Global food industry trends and COVID-19: what does it mean for your business?

Professor David Hughes
Global Food Industry Trends and COVID-19: what does it mean for your business?

Dr. David Hughes
Emeritus Professor of Food Marketing

DPIRD Food Innovation Team Webinar
Thursday 04 June 2020

@prof david hughes
www.supermarketsinyourpocket.com
By 2050, 10 Billion People Will Live in Our World and 80% of Them Will Live in Asia & Africa

Global Population 7.8 Bn. in 2020 and 10 Bn. by 2050
What’s the Most Likely Shape of the Economic Recovery Curve?

A V is More Likely if a V for Vaccine Arrives By First Quarter 2021

Calming or Scary?!
New Cases of Covid March to May

Population: 26m

Australia
Confirmed: 7,193
Recovered: 6,614
Deaths: 103

Worldwide
Confirmed: 6.15M
Recovered: 2.64M
Deaths: 372K

Population: 68m

United Kingdom
Confirmed: 275K
Recovered: -
Deaths: 38,489

Worldwide
Confirmed: 6.15M
Recovered: 2.64M
Deaths: 372K

Population: 6m

Singapore
Confirmed: 34,884
Recovered: 21,699
Deaths: 23

Worldwide
Confirmed: 6.15M
Recovered: 2.64M
Deaths: 372K
The world’s food system has so far weathered the challenge of covid-19

Although particular turbulence in the North American meat sector and labour availability issues in the fresh produce industry.

Biggest consumer issues:
- Household income
- Health of the Family
- Food Safety
- Food Security
Economic crisis: Trading down protein demand, eggs will benefit

The Scramble for Value!

<table>
<thead>
<tr>
<th>Sales channel</th>
<th>Product species</th>
<th>Product groups</th>
<th>Concepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants</td>
<td>Veal</td>
<td>Ready meals, Steaks</td>
<td>Organic</td>
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<tr>
<td>Premium retail</td>
<td>Beef</td>
<td>Breast meat, Sausages</td>
<td>Free range</td>
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<tr>
<td>QSR</td>
<td>Pork</td>
<td>Minced meat, Legs</td>
<td>Slow growing</td>
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<tr>
<td>Supermarkets</td>
<td>Eggs</td>
<td>Shell eggs</td>
<td>Barn</td>
</tr>
<tr>
<td>Discount retail</td>
<td></td>
<td></td>
<td>Regular</td>
</tr>
</tbody>
</table>

Economic downturn and higher volatility:
Eggs and chicken the best positioned proteins

What Did We Rush to Buy? Comfort Food, Old Favourites, Storables, Indulgent Snacks, Staples, Value-Priced Protein!
It's an ILL Wind that Blows No One Any Good!

Kraft Heinz Q1 results boosted significantly by stockpiling
April 30th, 2020

Kraft Heinz has posted net sales of $6.16 billion in its first-quarter, representing 6.2% organic growth as a result of increased consumer demand related to Covid-19.

April 29th, 2020

PepsiCo posts strong Q1 results due to food and snack business

PepsiCo reported strong results in Q1, as its three North American divisions saw positive impact due to Covid-19.

April 23rd, 2020

Nestlé posts ‘best sales growth in five years’ due to stockpiling

Nestlé has reported organic sales growth of 4.3% in Q1, driven by consumer stockpiling of its coffee, frozen food and pet brands.

Australian delivery returns with surge

After pausing online delivery because of the coronavirus Australia’s two largest supermarkets have resumed services with increased capacity

The toilet paper boom: Coronavirus panic buying caused the biggest spike in retail sales in Australian history

Why the strong performance of supermarkets during the Covid-19 crisis is feeding investor appetite

Japanese supermarket sales spike, luxury seafood prices plummet
April 5th, 2020

UK online grocery sales to soar by 33% in 2020
May 12th, 2020

Tesco
London

Woolworths

Coles

Mondelēz international has reported 2.6% growth in net revenue to $6.7 billion in Q1, driven by demand from North America.
IGD's 10 hypotheses on how retail could change after the Coronavirus (COVID-19) pandemic

**Society**
- Reversal of globalisation
- More frequent business disruption
- Kinder and more community engaged society

**Shoppers**
- Revert to savvy shopping behaviours
- Eating at home is the new eating out
- Seeking out creative and social experiences

**Retail**
- Increasing market consolidation
- Prioritising operational efficiency
- Agile and flexible store formats
- Elevated online grocery penetration
New Normal: How COVID-19 could change Canada's grocery landscape forever

Amazon was already powerful. The coronavirus pandemic cleared the way to dominance.
The global health crisis has forced 250,000 US stores closed, clearing the way to Amazon’s dominance.

