

A Consumer's view on the promotion and sales of a healthy product like prunes



— Ina Jonker —
National Consumer Forum



A Consumer is a consumer . . .
a consumer . . .

Do you know "The consumer"?

- My status is as much consumer as marketer. . .
- If I don't know you – then I don't want you to call me, mail me, door-drop me, e-mail me – nothing!
- And if you try to reach me and think my name is "Occupant" – you're really doing yourself no favors at all
- Gone are the days when consumers will tolerate the land-fill marketing of the last 50 years.
- Today is about being green, building a relationship with a consumer, engaging in a dialogue and establishing trust.

Troy Norcross London, UK



Who do consumers think they are?

"They think that we're all trying
– to take advantage of them,
– lock them in,
– control them and then
– maximize our profit from them
– while managing their discontent.

And you know what?
They're right.
No wonder they're stealing from us."

— Sean X
iMediaConnection.com

Mahatma Gandhi's view

- "A consumer is the most important visitor on our premises.
- He is not dependent on us – we are dependent on him.
- He is not an interruption on our work – he is the purpose of it!
- He is not an outsider on our business – he is part of it!
- We are not doing him a favour by serving him – he is doing us a favour by giving us an opportunity to do so."

Pres. John F Kennedy and Consumerism

- » "... consumers by definition *include us all.*
- » They are the *largest economic group, affecting and effected by almost every public and private economic decision.*
- » Yet they are the only important group whose *views are often not heard.*"

Stating the first rights of the Consumer

On March 15, 1962, when pres. **John F. Kennedy** presented the American "**Consumer Bill of Rights**", it was stated that the consumer would in future have a right to:

- **Safety**
- **Information**
- **Choice &**
- **To be heard**

This led to the launching of a **world-wide Consumer Group** with the objective: the **abiding and protecting** of the Kennedy ground rules of **48 years** ago! Except for **supervising** the **rights** of the consumer it was also **monitoring** quality and honesty in **advertising**.

Some more rights added

The right to: – **Education** (Pres. Ford 1975)

– **Satisfaction of basic needs**

– **Redress**

– **A healthy environment**

– **Service** – more often treated in State law –
(Pres. Clinton; 1994)

And added by the CPA in South Africa

The right to: – **Equality in the consumer market**

- **Privacy**
- **Disclosure and information**
- **Fair and responsible marketing**
- **Fair and honest dealing**
- **Fair, just and reasonable terms and conditions**
- **Fair value, good quality and safety**

Recent trends in retailing

- There is also potential for businesses to achieve growth in the wider Asian region and in Africa.
- However, it will be necessary to have a deep understanding of developments of wider factors, including political, economic, social, technological and environmental issues.
- Cultural, religious and ethnic diversity will produce variations in shopping, cooking, eating and attitudes to food which retailers and manufacturers need to respond to. There will also be differences in purchases of non-food items e.g. household products such as cooking utensils. This added complexity means that understanding the expectations and needs of the diverse consumer base will be even more important.

Recent trends in retailing

- Exposure to the new cultural and ethnic cuisines can broaden the experience of indigenous consumers, provoking increased demand for ethnic cuisines among the nation as a whole. It is important to understand how these ethnic cuisines will be adopted to suit the tastes of local cultures, as well as how to communicate and market the new cuisines to both consumer groups.
- Population diversity also brings with it the need for retailers and manufacturers to provide foods based on dietary and preparation restrictions to meet the demands of new and diverse religious groups.

IGD "Retailing in Central Europe and Russia"

Role of consumers in your market



Role of consumers in your market

- The old debates about consumer concern as rarely leading to action no longer completely holds. Private and public bodies of the food sector now realise that increasing consumer advocacy is set to be a powerful force in the market-place as a result of a combination of factors. Consumer power should not be underestimated.
- Powerful lobbying groups can facilitate consumer action. For example, in the case of GM foods, the call for action has been seen in the increased sales of organic foods.
- Effective and appropriate consumer involvement are essential to ensure consumer interests are taken into account to improve the quality of decision making, and to help avoid a recurrence of problems that have led to a decline in consumer trust and confidence in food and food policy-making institutions.

