

Marketing of Blackcurrants

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Instituttet for Fødevarestudier &
Agroindustriell Udvikling - IFAU

About IFAU

- Private research institute, founded in 1982
- Cooperate with companies, research institutions, associations in Denmark and foreign countries
- Applied research on markets, industry competitiveness, innovation, consumers and trends
- Cover all subsectors in the global agri food industry
- Strong international network
- www.ifau.dk



Examples of IFAU projects

- Hot Topics in the European food sector, on-going
- Food service in the Nordic and Baltic countries, 2009
- Food ingredients – innovation trends and competitive parameters, 2009
- The Nordic market for blackcurrant drinks, 2008
- Innovation in the European food sector, 2007
- Strategic development of the Danish berry sector, 2006
- Functional Food in the Oeresund region, 2006



Why think of marketing?

- Marketing should lead to increased market demand and sales
- Marketing is a tool to communicate with the consumers
- Marketing is the foundation for building a trustworthy relationship within the value chain
- Key words for promoting black currants:
Today: HEALTH
Tomorrow? Varieties, origin, other?

Consumers' perception of healthy eating

Guilt reduction

Maintain balance

Super healthy



Stages in life

Primarily
Younger consumers
"Lifestyle"

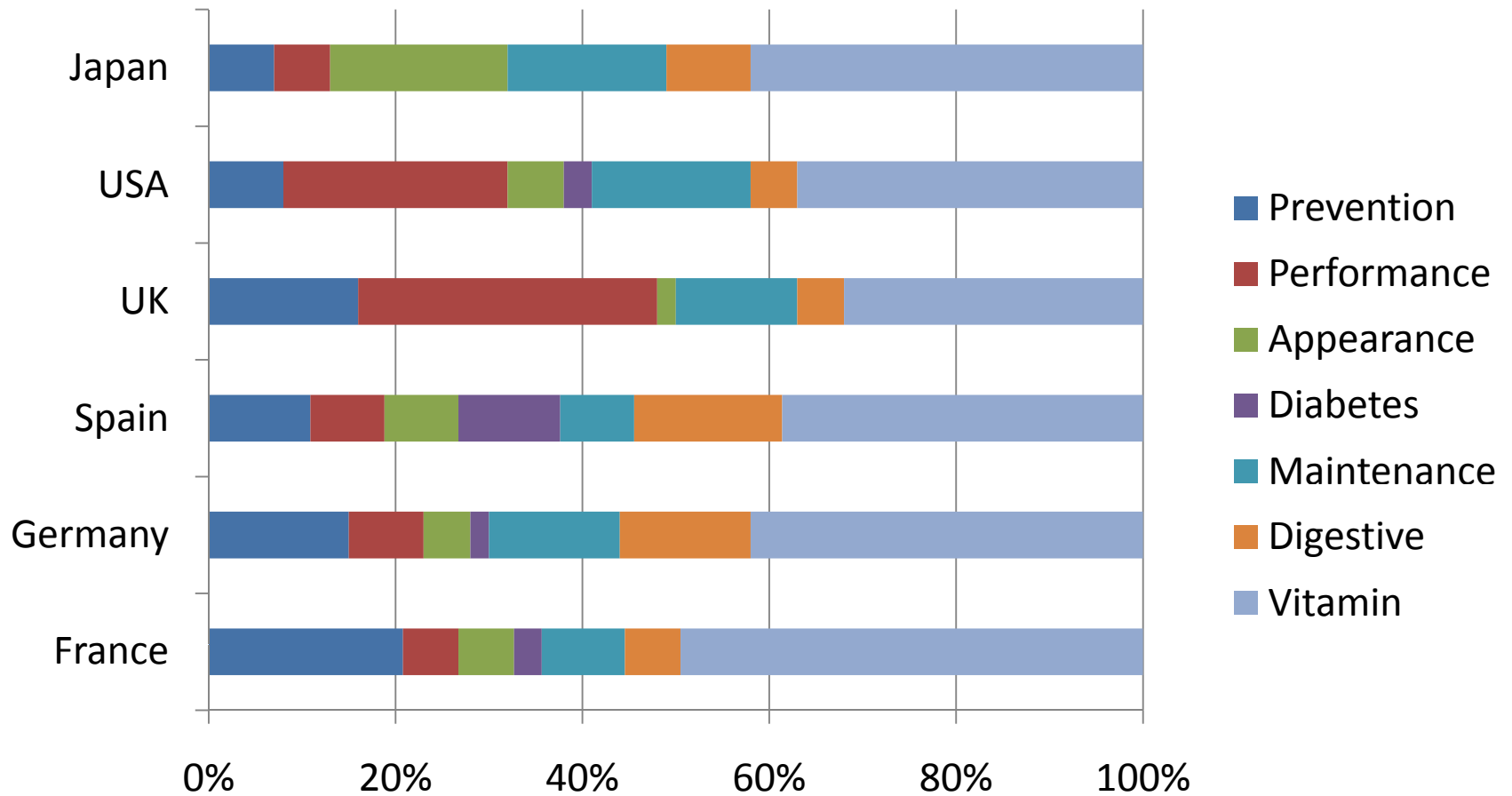
Primarily
Older consumers
"Medical"

