

# Beyond Credence: Emerging Consumer Trends in Global Markets

Nicki Marks & Bron Cuthberston  
Agribusiness Group

# OUR RURAL LANDSCAPE

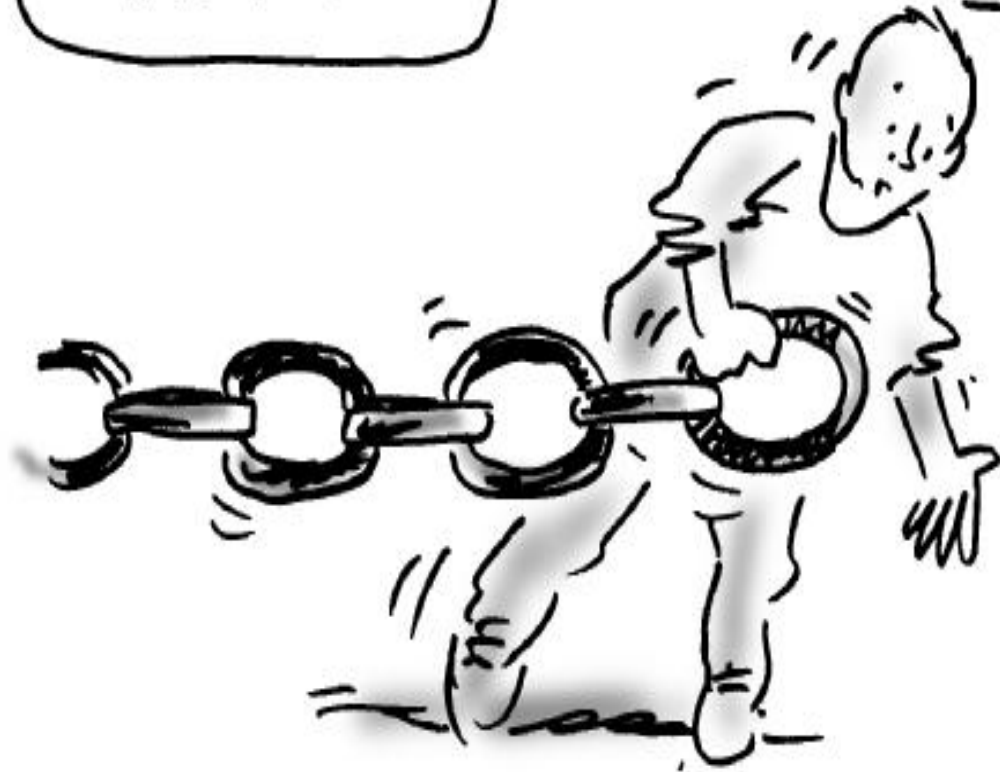
SUSTAINABLE DEVELOPMENT THROUGH INNOVATION

