



10TH
INTERNATIONAL
TABLE GRAPE
SYMPOSIUM

Imperial College
London



South African Society
for Enology & Viticulture

Global Consumer and Agri-Food Trends in a Turbulent World: Implications for the Table Grape Industry

Dr. David Hughes

Emeritus Professor of Food Marketing

10th International Table Grape Symposium

Lord Charles Hotel

Somerset West, Western Cape

Republic of South Africa

Monday, November 27th, 2023



@profdavidhughes

www.supermarketsinyourpocket.com

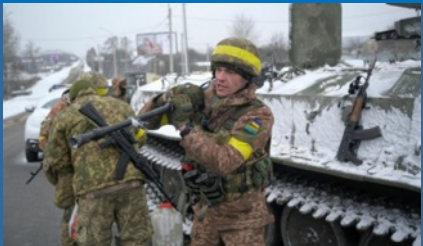
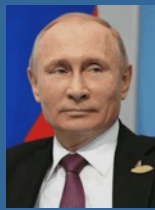
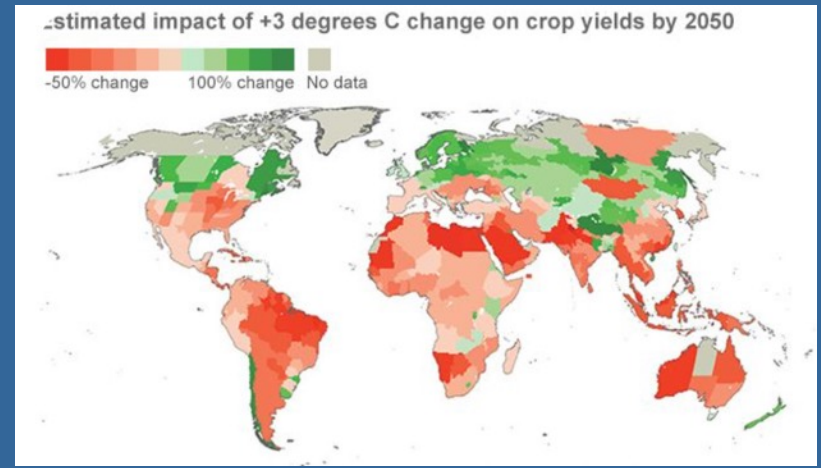
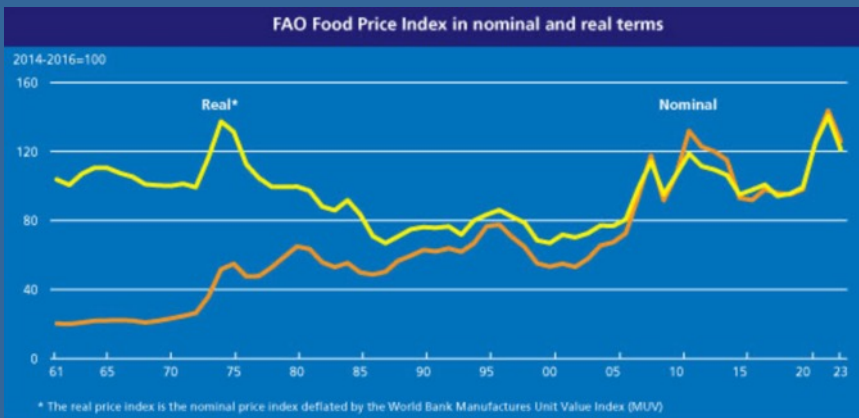


We are Living in Particularly Turbulent Times which are, likely, the New Normal!

unprecedented

/ʌn'presɪdɪntɪd/

Definition: never done or known before.



8 cycles of ice ages and warmer periods in the last 800,000 years!

Twelve European countries broke temperature records in 2022



Tackling climate change needs a rapid transformation of the way our world works, travels, eats and uses energy, according to an important UN review.

