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Branding and sustainability of seafood to consumers

approx. 27 Billion CHF

100% daughter, approx. 1,5 – 2,1 Billion CHF

Seafood approx. 140 – 230 Million CHF





Actual situation to sell sustainable seafood

Working with the common labels/brands of sustainability



- WWF – scores
- Not that much advertising for it ! / Why not?
- Think in meat and on 1.5/2.1 Billion CHF and mostly it concerns 5 animals
- Seafood is much smaller, but 80 species – how to focus the focus?
- And the knowledge of seafood in general is low / understanding of specialists? – is not the average!



What is your «sustainability market»?

Consisting of two parts:

Purchase Manager



Targets:

%, company policy, price

Consumer



approach:

... just keep it ok, we aren't experts
... and also don't like to be forced to
become one

Our side of view...



.... is mostly the view of experts (labels, brands ... who knows and understand them?)

Various open points & schizophrenias:

Our side of view...

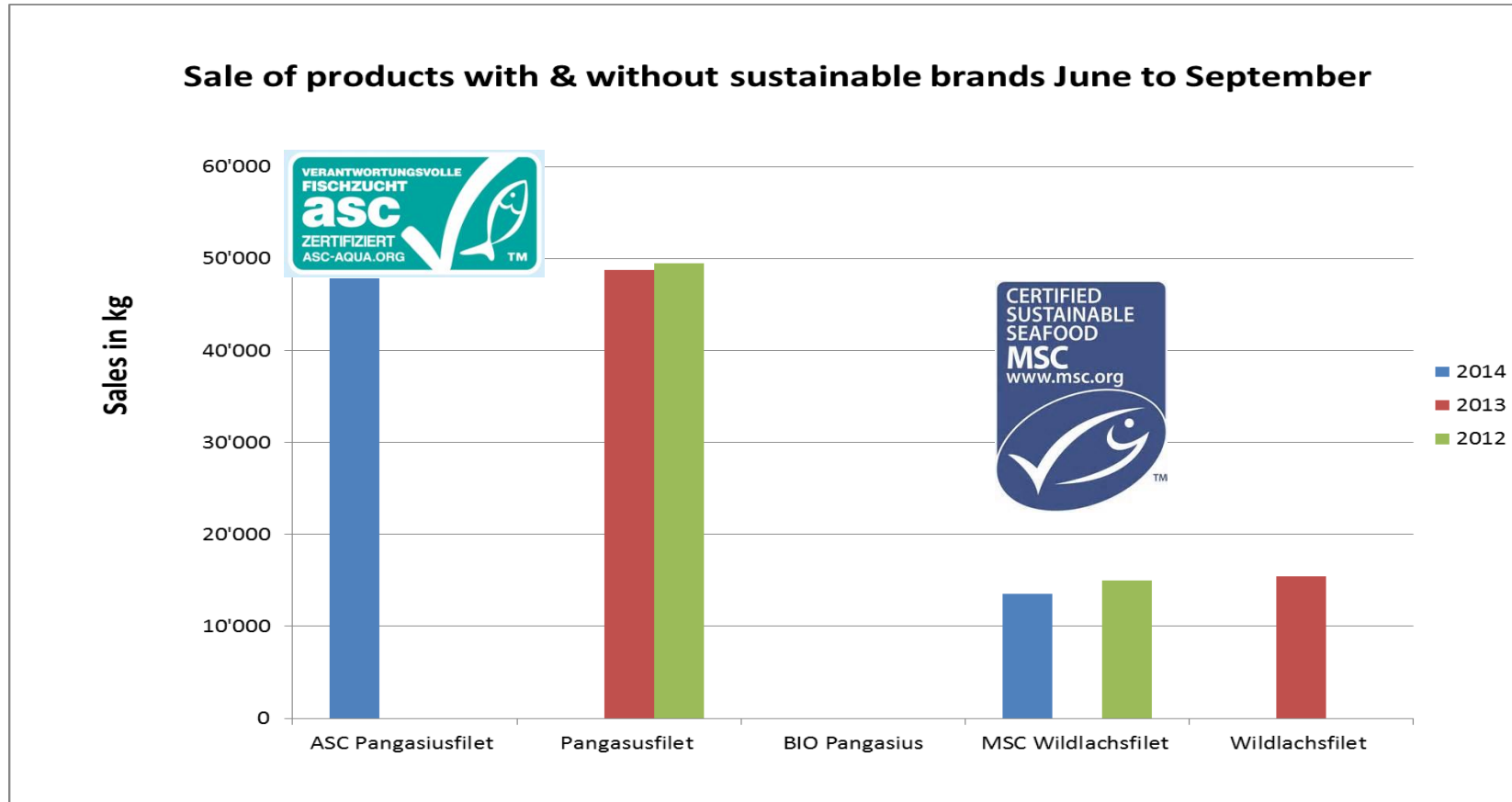


.... is mostly the view of experts (labels, brands ... who knows and understand them?)

Various open points & schizophrenias:

- limited, natural resource
- Issues of transport & feed (GMO)
- Quality → double frozen, yield & waste, issues at sea

Our success using them . . .



Result:

NO DIFFERENCE AT ALL

From past, to present, to future

sustainability is not a sales accelerator

and it's **Ok !!!**

experiences made with customers in the past

Estimated origins (marked study done in Zurich , 2007, customers panel of 2 x 40 persons)

- cold weather &/or cold water / snow & ice
- the political correctness
- green & friendly

good origins: Norway, Alaska, Canada, Denmark, Greenland

bad origins: Russia, Argentina

and Iceland ?

Customers mind and sustainability / extract of “grüne Köpfe”

Ideological



Fundamental opposition



Customers mind and sustainability / extract of “grüne Köpfe”

Ideological

Sustainability becomes a common dimension of quality



feel better by a better world !

