North American Consumer Buying Considerations

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Identify the Opportunity Gap

Consumer Issues (order of importance)

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



Hannaford Star System

Local Grown

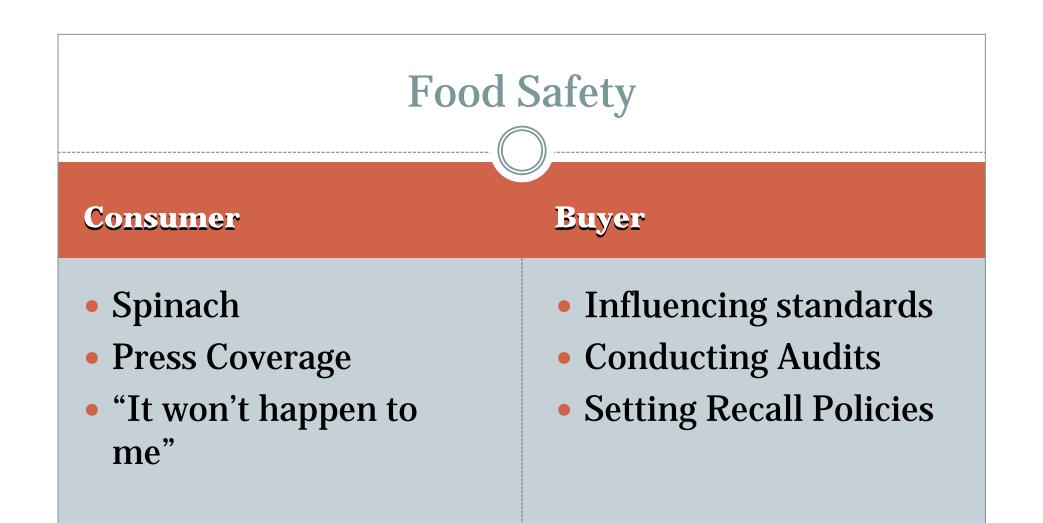
Consumer

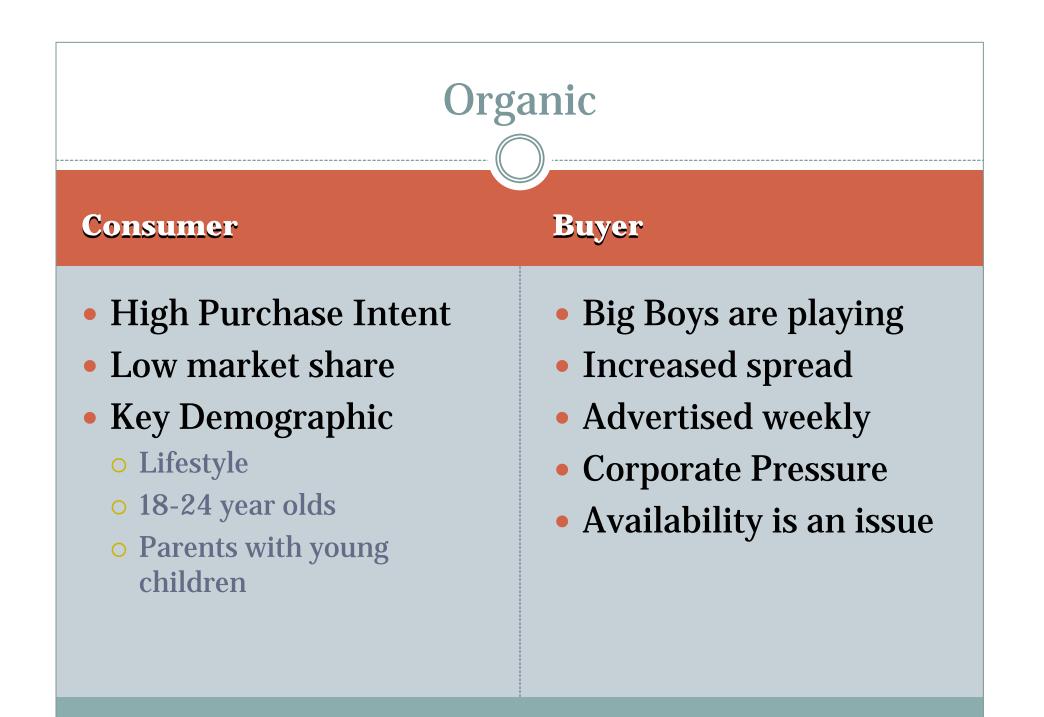