September 8th, 2023

Global temperatures in 2023 set to be among hottest on record

Ocean heat record broken, with grim implications for the planet August 4th, 2023

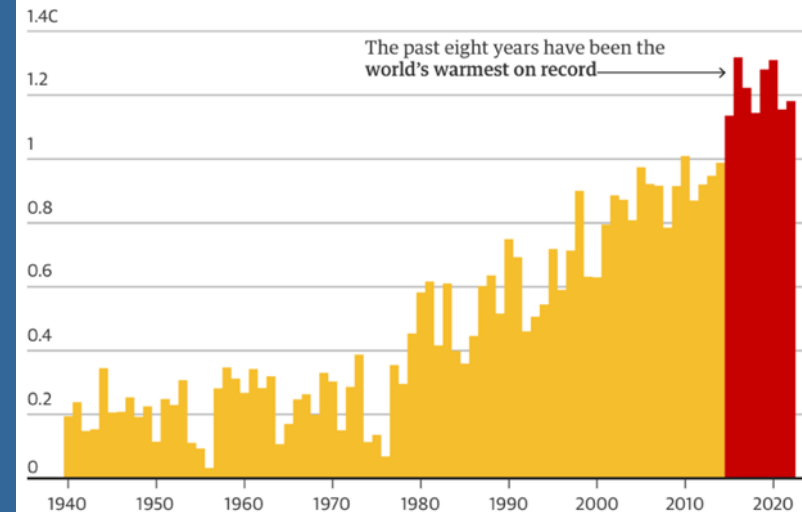
World breaches key 1.5C warming mark for record number of days October 8th 2023

South America's Winter Hot Spell Was 100 Times More Likely with Climate Change

November 10th, 2023

Global temperatures have risen to record-breaking levels

Increase in annual global-average temperature above 1850-1900 average, in degrees Celsius



Guardian graphic. Source: Copernicus Climate Change Service, ERA5. Figures are for surface air temperature anomalies at two metres above ground level, relative to 1850-1900.

CLIMATE REPORT

SOME INVESTMENT D

PROGRESS, MUST TRY HARDER

MAKING COMMITMENTS B+

RENEWABLES C+

KEEPING TO COMMITMENTS D-

ADAPTATION D

CLIMATE FINANCE INCOMPLETE

The Economist

November 25th, 2023

Soaring temperatures to record rainfall: Asia reels as climate crisis takes hold July 17th, 2023

Winter just ended in South America. It's 110 degrees. September 23rd 2023
The unseasonal heat in Brazil is bad news for the world's supply of coffee and soybeans.

Typhoon floods China's northeastern crops in latest blow to global grain supplies August 8th, 2023

Rapid ice melt in west Antarctica now inevitable, research shows October 22nd, 2023

Africa suffers disproportionately from climate change September 3rd, 2023



Sea level rise accelerates, European glacier melt shatters records,

El Niño planet-warming weather phase has begun May 2023

US scientists confirmed that El Niño had started. Experts say it will likely make 2024 the world's hottest year.



 Food security is back on EU leaders' menu with a global flavour


Countries are Increasingly Concerned About Their Food, Farm Input & Energy Security

UK sleepwalking into food supply crisis, says farming union December 6th, 2022

Record-high fertiliser prices in Australia could disrupt food supplies 

Security must be part of South Africa's energy rescue plan 

Protein priorities: EU Parliament votes to transform plant production amid self-sufficiency alarms October 26th, 2023

 'Tsunami of need' - UK's biggest food bank network launches emergency appeal October 20th, 2023


South Africa's president raises food security concerns in Russia-Africa summit July 27th, 2023

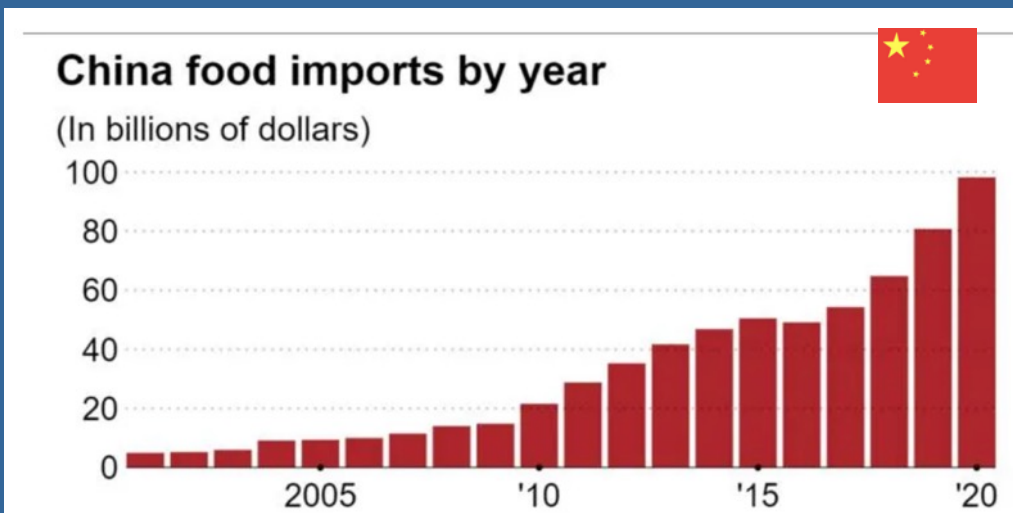
 **Canada is facing a dangerous food insecurity crisis** 

