Food Industry Innovation
Supporting Western Australia’s regional premium food and beverage industry
MARKETING FOOD & BEVERAGES IN A CHANGING WORLD
National Agriculture Day

21 November 2018
RETAIL APOCALYPSE?

• BIG BOX STORES SCARED
• SHOPPING MALLS CLOSING
• JAMIE OLIVER’S AND PREZZOS
• AMAZON
• ALDI, LIDL AND KAUFLAND
• BREXIT ETC
UBER EATS
WHAT WILL CHANGE?

Now

• Customer
• Product
• Experience
• Competition
• Technology
• Profit
• Staff
• Politics
• Family

5 Years
WHAT IS CHANGING IN OUR WORLD AND WHY
3 ECONOMIES BASED ON WHAT WE DO

PRICE LED ECONOMY

DOWN DOWN PRICES ARE DOWN
3 ECONOMIES BASED ON WHAT WE DO

CONVENIENCE LED ECONOMY
IN 2019, AMAZON DELIVERING TO THE TRUNK OF YOUR CAR.

IT'S BRUTAL OUT THERE.
THE AMAZON EFFECT

“In 5 years 20% of the USA economy will be online and Amazon will have two thirds of that market”

AMAZON SETS THE TONE FOR RETAILING

REF: AMAZON’S STRANGLEHOLD 14SR REPORT DEC 2016
3 ECONOMIES BASED ON WHAT WE DO

EXPERIENCE LED ECONOMY
Hidden Treasures of the Great Southern

Bloom Festival

22nd September - 21st October 2018
Expression of Interest Close May 31
WHO WILL WIN THE GAME
I'M A FOODIE

MORE MOREISH OPTIONS
- Gourmet in the Park, 19 Cringle Road, Putney West
- Le Bouche Gourmet and Wellness Centre, 5/204 London Parade, Putney West
- Orchid Express, 7/21 Jericho Road, Ryde
- Marsden Garden, 49 Marsden Road, Marsden Park
- The Organic Circle, Pioneer Village, 1/88 Argyle Highway, Armidale
- Acacia Cove, 2 Mount Street, Kew Scotland
- The Merino, 31 Church Avenue, Armidale

I'm a chef

“The food at Maitreux is always what I’d like to cook for people. If you’re coming to our farm for something more rustic we have an organic garden, which is a great way to keep our staff fed.”

Our journey – Head Chef & Gardener, Maitreux

DELECTABLE TASTINGS AND DELICIOUS FARE
Wherever you have your table in a lush, sunlit garden or on a sprawling bridge, treat your tastebuds with a tour of the region’s best wineries and fantastic venues.

From Gore Cider House and the Last Drop Brewery to the many wineries around Armidale and Port Macquarie, you’ll find plenty to satisfy your palate, including mouth-watering cheeses and delectable meats.

Where to go:
- Maitreux Winery, Old Chester Ln, Jerilderie
- Lockhart River Winery, 7/17 Cawley Rd, Bedokkina
- Plateyman Estate & Cafe, 13 Garvan Road, Gerringong
- Jerram Winery, 47 Reserve Road, Orange Grove
- Daylily Winery, 90 Mardie Road, Dungog
- La Dolce Winery, 17 Ebor Village, Carnes Creek
- Gore Cider House, 30 Mardie Road, Dungog

TOP FIVE FOODIE EVENTS
1. HOPPSOČHE FESTIVAL
- Try something smooth at 3:30pm on every Thursday at Maitreux, or visit Hoppsocch.com.au for every Thursday.

2. MILLBROOK’S LONG TABLE LUNCH

3. BICKLEY VALLEY HARVEST FESTIVAL
- Join in on the action and sample a range of traditional produce at the festival, visit bickleyharvest.com.au

4. FAIRBROOSEN’S CRUSHED LUNCH
- Take a tour of the Cider House and taste some of the finest ciders on offer, visit fairbroozen.com.au

5. CORE CIDER HOUSE WA CIDER FESTIVAL
- Enjoy a crisp, refreshing selection of ciders at the festival, visit coreciderhouse.com.au
SOCIAL MEDIA

Social media influencers are shaping the popularity of “clean eating” brands and the trend is set to continue

CALEB TRISCARI / Friday, February 9, 2018
AUSSIES

• 40% EATING MORE FRESH FOOD
• 31% SMALLER PORTION SIZE
• 24% REDUCING SUGAR INTAKE
• 23% EATING HEALTHIER MEALS
• 23% CUTTING DOWN ON FAT
AUSSIES

- 72% TASTE DRIVES PURCHASE DECISION INSTORE
- 63% PRICE DRIVES PURCHASE DECISION
I WANT NATURAL
WHAT IS NATURAL?

