

Food Innovation and Market Review

Michal Slawski

Bord Bia

Email: Michal.Slawski@bordbia.ie

Innovation can benefit food companies by helping them adapt to changes and to stay relevant to consumers. The starting point for innovation needs to be the final customer, the consumer. The Consumer Lifestyle Trend Programme identifies the biggest trends shaping people's lives over the next 3-5 years. By keeping up with trends and understanding what's coming next, the programme helps companies and producers within the food & drink industry to better prepare for the future needs and wants of their consumers.

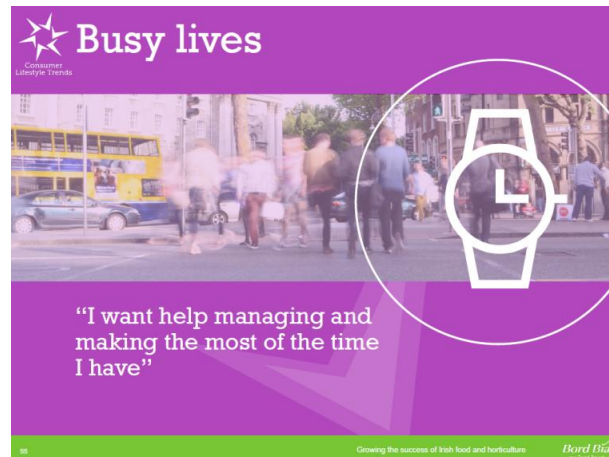
In this 2015 update, it's a good opportunity to take a fresh look at the big forces at play in the world, and broad shifts in consumer attitudes, values and behaviours in Ireland and the UK, and explore how these developments are driving trends in consumers' lives.

Once the trends are identified and understood, the implications for the food and drink industry in Ireland and the UK can be considered, and the opportunities that might exist for business's can be established. The objective is for the Consumer Lifestyle Trends to provide a platform for future growth and innovation.

There is also a brief update on Just Add Mushrooms campaign which continues to deliver sales for producers.



Busy lives



As lives get ever busier and more mobile, people want smarter ways of managing their lives and maximising their time. The recession caused consumers to slow down somewhat and re-evaluate priorities. However, the pace of life and change remains fast, and consumers' days are largely still full and frantic.

Technology has, on the one hand, made our lives more complicated, and brands that are able to cut through and make daily decisions feel simple, really connect with consumers. On the other hand, technological innovation is raising the bar, and facilitating a wave of sophisticated services that deliver a new level of convenience.

Examples of this would be the Cereal Killer Café in London serves 120 different types of cereal, with 30 types of milk and 20 possible toppings. It is open 7am – 10pm 7 days a week, with breakfast served all day.

Mushrooms fit in well with busy lives, they are easy to prepare, and quick to cook, this needs to be emphasised as much as possible to consumers.

Health and Well Being



To deal with their maxed-out lives, today's consumer has fully embraced a more holistic approach to looking after their well-being, which increasingly focuses on mind as well as body. People are embracing both science and nature to create sophisticated and tailored lifestyle plans. Paying attention to all facets of health has become a symbol of status. With this mind-set comes a growing desire to plan, track and measure different aspects of one's health, and an appetite for smart health management tools.

Healthy living is as much about stripping away the artificial and unnecessary as it is about adding more 'good stuff'. **Pure and natural products are the order of the day.**

Examples:

What: The AeroShot is a lipstick-sized inhaler that delivers an energy boosting vapour containing 100 milligrams of caffeine - equivalent to a cup of coffee - along with B vitamins and Niacin. Why: The inhalable formulation of AeroShot means the boost can be felt almost immediately and is one of the reasons of its growing popularity in the US.

Mushrooms are a source of B vitamins which contribute to normal energy-yielding metabolism; they are also low in fat and virtually fat free.

Keeping it real



Real products, made from real ingredients, by real people are increasingly important anchors for consumers in our ever more digitalised, intangible and shifting world. Both the increasingly globalised market place and the rapid pace of technological change are leaving consumers swimming in a sea of overwhelming choice and change. Simple and traditional ingredients and production processes are playing an increasingly important role in reassuring and 'grounding' consumers, connecting them to the tangible and unchanging aspects of life.

Examples:

What: Iluliaq is a premium still water that comes from the Sermeq Kujalleg glacier on the west coast of Greenland. Why: To say this is one of the rarest and purest waters on the planet is no exaggeration as it is extracted from a glacier that is 50,000 years old. Ice collection is dependent upon weather, making production very limited. Indeed bottles are only ordered on receipt of payment and shipped by air direct from the supplier.

Mushrooms are mainly grown in the UK and Ireland by family run business's and are strongly connected with areas and local communities.

Personal value seekers



Getting the best value for money remains a top priority for consumers, although what 'value' represents continues to evolve. Despite a more favourable economic outlook, people are still paying careful attention to how the monthly pay cheque gets used – they are ready to spend, but not on any old thing.