Nearly 6 million people in Canada experienced food insecurity in 2021.

India's rice export ban: The Asian countries set to be hit hard — and those that'll profit September 2022 

Turkey Re-Introduces Olive Oil and Pulse Export Restrictions August 2023 

Argentina keeps beef export ban in place until 2024 January 2023 



Source: General Administration of Customs of China



South African table grapes sector commmits to growing Chinese market

October 31st, 2023



**Mind Your P's and Q's with China.
Talk to Aussie Wine Grape Growers!**

It Ain't Over 'til it's Over!*

Russia halts grain deal in what UN calls blow to needy people everywhere

July 18-20th, 2023

Kyiv says Russia targets grain infrastructure with strikes on Ukraine's Odesa port



India's ban on rice exports raises fear of global food price rises July 20th, 2023

Putin in China aiming to strengthen anti-West coalition

Oct. 17th 2023

Wider War in Middle East Could Tip the World Economy Into Recession

"I Long for the Cold War when All that Concerned Me was Nuclear Annihilation"!**



Bloomberg

October 13th, 2023



Russia destroys 60,000 tonnes of grain in Black Sea missile strike

Cereal crops and other commodities including olives and tomatoes hit by Europe's heatwave July 27th, 2023



A Trump Win, Wouldn't be a Global Calming Influence! He Looks Terrifyingly Electable.

"... predicts persistent polycrises of food, energy & fertilizer shortages during the next 2 years ... food system failures are unavoidable and society can expect further food price spikes as the cost of living crisis continues".

