

THE NATURAL & ORGANIC SUPERSHOW

12 – 14 MARCH 2016
MELBOURNE CONVENTION & EXHIBITION CENTRE



NATURALLY GOOD EXPO

1 – 2 MAY 2016
ROYAL HALL OF INDUSTRIES, MOORE PARK, SYDNEY

natural & organic BUSINESS

STAND OUT IN A CROWDED NATURAL HEALTH & WELLBEING MARKET

what's inside

- > Trade spending management
- > Tips for event success
- > Embracing consumer marketing
- > Brand ambassadors

WHAT'S NEW IN 2016

IT'S SUPER GOOD.

2016 BRINGS A BRAND NEW CONSUMER EVENT FOR THE NATURAL AND ORGANIC PRODUCT INDUSTRY, THE NATURAL & ORGANIC SUPERSHOW.

It's a great time to be involved in the natural and organic industry! With growing consumer health awareness comes an eagerness to learn about health trends and tips, discover and try new products and engage with a brand's story like never before.

We're excited to announce the launch of a fresh new consumer event, The Natural & Organic Supershow, to meet this growing consumer demand. The Supershow is Australia's largest pop-up natural and organic festival and the nation's first large-scale, professionally organised consumer show that is focused 100 percent on the fast-growing healthy lifestyle market.

We're uniting a vibrant mix of natural, organic and free-from products with exciting live demos and some of Australia's most-loved food, health and wellness personalities. The Paleo Chef **Pete Evans** and The Healthy Chef **Teresa Cutter** have already thrown their healthy weight behind The Supershow!

For brands it's an exciting opportunity to reach qualified consumers passionate about healthy lifestyles and hungry to discover, try and buy new products.



JOIN US AT THE NATURAL & ORGANIC SUPERSHOW
MELBOURNE CONVENTION & EXHIBITION CENTRE
12 - 14 MARCH, 2016
[THESUPERSHOW.COM.AU](http://thesupershow.com.au)



The Paleo Way
with Pete Evans



HEALTHY CHEF

> CONTRIBUTORS



Mark Haygarth and Gwen Blake are the hands-on directors of Sydney agency Boxer & Co. Their collaborative approach and creative and marketing know-how results in effective, award-winning design.

Their clients include SunRice, Rafferty's Garden and Table of Plenty and a growing number of entrepreneurs.

boxerandco.com.au



Vickie Saunders is director of The Sponsorship Consultants. With a decade in marketing, she has spent the last five years working globally with brand ambassadors and the companies who engage them to create commercial, meaningful and effective partnerships.

thesponsorshipconsultants.com.au



Bob Burke is the CEO of Natural Products Consulting. Since 1998 he has assisted bringing natural, organic and specialty products to market across most classes of trade.

He was named one of the "Top 25 Business Builders of the Natural Products Industry for the last 25 years" by Natural Foods Merchandiser Magazine.

naturalconsulting.com

NEW

HIGH CONSUMER DEMAND FOR BETTER-FOR-YOU OPTIONS CONTINUES TO FUEL THE INNOVATION AND LAUNCH OF NEW PRODUCTS TO MARKET. WE HIGHLIGHT THE LATEST NATURAL AND ORGANIC PRODUCTS MAKING THEIR WAY ONTO SHELVES AND INTO HOMES AROUND THE COUNTRY.

PRODUCT LAUNCHES

COCONUT MAGIC

Coconut Magic is launching a range of new products. The company's Raw Energy Bars are made in Australia from natural ingredients with nothing added. Each bar is vegan, gluten-free, paleo-friendly, sugar-free, dairy- and soy-free with 100% wholefood, superfood and raw food ingredients. Each bar contains premium virgin coconut oil and coconut nectar for added health benefits, energy and a delicious taste. *'The Healthy Coconut - Your Complete Guide to the Ultimate Superfood'* is a simple guide to incorporating the benefits of coconut into daily life, with more than 100 wholefood, plant-based and gluten-free recipes.

Coconut Flower Nectar is certified organic, naturally sweet and highly nutritious and Coconut Vinegar is made from the sap of the coconut blossom. It's aged and fermented and can be used as a salad seasoning or inner cleanse tonic.



- RAW BAR 45G - RRP \$4.20
- COCONUT NECTAR 470G - RRP \$14.95
- COCONUT VINEGAR 375ML - RRP \$11.95
- THE HEALTHY COCONUT - RRP \$39.95



CAIM & ABLE

Caim & Able has launched a total feel good range with 25 per cent of profits of its bath salts and scrubs helping fund shelters for families escaping domestic violence. The range is made of magnesium chloride, which is much easier to absorb through the skin than the digestive tract. Named after the Gaelic word for sanctuary "Caim" and "Able" for those living with a disability who are employed to pack the product. Available in coconut and lime, lavender and rosemary, clementine and coffee.

- BATH SALTS 450G - RRP \$22.95
- BODY SCRUBS 225G - \$19.95



TEFF GRAIN & FLOUR

It's not just easier to say than quinoa, Teff is an ancient grain grown predominately in Ethiopia that has some serious nutritional benefits. It's high in protein and fibre and gluten-free with a very mild, delicious nutty flavour.

