattern which consists of a lot of meat and potatoes with little low-fat dairy and fruit. The "refined-foods" pattern which consists of a lot of fast food, high consumption of sugar beverages, white bread and little whole-grain bread and boiled vegetables. The last pattern is called "cosmopolitan" pattern, which consists of a lot of vegetables, salads, chicken, rice, wine and fish. (Dam, Grievink, Ocké, & Feskens, 2003).

The Dutch food processing industry as described above must retrieve the information from sources in order to receive information about the latest trends and developments. Each industry has different needs in terms of retrieving information. The industries receive information about trends and developments in a different way. But what kind of information are the employees in the Dutch food processing industry looking for?

Each industry has its own magazines or newspapers specifically made for the industry. This will be further explained in chapter 1.2.
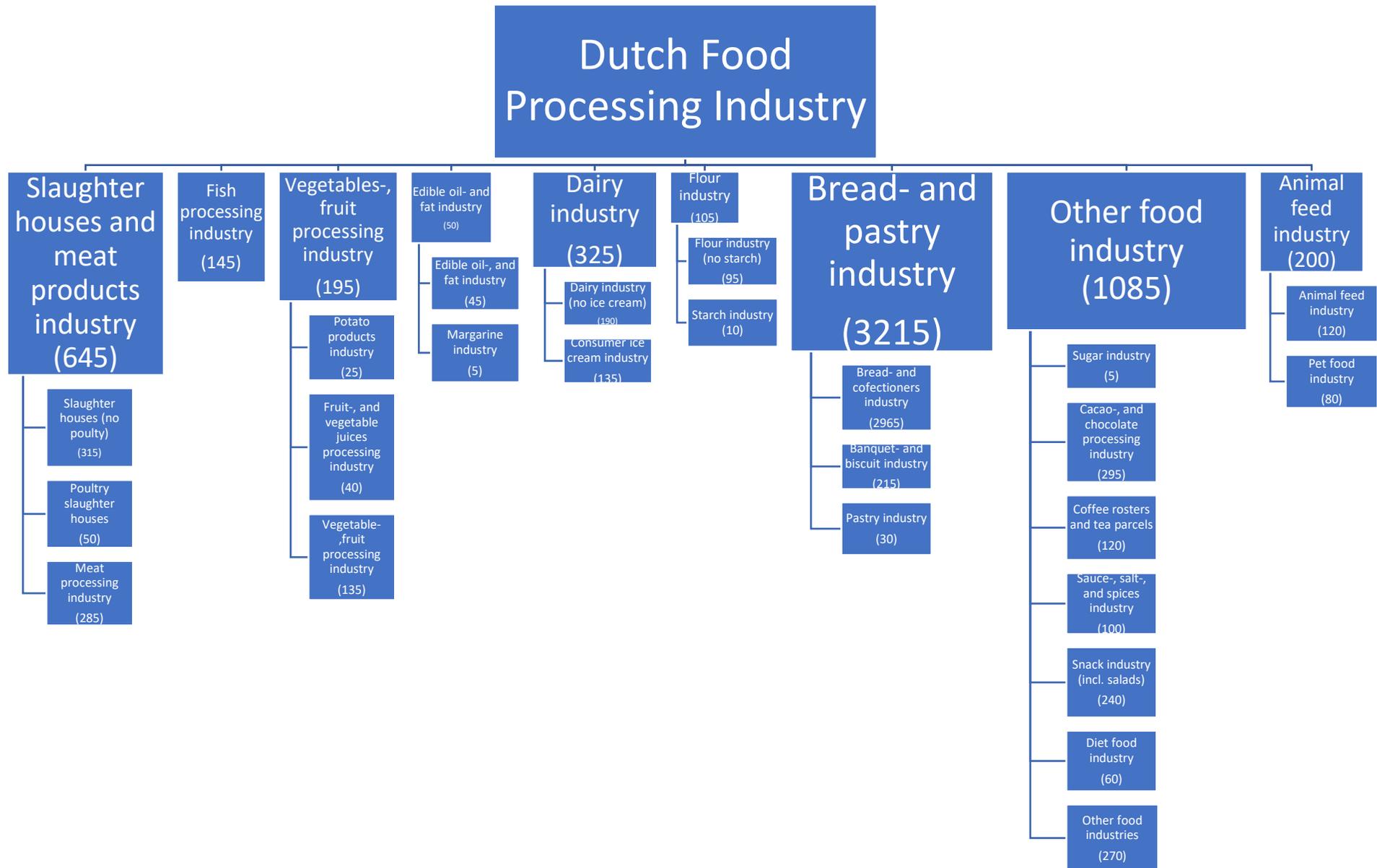
Figure 1: Sub industries within the Dutch food processing industry (Central Bureau for Statistics, 2020).
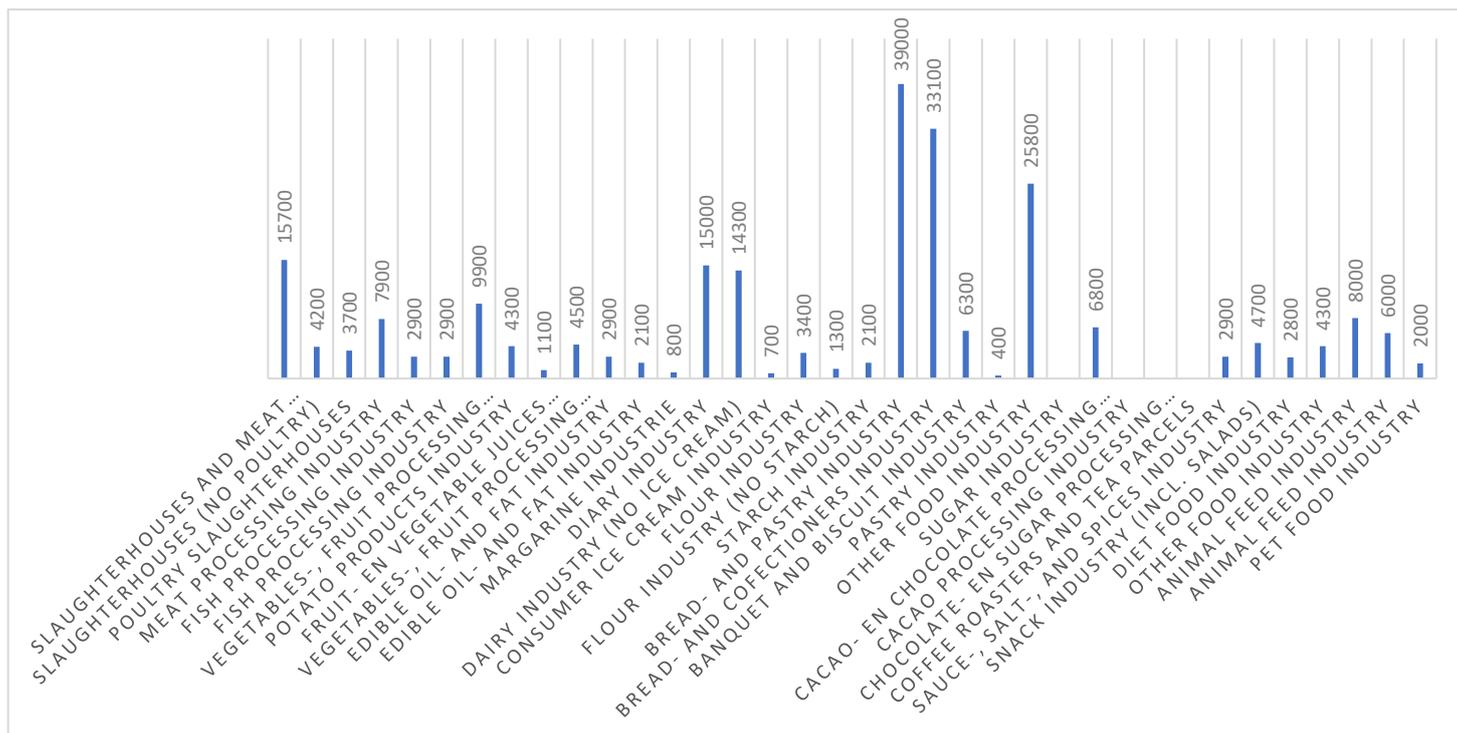
Figure 2: Numbers of employees working for the Dutch food processing industry *(Central Bureau for Statistics, 2020).*

1.2 Trends and Developments in the Food Processing Industry

The food processing industry as described in section 1.1 needs to adjust to different kinds of trends and developments all over the world, as most of the trends are mainly driven by consumers. An example of consumer demand is that the customer would like to have more transparency in the food supply chain. (Olayanju, 2019). The food supply chain means "the series of processes, operations and entities that help to take the food from its raw material state to the consumer's plate" (Dani, 2015). Transparency in the food supply chain is an increasing demand from the consumer. One of the indicators in the supply chain is for example to satisfy the customer. While combining all indicators it seems to be very difficult to manage all the indicators at once. That is why the supply chain performance measurement has been invented. This tool measures all the indicators in the food supply chain to make sure it keeps up with, for example, the customers satisfaction and employee satisfaction. (Aramyan, Ondersteijn, Van Kooten, & Oude Lansink, 2006). Transparency is a demand that the consumer, at the end of the supply chain, wants. This is a general trend which is happening all over the world. Trends in the food sector specifically for the Netherlands are, for example, sustainable food, organic food, flexitarian, vegetarian, and vegan, as well as 'free from' food, and protein enriched food (Statista, 2020).

The trends mentioned above are driven by the consumer, but this results in some changes in other levels of the supply chain as well. For example, consuming less meat as a flexitarian or vegetarian is affecting the farmer as well. Meaning that a decision on one end

of the supply chain can have consequences for the other end of the chain.

Another example of a consumer driven trend is that the consumer is focussing more on how the food is produced and processed. A solution for that is, for example, the Dutch 'Beter Leven' label which means the more stars on the label the better the animal is threated. The concept about the 'Beter Leven' label started when the demand for transparency increased. Another reason why the 'Beter Leven' label started is that only 1% of the animals in the Netherlands lived in an animal-friendly environment. The animal protection organisation thought that the number could improve. Through the label the origin of the product became more visible for the customers, because each star has its own level of animal welfare. There are several animals involved, for instance, cows, pigs, chickens, as well as turkey. For each animal the stars on the label have a different meaning. This gives the consumer insight on how well the animal is threated and the consumer can choose for themselves how the animal, that will be eaten, is threated before it is slaughtered. (Dierenbescherming, n.d.)