Role of consumers in your market

It was clear from the interviews that most of the consumer interest groups now claimed to play a pivotal role in influencing policy-making. They seemed to be more vociferous and responsive to consumer advocacy.

The following excerpts from our interviews highlight this:

"... it's (food safety) an important issue because it's what consumers are really, are very much concerned about, and we are aware that consumers tend to see these issues as a bit of a package, there is safety, there's animal welfare, there is a natural form of production, there are these various values that consumers go for..." (Consumer Group)

".... in some ways we know that consumers have more power than government these days. At least that is what is said, and in some ways that's true. So, we go for trying to persuade consumers that they could buy animal-friendly products. And we do that either through the media or education..." (Consumer Group)

Role of consumers in your market

- Some consumer interest groups were of the opinion that they can exercise more power in influencing the government in policy-making, only because they have the strong backing of the public. This is evident in the following excerpt of the interview with one of the consumer interest group:
- *"...we have the power in as much as we tend to have public support on our side generally, and so if we can make that more obvious then we can hope to influence policy and things like that. ...the very large farmers have the time to be on National Farmers' Union (NFU) boards and to get represented at the higher levels of the NFU where again, they have a great deal of power and influence within government although they have made themselves unpopular with foot-and-mouth and so forth..."*

Role of consumers in your market

The views reflected by the private interest groups were similar in line to the consumer interest groups, in that the consumers play a vital role in the policy making process, and the private interest groups in turn, value and communicate the consumers' perceptions into the decision making process.

"I've got personal views on consumer groups. A lot of the consumer groups do an awful lot of good, they are almost a kind of conscience of society and I think have a very important role to play in terms of ensuring that consumers perceptions are fed into the decision making process, but at the end of the day there has to be a balance at the various levels. I think they are knowledgeable, they are articulate".
(Retailer)

Role of consumers in your market

Considering the importance of the consumers in the policy-making process, regulatory activity of the food control organisation should establish well-designed and well publicized procedures for receiving and considering consumer and industry inputs at the policy-making level. A regulatory body interviewed in our research stated:

"We have a division which is marketing and consumers and that provides us focus for consumer considerations." (DEFRA)

There is no doubt that the consumers are increasingly influencing food regulation by selection or rejection of food considered healthy or hazardous. Therefore large scale retailing organisations and various consumer interest groups acting as intermediaries between the spheres of production and consumption are very sensitive to consumers' preferences and practices.

Some more points to ponder

- Populations in Western markets are static, as falling birth rates and immigration combine. This means that the grocery markets in these countries find it hard to achieve growth. With no new mouths to feed, the strategies are focused on encouraging consumers to spend more through the introduction of non-food and the premiumisation of many food categories
- As traditionally dominant Western markets mature, businesses are looking to achieve growth through international expansion. A major opportunity exists in emerging markets such as China, India and Russia due to vast populations, but also the rapid urbanisation that is creating a new consumer class.

Recent interpretation of "Consumerism"

- *Organized efforts* by individuals, groups, and governments *to help protect consumers* from policies and practices that *infringe* consumer rights to *fair business practices*.
- *Doctrine* that ever-increasing *consumption of goods and services* forms the *basis* of a *sound economy*.
- Continual *expansion* of one's *wants and needs* for goods and services.

— BusinessDictionary.com —



Emphasis on Quality

Emphasis on Quality

- The "Quality Partnership" aims at a basis where a company and its suppliers enjoy shared advantage through the application of ordinary facilities with the emphasis on QUALITY.
- The purpose with the Quality-relation is:
 - **Quality standard** – impression of the consumer
 - **Hygienic standard** – advice & services
 - **Service standard** – in time; as agreed
 - **Price structure** – value for money; competitive; reasonable

A "Quality Partnership" and the promotion of prunes?

