

Tackling value drain and Accessing New Markets

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TRENDWOLVES

We hunt, we feed and kill the status quo



innovation

futures



From change to future relevance



Market Opportunities

- New Consumer Trends
- Local Food Development
- Urban-rural links
- Public Food
- Added Value

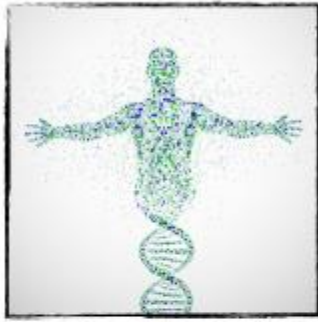


2020



TECHNOLOGY

- Alternative energy sources
- 3D-printing
- Drones & robots
- Smart farming
- Data-driven health & eating
- Back to the roots



HEALTH

- Pharmafoods
- Balanced health
- Oblivious obesity
- More personalisation
- No compromises



SUSTAINABILITY

- New ways of farming
- Waste management
- Prolonging the shelf life
- New kinds of packaging
- Transparency & traceability



INGREDIENTS

- Food shortages
- Alternatives everywhere
- From the sea to the plate
- Hello bacteria
- New super foods
- More savoury treats
- Free-froms



LUXURY

- Knowledge is the new rich
- Small day-to-day luxuries
- Exclusive niche luxury
- Luxury is an experience
- New luxury markets

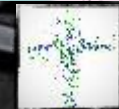
I. Alternatives everywhere (new proteins)



Why People Buy

- Solutions to Problems
- Want an Experience
- Good Feeling





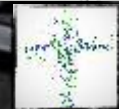
III. Oblivious obesity





II. From diet fads to balanced health consciousness





V. Healthy without compromises




Calorie Reduction

SPOTLIGHT ON CALORIE REDUCTION

These are just some of the tools that individual companies are using to help reduce calorie intakes.