Another example is buying local and this means that the consumers will go directly to the farmer to buy the vegetables, milk, eggs, or meat. This will change the food supply chain, because when the consumers are directly buying from a farmer this means that the food will not go from the farmer to the processor and to the supermarket anymore, but the food will directly go from the farmer to the consumer. (Popkin, 2014). This changes the flow of the supply chain as some entities are not necessary anymore.

Flexitarian, vegetarian or vegan are the trends where the food sector needs to adjust to and is a constantly changing demand. The whole sector needs to adapt, because one change in the supply chain has consequences for everyone in the supply chain. As mentioned before, the trends are driven by the end consumer and the needs. These trends are just a few examples of what is changing in 2020, but for each industry within the food sector there are different trends and developments. Not only consumers drive changes in the food supply chain, so do global issues, pandemics or other disaster. A global problem that occurs is plastic pollution, because within the food packaging industry many companies produce plastic as packages which is then used by the food industry. There is research about the sustainable choices that consumers make. This research has been done with the Dutch consumers and the results are mostly depending on age looking at whether these people have sustainable behaviour, and the usefulness of plastic. All these factors influence whether consumers make sustainable purchases or not. (Núñez-Cacho, Leyva-Díaz, Sánchez-Molina, & Van der Gun, 2020). The food packaging industry needs to find other alternatives to reduce the plastic pollution.

A pandemic which the food sector needs to deal with and needs to adjust to during 2020 are related to COVID-19. Many food related companies, from farmer to consumer, are experiencing the impact of the virus which is positive and negative. For example, the retail has benefited from the virus. This benefit can be seen in, for example, the United Kingdom where the online retail sales rose by 22% in April 2020 (Gilliland, 2020).

This does not mean that everyone is benefiting from COVID-19. Small businesses are

struggling a lot more than the big companies. There were many closures of small business in the first two weeks of the pandemic which was in March 2020. The median small business has only two weeks of cash on hand which means that the small businesses can survive for two weeks until these businesses need to close the doors. One positive side is that many small businesses can receive some support, in terms of money, from the government. (Bartik et al., 2020)

Companies that are working in the export are experiencing trouble as well, as the companies are not able to ship the products abroad due to strict border control in some countries. Examples of products which cannot be shipped to several countries are beer, fish, and potatoes. Another industry that is experiencing the disadvantages of the virus is the catering industry. For example, in the Netherlands, Dutch restaurants are not allowed to welcome guests at the restaurant, but can open the kitchen for take-away. (Rabobank, 2020).

The companies operating in the food processing industry need to read information about the trends and developments in the industry somewhere to keep up with the market. All the different companies within the food supply chain have different sources of information about the industry and the trends and developments as well as new regulations and rules. There are several ways to receive information about trends and developments as well as new regulations. Some of the most popular ways to receive the news are the newspaper, television, different mobile applications, Google Reader, YouTube, Reddit, radio and someone's own network. (Reddy, n.d.). As one can see, there are several platforms where the food processing industry can choose from, this is called 'multi-platform news consumption' (Chyi & Chadha, 2011). This means that people will use several platforms to retrieve the news from. One of the platforms that is used a lot to receive information is social media, but is all the news that is spread on social media true or is it fake news? After research, done by Shu, Sliva, Wang, Tang, and Liu, the conclusion is made that a lot of information on the internet contains fake news which is why there is a social media detention. There is a lot of research about fake news detention and a lot of attention for it, but hard to track. (Shu, Sliva, Wang, Tang, & Liu, 2017). Fake news is something that is a global concern. Something that is unknown is the vulnerabilities of several individuals or institution by manipulators. (Lazer et al., 2018).

For each company in the food supply chain are different newspapers, or magazines. The platforms mentioned above are the regular sources where the employees in food processing industry can get the information. Each sub industry in the food processing industry has specific magazines that will give the company the latest information. Behind this magazine will be a publishing company that will retrieve the information that the readers need and will publish that into a magazine or newspaper or any other medium.

1.3 Publishers in the Netherlands

The publishing industry started in Germany in 1440-50 with newspapers (Unwin, 2020). Publishers were only publishing printed newspapers and magazines and it has been like that until the email was invented. With email it became easier for people to

communicate, but it was easy for spammers to slide into the mailbox as well. This happened to open-access publishing as well. Open-access publishing started around the 00's and with experiments as, for example, Journal of Medical Internet Research. This would lower the costs for the consumer, and would have worldwide access to the latest information. Even though it started as a well thought idea, not everyone had the same intentions. Predatory publishers came in and published journals that the author paid for and everyone else could see it for free. This meant that the publisher of the original article would not earn money from it as everyone could see it online for free. (Beall, 2012).

The publishing industry has a long history, and currently the Dutch publishing industry consists of 3525 publishers. These publishers are publishing books, magazines, newspapers, as well as videogames and software. While looking at the food processing industry, the publishers of videogames and software are not interesting. This will come to a total of 3325 companies that publish books, magazines or newspapers. (Central Bureau for Statistics, 2020b). With this number of publishers, there are many magazines, newspapers, etc. on the market. This means that there is already a lot of information for the readers in The Netherlands. Is there too much information for the Dutch readers to choose from? The online world wide web will provide Dutch readers with a lot of information, but this can lead to information overload and not knowing what kind of information is trustworthy and what is not. A solution to the information overload is to give the consumer segmented and targeted information to avoid asymmetry information. (Verbeke, 2005).

The 3325 publishers mentioned above are not all working within the food processing industry, or publishing articles or books which are related to the food processing industry. There are no numbers available about the publishers that have newspapers or magazines only for the food processing industry, but there are a few agricultural related publishers in the Netherlands, for example Misset Uitgeverij, Agrio, Agrimedia, Agripers, Agri Trader. This means that these publishers will mainly publish articles about the agricultural industry and not about the food processing industry in particular. Example of topics agricultural magazines write about are agricultural mechanization, new technology, animal welfare or crop development. This does not include relevant information for the food processing industry. There are no search results on Google about publishers in the food processing industry, specifically, that publish about the whole food processing industry. The search results on Google show articles about food in magazines or newspapers that are from publishers not related to the food processing industry, for example magazines aimed for women as the Dutch magazine Libelle. The magazines which are there for the food processing companies mainly focus on the sub industries as dairy, meat, fruit and vegetable, or bread, but nothing that is combining all the industries and giving the reader an insight into other industries. Is this something that the reader is not interested in or is it something that is basically not existing in the Netherlands right now?

Writing about interesting topics for employees in the food processing industry is important. The theory behind this shows that when people find something interesting the attention span to read about the topic will stay longer than when someone is not interested.

Furthermore, when someone finds a topic interesting, people will remember what was read. (Visser, 2014).

There are different types of readers which can be categorised into four groups. These groups are based on printed or online reading material as well as academic reading or recreational reading. The four groups are low-interest readers, traditional readers, moderate readers, and high-interest readers. Low-interest readers do not read a lot and high-interest readers read a lot. (Putro, 2017). The topics that someone reads is an individual choice that the person is making. Based on previous reading and browsing online the company behind a website can push you to a certain article. The website can push you to an article, but it is still the individual's choice to read it or not. The reason why a website can push an user to a certain article is based on a framework. This framework is made from all the data and, eventually, the user's profile is made. (Constantinides & Dowell, 2018).

From different magazines in the sub industries in the Dutch food processing industry according to internal research of Misset Uitgeverij (2020) the following can be established. To start with, every magazine or newspaper that has been researched has a website. This is the multi-platform news consumption as mentioned before in section 1.2. This means that everyone who has a subscription to a newspaper or magazine can look at the website. Second, the frequency that the magazines or newspapers are publishing is different. Some of the magazines or newspapers have a daily version and others are publishing four, six or eight times a year.

Within the food processing industry, in general, each sub industry, as described in section 1.1, has its own magazines and newspapers where the companies receive the information about the industry in an online version or on paper. The publishing industry has changed over the years, because not every magazine or newspaper has a printed version anymore. Many publishers shifted to an online version of the newspaper or magazine. In 2009, the publishing industry was questioning whether the books would have a future or not, but in 2019 it was proven that there is an actual market for books, magazines and newspapers and that is growing since 2015 (Stamper-Halpin, 2019).

Some of the other changes that have been described are the increasing interest from young readers to read a book, and the readers prefer to have a printed version of the book instead of an e-book. With this information, there are several opportunities in the publishing industry. In 2019 the market for printed versions became more interesting, as well as the promotion of books through social media targeting young readers. With more background information the publishers can get the right magazines or newspapers to the readers and can promote the magazines or newspapers that readers are interested in (Stamper-Halpin, 2019).

As the publishing industry is shifting to online so does the customer database. As mentioned earlier, the website collects data and will make an user profile. To know what the editors should write about, there is a customer database containing information about what the customers would like to read. The information that is needed can easily be filtered out and it shows how many customers have marked that topic as interesting or not. When the

customer database is online the company can improve how customer information is managed as well as improve marketing, and customer relationships. (Stone et al., 2017). A customer database collects information about each individual customer. This can be demographic information as well as past purchases or interests. (Schofield, 2020).

Information such as: "What the reader working in the food processing industry finds interesting?", "What do employees in the food processing industry want to know?", and "What kind of information is not provided yet?" is important for food publishers because this information tells editors what the reader finds interesting. Currently, the publishing industry in the Netherlands, who would like to shift to the food processing industry, does not have this information. When the database, as described above, is implemented in the company and all customers share information about what customers find interesting, it is easy to find the right information. With this missing background information, the publishers, who would like to shift to the food processing industry, do not know what the reader wants to read and can, therefore, not provide the information most needed. It can have financial consequences when the consumer does not like what kind of information is in the newspaper or magazine and might cancel the subscription. Furthermore, the consumer can post negative reviews about the company. The negative reviews about the company will influence other people and reach more people that the company would like to. (Lesonsky, 2017).

Another aspect some publishers, close to the food industry, are struggling with, currently, is the shrinking agricultural sector because the new generation does not want to be a farmer anymore (Brummelaar, 2017). When there are less farmers in the Netherlands, the number of subscribers available on agricultural magazines will decrease. This means that the publishers in the agricultural sector need to find other alternatives to keep the same revenue. One way to do it is to increase the price for the magazines to equal the revenue. Another alternative is adding a magazine or newspaper to the brand that will focus on the food processing industry or one of the other industries in the food sector. The problem that arises is that there is no information about what the employees in the food processing industries are seeking for in terms of information according to Indi Kloet-Overbeeke (Personal communication, November 26, 2020).