- **Q:** Quality
- **U:** Ultimate Customer
- **A:** Added Value
- **L:** Long Term Relationship
- **I:** International Best Practice
- **T:** Teamwork
- **Y:** qualityY

Examples of Results with the "Quality Partnership"

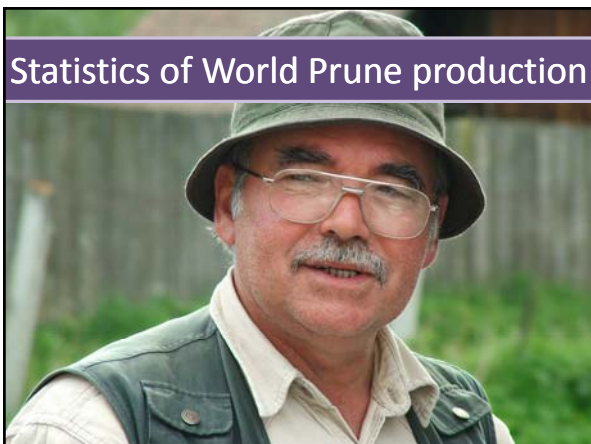
- *Complaints by consumers were reduced by 96%!*
- *Satisfaction in the market recovered by 34%!*


Case Study: "Development of Quality Partnerships for Strategic Alliances of Red Meat Products"

Wipe out "The Little lies"!

- "New!"
- "An exclusive offer!"
- "It costs more, but it is worth it."
- "You deserve the best."
- "Everybody has one of these."
- "Protect your children with ..."
- "Want to know what women really like?"
- "This fruit is not for everyone."
- "I'm not a doctor, but I play one on television."

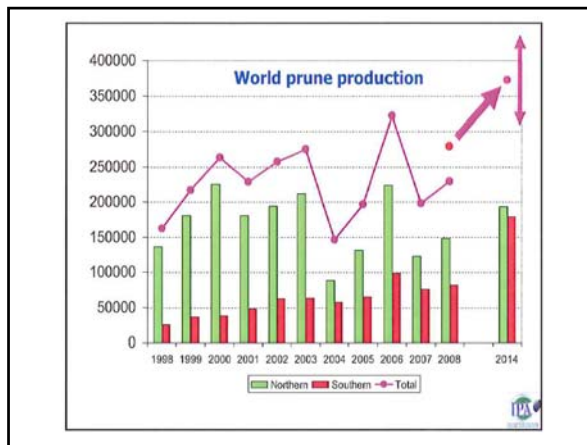
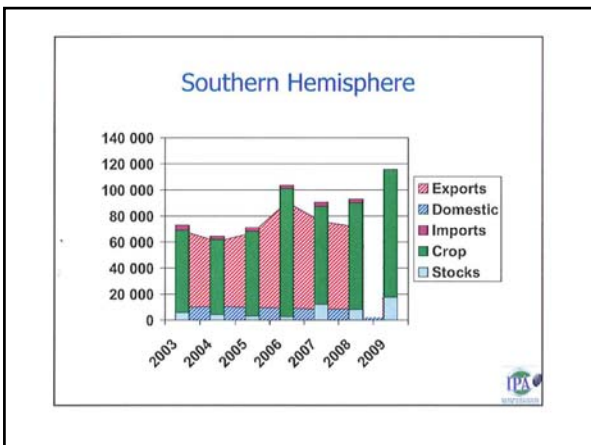
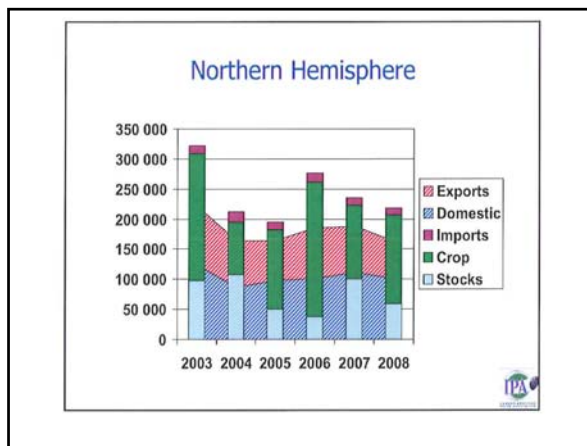
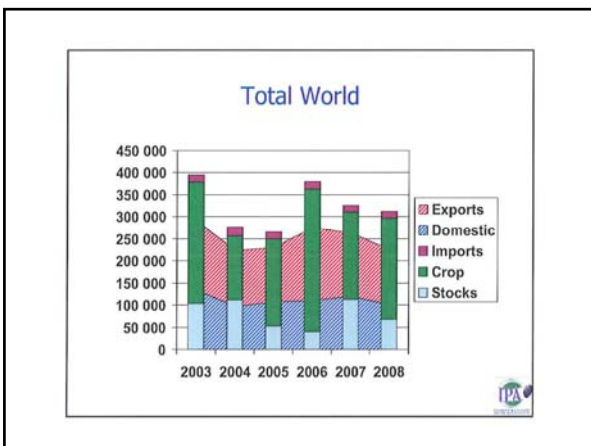