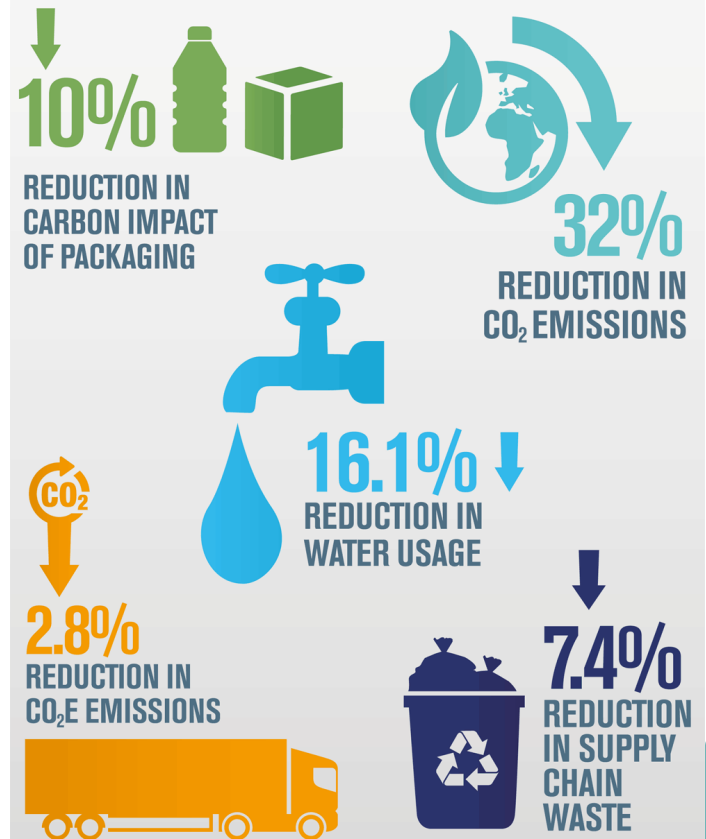
 Purpose economy



Social Responsibility & Sustainability



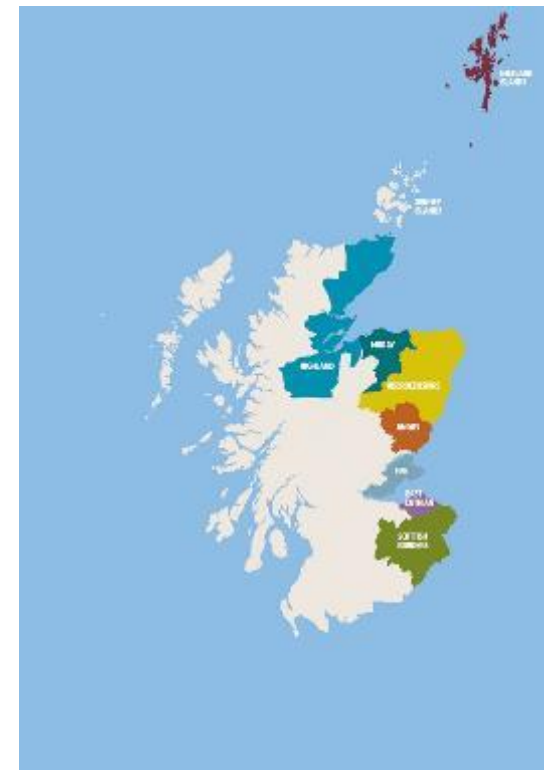
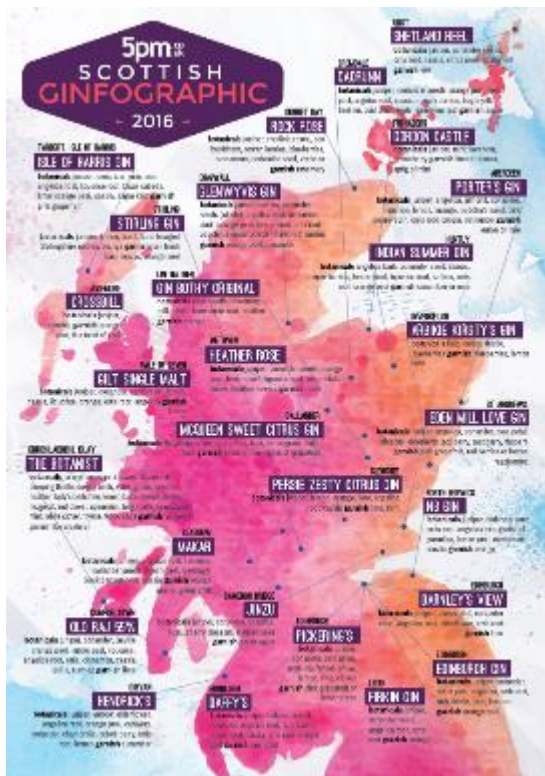
Five-fold Environmental Ambition 2013 PROGRESS HIGHLIGHTS



