

Marketing Wild Blueberries in the UK

.....
New challenges, new opportunities, new strategies



Nicholas and Knight

22nd October 2010 - Quebec City



What does the UK blueberry market look like today?

- fresh cultivated: the UK success story of the past two years
- UK grown fresh cultivated up 300%
- 2nd largest fresh berry sector after strawberries
- wild only sold for ingredient use: no retail packs
- muffins represent largest market for wild
- wild often not highlighted on pack
- wild used as an indicator of quality
- wild & cultivated recognised as healthy / antioxidant rich

Traditionally our role has been to **promote wild blueberries** to UK manufacturers, to **highlight their benefits**, to encourage their use v other ingredients, to explain why they should be featured in product names...



Our main marketing activities have been:

- trade press PR (news editorial and feature articles)
- food and food ingredient trade shows

Our message has focussed on:

- Canadian provenance
- antioxidant and other health benefits

In 2010 we have begun to develop a new strategy in line with the new challenges and opportunities of a changing market





Fresh cultivated blueberries are a success story because:

- sustained promotional activity (Blueberries from the South)
- in store sampling / TV advertising
- pack innovation (size / combinations)
- price promotion
- their time has come

Consequently, and particularly as NPD is back on the manufacturers' agenda after two lean recession years, now more than ever before **blueberries are the hot topic** among product developers and marketers

The success of cultivated is an excellent platform for promoting wild blueberries but also sets the challenge for us to communicate that **wild offers something different...**

...a point emphasised in meetings with Marks & Spencer, Tesco, Sainsbury's, Asda and Waitrose...

5 of the UK's biggest retailers



Another challenge is that although **health & nutrition remain a key issue for consumers...**

...the European Food Safety Authority is making it almost impossible to use health claims as a marketing tool





Are health claims turning sour?

- EFSA: inexperienced & overwhelmed
- Ocean Spray cranberry juice / UTI: rejected
- companies prefer not to submit v risk rejection
- even the role of dietary compounds is in question



However we benefit from the **huge advantage of earlier research and marketing** activity from WBANA

- the antioxidant message is already well established with consumers
- our communications are outside the EFSA remit