In the end, losing subscribers can put the company in a financially bad situation as well as a bad reputation. That is the main reason why this information needs to be researched. According to Indi Kloet-Overbeeke (Personal communication, October 6, 2020) there is no research about what the employees in the food processing industry would like to read or certain groups that would like to know something about a specific topic.

When this information is available, it will not solve the problem of the decreasing subscriptions in, for example, the agricultural sector. It will help publishers to move to the food processing industry as the demand of the employees in the food processing industry is clear. Currently, moving to the food processing industry is a lot harder because the information about the topics of the articles are unknown. By knowing what employees want, it will increase the subscribers on the magazines in the food processing industry and increase

the revenue of the magazine. This will make the shift from the agricultural sector, or any other sector, more accessible for the publishing industry. It will be more accessible, because the publishers that will shift are not familiar in the food sector and the information will help them to start the magazine and build a brand.

To sum it all up, there is a lot of information about the Dutch food processing industry and the different industries within the Dutch food processing industry. There is information about how the food processing industry is organized as well as the trends and developments in the food processing industry globally and in the Netherlands. All this information gives the publishing industry something to write about. But what are the publishers supposed to write and is there not too much information? Who is the publisher's customer in the food processing industry? What topics the employees, working in the food processing industry, are looking for? These questions cannot be answered, because the target market for the publishers in the food processing industry is not defined yet. The geographical focus will be the Netherlands. How does it come that there is all this information about the food processing industry is available in the Netherlands, but if a publisher would like to search for what employees in the food processing industry like to read about there is no information available.

The reason why the research will be done in the Netherlands is because there might be a lot of knowledge in the food processing industry available as it is the second largest exporter globally and is the leader in innovation (Invest in Holland, n.d.). Together with all the information that is already available about the food processing industry in the Netherlands, it is of added value to conduct this research in the Netherlands. This might cause interesting discussions during the research and might give interesting new insights to the publishing industry.

The target market for the research are the publishers in the Netherlands who are willing to write articles about and for the food processing industry. The research will give them insight of what the employees, working in the food processing industry, would like to read about the industry, what are the interests and what is not interesting. Publishers will know what the Dutch food processing industry likes, and will know what the Dutch food processing industry thinks. This will give the companies in the publishing industry, who would like to shift to publishing information about the food processing industry and all the sub industries, valuable information which can be used to create new ideas about articles and expand the brand.

This leads to the main question:

What kind of information are employees working in the food processing industry in the Netherlands looking for?

Before answering the main question, the following sub questions need to be answered:

1. How do employees in the Dutch food processing industry access information?
2. What type of information do employees in the Dutch food processing industry read?
3. How much are the employees in the Dutch food processing industry willing to spend on information in terms of money and time?
4. Are there specific topics at this moment which are interesting for the employees in the food processing industry?
5. Are there topics about information that is not or barely available according to the food processing industry employees?
6. Are there specific topics which are not interesting for the food processing industry employees?

The objectives for the research are to find out what are the interests of the employees working in the Dutch food processing industry, as well as what the employees think is not interesting at all. To get a little insight of what employees in the food processing industry think.

Another objective is to explore what employees find interesting. Something else that needs to be explored is what kind of information is already in the newspapers or magazines but is not attractive for the employees in the food processing industry. With all this information, this research will show an analysis of the data and present information about the needs and wants of the consumers of the publishing industry as well as showing the publishing industry the importance of giving the customers a say in the content of the newspapers and magazines.

2. Materials and Methods

To make sure that the main question will be answered the sub questions needed to be answered first. Within this section of the report the methods to answer the sub questions will be given. This is a detailed description of what kind of method were used.

The methods that were used to find the answers to the main- and sub questions were qualitative and quantitative data based on primary research.

The survey was chosen as one of the best methods because this method gave the most information from the employees working in the Dutch food processing industry. As a large population needed to be described. The survey was the perfect fit for that, because with only one button the survey was sent to more than thousand people. Second, the costs for a survey were inexpensive as many websites offer surveys for free. Last, the method was dependable as most surveys are anonymously and the respondent could be as open and honest as wanted. (DeFranzo, n.d.).

To know how many responses were needed to get a reasonable overview of the whole processing industry, a formula was used to calculate this. In total there are 122600 employees working in the Dutch food processing industry, this was the population. The confidence level was 95% and the margin of error was 5%. This came to 383 responses on the survey (Survey Monkey, 2020). This was not the amount of surveys that were sent, because not everyone who received the survey filled in the survey. The survey was sent on behalf of Misset Uitgeverij, because this is a big company that everyone in the food processing industry knows. The reason why the survey was sent on behalf of Misset Uitgeverij was because the researcher thought it probably gave more responses than just a student who was asking to fill in some questions. The researcher thought that probably 30% of the people will respond to the survey, and this meant that approximately 1267 surveys were sent. Calculated as follows: 383 / 0.3 = 1267 surveys. 1267 surveys is the number of surveys that were sent in total to get 383 responses with a 30% response rate.

To get as many responses as needed the information of the employees in the food processing industry were bought from a marketing company. This company could select employees that were a perfect fit for the survey based on information from the 'Chamber of Commerce'. Buying the information was done by 'Misset Uitgeverij'. Making the profile, to be given to the marketing company, was done by the researcher. Within this list of people, bought from the marketing company, most of the information was available and the right people were targeted. On this list of people either an email address or a phone number was given and sometimes both. Only the people with an email address were targeted. This meant that the information should be filtered, because sometimes an email address was given but the personal email address was missing and there was only an info@example.com email address. Filtering the information is something that 'Misset Uitgeverij' did for the researcher. When all the email addresses were filtered, the email with the survey was sent with the email address of Misset.

All the questions that were in the survey were placed on 'Survey Monkey'. This is a website that could collect all the data and could put all the data in Microsoft Excel

afterwards.

The survey was sent by email, but another way how the survey was spread was through LinkedIn. 'Misset Uitgeverij' did set up a paid campaign to spread the survey to as many people in the food processing industry as possible.

Once the questions were filled in, the data from Survey Monkey were placed into Microsoft Excel. The researcher did put all the data into graphs, created an overview and saw what answer got the most responses. The correlation research methods were used to come to the answers, because there must be some sort of relation between the sub industry an employee is working in as well as the answers that were given (Saunders, 2019).

Some sub questions were answered with an interview. The interview can be found in Appendix 2. The reason why an interview was given was because an interview was the most effective way to retrieve qualitative data. This helped the researcher to better understand the interviewee. It helped the researcher explore more about topics as well as the researcher asked about opinions and experiences. (Virginia Tech, 2018).

The interview was a semi-structured interview, because there were some questions that the researcher would like to be discussed but other than that there were no other questions that needed to be asked (WSUU, n.d.). The reason behind this choice was because it was about the opinion of the interviewee and what the interviewee thought of certain topics. There were no strict questions related to those topics. Through a conversation between the interviewee and the interviewer, the interviewer retrieved more information with a conversation than just asking the questions.

The interviewees were selected from the survey, because one of the questions in the survey was whether the respondent was interested in participating in further research. By doing this, the interviewee was willing to do an interview and was interested in the research. There was no other email needed to contact people in the food processing industry.
Not all the responses from the survey received an invitation for an interview. The people were carefully selected based on the management role and the company size. The employees were selected with a management function or a CEO and with at least 100 employees or more working at the company. The reason why the CEO or manager was chosen was because these were the people in a larger company that make decisions. These decisions were based on knowledge. The assumption was made that these people were the ones that will take a subscription on magazines or newspapers within the food processing industry. The people that work in the factory were just doing the job and do not have specific knowledge about the food that is processed. Therefore, the managers and CEOs were the ones that were targeted first.

The number of interviews that took place was a maximum of three people from each industry with a minimum of one person per industry. This depended on the responses from the survey. There are 9 sub industries in the Dutch food processing industry, which led to a minimum of 9 interviews and a maximum of 27 interviews.

There were not enough responses in the survey from people who were willing to take part in further research based on the selection criteria mentioned above. Other people from

smaller sized companies were approached and there were people interviewed with no management function.

The process of the interview went as follows. After the interviewee was willing to take part in further research, the researcher contacted the interviewee and made an appointment. Once the appointment was made the researcher called the interviewee through MS Team on pre-agreed date and time. After the researcher and interviewee had a little chat the researcher asked if the interview can be recorded to make sure all the information can be retrieved when the results were analysed. When the interviewee approved that the interview can be recorded the researcher recorded the interview and processed the data afterwards. If the interviewee did not approve to record the interview, it took some more time as the researcher wrote everything down.

Due to Covid-19 the interviews were through MS Teams, because of the strict regulations and to avoid further spreading of the virus. To limit the contact moments with other people it was a well-considered choice to do it online. The reason why it was through MS Teams and not on the phone was because it was easier to talk to someone and see the reaction to some questions.

The data of the interview were analysed using the narrative approach. This approach meant that the researcher made sense out of the story of the interviewees. The researcher analysed each story individually and looked for insights as well as the meaning of the story. Afterwards, the researcher compared all the stories and saw the difference in information needs.

2.1 Sub question 1

The first sub question is: How do employees in the Dutch food processing industry access information?

The first question was answered with a survey. The survey can be found in Appendix 1. The information that was needed to answer this sub question was how many subscriptions the company has where the employees are working, and how employees in the food processing industry would like to receive the news in terms of the device. This was the way the employees in the food processing industry could access the information; through subscriptions as well as online or offline. How the questions in the survey link to the sub questions can be found in table 1. The employees chose 1 answer out of all the answers given. This gave the researcher an insight into how people retrieved the information whether it was more on- or offline and whether the companies had more subscriptions to provide information to the employees or not.

2.2 Sub question 2

The second sub question is: What type of information do employees in the Dutch food processing industry read?

This sub question was answered with a survey. To receive the right information to answer this sub question, questions that were asked were about which industries the employees are reading; and what kind of information the employees are reading. This gave a

clear overview of the type of information the employees read in terms of the industry and what the employees find interesting to read. The employees could choose 1 or more sub industries and could choose 1 type of information the employees read.

2.3 Sub question 3

The third sub question is: How much are the employees in the Dutch food processing industry willing to spend on information in terms of money and time?

This question was answered with a survey as well. To answer sub question 3 there were several questions in the survey that were related to the sub question. To receive the right information the questions that were asked were how much money employees invest to read magazines and newspapers; how much time employees spend to read information about the food processing industry; what time of the day are employees reading the information; and how many minutes employees spend on reading the information. This gave the researcher an overview of when and how long employees read and how much money employees invest to receive the information. All the questions required only 1 answer out of all the answers the employees were able to choose from.

