



Imperial College
London

Looking Into the Future: Opportunities for New Zealand

Dr. David Hughes

Emeritus Professor of Food Marketing

Natural Products NZ Summit 2016

The Rutherford Hotel, Nelson

Thursday, March 17th, 2016



@profdavidhughes

www.supermarketsinyourpocket.com

www.drfood.ca



Australia's Woolworths sees 33% fall in profits

February 26th, 2016



🕒 7 hours ago | Business



Getty Images

Woolworths is Australia's largest supermarket chain but it has been up against rivals such as Coles and Aldi

And we're
really sorry
for them!

(schadenfreude
is never pretty!)

Australia's biggest supermarket chain Woolworths has posted a 33.1% fall in profits for the six months to December.

It's been a little uncomfortable for the UK
"Big Boys" and we're all very sorry for them, too!



TESCO

ASDA

The **co-operative**

M

MORRISONS

Sainsbury's



Squeezed between hard discounters
and premium retail and cannibalizing
Their Own Flagship Big Sheds!

Waitrose

Tough Trucking in Many Grocery Retailing Sectors

- Aldi/Lidl continue to increase grocery market share
- Dollar (£) stores nibbling away compounds problems
- “Non-Grocers” enter grocery – Boots UK, Shoppers Drug Mart Canada, Costco thrives, & aaaagh Amazon!
- Big fmcg goes direct to consumers
- Artisans make direct connections with consumers
- Food service strikes back with home delivery
- Big Box store volumes squeezed by strong growth in convenience stores and on-line grocery shopping
- Convenience store sector consolidating
- Slow economic growth and low inflation



Sir easyJet dabbles in grocery!



Dr. Food
@ProfDavidHughes



easyFoodstore N. London: I'm 126th in Q with 1 hour wait to enter. Equal mix press, voyeurs (Inc. me) & poor people.

10:46 AM - 5 Feb 2016



Queens Road, Wimbledon: front door of Blake Hughes & Family: "This house doesn't work without Mr. Sainsbury (well, Kevin) dropping the shopping off on a Sunday night!"



The Online Shopper Profile

Individuals



2.6x more likely
to be a new
family



Most likely 25-44 years old



More likely to be
premium than
budget shoppers



Businesses

Top business customers



Offices



Schools



Child Care



Online
Shopping
Customers

6.4%

93.6%



Source: McCrindle Research Survey, July 2014; Market Blueprint (electronic spend) data with 34% cash adjustment for offline spend provided by Quantum; Woolworths Online Shopper Profile & Database; and future projections from Professor Jan Recker, QUT.



Routine but Important Purchases:

- water
- pet food
- detergents and household cleaners
- paper goods

Household Inventory Managed by Consortium of Key Suppliers



INTRODUCING amazon pantry

Everyday Essentials
in Everyday Sizes



Good Morning Themed Box

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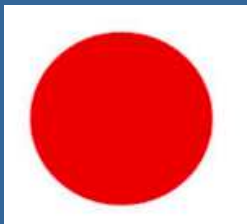


Christmas Cleaning Made Easy

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Monks Delivered Via Amazon as Role of Japanese Temples Fade



Want a Monk for a Wedding, Special Occasion?
Or We Could Do You a Couple of Attractive Herdsmen?



Amazon, eBay and ShopClues see cow dung patties selling like hot cakes

Do Export opportunities Beckon?!





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Per week
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Auckland, Hamilton & Wellington

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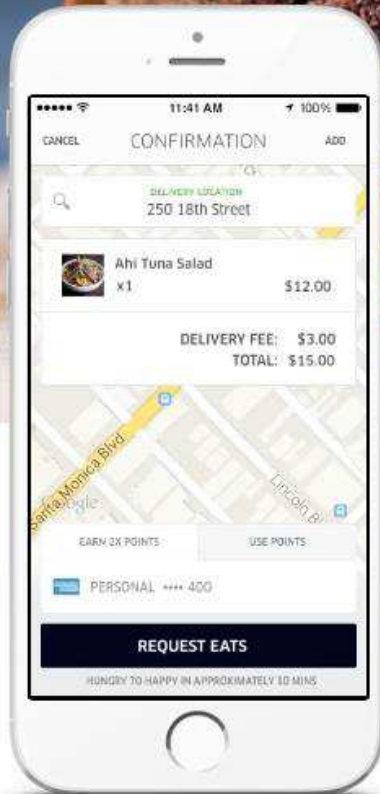
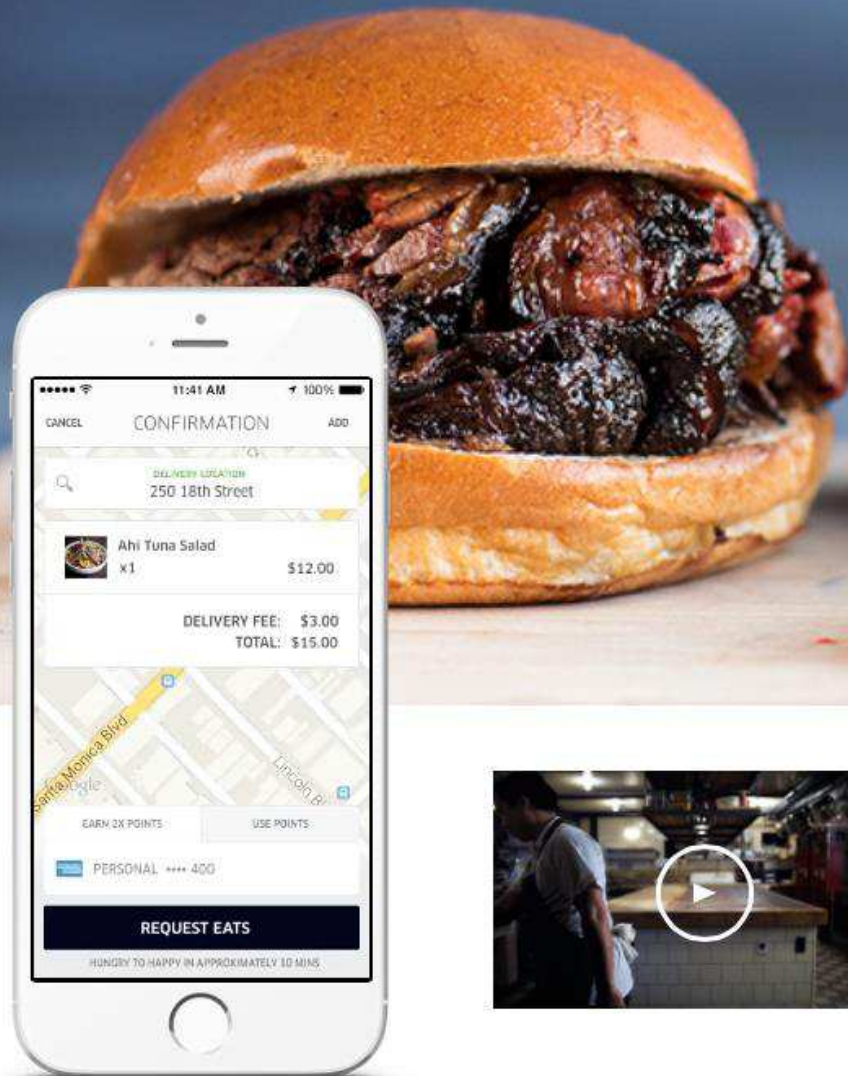
MY **GOURMET** FOODBAG

Premium produce and inspiring recipes. Ideal for couples who love fresh food and enjoy exotic flavours.

4 recipes every week
4 meals for 2 adults
Auckland, Hamilton & Wellington

\$139 .00
Per week
Free Delivery





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Brand Spectacular

Limber up those shopping fingers, we've got brand new collections from your high-street favourites

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On-Line Fashion Store **VERY** has 1.2 Million Versions of its Home Page.
“Give them what they want fast but surprise them every now and again!”

WHO boss says Big Food, Big Soda and Big Alcohol as bad as Big Tobacco



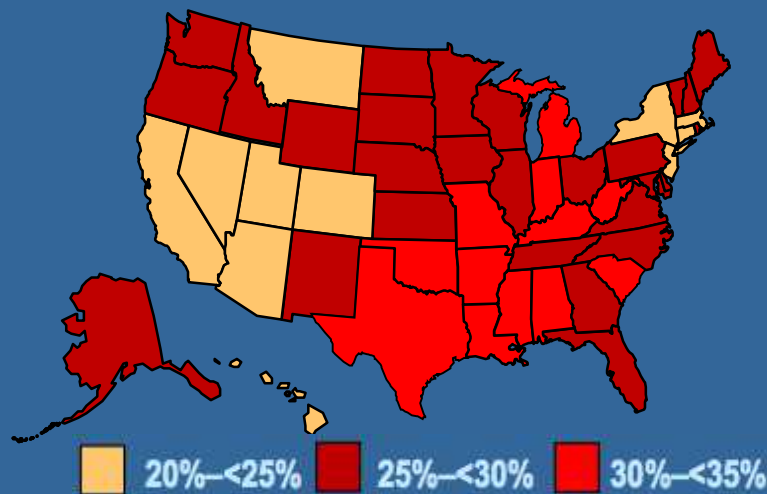
Public health faces "daunting challenge" from "Big Food", Dr Chan believes

Mexico takes title of "most obese" from America



JUN World Health Organization takes on the food industry

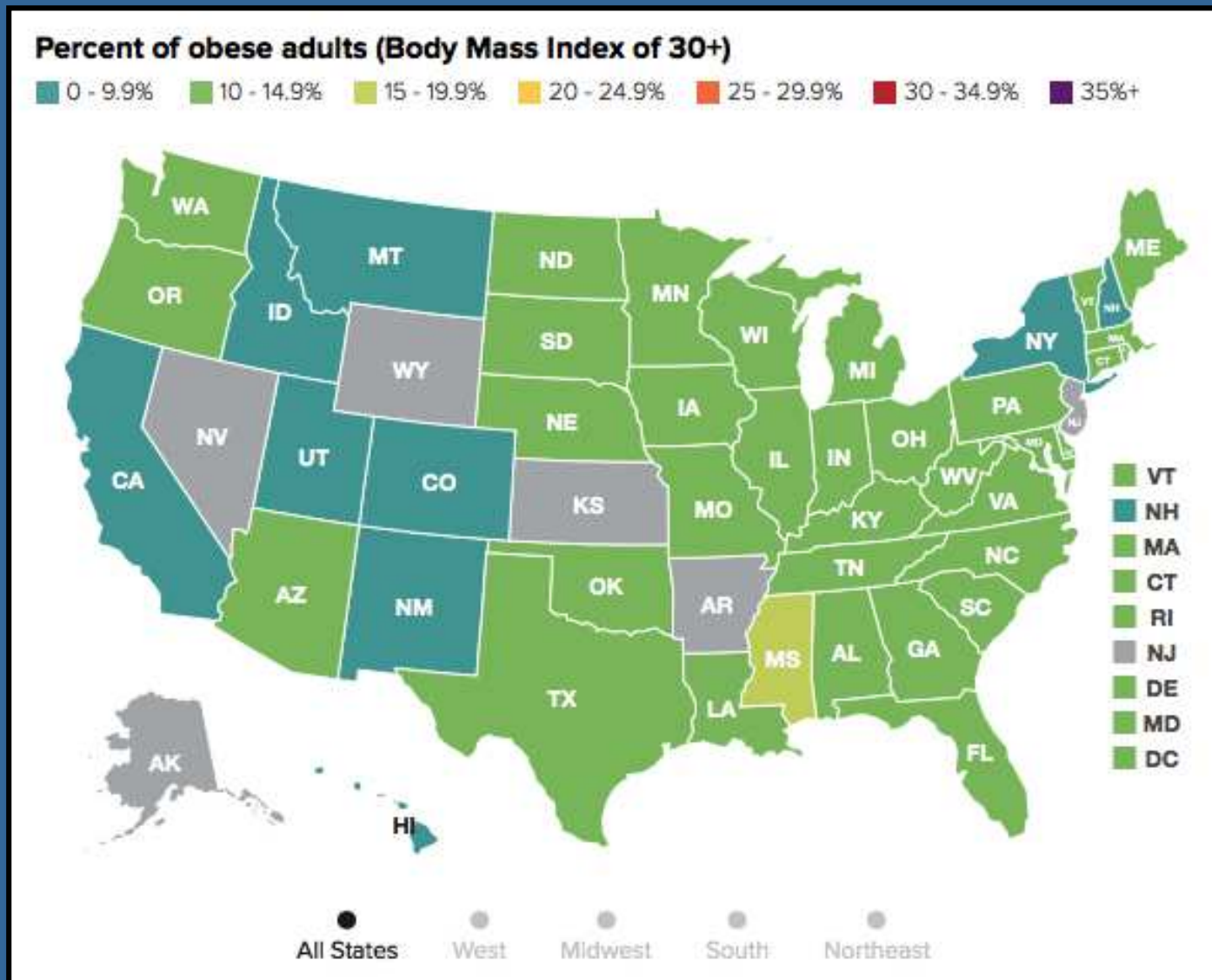
Self-Reported Obesity Among U.S. Adults



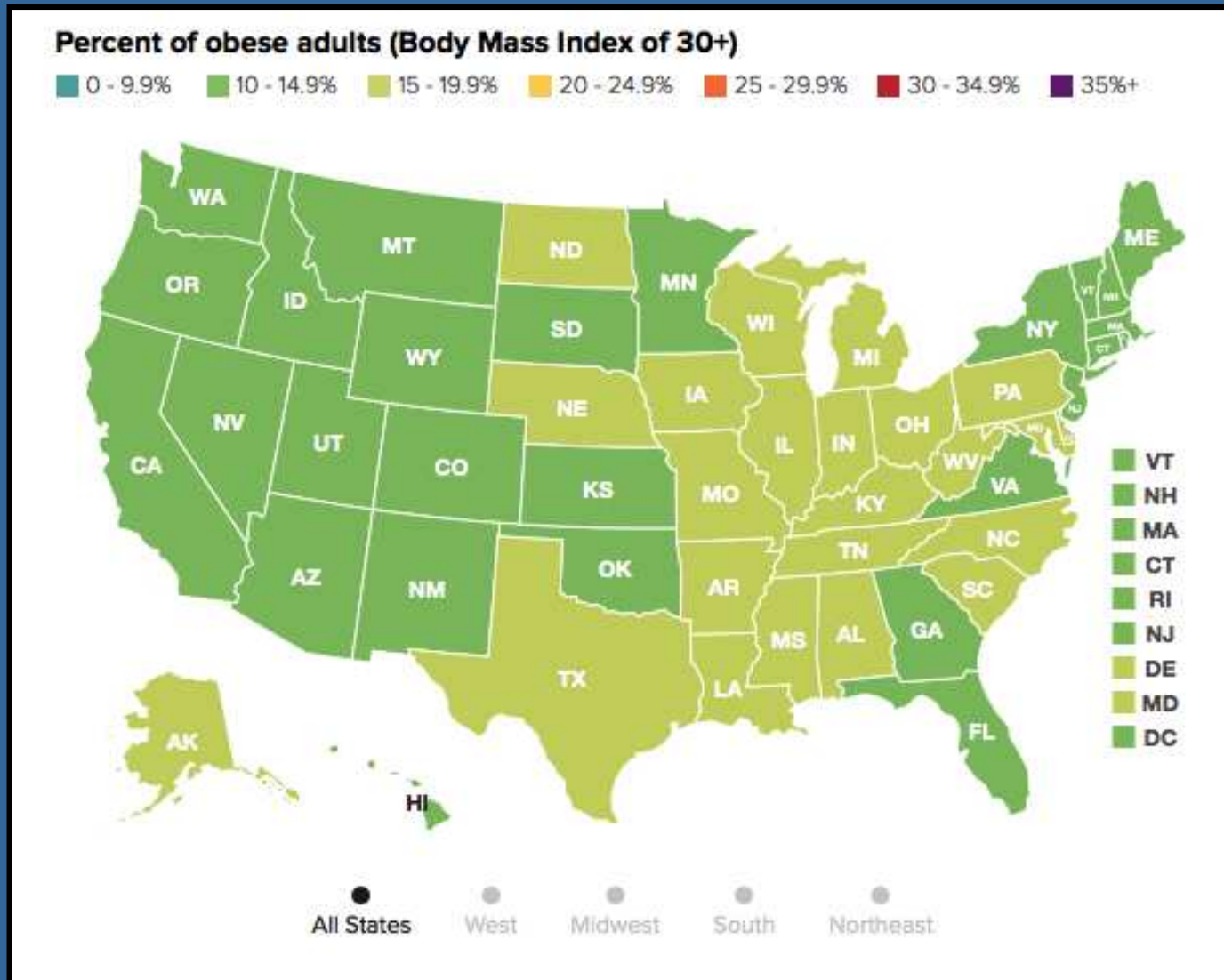
Australia rates 3rd or 4th in obesity

Australian obesity rates climbing faster than anywhere else in the world, study shows

