



CONSUMER DEMANDS

EPP 26th May 2017 – Anja Johansen



Norwegian Centre for Consumer Information | Egg and Meat

Support and contribute to the farmer's process of value creation and increase sales of Norwegian egg and meat.







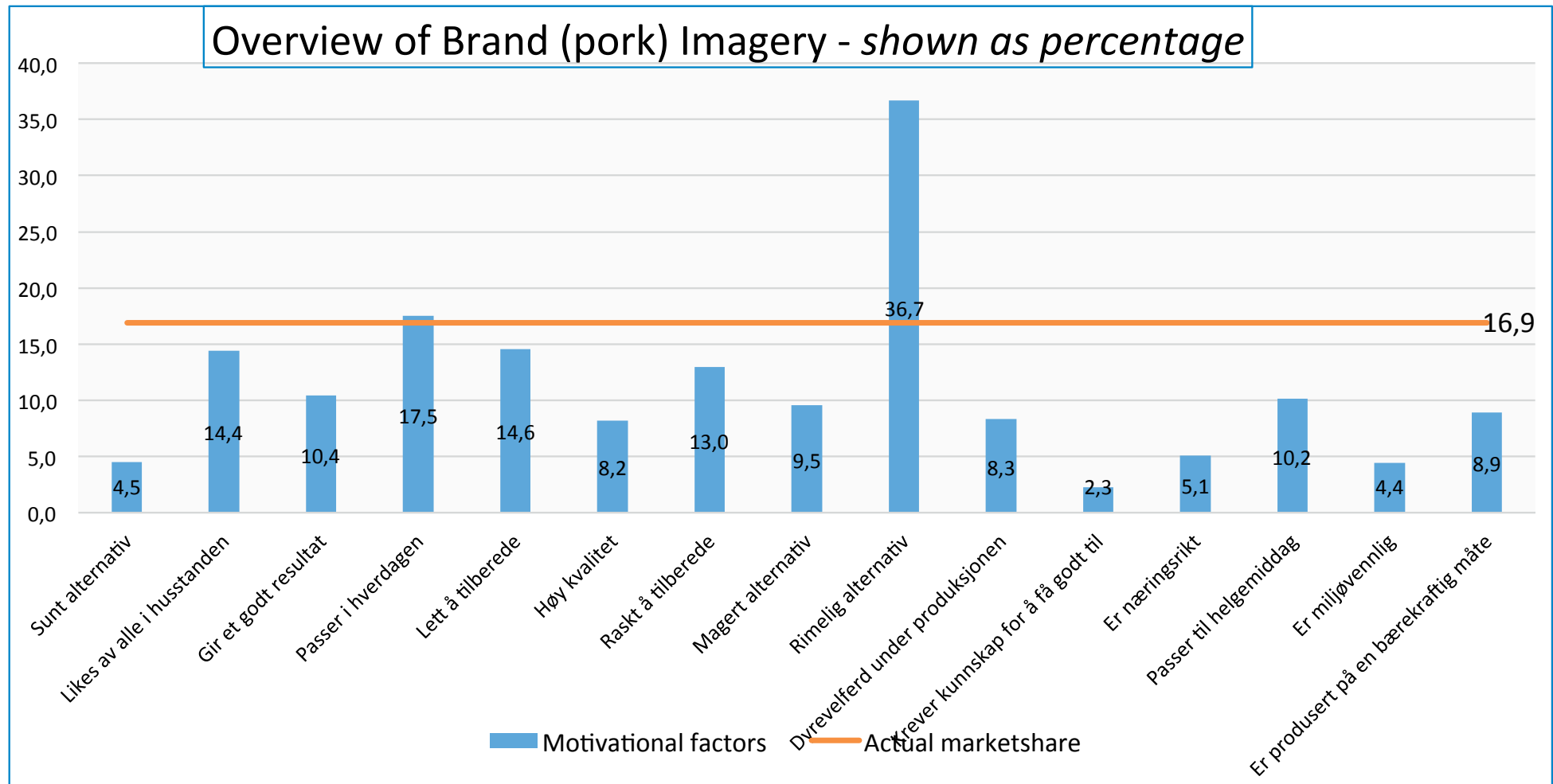
Norwegian pork

