

Marketing Natural Foods

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Presentation outline

- RELU research project 'Eating Biodiversity'.
- The 'Marketing Mix'.
- Marketing 'naturally embedded' quality lamb products: two case studies.
- Summary and Conclusions.

RELU research project

Eating biodiversity: an investigation of the links between quality food production and biodiversity protection

Research team:

- University of Bristol, School of Veterinary Science – *meat science*
- University of Exeter, Dept. of Geography and Centre for Rural Research, & University of Gloucestershire, Countryside & Community Research Centre – *social science*
- Institute of Grassland and Environmental Research - *ecology*

RELU research project 'Eating Biodiversity'

Research objectives:

Through the combining of social and natural science, the research is examining the extent to which the biodiversity of UK grassland sites can be actively 'valorised' through meat and dairy food chains to ensure not only the protection, and enhancement of the biodiversity but also to achieve distinctive quality food products and socio-economic benefits for producers and rural communities that might accrue from their production.

RELU research project 'Eating Biodiversity'

win-win-wins from naturally embedded products and production chains:

win – grassland biodiversity

win – farm businesses & rural employment

win – consumer concerns about food quality

RELU research project 'Eating Biodiversity'

Methods:

Analysing, from 'pasture to plate':

15 lamb food chains

15 beef food chains

15 cheese food chains

+ 6 'control' food chains

RELU research project 'Eating Biodiversity'

Methods:

Plant science – analysis of botanical & soil characteristics & animal feed inputs.



Meat science – biochemical analysis & taste tests of meat & cheese.



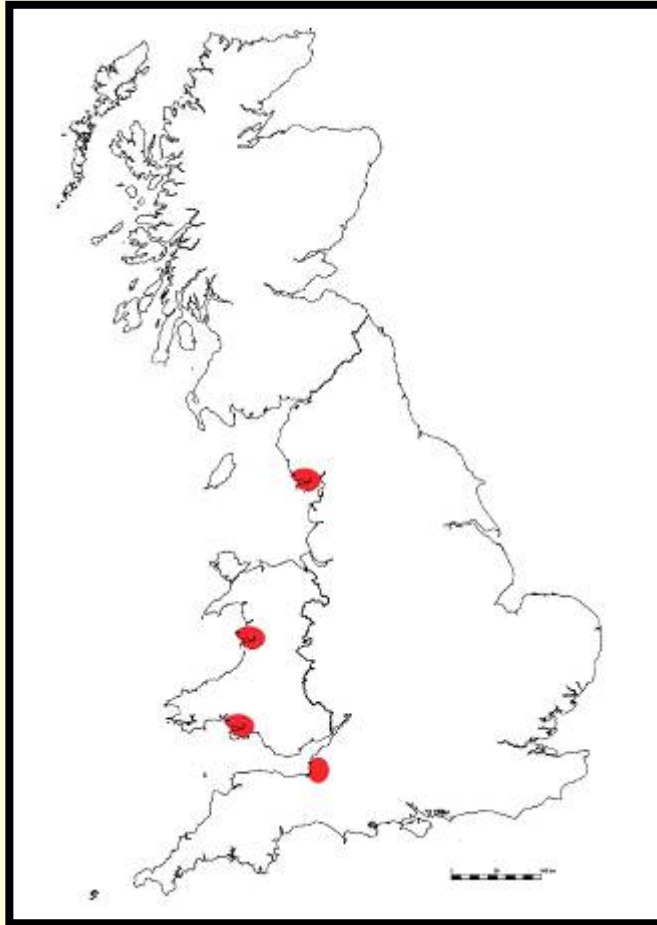
Social science – analysis of food chain actors' attitudes & actions.

