The Food Consumer

RAD2402 – Strategies in Agribusiness
Chapters 08, 31 and 32

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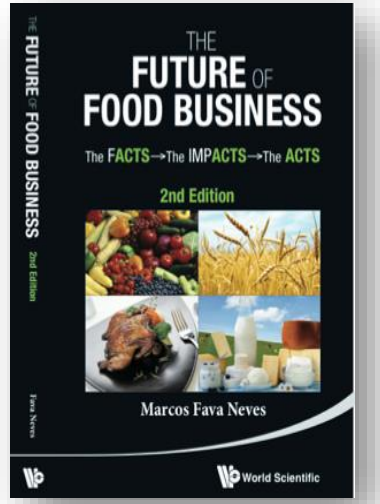
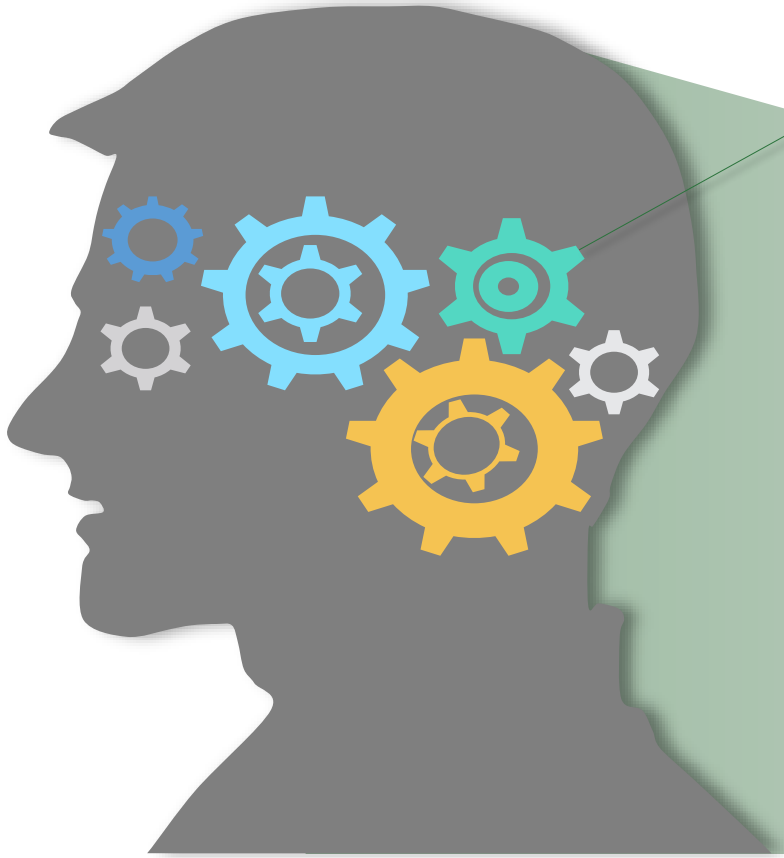
www.**doutoragro**.com





How can we link environmental changes, demand driven behavior, performance, old times of marketing and empowerment of consumers?

1 – The Wild Sales Era

Architect of consumption; advertising and sales, aggressive selling (push strategy); new products for sales and profit; short term goals; manipulative; confined marketing orientation; lack of measurement; problematic relationships; don´t listen; structured towards promotion, selling and mass consumption driven product-lines

2 – The World Faces Environmental Changes

Widening of markets/internationalization; fast rate of technology change and progress; deregulation; increasing competition; communication revolution (technology); sociocultural changes; consumerist movement; environmental and green marketing; ethics behavior; societal marketing (inclusion) and other changes and trends...

3 – The New Era of Consumer Sovereignity

Well being; experiences and rewards; the choice is free and individual; supply exceeds demand (choice); NGO´s (countervailing power); increasing public attention; more professional purchase behavior; new and growing expectations

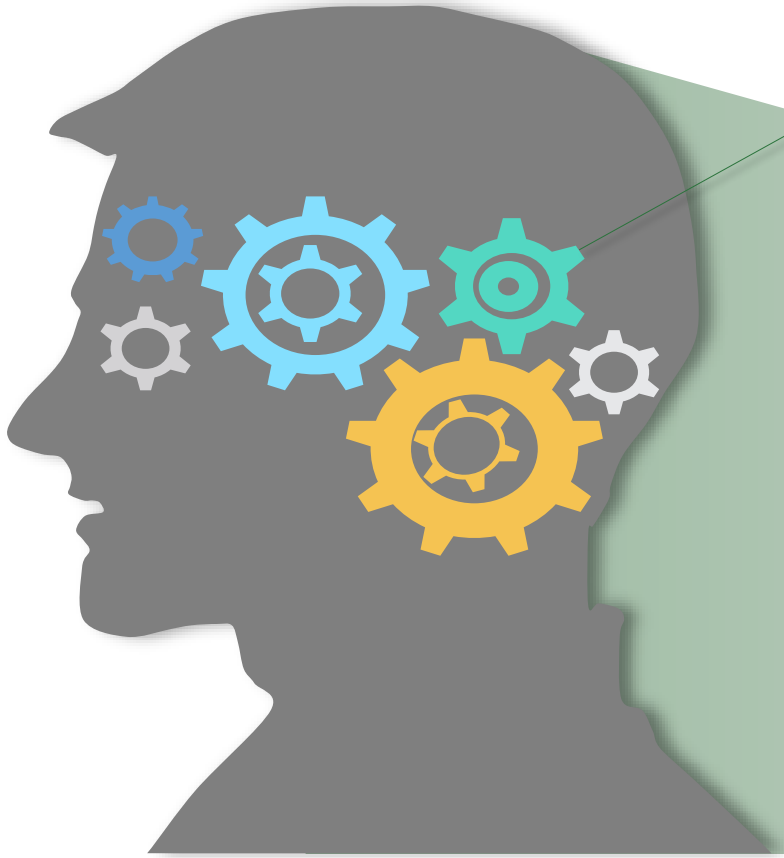
4 – A New Strategic Behavior (Demand Driven)