Nevertheless it remains crucial that we **move with the times and keep topical**

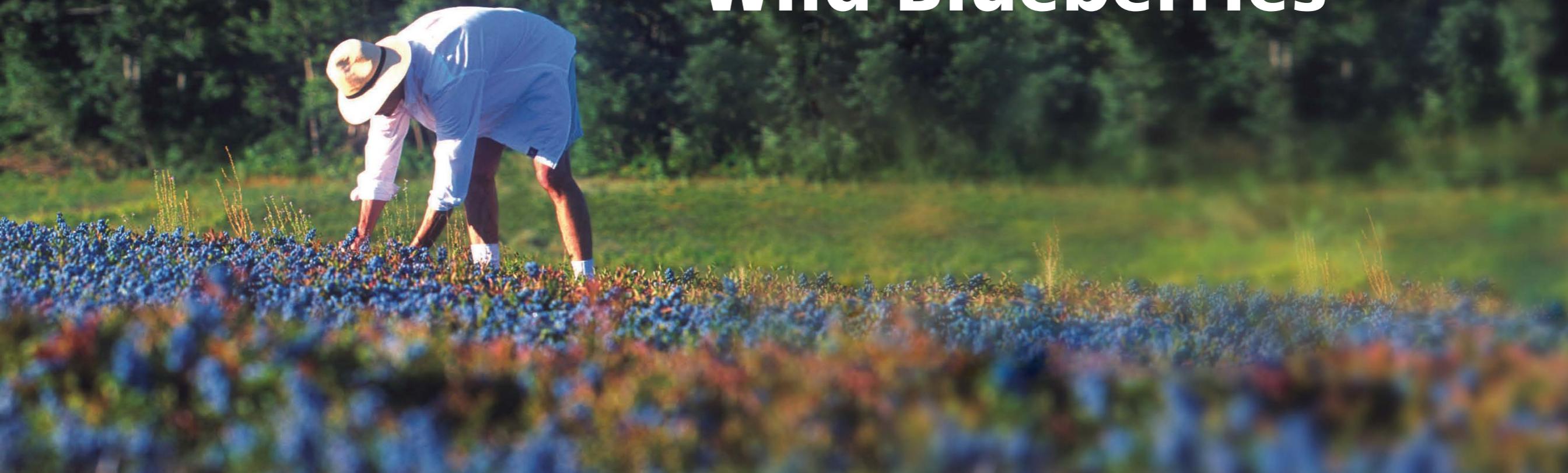


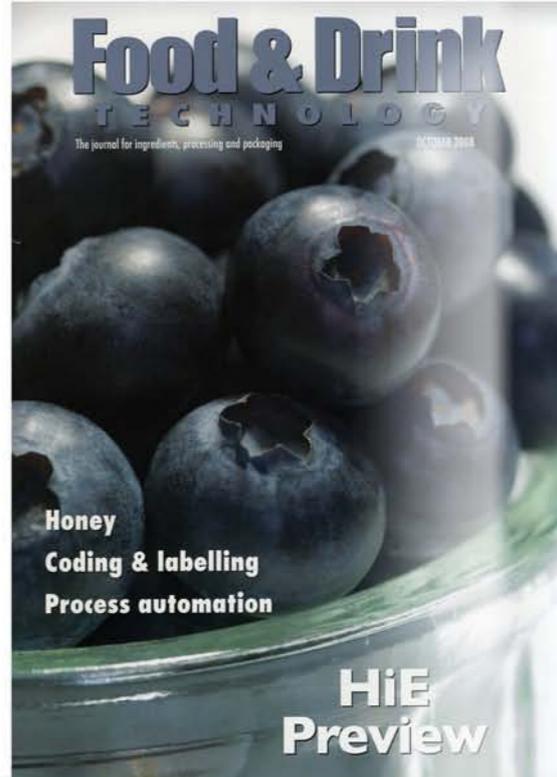
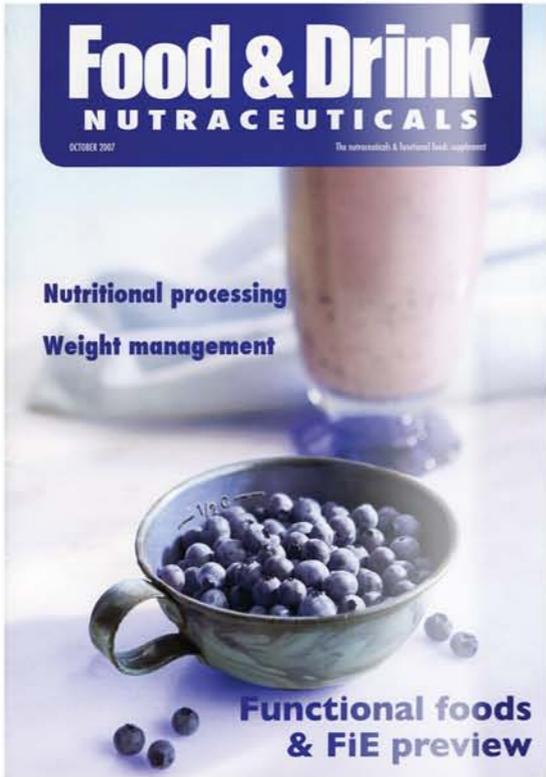
Branding Wild

- not just blueberries, wild blueberries
- here's what so special about wild blueberries
- nature's no1 antioxidant superfruit
- sweet, natural healthy & delicious
- 101 ways to use wild blueberries



