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IFOAM
August 25, 2000

«Our supermarket shelves: What happens after what comes next?»

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1. "Biofoods" (organic, natural foods) are a trend in the retailing and restaurant business: not more than that, but also not less.

Success factors:

The transition from mass merchandising to mass customization / personalized experiences:

- *credible loyalty programs (away from discount systems)*
- *long term personalized customer relationships (power of the Internet)*
- *a complex value proposition (food means not just calories and logistics) => pleasure, fantasy, identity, etc.*
- *the store experience is decisive (not ads / PR: "If it doesn't happen in the store, it doesn't happen nowhere")*

2. Why our knowledge based economy will be a rich source of new myths:

More dependence on scientific knowhow = more dependence on myths.

"More and more we know less and less“ (Daniel Bell).

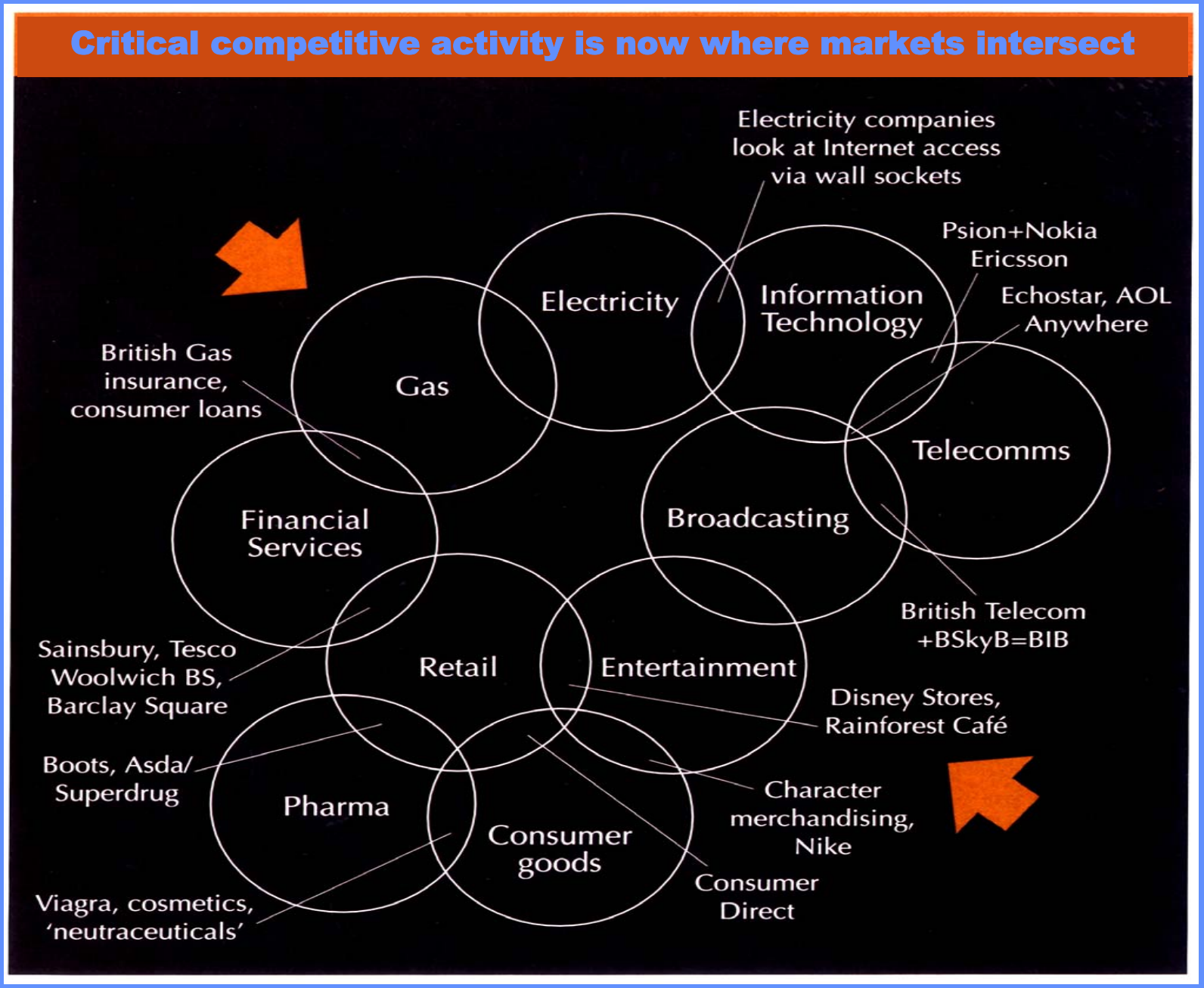
Science creates uncertainy, myths provide reassurance.

	Agrarian Society	Industrial Society	Knowledge Society
basic retailing principles	availability of goods	mass merchandising standardization	mass customization/ personal experience
focus of communication	nature/ laws of nature	ideologies/progress/ apocalypse	myths/stories & opinions
organization model	divine organization	hierarchical organization guided by human will	global networks/ interest groups
customer	dependent on what an al-mighty nature can deliver	dependent on what retailers and brand manufacturers deliver	self-programming their own wants

3. Converging markets drive innovation and bring us a new health culture: self-programming

- *Converging knowledge*
- *Converging products*
- *Converging industries*

Critical competitive activity is now where markets intersect



Source: PWC-Consumer Interface

The future of food will be shaped by a combination of factors:

1) borderless scientific research (cross-fertilization of leading-edge sciences)
2) intensified aesthetics (design for taste, emotions, sensuality)
3) efficient marketing communications (product positioning with radical customer orientation)
4) hyperpragmatic high-tech dedication (risk orientation inevitable)
5) nostalgia for local, small-scale (organic) farming

Revenue opportunities in 10 key product segments

1. Functional/fortified food and drinks
2. Low-calorie and light products
3. Anti-allergenic food and drinks
4. Vegetarian and meatless meals
5. Fresh and lightly processed food and drinks
6. Convenience and instant food and drinks
7. Ethnic and exotic food and drinks
8. Indulgent food and drinks
9. Character based food and drinks

source: datamonitor/consumer goods analysis

New health culture:

A knowledge-based economy and society will be driven by high-tech innovations that enable customers to program their bodies, their nutrition and their personal care to suit their own individual preferences.

4. **Health-consciousness rather than environmental awareness is the primary motive for choosing biofood. Administrators of "biolabels" are firmly in the environmentalist camp, while customers are motivated by concern for their own health.**

5. Biofoods will never capture more than 5-10% of the market, as long as the overriding objectives of the ”bio” movement(s) are unclear.

6. The battle for the health-conscious consumer – will functional food be the winner?

7. On the burden of proof, the tables are turning: Biofoods lived off its reservoir of consumer trust for years. But the time is near when that won't be enough to satisfy the customer. To win the trust of wider customer segments / communities, biofood will have to deliver scientific proof of both its utility and its safety. The burden of proof on both counts will rest with biofood in the future.