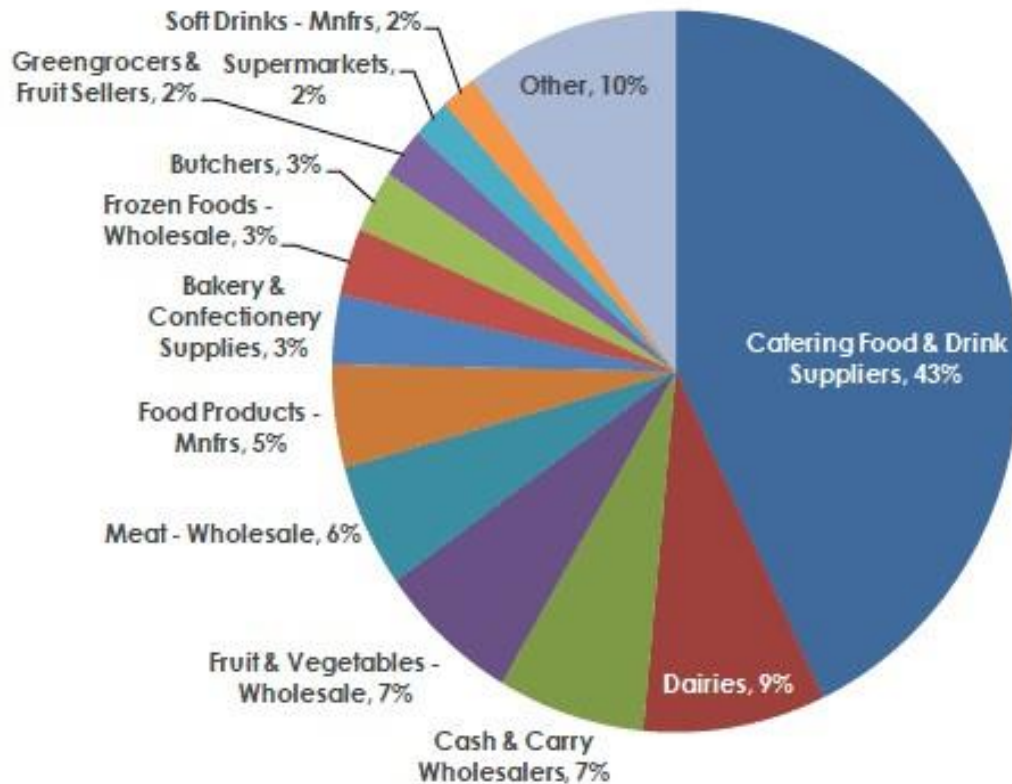
III. Luxury is an experience



Food Tourism



Public Food



- Opportunities

- Scotland – change in regulation & structure
- Latvia – Bringing producers and buyers together
- Poland and France – online tools
 - Slovenia – producer support

