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Marketing Health Benefits of Food & Drink Products: Opportunities for Prunes and Plums

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International Prune Conference 2010
Cape Town, Republic of South Africa
Monday, October 25th, 2010

The eatwell plate

Use the eatwell plate to help you get the balance right. It shows how much of what you eat should come from each food group.

FOOD STANDARDS AGENCY
eatwell.gov.uk

London

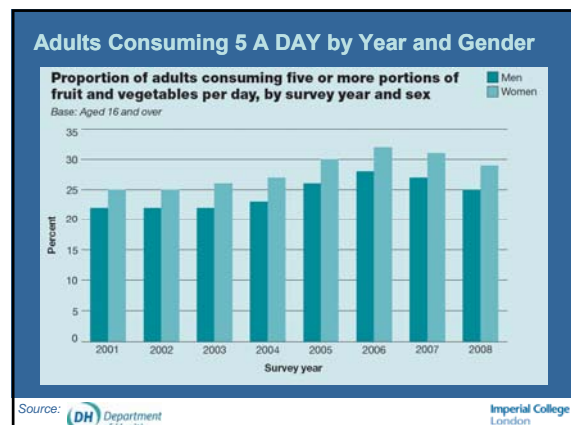
2010 Dietary Guidelines for Americans

U.S. Department of Health & Human Services
HHS.gov

USDA United States Department of Agriculture

- eat less, exercise more
- eat more:
 - plants i.e. fresh and dried fruits & vegetables
 - pulses, whole grains, nuts & cereals
 - seafood, low/no fat milk products
- eat moderately (government code for *eat less*)
 - lean meats, poultry and eggs
- eat significantly less
 - sugar, salt, solid fats, refined grains

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Raspberries and cherries. Nature's way of saying sorry for turnips and sprouts.

Nature's Treasure

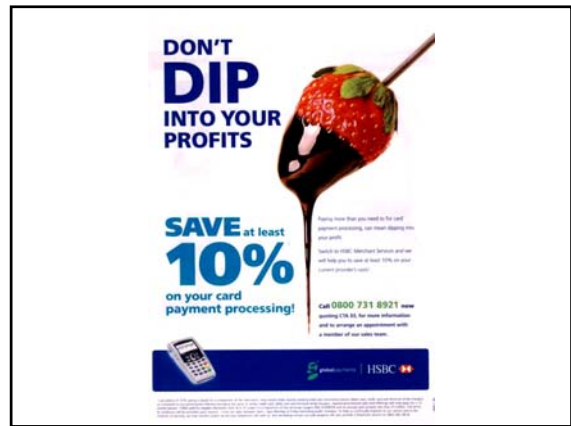
Nature now comes in delicious.

HEALTHY EATING

Superberries!

From helping to protect your heart to combating aging, the benefits of berries – available in abundance right now – just can't be beaten, says Amanda Unsell. Boost your intake of these health heroes with her quick ideas.

Photography: Patrick McMillan



Riding on the Coat Tails of the Health and Well-Being Mega Trend

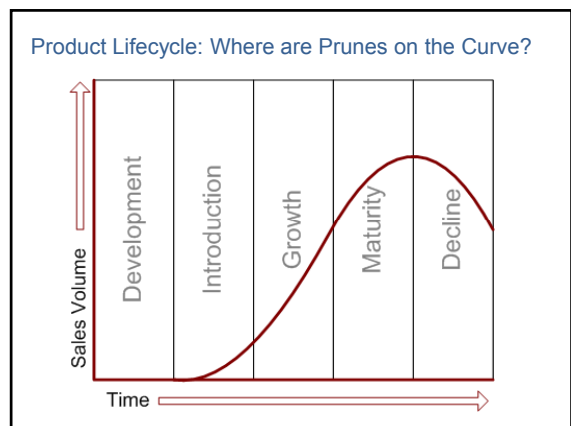
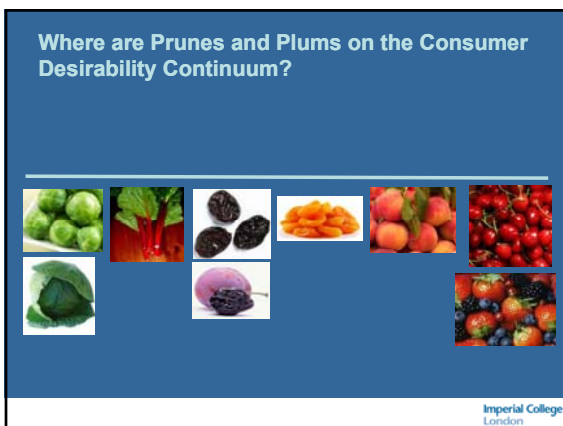
Sales and Sales Growth for Fresh Berry Fruit in the UK Retail Market, 2004-2009