Based on paying attention and collecting information; analysis and quick reaction to environmental changes; long range approach/satisfaction and well being of buyers; integrated organization; problem solution–based approach: new ways to solve existing needs; “from trying to sell to helping to buy”;
dynamic and harmonic; decentralized and with delegation; corporate social responsibility; smooth and collaborative network; knowledge generation and dissemination; measurement (accountable marketing)

5 – Performance of Demand Driven Companies

Company gives contribution to improving exchange of goods and services; promotes access and inclusion; strenght of demand and democracy; positive side effects of production and products; satisfied consumers, repeated purchases; sustainable competitive advantage and growth / share / profitability

Soource: The Consumer´s Kingdom



How can we build questions to raise ideas and issues about our capacity of understanding and satisfying consumers?

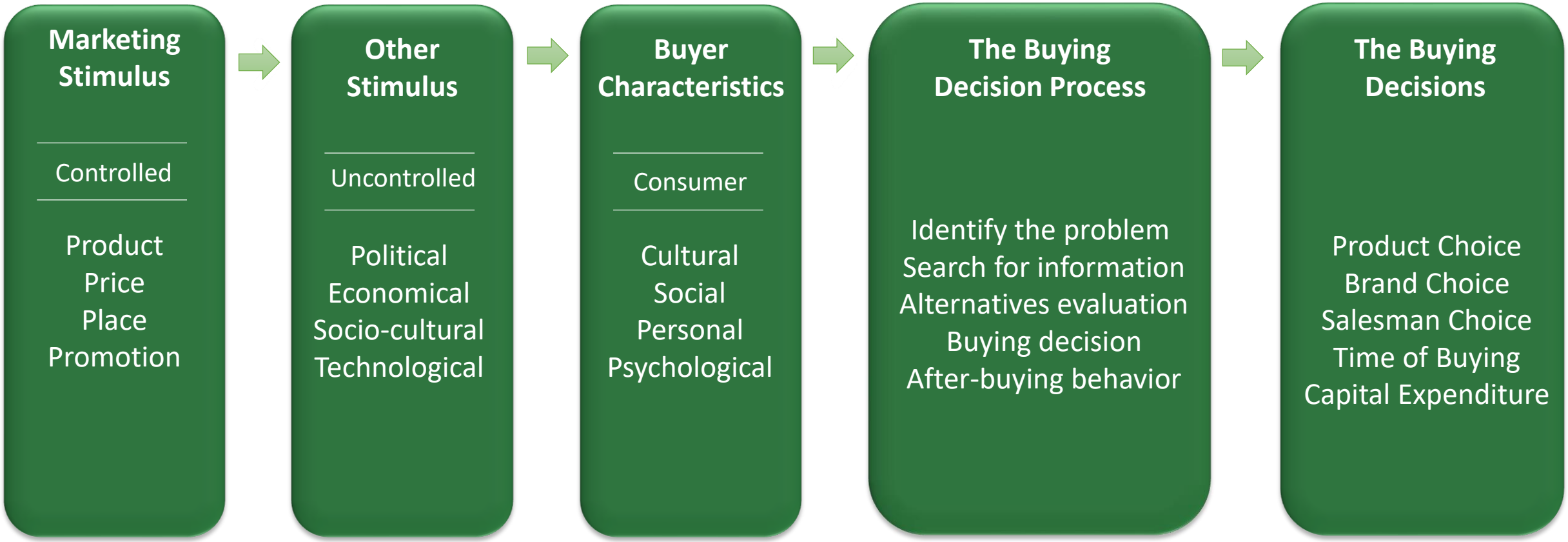
Consumer´s Kingdom 14 Questions…

1. How to pay attention and collect information about the consumers?
2. How to pay attention and collect information about the competitors?
3. How to pay attention and collect information about the environment?
4. How to have a deep analysis and quick reaction of environmental changes?
5. How to do a long-range approach valuing satisfaction and well being of buyers?
6. How to build an integrated organization, dynamic and decentralized?
7. How to move using a problem-solution-based approach?

Consumer´s Kingdom 14 Questions…

8. How to continuously search for new ways to solve existing needs?
9. How to build a corporate social responsibility method?
10. How to have a collaborative network with suppliers, distributors and service providers?
11. How to have a strong focus on market segmentation?
12. How to induce knowledge generation and dissemination?
13. How to measure marketing activities ?
14. How to do the "lock in" strategy (loyalty of consumers?

Buying Behavior Model



Source: Kotler

Consumers Buying Decision Process

Stage of the process	How Does it Happen?	How can companies use it?	Questions to ask consumers...
1 – Buying Needs Identification	Personal values and needs associated with the external influences, make the current situation different of the desired situation, thus a need appears.	→ Apply the most frequent and efficient stimulus → The package must communicate these values, acting as a "mini out-door."	→ What need is satisfied by consuming this product? → Are these needs evident? → In what extent are the target-consumers involved with the product?
2 - Information Search	The search is done through internal sources (memory, knowledge) and external sources (market and personal relations).	→ Identify how the consumer searches for information and on which sources. → The company must work on the sources that mostly influence consumers.	→ What product or brand does the consumer have in mind? → Is the consumer motivated to search for external sources → What are those sources? → Which are the most searched attributes?

