

Developing Food Products to Meet Consumer Demands

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- Where Does All this Start?
 - It All Starts With ...

Developing Food Products to Meet Consumer Demands

Marketing!

Marketing

- Marketing is:
 - A System ... of business activities
 - Designed to ... plan, price, promote, and distribute
 - Something of Value ... want-satisfying goods and services
 - To the benefit of ... the market
 - Present & potential consumers.

Marketing

- Marketing Definition:
 - A social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.
 - The Essence of Marketing:
 - ... A transaction
 - ... An exchange
 - ... Intended to satisfy human needs or wants.

Contrasts Between Selling and Marketing

Selling:

- 1. Emphasis is on the product**
- 2. Company first makes the product and then figures out how to sell it**
- 3. Management is oriented to sales volume**
- 4. Planning is oriented to short-term results, in terms of today's products and markets.**

Marketing:

- 1. Emphasis is on customer wants**
 - 2. Company first determines customers' wants and then figures out how to make and deliver a product to satisfy those wants**
 - 3. Management is profit-oriented.**
 - 4. Planning is oriented to the long run, in terms of new products, tomorrow's markets, and future growth.**
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Consumer Buying Behavior – Know Your Market

A **Market** is people with:

- Needs and wants
- Money to spend
- Willingness to spend it

You must know that **Market** :

- Who buys?
- How do they buy?
- When do they buy?
- Where do they buy?
- Why do they buy?

Market Opportunities to be Generated:

- Two primary markets – as they relate to our discussion today:
 1. Wellness market
 2. Prevention market

Marketing Focus:

- Wellness Market:
 - Consumer Direction
 - Seeking an on-going proactive health approach
 - Consumer Motivation
 - Enhance daily health
 - Reinforce quality of life
 - Boost mental / physical being
 - Ensure future health

Marketing Focus:

- Prevention Market:
 - Consumer Direction
 - Seeking future health control and assurance
 - Consumer Motivation
 - Ensure future good health
 - Seek to prevent diseases
 - Treat / control an existing condition
 - Concern for longevity

Wellness & Prevention Market

- For today's discussion we separate W&P into two distinct segments:
 - Commercial Marketplace
 - Food Security

Commercial Marketplace

- Wellness & Prevention consumer's needs in Commercial Marketplace?
 - Live Longer
 - Lose / manage weight
 - Prevent disease
 - Look better

Commercial Marketplace

- 2007 International Health and Nutrition publication survey/report:
 - Over 60% of individuals indicated the following are "Very important today."
 1. "Enough energy to do what I want to do"
 2. "Preventing certain diseases or health conditions"
 3. "Mental / brain health"

Food Security

- Different groups within a given population have unique & individual nutritional needs depending on:
 - Age
 - Physiological Status:
 - Nourishment
 - Chronically Ill
 - Pregnant / Lactating
 - Other

Food Security:

Important Target At-Risk Groups - Market Research

- 1. Moderately Malnourished Children**
- 2. Severely Malnourished Children**
- 3. Children with HIV/AIDS**
- 4. Adults with HIV/AIDS**
- 5. Elementary/School Age Children**
- 6. Pregnant and Lactating Women**
- 7. Girls/Women/Teens**
- 8. Orphans**
- 9. Infants Transitioning From Breast Feeding to Solid Food**
- 8. Famine Victims**
- 9. Internally Displaced People (Politics/War/Natural Disasters)**
- 10. People with Tuberculosis**
- 11. People with Gastrointestinal Disorders and/or Diarrhea**
- 12. Elderly**

Food Security Needs

- Energy / Calories
- Protein
- Carbohydrates
- Fats
- Electrolytes – Potassium & Sodium
- Vitamins
- Minerals
- Phytochemical-Resveratrol
- Eco-friendly
- Versatility

Joint View:

Commercial Marketplace / Food Security

- So...what are the common denominators in all this?
 - To provide “Something of Value ... want-satisfying goods and services ... To the benefit of ... the market – present and potential.”
- Marketing applies to both:
 - Commercial Marketplace and Food Security Arena

Joint View: Commercial Marketplace / Food Security

- Identify food-form delivery system appropriate to:
 - Consumer
 - Local taste
 - Efficacy
 - Appropriate portions for consumer / person
 - Appropriate manufacturing capability
 - Cost management
- Need for effective ingredient/s that are proven:
 - For the consumer to:
 - “obtain what they need and want” and
 - “intended to satisfy human needs or wants.”

Meeting Consumer Demands

- Challenge and Opportunity:
 - Study the plethora of food form delivery systems that have been proven successful around the world
 - Use our creative marketing abilities to study the local marketplace
 - Include some form of consumer research
 - Learn of new, creative and want-satisfying needs of the available consumers.