- Introduction
- Objectives
- Methodology
- Findings
- Workshop

- Identify global consumer trends for food attributes other than price & quality

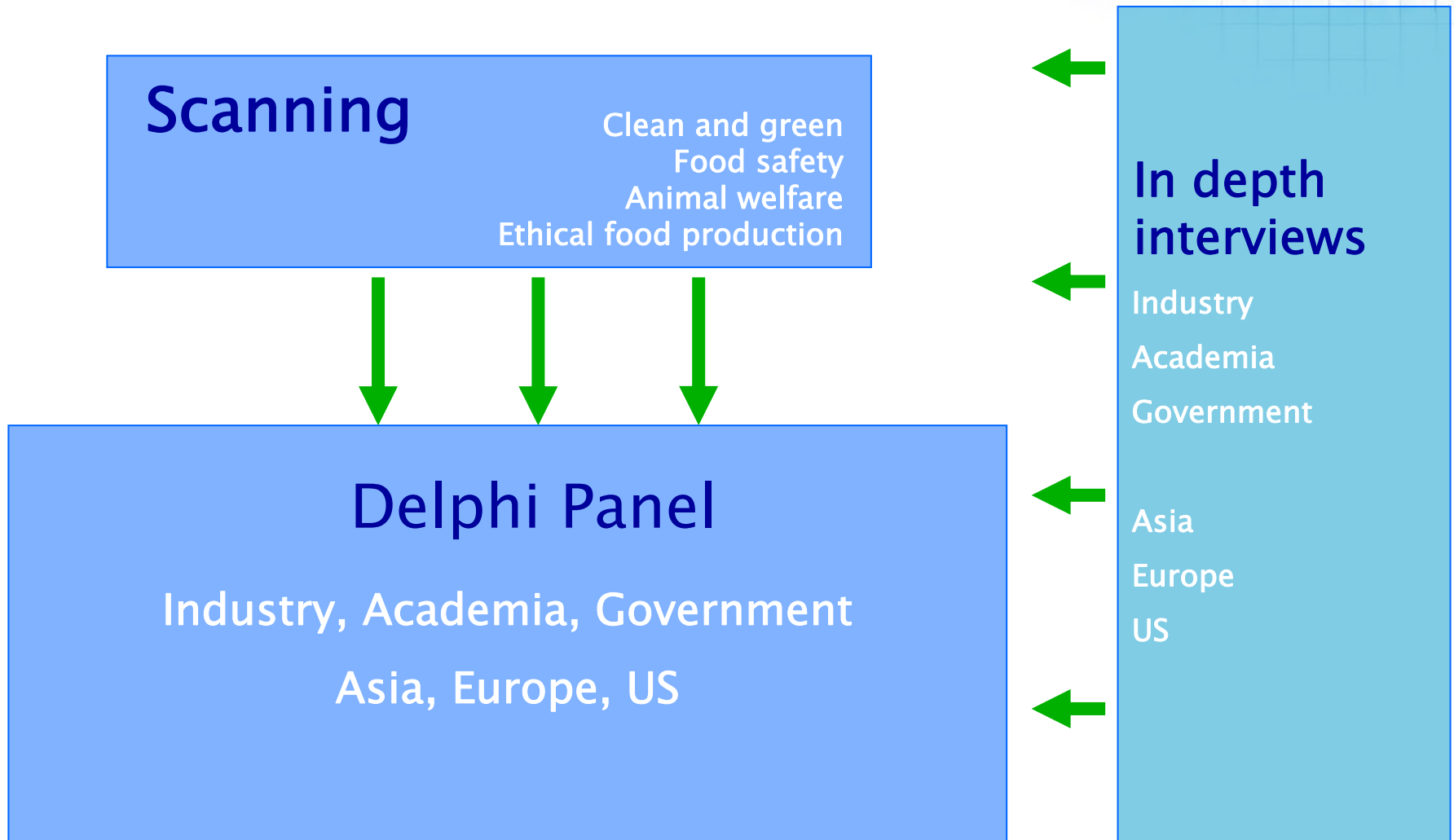
- WHAT DO WE NEED?

- THE CONSUMER LINK !!



CONSUMER ATTITUDES VALUES

SK



# What is a trend?

- A trend is not a fad.
- It must be a sustainable influence that changes the way people make purchase decisions.

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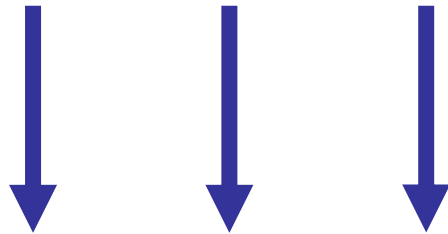
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# Findings

# DRIVERS

Corporate Social Responsibility  
Ageing population  
Obesity  
Consumer environmental attitudes  
Technical innovation  
Media and the public agenda



# TRENDS

Health & Wellness  
Sustainable Food Production  
Ethical Food Production

# CAPABILITIES

Trust  
Food safety  
Traceability  
Accreditation  
Labelling & Branding  
Planning horizons



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*Maslow's Hierarchy of Needs*

- Health & Wellness
  - Taste & convenience
  - Wholesome Foods
  - Functionality & Food Technology
  - Organic Food



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SKO BEEF IN  
QUARTI & RSTD  
POTS & VEG 400g

Simple Steps to a Healthier 2007

Read the labels and  
make a healthier choice  
We're the only supermarket  
committed to labelling  
all our products

Each pack contains  
Calories 460 23%  
Sugar 6.4g 7%  
Fat 10.4g 15%  
Saturates 5.5g 28%  
Salt 1.9g 32%  
of your guideline daily amount

TESCO H/L HONEY  
& SESAME CKN  
BREAST/RICE 400g

RELEASED 04/04/07 09:00:00  
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TESCO NATURALLY GOOD FOOD...