2.4 Sub question 4

The fourth sub question is as follows: Are there specific topics at this moment which are interesting for the employees in the food processing industry?

The fourth question was answered with an interview. A question that was asked to answer this sub question was what kind of topics do you find interesting? The interviewee answered that question and the interviewer asked more questions about the topic. This question gave the researcher an insight of what the sub industries in the food processing industry found interesting based on the background. The results showed whether this is for the whole food processing industry the same or whether this was different for each sub industry.

2.5 Sub question 5

The fifth sub question will be: Are there topics from which the information is not or barely available according to the employees in the food processing industry?

This question was answered with an interview as well. The questions that were related to this sub question were: are there any topics where the information is hard to find; and do you find it convenient, if the information will be available, to have an overview of the information you can barely find. If yes, is it a whole page or just an article. Once the questions were answered the interviewer elaborated on the answers and explored what the interviewee really wanted to see. This gave a clear overview for each sub industry what employees were missing and how employees find it convenient to read when it is available.

2.6 Sub question 6

The last sub question is: Are there specific topics which are not interesting for your sub industry?

This question was answered within the interview as well. The question from the

interview that were related to this question was: are there any topics you see a lot in the newspapers/magazines which are not interesting at all. This gave the publishing industry an insight with what kind of information can stop and replace it with the information employees find interesting.

In tables 1 and 2 one can see how the questions of the survey and the questions of the interview related to the sub questions.

Table 1: Which survey question belongs to which sub question

Survey Question	Subquestion
1	General
2	General
3	1
4	General
5	General
6	2
7	3
8	3
9	3
10	2
11	1
12	3
13	1
14	N/A
15	N/A

Table 2: Which interview question belongs to which sub question

Interview Question	Subquestion
1	4
2	5
3	6
4	N/A

3. Results

In this section of the report the results are given. As mentioned before, for the first three sub questions the results are given based on survey results. The last three sub questions will give results of interviews that took place.

The answers from the survey came from 202 respondents, which is not the 383 the researcher was aiming for. The 383 respondents was based on the total population of 122600 employees working in the Dutch food processing industry, with a confidence level of 95% and a margin of error of 5%.

Out of the 202 respondents of the survey 11 respondents were chosen to do an interview with. These 11 interviews were with several sub industries as described earlier. It was the goal to interview each sub industry individually, but the researcher was not able to reach all the sub industries individually. The industries which the researcher was not able to reach are the fish processing industry, dairy industry, flour industry, coffee roasters and tea parcels industry, snack industry, and the diet food industry.

3.1 Access to information by employees in the food processing industry

Employees in the food processing industry have different ways to expose themselves to information. It can be online on a smartphone, or a computer by looking at social media, websites, or newsletters. People can expose themselves to offline content as well, for example to read the newspaper. Whether the employees working in the food processing industry look online or offline and which platforms can be found in figures 3 and 4.
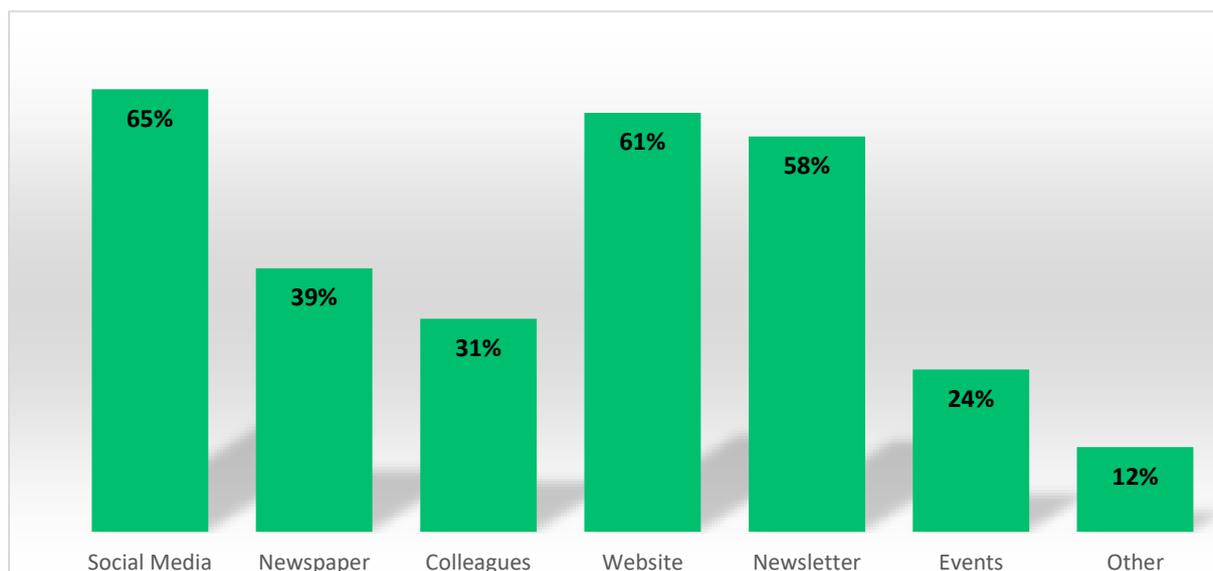
Figure 3: Through which platforms do you read information about the food processing industry right now?

Figure 3 shows the results of the question through which platforms respondents read information about the food processing industry right now. One can see in figure 4 that 65% of the respondents answered that employees check social media for information. When employees have a subscriptions on a magazine 61% the respondents answered that respondents read the website of the magazine instead of the physical newspaper and only 39% reads the physical newspaper. Only a small fraction of the respondents (12%) receives

information from other platforms. Examples of other platforms are Google Search, radio, or none of these platforms. The respondents were able to give more than one answer to this question.

The industries that look on social media the most are vegetables-, and fruit processing industry, dairy industry, and slaughterhouses,- and meat processing industry. The industries where receiving information through website is the most popular are vegetables, and fruit processing industry, dairy industry, and animal feed industry. The industries where the newsletter is the most popular way to receive the news are vegetables, and fruit processing industry, dairy industry, and bread- and pastry industry.
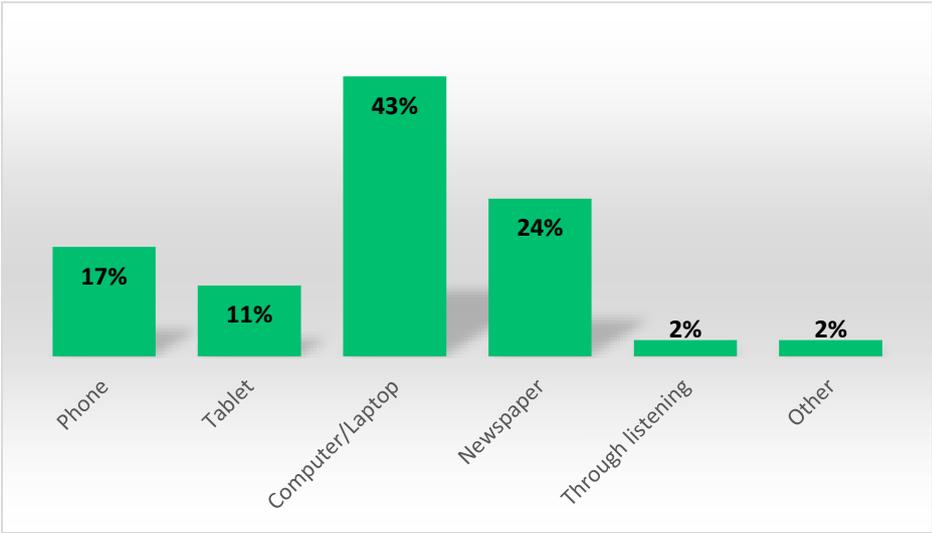

Figure 4: How do you prefer to receive the news?

Figure 4 gives the results of the question how do respondents prefer to receive the news with the answers phone, tablet, computer, newspaper, through listening or other. Figure 5 shows that the majority (43%) of the respondents access information through computer or laptop, 24% mainly read the newspaper and not online, but only a small fraction of the respondents receive information through listening.

The industries that use the computer or laptop to receive information are vegetables, and fruits processing industry, dairy industry, bread-, and pastry industry, and agriculture industry.

There is a direct link between how the employees in the Dutch food processing industry access the information and how long the employees take the time to read the information when employees read. The computer/laptop, tablet and the newspaper will hold the attention for a longer amount of time which is in between 0 and 45 minutes per day. To receive information through the phone is runner-up, because only 1 person says to read for 31 to 45 minutes. Listening will hold the attention for maximum 30 minutes, which is the most unpopular way to receive information as well.

The industries that spend the most time reading about the food processing industry are the fruit and vegetable industry, slaughter houses and meat processing industry, dairy industry, and bread and pastry industry.
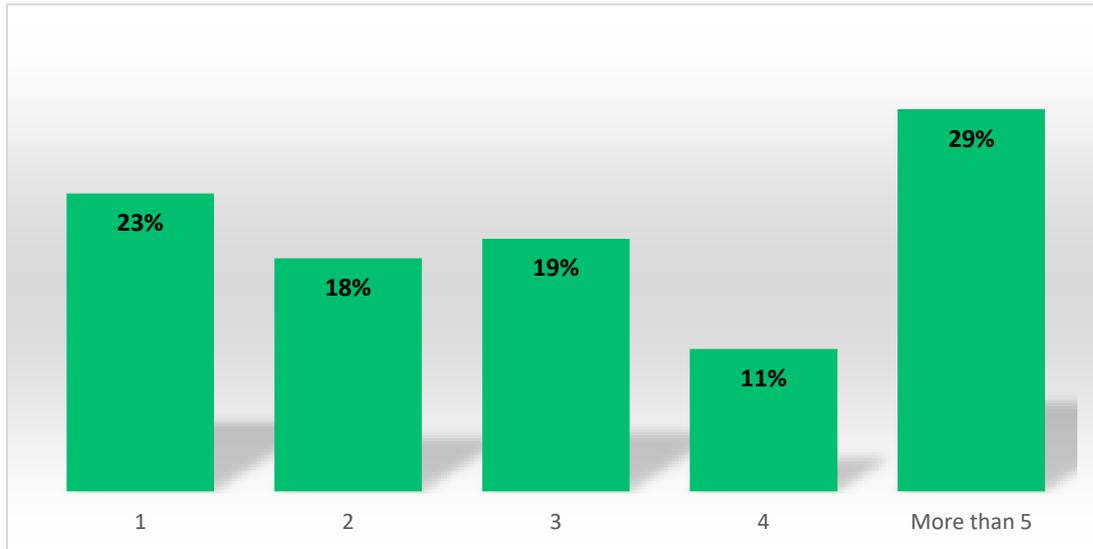
Figure 5: How many subscriptions on magazines/newspapers do you have?