Teff Tribe has made Teff available as a whole grain or ground into a flour, so it's easy to incorporate into every day cooking and baking. Available in ivory and brown grains and flour.

- IVORY/BROWN TEFF GRAIN 500G RRP \$12.95
- IVORY/ BROWN TEFF FLOUR 500G RRP \$12.95



AUSTRALIAN SUPERFOOD RAW BARS

Australian Superfood Co has launched a unique range of food products using Australian native bush food - a powerful, diverse and nutritional superfood group - to create a nourishing, convenient on-the-go snack bar. Developed by dietician Hayley Blieden, Australian superfood bars are available in four flavours - Ancient Rainforest, Desert Tribe Tropical, Lemon Seed Wonder, Cacao Wattleseed Husk.

- RAW BARS 40G - RRP \$4.50



FLORA REMEDIA

Flora Remedia has modernised the ancient healing technique of flower essence therapy by creating transformative, useful and convenient products allowing consumers to choose their mood. The company has combined flower essences with high quality aromatherapy blends to target particular conditions including stress and lack of energy. Flower essences provide subtle energetic healing by balancing a person's emotional state.

A flower is harvested, diluted with water and left in the sun before being strained, with the remaining liquid an energetic tincture with the plant's healing properties.

- FLOWER ESSENCES 10ML - RRP \$24

GET INVOLVED

Contact us to be involved in Natural & Organic Business, The Natural & Organic Supershow and the Naturally Good Expo.

LISA CRAWFORD JONES
Content & Communications Manager
Editor - Natural & Organic Business
T: +61 7 5510 5120
E: lisa@nationalmedia.com.au

MATT SHELTON
Exhibition Director
Sales and advertising
T: +61 7 5510 5102
E: matt@nationalmedia.com.au

BRAD LANGTON
Event Director
Marketing and sponsorship
T: +61 7 5510 5110
E: brad@nationalmedia.com.au

TRADE SPENDING

Natural products consultant Bob Burke explains why trade spending without a strategy can be dangerous.

Trade spending is the collective term for those funds that companies spend with the trade, ie. retailers and distributors. They include expenditures like promotional allowances, slotting/listing fees, ads with retailers and distributors, off-shelf display fees, trade shows, in-store tastings made as a commitment to a retailer, and any other spending that can be attributed to a trade customer. These are significant because for most companies, they are the single biggest line item on a P&L after Cost of Goods. The average for most companies is about 15 per cent of sales but you can assume that for earlier stage companies who are acquiring a lot of new distribution, trade spending can be 20-25 per cent of sales, while more mature companies can be in the high single digits. These put pressure on gross margins, cash flow and importantly siphon funds away from brand building to the consumer, which really helps create value for a company.

The biggest conceptual hurdle to overcome is to think of trade spending as "thoughtful, deliberate, strategic investments" – with a purpose, objectives and an ROI, not the "cost of doing business". For example, ask 'am I running a program to get trial, build volume, capitalise on seasonal business, get into additional stores through a distributor, or salvage an under-performing retailer?'. Trade spending strategy is not "quarterly off-invoice promotions at 15 per cent off because that is what the customer required".

Having a Trade Spending Management system in place is essential for companies of all sizes. At an average of 15-20 per cent of sales for earlier stage companies there is a lot of money on the table and thus any amount of trimming or spending more wisely and effectively is meaningful and worthwhile.



BOB BURKE
PRINCIPAL OF
NATURAL PRODUCTS
CONSULTING

The arc for many companies is to front-load trade spending, fill out distribution, and then shift spending to more consumer facing programs. If you studied Marketing 101, it is the classic push-pull.

- BEST PRACTICES IN - TRADE SPENDING MANAGEMENT

- 1 Communicate the agreement made with the trade customer throughout your organisation with details, dates, allowances and projected volumes.
- 2 Have a designated person in sales support or accounting log these in a spreadsheet as "projected investments" and when the deduction or bill comes through they can be reconciled.
- 3 A simple efficiency measure is to look at what incremental trade spending resulted in what incremental sales. For example we spent \$1,000 to get \$5,000 in sales or a "Cost per Incremental Dollar" (CID) of 0.20. Like golf, lower is better.
- 4 Once you have a body of these experiences, you can start to see what programs work better than others and do more of those. You also get better at forecasting which helps the operations and cash flow sides of the business.
- 5 You can also see what portions of your product line are more responsive to promotion, ideal target price points and the impact of ads and displays.
- 6 Having a system in place also helps to identify unauthorised or surprise deductions, which makes recovery and resolution easier.

"The biggest conceptual hurdle to overcome is to think of trade spending as 'thoughtful, deliberate, strategic investments' – with a purpose, objectives and an ROI, not the "cost of doing business".