Not just blueberries...
Wild Blueberries





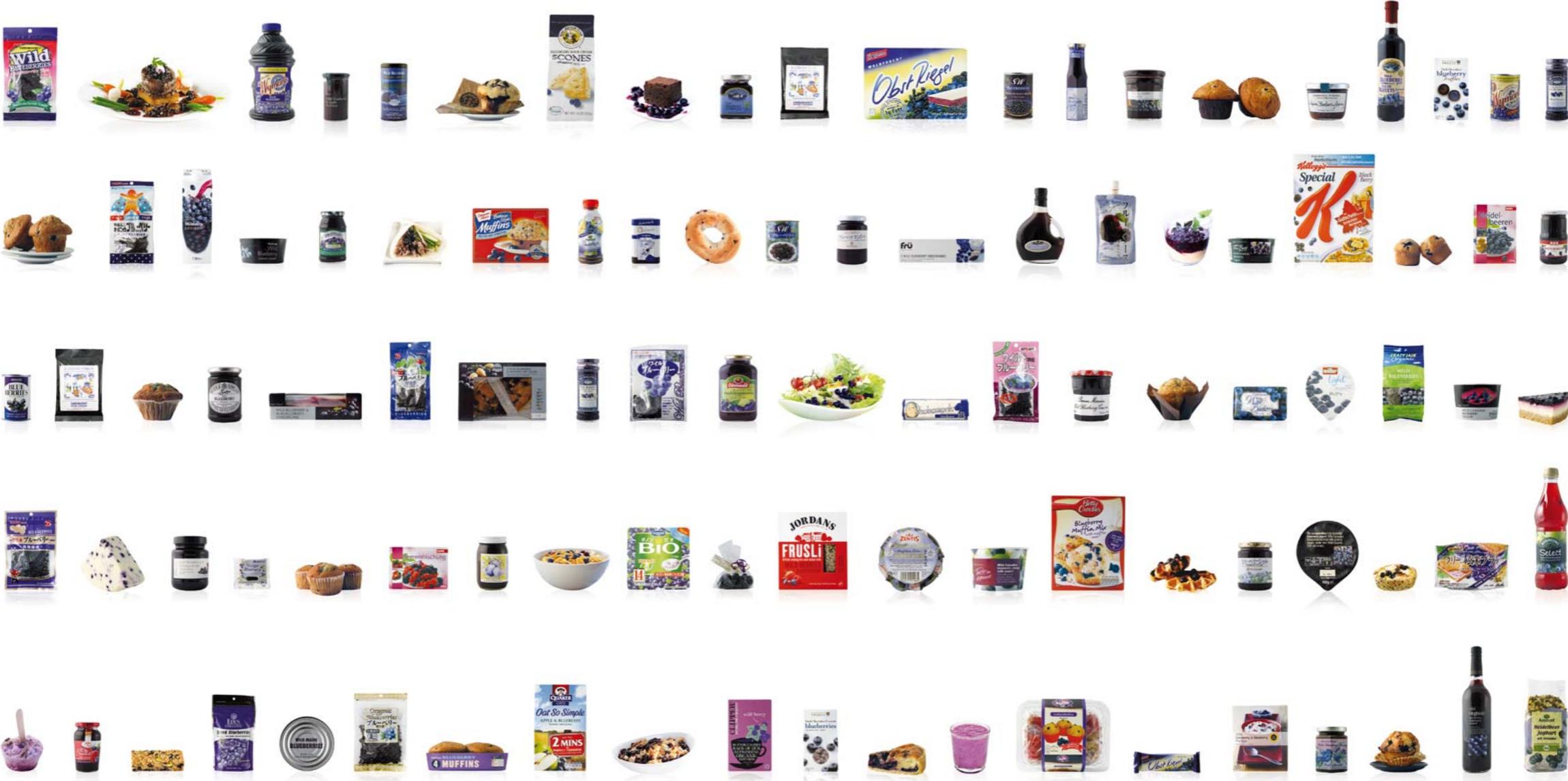


the **international** food & drink event
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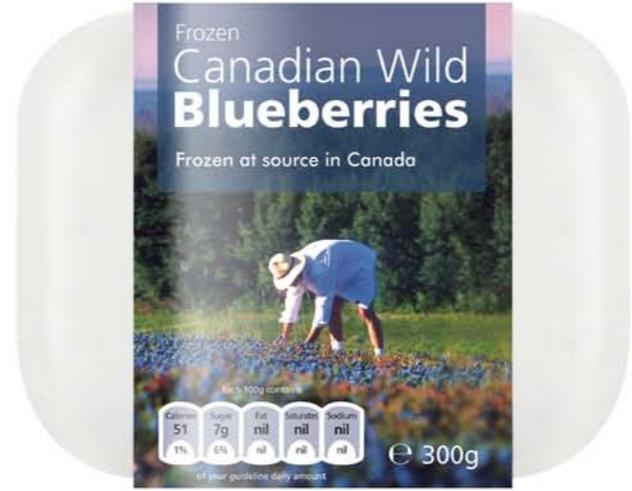
HEALTH INGREDIENTS
EUROPE

101 Ways...



to use **Wild Blueberries**





Here's what's so special about
Canadian Wild Blueberries...



They only grow in one small corner of the World; where the **harsh bitter winters** reach as low as **minus 35°C**; where the land is **wild and inaccessible**; where the ground is too acidic for most plants to thrive.



All of which makes Canadian Wild Blueberries **so significant and relevant in today's food World.**



They're a unique fruit that grows wild in the clean and unspoilt **wilderness of Atlantic Canada and Quebec.**

Canadian Wild Blueberries
Produced in Atlantic Canada and Quebec



Produced in Atlantic
Canada and Quebec



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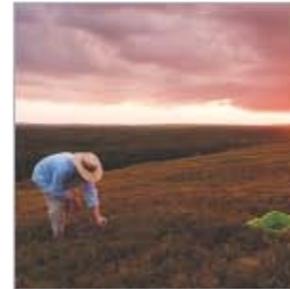
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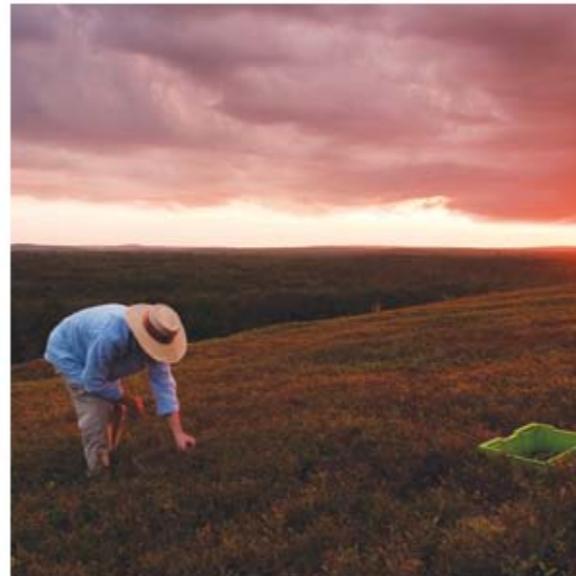
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The Wild Mystique



After the harvest, **the bushes turn a spectacular red.**

Some are mowed for pruning as the growers turn their attention to the next crop and the cycle begins again... will the snow fall in time, will new buds survive late frosts, will summer sun and showers ensure a bountiful harvest? Whatever the answers, growers and their Wild Blueberries are very much at the mercy of nature.

Autumn



ABOUT

SEASONAL

The Wild
Blueberry Year 
Fighting the elements and
surviving extreme temperatures...

Responsible,
sustainable
farming... 

Growing Wild
Blueberries... 
A story of patience
and endeavour

New challenges

- cultivated as an ingredient
- health claim regulation
- be seen as different

New opportunities

- wider ingredient possibilities following fresh cultivated success
- frozen retail

New strategies

- focus on wild difference
- direct marketing
- talking to retailers



Thank you

Nicholas and Knight
22nd October 2010