Alibaba GMV surpasses US$1 trillion

May 25th, 2020

US online grocery sales surge to new record in April
May 5th, 2020
Consumers continue to use new buying channel as coronavirus lockdowns drag on.

Demand overwhelms grocery-delivery services in Malaysia, Singapore
April 7th, 2020

UK online grocery sales likely to surge by a quarter amid lockdown
May 5th, 2020
UK veg box schemes double weekly sales amid Covid-19
Particularly in China, Accelerated Decline of Wet Markets as Major Source of Fresh Meat Purchases

89% said they would be more willing to buy daily necessities/fresh products online after the pandemic.

80% said they would pay attention to eating healthy after the pandemic.

In general Brits are eating more and eating less healthily while in lockdown.

Source: Nielsen Social Intelligence Survey on Coronavirus, Feb. 2020
JD sells 27,000 tons of fresh products in a week

May 23rd, 2020

Chinese e-commerce giant JD has registered sales of 27,000 tonnes of fresh products during its Foodie's Carnival online shopping event, including 4531 tonnes of imported fresh food.

Durian, Lychees and Blueberries Top Fresh Produce Items
Pre- and Post-Covid 19 Strong International Growth in Convenience Store Retailing

Number of 7-Eleven Stores by Country, 2019

- Japan: 20,904
- Thailand: 11,299
- South Korea: 9,485
- United States: 9,340
- Taiwan: 5,443
- China: 2,892
- Philippines: 2,593
- Malaysia: 2,311
- Mexico: 1,801
- Australia: 696
- Canada: 626
- Singapore: 398

7-Eleven Singapore ups its game

7-Eleven India plans 1000+ stores in Mumbai

Couche-Tard still focused on U.S. eyes Asia Pacific growth: CEO
New Aldi Store in Shanghai
It’s a Lot Fancier than My Aldi Store in the UK!

Hard Discount Stores Set to Increase Grocery Retail Share in Income-Constrained Markets
Lockdown to spell disaster for thousands of pubs, restaurants and shops

"If the adage that it takes two months to form a habit holds, the economy that remerges will be fundamentally different."

Can Europe’s restaurants survive the coronavirus lockdown?  
May 1st, 2020
PepsiCo launches two direct-to-consumer online stores

Frito-Lay Launches Direct-To-Consumer Sites Amid Pandemic Snacking Surge
May 11th, 2020

Your favourite takeaway in a bag of CRISPS! Walkers teams up with chains to create five new flavours including Nando's PERi-PERi Chicken and Pizza Express American Hot
April 2nd, 2020

Lockdown Announced March 23rd with Closure of Food Service Outlets. Launch of Walkers' Promo. 10 Days Later!

Nestle partners with Deliveroo platform for confectionery
May 28th, 2020

- Packs come with vouchers that can be used in the restaurants when they reopen
In Difficult Times, You Can’t Sit Still!

LE WHOPPER

DE LA QUARANTAIN.

SOCIAL DISTANCING WHOPPER

THE WHOPPER WITH TRIPLE ONIONS THAT KEEPS OTHERS AWAY FROM YOU

TAKE AWAY

Burger King London
ORDER FOR DELIVERY

We’ve reopened 10 shops in London close to hospitals to help serve healthcare workers. We’re also offering delivery from those shops to selected areas.

Order your breakfast and lunchtime favourites, sweet treats, and organic coffee. Freshly made by us, for delivery with...

Just Eat  
UberEats  
Deliveroo

ORDER NOW  ORDER NOW  ORDER NOW

Crack one open while we’re closed.