Stage of the process	How Does it Happen?	How can companies use it?	Questions to ask consumers...
3 - Alternatives Evaluation	The consumer will choose the strongest alternative having the criteria that he or she most values.	→ The company must identify, which attributes are most valued → How to reposition attributes, repositioning competitors, changing also the analysis of the attributes	→ Does the consumer evaluate and compare? → Which alternatives and criteria? → Can they be changed? → What is the result of the alternatives' evaluation? → Are the alternatives really different?
4 – Buying Decision	Decisions are taken related to the purchase itself, where to buy, when to buy and what to buy and, finally, how to pay.	→ Sales place → Alternative channels	→ Will the consumer spend time and energy to find the best alternative? → Where does the consumer prefer to buy the product (channel) and at what moment?
5 - After-buying behavior	Comparison between the expectations and the performance of the product. From extreme satisfaction and positive word-of-mouth to legal action against the company.	→ Keep open communication → Research to monitor the consumer satisfaction.	→ Is the consumer satisfied? → What are the reasons of this satisfaction/dissatisfaction? → Are these discussed with other consumers? → Is there any intention of repeating the purchase?

Developing Offers in Tune with Consumer Movements…

Environmental/Green

What is the amount of resources used (water, air, energy)?

Recycling and reverse logistics are possible?

How to do disposure and retrieval of waste?

Which certifications will be needed?

Can we offer compensations programs?

Is it improving quality of life?

Is it healthier?

Is it linked to the movement of smaller portions avoiding waste?

What is the impact of transport, logical systems and usage of infrastructure?

Which are the most important groups and NGO's to be, in some way, linked to the company?

How to link to these groups?

Consumerist

Is the offer bringing long-term satisfaction?

Is it designed for well being of buyers?

Is it technology based or just to promote marketing and sales?

Is it designed to over consumption?

Does it bring a balance equilibrium buyer seller?

The functional value is clear?

Is need satisfaction considered as a first objective of the offer?

Will consumers perceive this?

Is the new offer a solution to simplify procedures?

Which are the most important groups and NGO's to be, in some way, linked to the company?

How to link to these groups?

Social and Others (ethics/rights/regulatory)

Is the offer promoting social development?

Is the offer promoting inclusion?

Is it promoting local communities development?

What are the economic or people side effects?

Can it apply for fair trade?

Is the company controlling the behavior and practices of its suppliers?

Does it have a clear, written and will communicated "corporate social responsibility" policy?

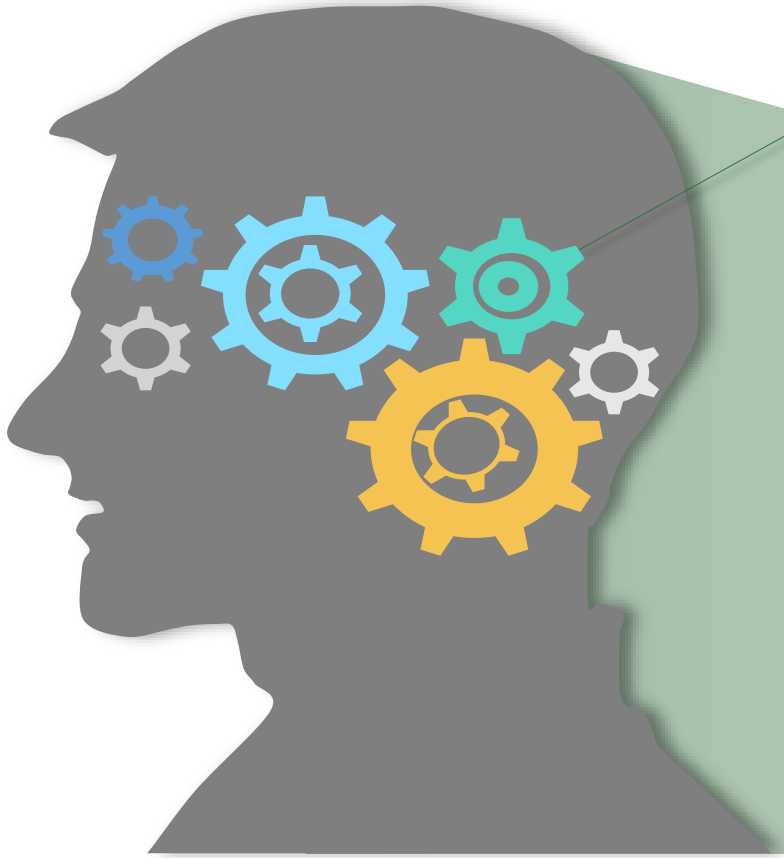
Employees satisfaction and well being is considered?

Which are the most important groups and NGO's to be, in some way, linked to the company?

How to link to these groups?

Is the offer taking care of all ethic concerns?

Is it adjusted to the institutional (regulatory) environment ("rules of the game") of the country or region?



Could we have a creative A-Z list of issues in food marketing, that could help us to raise ideas for our company?