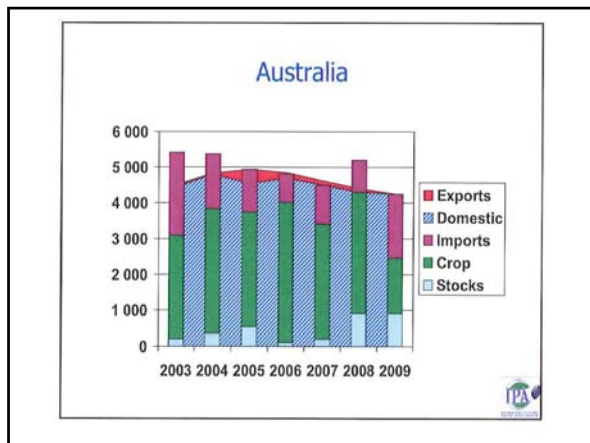
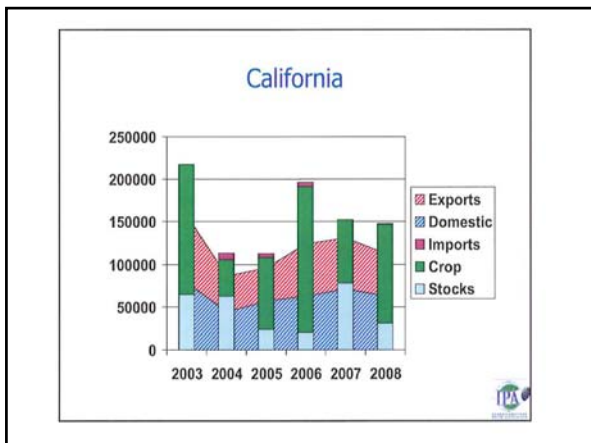
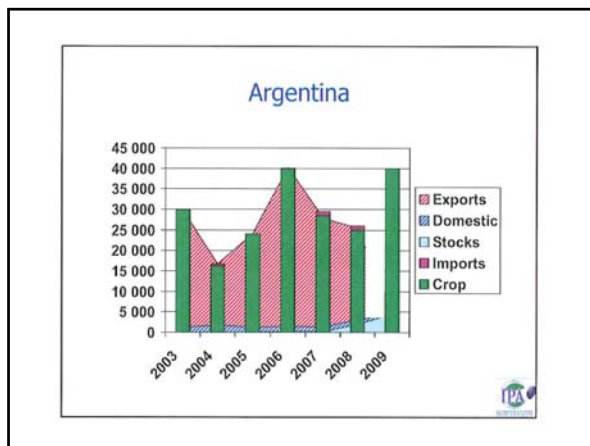
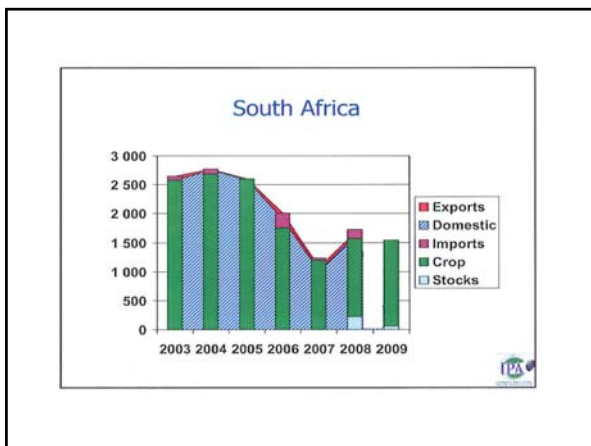
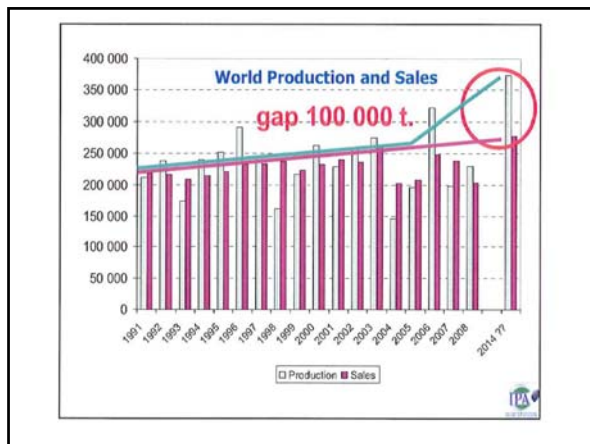



