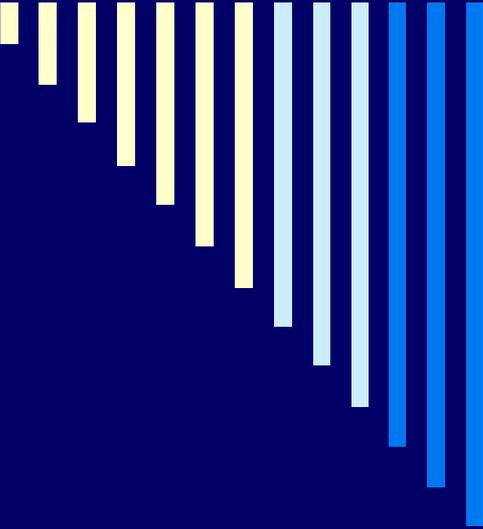
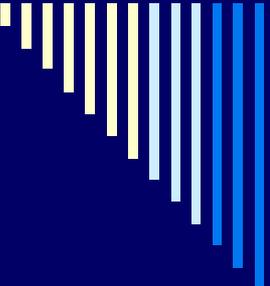


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# Processing for Profit

Pursuing the Processed Products  
Market



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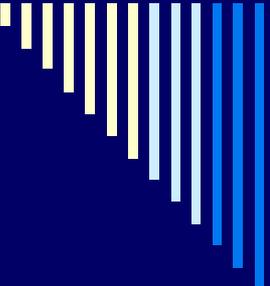
# As a business person you may be asking

- How can I develop a unique product?
- What economic and social trends affect consumption patterns of my product?
- What cultural differences should I consider in marketing a specialty product?
- How can I market my product and increase sales?

# Trends and Ideas

- Focus on your consumer





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# Trends and Ideas

how will the consumer

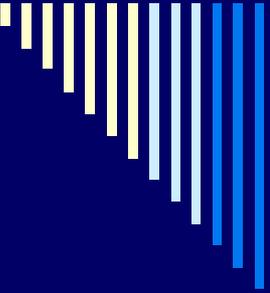
use the product?

store the product?

How much is the consumer willing to pay  
for the product?

Does the consumer have choices?

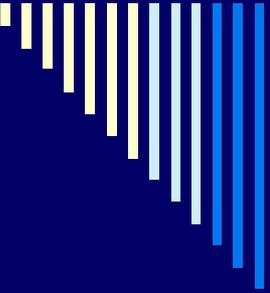
What are the choices?



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# Trends and Ideas

- Today, consumers are looking for products that are:-
  - easy to prepare and serve;
  - easy to handle (opening, closing, storing);
  - has minimum artificial additives;
  - are “health oriented”, natural;
  - tasty
  - Safe

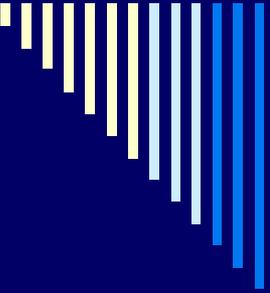


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# Trends and Ideas

- Today, consumers are looking for products that:-
  - Have attractive & informative labels;
  - Are tamper proof

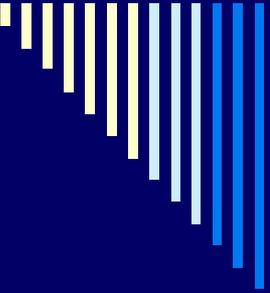




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# Trends and Ideas

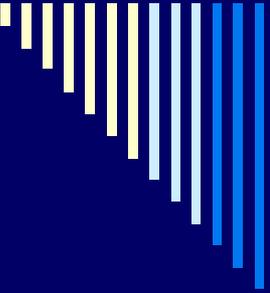
- Food processors might respond with:
  - pre-mixed, easy to use, quick cooking, products:
  - mixtures using unique and tasty combinations, eg. hot tomato ketchup.
  - serving suggestions for the product emphasizing ease of preparation;
  - Informative labelling
  - Nutritional labelling
  - Consumer friendly covers/caps/crowns



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# Trends and Ideas

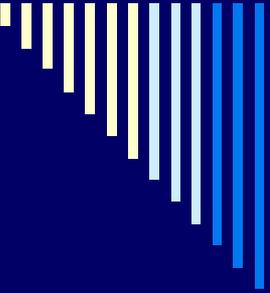
- **Interest in nutrition** is at an all time high. More consumers than ever are wanting to make changes in their diets.
  
- As a food processor, you can address your customers' concerns about nutrition, food safety and additives in a number of ways:



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# Trends and Ideas

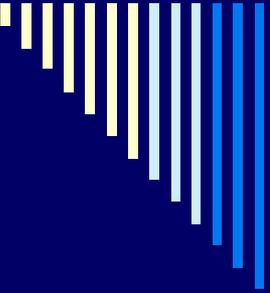
- promote your product as part of a balanced, health promoting and varied diet
- develop food items for special diets, no salt, low salt



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# Trends and Ideas

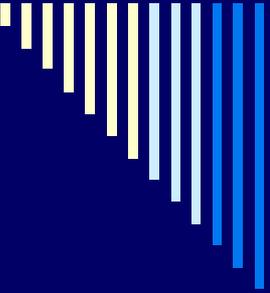
- The first requirement for any successful food manufacturer is to match the changing needs and lifestyles of consumers by:
  - constantly developing and improving its product and product range.