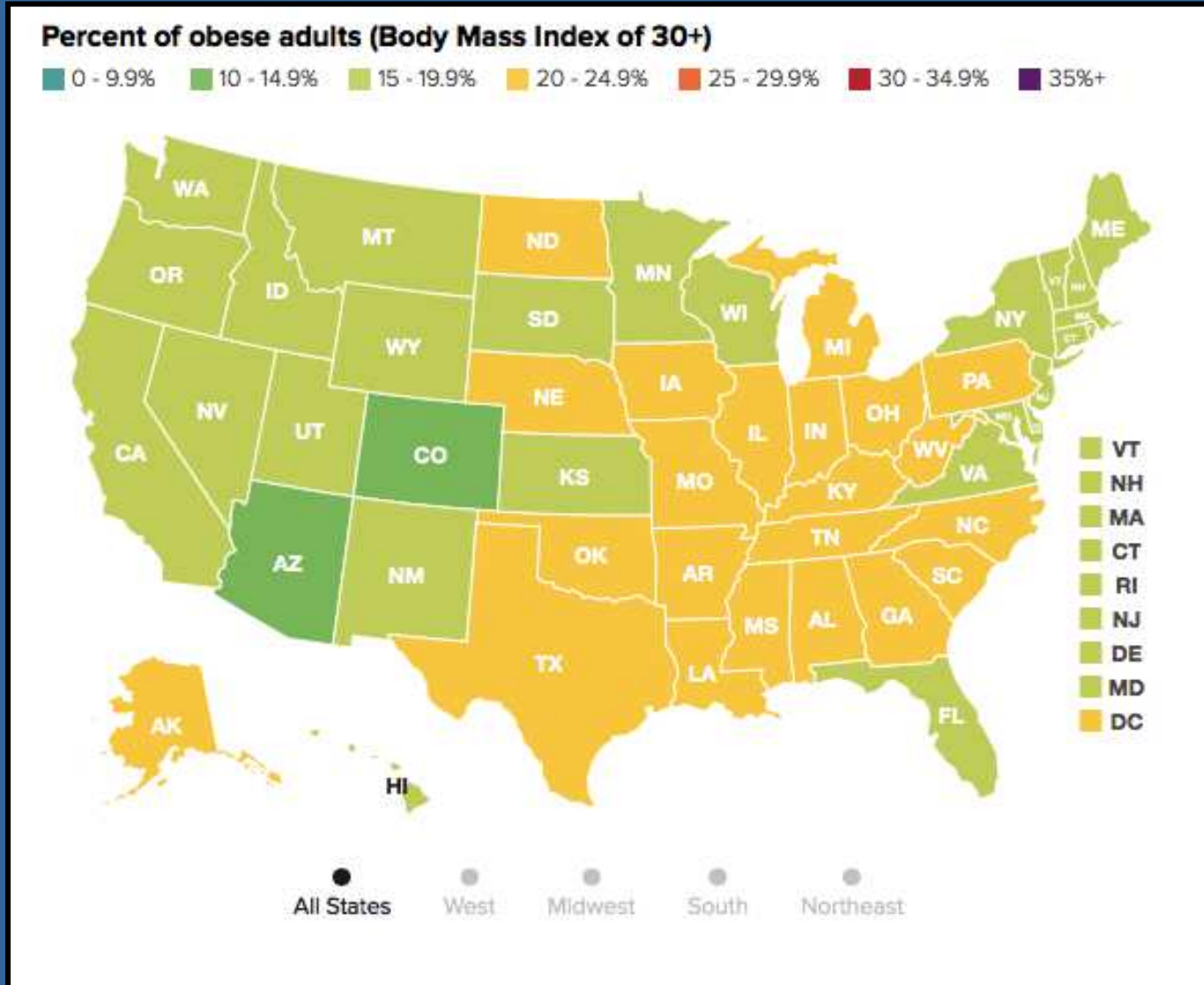
USA Adult Obesity Rate by State, 1990



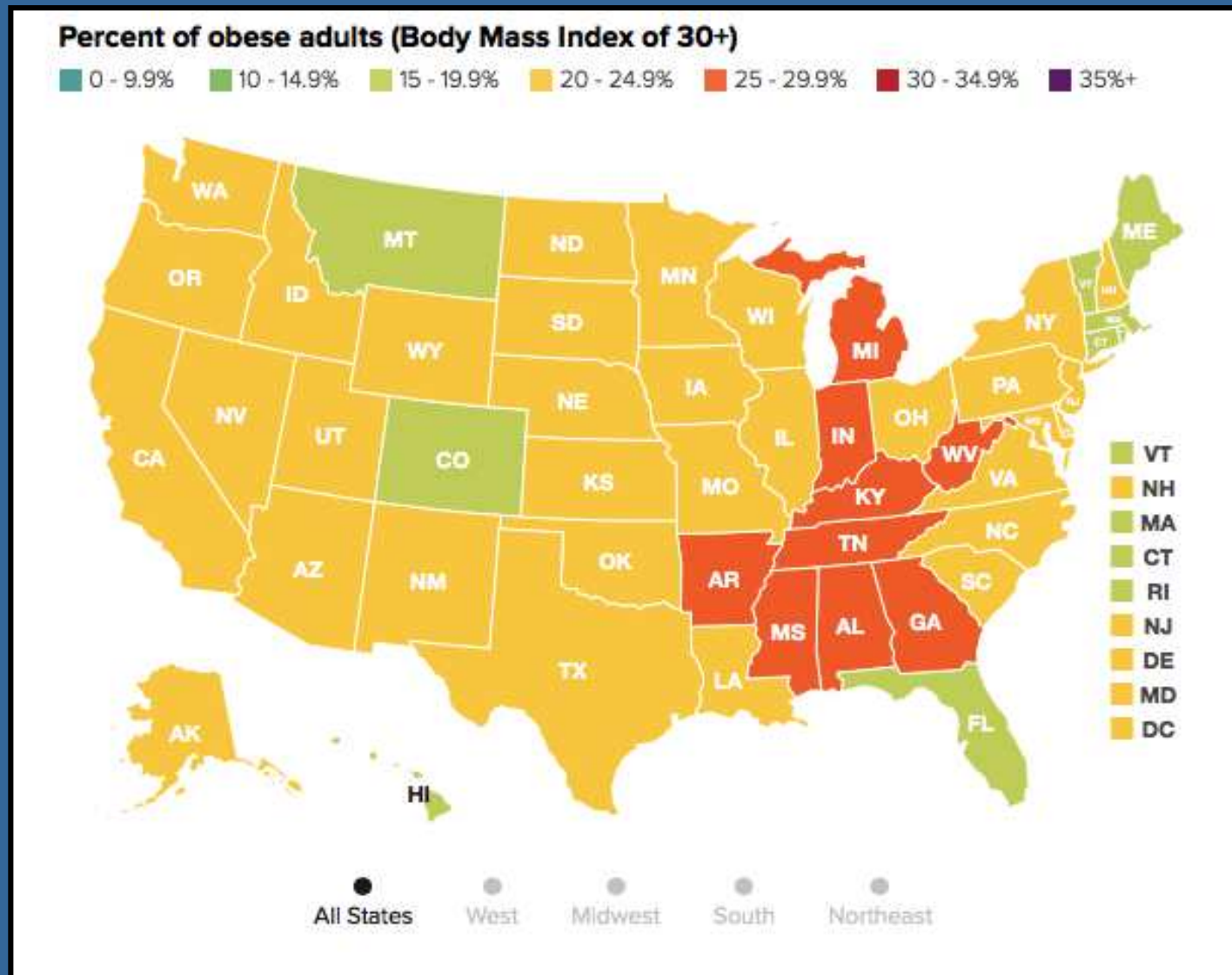
Adult Obesity Rate by State, 1995



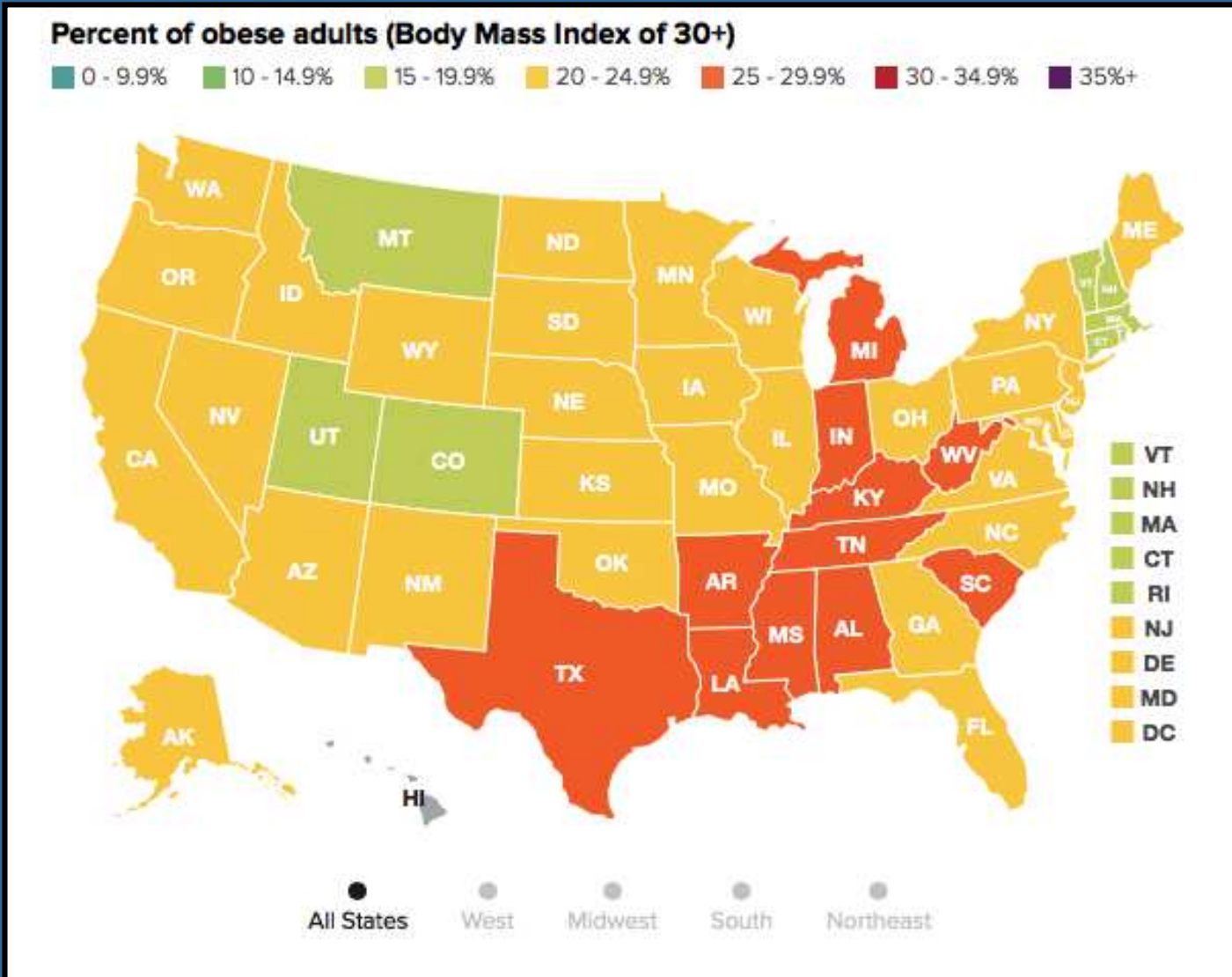
Adult Obesity Rate by State, 2000



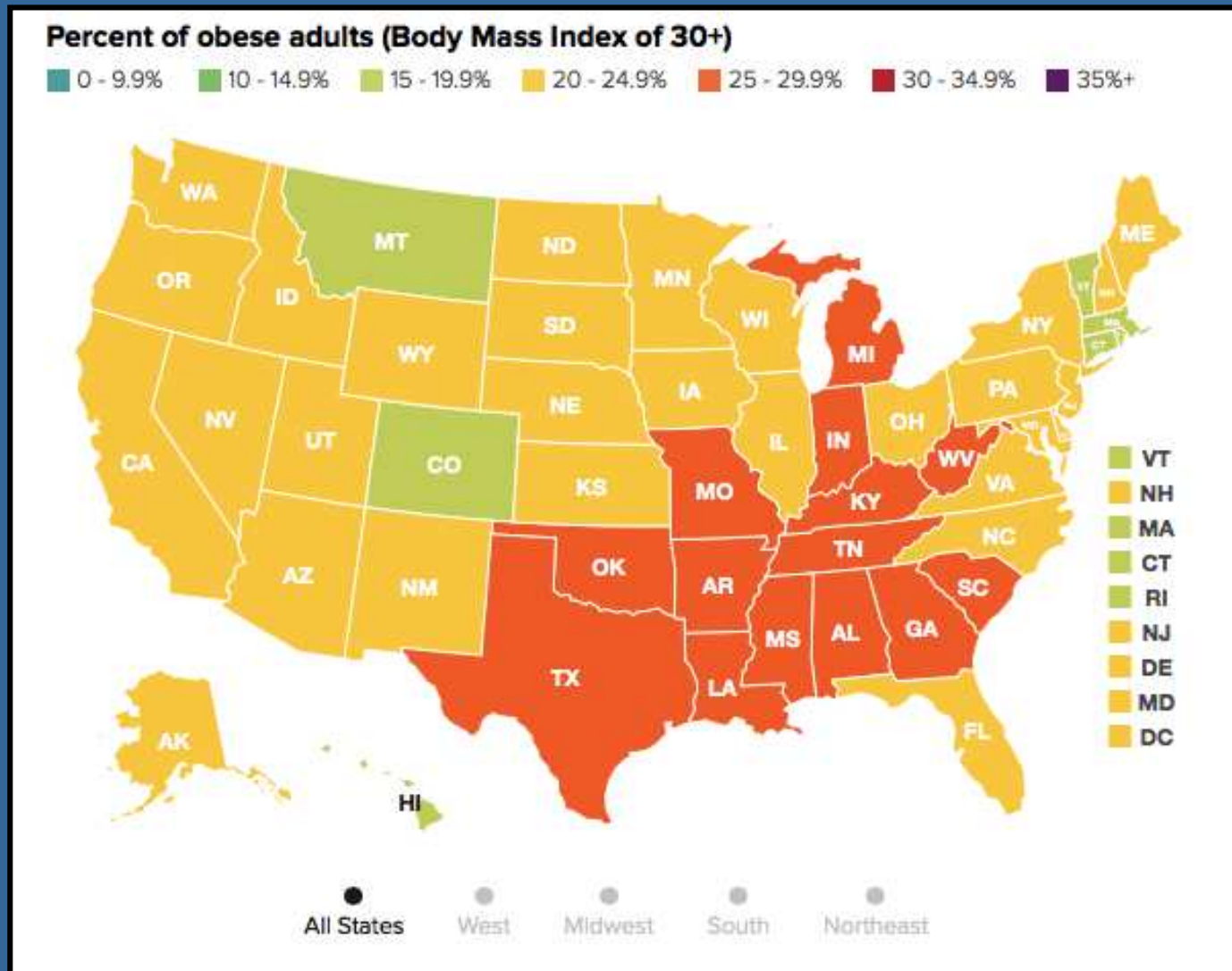
Adult Obesity Rate by State, 2003



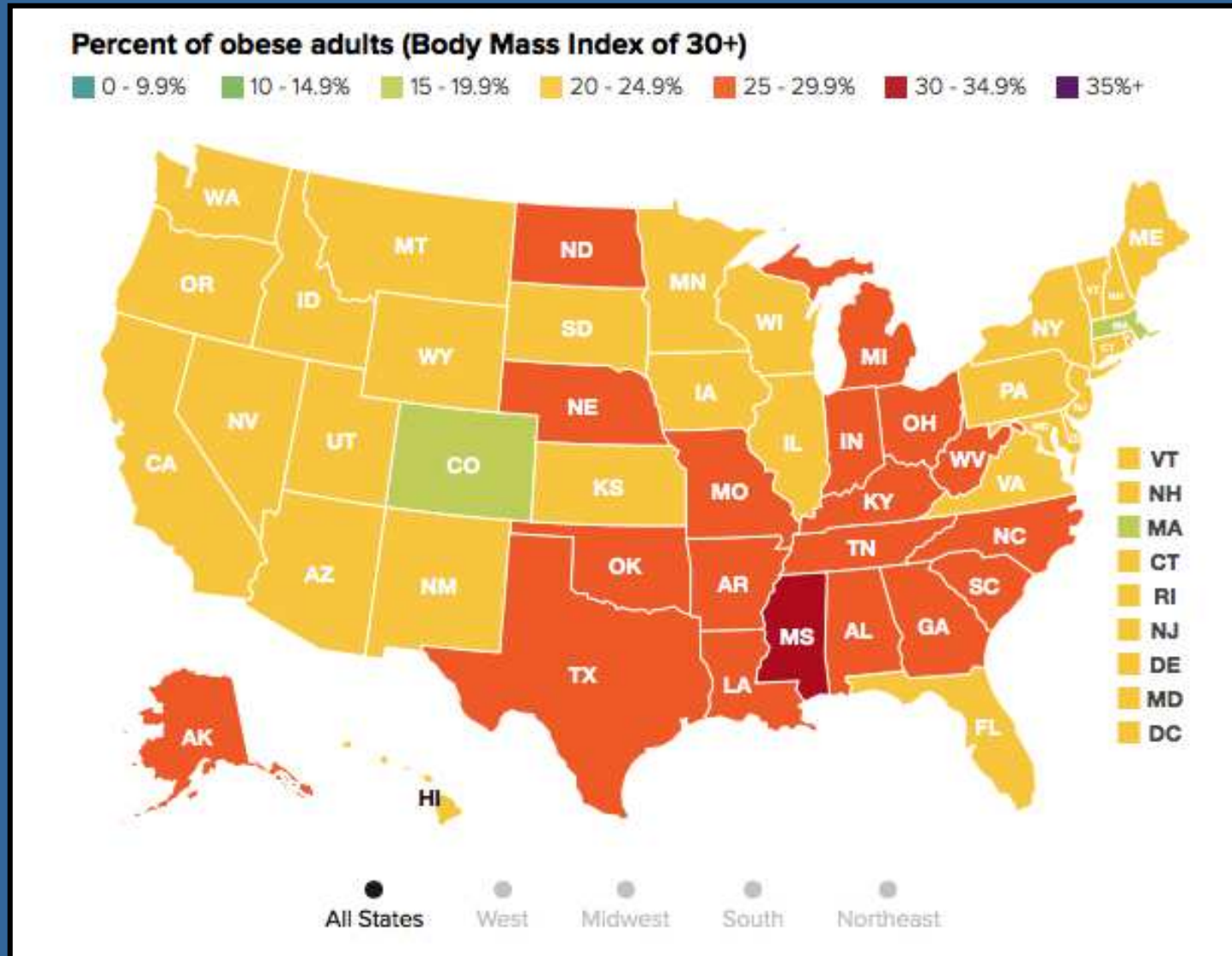
Adult Obesity Rate by State, 2004



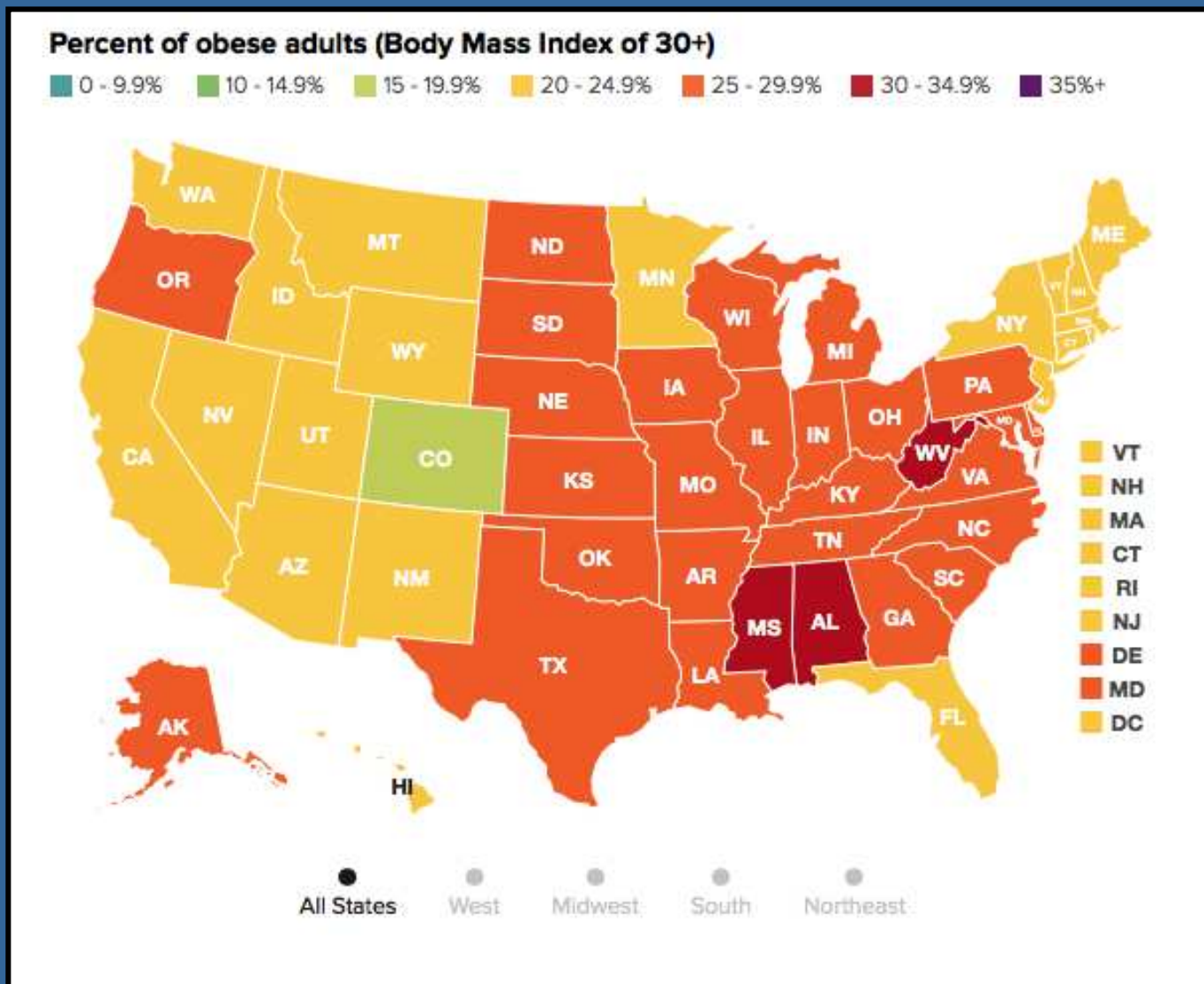
Adult Obesity Rate by State, 2005



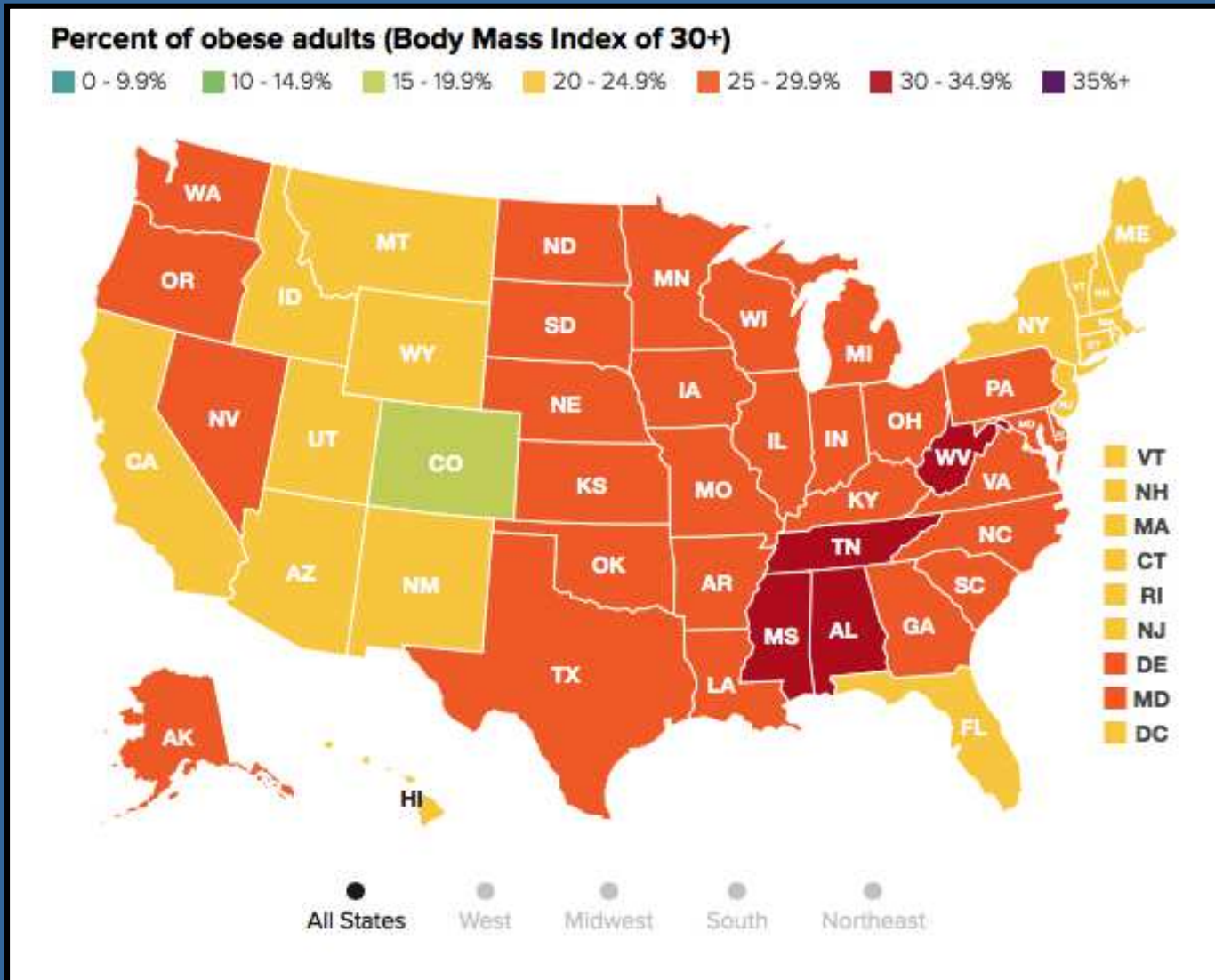
Adult Obesity Rate by State, 2006



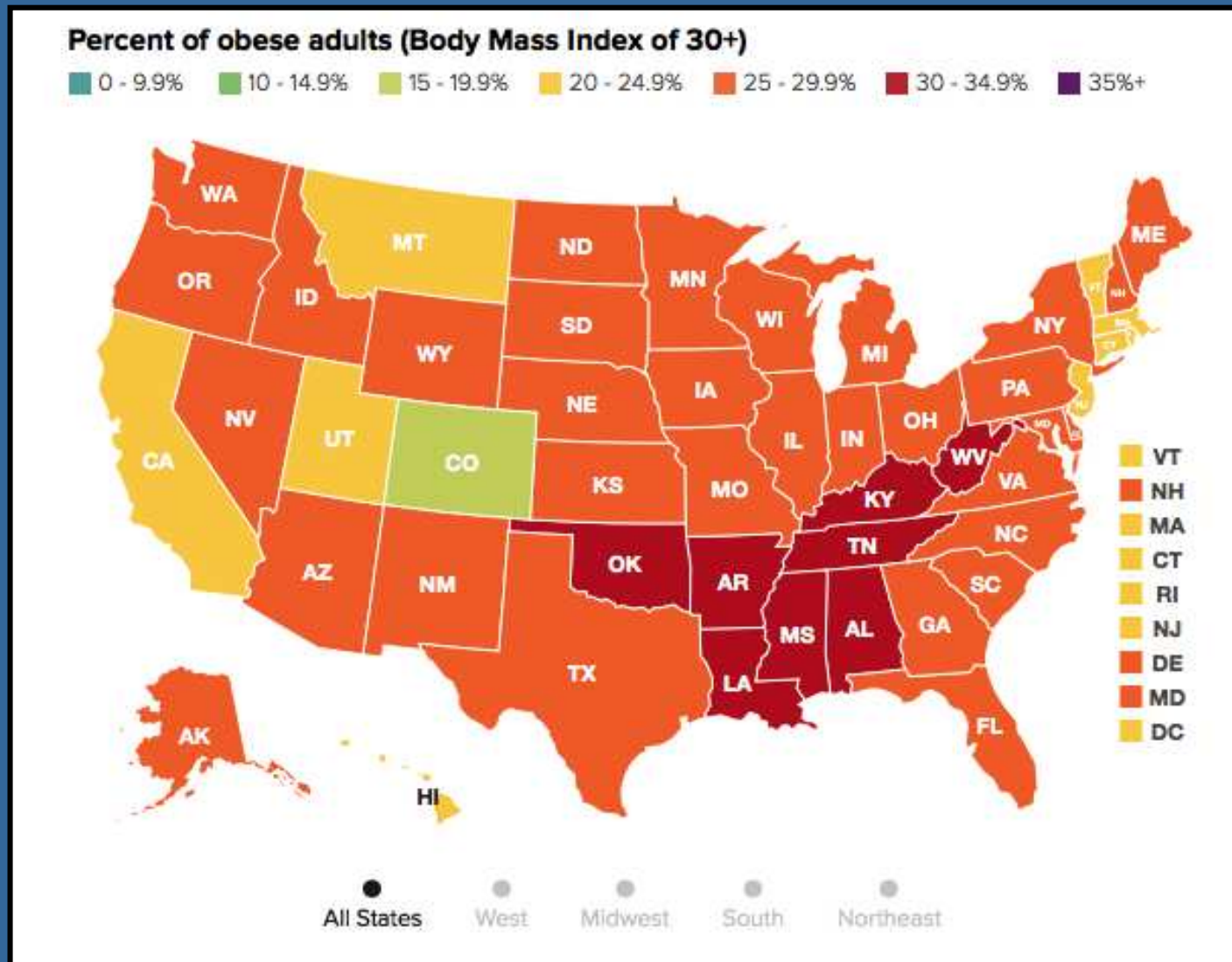
Adult Obesity Rate by State, 2007



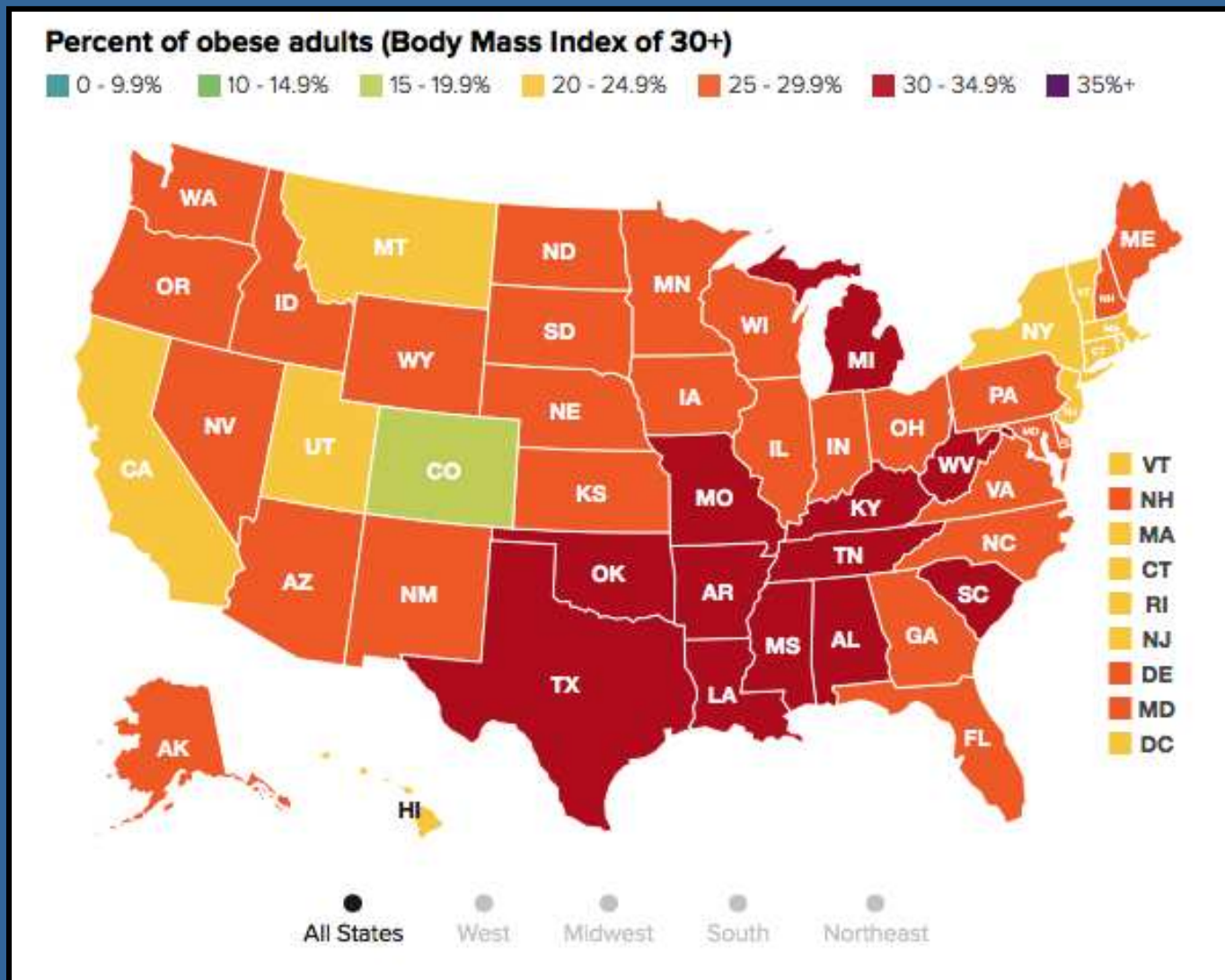
Adult Obesity Rate by State, 2008



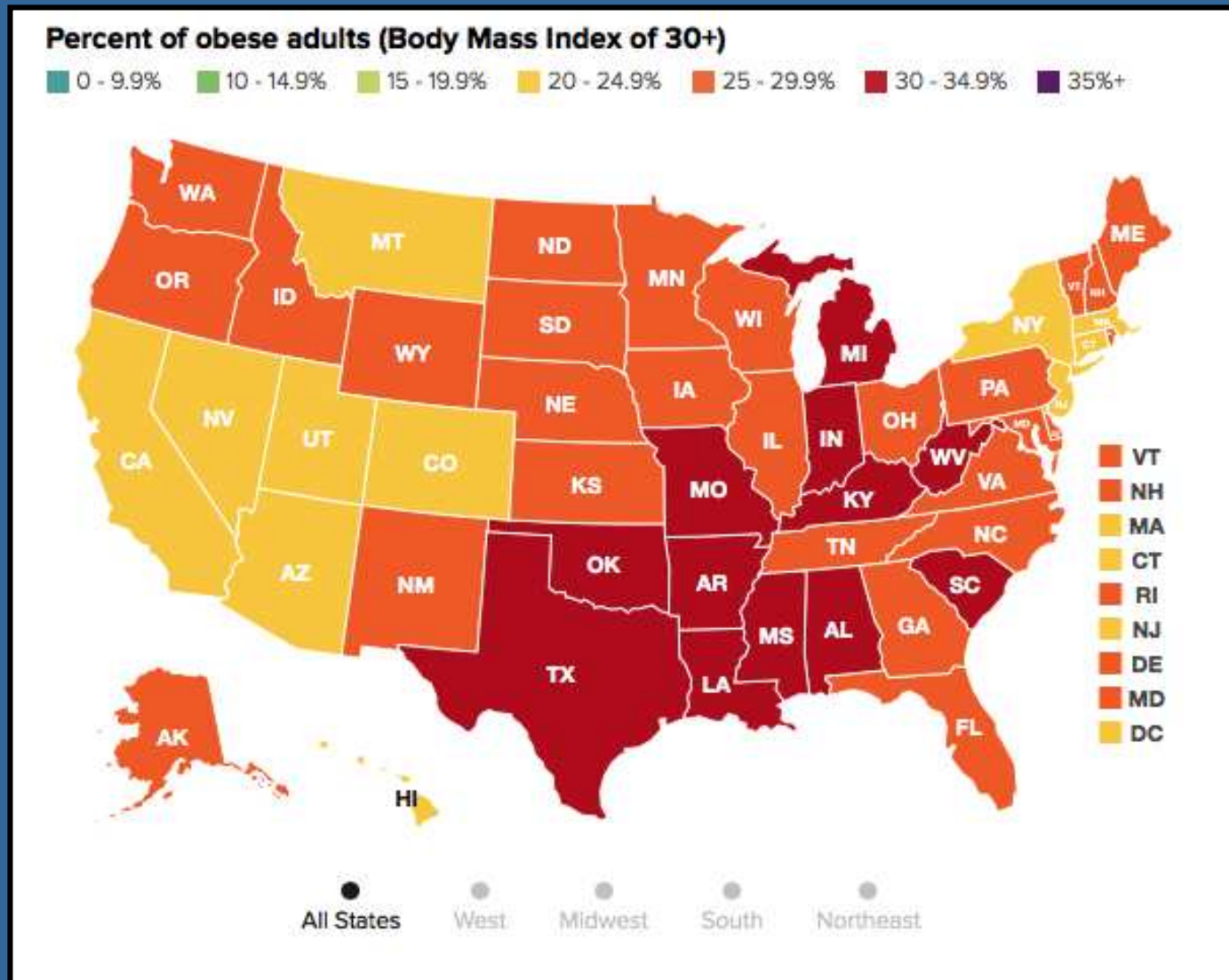
Adult Obesity Rate by State, 2009



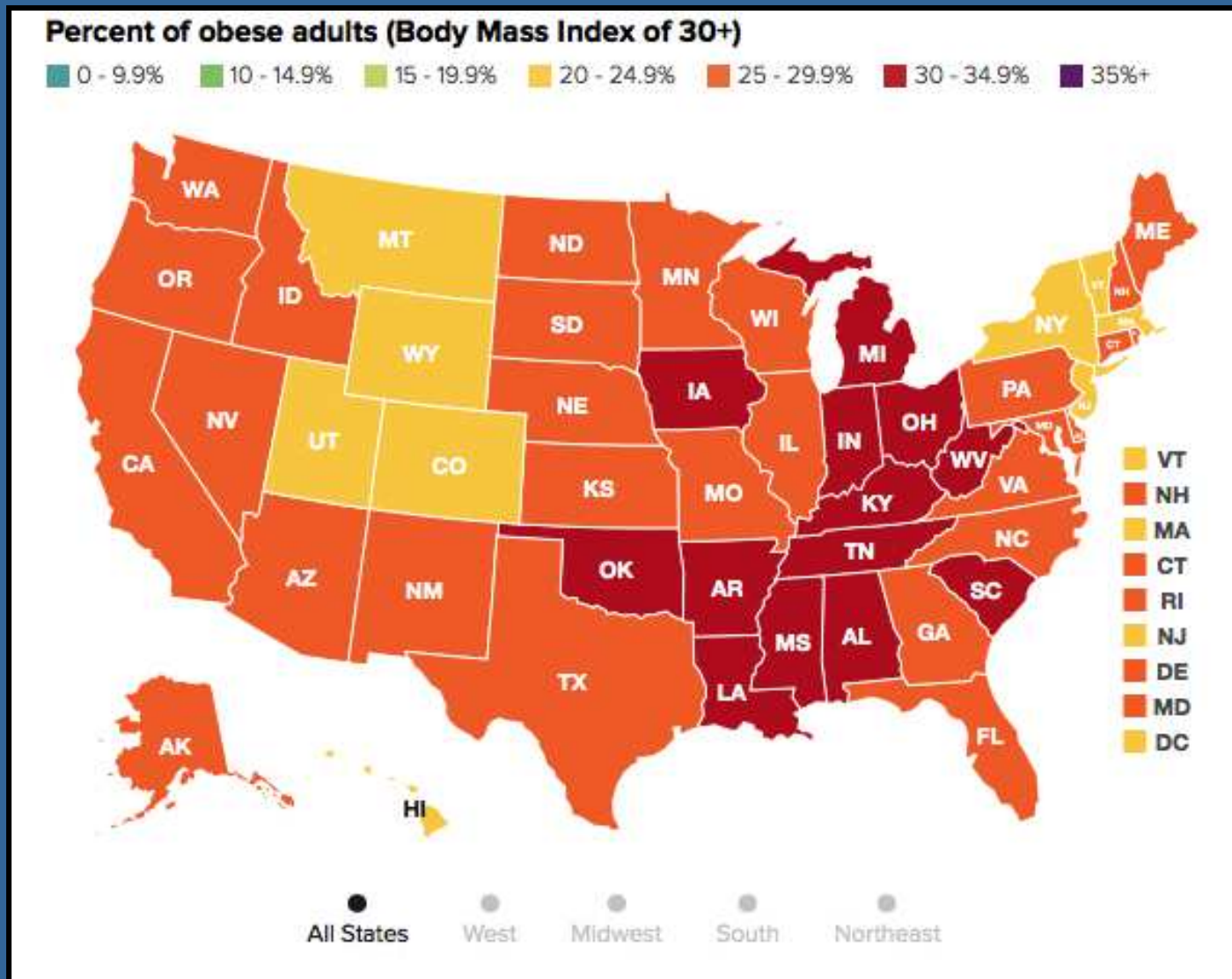
Adult Obesity Rate by State, 2010



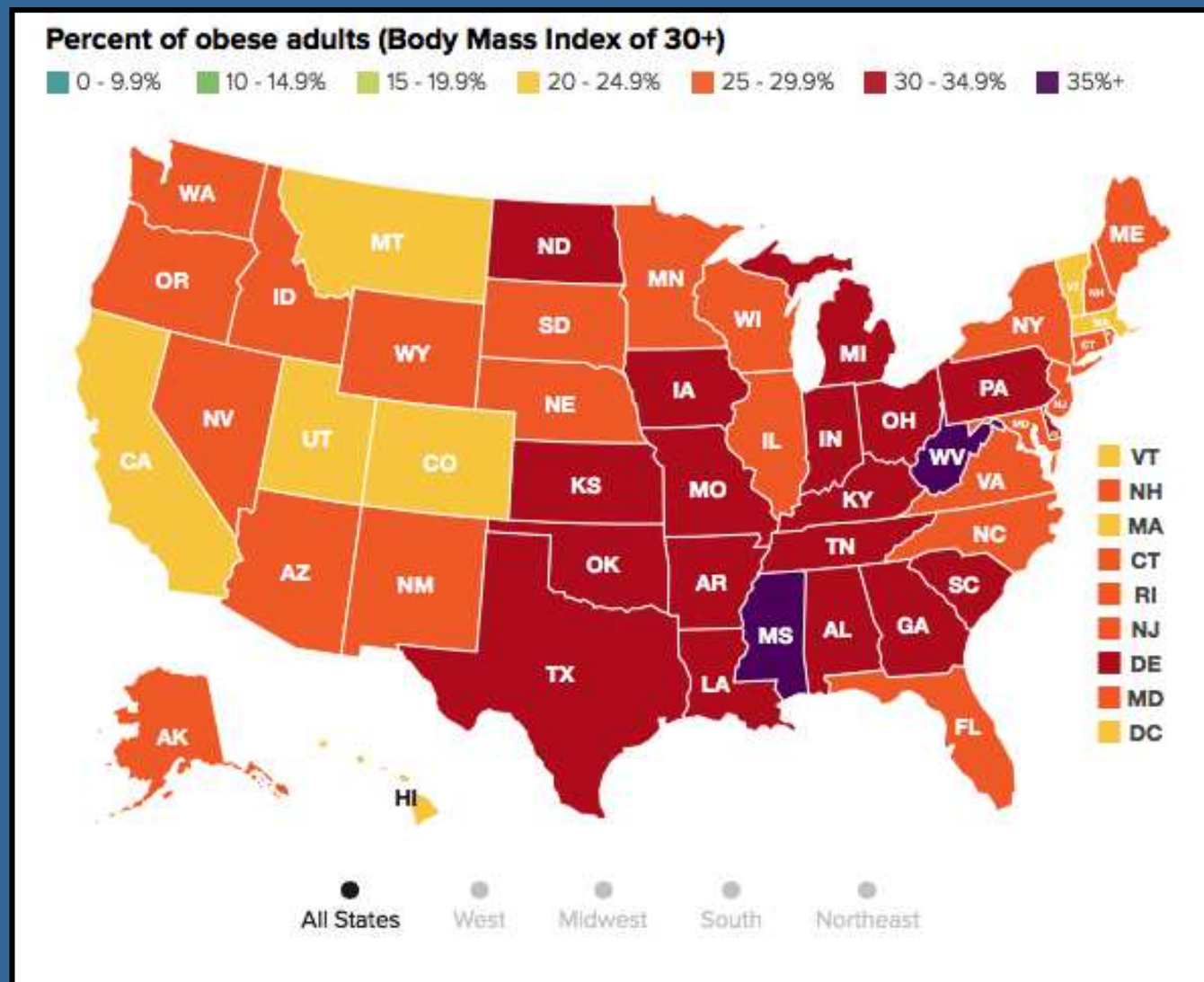
Adult Obesity Rate by State, 2011



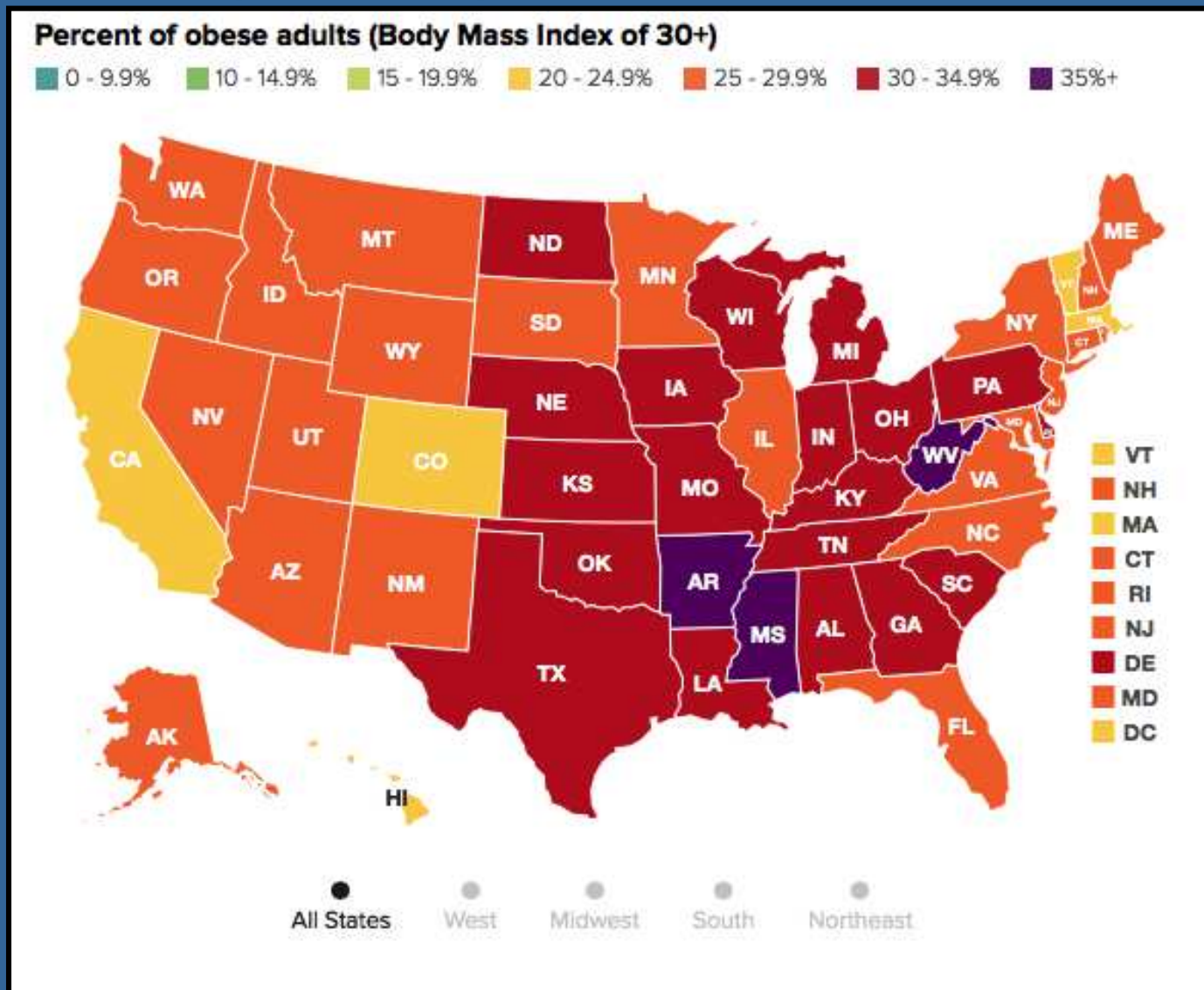
Adult Obesity Rate by State, 2012



Adult Obesity Rate by State, 2013



Adult Obesity Rate by State, 2014





Act now on junk food to save our children

NHS chief calls for action after sugar tax row

Chris Smyth Health Editor
Lucy Fisher
Senior Political Correspondent

The head of the NHS warned David Cameron last night to take "compre-

At present the country eats twice as much sugar as it should.

Senior health leaders were invited in backing the review. Simon Stevens, the chief executive of NHS England, said: "This report is a forensic and far-reach-



Budget 2016: Sugar tax crusader Jamie Oliver jubilant as soft drinks companies lose their fizz March 16th YESTERDAY!

