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Where's The Beef and Where's The Consumer

Consumer and Food Trends: What The Beef Industry Needs to Know

Gail Hall
Food Activist



Presentation will cover...

- who is your consumer?
- their key characteristics
- what your consumer wants to know
- what the beef industry needs to do to succeed.



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Who is Your Consumer?

Baby Boomers:

- born between 1946 to 1965
- between 42 and 61 years of age
- 1 out of every 3 people
- largest segment of population in Canada
- 30% of the population.

ref. Stats. Canada 2006 census



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Who is Your Consumer?

Seniors:

- 65+
- 14% of the population
- Seniors and Baby Boomers total close to 50% of the population
- Purchasing power of seniors now, will change dramatically as Baby Boomers reach 65+.



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Key Characteristics of Baby Boomers

Woopies:

- sophisticated shoppers
- emphasis on value, not conspicuous consumption
- convenience services
- people over 50 eat out three times a week on average.



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Key Characteristics of Baby Boomers

Wealthy:

- peak income earning power
- control 45% of total personal wealth in Canada
- mortgages are minimal or paid
- low household expenses.



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Key Characteristics of Baby Boomers

Educated:

Canadian Post Secondary Education Attainment by Age

Age Group	Population	Trades	College	University	Total Post Secondary
45 to 64	7,241,135	12.80%	15.00%	20.30%	48.10%
65 and over	2,624,850	8.80%	7.50%	9.50%	25.90%

Reference: Stats Canada 2001



Key Characteristics of Baby Boomers

Educated:

- high education levels
- discerning customers
- will pay more for better product.



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Key Characteristics of Baby Boomers

Health Conscious:

- lived over half of their lives
- connect lifestyle and health
- connect food and health.



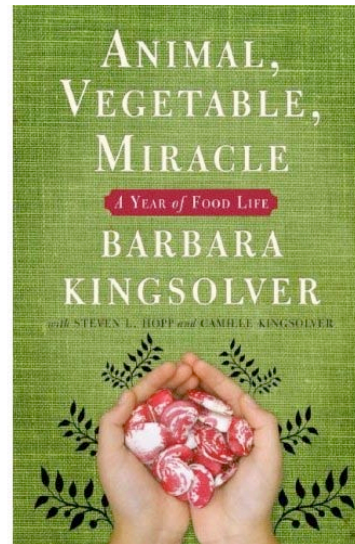
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Key Characteristics of Baby Boomers

Health Conscious:

- over 50% of Canadians are overweight and/or obese
- we've created a generation that will not live as long as their parents.

What Baby Boomers are Reading



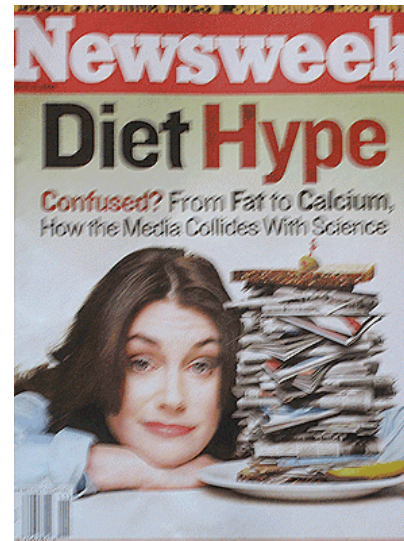
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What Baby Boomers are Reading



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What Baby Boomers are Reading



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What Baby Boomers are Reading



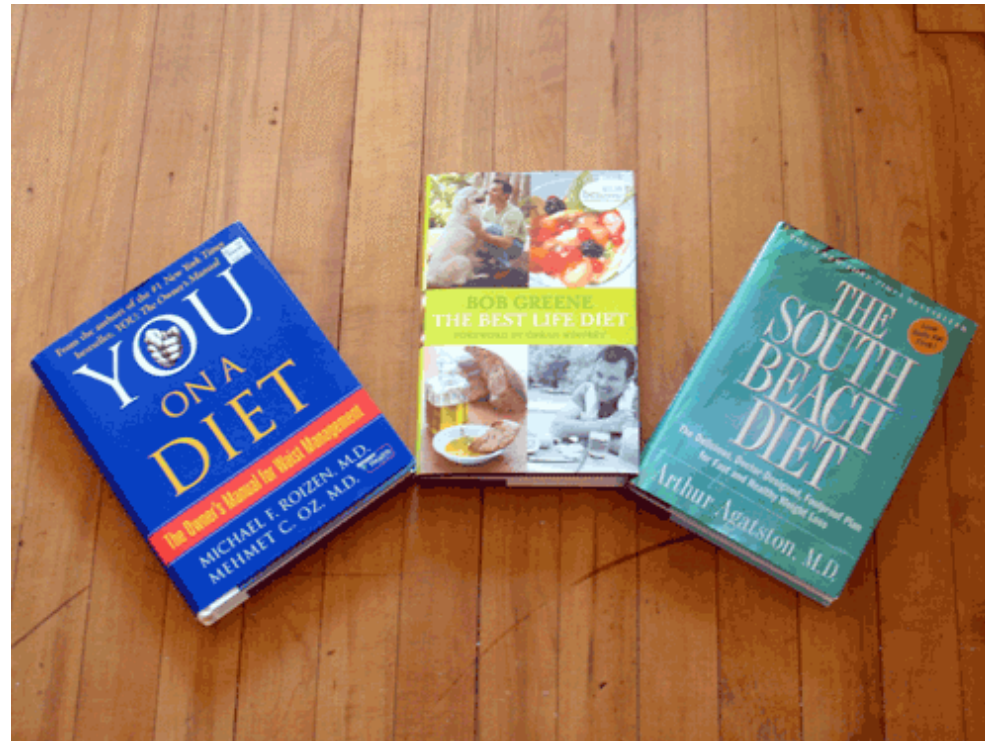
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What Baby Boomers are Reading