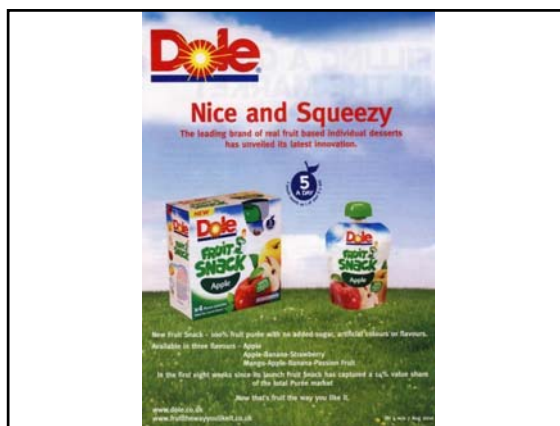
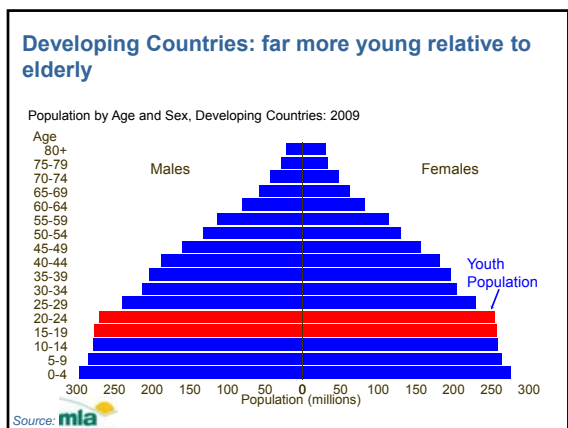
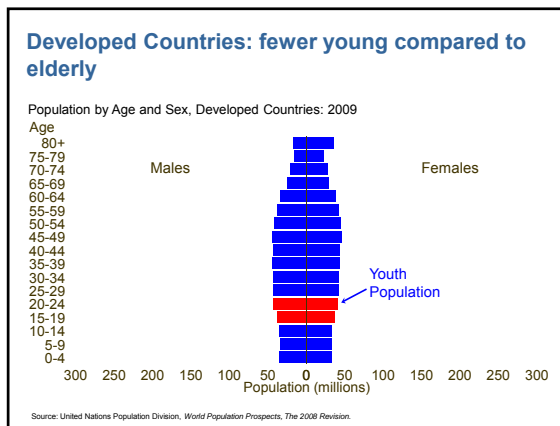
	£Millions		
	2004	2009	% change 09/04
Strawberries	271	406	+50
Raspberries	65	128	+97
Blueberries	20	114	+570
Blackberries	4	28	+700
All Berry Fruit	366	685	+87

Source: TNS (now Kantar) UK, various years

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- ### Looking Good: Prunes are Packed with Nutrition
- High in soluble fibre
 - Low glycaemic index (GI)
 - Cholesterol- and fat-free
 - Great for prevention/treatment of type-2 diabetes
 - Higher level of antioxidants than fresh berries, including blueberries
 - Excellent source of vitamin A and E
 - High in iron
 - Good source of potassium and calcium
 - Oh, prunes are the quintessential **WORTHY** fruit
- Imperial College London





Ik ben gek op pompoen
... nu je naar perzik smaakt.



Vie Kids est un nouveau concentré délicieusement fruité, spécialement conçu pour les enfants. C'est une manière idéale d'augmenter leurs apports quotidiens en fruits et légumes, et en plus, c'est 100% naturel!

Konst Vie Kids
Le goût d'un vrai fruit.
SANS SUCCÈS ARTIFICIELS

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£3m TV advertising Campaign

NEW On TV now!!