Pick up Proper Coffee in a Can on your next shop.
VE Day stay at home afternoon tea.
Cake & Brownies - how better to commemorate and celebrate the 75th anniversary of VE Day!! Enjoy our wonderful range of afternoon tea treats below - all for £20!
2x Chocolate Brownie
2x Scones + Clotted Cream + Jam
2x Chocolate Flapjack
1x Lemon Cake
1x Victoria Sponge Cupcake
1x Mini Lemon and Raspberry Tart
2x Sandwich - choice of Bacon, Lettuce & Tomato or Egg & Cress
1x Pot of Smoked Salmon Tartare with Soda Bread

A$36 per Couple
Street Food in Emerging Markets Competes on Price With Home Cooked Food. Eating at Home Could Be Eating Street Food At Home!

ASIAN CONSUMERS ARE RETHINKING HOW THEY EAT POST COVID-19

March 27th, 2020
There’s Plenty of Food Delivery Options in Bangkok!

Grab Taxi Acquired Uber in SE Asia to Extend Its Ride and Food Delivery Services

Deliveroo Open “Dark/Ghost” Kitchens in HK

Deliveroo Hong Kong opens third Editions site, in Quarry Bay  April 14th, 2020
Home is the Hub! It’s for Living and Working.

More Home Cooking?:
- Household meal repertoires extended, BUT
- More about “Meal Component Assembly” than Cooking Like Mum!
- Convenience Trend Continues: Convenient to Buy, Prepare, Consume & Dispose (Either Save or Enhance Time for Consumers)

Frozen Food Gets a Fillip from Covid-19 and from Online Grocery Ordering!
The Difference Between a “Fun to Make at Home” Product and a Retail Product

Oat Milk Kit

- Mix ground oats, amylase and lecithin in water
- Cook in a pressure cooker or on stove for 1 hour
- Cool in an iced water bath
- Decant and store in fridge
- All packaging is compostable
- Retail price of $3

“Does convenience trump our value proposition?”
World-Wide Shoppers Seek Meal Solutions Not Meal Problems. Buy “Meal Components” and Assemble Them (“Cooking”) at Home!

Here's a Salmon Starter, Steak & Fries, Profiteroles, and a Bottle of Wine: A$27 – Is that a Deal?

The Supermarket Purchased “Eat Out-In” Option has been a Long-time Favourite in the UK Market
MEET OUR NEW
PROTEIN POWER BOWL

- HIGH IN PROTEIN
- HIGH IN VITAMIN C
- HIGH IN IRON
- FIBRE SOURCE
- 3 OF YOUR 5 A DAY

WHAT IS IT?
We’re welcoming in Summer with this latest addition to our menu, a protein-rich dish packed with miso roasted tofu, power grains and immune-boosting veggies.

WHY WILL YOU LOVE IT?
Our chefs have topped this grain bowl with a coconut and edamame smash, sweet chilli broccoli, sesame cabbage, and a pea and edamame medley.

BEST VALUE
2 people
£59.88
£4.99 per serving

A$9.00 per serving
**Market Kitchen Square Meals box**  £30.00
Eight complete main meals - four different dishes.

**Market Kitchen Meal Maker box**  £30.00
Eight main meals - four different dishes. Add your own rice, pasta or potatoes to complete the meal.

**Family Meat Box**  £45.00
Create and enjoy hearty meals for the family - includes various fresh meat packs such as chicken, beef and pork.

**Vegetarian Food Box**  £35.00
A selection of food suitable for vegetarians, plus essential household items.

**Meat Eaters Food Box**  £35.00
A selection of food including fresh meat, plus essential household items.

**Market Kitchen Square Meals box**  £30.00
Eight complete main meals - four different dishes.
Meal Delivery Platforms and Meal Kit Providers
• Questions?
  - Relating to changing routes to the consumer
Concerns About Food Safety will be Elevated Increasing Interest in **Local Food**. Certainly, Contactless Payment will become Pervasive. And Food Cultures Where Meals are Shared (e.g. Asia) may see Changes.
The Notion of “Climate-Friendly and Planet-Friendly Diets” are Gaining Substantial Traction. Just Ask Your Children/Grandchildren!

