

# Supermarkets, Nutrition and Farming

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## Introduction

- Importance for retail sector
- How supermarkets have responded
- Implications for agriculture

## Importance for retail sector

- £120bn grocery market
- Extremely competitive and responsive to consumer demand
- Consumer interest growing in healthy eating
  - Media influences
  - Government influences and campaigns
- **but** not the only factor influencing consumer demand

## Brand values

- Perception of value
- Price and quality
- Choice and range of values
- Lifestyle choices
- Promotion and marketing

## What are we doing?

1. Choice
  - range of products
    - width of choice
    - alternative choices
  - specifically designed products
  - comprehensive dietary approach

## What are we doing? (2)

2. Product design
  - Re-formulation of products
  - Specific healthy eating ranges
3. Information
  - Nutrition labelling
  - In-store information
  - Website and magazines

## What are we doing? (3)

4. Promotion and marketing
  - Promotion of healthy products
  - Campaigns linking diet and activity
  - Responsible promotion in-store

## What are we doing? (4)

5. Liaison with Government
  - UK – food and health plans
  - Europe – EU platform on diet, health and physical activity

## Implications for farmers

- Produce areas
- Processed areas
- Opportunities and threats

## Produce areas

- Fruit and veg large market - £6bn
- Responded well to campaigns – 5 a day
- Appetite for variety
- Extending seasonality
- Added value products
- Lower income consumers

## Processed foods

- Increasing range of healthy pre-prepared ranges
- Demand for specific cuts of meat and focus on fat content
- Added value processed alternatives
- Organics

## Opportunities

- Increased appetite for innovations in fruit and veg
- Increasing demand for some meat cuts
- Increased opportunity for added value products
- Increased opportunity for healthy alternatives

## Threats

- Competition
- Demonisation of products
- Availability and seasonality
- Shift in consumer patterns – dietary fads
- Re-formulation