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Doutor Agro


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FRA KONCENTRAT
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ØKOLOGISK
100% FRUGT
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EN BEDRE LEVEVIS. Levevis er en serie af varer, der både er gode for dig og for andre. Der er Levevis produkter inden for mange forskellige varekategorier. Se efter Levevis i føtex og Bilka.
DK-ØKO-100
Ikke EU-jordbrug
Levevis ØKOLOGISK APPELSINJUICE
Fra koncentrat. Pasteuriseret.
NETTOINDHOLD: 1 Liter
INGREDIENSER: Økologisk appelsinjuice fra koncentrat.
NÆRINGSINDHOLD PR. 100 G:
Energi 175 kJ 42 kcal
Fedt <0,5 g
heraf mættede fedtsyrer 0 g
Kulhydrat 9,5 g
heraf sukkerarter 9,3 g
Protein 0,6 g
Salt 0,05 g
OPBEVARING: Ved stuetemperatur.
FREMSTILLET: 270 dage før datoen for "Bedst før".
BEDST FØR:
ÅBNET: Se datomærkningen på toppen af emballagen.
ÅBNET: 7 dage i køleskab ved højst +8 °C.
RÅD: Små børn bør aldrig putte skruelåget i munden.
Produceret i Danmark for: Dansk Supermarked A/S DK-8270 Højbjerg
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100% ORANGE JUICE
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ORCHID ISLAND JUICE COMPANY
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NO PRESERVATIVES, GMOS, ARTIFICIAL INGREDIENTS
GOURMET PASTEURIZED
05/08/18 W6 073 PC
Natalie's
ORCHID ISLAND JUICE COMPANY
STRAWBERRY LEMONADE
FRESHLY HANDCRAFTED
ONLY 4 INGREDIENTS
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Natalie's Orchid Island Juice Company
Natalie's Orchid Island Juice Company is known worldwide for its freshness and quality. Natalie's handpicks the highest-quality fruits and vegetables and freshly squeezes their juices in small batches. Based in Fort Pierce, Natalie's supports local growers by exclusively using Florida citrus year-round.
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12.44¢ PER OZ
O.J. NFC ORCHID ISLAND


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MAY 29 18 17:44 15 8
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ORANGE JUICE
NOT FROM CONCENTRATE
MADE FROM 100% PURE FLORIDA ORANGES
59 FL OZ (1.80?) 1.75L
3.29
5.58¢ PER OZ
OJ PREM OLD FASH PUBLIX
Juice
100 %
BETTER CHOICE
100%


NFC
鲜榨橙汁
100%
ORANGE
JUICE
净含量：300mL


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100%
PREMIUM FLORIDA ORANGE JUICE
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NO PULP
Florida's Natural
100%
PREMIUM FLORIDA ORANGE JUICE
PASTEURIZED
NOT FROM CONCENTRATE / NON GMO
FARMER OWNED IN THE USA
NO PULP
Florida's Natural
100%
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3.99
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畅爽怡神，始于1886
可口可乐
纤维+
每瓶可满足成人日需约*
30%
膳食纤维
零糖
Coca-Cola
Fiber+
每瓶含膳食纤维
7.5g
零糖

Dan Sukker

THE ORIGINAL SINCE 1872

dansk SUKKER

LEVERANDØR TIL DET KGL. DANSKE HOF

Sukkerroe

(Beta vulgaris)

e 2 kg

dansk SUKKER

Sukker fra danske sukkerroer

Vidste du, at Dansukker har over hundrede års erfaring med sukkerfremstilling? På Lolland – Falster har vi stolte traditioner for dyrkning af sukkerroer.

Allerede i 1813 gjorde vi de første forsøg på fremstilling af sukker.

Meget har ændret sig siden – vi er fulgt med tiden, og vi dyrker fortsat danske sukkerroer på vores marker.

Dansukker – sukkerposen indeholder sukker af høj kvalitet. Sukker er en sød hilsen fra naturen, fra roe til bord.

Lokalt produceret dansk sukker.

Læs mere om dansk sukker på www.dansukker.dk

Her kan du få inspiration til din madlavning – og nye spændende opskrifter!

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Sukkerroe

(Beta vulgaris)

e 2 kg

(Beta vulgaris)

e 2 kg


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SINGLE ESTATE
Promissão Estate
Sul de Minas • BRASIL
KOMPLEKS • SØD
Yellow Bourbon fra enkeltmark på Promissão Estate er årets Brasil kaffe hos ESTATE COFFEE. Ekstra opmærksomhed omkring kaffetræerne i hele forløbet på marken med Yellow Bourbon i 1.300 meters højde inkl modning og håndplukning er med til at sikre top-kvalitet. Karakteristika i smagen: Kompleks, alfryk af terroir, ren, fyldig, stor sødme og balanceret syrlighed.
Syrlighed
Fylde
Ristning
EnkeltMark
DirectTrade
estatecoffee.dk
Promissão Estate
Direct Trade
BRASILIEN
Region: Sul de Minas
Højde: 1.300 moh
Kaffesorter: Yellow Bourbon
Certificering: Direct Trade og Rainforrest Alliance, besøg juli 2015
Kopprofil: Fladvokset, dyb Brasil-med lav syrlighed. Mellem-mørk rostning.
Noter: Sirup, Pecannød og mørk chokolade
Info: Fabrik Coffees egen kaffeblot, som drives i samarbejde med Rio Verde ressrtet.Rio Verde er en Estate Signature kaffe, og repræsenterer samarbejde gennem 20 år.


ESTATE COFFEE
SINGLE ESTATE
Rio Verde
Sul de Minas - Brasil
FULDLEGEMD - MILD
74,50
Rio Verde
Sul de Minas - Brasil
Rio Verde Bourbon
Direct Trade
BRASILIEN
Region: Sul de Minas
Højde: 1.300 moh
Kaffesorter: Yellow Bourbon
Certificering: Direct Trade og Rainforrest Alliance, besøg juli 2015
Kopprofil: Fladvokset, dyb Brasil-med lav syrlighed. Mellem-mørk rostning.
Noter: Sirup, Pecannød og mørk chokolade
Info: Fabrik Coffees egen kaffeblot, som drives i samarbejde med Rio Verde ressrtet.Rio Verde er en Estate Signature kaffe, og repræsenterer samarbejde gennem 20 år.