Quality worries in Europe as rain stalls harvest

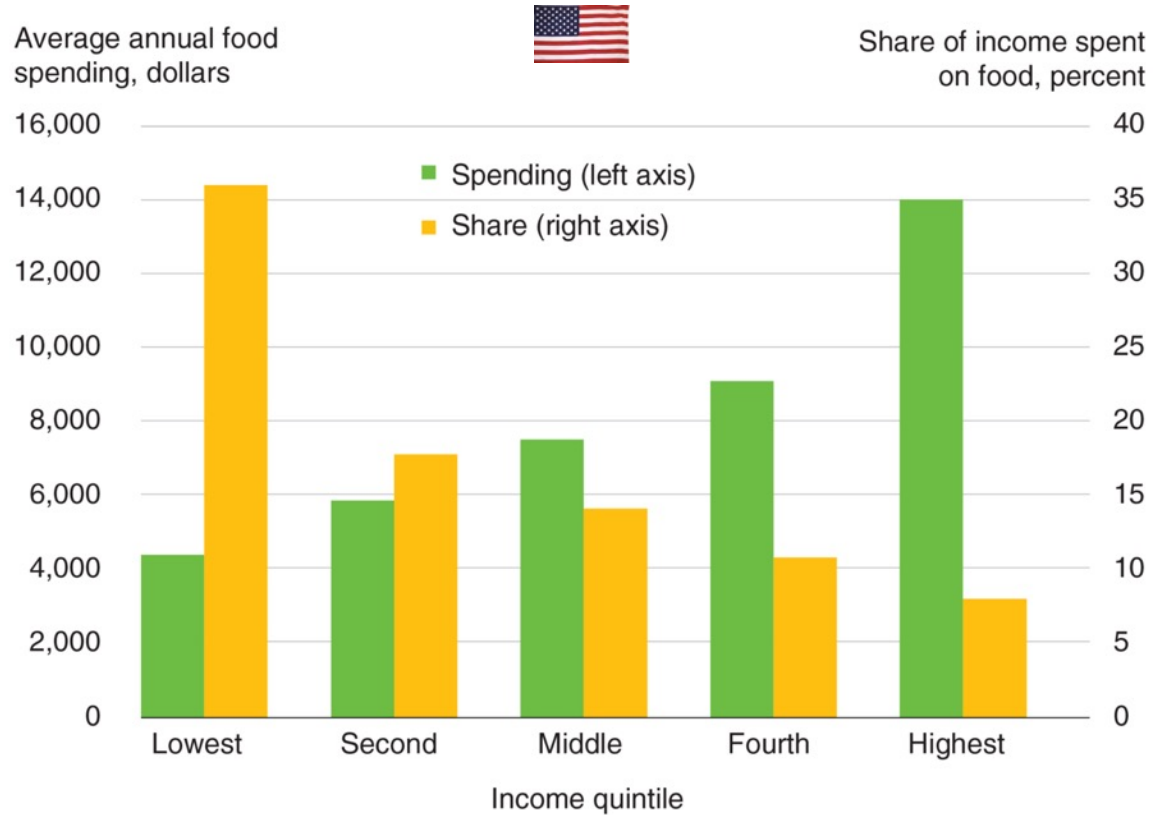
August 4th, 2023

- Yogi Berra, American baseball legend and populist philosopher!
- ** KAL, The Economist's Cartoonist, October 13th, 2023



The Global Risks Report 2023 18th Edition

Imperial College London

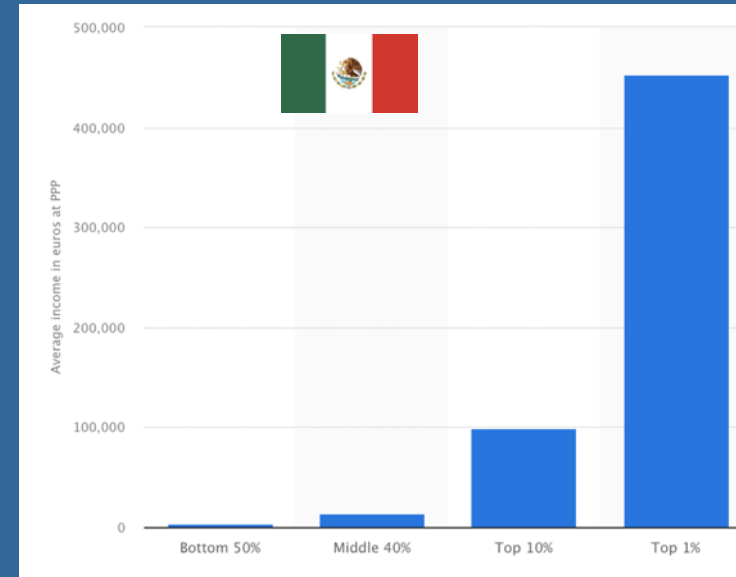


Source: USDA, Economic Research Service using data from the U.S. Bureau of Labor Statistics, Consumer Expenditure Survey 2019.

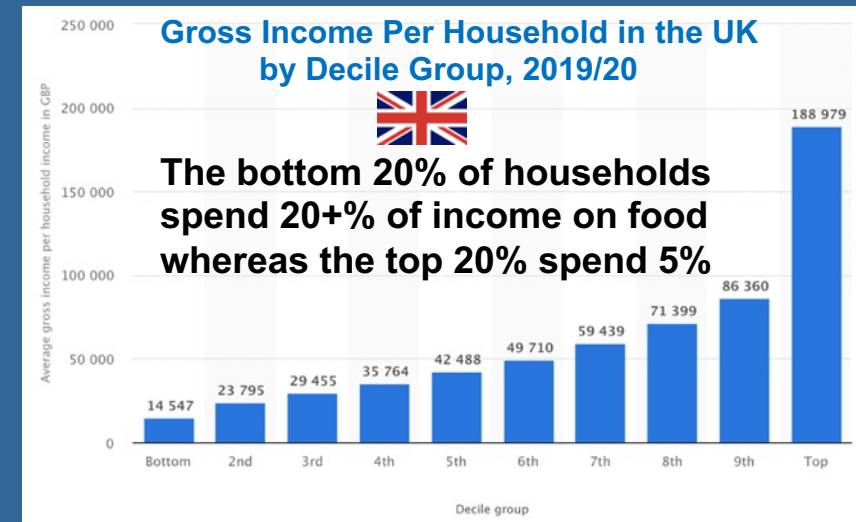
The Lowest 20% of Households Spend 37% of Their Income on Food Whereas the Top 20% Spend 7% of Their Income on Food