11th World Prune Conference
 Agen
 Monday, June 15th, 2009

World Prune Production: Statistical Update

Christian Amblard





IPA 2006 World Prune Production Forecast
(x 1000 t)

	2009	2014	Δ	Δ%
Argentina	40	50	+ 10	+ 25%
Australia	6	7	+ 1	+ 21%
CA. USA	139	147	+ 8	+ 6%
Chile	55	120	+ 65	+ 118%
France	45	45	0	0
Italy	1.7	1.6	- 0.1	0
South Africa	1.5	2	+ 0.5	0
World rnd.	288	373	+ 85	+ 30%

IPA World Prune Bearing Orchard
(hectares)

	2009	2014	Δ	Δ%
Argentina	12 300	14 000	+ 1 700	+ 14%
Australia	2 300	2 700	+ 400	+ 17%
CA. USA	24 800	23 600	- 1 200	- 5%
Chile	8 900	15 300	+ 6 400	+ 72%
France	11 700	11 500	- 200	- 2%
Italy	460	450	- 10	- 2%
South Africa	393	441	+ 48	+ 12%
World rnd	60 900	68 000	+ 7 100	+ 12%

IPA World Prune Non-Bearing Orchard
(hectares)

	2007	2009	Δ young
Argentina	3 500	3 000	-15%
Australia	1 400	1 100	-21%
CA. USA	3 240	2 800	-14%
Chile	7 200	6 500	-10%
France	1 300	1 630	+25%
Italy	30	30	0%
South Africa	20	48	+40%
World rnd	16 700	15 100	-10%



Essential nutrients good for pregnancy

FIBER:

Fiber is important because it pushes the intestines to work harder. It also absorbs liquid and ensures that the stool is soft. Prunes provide the critical amount of fiber required to help intestinal movement. Nausea (often accompanied by reflux) is common in the first trimester of pregnancy and may even carry forward to the advanced stages of pregnancy. Prunes can provide a tasty and nutritive snack while providing several essential nutrients in significant quantities.

Essential nutrients good for pregnancy

IRON:

Iron is a key nutrient that is needed to develop a healthy baby. Prunes contain high levels of iron that help build hemoglobin in both the mother and baby, which not only prevents anemia but builds immunity, and combats fatigue.

Prunes help maintain energy levels and calm the nerves. Iron requirements go up significantly during pregnancy (from 18 mgs to 27 mgs), hence iron rich diet is recommended and because it is usually not possible to get this from your diet, it is recommended that an iron supplement be taken.