The Marketing Mix

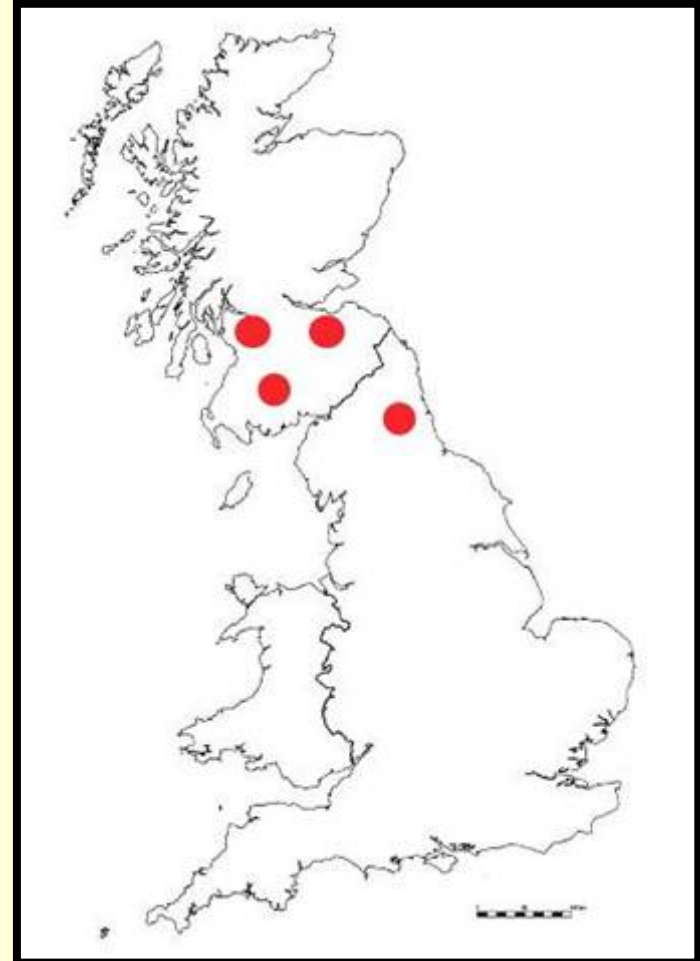
Four 'Ps':

1. Product.
2. Price.
3. Promotion.
4. Place.

Naturally embedded, quality lamb food chains



Salt marsh farms



Heather moor farms

Naturally embedded, quality lamb food chains



Moorland farms

Marketing 'naturally embedded' quality lamb products: case study 1

Farm A: Northumbrian Quality Meats



Farm A: Marketing Mix

Product:

- Organic half & whole lambs & other lamb products.
- Heather fed and clover fed lamb.
- Mutton & beef.
- Cooked foods (planned).
- Local slaughtering, on-farm cutting.
- Environmental management practices important.

Farm A: Marketing Mix

Price:

- Price premium for farmer.
- “It’s all about sales and adding value”.
- Information about pricing from web-site:

Organic Blackface Mutton

Choice cuts of mature sheep meat from animals over one year old. Full of flavour the ideal ingredient for winter stews and authentic curries.