The "Haves" and "Have Nots"

Average income in Mexico in 2021, by income percentile



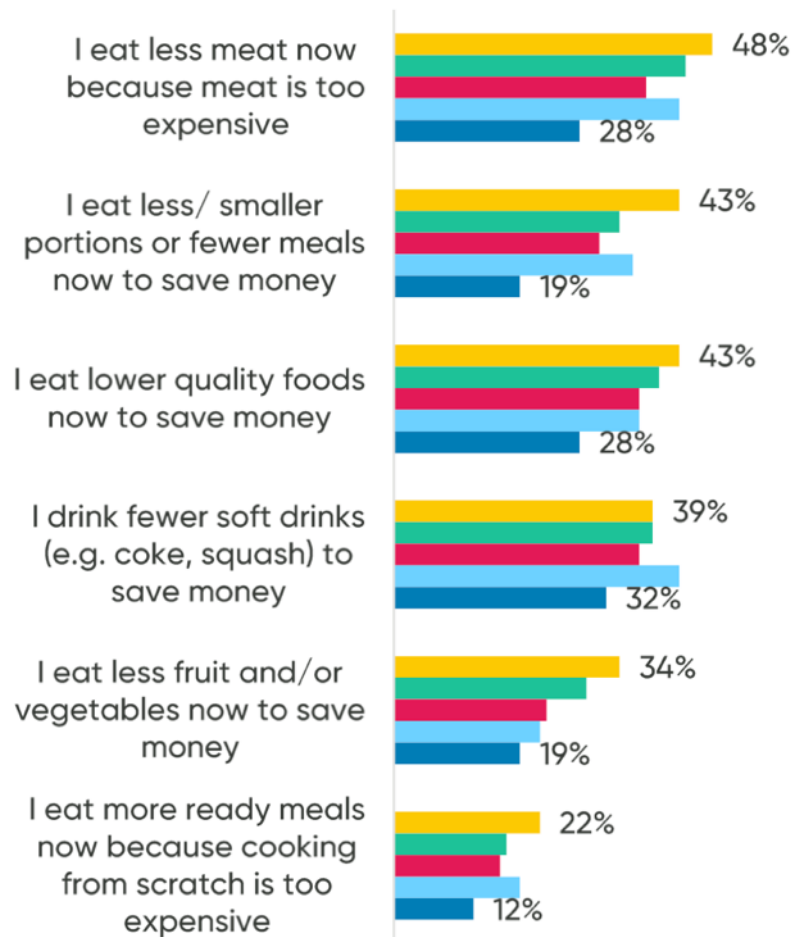
The top 10% of households are comfortable whereas 90% are in trouble!



The bottom 20% of households spend 20+% of income on food whereas the top 20% spend 5%

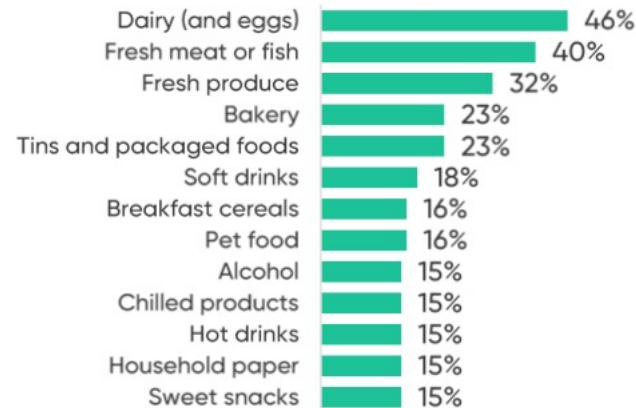


% of shoppers that agree with each statement



Household income before tax

Where shoppers feel they have seen the biggest price rises...