However, this can lead to gastro intestinal irritation and further aggravate the situation. Prunes and prune juice are a safe way of combating this issue.

Essential nutrients good for pregnancy

POTASSIUM:

Potassium in prunes is known to reduce high blood pressure and act as a natural depressant as anxiety levels can be extremely high during pregnancy. Beta-carotene and Vitamin A is proven to promote eye development and healthy skin, boosting the immune system and assisting with blood production and prunes are known to be a good source of both. Prunes are a portable fat-free snack and can be easily had when hunger pangs strike during pregnancy.

WHAT ARE YOUR VIEWS?

Having seen the nutritious value of prunes, which no doubt makes it a healthy diet for pregnancy, what are your views on it. Have you tried it?

<http://www.healthfitnesscare.com>

Prune puree an effective fat replacer in cakes?

- Jane Byrne , 20-Sep-2010
- Prune puree can replace as much as 30 per cent of the fat by weight in chocolate cupcakes, and could be used to reduce saturated fat levels in baked goods, according to an upcoming presentation by US researchers.
- The researchers, based at New York's Hunter College, will present their findings during a poster session at the ADA Food & Nutrition Conference and Expo in Boston in November.
- A number of ingredients have emerged as fat replacers, which are generally classified into carbohydrate-, lipid-, and protein-based groups. However, the challenge remains to develop ideal fat replacers for low-fat and low-calorie products in which the texture, flavour, and appearance are not compromised.

Oxygen radical absorbance capacity (ORAC)

- The US Agricultural Research Service's Human Nutrition Research Centre on Ageing, based at Tufts University in Boston, has established a system of measuring the total antioxidant powers of individual foods.
- Each food is ranked by its oxygen radical absorbance capacity (ORAC), in other words the food's ability to fight free radicals. Prunes were found to have an ORAC value of 5,770 per 100g, the highest ORAC value of all commonly eaten fruit and vegetables.
- The second-highest scoring fruit was the raisin, which, with an ORAC score of 2,830 per 100g, does not even come close to the high-scoring prune (Figure 1).
- According to the researchers, the optimum daily intake of ORAC units is 3,000, while for maximum protection 5,000 ORAC units should be consumed each day.

ORAC ratings of commonly eaten fruit and vegetables per 100g

Prunes	5,770	Spinach	1,260
Raisins	2,830	Raspberries	1,235
Blackberries	2,400	Brussels Sprouts	900
Strawberries	2,036	Plums	949
Garlic	1,939	Broccoli	890
Kale	1,770	Beetroot	840
Cranberries	1,750	Avocado	702
Strawberries	1,540	Oranges	750

Inherent goodness for digestive health



Sunsweet Plum Smart prune juice for digestive health, USA; Del Monte Prune Juice; Ouendmor's Tamarind juice drink "naturally sweet with a high fibre content for digestive properties", France.

Nutrients	Prunes Nutritional Value (per 1 cup)
Calories	418
Water	53.8 g
Carbohydrates	111 g
Fats	0.7 g
Proteins	3.8 g
Vitamin A	1359 IU
Vitamin B1 (Thiamin)	0.1 mg
Vitamin B2 (Riboflavin)	0.3 mg
Vitamin B3 (Niacin)	3.3 mg
Vitamin B6	0.4 mg
Vitamin C	1 mg
Vitamin E	0.7 mg
Vitamin K	104 mcg
Calcium	74.8 mg
Iron	1.6 mg
Magnesium	71.3 mg
Phosphorus	120 mg
Potassium	1274 mg
Zinc	0.8 mg
Copper	0.5 mg
Manganese	0.5 mg

Prunes Nutritional Benefits

- **The high fiber** content in prunes makes them suitable to deal with intestinal and stomach problems such as constipation. It is a known fact that even prune juice for babies has been helpful, especially in dealing with constipation. Hence, prunes also decrease the risk of developing colon cancer. The bacteria produced while digesting prunes, helps in maintaining healthy function of the large intestine and liver, by eliminating the bacteria that cause diseases. The high fiber content also helps in reducing and regulating the cholesterol levels in the body. You may take a look at prunes for constipation.
- The **high levels of potassium** in prunes, helps in regulating the blood pressure levels, thereby preventing the risk of developing cardiovascular health problems. Moreover, the richness of potassium helps in promoting bone health, by preventing the loss of calcium from the body via urine.