Florette
Fresh Fruit Medley
330g e

First launch 24th February - 8th March 2010
Reaching 70% of all ABC women



Kiwifruit on a stick McDonald's Italia

SUNSWEEET

PlumSmart® delivers all the digestive benefits of prune juice, but is clear, tart-crisp, and refreshing. It tastes fantastic!



Food groups of fruits, vegetables and whole grains serve up plenty of fiber, so eat them in abundance.




Fiber One
creamy non-fat yogurt

BARLEYmax™ contains much more fibre than most other wholegrains.



BARLEYmax™, a new variety of healthy barley:

- health benefits include
- high fibre (more than twice amount in wheat or oats)
- resistant starch (promoting healthy digestive bacteria)
- low glycaemic index
- bowel health
- natural sweet , slightly nutty taste



Source: CSIRO 2008

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The front (on the left) and rear (on the right) panels of the Goodness Superfoods Digestive 1st package. Package text reads as follows:

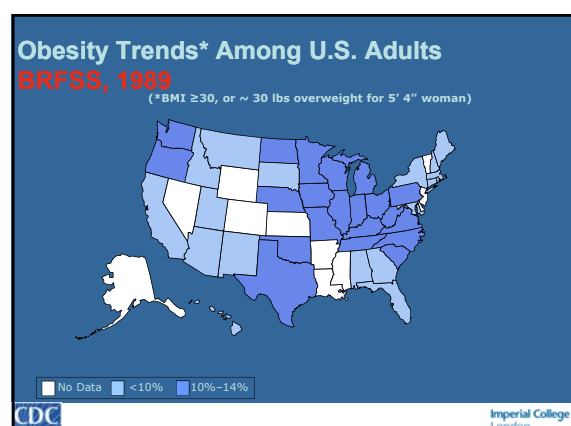
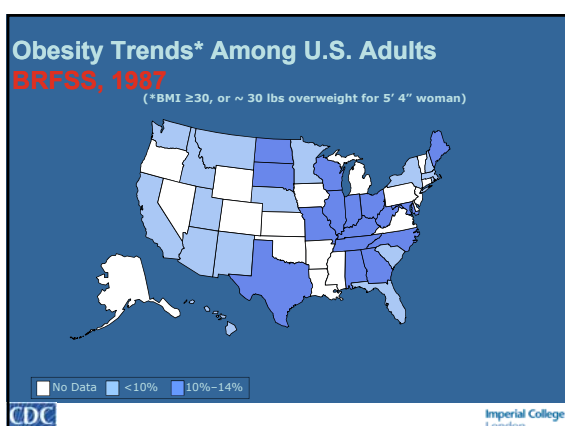
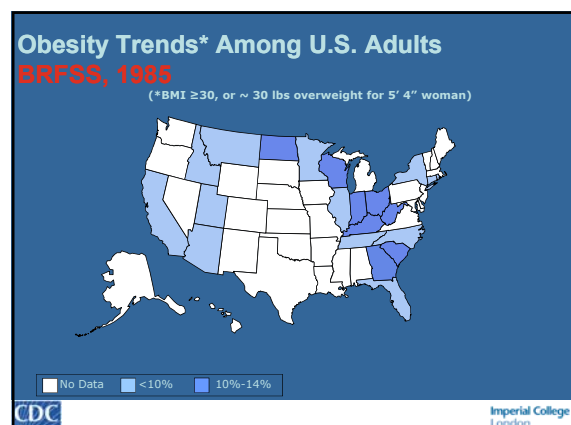
- ✓ Super wholegrains for bowel and digestive health
- ✓ Delicious honey toasted flakes with sultana and apple
- ✓ Excellent source of fibre
- ✓ Highest source of resistant starch
- ✓ Contains antioxidants
- ✓ Low GI
- ✓ Wheat free
- ✓ GMO free