Fundamental opposition

Market Penetration



Customers mind and sustainability / extract of “grüne Köpfe”

Ideological

Sustainability becomes a common dimension of quality

improve my quality of living, but with no negative impact to the quality of others



Enjoyable consume with innocence & sense!

feel better by a better world !

Fundamental opposition

Market Penetration



Customers mind and sustainability / extract of “grüne Köpfe”

Ideological



Sustainability becomes a common dimension of quality



to improve my quality of living, but with no negative impact to the quality of others

room for desires in the future – pristine enjoyment & food

Enjoyable consume with innocence & sense!

feel better by a better world !

Fundamental opposition

Market Penetration



Customers mind and sustainability / extract of "grüne Köpfe"

Ideological



Sustainability becomes a common dimension of quality

to improve my quality of living, but with no negative impact



Eating is a new pop culture



Foodskills are status



Enjoyable consume with innocence & sense!

Become better by a better world !

Fundamental opposition

Market Penetration



What do we deliver so far ?



GMO, highly capitalized
agricultural production



big companies, indr. research
processes & efficiency



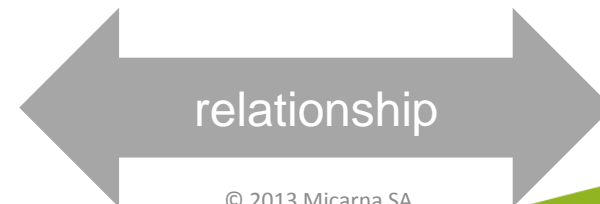
customer & global
orientated



brands, volumes



purchased emotionality



What do we deliver so far ?



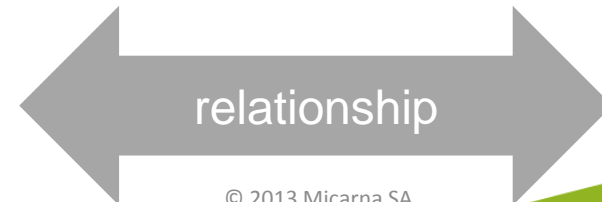
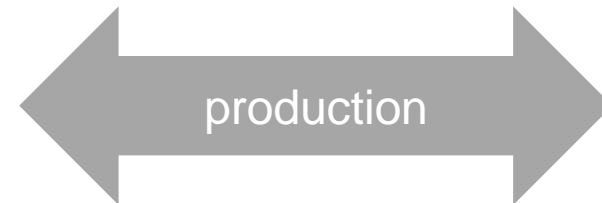
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Some prominent statements, made recently



Importance become to culinary expertise, it starts to be a status symbol /

European Food trends report 2013

Eating is the new kind of celebration ! / *Süddeutsche Zeitung* , 9.Oct. 2014

“Crafted trend is: from the product it self (what), via the How, to the people (Who), via the passion (why) to where it comes from (where)”

Fibl institute (Switzerland), grüne Köpfe, organic day, oct. 2014

“As harder as we compeed, as less we will be identified. If brands continue to sell just functional & emotional benefit, every product category will be filled with the same character of products. Established brands will lose loyalty and market shares to small ones, who care for social and cultural sensibility. It's a billion dollar change of paradigmas” *Tom Laforge, Global director Coca-Cola, 2014*

Main points earlier: make money, get attention, have power, but today: these are not the targets, we want to do things with sense, having a clear purpose which get's our eyes sparkling” *Philip Riederle, Author of “wer wir sind und was wir wollen”*

Actual situation to market sustainable seafood



iPad 14:42 58 %

horizont.net

2011 Corn... Sudoku Gmail Walde & Pa... Wirtschaft... Tickets - J... Reviews :... YouTube The Chain... Procter...

HORIZONT

PROCTER & GAMBLE

90 Marken sollen verkauft oder zusammengelegt werden

von Volker Schütz
Montag, 04. August 2014

←



**6,5
Mio.
Leser**

past has been:

rational, practical, efficient

The industry provides Science, but the consumers ask for

“Romance”

(consumer value monitor, 2012)

Future will bring us: ...the pristine things in life, the relish and sensual handling of food

What do we deliver so far ? And for the future?



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agricultural production

Source, raw material

big companies, indr. research
processes & efficiency

production

customer & global
orientated

culture

brands, volumes

distribution

purchased emotionality

relationship

Science

Romance

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hand crafted, "manufactured",
small is beautiful

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slow food, producer focused

brands, volumes

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fresh market, specialty shops

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purchased emotionality

relationship

substantial emotions

Science

Romance

What else is your sustainable seafood market?

- freshness
- quality at all perspectives
- availability
- price
- sustainability (not necessarily with the well know labels but may be...)
- good image of origin / attractive in the eyes of consumers



What are the Icelandic answers?

Romance, small is beauty, hand crafted, no conflicts, taste of origin, innocence

- freshness → *not on every way the highest*
- quality at all perspectives → *TVB-N, others are great /sometimes...*
- availability → *ok, but is partly limited*
- price → *would be ok, if the top points would be there*
- sustainability → *ok*
- good image of origin/ attractiveness ... *some space left*

TVB-N-Total Volatile Basic Nitrogen

Future situation to market Icelandic products



General conclusions:

- Sustainability; a normal dimension of seafood, expected by consumers, not an added value
- Iceland as an origin might be the best brand you have, but needs partly to be improved or repaired
- The logistical convenience for your customers in the fresh fish business might be better
- The total value add in Iceland does not have to be the last idea
Freshness is connected with fresh surfaces on the product
- Consumers in general doesn't have a special view on Icelandic seafood – improve the **awareness** of your products & the favourite things you've done and achieved!
- Ignore the “label war”- go your own correct biological way !