Consumers' interest in healthy eating is dynamic

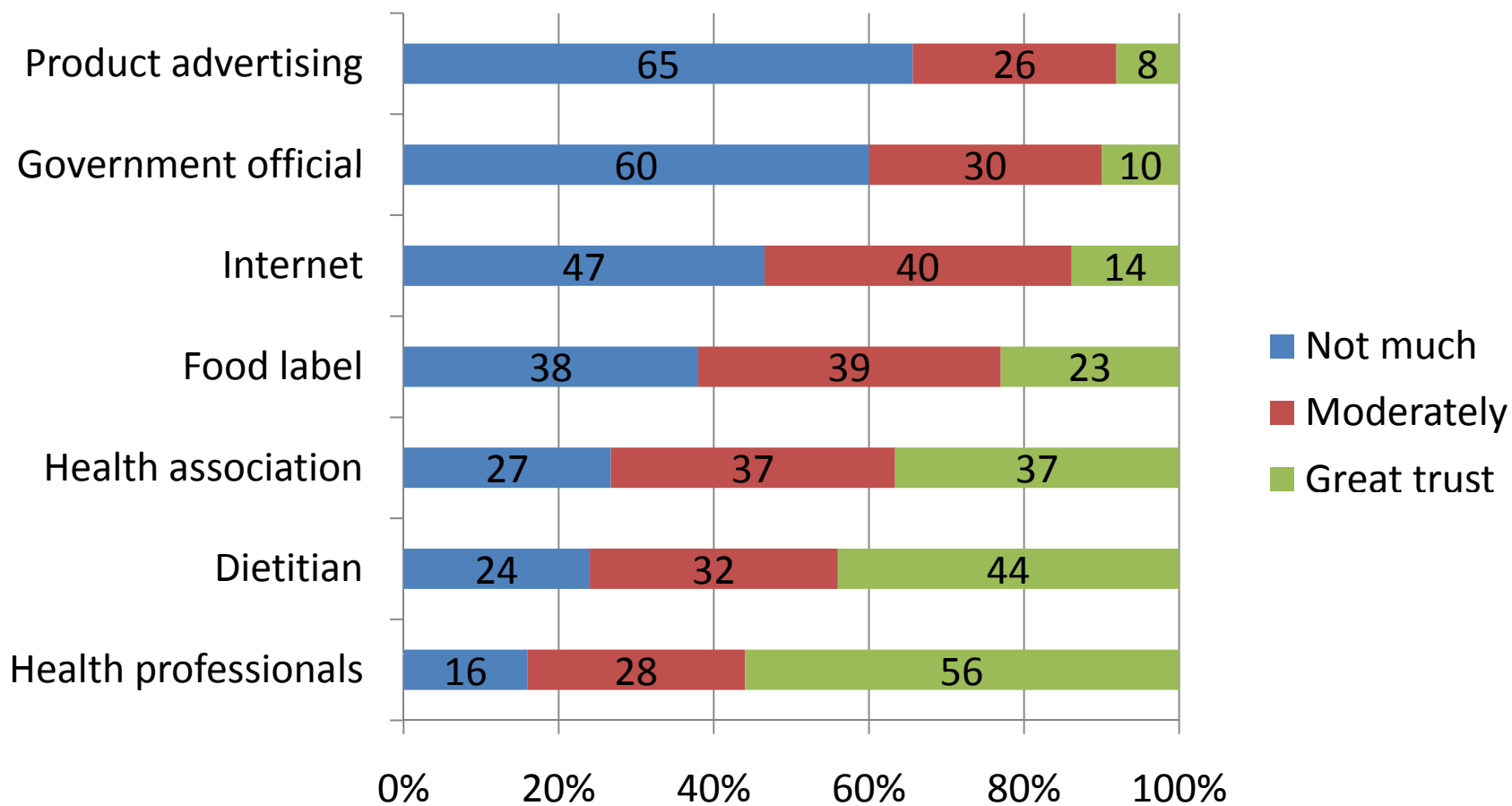
- Widely accepted topics of today:
 - Performance and energy
 - Weight reduction and obesity
 - Cardio-vascular diseases and diabetes
- Hot topics for the coming years:
 - Maintain cognitive function
 - Bone health and ability to move
 - Eye health
 - Stay fit when ageing
 - Other?