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MADE THE SMALL WAY
MACHU PICCHU
PERU
HIGH GROWN ORGANIC ARABICA
STRENGTH 4
FULL-BODIED with DARK CHOCOLATE OVERTONES
DISCOVER
YOUR FAVOURITE ORIGIN
FILTER & CAFETIÈRE
SOIL ASSOCIATION ORGANIC
FAIRTRADE
50% PROFITS TO GROWERS
COFFEES OF CHARACTER
CAFÉDIRECT
MADE THE SMALL WAY
COLOMBIA
CAUCA
HIGH GROWN ARABICA
STRENGTH 4
SMOOTH and BRIGHT with a SWEET FINISH
DISCOVER
YOUR FAVOURITE ORIGIN
FILTER & CAFETIÈRE
FAIRTRADE
50% PROFITS TO GROWERS


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No Polyethylene
3 GALLON
Made with GMO-Free Potatoes
BPI
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No Plasticizers
No Polyethylene
3 GALLON
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FSC
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mountain
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Uganda
Vinder af
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SINCE
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NET WT 12 OZ / 340 g
McCafé
PREMIUM ROAST
SMOOTH & BALANCED
100% ARABICA BEANS
GROUND
NET WT 12 OZ (340g)
PEET'S
PEETS HOLIDAY 10OZ
TARGET-DFD
9.39
PEET'S
GRD FRENCH ROAST 12OZ
9.39
PEET'S
9.39


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60 CALORIES
35 CALORIES PER 1 TBSP
NO ARTIFICIAL PREservatives
400mg Omega-3 ALA per serving
I CANT BELIE
15OZ LIGHT
3.09
83247484
tgt-dfd


PANTR
AYO 22OZ
HELLMANN'S
LIGHT MAYO 20OZ
3.59
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SQUEEZE WITH EASE
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MAYONNAISE
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CLEAN LOCK CAP
SQUEEZE WITH EASE
HELLMANN'S
'BRING OUT THE BEST'
REAL
MAYONNAISE
CAGE FREE EGGS
20 FL OZ (591mL)
CLEAN LOCK CAP
MP MAYO
MAYONNAISE 22 OZ
2.94
HELLMANN'S
MAYO 20OZ
3.59
SAME GREAT TASTE
CAGE FREE WHOLE EGGS
Kraft

CF ALL WHTES
WAS 5.69
NOW 4.79

CF ALL WHTES
WAS 3.17
NOW 2.64

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LARGE
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100 g: 645 kJ
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6 gros œufs bio suisses cuits et teints
6 uova grosse svizzere bio sode e colorate
Freilandhaltung | Élevage en plein air | Allevamento all' aperto
60g+
6 grosse Ostschweizer Bio-Eier gekocht und gefärbt | Freilandhaltung
6 gros œufs bio suisses cuits et teints | Élevage en plein air
6 uova grosse svizzere bio sode e colorate | Allevamento all' aperto
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6
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Vegetarian Fed Hens
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Tasty, Nutritious • Convenient - Ready to Eat
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SUPERIOR TASTE
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AA
GRADE
Fresh
Shell Eggs


Hard-Cooked Peeled Eggs
Perfect for Egg Salad, Deviled Eggs, Creamed Eggs, or as a Snack.
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NEW
Garden Veggie Chips
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NET WT 5 OZ (141g)
GO AHEAD... TRICK YOUR TASTE BUDS!
Pringles
Original
reduced fat
25% less fat
Buy More
Save More
When you buy 3
3 for $4


Tyson
Trimmed & Ready Fresh
PREMIUM BONELESS SKINLESS
CHICKEN BREASTS
USE OR FREEZE BY:
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193 7 VGA 15 10:21 P-18873
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ALL NATURAL* · HIGHLY TRIMMED
PRODUCT OF USA
*NO ARTIFICIAL INGREDIENTS
MINIMALLY PROCESSED
**FEDERAL REGULATIONS PROHIBIT
THE USE OF ADDED HORMONES
OR STEROIDS IN CHICKEN
KEEP REFRIGERATED
LESS THAN 3% RETAINED WATER
CHICKEN RAISED WITH
NO ANTIBIOTICS EVER!
NO ADDED HORMONES OR STEROIDS**
NET WT. 26.4 OZ (1.65 LB) 748g
INSPECTED
US


HEINZ
1869
TOMATO KETCHUP
57 VARIETIES
GROWN NOT MADE
NET WT 32 OZ (2 LB) 907g
HEINZ
1869
TOMATO KETCHUP
57 VARIETIES
GROWN NOT MADE
NET WT 32 OZ (2 LB) 907g


LAWRY'S
SESAME GINGER
LAWRY'S
SESAME GINGER
LAWRY'S
HERB & GARLIC
2.12
JACK DANIEL'S
MARINADE IN-A-BAG
SMOKY MESQUITE
HONEY TERIYAKI
GARLIC & HERB
JACK DANIEL'S
BAG IT. ZIP IT. GRILL IT.
MARINADE IN-A-BAG
CLASSIC STEAKHOUSE


Alegra
Prime Rib
CARNE CONGELADA DE SUÍNO COM OSSO
- BISTECA COM COSTELA -
CONGELADO
PESO EMBALAGEM 32g
MANTENHA CONGELADO -12°C OU MAIS FRIO
BAIXE NOSSO APLICATIVO E SAIBA MAIS SOBRE A ALEGRA
INDÚSTRIA BRASILEIRA


Alegra
Ribeye
CARNE CONGELADA DE SUÍNO SEM OSSO - SOBREPALETA
CONGELADO
PESO EMBALAGEM 32g
MANTENHA CONGELADO -12°C OU MAIS FRIO
BAIXE NOSSO APLICATIVO E SAIBA MAIS SOBRE A ALEGRA
INDÚSTRIA BRASILEIRA