Total household income bands:

- £0 - £21,000. ~26% of households.
- £21,001 - £41,000. ~33% of households.
- £41,001 - £62,000. ~19% of households.
- £62,001 - £83,000. ~10% of households.
- £83,001 +. ~12% of households.

*% of the UK population

Source: IGD Research. 2,088 nationally representative UK shoppers, 23rd to 24th August 2023.



Hard Discounters, Aldi and Lidl, Drive Ferocious Retail Food Price War in UK.
Cost-of-Living Crisis is Causing Economic, Social & Political Crises Worldwide!

A Pizza for ZAR12 (\$0.65). Really?!



6+ days

HEARTY FOOD CO.
CHEESE & TOMATO PIZZA
114g

Hearty Food Co. Cheese & Tomato Pizza 114G

[Write a review >](#)

[Rest of shelf >](#)

Aldi Price Match

£0.55 £0.48/100g

HEARTY FOOD CO.
THIN & CRISPY PEPPERONI PIZZA
314g

Hearty Food Thin Pepperoni Pizza 314G

[Write a review >](#)

[Rest of shelf >](#)

Aldi Price Match

£0.90 £0.29/100g





Aldi's biggest price cuts add more drama in retailers' battle to the bottom

September 13th, 2023

ALDI



'Less than half' fresh produce sold globally makes any profit

By Mike Knowles | 13 September 2023

September 13th, 2023

Led by Cotton Candy Grapes other Specialty Selected products, Aldi's extensive reductions hit on everything from Asparagus Bundles to Unwaxed Lemons – an astounding one-third of its entire range. Although many of those cost cuts are just a few pence, collectively the items are priced 11% lower.


Three-fifths of the fresh fruit and vegetables traded commercially around the globe are now sold at a loss or breakeven price, following an unprecedented increase in production and operating costs during the pandemic.

What's more, those cost increases appear to have greatly reduced the amount of investment going into new projects, which means the effects of that inflation are likely to be felt for some time.

Those are two of the key findings published in a new report by the Global Coalition of Fresh Produce (GCFP), an international thinktank which brings together industry associations including Freshfel Europe, IFPA, CPMA, and Shaffe.



Hard Discounters, Aldi and Lidl, Drive Ferocious Retail Food Price War in UK.




Suntrail Farms Grapes 500G

3+ days


[Write a review >](#)

[Rest of shelf >](#)

- Please note you will receive one of either Red or Black Grapes depending on availability

 **Aldi Price Match**

£1.49 £2.98/kg




Suntrail Farms Green Grapes 500G


3+ days

[Write a review >](#)

[Rest of shelf >](#)

 **Aldi Price Match**

£1.49 £2.98/kg




Tesco Bananas Loose

3+ days

[Write a review >](#)

[Rest of shelf >](#)

- The price per item is a guide only. The final charge will be based on product weight, so can vary

 **Aldi Price Match**

Quantity Weight

£0.18 £1.01/kg





Stamford Street Co. Seedless Grapes

★★★★☆ (28)

ALDI PRICE MATCH*

£1.49 £2.98 / kg



Sainsbury's Black Seedless Grapes 500g

★★★★☆ (77)

£2.00 £4.00 / kg



Sainsbury's Cotton Candy Seedless Grapes, Taste the Differen...

★★★★☆ (31)

£2.40 £6.00 / kg



Sainsbury's Black Sable Seedless Grapes, Taste the Differen...

★★★★☆ (62)

£2.40 £6.00 / kg



Sainsbury's Grapes (Red or Black), SO Organic 400g

★★★★☆ (24)

ORGANIC

£3.25 £8.13 / kg



The Price Range: £3 to £8/kg (\$3.70 to \$10/kg)



COTTON CANDY™ GRAPES

The incredible taste of Cotton Candy™ from the sweeter side of life

by GrapeCo.



M&S has Grapes for “Haves” & “Have Nots”!