- Anonymous commodity

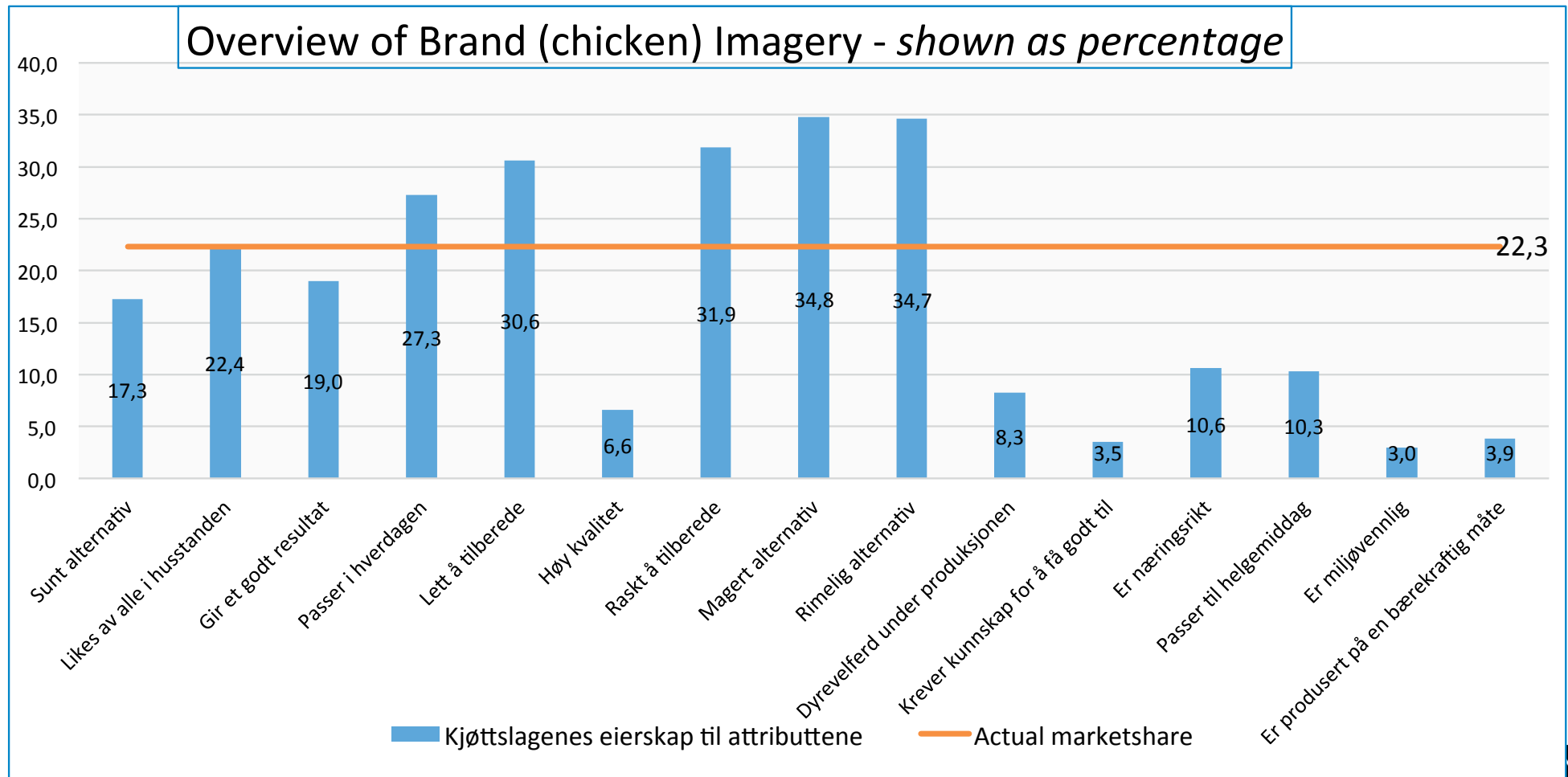
That has its ups and downs

- Not tied to societal issues such as sustainability and animal welfare
- Perceived as bland and often forgotten when it comes to talking about good food experiences
- Only driver is price