Chicken tikka with rice

1 portion of VEGETABLES Nutritionally BALANCED



400g e

Each pack contains  
Calories 460 23%  
Sugar 6.4g 7%  
Fat 10.4g 15%  
Saturates 5.5g 28%  
Salt 1.9g 32%  
of your guideline daily amount

Keep refrigerated

10 FEB 10 FEB



1 portion of VEGETABLES Nutritionally BALANCED



400g e

Each pack contains  
Calories 460 23%  
Sugar 6.4g 7%  
Fat 10.4g 15%  
Saturates 5.5g 28%  
Salt 1.9g 32%  
of your guideline daily amount

Keep refrigerated

21 FEB 21 FEB



TESCO NATURALLY GOOD FOOD...

Chicken tikka with rice

1 portion of VEGETABLES Nutritionally BALANCED



400g e

Each pack contains  
Calories 460 23%  
Sugar 6.4g 7%  
Fat 10.4g 15%  
Saturates 5.5g 28%  
Salt 1.9g 32%  
of your guideline daily amount

Keep refrigerated

10 FEB 10 FEB



TESCO NATURALLY GOOD FOOD...

Moroccan chicken with  
couscous

1 portion of VEGETABLES Nutritionally BALANCED



400g e

Each pack contains  
Calories 460 23%  
Sugar 6.4g 7%  
Fat 10.4g 15%  
Saturates 5.5g 28%  
Salt 1.9g 32%  
of your guideline daily amount

Keep refrigerated

21 FEB 21 FEB



TESCO NATURALLY GOOD FOOD...

Chicken with crushed  
potatoes & goats' cheese

1 portion of VEGETABLES Nutritionally BALANCED



440g

Each pack contains  
Calories 329 16%  
Sugar 10.8g 10.8%  
Fat 4.6g 4.6%  
Saturates 1.9g 3%  
Salt 1.6g 32%  
of your guideline daily amount

Keep refrigerated

16 FEB 16 FEB



£2.99

TESCO CHICKEN  
TIKKA AND RICE  
400G

£7.48 per kg

£2.99

TESCO MOROCCAN  
CHICKEN WITH  
COUS COUS 400G

£7.48 per kg

Sorry  
Temporarily  
out of stock

TESCO CHICKEN  
CHOW MEIN  
400G

CAPE  
NAVIGATION

# The Food Guide Pyramid



The Food Guide Pyramid is a general guide that lets you choose a healthy diet that is right for you. Eat a variety of foods to get the nutrients you need. Most calories should come from foods in the three lower sections of the Pyramid.

Each of these groups provides some, but not all, of the nutrients you need. Foods in one group can not replace those in another. No, one food group is more important than another. For good health, you need them all.

- Sustainable Food Production
  - Sustainable Product Sourcing
  - ‘Carbon neutrality’ and response to climate change
  - Packaging
  - Local Sourcing



**LOCAL FOOD**  
**...is miles better**

JOIN THE CAMPAIGN Visit [www.fwi.co.uk](http://www.fwi.co.uk)





# Key Findings - Trends

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- Ethical Food Production
  - Ethical trade and 'Fair trade'
  - Animal welfare



# Key Findings - Drivers

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## VIRGIN MOBILE CORPORATE RESPONSIBILITY REPORT

CSR  
Ageing population  
Obesity  
Media

- Environmental Attitudes
- Technological Innovation



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# Key Findings - Conditions

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- Traceability
- Trust
- Accreditation
- Food safety
- Labelling & branding
- Business planning horizons



Thank you