with food is a generation, was finally published yesterday amid growing anger over its secrecy.
Jeremy Hunt, the health secretary, had blocked MPs from seeing the evidence, but then put pressure on him

well as the foods available and how they are produced. We are constantly nudged towards buying and eating more food." With food better promoted and cheaper than ever before, PHE declares "It is time to do something



Running a glass David Cameron takes to drinking for a pint of bitter yesterday Chiru pays for Mandarin lessons, pages 12-13



The Decline of 'Big Soda'

The drop in soda consumption represents the single largest change in the American diet in the last decade.

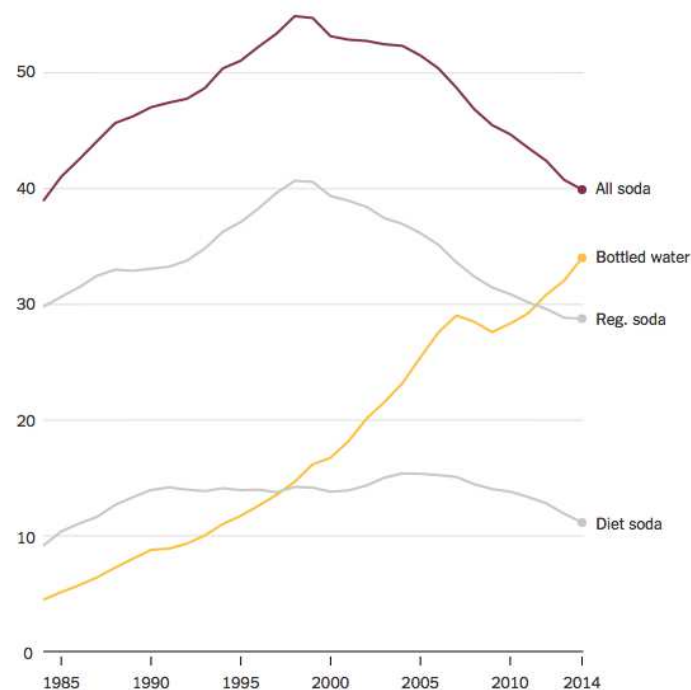
OCT. 2, 2015



It's No Wonder that the Cola Giants are Interested in Water and in Dairy Drinks!

Water Is Gaining on Soda

Gallons per capita



Source: Beverage Marketing Corporation



Alexi Mostrous Special Correspondent
Last updated at 12:01PM, October 9 2015

Coca-Cola is to publish details of all the scientific research it funds in the UK after an investigation by *The Times* uncovered that the company had spent millions of pounds to counter claims that its drinks help to cause obesity.

◀ ▶ 1 of 2

Rita Ora, one of Coca-Cola's many celebrity backers Getty Images

Fizzy drinks giant pays millions to diet experts

Scandal as scientists deny sugar link with obesity

Alexi Mostrous Special Correspondent

Coca-Cola has poured millions of pounds into British scientific research and healthy-eating initiatives to counter claims that its drinks help