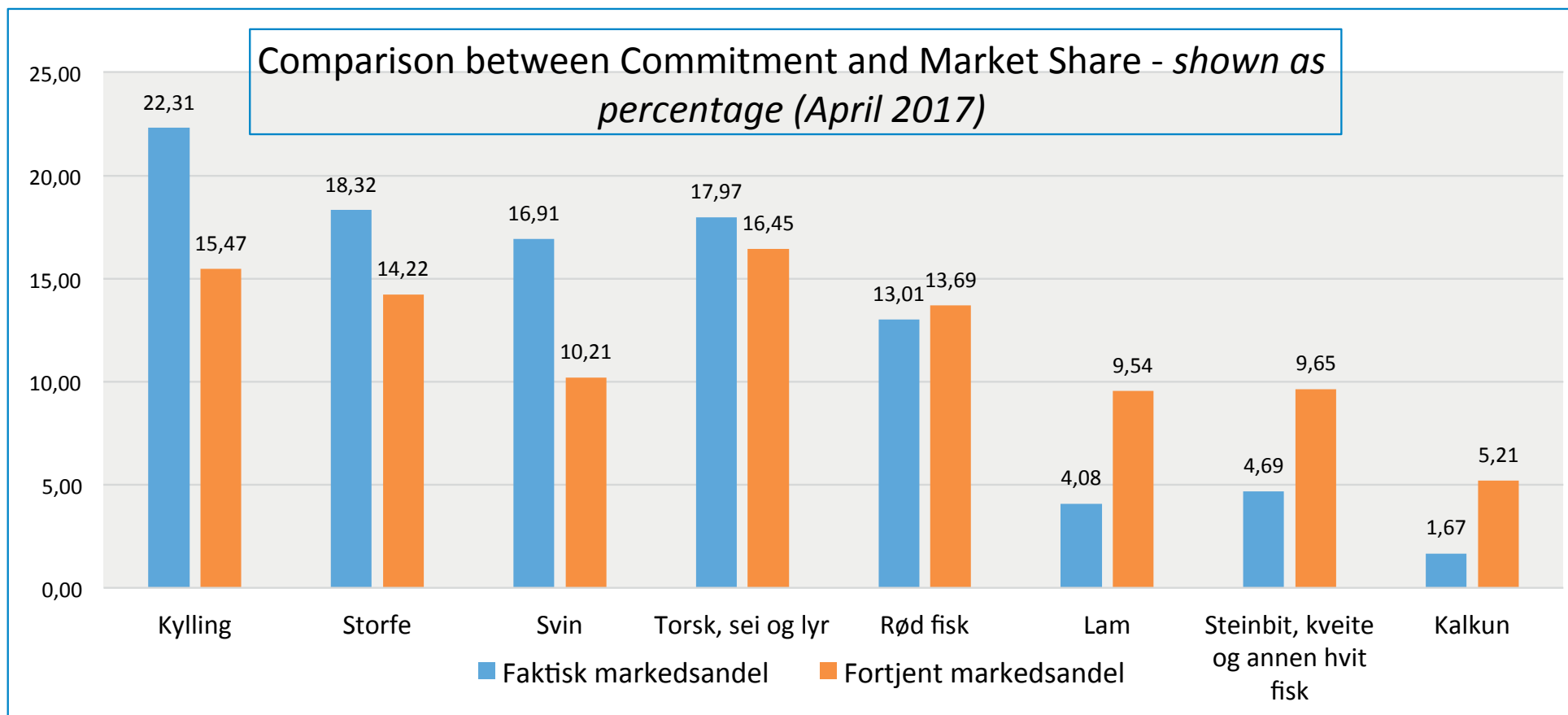
Attributes for pork



Attributes for chicken



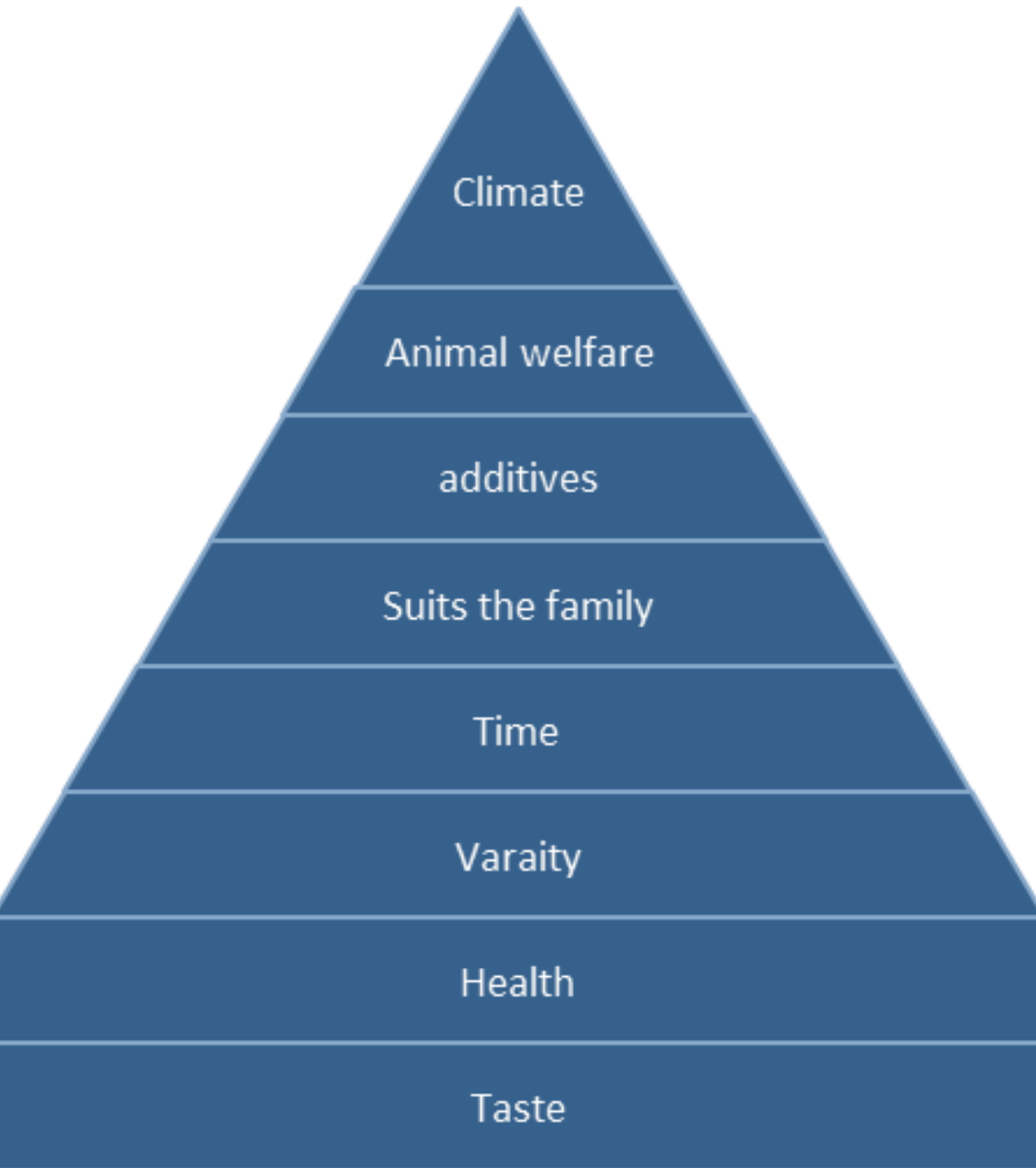
Markedsandeler - fordeling





International trends

- **Pork is on the menu**
- **Easy to experiment with and is a carrier of great tastes**
- **Asian food trends are allowing us to experience pork in a new way**



Consumer trends

- Taste and health
- Variaty and convenience
- Social dimensions
- Natural and clean
- Societal Issues/values

Consumers wants to eat less of these products





Product development

- Make volume products healthier (salt and fat)
- Create new brand new products and/or enter in to new markets – Why cant pork jerky compete with chips?
- Storytelling and packaging



Storytelling

They want to know stories about:

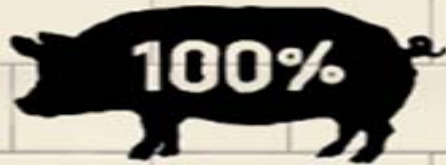
- Origin
- Animal
- The craft
- The Farmer





LOCAL

We exclusively source animals that are humanely + sustainably-ranched, all from within a 250 mile radius of Denver.



NOSE *to* TAIL

We take whole animals and break them down into steaks, sausages, grind, and prepared foods and broth using 99% of each animal. No boxed meat here.



LAND

Focusing on local ecologies, we believe in facilitating a symbiotic relationship between animal, land, and farmer.



HUMANE

We guarantee that every animal has access to sunshine, grass, and fresh air for its whole life and is always processed



DIET

Each animal's diet is tailored to their biology: pigs are omnivorous and cows and sheep eat grass.



Packaging

- Great way of telling the story
- Way of differentiating the product and talking to the consumer
- Moving away from «just cheap»
- Look expensive - feel expensive



Ethics and animal welfare

- 65% of the Norwegian consumers claims that they think about whether or not the product is ethically produced before purchasing
- Among consumers lamb is perceived to have the best animal welfare
- Pork is perceived as the least ethical correct to buy and eat against the other animal products
- 59% states that ethical questions will be increasingly important in the future
- 79% states that documentation of good animal welfare will be important in the future
- Women are more focused on this than men

SO WHAT DO WE DO WITH ALL THIS?





Eat your words

A reputational campaign -

Aiming to position pork as:

- Diverse
- Easy
- Good (in taste)
- International

The industry play the most important role in this.





A job for everyone

We all need to come together to give the consumer what he/she wants:

- Develop new and exciting products
- Tell the amazing stories that are ours to tell
- Continue to treat our animals good and keep our production transparent and ethical

And last but not least, listen to the consumers and there demands and make sure that we deliver the goods.