Global “Climate Change Strikes” Friday, September 20th, 2019

Student Climate Strikes Across Asia: “There Is No Planet B”

Youth climate strikes sweep Asia ahead of UN Climate Action Summit

Greta at a Mass Rally of School Children In Bristol, UK February 28th, 2020
Plant-based diets key in tackling climate change: UN report warns food systems must undergo significant change

The report also notes that food loss and wastage add up to US$1 trillion each year.

Davos 2020 urges dietary changes, sustainable supply chains and agri-food system transformation

Cut meat and dairy intake 'by a fifth'

Sustainability charge for meat debated in European Parliament as new report urges price hikes by 2022

Less Pollution with Less Traffic: Shows What Can be done! “Let’s Do It with Food!”
Nestle to adopt Nutri-Score labelling scheme in five European countries

November 26th, 2019

What Impact Would Your Product Have on the Nutri-Score?

Nestlé and Danone push for Nutri-Score roll out as COVID-19 deepens nutritional rifts

April 28th, 2020

And What About the Impact on the Upcoming Enviro-Score?

Consumers support product carbon labeling as climate change concerns heat up

April 27th, 2020

Tesco trialing Eco-Labels With WWF. Quorn Already There!
### Relative Greenhouse Gas Emission Impact of Selected Protein Foods*

<table>
<thead>
<tr>
<th>Protein Food</th>
<th>GGE</th>
</tr>
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<tbody>
<tr>
<td><strong>Beef</strong></td>
<td>100</td>
</tr>
<tr>
<td>Farmed Prawns</td>
<td>36</td>
</tr>
<tr>
<td>Cheese</td>
<td>22</td>
</tr>
<tr>
<td>Pork</td>
<td>15</td>
</tr>
<tr>
<td>Chicken</td>
<td>12</td>
</tr>
<tr>
<td>Farmed Fish</td>
<td>12</td>
</tr>
<tr>
<td>Eggs</td>
<td>8</td>
</tr>
<tr>
<td>Wild Fish</td>
<td>5</td>
</tr>
<tr>
<td>Peas, Beans, Nuts</td>
<td>&lt;2</td>
</tr>
</tbody>
</table>

* Beef index 100 ** Dairy Beef 34

Source: Adapted from Poore and Nemecek, Science 01, June 2018

GGE: Greenhouse Gas Emissions
Impossible Foods raises $500M to invest in the future and expand

Investments in Plant-Based Meats

- 2019 $747m of which $290m
- 2020 1st Q $741m of which $500m

Beyond Meat goes public with a bang

Markets

Beyond Meat Maintains Rapid Growth Amid Restaurant Closures

May 5th, 2020
JBS enters crowded plant-based segment with Ozo brand  March 4th, 2020

Smithfield Foods launching plant-based brand  August 12th, 2019

The New Makers of Plant-Based Meat? Big Meat Companies

Cargill enters plant-based meat with burgers and ground products  February 24th, 2020

Smithfield
August 12th, 2019

Cargill
Starbucks deal and plant-based launches give Nestlé sales boost

February 13th, 2020

Nestlé releases vegan mince and updates Incredible Burger recipe
August 26th, 2019

Nestlé has expanded its plant-based product portfolio in Europe with new Garden Gourmet Incredible Mince, alongside the introduction of a "meatier" Incredible Burger.

Nestlé-owned Sweet Earth Foods releases new plant-based burger
September 30th, 2019

Nestlé-owned Sweet Earth Foods has announced the launch of its latest plant-based products, the Sweet Earth Awesome Burger and Sweet Earth Awesome Grounds.
Kellogg's Incogmeato unveils plant-based burger, bratwurst and Italian sausage

February 13th, 2020

The MorningStar Farms brand is launching the products in retail in the coming months to compete with traditional meats during grilling season.
Starbucks China launches plant-based menu with Beyond Meat, Oatly, Omnipork

April 21st, 2020

Growing Interest in Plant-Based Meats in China

Asia pivots towards plants for protein as coronavirus stirs meat safety fears

May 25th, 2020

KFC Will Be Selling Plant-Based Chicken Nuggets In China Next Week

April 21st, 2020

Nestlé to build its first plant-based food facility in China

May 20th, 2020

Cargill planning plant-based expansion in China after KFC trial

April 30th, 2020
Made with mung beans: JUST Egg hits Kroger shelves in US

Just partners with Post Holdings for massive foodservice expansion

Plant-based Just Egg will be made and distributed by the cereal and frozen products company’s Michael Foods division starting this fall.
TASTY, PLANT-BASED FOOD

DEIGNED FOR BUSY LIVES.