TOP MARKETERS IN VIRTUALLY EVERY INDUSTRY HAVE KNOWN IT FOR YEARS. THE RIGHT EXHIBITION IS THE ONLY MARKETING MEDIUM THAT:

- brings your most active prospects and customers to you
- allows you to sample and demo products, answer questions, overcome objections and meet your market face-to-face
- harnesses all five senses to drive home your messages
- allows you to further virtually all your marketing goals at the same time: from long-term brand building to immediate sales; from researching the market to generating media coverage; from launching new products to meeting loyal customers; from educating prospects to collecting high-quality leads.

These are just a few of the things that exhibitions, and only exhibitions, bring to your marketing efforts in a measurably cost-effective way.

Of course, exhibitions are only part of the entire marketing mix. But, as more and more marketers are learning each year (and as an ever-increasing body of research supports), they're the most effective part.

CONSUMER EXHIBITION



Where everything is better for you!
Food • Health • Beauty • Home

Reach, educate, sample and sell direct to consumers in search of great products that are natural, certified organic, free-from, non-GMO, vegan, vegetarian, fairtrade and eco friendly.

12-14 MARCH 2016

Melbourne Conv. & Exhibition Centre

Learn more at TheSupershow.com.au

TRADE EXHIBITION



FOOD • HEALTH • BEAUTY • HOME

**The natural place
for healthy business**

From retailers to distributors to health practitioners, reach the largest number of active and qualified buyers at every channel of distribution in the natural and organic products industry.

1-2 MAY 2016

Royal Hall of Industries, Sydney

Learn more at NaturallyGood.com.au

...IN BRIEF



PROPOSAL TO REMOVE MANDATORY ALLERGEN LABELS

Food Standards Australia New Zealand will decide by December whether certain foods and ingredients should be exempt from mandatory allergen labelling.

Allergen declaration exemptions may be removed for glucose syrups from wheat starch, fully refined soy oil, soy derivatives (tocopherols and phytosterols), and distilled alcohol from wheat or whey.

FSANZ Chief Executive Officer Steve McCutcheon said the proposal involves removing the mandatory requirement for certain products, where processing results in negligible amounts of protein being left in the final product.

"In some cases processing means products are essentially stripped of allergenic proteins, making them safe for consumers who have an allergy to that protein," Mr McCutcheon said.

"The products being considered are exempt from allergen labelling requirements in some parts of the world such as Europe."

FSANZ has conducted a safety assessment, including allergy specialists and industry consultation.

FERMENTED FOODS FIGHT ANXIETY



A recent study shows fermented foods can reduce social anxiety in young adults.

The study, published in the Psychiatry Research journal

in August, was the first to examine the relationship between anxiety and probiotics.

It showed foods such as yoghurt, kefir, miso soup, sauerkraut, kimchi, fermented soy milk, some dark chocolate, pickles and tempeh improved gut health, which in turn, influenced social anxiety. The study showed that while not all of the foods had live bacteria, they still contained "good" bacteria.



PRIVATE LABEL GIVEN THE TICK ON SALT

Recently published research shows private label products have "consistently and substantially" less salt than their branded counterparts.

The George Institute for Global Health study of more than 15,000 products from Coles, Woolworths, ALDI and IGA found salt content was an average 17 per cent lower in private label products, and according to its lead author, Helen Trevena, had the power to change consumer perceptions of private label quality.

The study didn't test overall nutritional quality and consumers were warned to still assess every food product on its merits.



VITAMINS IN DEMAND

More Australians are buying vitamins than ever before and are more likely to buy them at the chemist, than in supermarkets or health food shops.

According to new Roy Morgan research, demand grew 22 per cent in the year to June 15 with 8.1 million Aussies (or 42% of the population) having bought vitamins, minerals and/or supplements.

The research showed more than half (54 per cent) now buy them at the chemist, up from 44 per cent four years ago. Women aged 35-49 (55 per cent) and 50-64 (53 per cent) were the most likely to purchase them, while men aged under 25 (14%) the least likely.



SOCIAL MEDIA

KEY TO MUMS' PURCHASING DECISIONS

Mums are leading purchasing decisions across all categories and social media is key to learning about products and engaging with brands. Mintel research showed 84 per cent of mums were more likely to hold the purse strings than their partners.

It also revealed good news for brands in how mums used social media and online communities:



HEALTH STAR TEST

NEW TRIAL TESTS HEALTH STAR RATINGS



OF ALL CONSUMERS WORLDWIDE PURCHASE FOOD AND DRINK BASED ON THE CLARITY OF THE INGREDIENTS AND ADDITIVES*.



POINT TO "INGREDIENT TRANSPARENCY" AS ONE OF THEIR TOP PURCHASE DRIVERS FOR FOOD, BEAUTY AND HOUSEHOLD PRODUCTS.**.

*TNS market research of 5,000 consumers for GNT Group
**BBMG, GlobeScan

The health star rating is being put to the test with the George Institute for Global Health launching its food label trial.

The trial comes a year after the Federal Government launched its controversial health star rating system for packaged food.