Themes for new product launches 2007 (in % of new functional food products)



Which sources do consumers trust?



Cherry Marketing Institute, USA

- Cherries are promoted for: Sleep (Melatonin), Antioxidants, Pain reduction, Inflammation and Cardio-vascular disorders
- Growers and processors own the Cherry Marketing Institute and the website:
- www.choosecherries.com
- Cherry Research Committee: request for research proposals.
- Very informative website with facts on health, contact points and links
- Ideas on how to increase consumption of cherries in your daily diet, recipes



Advice on how consumers can increase consumption of cherries in an easy way:

- Grab-and-go dried cherries available all day
- Add dried cherries to your breakfast cereals
- Use frozen cherries for your smoothie
- Enjoy frozen cherries with your ice cream
- Use cherry juice for a summer drink
- Add cherries to your hot meal

www.choosecherries.com



Promoting berries:

Make it easy for the consumer



Marketing structure:

- Portal for agricultural products incl. berries
- Websites for each type of produce
- Links to producers of berries and berry products
- The consumer can buy directly from the producer (and his webshop).

Advantage: The growers and processors can reach a very large potential group of customers

Agricultural Marketing Resource Center, Iowa State University

- Portal for adding value to agricultural products incl. berries: aronia, raspberries, blueberries etc.
- www.agmrc.org
- History , production and links to information about:
 - Food processing
 - Consumption
 - Trade and marketing
- Links to conferences and events



www.superberries.com



- Website for marketing aroniaberries in USA
- Linked to www.agmrc.org
- Information on health and nutrition
- Comments from consumers
- Recipes
- Where to buy
- Products



Goji berries – A superfruit

- Gojiberries are promoted for high levels of antioxidants
- Gojiberries originate from Central China, Mongolia and Tibet
- Tibet Gojiberries are promoted for health benefits and origin:

Tibet Authentic Goji Berries

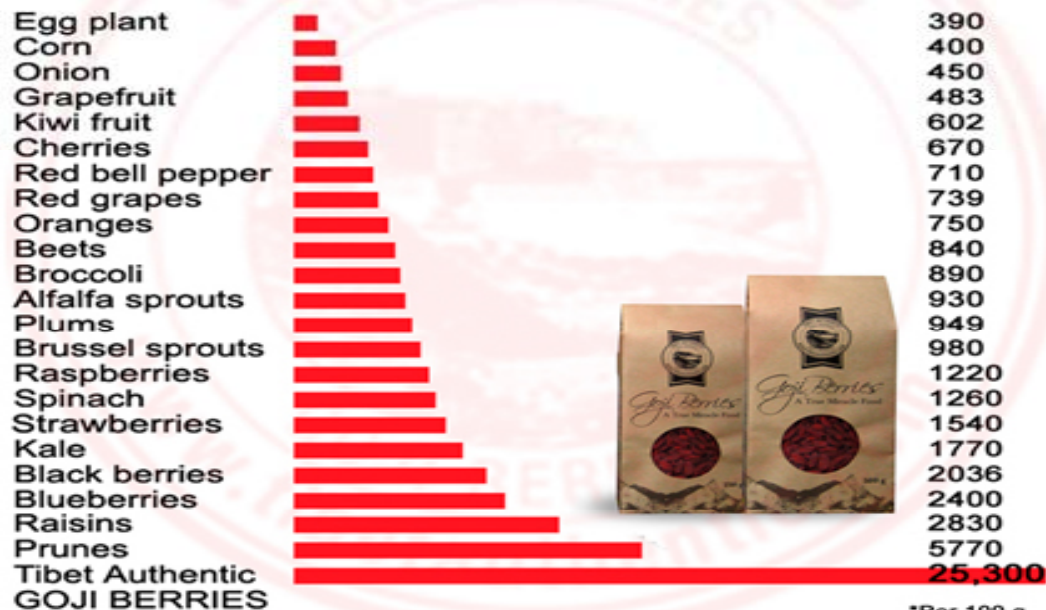




Tibet Authentic

**ORAC SCALE
(OXYGEN RADICAL ABSORBANCE CAPACITY)
ANTIOXIDANTS LEVELS**

The ORAC scale is a test used by the US Department of Agriculture to measure the Total Antioxidant Potency of foods and nutritional supplements. It provides a precise means of determining the power of specific foods, supplements and compounds to destroy, or neutralize, free-radicals in the body!!! in other words how well does a certain food I eat help me fight or prevent diseases??? here's how some common foods measure-up on the ORAC scale:



*Per 100 g

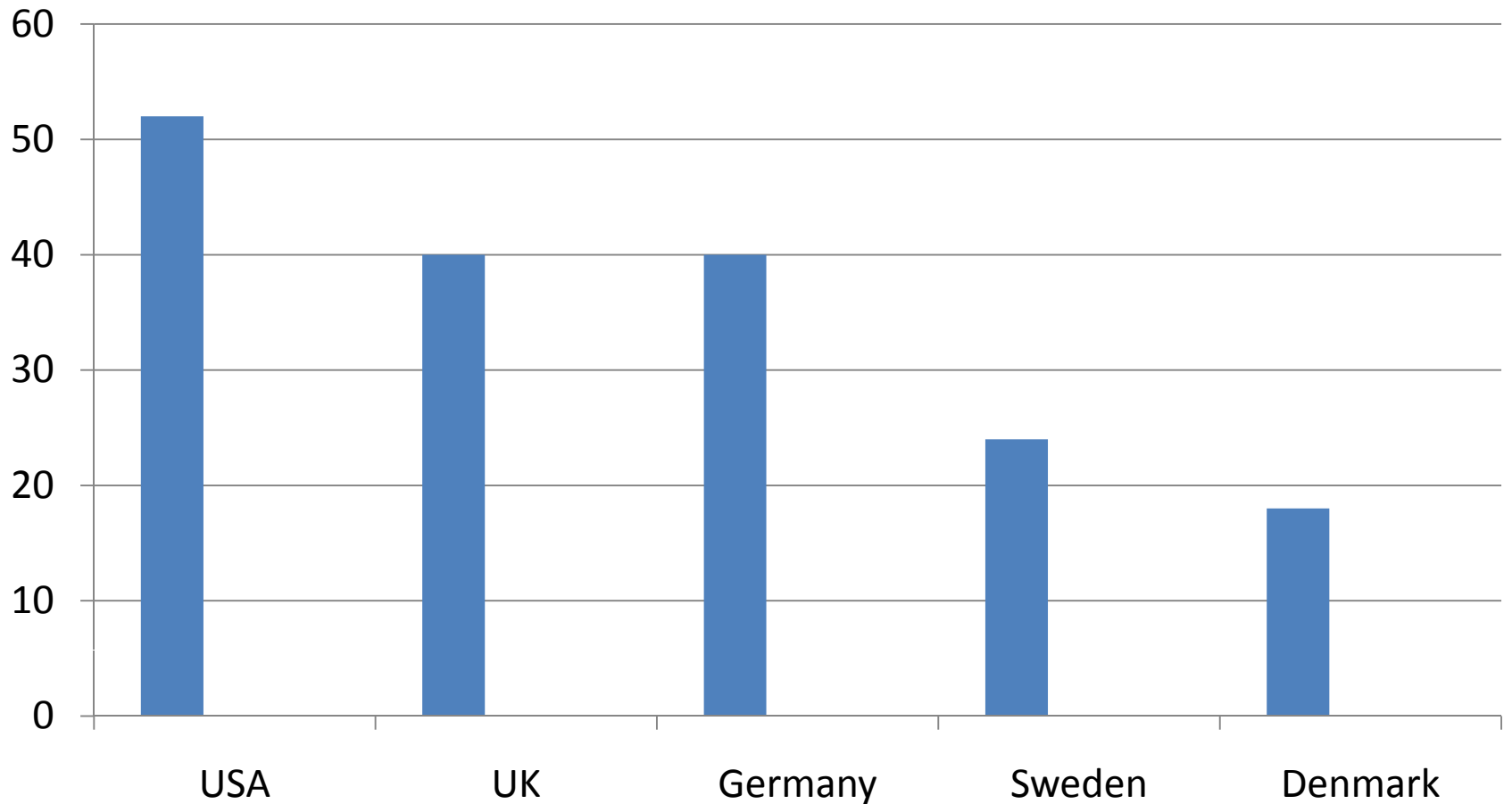
Food service – a growing market for berries

- Why think of food service for berries?
- New trends appearing in food service:
 - Locally sourced food
 - Juice bars
 - Raw food
 - Organic, vegetarian food etc.
- Copenhagen Airport offers Nordic Food-dinner



Eating outside home 2008

(% of food consumed outside home)



The Raw Food Trend:

”42 Raw”, a restaurant in Copenhagen

Menu: naked, nutrient rich, natural and delicious.

- Juice: Blueberries, apple, cinnamon
- Healthy shots: apple and chlorella (algae)
- Smoothies: Blueberries and basil
- Gourmet salad: asparagus, seaweed, hawthorn
- Dessert: a portion of goji berries

- The point is: here is an opportunity for marketing berries



Restaurant Bordeaux Quay in Bristol, UK

- Only food and drink produced within a range of 500 km.
- Organic food
- Bar, restaurant and deli-shop
- Opportunity for local producers to become suppliers



Berries and the Nordic Cuisine



- New (and growing) trend in international gastronomy
- NOMA – The best restaurant in the world
- Promotion themes for the Nordic Cuisine: Clean environment, healthy food, specialties
- Cloudberry, lingonberry, bilberry among others.

Finland:

Platform for marketing arctic food including berries

<http://www.arctic-flavours.fi>

Information about berries, mushrooms, recipes, research findings, contact points etc.

Scope: to provide information to consumers about the Arctic foods

Swedish, Japanese, German, Russian, English, French languages available



Final remarks: What could be done?

- Target groups are dynamic, so change and develop your marketing according to the consumer groups, countries, lifestyles etc.
- Promotion of health benefits is essential. Differentiate by providing *more* to the consumer.
- Webportals provide opportunities for much exposure, also as international platforms.
- Engage the full value chain and supporting function in websites or portals.
- Think of new marketing opportunities such as food service and non-food

- Thank you for your attention.
- Questions?

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