FROZEN RAW
HALIBUT STEAK
生冻比目鱼排
PREMIUM
SELECTION
Net weight: 300g
净含量：300克
美国牛肉
U.S. BEEF
谷物喂饲/肉质细嫩/美味健康
原块切割/唇齿留香
经销商：上海苏食肉品有限公司
地址：上海市丰翔路1415号
电话：021-36162241
澳洲牛肉
BEEF
澳洲草饲安格斯
AUSTRALIA FED ANGUS
西冷
好牧场 好牛种 好牛肉

ORD 4450031701
BRW SUG 18OZ

HEINZ SAUCES 1300000067
PITMASTER PACK 44.6Z
5.99


fairlife
LESS 50% SUGAR than regular milk
HIGH QUALITY 13g PROTEIN per serving
ESSENTIAL 9 NUTRIENTS
2% REDUCED FAT
ultra-filtered milk
FROM COWS NOT TREATED WITH rBST†
LACTOSE FREE
52 FL OZ (1.5L)
NEW!
fairlife
SuperKids
DHA OMEGA-3 125 mg per serving
HIGH QUALITY 12g PROTEIN per serving
2% REDUCED FAT
ultra-filtered milk
FROM COWS NOT TREATED WITH rBST†
LACTOSE FREE
52 FL OZ (1.5L)
Sale
2 for $7


BETTER CHOICE
Total Fat
0 g
Sat Fat
0 g
SERVING SIZE: 1 Cup(s)
80 CALORIES
100% GRASS-FED
ORGANIC VALLEY
GRASSMILK
100% GRASS-FED • NO GRAIN
naturally occurring OMEGA-3 & CLA*
Organic 2% Milkfat
Reduced Fat Milk
38% less fat than whole milk
Vitamin A&D
Ultra Pasteurized • Grade A
USDA ORGANIC
non GMO
100% GRASS-FED
Whole Milk
Ultra Pasteurized
Try Grassmilk™ Yogurt!
Taste the rich, seasonal flavor of artisanal yogurt made with milk from our 100% grass-fed cows. Grassmilk Yogurt is minimally processed and features a delicious layer of cream on top. Look for it in the dairy case.
PLAIN
WHOLE MILK YOGURT
Try all of our Grassmilk products including Cream on Top Milk, Raw Cheddar & Raw Sharp Cheddar Cheese and Plain & Vanilla Yogurt. Visit us at organicvalley.coop to find these products in a store near you.
5.99
9.36¢ PER OZ
ORG VAL GRASS HOM WHL HG


LOOK! 1-Step Easy Open Cap!
Pacific
organic
free range
chicken broth
USDA ORGANIC
32 FL. OZ. (1 QT) 946 mL
SERVING SUGGESTION


JACK DANIEL'S
BARBECUE
SAUCE
MADE WITH
JACK DANIEL'S
Tennessee WHISKEY
60
HONEY
NET WT 19 OZ (1LB 3OZ) 539
JACK DANIEL'S
BARBECUE
SAUCE
MADE WITH
JACK DANIEL'S
Tennessee WHISKEY
60
HONEY
NET WT 19 OZ (1LB 3OZ) 539g
JACK DANIELS
HONEY SMOKHSE BBQ 19OZ
3.69


Freshpet
Natural. No Preservatives. Gently Cooked.
naturals
Each Pound of Freshpet Select Contains:


NEGRA MODELO
6PK BOTTLES
IMPORT
8.99
MODELO
6PK BOTTLES ESPECIAL
IMPORT
8.99
CERVEZAS DE MEXICO
12
PRODUCT OF MEXICO
IMPORTED BEER
3 OF EACH
TECATE® LIGHT
DOS EQUIS® LAGER
SOL®
DOS EQUIS® BLANCA
4.2% ALC./VOL.
4.2% ALC./VOL.
5.7% ALC./VOL.
ORGULLOSO PATROCINADOR
COPA ORO
BEERS OF MEX
12PK VARIETY PACK
DSD
13.99
MODELO
12PK LN BOTTLES
13.99


DAKOTA
100% GRASS FED BEEF
ORGANIC
USDA ORGANIC
BEEF RIBEYE STEAK
BEEF STRIP STEAK
Nutrition Facts
Serving Size 4 oz. (112g)
Servings Per Container Varies
Amount Per Serving
Calories 150 Calories from Fat 90
% Daily Value*
Total Fat 9g 5%
Saturated Fat 1g 5%
Cholesterol 60mg 20%
Sodium 60mg 3%
Total Carbohydrate 0g 0%
Protein 25g
Iron 15%
Not a significant source of dietary fiber, sugars, vitamin A, vitamin C & calcium.
*Percent Daily Values are based on a 2,000 calorie diet.
At Dakota, we are proud to bring you the finest grass fed, Certified Organic beef. We work with farmers who are committed to raising cattle on grass pastures with no added hormones, antibiotics or pesticides. The end result is beef that tastes the way it should. Pure, honest, simple. Thanks for joining the grass fed revolution!
GRASSFEDBEEF.COM
Distributed by: Meyer Natural Foods
Loveland, CO 80538 • 1-888-596-2209
Certified Organic By: Quality Certification Services
DAKOTA BEEF
SIRLOIN
PRODUCT OF U.S.A.
SAFE HANDLING INSTRUCTIONS
0.64
16.99
10.87
USE/FREEZE BY 07/18/17


