



## NO ORDINARY DISRUPTION – TRENDS AND THE IMPACT OF DIGITAL ON YOUR PRODUCT, BRAND AND PACKAGING

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Fresh Produce Marketing Ltd.



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## FPM: CHALLENGING THE STATUS QUO HELPING COMPANIES THINK BIGGER & BOLDER

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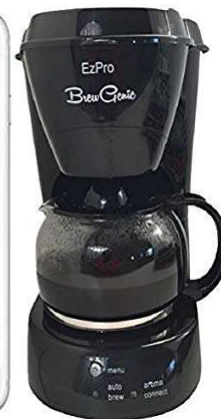
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## TREND 1. IOT = CONNECTEDNESS

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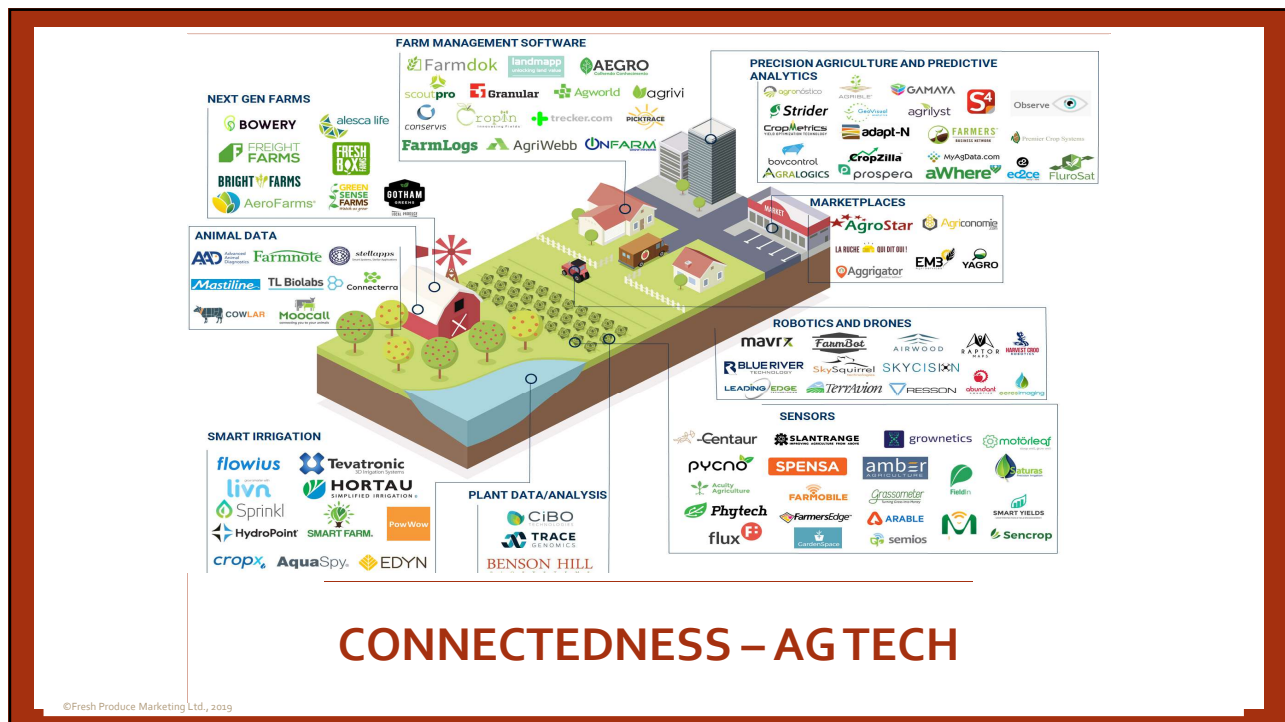
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## CONNECTEDNESS - HOME

