

Program Description

Title: Organics Go Mainstream: Conventional Supermarkets and Unconventional Foods

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Description: This session presents an opportunity for attendees to learn about the latest approaches in marketing organic foods and products in a conventional supermarket setting. Discussion will focus on the future trends for organic and natural products, and provide examples of successful practices.

Objectives:

- Describe the trends in marketing unconventional products, natural and organic, in the United States
- Identify some of the forces spurring change
- Describe successful examples of marketing unconventional products in conventional supermarkets

Outline:

- I. Introduction
 - A. Purpose
 - B. Objectives
- II. Brief Overview of the U.S. Supermarket Industry
 - A. Number and size of stores
 - B. Product categories and sales
- III. Trends and Changes in the Organic Market
 - A. Organic Industry Growth
 - B. Comparison of Natural and Organic Foods and Products
 - C. Organic Industry compared to Conventional Grocery Industry
 - D. Trends are consumer driven
- IV. Organic and Natural Foods and Products at Pratts
 - A. Organics and Natural are NOT unconventional
 - B. Organics and Natural are unconventional in most supermarkets
- V. Sales Trends of Organic and Natural Products
 - A. Sales from conventional retailers
 - B. Sales from natural product retailers

VI. The Fastest Growing Organic Products and Categories

- A. Dairy
- B. Frozen
- C. Grain
- D. Canned/Jarred

VII. How Pratts Markets Organic and Natural Foods and Products

- A. Defining and regulating organic products
- B. Building Blocks of selling organics
 - 1. Health Promotion in the supermarket
 - 2. Promotion of organic food
 - a. promotion of good health in relation to diet and lifestyle
 - b. promotion of environmental awareness
- C. Whole Health Promotion
 - 1. Focus on wellness and emphasize self-care
 - 2. Begin with good nutrition highlighting organic and conventional foods
 - 3. Include Pharmacy services, including over-the-counter products, herbs, and supplements
 - 4. Inform and educate consumers

VIII. Practical Steps in Marketing Whole Health

- A. Start with fresh produce
- B. Provide abundant information
- C. Expand community involvement
- D. Place current information on health near appropriate products
- E. Educate personnel
- F. Balance promotion of organics with the education level of consumers

IX. The Implementation Process

- A. Consider data and surveys reporting trends
- B. Provide improved access to products and education for consumers
- C. Use mass marketing principles with natural and organic products
- D. Stress positive characteristics of all foods, not the negatives
- E. Make available maximum product variety in every category

X. Questions and Answers