Consumers increasingly look to each other, rather than traditional sources of expertise, for information. Facilitated by social media, a new breed of consumer expert has emerged. Brands need to get these increasingly credible authority figures on board, in order to win over their followers.

Examples

What: Rent-time is just one of the many websites in Italy offering to rent luxury clothing and accessories, rather than buying them. Why: The recession hasn't stopped consumers desiring luxury. Italians are happy to rent or share goods that they wouldn't be able to afford otherwise. Websites like this have become a common practice in Italy.

Mushrooms need to provide customers with a range of alternatives and pack sizes so there is something to suit everyone's perception of value.

Responsible living



While people remain disappointed with government efforts to tackle the world's big social and environmental problems, a new era of optimism is emerging. People are increasingly relying on themselves and their communities to instigate positive change. In particular,

Individuals are recognising that they have significant power if they work together with other members of their social networks. Brands should look to support consumers in their networked efforts to stand up and make a difference.

Meanwhile, consumers continue to expect companies to provide products and services that enable them to live an eco-friendly and ethical lifestyle without added cost or effort.

Examples

What: Community Shop is a pilot scheme in London providing shoppers on the cusp of food poverty access to surplus food and products, at up to 70% less than normal prices. **Why:** This project matches surplus food with social need, giving people in receipt of welfare support not only access to cheaper food, but also the option of programmes of tailored support.

Mushroom growers are at the forefront of using renewable energy – programmes like Bord Bia's Origin Green help recognise and quantify the efforts that producers make in farming responsibly.

Shared experiences



Enjoyable and novel experiences continue to form moments of escapism in consumers' lives and these experiences are increasingly geared towards sharing. The recession reminded people to value the simple pleasures of life – to find enjoyment in spending quality time with family and friends, and from other activities that don't require spending too much money.

Examples

What: In Japan there is a new 'choitashi' trend of adding unusual ingredients to transform taste and texture – Japanese KFC has started offering side options like wasabi soy, yoghurt, marmalade and even vanilla ice cream. **Why:** As people look for more unexpected sensations, more and more brands are introducing interesting and surprising new textures and flavours to existing products

The Just Add Mushrooms campaign regularly engages with food bloggers to add important third party credentials to the value of mushrooms. The Facebook page now has over 100 000 likes

'Just add Mushrooms' Update

The 'Just Add Mushrooms' campaign commenced in July 2013 and is worth €2.7 million over three years. It is co-funded 50:50 by the EU and producers and marketers in Ireland and the UK.

The strategy is to increase penetration and frequency of purchase among younger households in the UK and Ireland and is designed to take advantage of the progress made by the More to Mushrooms campaign. The campaign features celebrities promoting recipes that the general public will feel comfortable to try.

Celebrities including Nadia Sawalha, Sarah Beeny, Nicky Byrne and Michelle Heaton have all been used while ex model and Celebrity Masterchef finalist Jodie Kidd was featured in March.

The Facebook page for the campaign now has 100 000 likes, by comparison Bord Bia has 84 000.

Kantar Sales Data

The 'Just Add Mushrooms' campaign has seen an increase in the volume of sales in the combined markets of 10,200 tonnes in the two years of the campaign.

Since the start of the promotional campaigns in 2010, the returns have been as follows:

Value ROI: Each €1 spent on advertising by industry yielded €58.00 additional sales at farm gate level (Source: Kantar Worldpanel).

Volume ROI: Each €1 spent on advertising by industry yielded additional sales of 15 kg volume (Source: Kantar Worldpanel).

JODIE'S
MUSHROOM AND SAUSAGE CASSEROLE

INGREDIENTS

- olive oil
- 2 tbsp vegetable oil
- 500g chestnut mushrooms, halved or quartered
- 2 medium onions, finely sliced
- 8 pork sausages, halved
- 6 rashers streaky bacon, chopped
- 2 large carrots, peeled and cut into large chunks
- 2 large potatoes, peeled and cut into large chunks
- 2 tbsp freshly chopped thyme
- 300ml vegetable stock

Method:

- 1 Fry the mushrooms in 1 tbsp oil for 5 mins and golden. Season and set aside.
- 2 Fry the onions, sausages and rashers in 1 tbsp oil for 5 mins. Tuck the vegetables against the sausages, sprinkle over 1 tbsp of thyme and season. Add the stock, cover and cook for 15 mins.
- 3 Add the mushrooms and re-cover. Cook for 10 mins until the potatoes are cooked through. Stir and sprinkle with thyme. Serve with green veg.

NOTE: Dried porcini mushrooms are a natural source of vitamin B, helping to reduce tiredness and fatigue. They are also low in fat. Just 30g or about four mushrooms make up 1 of your 5 a day. For inspiration on how you can enjoy mushrooms as part of a balanced diet and more simple and healthy family meal ideas, visit www.justaddmushrooms.com

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