



Tonight's Presenter



Ariel Agenbroad
Community Food Systems
University of Idaho Extension



Marketing in the New Food Reality

How understanding the way we eat now creates smarter consumers and opportunities for local food-based entrepreneurship.

**Your Small Farm
2018 Webinar Series**
March 26, 2018



Webinar Tips

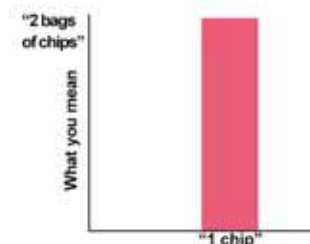
- Close all other programs running on your computer
- Check your sound – problems with clarity, speed, etc. switch to the phone
 - Call-in number provided in the welcome email
 - Mute computer sound when using phone
- **Type in questions for speakers** (or for help with viewing & sound) **into question box**
- Handouts are available to download on your computer



“Most people do not really know why they buy what they buy, eat what they eat, or do what they do.”

- Cornell University Research Brief

WHAT YOU SAY VS. WHAT YOU MEAN



Boredpanda.com



What do YOU think about that?

Let's find out.

Do you feel that fresh foods are healthier?



**Nearly nine in 10 adults (87%)
feel that fresh foods are healthier**

-Technomic 2014a; MSI 2014a

**80% of adults
feel that fresh foods are tastier**

-Technomic 2014a; MSI 2014a



Do you believe fresh foods taste better?

Are you making an effort to choose more fresh foods?



78% of consumers are making a strong effort to eat more fresh versus processed foods
-Technomic 2014a; MSI 2014a

47% of all eating occasions are now done alone.



Since last Monday, how many times have you eaten a meal alone?

Do you eat breakfast?



In 2014, breakfast was eaten at home 5.1 times per week.

Half of adults eat three or more snacks per day



How many snacks, on average, do you consume daily?

Do you consciously avoid specific food items in your diet, for example, meat, dairy, eggs, gluten, artificial colors, flavors or sweeteners?

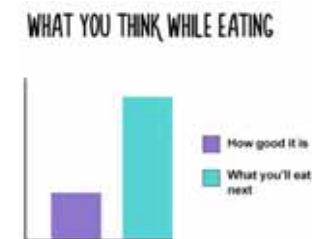


In 2014, one-third of adults tried a specialty regimen; 8% tried gluten-free; 7% lactose-free, 6% raw/living foods; 5% dairy-free.
- MSI 2014a



Major consumer food trends *now*

- Getting FRESH!
- Lonely dining...
- Eating early, and often
- _____ -free



What is important to you?

- Organic food
- Local food
- Sustainable Food
- Natural Food
- Real Food
- Affordable Food
- Eco-packaging
- Authentic Food
- Clean Food
- Humanely raised meat, eggs and dairy
- Grass fed beef
- Convenient Food
- Healthy Food



Fresh is big business

- Fresh foods accounted for 29% of all U.S. grocery outlet sales in 2014
- Premium/fresh-format grocery stores that focus primarily on fresh and ready-to-eat foods are expected to have the highest growth rate through 2018.
- Shoppers are buying more fresh ingredients, up 10% versus three years ago. Nearly half (47%) of shoppers are cooking more from scratch, using fewer convenience foods in order to save money.
- Sales of single-serve fresh produce snacks soared in 2013.



Marketing “fresh” is huge.

- One in five of the bestselling new foods/drinks introduced in 2013 touted a “fresher flavor” claim.
- Fresh technologies (e.g., cold pressing or high pressure) are creating premium markets for juices, coffees, and oils.



Table for one?

- Nearly half (47%) of all eating occasions are alone, even in multi-person households.
- Two-person, married couple households with no children at home & single people living alone are the two largest U.S. household units.
- Foods that can be easily portioned or packaged for one or two adults will likely gain in popularity.
- Sales of kid-specific meals are expected to skyrocket from to \$41 billion in 2018.

Snack Attack!

- The average number of in-between-meal snacks grew from 1.9 per person per day in 2010 to 2.8 in 2014. Half (51%) of adults ate three or more snacks per day, up from 21% in 2010.



