Food trends-
Their impact on producers
and processors

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WEBINAR SERIES

WEBINAR: Power Up Your Food Business

Gary Morton  Peter Chapman
A retailer’s perspective:

1. Pacific rim flavours
2. Shelf stable probiotics
3. Phat fats
4. Next level hemp
5. Faux meat snacks
6. Eco-conscious packaging
7. Trailblazing frozen treats
8. Marine munchies beyond seaweed
9. Snack time upgraded
10. Purchases that empower
A media perspective:

1. Cooking with cannabis
2. Caviar
3. Clear foods (transparency)
4. Edible cocktails
5. Gold
6. Mushrooms
7. Octopus
8. Seaweed
9. Peruvian
10. Smart cooking
An evolving value chain:

1. Consumer has higher expectations
2. Selling to large retailers is a challenge
3. More frequent and fragmented shopping
4. Big brands are challenged
5. Relevance means more
6. Sustainability is back
7. Buy local means buy Canada
8. Tastes are changing faster than ever
It’s not about making great products to sell...

It’s about selling the great products you make
SKUFood C.A.R.T. Process

A Proven Recipe For Getting More Of Your Products In More Carts, More Often.

Consumers
- Who are they?
- How do they eat/cook/use the products?
- Why do they buy?
- Where do they shop?

Alignment
- How can you understand your customer better?
- How can you support your customer more?
- What is the definition of success you and your customers have?
- Your plan to communicate and develop the relationship?

Retail Plan
- Different strokes for different folks, how can you differentiate the plan for each customer?
- What can you afford?
- What proactive, innovative initiatives can you develop?
- When will you implement the retail plan with customers and consumers?

Trust
- How do you define trust?
- Trust = Price + Quality + Experience
- How will you determine consumers and your customers trust you?
- Who do you trust?

Outcomes
- The right sales
- Loyal consumers
- Satisfied customers
- A successful business today and tomorrow

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## SKUFood C.A.R.T. Process

A Proven Recipe For Getting More Of Your Products In More Carts, More Often.

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It's not about making great products to sell; it's about selling the great products you make.
1. Bricks & mortar vs. online
2. Food waste
3. Sustainable packaging
1. Bricks & mortar vs. online
Bricks & mortar vs. online

“Online grocery is complicated, it is changing quickly and it’s where most of the growth is happening with a CAGR of 13% (vs. 1.3% in store).”

Brickmeetsclick.com
Bricks & mortar vs. online

“35% of consumers in Asia claimed to purchase fresh food online.”

Nielsen connected commerce report
Bricks & mortar vs. online

“Online will be 18% of grocery by 2025.”

MoffettNathanson-NYC
What does this mean for you?
Packaging
Artificial intelligence

QUICK SHOP IS YOUR PERSONALIZED STORE

After you place your first order, we’ll start filling out this section with all the items you love to buy. You’ll also find personalized recommendations and deals.
Artificial intelligence
Delivery model

Click & collect
- walmart.ca
- Loblaws
- saveonfoods
- Local Line

3rd party pick up
- Penguin Pick-Up

Direct
- Sobeys
- Bryson Farms

3rd party warehouse

3rd party delivery
- Fresh St. Market
- Costco
- IGA
- Amazon
Bricks & mortar vs. online

Packaging

1. Less is more
2. Functional in a new world
Bricks & mortar vs. online

Artificial intelligence

1. How products are found
2. Exposure vs. making a great product
Bricks & mortar vs. online

Delivery model

1. Captive audience
2. Order profile changes
3. Refrigeration
2. Food waste

Wasting away
It’s easy to assume food waste is someone else’s problem—restaurants? grocery stores?—but your own fridge is the real culprit

Canada’s Food Waste: $31 Billion

Chart source: The Waste Not Want Not Cookbook by Cinda Chavich (Touchwood Editions)
Food waste

“For the average Canadian household food waste amounts to 140 kgs per year which amounts to over $1,100”

Lovefoodhatewaste.ca
Food waste

Canadians per capita 396kg
United States per capita 415kg
Mexico per capita 249kg
Commission for environmental cooperation
Food waste

Reduce food waste by 50% by 2025
What does this mean for you?
Package size/format
Shelf life/home life
Message

Rubies in the rubble
Food waste

Package size/format
1. The right size
2. More prepared-less waste
3. Bulk-buy what they want
Food waste

Shelf life/home life

1. Room for innovation
2. Give them more time w/o sacrificing quality
Food waste

Message

1. Fresh moving to processed
2. “A taste test, not a beauty contest”
3. Sustainable packaging
Sustainable packaging

“Taking into consideration our customer feedback and our desire to be great neighbours, we have been taking a careful look at our packaging and the opportunities that exist to make improvements with respect to sustainability”

Trader Joe’s
Sustainable packaging

“It is a waste of precious resources for plastic to be used once and then landfilled”

Carol Hochu
Chief Executive
Canadian Plastics Industry Association
Sustainable packaging

“We take our waste very seriously and recycle up to 90% of the cardboard, plastics and organics that come into our stores”

Save On Foods
What does this mean for you?
It is possible

In 10 weeks the store eliminated plastic packaging from 2,000 items, including fruit, vegetables, bacon, fish and take out food.

“We took action because we could and because we felt we could make a difference.”

Andrew Thornton
Thornton’s Bugdens
Camden Borough, London

CBC
One item at a time
Lifestyle choices

“Our mission is to help Haligonians reduce their personal waste and invest in sustainable lifestyle choices.”
It is possible

1. Stores & processors proving it
2. Buy in through the value chain
3. Tell your story
One item at a time

1. Seems like a big mountain
2. Set targets
3. Engage staff
Lifestyle choices

1. Must fit with your market
2. Willing and able to support it?
3. Get there first
1. Bricks & mortar vs. online
2. Food waste
3. Sustainable packaging
Join us next week for three more trends!
It’s not about making great products to sell...

It’s about selling the great products you make
Questions?