£1 million from Coca-Cola while he provided nutritional advice to leading sports bodies.

● Coke has provided financial support, sponsorship or research funding to British organisations including UKAct-

Worst offenders for each type of flavoured hot drink per serving:



Café	Drink	Category	Sugars per serving (g)	Teaspoons of sugar per serving**
Starbucks	Hot Mulled Fruit - Grape with Chai, Orange and Cinnamon - Venti	Hot Mulled Fruit	99.0	25
Costa	Chai Latte - Massimo - Eat In	Chai Latte	79.7*	20
Starbucks	White Chocolate Mocha with Whipped Cream - Venti	White Mocha	73.8*	18
Starbucks	Signature Hot Chocolate - Venti	Hot Chocolate	60.0*	15
KFC	Mocha	Mocha	58.8*	15
Caffe Nero	Caramelatte - Drink In	Caramel Latte	50.6*	13



* Contains some sugars (lactose) naturally occurring in the milk.

February 15th, 2016



Imperial College
London

PepsiCo's innovation imperative in a world where 'small is cool'

67

Shares



In a world where small businesses are emerging as genuine threats to larger organizations, PepsiCo's countermeasure is to focus on the experiential rather than the transactional aspects of its brands.

SCRAMBLED EGG PATTY (WHOLE EGGS, WHEY, EGG WHITES, NONFAT MILK, SOYBEAN OIL, MODIFIED FOOD STARCH, CONTAINS TWO PERCENT OR LESS OF DICALCIUM PHOSPHATE, SALT, SODIUM BICARBONATE, XANTHAN GUM, GUAR GUM, CITRIC ACID, PEPPER), **MULTIGRAIN FLATBREAD** (WATER, WHOLE WHEAT FLOUR, ENRICHED FLOUR [WHEAT FLOUR, MALTED BARLEY FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE (VITAMIN B1), RIBOFLAVIN (VITAMIN B2), FOLIC ACID], YEAST, SUGAR, WHEAT GLUTEN, OAT FIBER, WHEAT BRAN, CONTAINS TWO PERCENT OR LESS OF MODIFIED WHEAT STARCH, VINEGAR, SOYBEAN