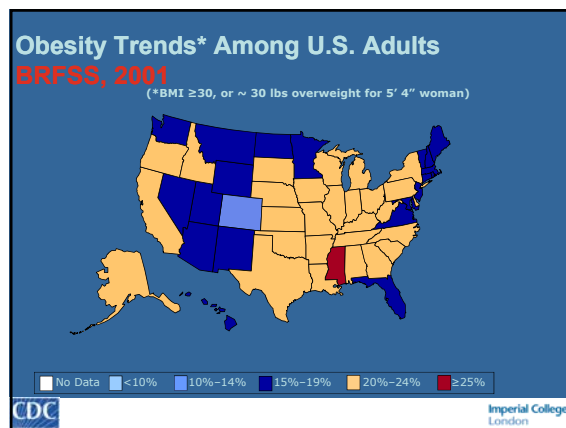
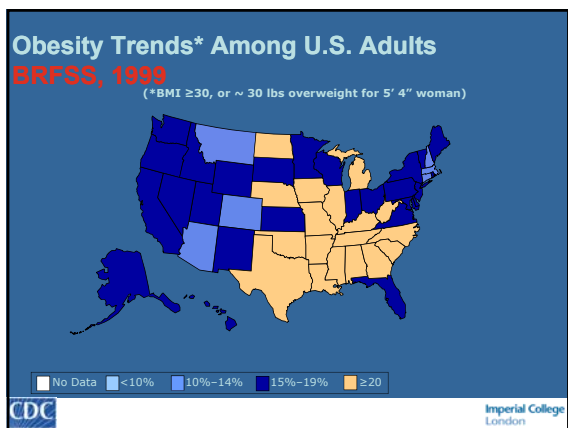
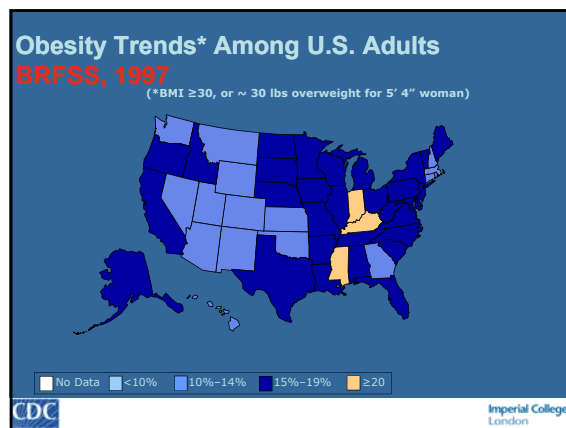
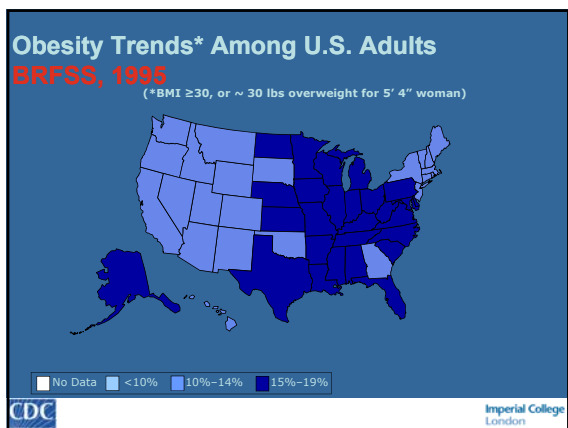
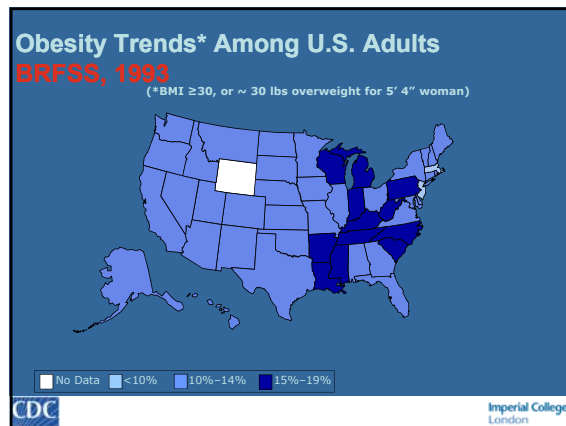
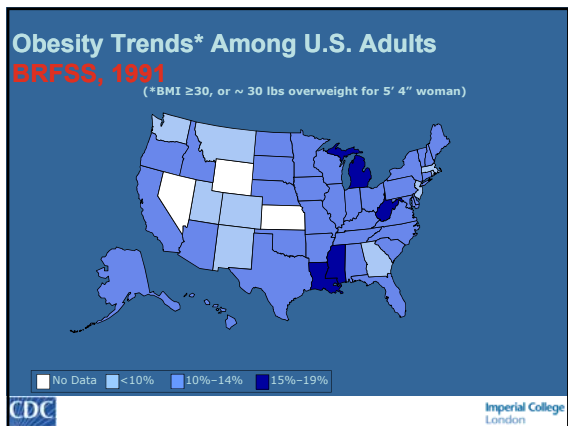
Key Trends in Food, Nutrition and Health

