

## **Abstract**

Shoppers, science and supermarkets are three elements of the food value chain which are intrinsically linked, are often at loggerheads and have the ability of adding substantially to each other's value streams – if they were only singing from the same hymn sheet. Shoppers have more choice in the first decade of the 21<sup>st</sup> century than has ever been available before. Supermarkets dominate retailing on a global scale, act as gatekeepers to the consumer and are one of the town. Science understands that supermarkets and shoppers hold the key to research funding in the food portfolio – so let's talk. This paper discusses how shoppers, science and supermarkets could leverage better off each other's expertise in order to create more opportunities for the entire horticultural supply chain, themselves included. The content of the paper is based upon The AgriChain Centre's expertise and experience as an industry facilitator with the ability to provide strategic direction and coordination competence where angles usually fear to tread. The opportunities for intensified cooperation between shoppers, science and supermarkets will be demonstrated through the application of an action learning methodology based business tool developed by The AgriChain Center, the CON-Factor Construct. A real opportunity exists for science to satisfy both shopper's and supermarkets' requirements and this paper will explore how this can be achieved.