Figure 5 shows the outcome of the question how many subscriptions on magazines/newspapers respondents have. The respondents were able to give the answer 1, 2, 3, 4, or more than 5 subscriptions on magazines/newspapers. This figure shows that almost 1/3 (29%) of the respondents have more than 5 subscriptions on magazines, 1/4 (23%) the respondents have 1 subscription on a magazine or newspaper, 19% have 3 subscriptions, 18% of the respondents have 2 subscriptions, and a small fraction (11%) of the respondents have 4 subscriptions.

The industry that answered the most with more than 5 subscriptions on magazines is the dairy industry.

3.2 Information that employees in the food processing industry read

The employees in the Dutch food processing industry read about the industry where the employees work, but there are other fields of interests. What kind of information do people specifically read.
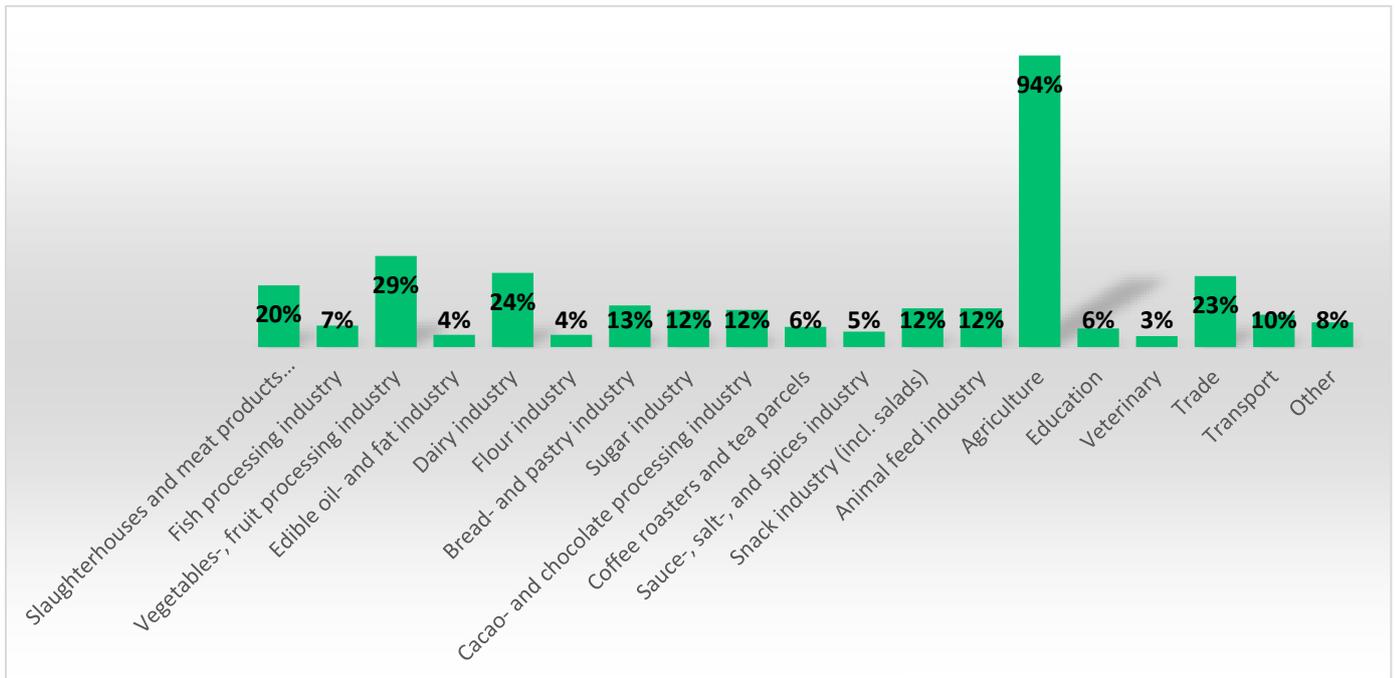
Figure 6: About which industry do you read the most information?

Figure 6 shows the results about which industry the employees in the food processing industry read about. The answers that the respondents were able to give are the sub industries within the food processing industry as given in figure 1. The answers that were given in other were divided into categories as well. The industry that almost all employees (94%) read about is agriculture as shown in figure 6. The fruit and vegetables industry is the second most popular industry with 29% and the dairy industry as well as trade as third with 24%. The industries that only had few responses are the sauce-, salt-, and spices industry with 5%, edible oil- and fat industry as well as the flour industry with only 4%.
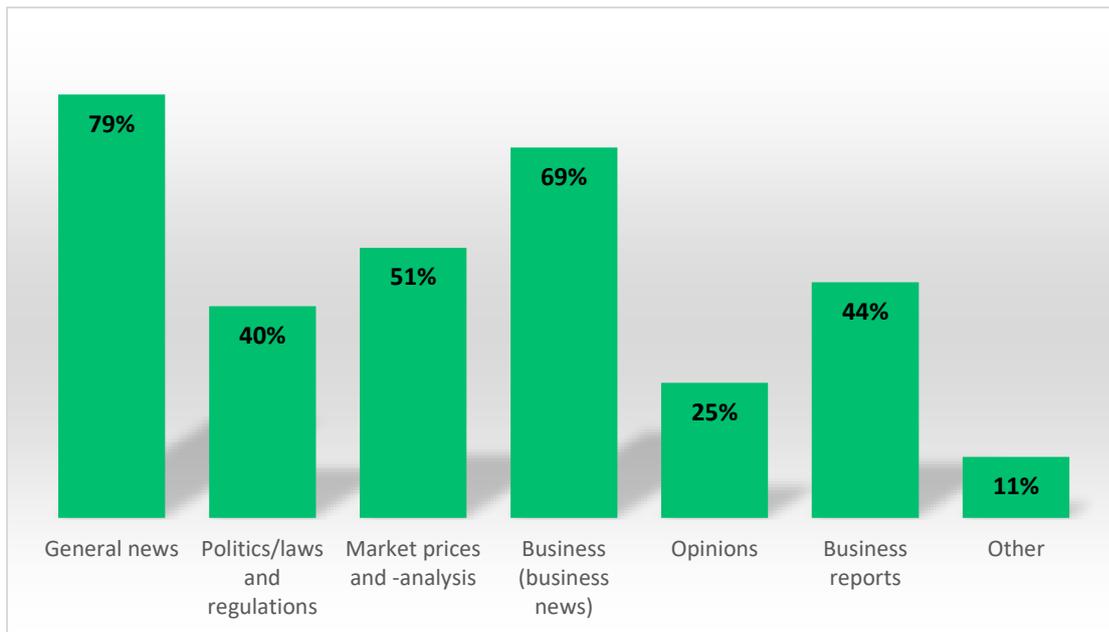
Figure 7: What kind of information do you read?

Figure 7 shows the results about what kind of news the respondents read about. One can see in figure 7 that 79% of the respondents read the most about general news, 69% of the respondents read about business. Only 25% of the respondents read about opinions. 11% of the respondents said other. Examples of other are innovation, IT, research, or information about a specific topic.

The industries which read the most general news are slaughterhouses and meat processing industry, vegetables-, and fruits processing industry, dairy industry, bread and pastry industry, agriculture industry, and trade industry. The industry which are most interested in business are slaughterhouses and meat processing industry, vegetables-, and fruits processing industry, dairy industry, bread and pastry industry, agriculture industry, and trade industry. The industries that read the most about market prices and analysis are slaughterhouses and meat processing industry, vegetables-, and fruits processing industry, dairy industry, animal feed industry, and agriculture industry.

3.3 Time and money that employees invest to read information about the food industry

There is a wide range of the amount of money employees are willing to spend to receive information about the food processing industry as well as the amount of time the employees are willing to spend on reading about the food processing industry.
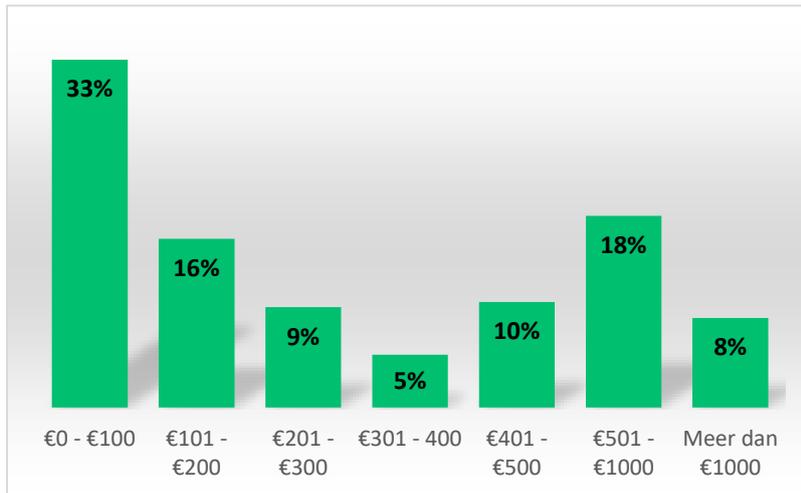
Figure 8: How much money do you invest per year (on average) to receive information?

Figure 8 shows the results of how much money employees in the food processing industry spend to receive information about the food processing industry per year. One can see that 33% of the respondents invest less than €100, 18% invest between €500 and €1000, 16% invest between €100 and €200, 10% invest between €400 and €500. 9% of the respondents invest between €200 and €300, 8% invest more than €1000 and 5% invest between €300 and €400.
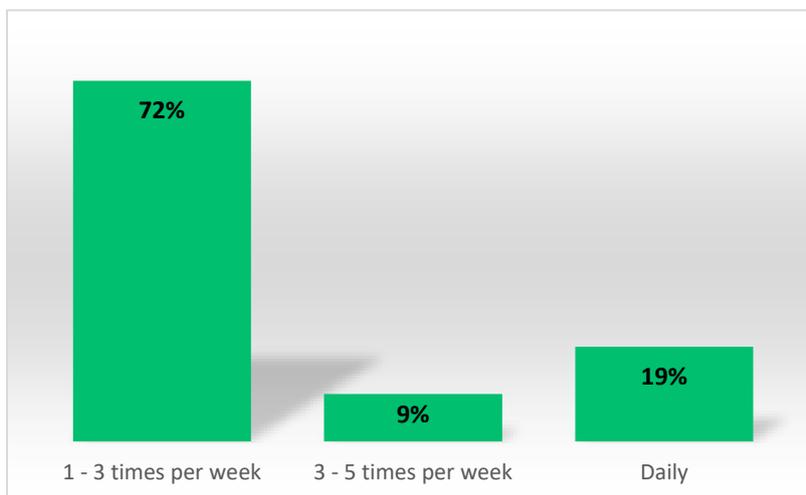
Figure 9: How often do you read information about the food processing industry?