STRONG ROOTS®

BBQ KALE & QUINOA BURGER WITH SPICY MANGO SALSA

LOADED BBQ SWEET POTATO FRIES WITH JACKFRUIT

PUMPKIN & SPINACH BURGERS IN SALAD CUPS WITH VIETNAMESE DIPPING

CHILLI BEAN LOADED SWEET POTATO FRIES

MIXED ROOT VEGETABLE FRIES

CAULIFLOWER HASH BROWNS

BROCCOLI & PURPLE CARROT BITES

PUMPKIN & SPINACH WEDGES

Imperial College London
These Features are As Relevant in Emerging Markets as They Are in Mature Economies
Our global network of analysts have identified six themes which are impacting consumer markets.

* From Sustainability to Purpose: more holistic green (packaging/plastic concerns muted)
  - Hometainment & Experiential: more home entertaining with food central (having your mates around for dinner?)
  - Shopping: turning point for grocery e-commerce
  - Wellness Redefined: refocus on family health. Healthier meals, healthier minds, healthier bodies
  - “New Normal” for Food: simply acceleration of existing trends but constrained by lower household income (e.g. less eating out)
  - Innovation & New “Core”: savvy shoppers, focus on value, Trader Joe’s premium hard discounters excel

With the exception of fresh food, packaged food and home care, COVID-19 will have a negative impact on consumer markets.
Following Trends:

- Few ingredients
- Natural ingredients
- Small, guilt-reduced portion
- “Non-dairy dairy”
- Healthy dark chocolate
- Coffee flavour
- Barista premium
Unilever launches mission-based Culture Republick probiotic ice cream

Following Trends:
• Social mission
• Gut health
• Trendy ingredients
• Reduced guilt (light)
• Online order
• Home delivery
Ticking Trend Boxes:

- Street food
- Asian
- Authenticity (!)
- Low fat/calories
- Cool NOT Pikey
simple truth is the VERY successful private label product range of Kroger.

Here, Kroger presses consumer-friendly buttons:
- Simplicity
- Truth
- Organic
- Raw
- Unfiltered
- with Mother

**Definition of mother of vinegar**
A slimy membrane composed of yeast and bacterial cells that develops on the surface of alcoholic liquids undergoing acetic fermentation and is added to wine or cider to produce vinegar
— called also mother
Sold Throughout The Emerging World as “The Strong One”!

High Margin for Retailer, Prime Retail Position, Energetic In-Country Sales Teams

5bn Lozenges Sold with Revenues of A$400m in 120+ Countries
Mmmmmm They Look Similar!

Nothing Wrong with Copying! Retailers Do It the World Over. It’s the Scourge of Profitability in the Global Food & Drink Industry
Market Research Tip: For Your Product Area, Go To the Market Where Most Sold Per Capita and Find Out Why!
Mars Seeds of Change Accelerator Programme
Winners for 2019 Announced August, 2019
Accelerating innovation: Kraft Heinz backs five “next-generation” disruptive brands, healthy snacking dominates

March 7th, 2019
Q&A: Consumer Trends So Far!
Trend 1. Storytelling: Winning with Words
Increased consumer interest in discovering our foods’ origin stories

56% of global consumers say that stories around a brand influence their purchase decision.

“Why do you want to know the story behind the food/drinks that you buy?”

“To learn where the ingredients come from”

Source: Innova Consumer Survey 2019. Average of U.K., U.S., Spain, France, Brazil, India, Germany, Mexico and China
Supply Chain for Happy Cow “Made by Us” Ice Cream

West Webbery Farm

7 miles

Appledore, Devon
A Big Global Health Scare Focusses Consumer Attention on Safeguarding the Health of Their Family and to be Less Reliant on State Health Services: “Having More Responsibility and Control Over Our Own Health”.