Meeting Consumer Demands

- Commercial food-form delivery. Develop response for:
 - “Having enough energy to do what I want to do”
 - “Preventing certain diseases or health conditions”
 - Improve “mental / brain health”

Meeting Consumer Demands

- Food Security food-form delivery
 - RUTF's / RUSF's are excellent!
 - Challenge ourselves ...
- Are there other opportunities within &/or outside the current food-form delivery systems to meet the food security needs?

Meeting Consumer Demands

1. Healthy / Nutritional Beverages
2. Nutrition Bars / Food Bars
3. Follow-on Formulas
4. Weaning Foods
5. Growing-up Foods
6. Adult Nutritional Supplements
7. Enteral Feeding Products
8. Smoothies, Shakes & Beverages
9. Ready to Drink and Powdered Beverage products
10. Food Ingredient Powders
12. Performance Nutrition Products
13. Meat & Dairy Alternatives / Analogues
14. Meal Replacement Beverages
15. Milk & Dairy Alternatives
16. Sports Nutrition Beverages
17. Yogurts
18. Non-Dairy Frozen Desserts
19. Cream Soups
20. Coffee Whiteners
21. Baked Goods
22. Further Processed Meat Products
23. Ready-to-Use Therapeutic and Supplemental Foods

Meeting Consumer Demands



Ingredients: Brown Rice Syrup, **Soy Protein Isolate**, Evaporated Cane Juice Crystals, Crystalline Fructose, Oat Fiber, Kashi Seven Whole Grains and Sesame® Blend (Stone Ground Whole: Hard Red Winter Wheat, Oats, Rye, Barley, Triticale, Long Grain Brown Rice, Buckwheat, Sesame Seeds), **Peanuts**, Rice Flour, **Natural Peanut Butter**, Mechanically Fractionated Palm Kernel Oil, Corn Grits, Rice Starch, Brown Rice Flour, Wheat Bran, Chicory Root Fiber, Vegetable Glycerin, Cocoa, Nonfat Milk, Corn Bran, Salt, Chocolate Liquor, Calcium Carbonate, Natural Flavors, Magnesium Oxide, Soy Lecithin, Ascorbic Acid (Vitamin C), Alpha Tocopherol Acetate (Vitamin E), Zinc Oxide, Ferrous Fumarate (Iron), Annatto (Color), Pyridoxine Hydrochloride (Vitamin B6), Folic Acid and Vitamin B12.

Meeting Consumer Demands



Nutrition Facts:

Serving size 1 bar. Calories 240. Calories from fat 40. Total fat 4.5g. Trans Fat 0g. Cholesterol 0 mg. Sodium 140mg. Total Carbs. 42 g. Dietary Fiber 5g. Sugars 18g. Protein 10g.

Ingredients: WHOLE OATS, BROWN RICE SYRUP, EVAPORATED CANE JUICE SYRUP, **SOY CRISPS (SOY PROTEIN ISOLATE, RICE FLOUR, BARLEY MALT, SALT)**, **PEANUT FLOUR**, HONEY, CHOCOLATE CHIPS (SUGAR, CHOCOLATE, MILK FAT, COCOA BUTTER, SOY LECITHIN, VANILLA), RICE CRISPS (MILLED RICE, SUGAR, SALT, BARLEY MALT), **SOY PROTEIN ISOLATE**, INULIN (FIBER), GLYCERIN, **PEANUT BUTTER**, NATURAL FLAVOR (CONTAINS PEANUT), OAT FIBER, ALMOND BUTTER. MINERALS: CALCIUM PHOSPHATE, CALCIUM CARBONATE, MAGNESIUM OXIDE, IRON (FERROUS FUMARATE), ZINC OXIDE, COPPER GLUCONATE, MANGANESE SULFATE, CHROMIUM CHLORIDE, POTASSIUM IODIDE, SODIUM MOLYBDATE, SODIUM SELENITE. VITAMINS: VITAMIN C (ASCORBIC ACID), VITAMIN E ACETATE, PANTOTHENIC ACID (CALCIUM PANTOTHENATE), VITAMIN B3 (NIACINAMIDE), VITAMIN B6, VITAMIN B2, VITAMIN B1 (THIAMIN MONONITRATE), FOLIC ACID, VITAMIN A PALMITATE, BETA CAROTENE, BIOTIN, VITAMIN K1, VITAMIN B12.

Meeting Consumer Demands

- In Summary:
 - Emphasis is on customer wants / needs:
 - Commercial and Food Security
 - Determine customers' needs - deliver a product to satisfy
 - Be profit-oriented
 - Plan for the long-term:
 - New products
 - Tomorrow's markets
 - Future growth

Thank You!

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