OIL, SALT, CULTURED WHEAT FLOUR, ROLLED WHEAT, CULTURED WHEAT STARCH, RYE NUGGETS, CORN GRITS, ROLLED OATS, MONOGLYCERIDES, RYE FLAKES, SODIUM STEAROYL LACTYLATE, TRITICALE FLAKES, BROWN RICE FLOUR, MONOCALCIUM PHOSPHATE, CALCIUM SULFATE, GUAR GUM, BARLEY FLAKES, HULLED MILLET, WHOLE FLAX SEED, ENZYMES, ASCORBIC ACID, CALCIUM PROPIONATE [PRESERVATIVE]), **SAUSAGE PATTY** (PORK, MECHANICALLY SEPARATED TURKEY, WATER, SALT, SPICES, CORN SYRUP SOLIDS, DEXTROSE, SPICE EXTRACTIVES), **PASTEURIZED PROCESS WHITE CHEDDAR CHEESE PRODUCT** (CHEESE [PASTEURIZED MILK, CHEESE CULTURES, SALT, ENZYMES], WATER, CREAM, SKIM MILK, SODIUM PHOSPHATES, CASEIN, NATURAL CHEDDAR CHEESE FLAVOR [CHEDDAR CHEESE (PASTEURIZED MILK, SALT, CHEESE CULTURE, ENZYME), WATER, SODIUM PHOSPHATE, SALT, BUTTER OIL, XANTHAN GUM], SALT).



Convenient but are they consonant with consumer trends for natural, lightly processed, “clean” labels?

Dunkin' Donuts to remove titanium dioxide from donuts



The baked goods giant says it will remove whitening agent from its powdered donuts over fears it might contain toxic nanomaterials



Kellogg's to Remove All Artificial Ingredients from Cereals, Q2 Earnings Down

Email  Print  Share     

05 Aug 2015 --- US cereals company Kellogg's has announced that it is to become the latest international food producer to cut out artificial colors and flavors from some of its range.

The announcement confirmed that 75% of its cereals in North America were already being made without artificial colors and more than half without artificial flavors but that by the end of 2018, all artificial ingredients would be removed.



