



FORWARD

INSIGHT AND STRATEGY

Unlocking value:
Workshop series 2022

planning tool



Fruit Growers
Tasmania

**KNOWING YOUR
CUSTOMER**
supply chain focus

**KNOWING YOUR
CONSUMER**
Shopping and needs
focus



What does your direct customer value and why?

Considering ways to deliver value differentiate, drive competitive advantage



PRODUCT

Unique / relevant variety

Consistent quality

Food safety

Distinctive specification

- Grading
- Brix
- Size
- Flavour/ taste/ texture
- Appearance

Information

Assurance / trust

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PROCESS

Production

- Regenerative, organic, biodynamic
- Covered / field / hydroponic
- Targeted spray management
- Certification

Supply

- Assurance
- Timing – early to late window
- Volume
- Freight method & freshness / quality
- Storage
- Ripening
- Traceability / blockchain

Origin

- Tasmanian

Packaging

- Format - size
- Sustainability
- Branded

Branding

Sustainability - Social licence

Information.....

What does your direct customer value?

	PRODUCT	PROCESS
What does your customer value now?		
What are their issues / tensions / challenges What would they like to solve in your category		
What will they be looking for more (and less) in the future?		
What is your competitive value & strength now?		
What could your competitive value / advantage be in the future?		

Top tips **Customer:**

Understanding the **tensions for your customers** can offer you opportunity -
What would your customer like to solve

Know who your **key competitors** are, what they are delivering and how is this changing – to ensure you are competitive - beyond price

Having a clear point of difference that is valued gives you a competitive advantage and is the basis for building your selling story/ brand

If you don't know ask

What do your **consumers** and **shoppers** value?



Grower and marketer implications

Grading for consistency

Grade standards

Premium varieties

High brix / flavour / texture

Appearance / colour / texture

Freshness – eating and storage window

Relevant size / shape

Convenient packaging / size options

Prewashed / pre-cut / pre-mixed

Availability – right place

Visibility – quality easily recognised

Branding

Low sprays – low agrichemicals

Sustainable packaging – less plastics

Regenerative, biodynamic, organic

Tasmanian origin

Food safety assurance

Origin assurance – traceability – certification

Who is your consumer?

For your current product/ offer in your category

Which market?



Which moment?



Which Mindset?

Experiential need
The product

Emotive need
The feeling

Functional need
The reason to believe

PREMIUM GRADE

SECOND GRADE

Which market will deliver the strongest return

What is the occasion – when is this product used

What do people want to experience on this occasion

What How do they want to feel

What supports this – eg price, origin, grading, packaging, branding – the grower and marketer point of difference

What does your end consumer value?

MOMENT and Mindset
CONSUMING

MOMENT and Mindset
SHOPPING

What is important for the consumer

Potential issues

How well do you deliver now?

Do you have a point of difference that people value?

What could you do to capture more value / advantage in the future?

Top tips Consumer:

Go and visit your markets

Visit retail stores – **Do your own research** - talk to shoppers, look at choice and what is changing

If building and investing in change or developing brands, market research makes a difference – targeting investment to drive value growth

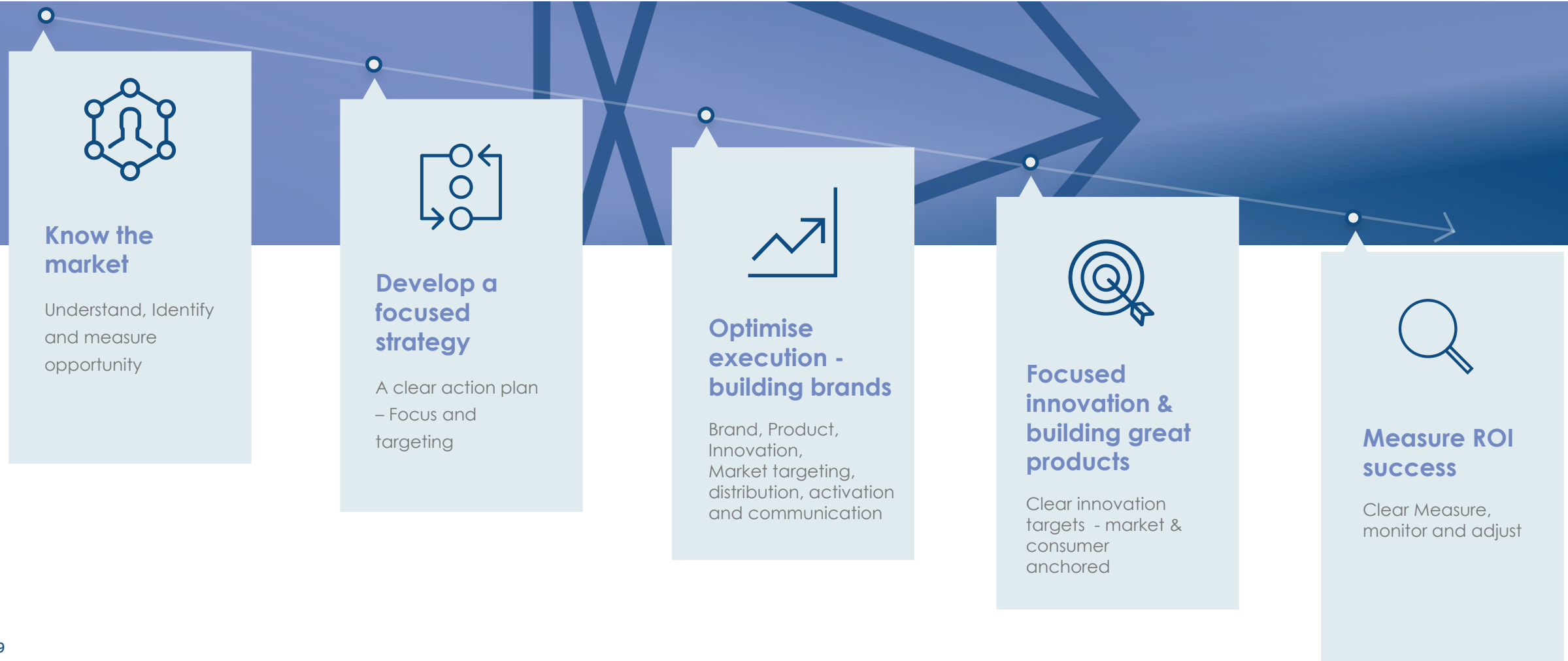
Having a clear point of difference and a story that is valued to drive higher value demand

Be clear on where produce branding fit into your business – it is part of the future

Information on markets and market access and opportunity is available through:

- Fruit Growers Tasmania
- Sector organisations

Insights process – to focus for the future





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FORWARD
INSIGHT AND STRATEGY

About forward.

Forward is a specialist insights and strategic planning agency, focused on building value for global Primary Sector and Food & Beverage organisations and brands.

With a global presence, we work with you to understand your markets, develop focused growth strategy and build remarkable brands on the basis of great products.

Putting your customers at the heart of decision-making



FORWARD

Building brand value in international markets