Figure 9 shows the results about how many times per week the respondents read. One can see that 72% of the respondents read one to three times per week, 19% said to read daily, and 9% read three to five times a week.
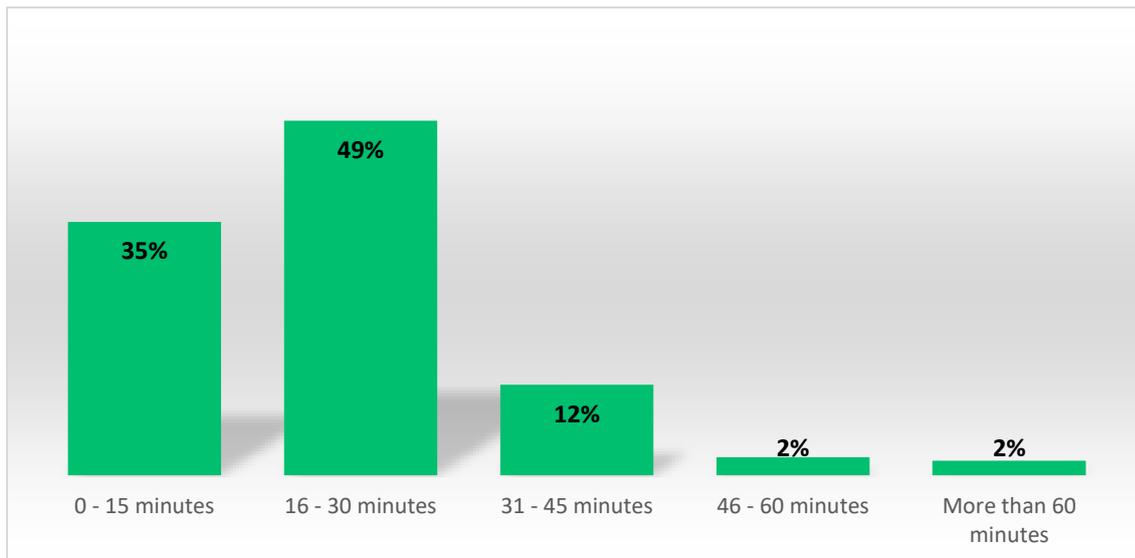
Figure 10: How many minutes do you read on the days that you read about the food processing industry?

Figure 10 shows the results of how many minutes the employees in the food processing industry read in general. The majority of the respondents read about 16 to 30 minutes. 35% of the respondents read about 0 to 15 minutes per day. Only a small fraction of the respondents read more than 31 minutes per day.

The industry with the most respondents that read daily is the dairy industry. The industries that read 1 to 3 times a week are slaughterhouses and meat processing industry, vegetables-, and fruits processing industry, bread- and pastry industry, sugar industry, agriculture industry, and trade industry.

The answers about how much companies invest in receiving information are widely spread. The companies that invest more money in receiving information are either the small companies as well as the bigger companies. There is no direct link between the amount of money companies would like to invest and the amount of customers the companies have.

The industry that spends the most money on magazines and newspapers is the dairy industry. Other industries are the sugar industry as well as the trade industry.

3.4 Topics that are interesting for employees in the food processing industry

As one could see in chapter 3.2 general news, business, and market prices and - analysis were the most common answers. This came back in the interview why the interviewee has chosen these subjects. Many interviewees answered that it has to do with the position as CEO or manager and people working in these positions would like to know general information about the market or industry and no in-depth information. Many interviewees would like to know more about market fluctuations, for example what are the prices of the raw materials and how will that influence the company.

"Because of my role as CEO I do not want to know in-depth information about the technical aspect of several machines." – CEO, Vegetables- and fruit processing industry

Most of the interviewees want to know about the facts, for example facts about sustainability instead of opinions as well as facts about new rules and regulations when employees read a magazine or a newspaper. Some of them would like to know about both the facts as well as opinions from other people in the industry.

"Opinions are always interesting, because you want to know what other companies think and how they deal with a situation." – Manager, Cacao-, and chocolate processing industry

Table 3: Answers to interview questions by sub industry

Sub-industry	Answer
Slaughterhouses- and meat products industry	Politics and the position as CEO are closely related to the **decision of the government**. These decision have a direct influence on the market prices. When there is a shortage the prices will become higher and the country can decide to produce the products themselves instead of import. **Changing market prices** influence the job. General view of the market is important. When there are changes that influence the market is interesting to read about it. Not only is the **meat industry interesting**, but also the **vegetables and fruits industry** as well as the fish industry are interesting. When looking at politics it is **not only based on facts**, but based on opinions and that is making a big difference. **Market prices are interesting** as well, because when the agricultural industry stops the food processing industry will start. Prices in the agricultural industry can affect the prices of the food processing industry.
Vegetables-, and fruit processing industry	The information **does not need to be too detailed**, because of role as CEO of the company. I do not need to know in-depth information about IT or machines. It is interesting to know about **trends in the long run**. For example new rules and regulations as well as forbidden

	pesticides is something the quality department will figure out.
Edible oil-, and fat industry	What is going on in the market and what are the **opinions from companies** within the same industry about several topics. There are so many platforms to check the news, try to filter the news and see what is important. Looking for a lot of information, as broad as possible.
Bread-, and pastry industry	It is **important to be up-to-date** and to know what is going on in the market. To be informed as broad as possible.
Sugar industry	Because of my role as manager I am interested in **developments, new products, new technics, as well as new laws and regulations**. How do companies organize their business, for example are they behind the scenes working on their own production, new products and developments.
Cacao-, and chocolate processing industry	**Politics are interesting** in the Netherlands as well as other Europe. Are there any changes in the international market? Everything about business as the company is a running business. **General news is interesting**, but not specifically related to a product. Both opinions and facts is something that is interesting.
Sauce-, salt-, and spices industry	The spices industry need to import their product from, for example, Indonesia and related to the demands of the consumer. Analyses, prices and **everything related to that** is interesting for me. The prices of meat or milk is something I find interesting but not necessary to know for my company. **Trends and expectations** are important as supplier for the food processing industry. Not only the Netherlands, but worldwide.
Animal feed industry	**Prices and information about the market** are important. A business report is good to read some times, but not important. It is mostly about facts and actual news. I read the heading and scan over the article.

3.5 Information that is not or barely available for employees in the food processing industry

Overall there is not specific information that the interviewees think that it is missing or not available. When the right information is not available in the newspaper or magazine, employees in the food processing industry are looking for information which will be available on Google search or someone in the network will have the right information.

"When I cannot find the right information it is easy to go to Google on your laptop or computer and find the information that I need." – CEO, cacao-, and chocolate processing industry

There were some reactions that show that there is information not available. Within the chocolate industry it is hard to find information about consumers trends. The interviewee of the slaughterhouses and meat product industry, a butcher, cannot find videos or interviews of how another companies or butchers are working in the kitchen.

"The consumer is who you are working for eventually and you have to take them into account while producing." – CEO, cacao-, and chocolate processing industry

Table 4: : Answers to interview questions by sub industry

Sub-industry	Answer
Slaughterhouses- and meat products industry	The company is operating in the meat industry and there is a lot of information about the **fruits and vegetables industry** and this is something that is **less interesting**, in my opinion. Mainly the company report about how other companies work in **the kitchen is interesting**. Within general magazines or newspapers in the food processing industry there are not a lot company reports about what is happening in the kitchen. The network has a lot of information or any contacts within the chain. **The network has a lot more information** available that the worldwide web.
Vegetables-, and fruit processing industry	For example, **energy transition is a topic that needs attention**, but it is a topic that will be interesting in the future and by then you are too late with providing information. Something else will be **laws and regulation** from the national government as well as the European Union, **how will it affect my company** and how can we realize it in the long run.
Edible oil-, and fat industry	This is hard, because you need to **respond to politics** and developments but this will be totally different within three months. **Covid-19** changed everything and **draw attention to topics** you did not pay attention earlier. You have to be flexible and Google can help you with that.
Bread-, and pastry industry	**Google** will be used when the right information is not there.
Sugar industry	No information that is missing.
Cacao-, and chocolate processing industry	**Consumer trends** as the company is producing for the end consumer. It is important to know what the end consumer likes or what will become a trend.

	There is no specific information that is missing, but when there is information **Google** is the source. When reading on the computer or tablet it is easy to switch to Google.
Sauce-, salt-, and spices industry	Right now there is **no magazine or newspaper** that is focussing on **spices only**, but all the products that Dutch people buy in the supermarket contains spices. The information that is needed is not available in magazines or newspapers, therefor the most used source is Google, competitors, or other companies in the chain.
Animal feed industry	**Positivity**.

3.6 Topics that are not interesting for employees in the food processing industry

Most of the interviewees could not think of something that is not interesting for them, as many of the interviewees have a broad interest of topics. These answers are mainly based on personal preferences, as someone who works in the slaughterhouses and meat processing industry is not interested in flower bulbs, for instance. Most of the interviewees will look over the newspaper, newsletter or magazine and what employees do not find interesting is something that will not be read.

"I do not exclude something beforehand, but when I read the head and I do not find it interesting I will go to the next article." – CEO, sauce-, salt- and spices industry

Some interesting answers were that it depends on the project, and the place where the company is located should be more reports about that area instead of the other side of the country.

"Our company is located in the south of the Netherlands, but there are only company reports about the north or east of the Netherlands. This does not give me insight about what my clients want." – Manager, animal feed industry

Table 5: : Answers to interview questions by sub industry

Sub-industry	Answer
Slaughterhouses- and meat products industry	**Flower bulbs and tulips**. No, because there is always an article that is interesting. It is always the case that there is something less interesting. For example, **phosphate** is a topic that is interesting, but not relevant at all.
Vegetables-, and fruit processing industry	About **IT, machines or building**.
Edible oil-, and fat industry	No.