General Mills to Remove Artificial Flavors & Colors From its Cereals

Email 

Print 

Share



23 Jun 2015 --- US food giant General Mills cereals has joined a number of other food producers by making a commitment to remove artificial flavors and colors from artificial sources from 90% of its cereals in response to consumers' changing preferences. It plans to have more than 90 percent of the portfolio free of artificial flavors and colors by the end of 2016.



Coca Cola Enterprises Makes 10% Full Range Calorie Reduction Pledge by 2020

Mars to ditch artificial colours from its entire global food & drink portfolio

Mars



Taco Bell to remove artificial ingredients from most of menu

Lisa Jennings

May 26, 2015



EMAIL



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Recommend

27

COMMENTS 0

Quick-service chain to strip artificial colors, flavors and more from food

What is in this article?:

Taco Bell to remove artificial ingredients from most of menu

Appealing to vegetarians



The chain's Grilled Breakfast Burritos, from left: Sausage, Bacon and Fiesta Potato
Taco Bell

Taco Bell Corp. pledged Tuesday to remove all artificial colors and flavors from most of its menu items, as well as certain additives, added trans fats, palm oil and high-fructose corn syrup, by the end of 2015.

The move to more natural ingredients comes in response to consumer demand, and is part of a larger effort to simplify and be more transparent about the menu, said Brian Niccol, CEO of the Irvine, Calif.-based quick-service operator.

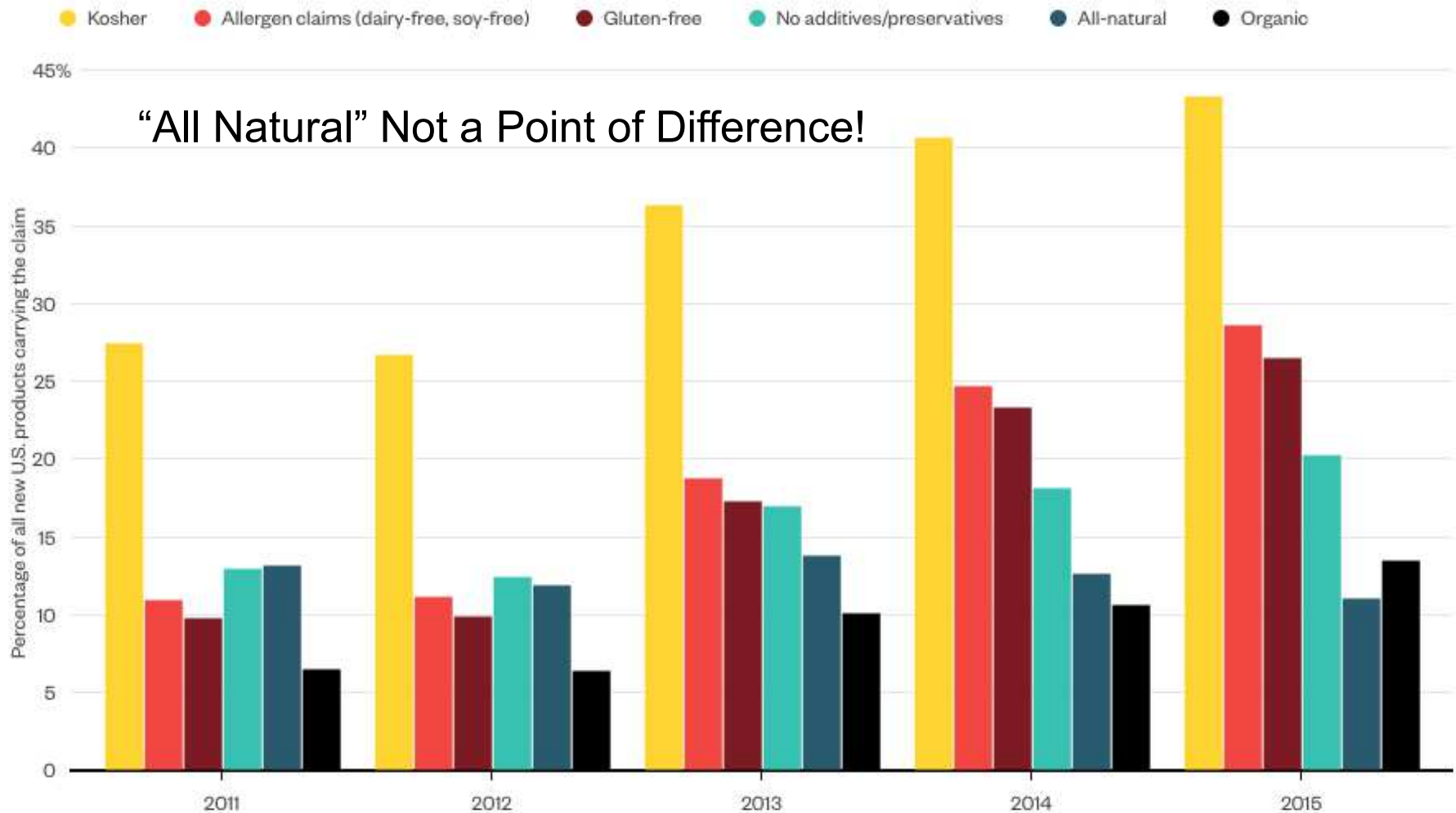
Consumers are "telling us less is más when it comes to ingredients," Niccol said.

Food Ingredients are “Free”!



Fine Print

Label claims on new food and drink products in the U.S.



Consumers Want Their Meat “Free” Across the Globe! And They Want Adjectives Added and Not Additives Added!

- Antibiotic-free
- Hormone-free
- Additive-free
- Campylobacter-free
- Salmonella-free
- E.coli-free
- GMO-free
- Free-range
- Gluten-free



Contact a Salmonella Lawyer Now
Free Case Evaluation
1-888-377-8900





Clearly, the “gluten issue” is much more than a coeliac problem.

NO ONE
EVER
SAYS
“MMM,
SODIUM
STEAROYL
LACTYLATE”

At Nature's Pride®, we don't think you should put anything in your mouth you can't pronounce. So taste the difference natural makes.

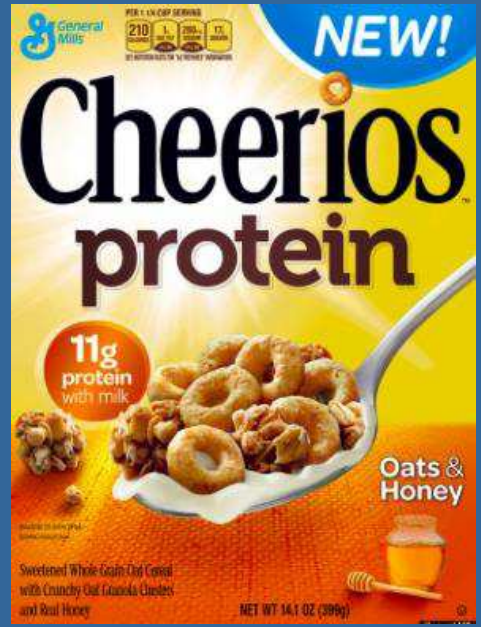
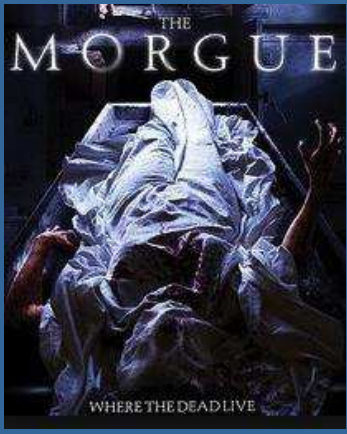
100% NATURAL. 100% DELICIOUS.™

NaturesPrideBread.com



Buying Organic: General Mills Swallows Annie's For \$820 Million (4X sales)

“Big Food” Caught With Its Trousers Down?!

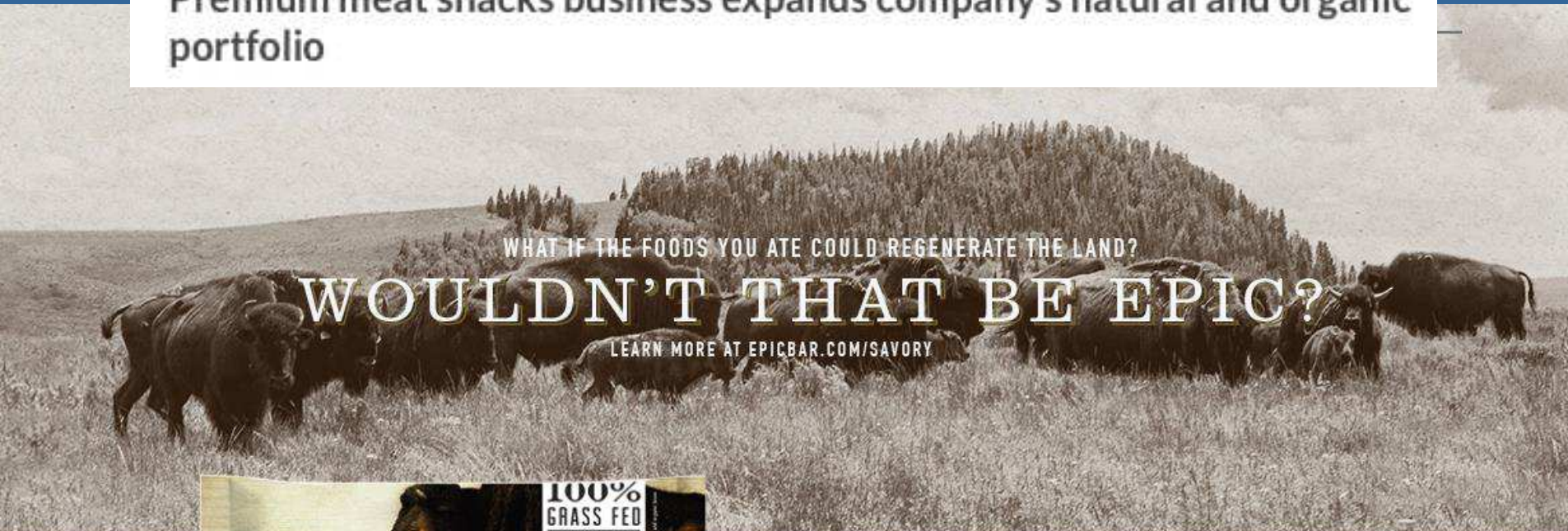




General Mills to reach \$1 billion in net sales from natural & organic products by 2019



Premium meat snacks business expands company's natural and organic portfolio



OUR BARS:

BISON BEEF CHICKEN BACON

But, NEVER underestimate “Big Food” capacity to respond!

“A GOOD BROTH WILL
BRING BACK THE DEAD”

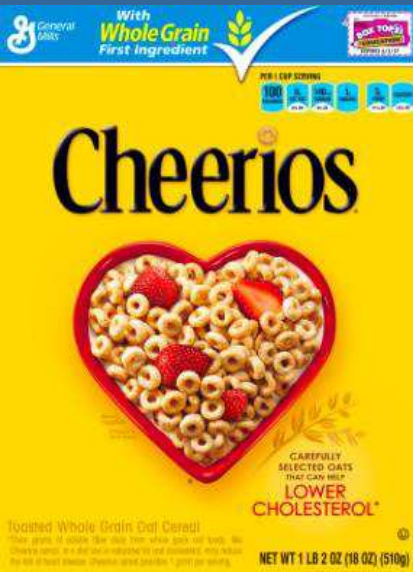
» ANCIENT PROVERB

SHOP NOW



OUR BARS:

BISON BEEF CHICKEN BACON



Your favorite Cheerios[®]
are going gluten-free.
Fall 2015





GENERAL MILLS

November, 2015

301:INC
EMERGING BRAND ELEVATOR

Elevating great ideas

301 INC launches new investment fund through CircleUp to seed emerging food brands

301 INC is an energetic and enthusiastic team looking to collaborate with emerging food brands; to roll up our sleeves and work together to create breakthrough innovations and build successful businesses. If you have a product that has demonstrated success in the market, and you're ready to take it to the next level, let's elevate it.

Transparency of Ingredients Not Without Its Challenges e.g. Campbell's iconic tomato soup with HFCS/GM ingredients

The Campbell's logo is written in a white, cursive script font on a red rectangular background.

WHAT GOES
INTO OUR FOOD

HOW WE MAKE
OUR FOOD

THE CHOICES
BEHIND OUR FOOD

HOW WE HELP

ASK US

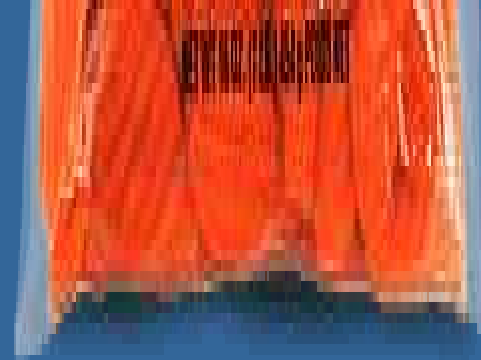
The background of the central section is a light blue-grey color, decorated with various food ingredients. On the left, there are diced red tomatoes, a small wooden bowl of white salt, and some uncooked rice. At the bottom left are two green celery stalks. On the right, there are whole garlic bulbs, some loose rice grains, and fresh green herbs like basil and thyme.

What Goes **INTO OUR FOOD**

Choose a product or brand and find out what ingredients we use, how we develop recipes, the packaging we select and where the product is made.

We're just starting. We will add more products and brands over time. So if there is something you would like us to talk about get in touch.

Get In Touch



Eat 'em like junk food" works well for any snacking produce



Cold-Pressed Fruit & Vegetable Juices:
Strong Growth Potential with Excellent
Health & well-Being Hooks



**Campbell Soup Splashes into Cold-Pressed Juice
with "1915 by Bolthouse Farms"**



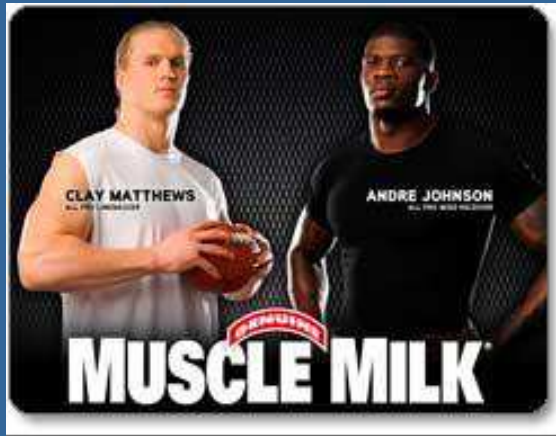
**Cold-Pressed
Redolent of
EVOO**

**Any Room for a
Super Ingredient
Like Onion Juice?**

Campbell Soup to buy salsa maker Garden Fresh for \$231 million



Hormel to Acquire Muscle Milk Maker for \$450 Million



“Big Food” Desperate to Align with Natural-Loving Millennials!



