

## International Prune Association South India Nutrition Campaign 2009



Represented in India by:  
**THE SCSS GROUP**  
*Enabling Agribusinesses to flourish online*

### Today's agenda

#### Update on India market

IPA Nutrition Campaign – South India

Growing the Market – Future Strategy

## Market Fundamentals

<b>Population</b>	<b>Approx. 1.08 Billion</b>
<b>Consuming (Middle) Class</b>	<b>Approx. 200 to 300 Million</b>
<b>Languages</b>	<b>15 official; More than 1,000 dialects</b>
<b>Polity</b>	<b>Vibrant Democracy</b>
<b>Religion</b>	<b>Various</b>
<b>Food/Taste Pattern</b>	<b>Significant variance by Region, Religion &amp; Ethnicity</b>
<b>Legal Framework</b>	<b>Strong &amp; Stable; WTO Signatory</b>



## India: Winds of Change

- Markets opened for imported food products in April 2001
- Consumers have more product, brand and quality options
- Disposable incomes increasing among the younger population
- Media revolution has made India a part of the global village
- Smaller cities becoming mini-metros

## India – Dried Fruits & Nuts

- Size of Indian dried fruit and nut market is estimated at around \$250 million
- The dried fruit basket in India primarily consists of cashews, almonds, pistachios and raisins
- Dried Fruit purchases in India are seasonal: 70-80% of volume sold during the festive season in the winters.
- Almond consumption in India has been growing at an astounding 25% every year and today the country is among the world's largest importer of almonds

## Market Situation - Prunes



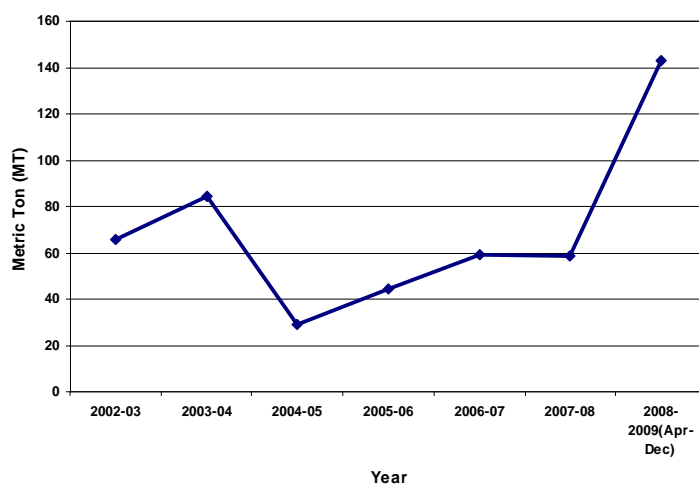
- Steady imports
- Increasing availability in retail
- Getting acceptability as an ingredient
- Media awareness
- Growing set of health conscious consumers

## Potential for Prunes in India

- India is a huge potential market for bulk Prunes
- Opportunities exist in the following categories
  - As an ingredient to be used by the bakery and food processing industries
  - As a consumer snack
  - As an up market product to be gifted during the festive season

## Prune Imports

Total Imports of Prunes (in MT)



Source: Director General of Trade, Ministry of Commerce & Industry, Govt. of India

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Growing the Market – Future Strategy

## We are growing the market in India

### 2009

Consumer awareness increases  
New brands of prunes imported

### 2008

Retail distribution increases  
Continuous media outreach  
Volumes GROW !

### 2007

Prunes available across major cities  
New importers packaging locally  
More affordable prices

## Driving consumption with 4 key tactics

1



Year-round promotions

2



Attention grabbing POS

3



Attractive display stands

4



Educating consumers

11

## In-store Promotions



## In-store Promotions



- 100 Promotion days
- 50 new retailers targeted
- 15,000 consumers reached

## Nutrition Seminars



Hyderabad

## Nutrition Seminars



Hyderabad

## Nutrition Seminars



Bangalore



## Nutrition Seminars



- Nutrition seminars held in all 6 target cities
- Indirect reach to 5,000 target consumers

## PR

# Prune your way to good health

## Prunes pack a punch


**MEALS THAT HEAL** Prunes are rich in Vitamin A, fibre, and anti-oxidants



# Have a PRUNE

Prunes might not be on your shopping list, but here are some reasons why they should...