NATURAL
UNPROCESSED
ORGANIC
GROWN
FRESH

NO
COLOURING
PRESERVATIVES
ADDED CHEMICALS
ARTIFICIAL INGREDIENTS

LESS
SUGAR
PACKAGING
FALSE CLAIMS
INGREDIENTS
TWO THIRDS OF AUSSIE HOUSEHOLDS ARE BUYING ORGANIC

• A BUILDING CONSUMER CONSCIOUSNESS
• AN AGING POPULATION
• INCREASE IN CHRONIC DISEASES
• CHINESE EXPORT MARKET WANTS “CLEAN” AUSSIE PRODUCTS
TICK ALL THE CUSTOMERS BOXES...AND COMMUNICATE IT

HEALTHY
LOCAL
SUSTAINABLE
FRESH
PERSONAL
PREMIUM
MILLENIALS ARE LOOKING FOR WHAT WE DO

YOUR JOB IS TO COMMUNICATE WITH THE CONSUMER...OR IS IT?
THE SUPPLY CHAIN

- YESTERDAY   FARMER TO CONSUMER
- TODAY        FARMER TO DISTRIBUTION CHAIN TO RETAILER TO CONSUMER
- TOMORROW    COMMODITY PRODUCER ..IT WILL STAY THE SAME
              ENGAGEMENT PRODUCER ..FARMER TO CONSUMER

YOU HAVE TO DECIDE YOUR FUTURE
We're Growing Something Good

Wool's Foods + Amazon
A Chinese company is developing facial recognition for organic chickens
STEP ONE

WHAT DO YOU PRODUCE?
STEP TWO

HOW CAN YOU ADD VALUE?
### A Profitable Venture?

<table>
<thead>
<tr>
<th>Year</th>
<th>Product</th>
<th>1970 Price</th>
<th>2018 Price</th>
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<tbody>
<tr>
<td>1970</td>
<td>BANANAS</td>
<td>75 CENTS A KILO</td>
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<td>2018</td>
<td></td>
<td>7 CENTS A KILO</td>
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<tr>
<td>1970</td>
<td>SWEET CHESTNUTS</td>
<td>$35 A KILO</td>
<td>$3 A KILO</td>
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<td>2018</td>
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BUT

...ALSO

AUSTRALIAN BARLEY  4 KILO   $1.20
SCOTTISH BARLEY    4 KILO   $100 PLUS
IDEAL FOR BLENDING OR BAKING
WHAT ARE YOUR ADDED VALUE OPPORTUNITIES
STEP THREE

COMMUNICATE WITH CUSTOMERS
ARE YOU OLD SCHOOL... LIKE ME?
OR ARE YOU CONNECTED TO YOUR CONSUMERS?
INFLUENCER MARKETING

71% OF MILLENNIALS RELY ON SOCIAL MEDIA MESSAGES

• CROWD MENTALITY

• TRUSTED BLOGGERS

REF HTTP://BLOG.PLAYMR.COM.AUSTED BLOGGERS
INFLUENCE MARKETING

• SOCIAL MEDIA

- Bloggers
- Twitter
- Instagram
- Facebook
Dubai Municipality Launches "Food Watch" App for Health-Conscious Eaters
E.G THE 12 TOUCH POINTS TO PURCHASE CHRISTMAS DECORATIONS

How many Touch Points are you engaged with as a Supply Partner?
### TOUCH POINT MAP

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<thead>
<tr>
<th>Touch Point</th>
<th>Expectation</th>
<th>Defects</th>
<th>Opportunities</th>
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<td>Facebook</td>
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<td>Phone calls</td>
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<td>Meet and Greet</td>
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<td>Cash Register</td>
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STEP FOUR

BRANDING IS IMPORTANT TO STAND OUT FROM THE CROWD
MAKING YOUR FARM THE STAR ?.
MAKING YOURSELF THE STAR?.
MAKING YOURSELF THE STAR ?
MAKING THE PRODUCE/ANIMALS THE STAR ?.
STEP FIVE

STEP INTO THE MARKETPLACE
PLAY BY THE RULES
PLAY BY THE RULES

THE 27 SECOND RULES....3 EQUAL NINE SECOND SECTIONS
GRAB ATTENTION

• KEEP IT SIMPLE
WEAR A NAME BADGE.
SIGNS SELL.
Moo - Chefs field to fork specials

By Day

Today's Specials

Whitby Haddock or Cod served with chips, peas & a wedge of lemon £8.49
Pork

Only the best!
Pastured, roaming, no nasties added
Forest, wandering, no nitrates added
Filler-free, no nitrates added
All meat
TEN GOOD REASONS TO DRINK EMMA & TOM'S FRUIT SMOOTHIES AND LIFE JUICES