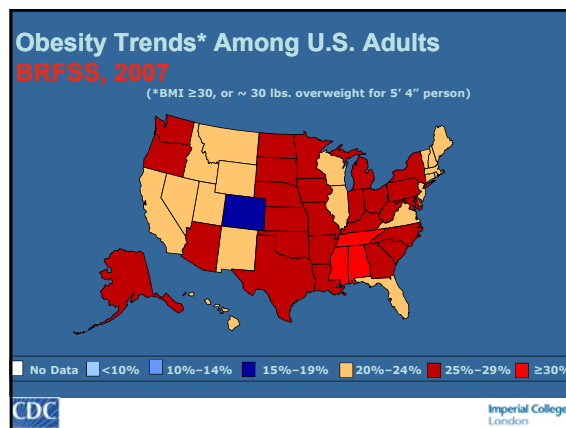
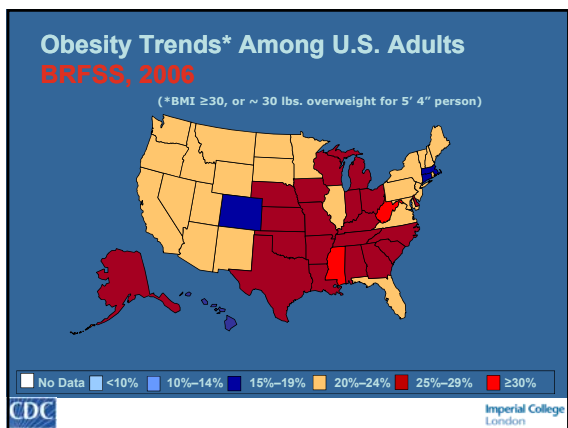
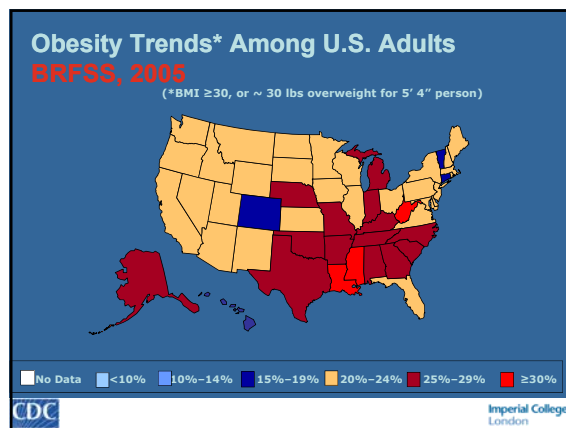
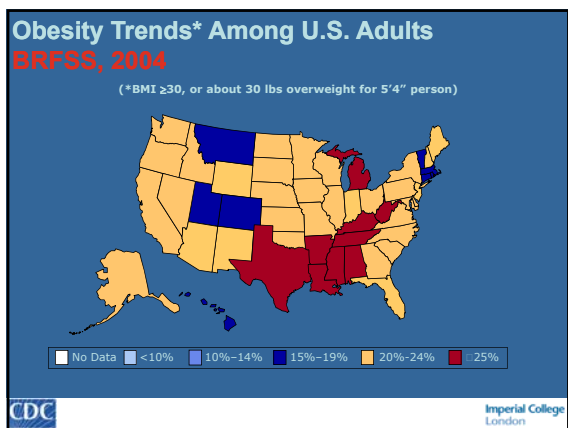
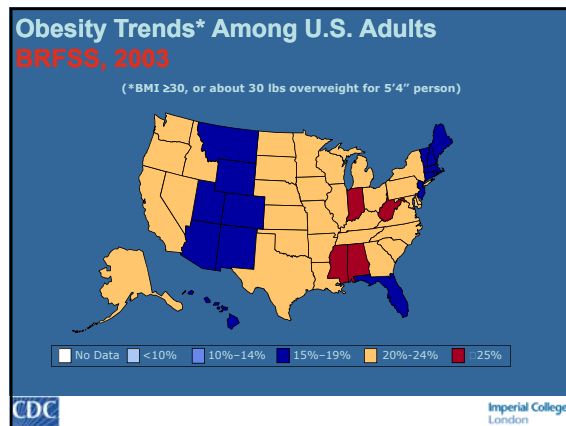
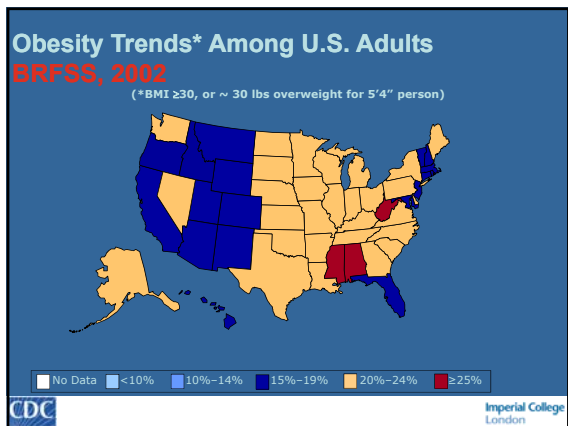
- Digestive health
- Natural health ... but, with convenience
- Health benefits you can see and feel
- Energy-boosting and stress-reduction
- Weight management
- Super foods (e.g. antioxidants, minerals)
- Healthy snacking
- Bone and joint health
- Beauty/appearance enhancement