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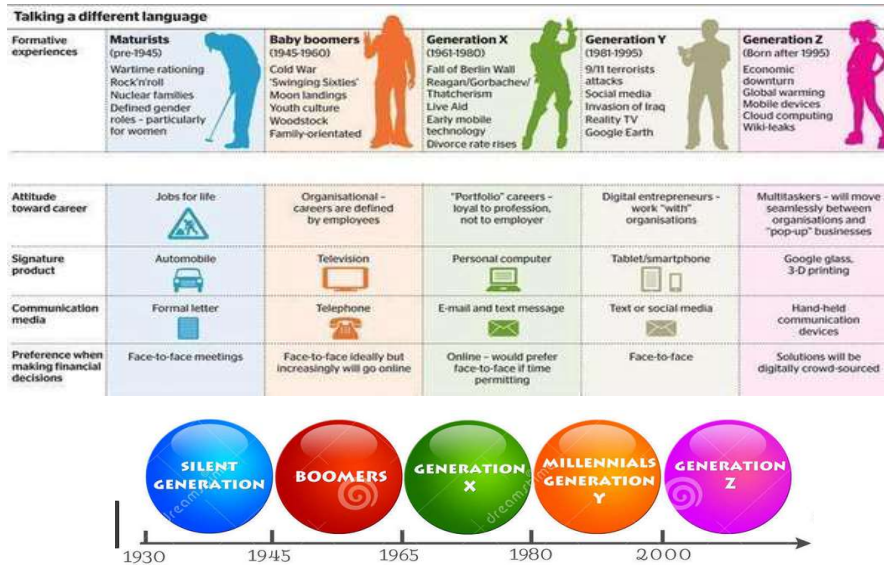
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## TREND 2. DEMOGRAPHIC DIVERSITY

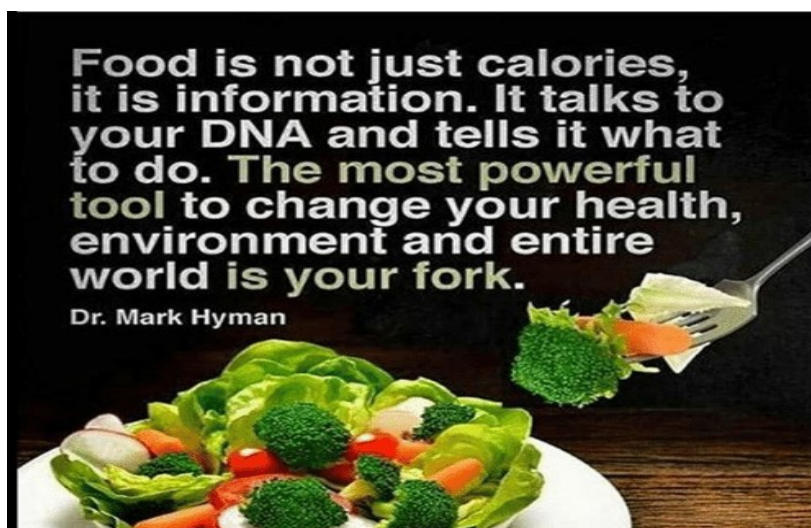
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## DEMOGRAPHIC DIVERSITY – GENERATION VOICE

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### TREND 3. FOOD MINDFULNESS

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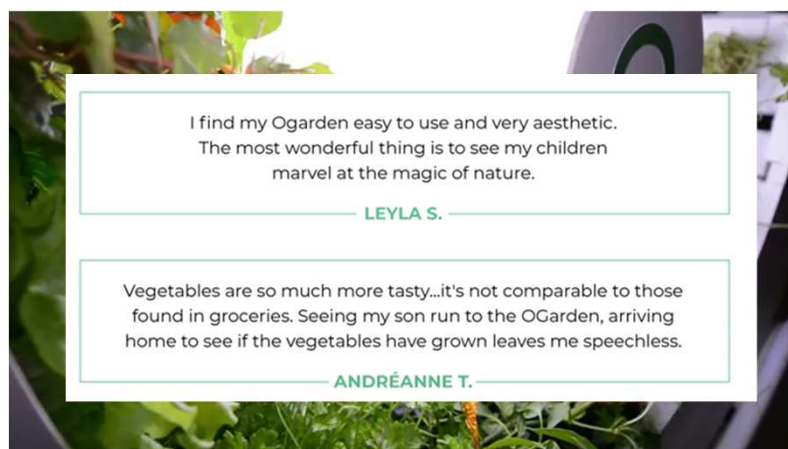
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### FOOD MINDFULNESS - EVERYONE'S A GROWER