The George Institute is using a smartphone application to test the health star ratings against the mandatory nutritional information panel, the voluntary daily intake guide, and two new ideas – traffic lights on salt, sugar and fat contents, and simple advice in green or red, telling shoppers to buy or avoid certain products. Shoppers get one type of label each to trial and the application registers foods chosen.

Study Director Dr Nicole Li said the 5-week trial would examine if better labels helped people make the best choices.

"It also lets people send in information about what they buy so that researchers can see which type of label results in the healthiest food choices," she said.

"Food labelling that provides consumers with at-a-glance insight into the healthiness of different products is believed to have enormous potential," she said.

"Australia has opted for health stars which are starting to appear on some food packaging and this trial will also look at whether this was the best choice."



Funded by the National Health and Medical Council of Australia, the George Institute expects to finish the study at the end of this year and then take its findings to the Government to potentially influence how future labels look.

The trial comes as Canstar Blue research on the health star rating system shows Australians have generally welcomed the extra advice – but most are unlikely to take it.

The Government introduced the voluntary front-of-pack labelling to fight Australia's growing obesity crisis and give consumers an easy way to make healthier choices

by comparing two similar processed foods. Health star ratings are used with the mandatory nutrition information panel to provide convenient "at a glance" information for busy shoppers.

The Canstar research showed 60 per cent of people surveyed found the information helpful, 58 per cent found them easy to understand and 48 per cent said the ratings would influence purchase decisions.

Despite a Government awareness campaign, 68 per cent were confused when seemingly unhealthy foods received good ratings, showing many consumers have missed the most crucial element – the ratings are designed to differentiate between two similar products, not across two different categories.

HEALTHY PASTA GROWS

words LISA CRAWFORD JONES
images UNIQUE HEALTH PRODUCTS

HEALTHY PASTA LAUNCHES SURGE IN AUSTRALIA AS MANUFACTURERS ATTEMPT TO LURE BACK CARB-CONSCIOUS CONSUMERS.

Global Food and Drink Analyst Jodie Minotto said Australia was seeing a rise in better-for-you and gluten-free pasta as manufacturers responded to consumer demand and tried to combat consumption declines seen since 2011. "The Australian consumer is currently very carb-conscious and as a result, the pasta category is suffering," Ms Minotto said.

The gluten-free industry in Australia is set to reach \$105 million this year with growth driven by increased health awareness, awareness of coeliacs disease, and popularity of gluten-free, paleo and low-carbohydrate diets.

She said 56 per cent of pastas launched in the year to June 2015 were gluten-free and those making health claims including low fat, vegan, organic and high-fibre had grown steadily.

According to Mintel, 21 per cent of all food products launched here in the year to June 2015 were gluten-free, compared

to 12 per cent globally and up from 11 per cent in 2013.

Ms Minotto said 56 per cent of Barilla pasta products launched in the year to June 2015 were gluten free, up from nine per cent in 2014; market leader San Remo recently added buckwheat and brown rice pasta to its range; and the Heinz range of gluten-free pasta was made with lupin, a flowering plant of the legume family.

Ancient Harvest, the first brand to bring quinoa to America, launched quinoa pasta into the Australian health food and grocery channels in July and has already expanded its range to include more varieties.

Ms Minotto said continued growth required innovation. The number of non-coeliacs choosing gluten-free foods indicated opportunities for pastas offering health benefits, such as those made with ancient grains, vegetables, pulses and legumes and high -protein or -fibre

formulations, she said. "Bundling benefits to appeal to a range of special dietary requirements is a smart way to maximise the appeal of these niche products. Brands can cast a wider net by adding to their gluten-free pasta, vegan, organic and low-glycaemic claims."

IS GRAIN-FREE THE NEW GLUTEN-FREE?

Grain-free is emerging as the new gluten-free when it comes to traditional processed flour products as consumers perceive it to align with less-processed diets, according to new global research from Mintel.

The Grains and Legumes Council said Australians are eating 29 per cent less grains now compared to four years ago. While the benefits were still hotly debated, Mintel said grain-free claims on global new

product launches of snack bars, breakfast cereals, crackers and flour/baking mixes increased last year, and grain-free claims on bakery products increased by 134 per cent during the last five years.

Manufacturers were grinding non-grain ingredients from nuts, fruit and vegetables into flours, with almond, peanut, coconut, pea, soybean, potato, cassava, chickpea the most common. American start-up, Anti-Grain Foods, has launched apple, squash, pumpkin and sweet potato, while Mt Uncle's Green Banana Flour in far-north Queensland developed a world-first processing technique to turn green bananas into flour. Mt Uncle's is the only supplier of green banana flour in Australia, which because of its high starch content, is said to easily replace regular flour by using 25% less banana flour than the suggested quantity in any recipe.





TIPS FOR EVENT SUCCESS

Live events and exhibitions are an effective way to reach your audience. After all, it's one place where customers come to you. If you're planning an event in 2016, follow these tips to help maximise your efforts.

1.

SET MEASURABLE GOALS

.....

Be specific about what you want and write it down. ie generate 150 new leads.

2.

CHOOSE THE RIGHT EVENT

.....

Whether it's a consumer or trade show, make sure the exhibition attracts the right market for you.