V. Data-driven health & eating





I. Pharmafoods

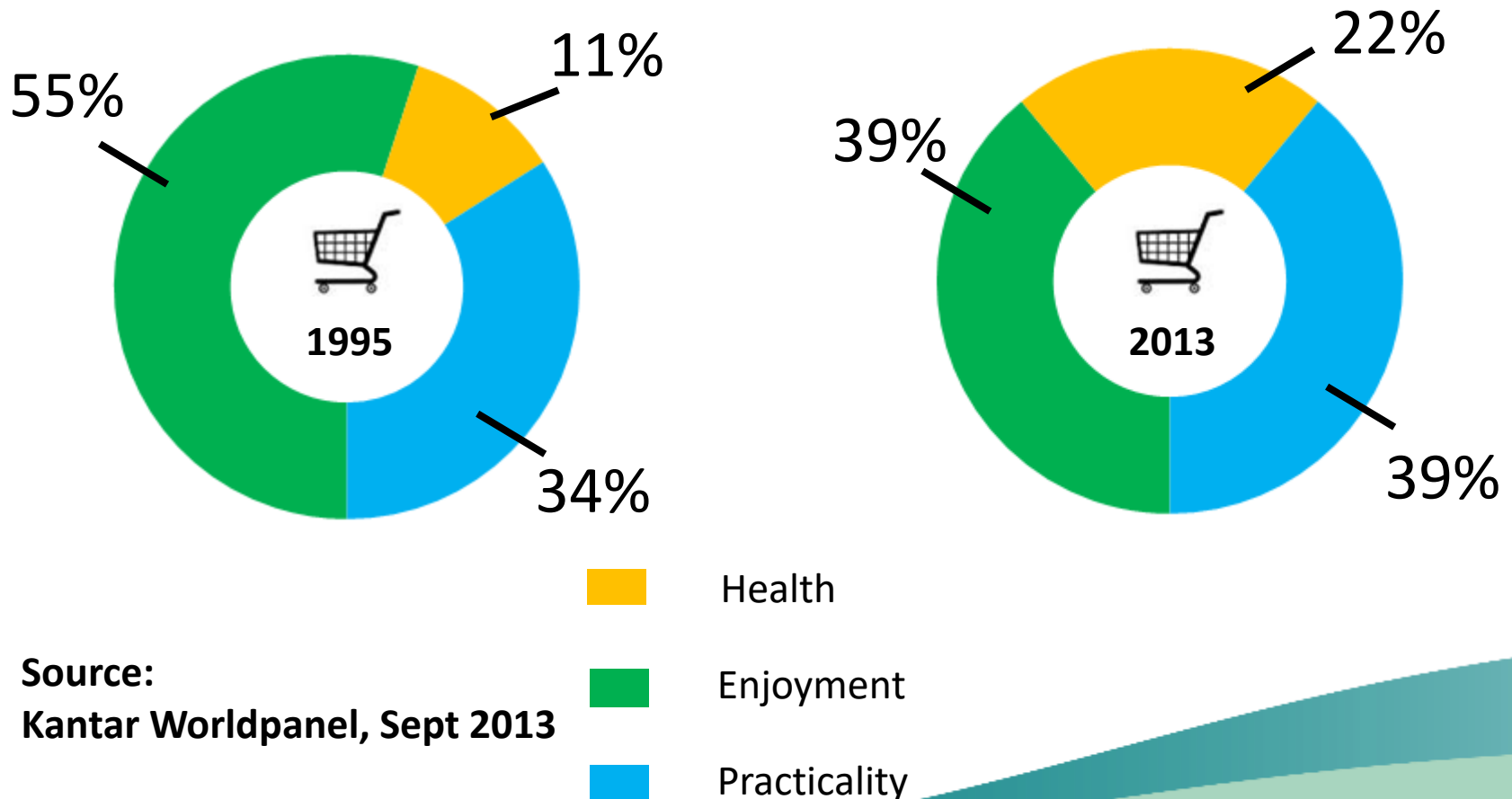


II. From the sea to the plate



Consumer Decisions

... increasingly driven by health



Source:
Kantar Worldpanel, Sept 2013

V. Fat is back



V. More transparency & traceability



POST CARD

OUR COCOA FARMERS IN THE DOMINICAN REPUBLIC WOULD LOVE TO HEAR FROM YOU! TO WRITE A MESSAGE TO THE MEMBERS OF FUNDOPO, CLICK [HERE](#). JUST DROP A LINE ON OUR FACEBOOK WALL AND WE'LL SEND ALONG YOUR NOTE SOON.

Ever wonder where your favorite fries got their start?

Follow us back to our roots by entering the first **four digits** of the production code on your bag or box, or scroll down to learn more about all of our growing regions.

Your tracking code

Go





Why Add Value?

- Meet customer needs
- Gain competitive advantage – unique selling point
- Enter a new market / market segment
- To gain a bigger value added share
- Increase profit

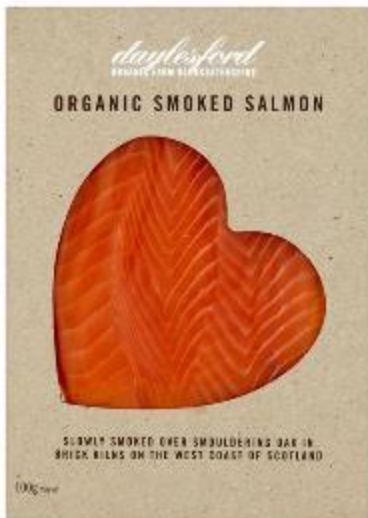
What Value Can Food Have?

- Texture, taste and aroma
- Convenience
- Shape, size and flexibility
- Packaging
- Service
- Information and advice
- Reassurance and traceability
- Local production
- Storability (e.g. shelf life, freezability)
- Animal welfare
- Nutritional content



Consumers want VALUE!

Value = **Benefits** - **Costs** - **Risk**



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