Prunes Nutritional Benefits

- With its rich vitamin C content, prunes promote the **absorption of iron in the body**, indirectly making it a source of iron.
- **Antioxidants** are useful in controlling the damage caused to the cells, and help in fighting free radicals that damage the fat cells in the body, effectively. These fat cells are essential for cell development, and are particularly important for the brain cells. Also, the beta-carotene (from Vitamin A) levels are high in prunes, that makes them another rich source of antioxidants.
- The presence of antioxidants in the body also helps in **fighting off and preventing the growth of cancerous cells**. It is due to these properties that prunes have been found helpful in preventing several diseases such as asthma, heart disease emerging from diabetes, colon cancer, rheumatoid arthritis, and atherosclerosis.

Prunes Nutritional Benefits

- Prunes reduces the level of glucose absorption from the body, thereby not only **significantly contributing to weight loss**, but also to the normalization of blood sugar levels in the body. Prunes are filling and therefore, serve as a healthy snack with all these health benefits, and prevent one from heading for unhealthy bites as a result of hunger.
- **Prunes may help against developing breast cancer.** Women are more susceptible to breast cancer at the onset of menopause. Consuming prunes that are rich in fiber help in **reducing the risk of developing breast cancer** in such women.
- So whether you like to add it to your cereal, or as a stuffing to your roasted chicken, mix it with nuts for a snack, or have it with a little yogurt, do not undermine all the benefits that prunes nutrition has to offer. It is the perfect health food. Just remember to consume it in adequate quantities, and do not overdo its consumption. As the old saying goes, too much of anything is not good.

Inspections, control and the CPA

- International research has proven that when a consumer is disappointed with a product, he won't buy it again for the following six weeks!
- All of us agree to firmer discipline on the local market, but only a few of us are prepared to something about it!
- Inspections will protect the consumer and protecting the consumer is, as a result of the new Consumer Protection Act, no longer a choice but an obligation!
- On research, Agriculture Minister Ina Joemat-Pettersson says: "Fixing the ARC is going to be more expensive than building a new structure, but when we fix it, we don't want to do a patchwork job. We want modern technology that can perform cutting-edge research, because the State is responsible for food security . . . and Rift Valley Fever (RVF)."



Recommended low cost South African balanced diet?

Portions:

- 8 grains
- 8 fruits & veggies
- 2 meat
- 2 dairy

Recommended balanced diet "Grocery List"

Bread	1	R5.89
Maize	5kg	R16.99
Soup bones	643g bag	R3.34
Maas	1 carton	R7.39
Milk	2L	R15.99
Spinach	Bunch	R2.99
Carrots	Bunch	R2.99
Tomatoes	1	R1.61
Onion	1	R1.17
Apple	1	R1.49
Potato	1	R2.48
Banana	1	R1.34
Orange	1	<u>R2.04</u>
		R70.10

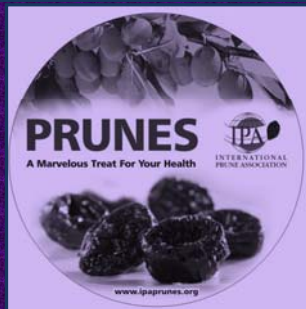
Interpretation



- Is industry prepared to communicate with consumers about the importance of food safety?
- Government has all the regulations in place yet somehow, enough has not been done...
- Consumers must be educated and become aware of the importance of safe food
- What about our tertiary institutions?
- Are we ready South Africa?

Conclusion

- Where are the dried prunes . . . ?



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