Food restrictions, intolerances, or allergies have a good deal of influence on food choices for one in 10 shoppers



Mainstreaming Trends

- Global palates
- Whole hog – food with a story
- Sophisticated shortcuts – making it easier to do the right thing
- “Really” real – natural, organic, sustainable and beyond

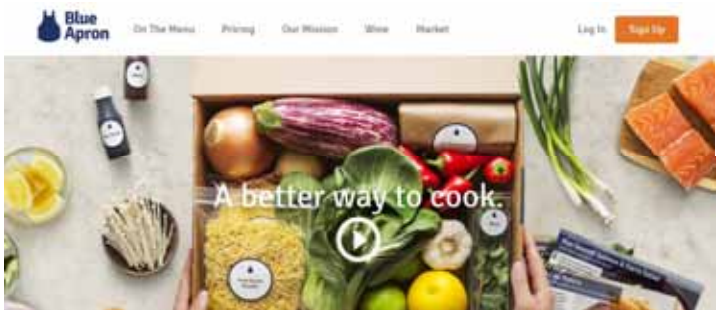


“Is the chicken local?”



Convenience = Cheating? Nah...

- Home delivery
- Grocery Store Delivery
- Recipes and Food by Mail
- Drone drop food???



Natural, organic, sustainable, real?

- In 2014, 29% of consumers bought more local foods/beverages; 28% bought more organic products; 25%, more natural foods; and 23%, more non-GMO offerings.
- Three in 10 made a strong effort to consume more minimally processed foods.



Fascinating consumer research



foodpsychology.cornell.edu/




 Your Small Farm 2018 Webinar




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How can consumers use this information?




 Your Small Farm 2018 Webinar

How can small scale farmers and ranchers use this information?



Where do you stand?

- Know your:
 - Customer
 - What they buy, how often, at what price
 - Community
 - Can it support your farm & product mix?
- Competition
 - Who else is meeting the demand?



Research *YOUR* Market

- Reconnaissance is required
 - look, listen, learn, ask questions
- Test the waters before making big changes
 - customer surveys
 - product testing
 - focus groups
- Honestly analyze your findings



What makes you special?





Your Small Farm 2018 Webinar Series

Join our new, free, week-night webinar series designed to help you strengthen and expand your farming business! Pick the webinars that suit your interests. Webinars are scheduled for weeknights from 6 PM - 7:30 PM MST/7 PM - 8:30 PM PST from February - April 2018.

To view the full schedule and register visit:
www.cultivatingSUCCESS.org/2018webinarseries

Land Access
 Monday, February 12th, 2018 from 6:00 PM - 7:30 PM PST/7:00 PM - 8:30 PM MST

Cover Crops for Idaho Small Farms
 Tuesday, February 20th from 6:00 PM - 7:30 PM PST/7:00 PM - 8:30 PM MST

Introduction to Idaho Farm Link
 Monday, February 26th, 2018 from 6:00 PM - 7:30 PM PST/7:00 PM - 8:30 PM MST

Farmer Mentor Training
 Monday, March 5th, 2018 from 6:00 PM - 7:30 PM PST/7:00 PM - 8:00 PM MST

Selling to Retail Grocers and Restaurants in Idaho
 Monday, March 12th, 2018 from 6:00 PM - 7:30 PM PST/7:00 PM - 8:30 PM MST

Direct Marketing in a New Food Reality: how understanding the way we eat now creates opportunities for local food-based entrepreneurship
 Monday, March 26th, 2018 from 6:00 PM - 7:30 PM PST/7:00 PM - 8:30 PM MST

Are you Making \$\$\$? Tracking Sales and Other Record-Keeping Basics
 Monday, April 9th, 2018 from 6:00 PM - 7:30 PM PST/7:00 PM - 8:30 PM MST

Access to Capital
 Monday, April 23rd, 2018 from 6:00 PM - 7:30 PM PST/7:00 PM - 8:30 PM MST

Join us for our upcoming webinars!

Next webinar:

Are you Making \$\$\$?
 Monday, April 16th
 6:00-7:30pm PST/7:00-8:30pm MST

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Please take our post-webinar survey!

Ariel Agenbroad
 Community Food Systems
 University of Idaho Extension
ariel@uidaho.edu

208.287.5900



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