Bread-, and pastry industry	It **depends** on the project I am working on.
Sugar industry	No specific topics, but I read the heading and decide whether I find it interesting or not.
Cacao-, and chocolate processing industry	No not really. The **advertising stories** are not interesting. It means an interview with a company but in the meanwhile the company is trying to sell something or promote a product.
Sauce-, salt-, and spices industry	There are no specific topics which are less interesting, but it is more about topics that should be in the magazine or newspaper.
Animal feed industry	**Business reports** about companies not in my own region.

4. Discussion of Results

In this chapter of the report a brief discussion of the results will be given based on the results given in chapter 3. Additional information that will be given in this chapter is what could have been better as well as what did go well.

The objectives of the research were:
- To find out what are the interests, in terms of online or offline as well as what kind of topics, of the employees working in the Dutch food processing industry.
- To explore the thoughts of the employees working in the Dutch food processing industry.
- To get an insight of what employees in the Dutch food processing industry think of magazines as well as articles.

4.1 Access to information by employees in the food processing industry

This research found out that the majority of the employees working in the Dutch food processing industry have more than 5 subscriptions on magazines or newspapers. With a little more research how many magazines or newspaper Dutch people have in the household it is stated that this research is in line with other researches. In general Dutch people have an average of 5 to 15 magazine or newspapers subscriptions (Verberk, Kunkel & Crijnen, 2019). The reason why the amount of subscriptions households have are compared with the amount of subscriptions employees have is that there is no other measurement as there is no research about it. The amount of subscriptions that Dutch households have is the closest to the Dutch employees.

The majority of the employees in the Dutch food processing industry filled in during the survey that information is mainly read on the laptop or computer. The researcher of this report thinks that there is a simple explanation for, because the people that were targeted are managers and CEO's in the food processing industry. These employees are mainly working on the laptop or computer and therefor it is easy to switch to another tab on the computer. While looking for a physical newspaper takes a lot more time and maybe time is something that employees do not have. It is also a little break from work for a couple of minutes and still be productive while reading about the industry.

In the results one can see that many people answered that social media and website are an important source to find information. There is an explanation for it, because as mentioned above a lot more people are finding the information on the laptop or computer. While working on the laptop or computer, social media and a website are sources to easily switch to on the laptop or computer.

4.2 Information that employees in the food processing industry read

Almost all (94%) employees in the Dutch food processing industry read about the agricultural industry. The author of this report thinks that this is related to the employees who filled in the survey. The employees that were targeted are the employees working in the food and agri-sector. The companies where the employees work is closely related to the agricultural industry and therefor the information about the agricultural industry is needed to do the job properly.

The employees working in the Dutch food processing industry read the most about general news, business, and market prices and analysis. There are no specific resources that state why exactly these topics are interested for the employees, but in 1.2 it is stated that employees, in general, use several sources to get the right information. The researcher thinks that this is related to the topics, because general news and business are vague terms and therefor very broad terms. This means that the employees read very broad information and no specific topics that could be mentioned. With this wide range of sources that employees use there is no time to spend a lot of time reading everything in detail about all different kinds of topics. All these topics together is what the employees see as general news or business.

4.3 Time and money that employees invest to read information about the food processing industry

The majority of the respondents said to read about 1 to 3 times a week. For Dutch people this is below average, because from a research it has been stated that 61% of the Dutch inhabitants read the news daily and therefore use at least one source to read approximately 5 minutes per day. The other 39% did not say to not read the news at all, but probably not daily or do not read at least 5 minutes per day. (Wennekers & de Haan, 2017)

The author of this report thinks that the amount of money that employees are willing to spend varies as much as mentioned in chapter 3.3 because of how big the company is. For example, some proprietorships does not have a lot of money to spend on subscriptions and will probably easily go to find the right information on the internet, whereas a company as FrieslandCampina is able to spend more money on subscription. FrieslandCampina would prefer to give the employees the right resources.

4.4 Topics that are interesting for employees in the food processing industry

The topics that are interesting, as described in chapter 3.4, are per industry different from each other. As described in chapter 1.1 the Netherlands is very innovative country, but this has never been an answer in one of the interviews nor given as an answer in the survey. The author of this report thinks that this could be something that is a common topic of interest for the employees working in the Dutch food processing industry. To stay up-to-date with reading information about innovation in the industry and what other companies are innovating might be interesting for everybody. Innovation is never mentioned, but this might fall underneath general news or business news. With this research this is not very specific defined what is general or business news.

4.5 Information that is not or barely available for employees in the food processing industry

There is no information not to barely available, because everyone is using the world wide web to look for the right information if employees cannot find it. The author of the report thinks that it is hard to find something that is not available, because of the online world where all the information can be found on the internet. Whereas when there is an actual problem, companies will do some research about it and make a whole project out of it.

4.6 What kind of topics are not interesting for employees in the food processing industry

There is a wide range of topics which are not interesting for employees, and per industry only one or maybe two topics are mentioned. The author of this report thinks that there are a lot topics not interested for a certain reader, but this is not based on the industry where the employees are working at. Beside the own industry there are industries which are interesting for the food processing industry, for example a baker is interested in the flour industry. The same baker does not say that something is not interesting, but he might not be interested in the animal feed industry. Articles about the industries that are not interested will not be read and therefor the employees cannot think of these topics.

4.7 Reflection

The survey did not go as planned, because based on sample size calculations with a confidence level of 95% and a margin of error of 5% the amount of respondents that were needed to have a valid research was 383. The amount of respondents that responded to the survey was 202. The response rate was lower than 30% on the email. The survey was sent to 1500 employees by mail and 7.946 were targeted through LinkedIn. This is a response rate of 9,2% through email, and 0,8% through LinkedIn. This should be done differently next time, because the researcher might approach the respondents differently. An effective way to reach people is to ask a call centre to call the target group and fill in the survey for the target group. Email and LinkedIn might have not been the most effective way to collect answers to the survey. The researcher only had a couple of weeks to collect the right data and to get the right amount of responses. If the researcher had more time the respondents had more time to fill in the survey and could have resulted in more responses. With a higher amount of respondents the research would have been more reliable than it is right now.

Something that went well is that the research went according to the schedule. The survey closed on time in order to process all the data.

The interview did not turned out the way the researcher wanted to. Not all the industries mentioned in graph 1 were covered, but only 8 of them and a few industries that were interviewed twice. Something that did go as planned is the amount of interviews, because the goal was to do nine interviews. The researcher did a total of ten interviews.

5. Conclusions and Recommendations

In this section of the report the conclusion to each sub question will be given, the main question will be answered and recommendations will be given for the publishing industry.

5.1 Conclusion

5.1.1 Access to information by employees in the food processing industry

Employees working in the Dutch food processing industry access information through a subscription online as well as offline as the majority of the respondents have more than one subscription. The industry where most companies have 5 or more subscriptions is the dairy industry.

The answer to the sub question; "how do employees in the Dutch food processing industry access information?" is:

Employees in the Dutch food processing industry access the information through several subscriptions. If the employees in the Dutch food processing industry have several subscriptions employees gather information through social media as well. These subscriptions mean an online subscription on the website, social media, and newsletter, because the employees in the Dutch food processing industry read mainly online on the computer or laptop.

5.1.2 Information that employees in the food processing industry read

The Dutch food processing industry reads about the fruits and vegetable industry and the dairy industry, even though the employees do not work in that specific industry.

The answer to the next sub question; "what type of information do employees in the Dutch food processing industry read?" is:

Employees in the Dutch food processing industry read the most about the agricultural industry even though this is not the industry where employees are working at. Employees read about general news, business, and market prices and analysis, but the majority is less interested in opinions.

5.1.3 Time and money that employees invest to read information about the food processing industry

The employees in the Dutch food processing industry do not spend a lot of time reading news about the food industry. Most of the respondents read 1 to 3 times a week and about 16 to 30 minutes to read.

The answer to the third sub question; "how much are the employees in the Dutch food processing industry willing to spend on information in terms of money and time?" is:

Employees in the Dutch food processing industry are willing to spend 1 to 3 times per week on reading information about the food processing industry. In terms of money the employees in the Dutch food processing industry are willing to spend €0 to €100 per year, but the second most given answer is €501 to €1000. It means that on average the employees

in the Dutch food processing industry are willing to spend between €300 to €400.

5.1.4 Topics that are interesting for employees in the food processing industry

The topics that are interesting for the employees in the food processing industry are very broad. The conclusion can be made that CEO's and managers within a company are interested in general news. Respondents would like to know what is happening in the industry and not about in-depth information about a specific topic. It is important that CEO's and managers get a general idea of what is new in the market and what is changing. It is not important to know specific information about a topic since the specific information can be found on the internet.

The answer to the sub question; "are there specific topics at this moment which are interesting for the employees in the food processing industry?" is:
There are no specific topics that the majority of the employees in the Dutch food processing industry find interesting. There are certain types of information that the employees would like to read. It is very personal what the employees find interesting, for example a few of the respondents said it is related to the position as CEO or manager but others said prices or general information about the market.

5.1.5 What kind of information is not to barely available for employees in the food processing industry

There is no specific information that all the employees do not have access to or which is barely available. Google is the most used source by employees when employees cannot find something in magazines or newspapers or looking for some more information from an article. There will always be Google or another website to provide the information that the employee is seeking for.

The answer to the sub question; "are there topics about information that is not or barely available according to the food processing industry employees?" is:
There are some industries that the information is not available, for example the spices industry which mentioned no information about spices can be found in magazines or newspaper. Most of the industries mentioned that there is no specific information not available.

5.1.6 What kind of topics are not interesting for employees in the food processing industry

Topics that are not interesting will not be read by the employees in the Dutch food processing industry. It is hard to think of a specific topic, but topics which employees in the Dutch food processing industry cannot relate to is not interesting.

The answer to the last sub question; "are there specific topics which are not interesting for the food processing industry employees?" is:
Many of the interviewees mentioned that there are a lot of things interesting, but when

there are topics not interesting enough to read it just go to the next article or do not click on that specific topic.

5.1.7 Information that employees working in the food processing industry in the Netherlands are looking for

The answer to the main question; "what kind of information are employees working in the food processing industry in the Netherlands looking for?" is:

Employees in the Dutch processing industry are mainly looking for online content, which can be either on a website as well as on social media. This can be a website where employees have or the company has a subscription or it can be a website and social media for free. The information where employees are looking for is mainly general news about the dairy industry what employees in the Dutch food processing industry are looking for. No in-depth information about, for example, machines, because as manager or CEO another department will find that interesting. Employees find it interesting to know what is going on in the industry and the related industries in general.

5.2 Recommendations

Below the recommendations will be given for the target group of this research, the Dutch publishing industry.