BAKERY blends
Panera BREAD
HAZELNUT CRÈME
FLAVORED COFFEE
GROUND COFFEE
NET WT 12OZ (340g)
BAKERY blends
Panera BREAD
DARK ROAST
EXPERTLY ROASTED
GROUND COFFEE
NET WT 12OZ (340g)
BAKERY blends
Panera BREAD
COLOMBIA
EXPERTLY ROASTED
GROUND COFFEE
A floral, nutty balanced flavor with a wine-like finish.
NET WT 12OZ (340g)
SALTED CA
NATURALLY FL
NET WT 12OZ (340g)
8.69 72.42¢ PER OZ
PANERA BRD HZLNT COFFEE
8.69 72.42¢ PER OZ
PANERA BRD DK ROAST COFFE
8.69 72.42¢ PER OZ
PANERA BRD COLOMBIA COFFE
8.69 72.42¢ PER OZ


Domino
SUGAR
PREMIUM
PURE CANE
GRANULATED
15
CALORIES
per teaspoon
NET WT 64 OZ (4 LB) 1.81kg
NON GMO
VERIFIED


6720 5A19 BEST BY 19MAY2019
Earth Friendly.
Uniquely Delicious.
GROWN & HARVESTED
IN THE USA
ORGANIC
FLORIDA CRYSTALS
RAW CANE SUGAR
RECYCLABLE PACKAGING
NON GMO PROJECT VERIFIED
NET WT 48 OZ (3 LB) 1.360kg
PRODUCT SOLD BY WEIGHT NOT VOLUME. CONTENTS MAY SETTLE.


Wholesom
ORGANIC
GROWN & HARVESTED IN THE USA
ORGANIC
FLORIDA CRYSTALS
RAW CANE SUGAR
NON GMO Project VERIFIED
NET WT 96 OZ (6 LB) 2.72kg
Domino SUGAR
Domino SUGAR


Florida Crystals® Organic Raw Cane Sugar is grown and harvested in the USA.
ORGANIC
FLORIDA CRYSTALS
RAW CANE SUGAR
sugar cane operations.
Florida Crystals® Organic Raw Cane Sugar is a cup-for-cup replacement for traditional refined sugar. Its light golden color and delicate molasses flavor make it perfect for all your baking needs.
For more information about our products, eco-friendly farming practices, and great recipes, visit us at floridacrystals.com.
Nutrition Facts
Serving Size 1 tsp (4g)
Servings Per Container About 680
Calories 15
% Daily Value*
Total Fat 0g 0%
Sodium 0mg 0%
Total Carbohydrate 4g 1%
Sugars 4g
Protein 0g
Tropical Peachy Jam
Ingredients:
3 large juice oranges
1 lemon
lbs. medium, firm ripe peaches (about 12)
6 cups Florida Crystals® Organic Raw Cane Sugar
1 cup grated, canned or packaged coconut
5 half pints
Preparation:
In a large heavy kettle or Dutch oven, grate the rinds of the oranges and lemon. Squeeze the juices and remove any seeds. Do not strain. Peel and chop the peaches into citrus juices. Stir in sugar and bring to boil over medium heat, stirring often. Reduce heat and let simmer slowly until jam begins to thicken, about 25-35 minutes. Stir in grated coconut. Cook 10 minutes, stirring constantly. (Do not cover.)
Ladle into hot, sterilized canning jars leaving 1/4-inch head space. Place lids on jars and tighten screw bands. Place jars on a rack in a pot of simmering water, making sure jars are completely covered by water. Bring to a rolling boil. Boil for 10 minutes; cool. Carefully remove jars from water. Check for proper seal. Store in a cool dark place.
Distributed by Domino Foods, Inc.
West Palm Beach, FL 33401
Certified Organic by Quality Assurance International
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HDPE
Certified vegan by Vegan Action


Low price!
3
"You can
discover
local
every day!"


Wiers Farms
1896
Willard, Ohio
Radishes, Greens, Lettuces, Green Onions, Summer Squash, Fall Squash, Pumpkins, Sweet Corn, Cucumbers, and Peppers
LOCALLY GROWN
certified
organic
Grown by Certified Organic Farmers
USDA
ORGANIC
certified
organic
Grown by Certified Organic Farmers
99¢

Resume of the "ABC of the Food Consumer"

Attributes	The Opportunities to the Companies
A – Authenticity and Aging	✓ Take care in the launch of new products, following the needs of the target market. ✓ Be authentic, recognize mistakes with honesty and respect the consumer (in recalls). ✓ Take additional care when dealing with the aging consumer.
B – Beauty	✓ Care about the appearance of the food. Work hard at the sales place. ✓ Introduce attractive packaging.
C – Convenient and Citzenship	✓ Produce products that involve easy handling and practical packages. ✓ Choose proper distribution channels for fast and easy purchase. ✓ Involve in social actions creating a closer contact with the community.
D – Diversity	✓ Provide diverse options. ✓ Attract with colored, different, funny and mainly educative products. ✓ The consumers want to have fun and knowledge (information).

Resume of the "ABC of the Food Consumer"

Attributes	The Opportunities to the Companies
E – Exotic and Environment	✓ Introduce different national and regional cuisines with exotic characteristics. ✓ This is linked to the desire of fun during meal time. ✓ Gradual valorization of the environment, creating opportunities for actions of sustainability. Products with certificates of environmental preservation (e.g., ISO 14000).
F – Functional	✓ Add to the products' functional characteristics, such as weight reducers and energizers. "The food will be the medicine".
G – Guarantee	✓ Honor the commitments with the consumer, such as recalls, or aspects related to quality or safety.
H – Harmony and Healthy	✓ Equilibrium of the communication, price, products and distribution channels actions. ✓ Products with a lower level of sugar or cholesterol, healthy products, fitness driven products.