3.

ORGANISER MARKETING

.....

Make sure the event selected is expertly run with a marketing plan to attract your audience.

4.

PURPOSEFUL STAND DESIGN

.....

Good stand design helps deliver your exhibition objectives. Yes, it has to look amazing *and* it has to be functional.

5.

STAFF TRAINING

.....

About 80 per cent of your success on the day comes down to your staff - so make sure you train (and resource) them well.

6.

BE SOCIABLE

.....

Exhibitions are all about engagement, so put on your best smile, talk to strangers and listen to their needs.

7.

DON'T ASK 'CAN I HELP YOU?'

.....

Because you will almost always get a "no thanks". Ask open-ended questions and think about your best openers beforehand.

8.

NEVER, EVER...

.....

Use a mobile, eat on the stand, sit down, have your back to the aisle, have a messy stand or have cheap tacky giveaways.

9.

RECORD YOUR LEADS

.....

It sounds like a 'no brainer' but make sure you can do it when you're busy. Invest in lead tracker technology offered by event organisers.

10.

FOLLOW UP YOUR LEADS

.....

Promptly! Get organised before the show so you can easily follow up leads the week or two after the event.



HOW TO STAND OUT IN A CROWDED NATURAL HEALTH MARKET

There's no doubt healthy, natural, organic and "better for you" products are mainstream in Australia.

Awareness and demand are increasing, but so is competition.

And not only that, the retail landscape has changed dramatically. Distracted consumers are firmly in the driving seat, choosing when, where and how they find and purchase products and engage with brands.

From product development through to sales, brand and marketing strategies, what does it take to stand out from the crowd?

According to Go Vita Marketing Manager Ann Cattelan, it's about balancing both consumer and trade strategies.

"For a brand to stand out, it's to their advantage if they have a consumer following," she said.

"Our role is to get people into stores and engage them with what they will find inside.

"It's important for manufacturers to be building a brand, while we're building a reason for people to walk into store.

"We find that many manufacturers do this quite well. Many of them leverage our marketing program to their advantage and integrate it into whatever they're doing, whether it be advertising on the back of buses, in the newspaper or on the radio.

"Social media is a perfectly inexpensive way for brands to engage with customers and is easy for us to integrate into our marketing.

"In order for a manufacturer or a supplier to survive, they need to make sure they stand out amongst the noise. There's not a brand that owns their category who doesn't do that.

"Education of the trade is also really important in this space. Those that educate the trade and train staff in the benefits (of the products) are also going stand out."

Ms Cattelan said while it was difficult to get the attention of sales staff in stores, educating them about the story behind a product, when and how to use it, made it easier for them to recommend it when consumers asked for advice in store.

"And as far as going into the warehouse, they're always going to be swayed by a brand that has a following."

"For a manufacturer or a supplier to survive, they need to make sure they stand out amongst the noise. There's not a brand that owns their category who doesn't do that."

ANN CATTELAN
MARKETING MANAGER
GO VITA DISTRIBUTORS

PACKAGING THAT SELLS

10 TIPS FOR SUCCESS

With less than seven seconds to have a consumer notice your product on the shelf, nailing your packaging is key to standing out in the crowd and product launch success.

Big players are launching new healthy products with premium packaging, setting the bar higher for start-ups and smaller companies.

According to Nielsen*, packaging was even more critical for smaller brands without larger advertising budgets as almost half of consumers (48%) learnt about new products by seeing them on retailer shelves.

Mark Haygarth and Gwen Blake, owners of Sydney based strategic packaging design consultancy, Boxer & Co. give us their top 10 packaging tips for success.

images BOXER & CO.



1. KNOW YOUR MARKET AND KEEP IT SIMPLE

You need to pick one thing and say it well, using a combination of graphics, fonts, photography, illustration and colours. This involves understanding what's going to resonate best with your specific target market and briefing your packaging designer to work out how say it in a creative way. If you try to be all things to all people, the pack will end up looking a mess and not actually appealing to anyone. Keep the design simple and straight-forward, allowing the true quality of your product to shine.

2. BE MORE THAN A PASSING FAD

It's beneficial to look into other areas of the design world for inspiration and to help you understand what's a global trend with more longevity and what's a passing fad. For example, if we were designing packaging for a new 'tastes of the world' soup range, we will certainly look at the local and international market within soup, but then open it up to other influences - like travel magazines, to see how they are enticing people to explore the globe, or a new identity for a holiday destination.

3. KNOW THE RISKS OF PRINTING IN CHINA

There is a trend towards Australian businesses getting packaging produced in Asia, and in particular China. It's very easy to understand why this tempts so many companies. However, it's a decision

that shouldn't be taken lightly - there are many pros and some big cons to taking this route.

The cost will seem to be about one quarter of the price of producing in Australia. Things like foiling, embossing, de-bossing and die-cutting are far cheaper overseas. However, unless you speak fluent Mandarin, you are going to find it incredibly hard to communicate with the factories.