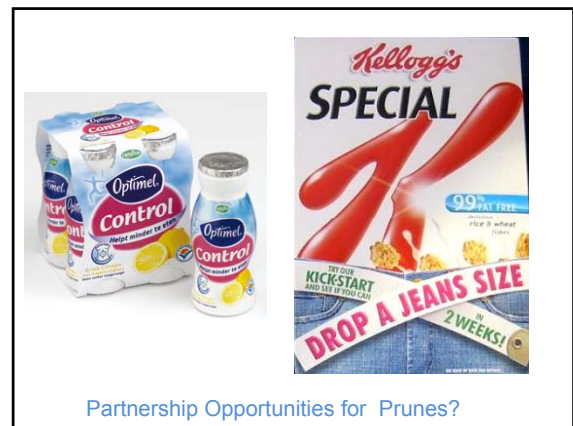
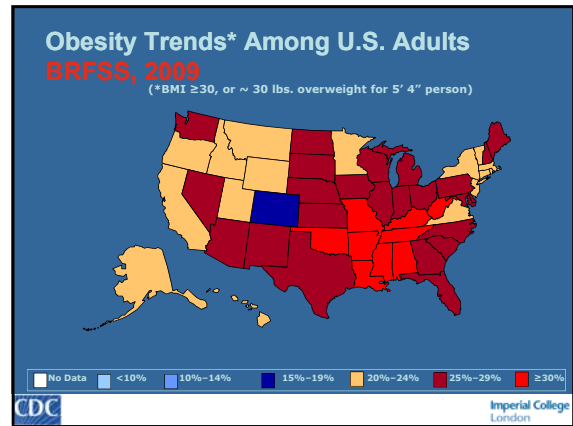
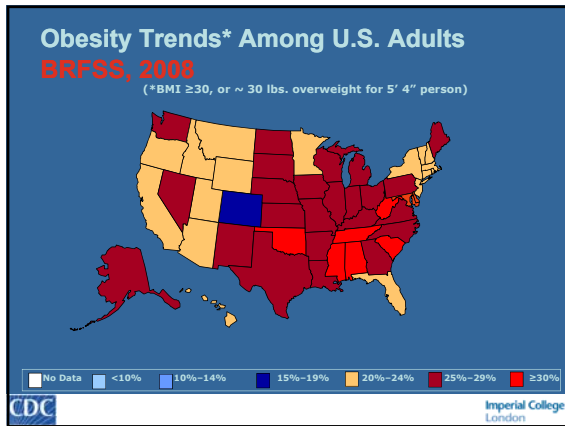
Source: New Business Nutrition, Mellentin J, 2010

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White Chocolate Mousse with Raspberry Sauce and Biscuit Crumbs