“I’m/We’re Going to Eat More Healthier”.

Notwithstanding that:

In general Brits are eating more and eating less healthily while in lockdown
Fruit & Veg Looking Good.
The Red Meat & Dairy Guys NOT Well-Pleased with Canada’s New Food Guide!

The Unequivocal Evidence that Obesity and Diabetes Increases Your Health Risks Associated with Viruses will Increase Governmental Pressure on Citizens to Eat Less and Much More Healthier
Digestive Health Mega-Trend Across the Globe (Never Been Off-Trend in Asia)

Coca-Cola buys Australia’s MOJO Kombucha

September, 2018
Neuro Brands expands line with live probiotic drink Probucha

April 30th, 2020

Clinically studied to help improve the gut microbiome and alleviate problematic digestive symptoms.

Ginger can help soothe the stomach and promote normal digestion.

A prebiotic tea-based ingredient supporting a healthy digestive system.

Curcumin is a versatile anti-oxidant that helps detoxify the body.

These natural ingredients are all vegan and gluten free.

Gogi, Pomegranate and Blueberry – Powerful antioxidants to help scavenge free radicals in the brain and body.
BARLEYmax Prebiotics Support Digestive Health

BARLEYmax™ fibre levels
Compared to other grains

Have you tried the new Lowan’s Coconut & Chia Fruit Free Muesli? A delicious and better-for-you breakfast choice, this muesli:

- Provides 7.2g plant protein per serve
- Contains 34% more protein than average natural mueslis
- Features the gut boosting prebiotic fibre of BARLEYmax™
- Has no added sugar
- Features a 5-star health rating
As A Result of Coronavirus, ………

37% of Brits plan to buy more green/sustainable produce

Survey undertaken late-May, 2020
Tesco, WWF launch 'green' food metric

December 16th, 2019

Tesco has teamed up with The World Wide Fund for Nature to devise a measure they say will gauge the environmental impact "of some of the UK's most popular foods".

Climate-Friendly” Score or Traffic Lights to be Mandated on Food Products by 2022?
Food waste start-up Apeel Sciences has secured $250 million in financing to help improve the resilience of the fresh food supply chain and fight food waste on a global scale.

The round, which brings the company's valuation to over $1 billion following previous investment in 2019, was led by GIC with participation from Viking Global Investors, Upfront Ventures, Tao Capital Partners and Rock Creek Group.

Based in California, Apeel Sciences aims to combat food waste by using its plant-derived solution to add a little extra “peel” to the surface of fruits and vegetables. The company's edible coating product reportedly doubles to triples the shelf life of many produce types without the need for refrigeration.
Imperfect Foods secures $72 million in Series C funding

Imperfect Foods has raised $72 million in a Series C funding round, to expand its salvage and grocery delivery operations for aesthetically imperfect produce.

Founded in 2015, the San Francisco-headquartered company aims to reduce food waste by ‘rescuing’ imperfect or excess products, including vegetables, dairy, shelf-stable goods, meat and seafood. These are then distributed to consumers via its grocery delivery service.
Waste Not Want Not!: The Scandal of Food & Drink Waste

THE WORLD’S FIRST UPCYCLED PUFF.
Upcycled and delicious, crunchy and nutritious, these bold flavored Puffs represent an even bolder idea - that each bite can be better for you AND the planet.

HOW WE UPCYCLED MORE THAN 361,416 POUNDS OF GRAIN
Yeah, this number is impressive (equivalent to the mass of a blue whale!), but only represents a small fraction of the global difference we can make together. Over 3% of all edible food grown globally is wasted, which equates to billions of pounds of rescuable grain alone. With our snacks, we’ve created the tastiest way to make an impact.