Minimum weight of 8 kg. £50.00

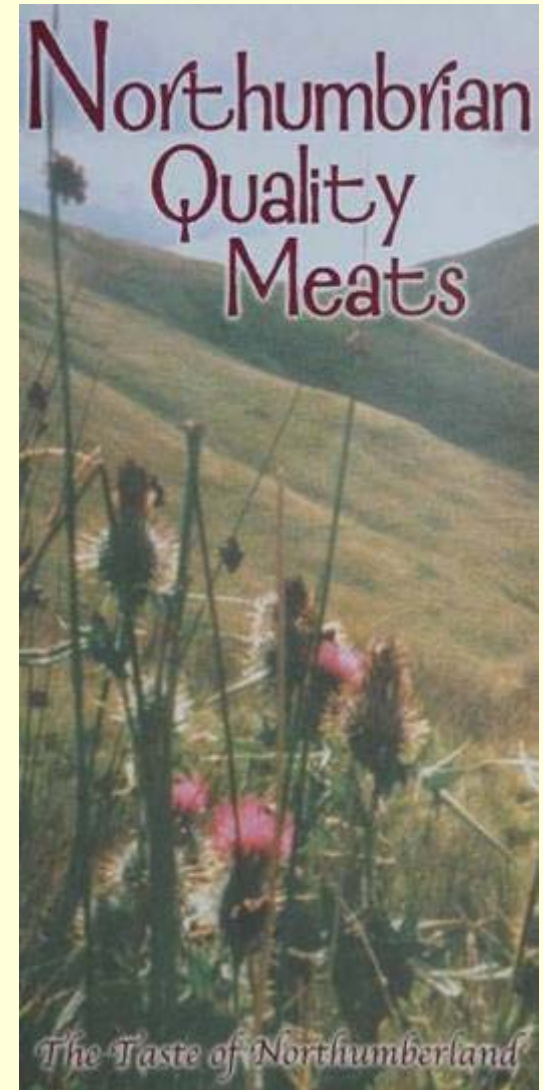
Blackface Lamb Pack

A selection of the best cuts of organic blackface lamb, from the high hills of Northumberland, prepared by our butchers so you can enjoy every portion. minimum total weight 7kg. £65.00

Farm A: Marketing Mix

Promotion

Leaflets



Liveried vans

Web site: www.northumbrian-organic-meat.co.uk

Farm A: Marketing Mix

Place:

- Previously all lambs sold at market.
- 12 retail outlets (70%) inc. restaurants.
- Direct (30%) via:
 - Box schemes (via internet)
 - 4 farmers markets (wife runs these) - would like to do more.
 - private deliveries for orders over a certain size
- Deliberate rejection of supermarkets.

Marketing 'naturally embedded' quality lamb products: case study 2

Farm B: Holker Hall Foods of Excellence



Farm B: Marketing Mix

Product:

- ‘Luxury’ salt marsh lamb.
“Lamb from the Saltmarshes of Normandy, known as Pré-Salé, has long been regarded as a delicacy in French restaurants. Naturally produced on land regularly inundated by the sea, it acquires a unique and striking flavour. The taste derives from the diet enjoyed by the lambs grazed on the margins of the sea. The high salt levels in the herbage cause subtle changes and far from tasting salty, the flavour is light and sweet” (website).
- Lambs must be grazed on the salt marshes for a specified period.
- Significance of environmental designations e.g. SSSI.



Morecambe Bay Site of Special Scientific Interest
Humphrey Head Site of Special Scientific Interest



Scale 1:10000
0 500 1000 2000

Map 1/07
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English Nature

Farm B: Marketing Mix

Price:

- Price premium to producers.
- Critical to financial survival of at least one of the farms involved.
- Current prices to consumers NA.

Farm B: Marketing Mix

Promotion:

Website: www.holker-hall.co.uk

“Produced on the Saltmarshes around the Cartmel Peninsula on Morecambe Bay, where the managed grazing makes a positive contribution to marshland ecosystem, the lamb is prepared locally to the highest standards by award winning Q Guild butchers Higginsons of Grange-over-Sands. It is available in different pre-prepared packs; each with a selection of cuts and joints suitable for entertaining, that family celebration or straight forward healthy eating”.

Farm B: Marketing Mix

Place:

- 20% lambs sold via:
 - local and not-so-local (e.g. in London) butchers.
 - Holker Estate shop.
 - via the web-site .
- 80% via a local chain of deli-cum-supermarkets.



Summary and conclusions

From 'Marketing Mix' to 'Premium'

“High quality ingredients are the single most important factor in making a product premium. The shopper equates premium with quality and as such there are high expectations that come with a premium offer” (IGD 2005)

The multiple 'premia' of naturally embedded food products

- Local
- Traceable
- Natural and/or organic
- Healthy
- Tasty
- Animal friendly
- Green
- Distinctive
- Traditional