You will need to factor in the time taken to ship samples from China to Australia. Also, if you print your items in Australia, you or your design agency can attend the print house when your job is on-press and approve the quality/colour of the finished article - a trip to China costs a whole heap more than a trip to another suburb or city in Australia.

The risk associated with printing overseas is far bigger than that of printing in Australia. Imagine if your print job runs late, or the ship is delayed, or stock sits on a wharf waiting for customs and you miss your deadline for delivery into Coles or Woolworths.

Generally, unless you are printing large volumes, you will find the costs of producing in China and shipping to Australia are higher than the costs of producing in Australia.

4. KNOW YOUR RETAIL ENVIRONMENT

Before you brief a designer, you should definitely understand where your product is likely to be ranged, that this could be

different in different stores, and how this impacts on your packaging. A good packaging design agency will ask all the right questions of the client and will also have a lot of this sort of information to hand.

5. GET THE PROS IN

Packaging is a very different discipline to other graphic design. Talk to a couple of different design agencies who specialise in packaging and pick the agency who understands you and your product the best. The ride will be faster, more enjoyable and end in a more effective result if you tap into the same expert knowledge that your competitors do.

6. NOT TOO MANY FRONT OF PACK CLAIMS

A lot of health food products go overboard with a long list of claims, listing everything that is or isn't in a product on the front of pack. Use this optimum real estate wisely - focus on two or three claims that you know are most important to your target market and put the others on the back or side of the pack. If the rest of the design is doing a good enough job, people will pick it up and explore the product in more detail.

7. CHOOSE COLOURS WISELY

Whilst words can portray more rational qualities like 'no artificial colours' or 'high in fibre', they are less powerful than, say, an olive green coloured pack which says 'I'm natural, well-balanced and trustworthy'. You do want your product

to stand out on shelf, but the washing powder acid test doesn't apply here. Fluoro colours and anything un-natural will make people subliminally question the natural integrity of your product. Think vegetable and nature inspired colours and you'll be on the right track.

8. USE HANDCRAFTED ELEMENTS

Keep an element of hand-crafted to your pack - whether it's through fonts, illustrations or materials, a pack that has a human touch will scream 'authentic' and 'real' more than the words.

9. CHOOSE THE RIGHT MATERIALS

When trying to make a packaged product look as natural and un-touched as possible, the finishes are really important. A glossy plastic bag or high-gloss varnish detracts from this - a matte varnish or substrate is always preferable. Environmentally friendly packaging can also be a consideration.

10. BE FUNCTIONAL

Packaging serves to protect your product in transit and prolong the life of your product. It needs to be durable and suitable to how a consumer would use it. Consider things like convenience packs, resealable pouches, vacuum seals, and outer packaging.

*Nielsen Global New Product Innovation Survey

WHY BRANDS MUST EMBRACE
CONSUMER MARKETING

Growing competition in the natural health product space and an increasingly complex retail landscape means brands must embrace consumer marketing to secure shelf space, stand out from the crowd and sell product.

Fragmented audiences, distracted consumers and multiple devices mean each consumer journey is unique. Consumers are forging their own (non-linear) path to purchase and have evolved in how, when and where they choose to consume content, socialise and engage with brands and retailers.

The explosion of digital channels, increasingly discerning consumers and decreasing shelf space is enough to challenge even the savviest and most agile businesses.

Marketing direct to consumers can help a brand cut through the noise, regardless of whether they sell direct or trade only. Here's how:

words LISA CRAWFORD JONES

1.

SALES

Distributors help open retail doors, retailers drive consumers to walk through them and spend money, but a brand's direct consumer connection can help them choose your product over another.

2.

OPEN RETAIL DOORS

Using consumer strategies to drive demand can help grab retailers' attention, increase their confidence and open doors.

3.

MORE SHELF SPACE

If consumers are asking for it, retailers will want to stock it. Use consumer marketing strategies to increase your shelf bandwidth, expand your product range and better tell your brand story in store.

4.

BRAND CONNECTION

Brands are the best ones to share their story and can do so with far more passion, purpose, depth, clarity and consistency than anyone else, creating stronger bonds both pre and post sale.

5.

DIRECT FEEDBACK

Having meaningful conversations with consumers, either via events, networks or social media offers direct feedback and opportunities for rich data collection on likes, dislikes, preferences, and purchase habits.

6.

DEEPER INSIGHTS

Data collection either through direct feedback, email marketing or other digital strategies can offer brands insights to innovate, segment markets or localise strategies.

7.

DELIVER EDUCATION

Brands are the best ones to educate consumers on the ins and outs of their products, how to use them and get the most out of them. Education can help prevent complaints, giving consumers a better experience.

8.

CREATE A FAN BASE

A fantastic experience helps a brand create fans or advocates, which can translate to greater loyalty, trust, a willingness to pay a little extra, feedback and endorsement to friends.

9.

RETAIN CUSTOMERS

Insights, direct connections, meaningful conversations and a great experience helps retain customers and can help develop strategies to increase lifetime value.