Buyer

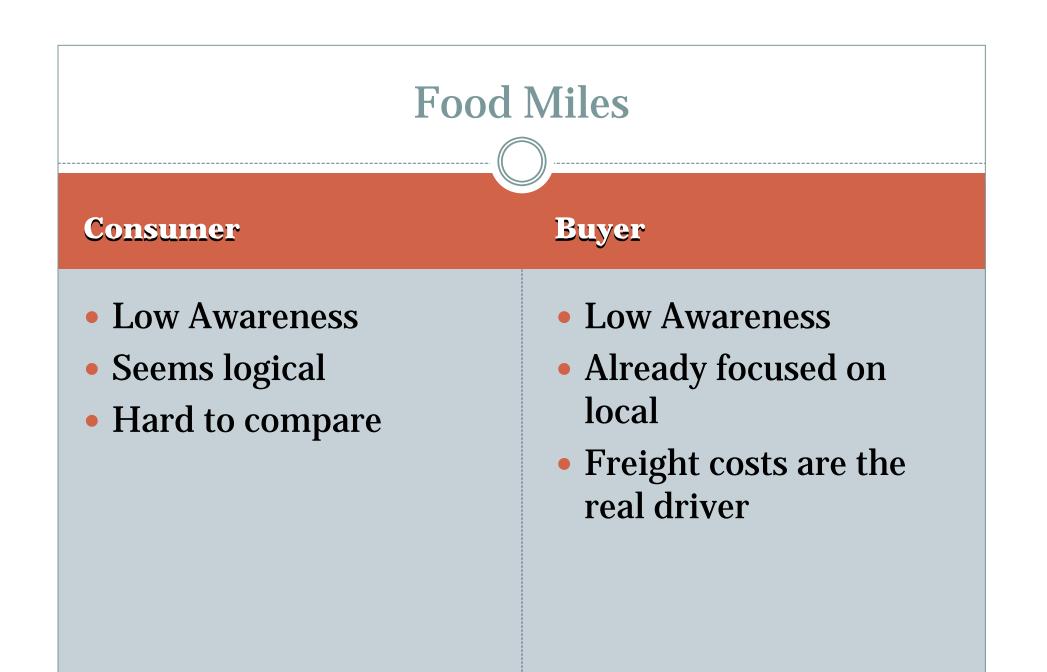
- Fresher
- Better Taste
- Socially Correct
- Personal Connection

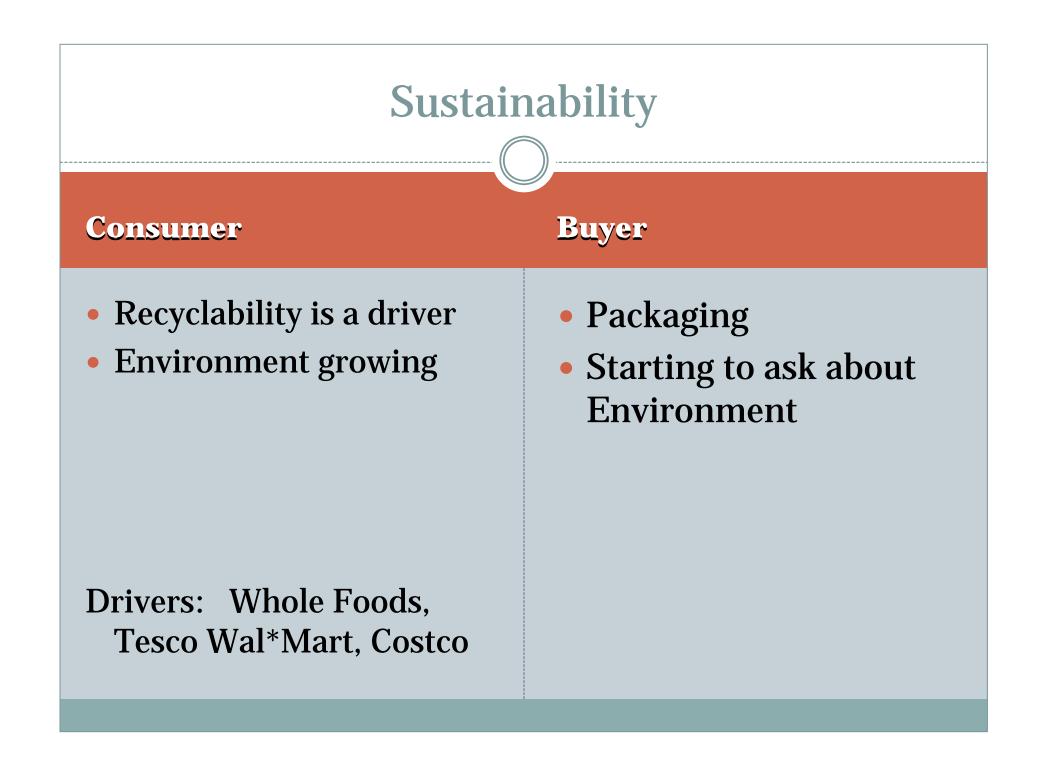
 Unaware of Food Safety Risk

- Easy to execute
- Freight Advantage
- Marketing Advantage
- "One-Upmanship"









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