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## FOOD MINDFULNESS - EVERYONE'S A GROWER

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## FOOD MINDFULNESS – PLANT BASED DIETS

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## FOOD MINDFULNESS – PLANT BASED DIETS

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## FOOD MINDFULNESS – PLANT BASED DIETS



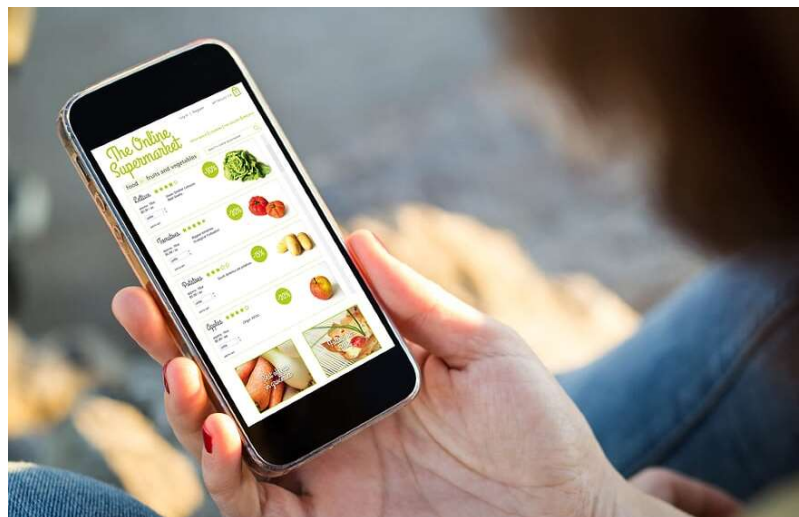
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## FOOD MINDFULNESS – SLAUGHTER-FREE MEAT

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## TREND 4. RETAIL DISRUPTION

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Showing results in Grocery & Gourmet Food  
Show instead results in AmazonFresh




Product	Price	Unit	Label
Yellow Flesh Nectarine, One	\$1.90	Each	Try Prime Fresh
Wonderful Halos California-Grown Mandarins, 3lb Bag	\$4.99	(\$0.10/ounce) \$5.99	Try Prime Fresh
Organic Strawberries, 1 lb	\$4.99	(\$0.31/ounce)	Try Prime Fresh
Green Seedless Grapes, 2 lb	\$5.99	(\$0.19/ounce)	Try Prime Fresh
Strawberries, 1 lb	\$2.99	(\$0.18/ounce)	Try Prime Fresh
Organic D'Anjou Pear, One Large	\$0.75	Each	Try Prime Fresh



**RETAIL DISRUPTION**

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**RETAIL DISRUPTION**

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## RETAIL DISRUPTION – OMNICHANNEL SELLING

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**IS OMNI-CHANNEL  
GOOD FOR FRESH  
PRODUCE  
BRANDS?**



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Produce > Fresh Fruits

**Halos California Clementines**

3 lb

**\$5.49 each** ~~\$2.38 off~~ \$0.11 per oz

Reg. \$2.38

1

Sale ends in 3 days

Favorite

**OMNICHANNEL IMPACT:**

- LOSS OF BRAND IDENTITY
- LOSS OF PREMIUM

**RETAIL DISRUPTION – OMNICHANNEL SELLING**

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**freshdirect**

MEALS | FRUIT | VEGETABLES | MEAT & POULTRY | SEAFOOD | DAIRY | DELI & CHEESE | BAKERY & PASTRY | PARTY PLATTERS | GROCERY | FROZEN | BEER | WINES & SPIRITS

FRESH DEALS | COUPONS | SALE | NEW | TOP-RATED | BLOG | LOCAL | FALL FAVES | HALLOWEEN | THANKSGIVING

FRUIT > Tropical & Specialty > Whole

**Zespri SunGold Kiwifruit**

\$0.99/ea

Note: 2 minimum

★★★★★

2 Total: \$1.98

**Guaranteed Fresh**  
At least 3 days from delivery

**Description**  
Full of vitality, this juicy, golden-hued new variety has a refreshing sweet taste with just a hint of sour. An attractive, larger kiwifruit with a delicate texture inside a smooth skin. 10 years... (read more)