BRAND ARMIES

BRANDS ARE USING A NEW WAVE OF AMBASSADORS TO CONNECT WITH THEIR AUDIENCES. WITH SAVVY CONSUMERS WISE TO THE TRADITIONAL PAID CELEBRITY ENDORSEMENT, A NEW ARMY OF EVERYDAY HEROES IS HELPING BRANDS STAND OUT.

WHETHER THEY ARE CELEBRITY OR EVERY DAY HERO, PAID OR UNPAID, VICKIE SAUNDERS FROM THE SPONSORSHIP CONSULTANTS EXPLAINS WHY FINDING THE RIGHT BRAND AMBASSADOR IS GOOD FOR BUSINESS.

697

THE AVERAGE NETWORK OF A NON-CELEBRITY AMBASSADOR**

74%

OF CONSUMERS SAY RECOMMENDATIONS INFLUENCE THEIR PURCHASING DECISIONS*



*TNS Research
** Nielsen

image THE SPONSORSHIP CONSULTANTS

The key is getting the right ambassador for your brand. It's vital as a brand you choose ambassadors who truly believe in your products, and ideally, have great stories.

There's a rapidly increasing trend of people seeking out information and recommendations from other people to make purchasing decisions...and what we're getting is good old fashioned 'word of mouth' made infinitely more powerful by online communication platforms.

Celebrity ambassadors are often not the right fit for brands as consumers have begun to question this kind of endorsement and see it as a paid comment, rather than the more convincing story of a real person to whom they can relate.

Ambassadors give a 'face' to our brand, and allow us to communicate with our target market. It's important to find the right ambassador to relate to the audience and balance your brand's needs with the ambassador's capabilities and capacity.

The arrangement has to work for all three.

From famous actors, to athlete, local heroes right through to full-time mums, the brand ambassador is just as diverse as the business world.

WHY BRAND AMBASSADORS ARE SO RELEVANT RIGHT NOW.

Ambassadors are an extension of our marketing and advertising activities. Billboards and flashy adverts used to sell stuff, and global brands with larger budgets used to hold all the power.

With social media and the lean towards trust-based purchases based on personal recommendations and the 'humanising' of companies, now more than ever we are seeing how brand ambassadors allow a company to connect with their market in a personal and 'soft' way.

The consumer wants to trust and feel a personal connection with a brand, and ambassadors are the connection between brand and buyer.

They can engage with our target market in a way that develops rapport and positively influences their choices.

5 WAYS

AMBASSADORS CAN HELP INCREASE SALES AND CUSTOMER ENGAGEMENT

- 1 -
GIVE VISIBILITY AND A PERSONA TO YOUR BRAND, ENDEARING IT TO YOUR TARGET MARKET
- 2 -
DELIVER INFORMATION WITH MINIMAL AUDIENCE TIME AND EFFORT
- 3 -
ADD CREDIBILITY THROUGH ASSOCIATION AND PERSONAL ENDORSEMENT
- 4 -
ENGAGE, EDUCATE AND ENTERTAIN THE AUDIENCE
- 5 -
PROVIDE MARKETING CONTENT FOR MULTIPLE PLATFORMS

INNOVATION FREE-FROM INNOVATION BOOSTS AUSTRALIA'S MUNGBEAN INDUSTRY

words LISA CRAWFORD JONES

images FOODS FROM THE EARTH

A Queensland company has opened new local and export opportunities for the humble mungbean by creating a world-first process to turn it into low allergen and allergy-free nutty tasting spreads and flours.

Foods from the Earth Notnuts spreads are already in high demand locally, with Australia having some of the world's highest allergy rates and a domestic gluten-free market projected to reach \$105 million this year alone.

The range is being trialled at two Brisbane Go Vita stores and will broaden distribution this month after a successful

launch at the Naturally Good Expo in May this year.

Stephen Donnelly, EY Australian Entrepreneur of the Year finalist, and colleague Denis Logan launched the company in 2013 with the help of a Commercialisation Australia grant.

Already leaders in the pulse, seed and grain trade, they saw an opportunity to draw on Australia's reputation as a source of safe, high quality pulses to create products with supply chain integrity that could be traced from paddock to plate.

Their patented, chemical-free, heat treatment process creates 'free-from' pastes, flours and kibbles that maintain the nutritional integrity of mungbean, faba bean and chickpea. The process brings out the natural nutty flavours of pulses and neutralises the grassy, astringent taste that has been a barrier to wider consumption.

General Manager Michele Cooper said the company looked at how it could westernise what was largely an Asian commodity to add value to the mungbean industry in Australia.



"Pulses are a nutrition powerhouse. We wanted to know how we could encourage more of that in our own backyard," she said.

"We came at it from an agricultural perspective to help stabilise the industry and value-add prior to export so the dollar stays here."

Ms Cooper said the anti-allergenic function of pulses like mungbean complement the innovation as they have a long history of being used in traditional Chinese medicine to remedy wheezing, hives and eczema.



HUMBLE BEGINNINGS

It was almost five years ago Protein Supplies Australia founder and Managing Director Mathew Stillone sank his last \$5000 into developing clean, nutritional and affordable pre- and post-work out products from his home garage.