Hormel goes organic with latest big food acquisition

Hormel Foods is paying \$775 million to buy organic processed meats maker Applegate Farms, the latest deal by a food giant for a smaller rival in the grocery aisle.



Niman Ranch Pork: Now Brought to You by Perdue

Perdue Farms gobbles up 'humane beef' brand Niman Ranch



Jacek Chabraszewski/Shutterstock

Late Tuesday afternoon, Perdue, the nation's fourth-largest chicken company, snapped up the famed niche meat producer Niman Ranch, best known for its pork grown without antibiotic or other pharmaceutical growth enhancers, and also a player in the alternative beef, lamb, and egg markets. Eschewing the vast hog factories known as CAFOs (concentrated animal feeding operations), Niman requires that its hogs "must be raised on pasture or in bedded pens."

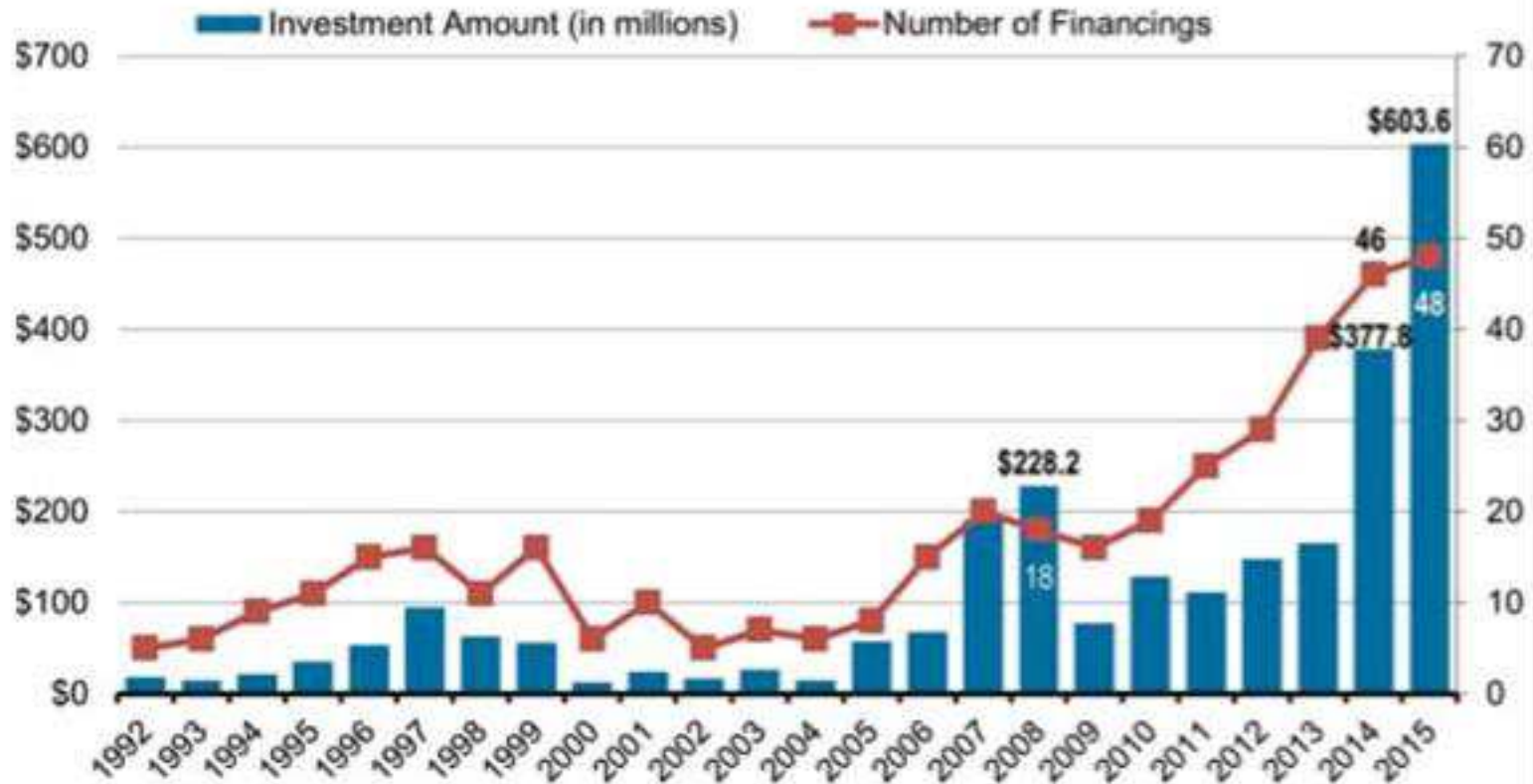


**RAISED
WITH CARE**

September, 2015

VC Investment in Food, Beverage Companies Soars

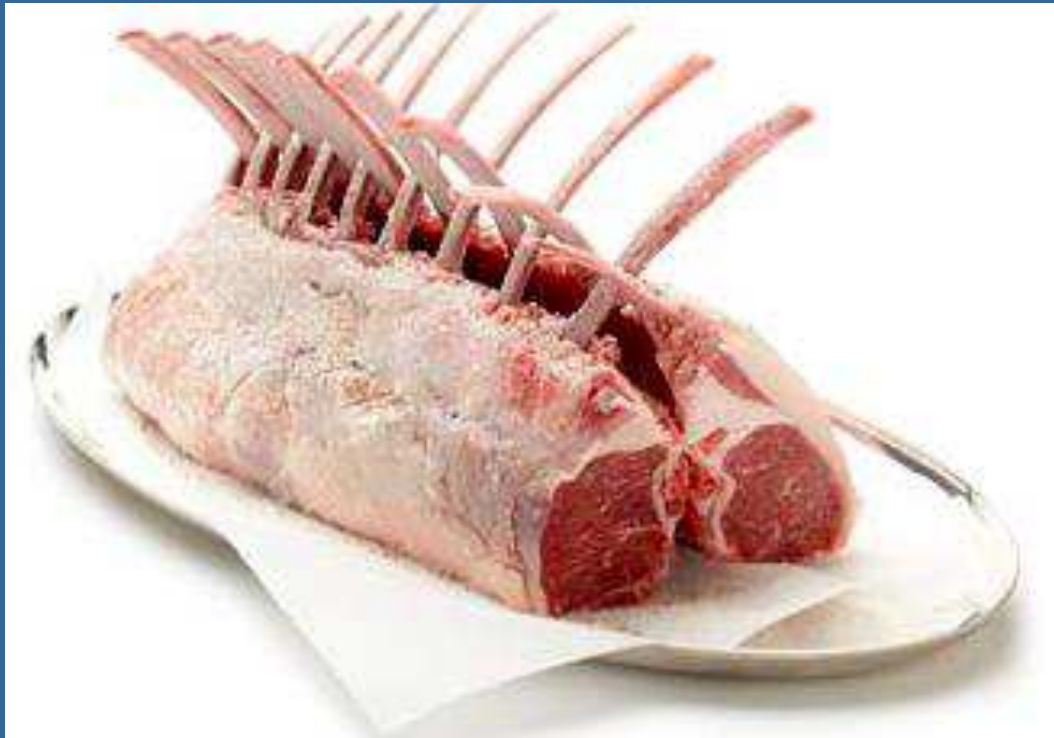
Investment in U.S.-based, venture-backed companies



Source: Dow Jones VentureSource | VentureWire



Ingredients: New Zealand Lamb



- but what breed?
- from where?
- how produced?
- by whom?
- farm history?
-
- Add consumer-relevant adjectives

MEET THE PRODUCERS

Experts from around Britain who help us bring 100s of fresh ideas to your table

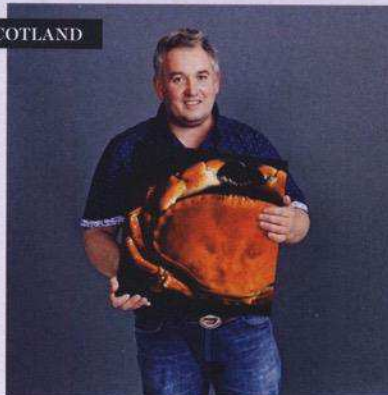
ENGLAND



STRAWBERRIES | MARION REGAN

*Awarded an MBE for her services
to the fruit industry*

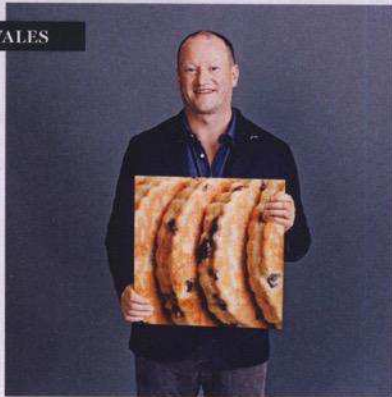
SCOTLAND



ORKNEY CRAB | RONNIE NORQUOY

*Fishing for 40 years and helping
us source sustainable crab from
the wild Atlantic seas*

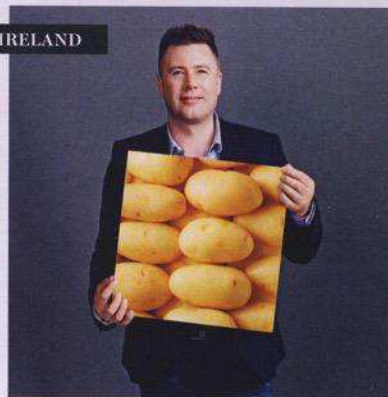
WALES



WELSH CAKES | ROBIN JONES

*All our Welsh cakes are hand-
turned in the bakery*

IRELAND



POTATOES | MICHAEL MCKILLOP

*Plants new varieties every season in
nutrient-rich soil for delicious
potatoes full of goodness*



“How’d You Like Your Meat?”

“With Adjectives, Please”:

- known provenance ...
- Dugdale Farm
- Gloucester Old Spot ..
- grass-fed, suckler ...
- vegetarian diet ...
- organic
- new season ...
- free range
- single estate
- free-from
- happy ...
- environmentally-friendly ...

Huge Trend to Few, Simple, Natural Ingredients Positive for Farmers Worldwide



Hershey and Nestle Switch To Natural Ingredients

Mars to ditch all artificial colours from its entire global food portfolio





Philippines' Monde Nissin buys out UK food firm Quorn for \$831m



Impossible Foods Raises a Whopping \$108 Million For Its Plant-Based Burgers (October, 2015)

IMPOSSIBLE

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Backed by Well-Heeled Investors



MADE FROM PLANTS!

THE IMPOSSIBLE CHEESEBURGER

We love meat. We love cheese. And for thousands of years we have relied on animals to make them. Impossible Foods has found a better way. We use plants to make the best meats and cheeses you'll ever eat.

[Photos](#)



In praise of almond-milk ice cream



Almond Milk (Water, Almonds), Liquid Sugar (Sugar, Water), Coconut Oil, Sugar, Walnuts, Bananas, Corn Syrup Solids, Dried Cane Syrup, Cocoa, Pea Protein, Sunflower Lecithin, Lemon Juice Concentrate, Soy Lecithin, Vanilla Extract, Guar Gum, Natural Flavor (Coconut), Locust Bean Gum.

7-Eleven Stores Will Switch Exclusively to Plant-Based Just Mayo



Dr. Food
@ProfDavidHughes



Unilever

Nov 2014 Unilever sue Hampton Creek for eggless mayo. Feb 2016 Unilever launch eggless mayo. Big Food on the run; plant-based food on the up



Plant-Based Egg and Meat Analogues Have Market Traction


Vegetarians have much lower sperm counts

A diet rich in fruit and vegetables may harm fertility, say researchers at Loma Linda University Medical School



By Sarah Knapton, Science Editor, at the ASRM conference in Hawaii

5:00AM BST 20 Oct 2014

 Print this article

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Top Global Trends Food & Beverages in 2015



- Clean and clear labels (ingredients)
- Convenience for foodies
- Marketing to millennials (tech savvy/socially-engaged)
- Snackification ... of everything!
- Good fats, good carbs
- Protein boom but much more than meat
- More for fruit & veg. (drinks/natural ingredients, etc.)
- Freshly frozen (renaissance driven by smoothies)
- Private label progresses with more sophistication
- Rich, chewy and crunchy – texture and indulgence

Millennials (20-35 year olds) are Prime Targets

- they're global – been abroad, friends abroad, and frequently buy products from abroad
- educated middle class very similar across the globe
- connected – the 1st native digital generation. 90% have smart phones and in constant use
- social on-line and off-line – seek friends' advice/respect – quick to criticise and compliment
- hungry for experiences, more adventuresome, prefer smaller businesses, sceptical of mega-corporations
- impulse shoppers & have no patience (want it NOW!)
- savvy shoppers – weigh up value and values

Increasing Complexity Driving Product Purchasing Behaviour



Including:

- savvy shopping
- local/national
 - place of production
 - care of local economy
 - local is fresh/healthier
- provenance
- heritage
- sustainability
- animal welfare
- worker welfare



Provides a Good Short hand of Global Trends

As a global nutrition company Glanbia is perfectly positioned to take advantage of four key consumer megatrends that are reshaping peoples purchasing decisions about what they eat and drink. These consumer megatrends are;

- Health and Wellness.
- Active Lifestyles.
- Easy, Convenient & On the Go.
- Clean Labelling.

Values: For Shoppers, It's Not ONLY about Price



PRICE



PROMOTIONS



ETHICS



SUSTAINABILITY

VALUE

VALUES



PACK SIZE



PERFORMANCE



PROVENANCE



HERITAGE

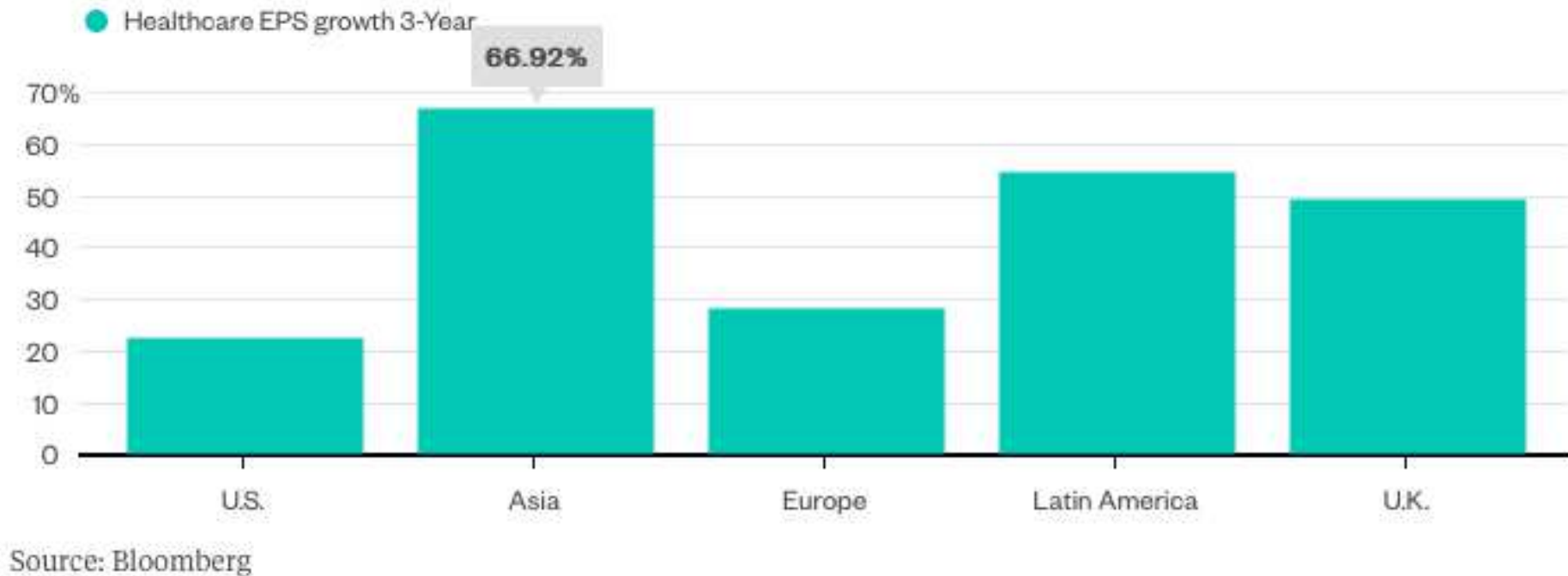
World Population: Who's Going Up and Who's Going Down?