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What Consumers Want to Know

Portions:

- portion size
- aware of portion “distortion”
- are retail portion sizes in line with consumer’s expectations?

What Consumers Want to Know

Canada's food guide:



Recommended Number of Food Guide Servings per Day

Age in Years	Children			Teens		Adults			
	2-3	4-8	9-13	14-18	19-50	51+			
Sex	Girls and Boys			Females	Males	Females	Males	Females	Males
Vegetables and Fruit	4	5	6	7	8	7-8	8-10	7	7
Grain Products	3	4	6	6	7	6-7	8	6	7
Milk and Alternatives	2	2	3-4	3-4	3-4	2	2	3	3
Meat and Alternatives	1	1	1-2	2	3	2	3	2	3

The chart above shows how many Food Guide Servings you need from each of the four food groups every day.

Having the amount and type of food recommended and following the tips in Canada's Food Guide will help:

- Meet your needs for vitamins, minerals and other nutrients.
- Reduce your risk of obesity, type 2 diabetes, heart disease, certain types of cancer and osteoporosis.
- Contribute to your overall health and vitality.

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What Consumers Want to Know

Food Safety:

- is my food safe to eat how can I be really sure?
- what's in this meat?



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What Consumers Want to Know

Food Traceability:

- the origin of food
- food products from China
- purchasing power of Big Box Stores.



What Consumers Want to Know

Trust:

- farmer's markets
- u-pick operations
- urban dweller visiting the farm
- establish a relationship of 'trust' with the producer.



What Consumers Want to Know

Food Definitions:

- natural vs. organic
- grass-fed vs. grain fed
- local vs. global
- fresh vs. preserved
- farmed vs. wild.



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What Consumers Want to Know

Carbon Foot Print:

- How much energy was used to produce this cut of meat?
- Increase in ethanol production
= increase in feed
= increase in retail beef
- Why not buy from a local producer?



What Consumers Want to Know

Sustainable Agriculture:

- Does our beef industry support sustainable agriculture?
- Will buying locally help save a family farm?
- What are the economic, environmental and social ramifications of our global food supply?



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What Consumers Want to Know

International Food Movement:



- Slow Food is a non-profit, eco-gastronomic member-supported organization
- founded in 1989 to counteract fast food and fast life



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What Consumers Want to Know

International Food Movement:



- concerned about the disappearance of local food traditions and people's dwindling interest in the food they eat, where it comes from, how it tastes
- concerned how our food choices affect the rest of the world
- over 80,000 members all over the world
- 2 convivia in Alberta.



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What Consumers Want to Know

National Food Movement:



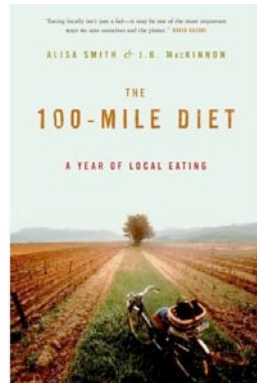
- National Association of Food Professionals who believe in promotion and preservation of Canada's food culture and ingredients.



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What Consumers Want to Know

National/International Food Movement:



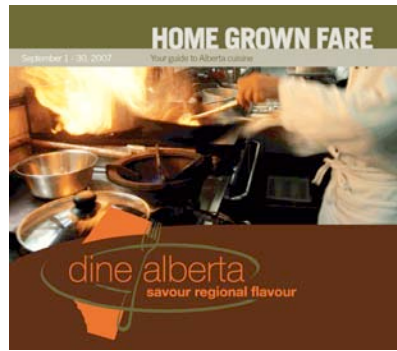
- shopping locally and eating seasonally
- supporting local producers
- movement is gaining momentum and creating awareness of what and how consumers eat.



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What Consumers Want to Know

Provincial Food Movement:



- a project of Alberta Agriculture and Food
- over 120 restaurants, cooking schools and caterers are showcasing locally grown ingredients during September.



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What Consumers Want to Know

Provincial Food Movement:



- magazine is the communication link between the consumer and the agriculture industry
- the consumer believes what is written in this well written magazine



What Can the Beef Industry Do?

- provide foods that are convenient without compromising on quality, flavour or freshness
- provide protein cuts in realistic portion sizes
- provide information on the provenance of the food
- provide premium products with higher quality ingredients.



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Presentation covered

Who is your consumer:

- Baby Boomer and Seniors

Their key characteristics:

- Wealthy, Educated, Health Conscious



Presentation covered

What your consumer wants to know:

- Food Safety, Traceability, Trust

What the beef industry needs to do:

- Provide food that is relevant to the consumer's concerns



Questions?

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