## Advertorials



**More Good News About Nutrition**  
How do the nutrients in Prunes help your body?

- Prunes have vitamin A, a nutrient for healthy eyes and skin, muscle growth, reproduction and the immune system.
- Prunes contain potassium, necessary for nerve impulses and muscle contractions and important, what to many, also essential nutrients, as well as to maintain the health of bones, nerves and muscles.
- Prunes provide iron, a vital nutrient for red blood cells, which transport oxygen to tissues throughout the body.
- Prunes contain copper, which helps the body to maintain and use iron by helping to generate body energy.
- Prunes contain soluble fiber, which may help reduce the risk of heart disease by lowering blood cholesterol levels and may help control blood sugar (diabetic) levels in people with diabetes. Prunes also contain insoluble fiber, which may protect against certain types of cancer.
- Prunes rank number one in antioxidant power compared to 40 other varieties of commonly eaten fruits and vegetables on an antioxidant index.
- Prunes are a good source of healthful B vitamins and help with the battle against osteoporosis.

**Prunes... Fruit for today**  
*A marvelous treat for your health*

**Prunes... Fruit for today**  
What happens when you eat a summer's worth of plums, harvested with fresh sweet plums, and the bones of their great-grandchildren? They develop a flavor that is sweet, tart, and sometimes a little spicy. Prunes are produced in California, Chile, France, Argentina, Australia, Italy and South Africa and are available here in several forms.

With the goodness of freshness captured in compact, convenient meals, prunes are easy to go anywhere, any time. Convenient prunes, with nothing to peel or wash, they pack easily into your gear bags, briefcases or school lunch boxes for convenient snacking on-the-go.

- Prunes are easy to store, needing no refrigeration.
- Prunes don't spoil readily unlike fresh fruits.
- Prunes contain natural, natural antioxidants.
- You'll find many more good reasons and occasions to enjoy Prunes daily.


**A treasure of taste and health**

- Rich in Anti-Oxidants to prevent aging
- Contains important minerals like potassium and magnesium
- Contains Iron, Copper and Manganese
- Is rich in calcium and vitamin
- Contains soluble fiber, which helps lower blood cholesterol
- Is a good source and convenient to eat
- Eat as a snack or use as an ingredients in various recipes

**5 Simple ways to enjoy Prunes**  
By some of the suggestions below to ensure that prunes are part of your diet everyday:

- Soak a bag of Prunes in your juice, breakfast or your drink down for a quick snack on-go.
- Add chopped Prunes to your salads and soups.
- Add Chopped Prunes to desserts like blinis, custard etc. Also add prunes to your cake batter to make it moist and soft.
- Use chopped and sliced Prunes for topping for your breakfast porridge like oats or rice cream for great taste and look.
- Mix dried Prunes with dry fruits and nuts in a healthy journey.

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## India marketing having material impact

<b>Placements</b>	38 print and online
<b>Circulation</b>	3 million
<b>Reach</b>	32 million
<b>Advertising value</b>	\$60,000

## 2008 campaign results

- The overall increase in retail outlets in South India in stocking prunes over the previous year is 49.6%
- The overall increase in sales of prunes from retail outlets in South India is 22% over the previous year.

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**Growing the Market – The Next 3 Years**

# The future strategy for India is to grow through a combined trade and marketing campaign

## Strategy

### Marketing

- In-store promotions
- Nutrition seminars
- Consumer events

### PR

- Public Relations
- Web
- Advertorials

### Trade

- Trade Materials
- Trade Shows
- Trade Education seminars

## Trade Outreach – The missing link



- Our nutrition campaign targets the 6 large cities of South India
- Importers and wholesale market are based in Delhi and Mumbai

## Trade Tactics

- Development of trade materials
- Outreach to trade
- Participation in Aahar – the largest food trade show in India



Thank You



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