	2010	2030	2050
	<i>- billion -</i>		
World	6.9	8.2	9.0
Africa	1.0	1.5	2.0
Asia	4.1	4.8	5.1
Europe	0.7	0.7	0.7
LAC*	0.6	0.7	0.8
North America	0.3	0.4	0.5
Oceania	0.04	0.04	0.05

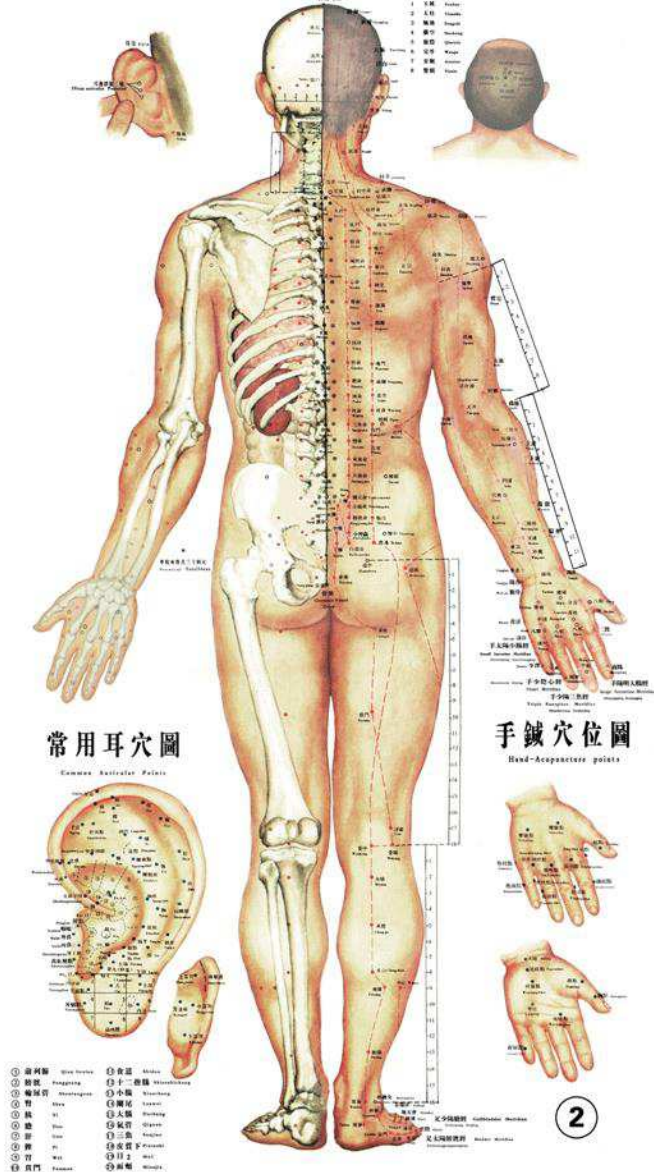
**Latin America & Caribbean*

Source: UN (population scenario planning)

Global Performance of Health Care Stocks, 2012 to 2015



鍼灸穴位掛圖 Acupuncture Wall Chart



Perception of NZ Food and Health Product

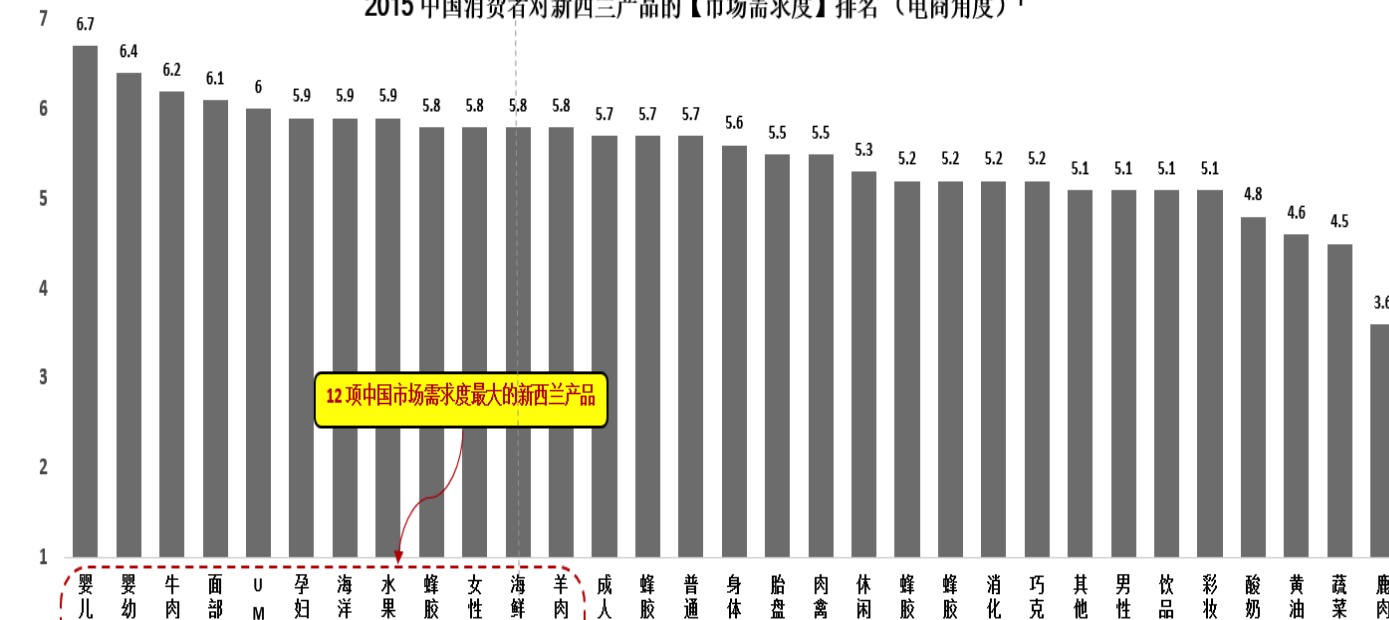


NZ Product Consumption Trend in China

整体排名



2015 中国消费者对新西兰产品的【市场需求度】排名（电商角度）¹



12 项中国市场需求度最大的新西兰产品





Beyond BB Creams!

Visit our online store and discover the latest Korean makeup trends!



OUR
NEW PRODUCTS

Korea is Number 1 for Beauty Product Trends and 1st Equal with Japan for Beauty Foods

N.B. BB shorthand for “Beauty Balms”

Natural Ingredients with Provenance Dominate



Beauty Food for Urban Sweetie



12 Korean Celebrities: What Do They Eat To Keep Their Skin Looking Flawless

Global stock markets dive on China worries

January 4th and again January 7th, 2016



Chinese shares continue to slide

January 11th, 2016

China growth slowest in 25 years

China's economy grew by 6.9% in 2015, compared with 7.3% a year earlier, marking its slowest growth in 25 years.

19 January 2016 Business



Wall Street has continued the rout on global share markets, with the Dow Jones, S&P 500 and Nasdaq indexes all opening more than 2% down.



David Hughes @P...
Global economy grew 2.6% last 12 months (European contribution -ve). China accounted for 47% of total. What if China stops growing? Aaaaagh!

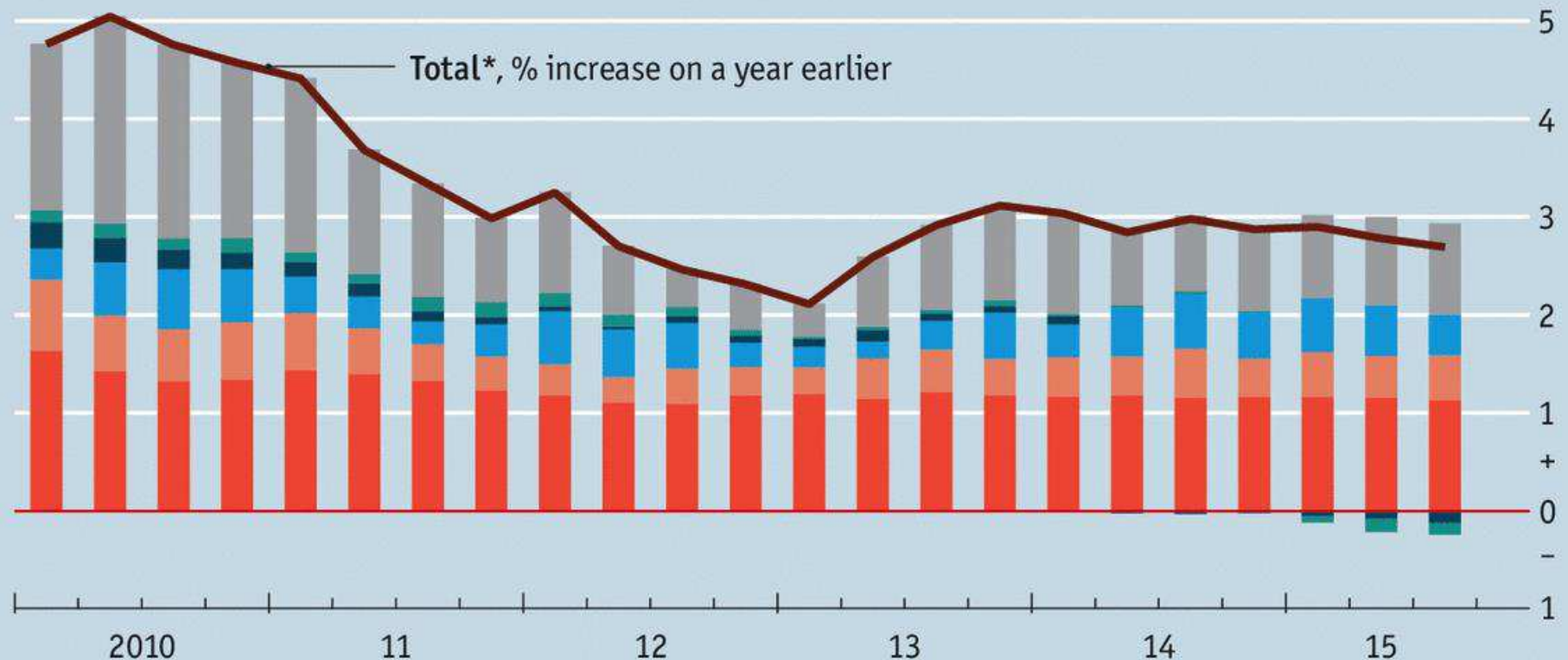
Reflective Tweet
mid-2014

Fingers Crossed that China and India Both Don't Catch a Cold!

World GDP

Contribution to growth, percentage points

China India United States Brazil Russia All other countries



*Estimates based on 57 economies 90% of world GDP. Weighted GDP at purchasing-power parity

Sources: Haver Analytics; IMF; *The Economist*

After China Meat Scandal, Troubles for OSI Reflect Broader Perils for Business

KFC's China sales plunge on tainted food scare

By Paul R. La Monica @lamonibabuzz September 4, 2014: 9:59 AM ET



McDonald's, KFC in China caught up in scandal over expired meat

Chinese operations as a proportion of total
Most recent fiscal year** (%)

	Revenue	Operating profit
Starbucks	7%	12%
Yum!	24%	36%

Bird Flu Threatens KFC's New Year Recovery



Certified
Origin



Brand
Protection



In-Market
Audits

In The News



🕒 15 Mar 2016

Sylvain Charlebois:
For the food
industry, fraud is
the elephant in the
room.



🕒 10 Mar 2016

Warning about
counterfeit GSK
eye drops in
Singapore



🕒 07 Mar 2016

Police Seize 22
Tons of Counterfeit
Tuscan Olive Oil

[Read More](#)

Trust, Traceability and Transparency

- Globally, consumers less trusting of government, industry, “Big” science, “Big” anything!
- Pervasive media coverage of food scandals
- Shoppers want to know much more about where their food comes from and how the animals were treated
- Most shoppers believe food companies should know “exactly” where every ingredient comes from
- Speed of social media communication both a blessing and a curse but, irrespective, a game changer
- Traceability and transparency in the supply chain underpins building trust with all stakeholders



Volkswagen



Money

Volkswagen's emissions scandal could be far more painful for investors than BP's disastrous 2010 oil spill in the Gulf of Mexico.

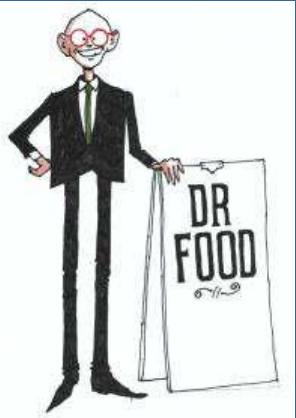
**100%
PURE
NEW ZEALAND**



100% Purity is a Tough Ask! But Excellence in Supply Chain Integrity is the Bed Rock of International Reputation for Food

Some Concluding Thoughts:

- “Natural” is an increasingly tarnished descriptor. Guarantee of authenticity is critical – importance of proving that it’s your product or that it’s not yours!
- scientific evidence to support your health/beauty claim? Little firms must exploit power of PR! Others will make your claims (e.g. blueberries)
- consumers more patient on beauty versus health claims (for beauty, hope is never-ending!)
- Asia and particularly Korea leads on beauty foods and beauty potions – clean/simple/few ingredients
- Chinese quality issues will diminish (e.g. Japan cars)
- up social media skills to recruit millennial advocates



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Consumer Blog: www.drfood.ca

Retail Blog: www.supermarketsinyourpocket.com

