Program Description

Title: Organics Go Mainstream: Conventional Supermarkets and Unconventional Foods

Presenter: J.B. Pratt
CEO, Pratt Foods Supermarkets

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