Ingredients:
White chocolate mousse (47%) (water, vegetable oil (coconut, palm kernel, palm oil), sugar, white chocolate (5%) [sugar, cocoa butter, whole milk powder, whey powder, emulsifier (soya lecithin), vanillin], soft curd cheese, skimmed milk powder, egg, maltodextrin, modified potato and maize starch, lactose, dextrose, glucose syrup, whole milk powder, emulsifier (acetic acid esters of mono- and diglycerides of fatty acids, mono- and di-glycerides of fatty acids), thickening agent (carrageenan, sodium alginate), flavouring, salt, milk protein, gelling agent (sodium phosphates, diphosphates, calcium sulphate), colour (beta carotene), biscuit crumbs (26%) [wheat flour, margarine, (vegetable oil and fats – palm, palm kernel, rape), water, salt, sugar, emulsifier (mono- and diglycerides of fatty acids, soya lecithin), acidity regulator (citric acid), flavouring, colour (beta carotene), cane sugar, vegetable oil (palm, rape), sugar, cocoa powder, invert sugar syrup, salt), raspberries (16%), raspberry and red berry sauce (11%), (sugar, raspberries(3%), glucose, fructose syrup, water, red berries (0.4%), acidity regulator (citric acid, potassium citrates, calcium citrates, gelling agent (pectin), elderberry juice flavouring
www.brinkers.nl

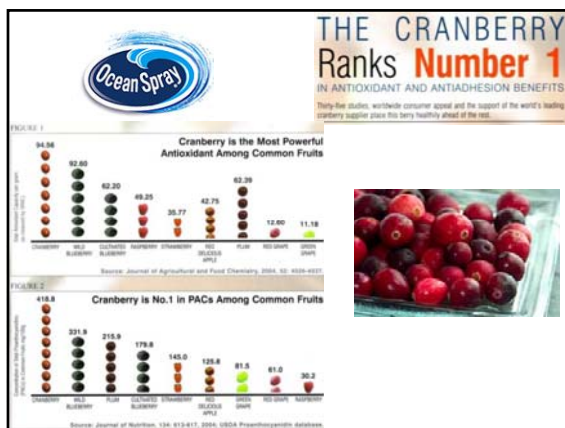


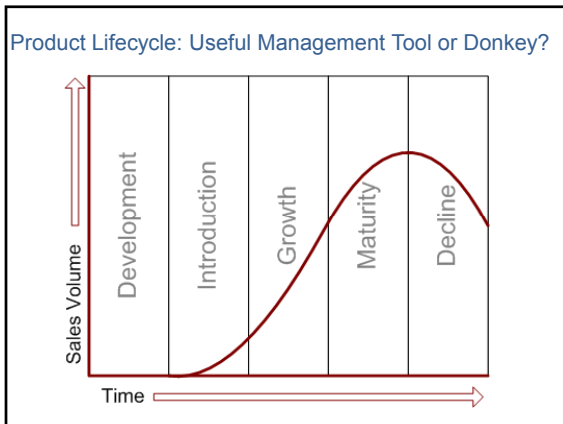


Some Rules for Marketing Natural Health Benefits in Fresh and Dried Fruits and Vegetables

- Produce item should be well-known (and loved) – not mysterious and scary
- Health benefits from the product should be intrinsic, i.e. present already not added
- Health benefits should be easily understood and relevant to target shopper/household
- Health benefits should be easily measurable
- With a performance promise or money back
- Product format must be convenient – easy to store, prepare, eat, and dispose
- Have great taste for the target market

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Source: Julian Mellentin, New Nutrition Business and David Hughes, 2010





It's Time for a Make-Over and Re-Launch of Prunes in International Markets

- New communications with the trade, shoppers and consumers – PR in preference to promotion
- New products to meet consumer segment needs
- New packaging
- New market positioning
- New eating/drinking occasions
- New shopper and consumer insights
- New routes to the consumer
- New initiatives on three fronts: the global prune industry, national, and individual company levels

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We Want a Better World!

Products which are:

- better for me
 - more convenient
 - better tasting
 - better price
- better for my well-being and body
 - feel good
 - look good
 - safer for my children
- better for the world and my locale
 - environment
 - Third World
 - my countryside
- better for Bambi/Flipper/Little Nemo/Babe/Bo Peep


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