**Nutrition**

**Explanatory Information**

**Like That? You'll Love This.**

Sweet 2 Eat White Peaches \$1.99/lb \$2.49

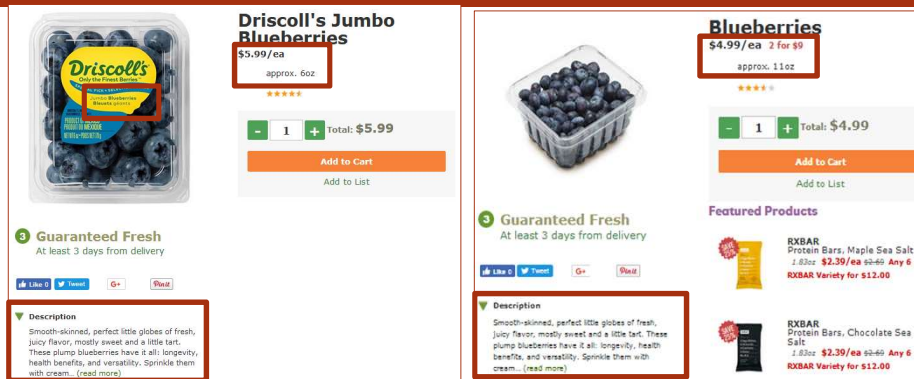
Sweet 2 Eat Yellow Peaches \$1.99/lb \$2.49

**OMNICHANNEL IMPACT**

- LOSS OF BRAND IDENTITY
- LOSS OF PREMIUM

**RETAIL DISRUPTION – OMNICHANNEL SELLING**

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**OMNICHANNEL IMPACT:**

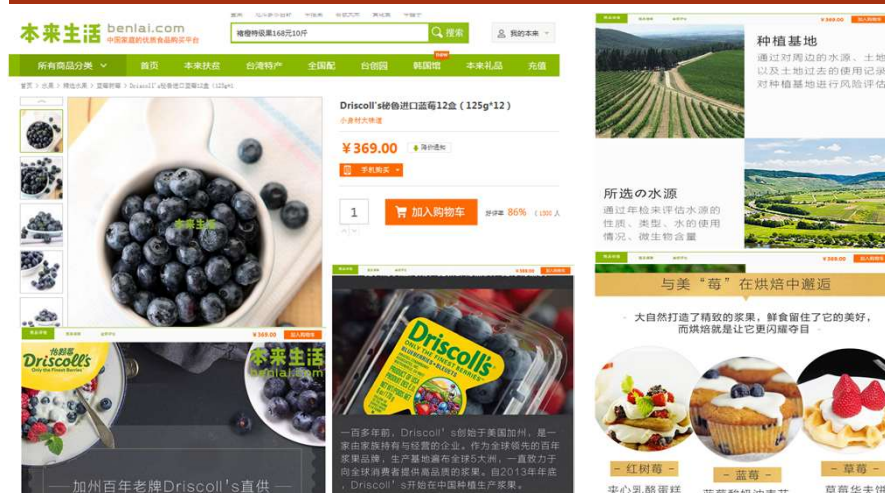
- LOSS OF BRAND STORY
- LOSS OF PREMIUM

## RETAIL DISRUPTION – OMNICHANNEL SELLING

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## Driscoll brand story on Benlai.com, China



## RETAIL DISRUPTION – OMNICHANNEL SELLING

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## ADVICE: HOW TO PROACTIVELY PLAN FOR YOUR OMNI-CHANNEL FUTURE

1. BECOME AN OMNI-CHANNEL SHOPPER
2. BE CLEAR ON YOUR BRAND STRATEGY
3. LEARN THE 'TRICKS' FOR CREATING HIGH IMPACT DIGITAL ASSETS
4. THINK PRODUCE BUYER AND DIGITAL DEPARTMENT
5. C-SUITE: PROVIDE BUDGET EVEN IF NO ROI GUARANTEE

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# DISRUPTION

**DISRUPTION = OPPORTUNITY**

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Thank you!

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Email/message me to request my free white paper:  
**5 Ways 'Generation Voice' Will Change How You Think About Brands**

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