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# Trends and Ideas

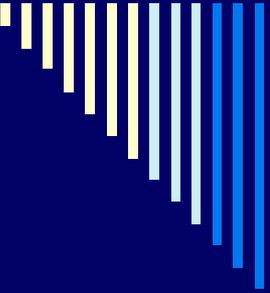
- Trend experts tell us that consumers are:
  - **Cost conscious;**
  - **Quality conscious;**
  - **Convenience oriented.**



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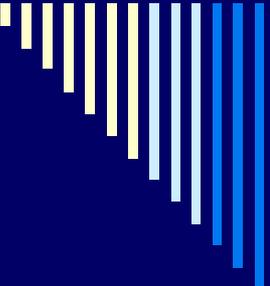
# Market Research

- As a Food Processor you must know and **understand your customers** in order to design a successful product that meets their needs and wants.
- Market research is an **objective way of learning about your customers**. It helps you learn what your customers might buy from you.



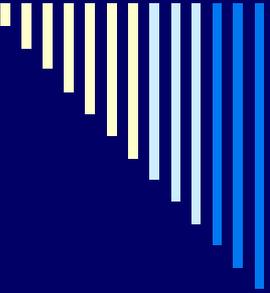
# Market Research

- It answers questions such as:
  - who will buy it?
  - who is the competition and how can you compete?
  - what is the cost or quality advantage of your product?
  - what is a realistic future to visualize for your business?
  - what are the regulations that apply?



# Market Research

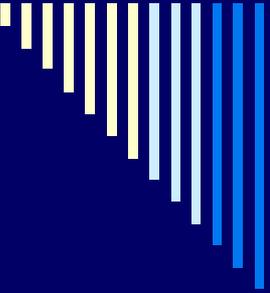
- **Regulations** As a food processor, it is your responsibility to know and follow the regulations for **sanitation, water quality, food storage and handling** for your product
- When a product is packaged for sale, **labelling regulations will apply**. The label must include the common name of the product, the net quantity, the ingredient list and the company's name and address.
- Labelling requirements are different if you sell in other countries. Consult the relevant departments for assistance.



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# Market Research

- **Market research needs to be ongoing:**



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# Market Research

- Sources of information on local and global markets can be done at **libraries, chambers of commerce, economic development offices or government offices.**
- **Keep notes.** As you do your research it is important to maintain a list of your findings and the ideas they generate. If you don't write down your ideas as they occur they may be lost forever.

# Networking

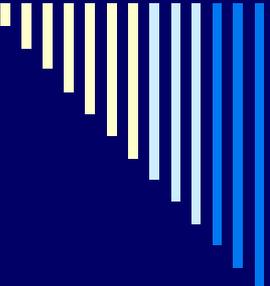
- Networking with **others in the business of selling food products** can give you a source of advice and problem solving as well as access to information on trends and opportunities.



# Networking

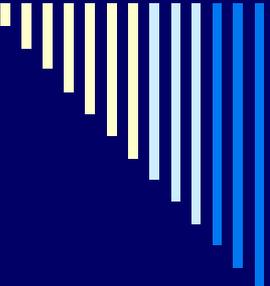
- Meet them at **Farmers Markets, trade shows and workshops. Read business and trade magazines to get ideas for new products and market techniques that you could adapt**





# Pricing

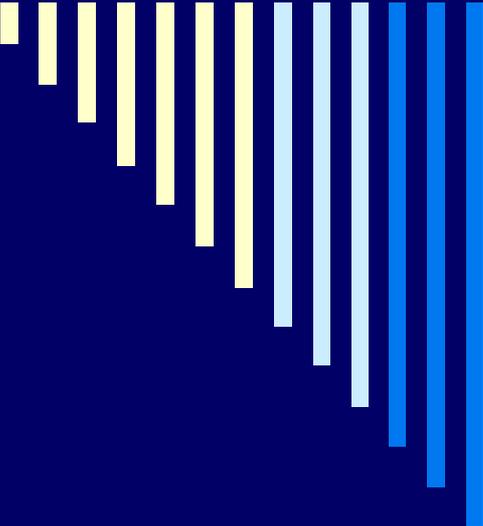
- Part of determining whether a product has a market potential is establishing a price.
- Can the product be sold at a **price that covers the costs and offers an adequate return?**



# Pricing

- In processing, major costs include energy, equipment, packaging and ingredient costs. In addition, wages, profit margin, the competitor's price, demand and how you market your product will influence the price you charge.
- Don't forget that your **time and the ingredients you grow yourself** are costs to be considered.

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Thank You!