



OUR RAPIDLY CHANGING EXPORT MARKETS

FOODVIEW
a food fellowship

Presented by Sue Carter, Foodview

Three key changes are apparent

- The supply and marketing strength of the competition
- The way retailers are connecting with consumers to provide experience and convenience
- Increasing consumer interest in a food story and understanding value

FOODVIEW

a food fellowship

THE SUPPLY & MARKETING STRENGTH OF THE COMPETITION

- Volume: Chile now around 180,000 MT cherry (Doubled in last 4 years)
- Supply window extension: 6 months from October to March
- Quality improved + \$\$ up: better varieties performing in long transit times
- SUPERIOR MARKETING PERFORMANCE
- Reached out to retailers and consumers through well funded and organised Industry campaigns
- USD 5 million annually to promote Chile cherries and blueberries
- Industry led campaign theme “Enjoy your Red Moments”.
- Crunchy = fresh! Brown stems = old fruit!

FOODVIEW

a food fellowship

2019 – Chilean cherries set new world record for longest continuous fruit line in the world (Guinness Book of Records)



THE NEW RETAIL

- Where convenience + experience are key
- Retailers are now restaurants, on-demand kitchens, and warehouses!
- Sampling and live food displays add to experience
- Technology connects consumers to store apps for ordering, payment, delivery, 'foodie' information
- Hema Fresh in China guarantees 30 minute delivery time, if living 3kms from a Hema store

FOODVIEW

a food fellowship

Hema Fresh store in Shanghai – in-store dining & on-demand kitchen



Increasing consumer interest in food story and value

Want food that tastes great and fit for occasion (gift, family, recipe)

Interested in our food story – from farm to plate – and the whole dining experience – sharing moments

Interested in our Kiwi culture and accents!

Know our fruit is better, but want us to explain why ours is so much more expensive, i.e., where are we adding value?

Not enough to say it just costs more to produce food in NZ



FOODVIEW

a food fellowship

Changing markets mean changing the way we compete

- Extend supply period: retailers need 6-8 weeks minimum. *Variety, logistics, technology, packaging*
- Help customers understand what's great about us versus competitors
 - e.g. what's the science that makes our fruit TASTE so good and helps justify our price position?
- What technology can we use to better connect with consumers at a product and an emotional level?
- Make more positive 'noise' as a New Zealand Summerfruit group – our message & journey

FOODVIEW

a food fellowship



Thank you