

North American Consumer Buying Considerations



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Overview



- Frame **High Interest** Consumer Issues
- Summarize Buyer Attitudes Toward Biotech Products
- Identify the Opportunity Gap

Consumer Issues (order of importance)



1. **Nutritionally Correct**
2. **Local**
3. **Food Safety**
4. **Organic**
5. **Food Miles**
6. **Sustainability**

Nutritionally Correct



The Good

- Antioxidants
- Additives - DHAA
- Fiber
- Low in Calories

The Bad

- Fat
- Trans Fat
- Added Sugar (HFCS)
- Allergens

Media Overload!
Hannaford Star System

Local Grown



Consumer

- Fresher
- Better Taste
- Socially Correct
- Personal Connection

- Unaware of Food Safety Risk

Buyer

- Easy to execute
- Freight Advantage
- Marketing Advantage
- “One-Upmanship”

Food Safety



Consumer

- Spinach
- Press Coverage
- “It won’t happen to me”

Buyer

- Influencing standards
- Conducting Audits
- Setting Recall Policies

Organic



Consumer

- High Purchase Intent
- Low market share
- Key Demographic
 - Lifestyle
 - 18-24 year olds
 - Parents with young children

Buyer

- Big Boys are playing
- Increased spread
- Advertised weekly
- Corporate Pressure
- Availability is an issue

Food Miles



Consumer

- Low Awareness
- Seems logical
- Hard to compare

Buyer

- Low Awareness
- Already focused on local
- Freight costs are the real driver

Sustainability



Consumer

- Recyclability is a driver
- Environment growing

Drivers: Whole Foods,
Tesco Wal*Mart, Costco

Buyer

- Packaging
- Starting to ask about Environment

Buyer Attitudes toward Biotech



- Few Customer Inquires
- Lack of Understanding
- Unsure of safety
- Don't see the benefits
- Afraid of Consumer Response
- Corporate Approval
- Would rather follow

Educating the Trade



- **Directors**
- **Buyers**
- **Media**
- **Sr. Management**

- **Focus on benefits**
- **Specific Products (sweet corn)**

The Opportunity Gap



- **Underserved Organics**
- **Enhanced Nutrition**
- **Local Grown**
- **Taste**
- **Yields**

Summary



- Focus on current buyer issues
- Make Biotech the solution
- THANK YOU!