Today more than 1,500 retailers stock his products nationally and his company is projected to turn over more than \$6 million this year.

With Australians sharing the highest per capita consumption of sports and nutritional supplements*, growing health awareness and drive to lead healthier and more active lifestyles, Protein Supplies Australia is in good shape.

interview LISA CRAWFORD JONES

images PROTEIN SUPPLIES AUSTRALIA



*Euromonitor International.



HOW DID THE BUSINESS START?

We began in 2011, although the vision for the brand came in 2010. It took me a good year to get the courage up to give it a go, face my fears and chase my dreams. When PSA was born there were limited natural alternatives. They were all artificially flavoured and didn't back up any of the claims with education or clear language. That observation became the core ingredient for PSA - it was not only about providing a natural alternative and avoiding unnecessary ingredients, but supporting them with enthusiasm, education and knowledge.

WHERE ARE YOUR PRODUCTS SOLD?

Predominantly health food stores - which are fast becoming the 'go-to' place for products like ours - but there is an increasing desire in supplement shops for true natural alternatives. Interest from cafés, food and grocery stores is growing. The smoothie trend has been a great vehicle for supplements and daily nutrition. We've also seen growth and opportunities in gyms and personal training studios.

WHAT IS YOUR GROWTH?

From 2011 we've experienced phenomenal revenue growth. Starting off with \$1.75 million in the first year of business, we managed to more than double that in the second year with \$3.79 million in 2013. In 2014 we saw \$4.7 million, although we haven't finalised our 2015 we're expecting a 30% growth.

From a different perspective, at the end of 2011 we had around 150 retailers and four core products with multiple sizes. Currently, we've got around 1500 retailers Australia-wide, 27 products in multiple sizes with exciting plans for 2016.

WHERE IS THE BUSINESS GROWING?

Dairy-based proteins have been the winner by far, but are also very steady over our lifetime. Our plant-based options are becoming a really strong interest to

our consumers along with our natural pre-workout (Spark), also on steady growth. Contract manufacturing has become another avenue and we're expecting huge growth in 2016 as we continually improve our processes and equipment here to cater for large production runs.

HOW DO YOU DIFFERENTIATE YOUR PRODUCTS?

It probably comes down to our brand's charisma and service. We keep our products simple, considered and have pretty bold messages but are always trying to be transparent with our decisions. Our core message is "natural nutrition without the crap!", which at times is controversial, but people are constantly reacting positively. Our core is really about sports nutrition for active lifestyles. This is what separates us from the other key brands as they focus less on results, and more on active lifestyles.

DO YOU WORK WITH PROFESSIONAL ATHLETES?

We're in the final stages of our ambassador program, which will include all of our brand values and be a vehicle to speak our vision to the masses through athletes and like-minded individuals. We've got a number of great organic relationships we've built over the years just through people reaching out and wanting to be a part of the movement. I think those sort of relationships are important as they're genuine and fuelled from passion.

WHERE DO YOU THINK THE INDUSTRY IS HEADING?

There's a surge in plant-based alternatives. Free-froms continue to grow and not only because allergens are being avoided but finally people are getting added sugar is bad and artificial sweeteners aren't much better. Clean labels will become more common and sustainable products will be a focal point in the years to come as we realise the importance of mother nature and our survival.

2016 EXHIBITIONS for the **Natural & Organic** Products Industry

The Natural & Organic Supershow helps you reach, educate, sample and sell direct to consumers who are on the quest for better health and wellbeing for them, and their family.

WHEN: 12-14 March 2016
WHERE: Melbourne Convention & Exhibition Centre
AUDIENCE: **CONSUMERS** in search of great products that are natural, certified organic, free-from, non-GMO, vegan, vegetarian, fairtrade and eco-friendly
CATEGORIES: Food & Beverage, Health & Nutrition, Beauty & Body, Mother & Child, Home & Living



Naturally Good Expo is where you reach the largest number of active and qualified buyers at every channel of distribution in the natural, organic and specialty products industry.

WHEN: 1-2 May 2016
WHERE: Royal Hall of Industries, Moore Park, Sydney
AUDIENCE: **TRADE ONLY:** Health Stores, Natural/Organic Grocers, Supermarkets, Petrol & Convenience, Pharmacies, Natural Health Practitioners, Gyms, Beauty Retail, Distributors, Wholesalers, Brokers, Importers/Exporters
REACH: Australian & International Visitors: China, Malaysia, Vietnam, Thailand, Singapore, Indonesia, NZ, Fiji, South Africa, UK, USA, Finland, France, Germany



FOOD • HEALTH • BEAUTY • HOME

***The natural place
for healthy business***

**NATIONAL
MEDIA**

National Media is the leading resource devoted to the ever-growing natural, certified organic and healthy-lifestyle products industry.

We produce live events and industry information that connects you to your next customer, and provide you with insights and strategies to grow your business.

To learn more about how our events can benefit your business, contact:
Matt Shelton | +61 7 5510 5102 | mshelton@nationalmedia.com.au