- 6 PACK OF BEER
- 1 LB OF SUGAR EXTRACTED BARLEY
- REGRAINED MAGIC PROCESS
- CRAFTED INTO REGRAINED DOGS, PUFFS, AND OTHER GOOD STUFF!
Consumers can trace coffee beans through new blockchain app  
January 6th, 2020

Tech Giant IBM Unveils ‘Thank My Farmer’ App for Coffee Drinkers

Mars teams with NSIP for 100% sustainable cacao supply chain  
January 9th, 2020

LEADING BRANDS IMMERSE PEOPLE IN THE STORY

ORIGIN GIVES REASSURANCE OF QUALITY AND SAFETY
Cargill, Agrocorp and Rabobank join forces for intercontinental trade using blockchain platform.

Agrocorp secures US$50m sustainable borrowing base facility from FMO and Rabobank.

Maple Leaf Foods and BMO Capital Markets enter into First Sustainability-Linked Loan in Canada.

Green Finance Is Now $31 Trillion and Growing.
Regenerative agriculture for dairy: Danone leads alliance with DSM

The alliance, Farming for Generations, is convinced that agriculture is a solution to making the food system sustainable  June 27th, 2019

27 Jun 2019 --- In a bid to ensure food systems will be “fit for the future,” Danone is leading Farming for Generations, a new global alliance with seven other agricultural sector players, including DSM. The collaboration will gather cross-sector insights over the next three years, in order to allow dairy farmers to adopt more sustainable regenerative farming practices. Through the preservation and renewal of the planet’s resources and the respect of animal welfare, the long-term economic viability of farms will be ensured, as well as aiding sustainability.

Big Food turning to regenerative agriculture to meet sustainability goals  May 13th, 2019
Barilla develops innovative supply chain contracts with wheat farmers in Emilia-Romagna Region, N. Italy

Sustainable Agriculture at The Heart of The Business

THE ‘CARTA DEL MULINO’ IS HERE: SUSTAINABLE AGRICULTURE REGULATIONS DRAFTED BY MULINO BIANCO
Nourishing thoughts
You called for “a new productivity revolution” to feed the world by 2050 (“The food miracle”, May 9th). It has already started, driven by the clever manipulation of crop biomes, gene editing (CRISPR technology), precision agriculture with big data, and the emergence of “new” protein sources, such as plant-based foods, insects and cultured meats. However, this revolution is happening in tandem with rejuvenated agricultural practices characteristic of previous centuries, which include composting, minimal tillage, integrating livestock and cropping, improving crop diversity and crop rotation. This is good news for farmers, consumers and our planet.

DAVID HUGHES
Emeritus professor of food marketing
Imperial College London
Danone announces it’s to become “enterprise à mission” company whose purpose & objectives in the social and environmental fields set out in its articles of association. Annually, Danone’s performance will be measured by an Independent auditor on:

- Consumer health & nutrition
- Water
- Agriculture
- Biodiversity
- Packaging
- Social innovation
- People & social matters
BUNDLE OF JOY Baby food and milk brand Piccolo launches delivery service so parents can order online

March 26th, 2020

GIVING BACK IS AT THE CORE OF PICCOLO’S PURPOSE

10% of our profits go to charities helping local families. That’s why we started Piccolo — to give all families the best start and lead a whole life-time of healthy eating. Aim high, right?

Lockdown March 23rd
Online Launch March 26th
Does Your Mission/Purpose Strike A Bell with Your Customers & Consumers?

What’s The **Social** Mission of Your Chicken & Egg Companies?
Poor People Want Cheap Chicken BUT, Also, They Want Companies They Buy Food From to Understand And Share Their Values

Casademont Value Meat Products: 1% Revenue to Food Banks in Spain
#Flip2Feed Fundraising Campaign

Introducing, #Flip2Feed, a fundraising campaign, where you flip pancakes to help feed vulnerable children. No child should go hungry during the COVID-19 crisis. Sadly they are. Find out how you can help us provide 80,000 meals to children and their families by clicking the link below.
CONTACT POINTS:

e-mail: profdavidhughes@aol.com

Telephone contact:
Mobile/Cell +44(0)7798 558276
@ProfDavidHughes
Retail Blog: www.supermarketsinyourpocket.com
Agribusiness Food and Trade
Food Industry Innovation:
supporting Western Australia’s regional premium food and beverage industry

FoodIndustryInnovation@dpird.wa.gov.au
https://www.agric.wa.gov.au/r4r/food-industry-innovation