Resume of the "ABC of the Food Consumer"

Attributes	The Opportunities to the Companies
I – Innovation and individualization	✓ Intensify the launch of new products; innovative products, that really represent new solutions. ✓ Target individual products, smaller packages to consumers who live alone.
J – Jobs	✓ Products that can generate jobs, with brands and stamps for small producers, or "job-friendly product."
L – Labeling	✓ Label as a very important source of information.
M – Meal Solutions	✓ Offer real solutions to final consumer's desires. ✓ Growth of food outside home.
N-Nostalgic	✓ As opposite, offer products that bring back special moments of a generation that compose the target market.

Resume of the "ABC of the Food Consumer"

Attributes	The Opportunities to the Companies
O- Organic	✓ Growing market segment, people searching for more natural products.
P- Practical and Price	✓ Practical products for day-to-day use, which have quick preparation time and are easy to open. Variable price is fundamental in the decision's moment.
Q- Quality	✓ Basic requisite to operate in any market.
R- Reliability	✓ The food quality, sources and method of preparation have to be reliable in the consumer's mind.
S- Services	✓ Offer services that really add value to consumer.
T- Tradition and Traceability	✓ Maintenance of its traditional product line. ✓ Arguments of age and time in the market transmitting trust. ✓ Register all the product's history, from the farm to the final consumer.

Resume of the "ABC of the Food Consumer"

Attributes	The Opportunities to the Companies
U- Uniformity	✓ Consumer is not willing to accept variations in the product.
V- Value	✓ Add value to the food, at the lowest cost, bringing the concept of “best value”
W- World-Wide	✓ Explore the chances to use new media sources.
X- Xenophobia	✓ Valorization of the domestic jobs and domestic production. Local sourcing
Y- Young	✓ Some consumers want to be and to feel young, live longer and live healthier.
Z- Zzzzz (Speed)	✓ The company cannot be slow. Speed is fundamental. Search on web, have new ideas, be alert to the new opportunities, be ahead of competitors, surprise them and the consumers.

Nutraceuticals market may double in next five years: Research

Monday, Aug 19, 2013, 18:07 IST | Place: Rajkot | Agency: PTI

The domestic nutraceutical market could have grown five-fold by 2020 since the beginning of the current decade with possible domination by functional food and beverages segments, suggests a research by Ikon Marketing Consultants

The domestic nutraceutical market could have grown five-fold by 2020 since the beginning of the current decade with possible domination by functional food and beverages segments, according to a research conducted by Ikon Marketing Consultants.

Nutraceuticals is a food containing health-giving additives. "Indian nutraceutical market is growing at a healthy double digit CAGR of 18.46 per cent and may be worth Rs 19,500 crore in current fiscal year itself," said the research report.

Prof. Marcos Fava Neves

favaneves@gmail.com | www.favaneves.org

- Marcos Fava Neves is an *international expert* on global agribusiness issues and a part-time professor of planning and strategy at the School of Business (FEARP) of the University of São Paulo (USP) and FGV Business School, both in Brazil. He graduated as an agronomic engineer from ESALQ/USP - Piracicaba in 1991. He earned his master's degree in 1995 and his doctorate in management in 1999 from the FEA/USP School of Economics and Business – São Paulo. Marcos completed postgraduate studies in European agribusiness at ESSEC-IGIA in France in 1995 and in chains/networks at Wageningen University, in the Netherlands (1998-1999). In 2013 he spent the year as a visiting international professor at Purdue University (Indiana, USA) where he maintains the linkage as a permanent International Adjunct Professor. Since 2006 he is an international professor at the University of Buenos Aires, Argentina.
- He has *specialized in strategic-planning* processes for companies and food chains and works as a board member of both public and private organizations, being member of mor than 10 international boards since 2004. Also in 2004, he created the Markestrat think tank with other partners, today employing around 60 people and doing international projects, studies and research in strategic planning and management for more than 250 agri-food business organizations. Some of these projects were very important in suggesting public policies for food chains that were implemented in Brazil with economic and social impacts.
- Also as an experience in the private sector, from 1992 to 1993 he worked in citrus juice exporter and from 1994 to 1995 in a veterinarian company. In 2008, he became CEO of Brazil's second-largest biofuel holding company, a position he occupied until 2009, when he returned to the University of São Paulo (USP) and Markestrat.
- At the academic side, since 1995 (when he was hired by USP), Marcos has advised more than 30 doctorate dissertations and master's theses and helped to form around 1200 Bachelors in Business Administration in Brazil with around 120 courses taught to undergraduates at USP.
- His writings are strongly focused on supplying simple and effective methods for business. He has published more than 100 articles in international journals and has been author and editor of 63 books by 10 different publishers in Brazil, Uruguay, Argentina, South Africa, Singapore, Netherlands, China, the United Kingdom and the United States. He is also a regular contributor for China Daily Newspaper and has written two case studies for Harvard Business School (2009/2010), one for Purdue (2013) and five for Pensa/USP in the nineties. Recognized as the Brazilian academic with the largest number of international publications about orange juice and sugar cane chain and one of the top 3 most cited Brazilian authors in the area of food and agribusiness. He has reached more than 4000 citations in Google Scholar index.
- Marcos is one of the most active Brazilian speakers, having done more than 1050 lectures and presentations in 25 countries. He received around 150 recognitions from Brazilian and international organizations, and is considered a "Fellow" of the IFAMA (International Food and Agribusiness Management Association), title received in Minneapolis - 2015.
- Coming from a family of farmers, he is a worldwide defender of agriculture and farmer's role in the development of the society. In the social side, together with his parents, Marcos is one of the creators and maintainers of Mucapp, a NGO that in 20 years has built more than 450 houses for families in Brazil that face very unfavorable conditions.

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