The first recommendation is to focus on the dairy industry, because this is the industry where most people have more than 5 subscription. By targeting the dairy industry the main focus needs to be on online content as this is what people in the Dutch food processing industry read the most. This means providing online subscriptions on the website without receiving the physical newspaper.

The second recommendation is to focus on content about the fruits and vegetables industry as well as the dairy industry as these industries are the most popular industries to read about. The specific content to focus on are general news, business, and market prices and analysis. As these are very broad topics to write about, further research is needed to narrow down what employees mean with general news, business, and market prices and analysis.

The third recommendation is to focus on spreading content 1 to 3 times a week which takes not more than 30 minutes to read. Within this online subscriptions it is important to limit the amount of money spend on this subscription to €400 per year.

The fourth recommendation is to focus on the broader content and not providing in-depth information about new techniques as the target group wants to know in general what is going on within the sub industry. Focus on topics that gives managers and CEO's in the dairy industry stress or find out the real pain within this industry.

The last recommendation is to find a topic within the dairy industry which is hard to find in other magazines. This will prevent the employees from going on Google or any other source of information. There is further research needed to figure out specific topics in the

dairy industry which gives employees a reason to find other sources to find the right information.

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Appendix 1: Survey Questions

1. What kind of position do you have?
   - CEO
   - Manager
   - Team leader
   - Employee
   - Other…..

2. What is the name of your company?

3. How many subscriptions on magazines/newspapers do you have within the company you are working in?
   - 1
   - 2
   - 3
   - 4
   - 5 or more

4. What is the size of company you work for?
   - 0-50 employees
   - 51-100 employees
   - 101-200etc
   - 201-300etc
   - 301-400
   - 401-500
   - 500 or more

5. In which industry is the company is operating
   - Slaughterhouses and meat products industry
   - Fish processing industry
   - Vegetables-, fruit processing industry
   - Edible oil- and fat industry
   - Dairy industry
   - Flour industry
   - Bread- and pastry industry
   - Sugar industry
   - Cacao- and chocolate processing industry
   - Cacao processing industry
   - Chocolate- and sugar processing industry
   - Coffee roasters and tea parcels
   - Sauce-, salt-, and spices industry
   - Snack industry (incl. salads)
   - Diet food industry
   - Animal feed industry
   - Other

6. About which industry do you read information?
   - Slaughterhouses and meat products industry

- Fish processing industry
- Vegetables-, fruit processing industry
- Edible oil- and fat industry
- Dairy industry
- Flour industry
- Bread- and pastry industry
- Sugar industry
- Cacao- en chocolate processing industry
- Cacao processing industry
- Chocolate- en sugar processing industry
- Coffee roasters and tea parcels
- Sauce-, salt-, and spices industry
- Snack industry (incl. salads)
- Diet food industry
- Animal feed industry
- Other

7. How often do you read information about the food sector?
   - 1-3 times per week
   - 3-5 times per week
   - Daily

8. How much money do you spend per year (on average) to receive information ?
   - 0-100 what are the units? Euros? Dollars? Cents? Pounds?
   - 100-200
   - 200-300
   - 300-400
   - 400-500
   - 500 or more

9. On what time during the do you read the news?
   - In the morning when you wake up
   - In the morning during the coffee break
   - In the afternoon during lunch break
   - In the afternoon during the tea break
   - In the evening during diner
   - In the evening after diner
   - Other

10. What kind of information do you read?
    - General news
    - Politics/Laws and regulations
    - Market prices and -analysis
    - Trends and developments
    - Business (business news)
    - Opinions
    - Business reports

- Other….

11. Through which platforms do you receive information about the food sector right now?
    - Social media
    - Newspaper
    - News on tv
    - Radio
    - Colleagues
    - Websites
    - Newsletter
    - Other

12. How many minutes per day do you read about the food sector?
    - 0-15
    - 15-30
    - 30-45
    - 45-60
    - 60+

13. How do you like to receive the news?
    - Phone
    - Tablet
    - Computer/Laptop
    - Print edition
    - Through listening
    - Other

14. Can we contact you for further research, e.g. an interview?
    - Yes
    - No

15. If yes, fill in the following information:
    - Name
    - Email address
    - Phone number

16. Do you have any other questions or comments?

Appendix 2: Survey Questions Dutch

1. Welke functie heeft u?
   - CEO
   - Manager
   - Teamleider
   - Medewerker
2. Hoe heet het bedrijf waarin u werkzaam bent?
3. Hoeveel verschillende abonnementen op vakbladen heeft u binnen uw bedrijf?
   - 1
   - 2
   - 3
   - 4
   - 5 of meer
4. Hoeveel personen zijn er werkzaam binnen het bedrijf?
   - 0-50
   - 51-100
   - 101-200
   - 201-300
   - 301-400
   - 401-500
   - 500 of meer
5. Kies de sector waarin u werkzaam bent?
   - Slachterijen en vleeswarenindustrie
   - Visverwerkende industrie
   - Groente-, fruit verwerkende industrie
   - Spijsoliën- en vettenindustrie
   - Zuivelindustrie
   - Meelindustrie
   - Brood- en deegwarenindustrie
   - Suikerindustrie
   - Cacao- en chocolade industrie
   - Koffiebranderijen en theepakkerijen
   - Saus-, zout-, en specerij- industrie
   - Snackindustrie
   - Diervoederindustrie
   - Anders, namelijk….
6. Over welke sector leest u over het algemeen de meeste informatie?
   - Slachterijen en vleeswarenindustrie
   - Visverwerkende industrie
   - Groente-, fruit verwerkende industrie
   - Spijsoliën- en vettenindustrie
   - Zuivelindustrie

- Meelindustrie
- Brood- en deegwarenindustrie
- Suikerindustrie
- Cacao- en chocolade industrie
- Koffiebranderijen en theepakkerijen
- Saus-, zout-, en specerij- industrie
- Snackindustrie
- Diervoederindustrie
- Anders, namelijk…..

7. Hoe vaak in de week leest u vakinformatie over de voedselsector?
   - 1-3 keer per week
   - 3-5 keer per week
   - Dagelijks

8. Hoeveel geld geeft u per jaar uit om vakinformatie te ontvangen
   - €0-€100
   - €101-€200
   - €201-€300
   - €301-€400
   - €401-€500
   - Meer dan €500

9. Op welk tijdstip leest u informatie over de voedselsector?
   - In de ochtend wanneer u opstaat
   - In de ochtend tijds de koffiepauze van 10.00 uur
   - In de middag tijdens de lunch
   - In de middag tijdens de koffiepauze van 15.00 uur
   - In de avond tijdens het avondeten
   - In de avond na het avondeten
   - Anders, namelijk….

10. Via welke kanalen ontvangt u op dit moment deze informatie over de voedselsector?
    - Social Media
    - Krant
    - Collega's
    - Website
    - Nieuwsbrief
    - Misset Uitgeverij
    - Anders, namelijk

11. Wat voor soort vakinformatie leest u vooral?
    - Algemeen nieuws
    - Politiek en beleid
    - Marktprijzen en -analyses
    - Business (bedrijfsnieuws)
    - Opinie

- Bedrijfsrapportages- en rapportages
- Anders, namelijk….

12. Hoe vind u het prettig om het nieuws uit de voedsel sector te volgen?
- Telefoon
- Tablet
- Computer/Laptop
- Fysieke krant
- Door te luisteren
- Anders, namelijk….

13. Hoeveel minuten leest u gemiddeld op de dagen dat u over de voedsel sector leest?
- 0-15 minuten
- 16-30 minuten
- 31-45 minuten
- 45-60 minuten
- Meer dan 60 minuten

14. Mogen we nog een keer contact met u opnemen voor verder onderzoek?
- Ja
- Nee

15. Zo ja, noteer uw contactgegevens hieronder
- Naam
- E-mailadres
- Telefoonnummer

16. Hebt u nog andere opmerking, vragen of suggesties?

Appendix 3: Interview Questions

1. What kind of topic do you find interesting?
2. Are there any topics from where the information is hard to find?
3. Are there specific topics which are not interesting for your sub industry?
4. Are there any more question or comments?

Appendix 4: Interview Question Dutch

1. Wat voor soort onderwerpen vindt u interessant?
2. Zijn er bepaalde onderwerpen waarvan de informatie moeilijk te vinden is?
3. Zijn er bepaalde onderwerpen die niet interessant zijn voor uw industrie?
4. Heeft u verder nog vragen of opmerking die u graag kwijt wil?

Appendix 5: Interview Results

Interview\Interview vragen ADM Kant.m4a

Interview\Interview vragen Coppens Klaassen.m4a

Interview\Interview vragen Cosun Iding.m4a

Interview\Interview vragen Foodpack Klooster.m4a

Interview\Interview vragen Gilles Wevers.m4a

Interview\Interview vragen Hoogesteger Abels.m4a

Interview\Interview vragen Kumasi drink Klunder.m4a

Interview\Interview vragen LogoChoco Glas.m4a

Interview\Interview vragen Minerva ten Cate.m4a

Interview\Interview vragen Truspices Sinar.m4a

Interview Chello Heslinga
1. **Uit uw enquête is gebleken dat u algemeen nieuws en business interessant vind. Kunt u hier misschien iets meer uitleg over geven?**
Belangrijk om bij te blijven in de vak literatuur en wat er speelt in de markt. Zo algemeen mogelijk te laten informeren.
2. **Uit uw enquête is gebleken dat u liever fysiek vakinformatie leest, waarom deze keuze?**
Bewuste keuze. Om even los van het scherm te komen. Ik heb hier een persoonlijk abonnement op en lees het in mijn vrije tijd.
3. **Op dit moment zijn duurzaamheid, de internationale industrie, en opinie stukken veel besproken onderwerpen, hoe belangrijk zijn deze onderwerpen voor u?**
Ik lees over beide veel. Meer over de ontwikkelingen en minder over duurzaamheid. Het is dan een combinatie van opinie stukken en feiten.
4. **Welke vakinformatie mist u op dit moment die u wel graag zou willen ontvangen?**
Op zich niet dan probeer ik het zelf op zoeken. Google zoeken.
5. **Zijn er bepaalde onderwerpen die minder interessant zijn voor uw industrie?**
Hangt ervan af waar ik mee bezig ben. In eerste instantie zoek ik wel via google of Linkedin.

Appendix 6: Correlations Survey

https://d.docs.live.net/a06bd9f82ba8eb0f/Documenten/IFB%20year%204/Afstudeerstage%20%5e0%20scriptie/Misset%20Uitgeverij/Afstudeeronderzoek/FoodAgribusiness%20Marktonderzoek%20definitief.xlsx