- No Preservatives
- Whole Fruit
- Cold Filled
- No Concentrates
- Made in Australia
- Fresh
- No Added Sugar
- Lots of Dietary Fibre
- Low GI
- Toasted BBQ Corn, Bean and Nut Mix
WE KNOW IT WORKS

Orchids
Bloom for Months and last for years
$19.95

Orchids
$19.95
BUILD DISPLAYS THAT SELL
POWER = 540%
COLOUR SELLS
ALWAYS BE CONSISTENT.
COME IN WE'RE OPEN AND AWESOME

Closed BUT STILL AWESOME
TILT DISPLAYS.
TASTINGS ARE ESSENTIAL.
PROVIDE BASIC PREPARATION AND COOKING INSTRUCTIONS.
TELL THEM YOU GREW IT.
WEAR A SKIRT.
BUILD A DATABASE.
HAND OUT BUSINESS CARDS.
BE A DAY MAKER
BE THE STORY TELLER
MARKETING, NO PERSON IS AN ISLAND
Our Young Food Producers Show the Way

Suffolk is famous for its food. It is also remarkable for the number of young people involved in its production. They are in the forefront of our highly successful local food industry, some winning prestigious national food awards to prove it. Their expertise, inventiveness and energy have done much to put Suffolk on a national good food map.

They are all exceptionally bright and determined, introducing new ideas to their businesses and to the festival itself. So, we have brought them together, forming a Young Producers Group. Their lively discussions have provided the festival with many new ideas.

Meet the Supermarket Siesta Tribe

We’ve brought together a whole community of online partners to support you in shaking up your shopping habits with a #supermarketsiesta.

We’re on a quest for quality and convenience. We believe in cutting out the unnecessary middle men. And we believe that everybody should get a fair deal.
STEP SEVEN

THE FUTURE
Welcome to Pink Pig Farm. Good food, family & fun.
WE NEED TO INFLUENCE CHANGE

• SALES PRICE
• BRAND IMAGE
• CONSUMER FEEDBACK
• PROFIT
• OVERHEAD COSTS
STEP NINE

YOUR FUTURE
• DIFFERENTIATE OR DIE

THAT DOES NOT MEAN CHANGE THE LOGO
We’re the better food destination for Canadians to:

1. Enjoy great quality FRESH FOOD and flavours.
2. SAVE TIME while eating well every day.
3. Make the best choices to enjoy a HEALTHY LIFE.
4. Choose foods that support our SUSTAINABLE PLANET.
5. Eat well within an AFFORDABLE BUDGET.
6. Know that everything we sell has a 100% SATISFACTION GUARANTEE.
7. Recognize that Sobeys contributes to their LOCAL COMMUNITY.
KEY TRENDS

1. PREMIUM ASSORTMENTS AND INNOVATIONS
2. ORGANIC
3. PLANT BASED PRODUCE
4. SUSTAINABILITY
"NEWLY OPENED ALIBI BAR + KITCHEN IN SYDNEY’S OVOLO WOOLUMOOLO IS EMBRACING THE VEGAN DINING AND HEALTHY LIFESTYLE TRENDS WITH A 100% PLANT-BASED DINING MENU. THE UNIQUE AFTER-DARK DINING OPTION IS THE FIRST AUSTRALIAN VENTURE BY RENOWNED US CHEF, RESTAURATEUR AND GLOBAL PLANT-BASED DINING PIONEER, MATTHEW KENNEY."
5. REDUCE PACKAGING

- 46,000 PIECES OF PLASTIC PER SQUARE MILE OF OCEAN
6. MEAT REDUCERS
7. LOCAL FARMERS
8. SOCIAL RESPONSIBILITY
9 HEALTHY CONVENIENCE
STEP TEN

YOUR ROLE IN YOUR BUSINESS
STEP 11

PUT YOUR IDEAS INTO ACTION
HOW DO YOU GET THERE?
WHAT ARE YOUR STRENGTHS IN REACHING YOUR GOAL?
WHAT HOLD YOU BACK FROM REACHING YOUR GOAL?
HOW WILL YOU OVERCOME THE HURDLES?
WE ALL DO THE STUFF WE LIKE TO DO
75% OF AUSSIE KIDS CANNOT VISIT A FARM

A FUN FARM ADVENTURE FOR KIDS
YOU HAVE SOMETHING NO OTHER BUSINESS HAS. MAKE SURE YOU USE IT...
HOW CAN WE INFLUENCE CHANGE?

- CUSTOMER EXPERIENCE
- CUSTOMER OFFERING
- MARKET PLACE COMPETITION
- ADOPTION OF TECHNOLOGY
- EFFECTIVES OF TECHNOLOGY
- MARGIN COST OF INPUTS
JOIN FORCES TO GROW THE MARKET

HTTPS://WWW.LOED.COM.AU
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