Natoora French Black Muscat Grapes



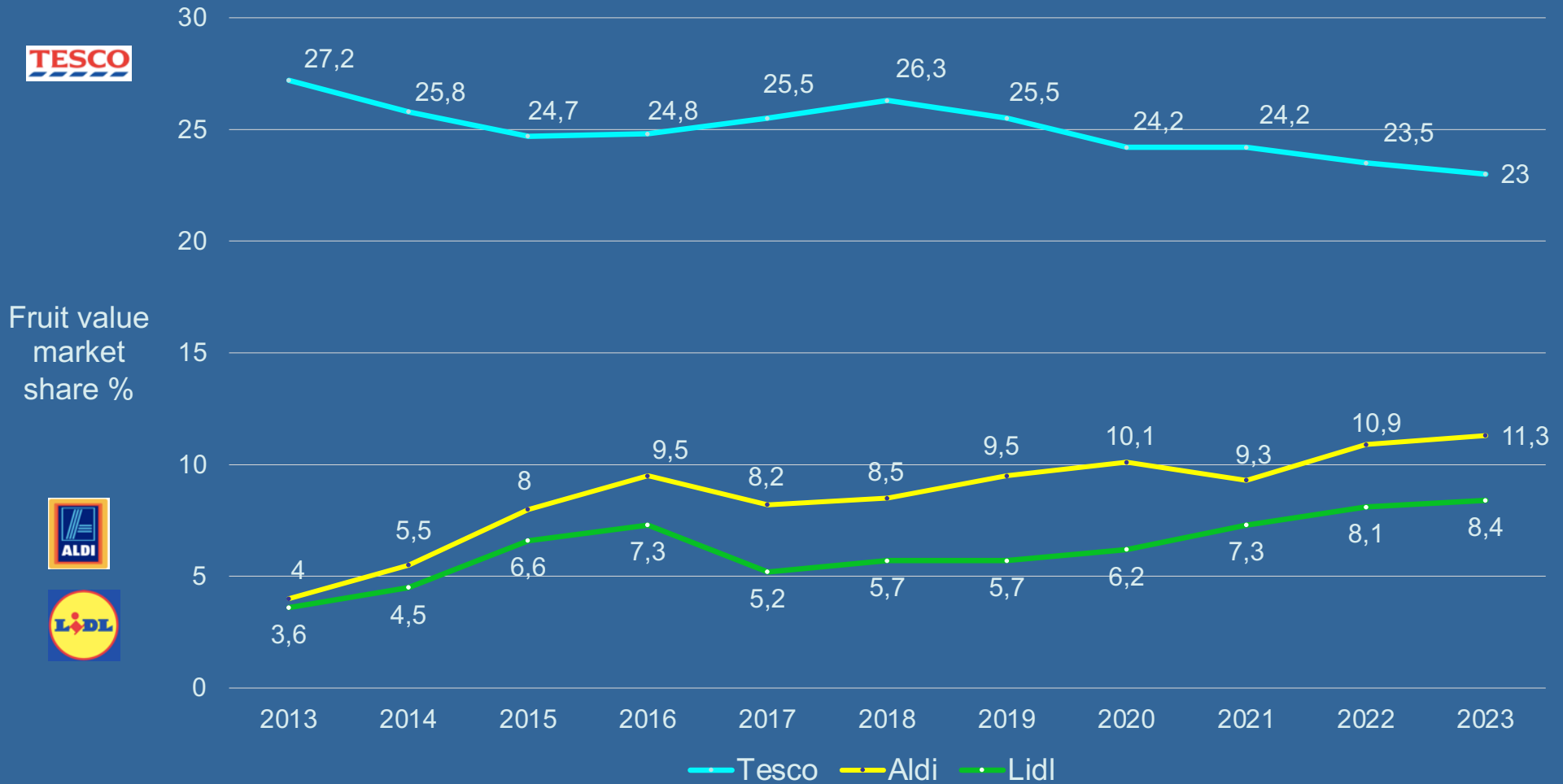
The Price Range:
£4 to £20/kg

- Online:
- Natoora French Muscat £20 (\$24)/kg
 - Cotton Candy £8 (\$10)/kg
 - Tutti Frutti £8 (\$10)/kg
 - M&S Green/Red £5.30 (\$6.50)/kg
 - Ocado Green/Red £3.70 (\$4.50)/kg



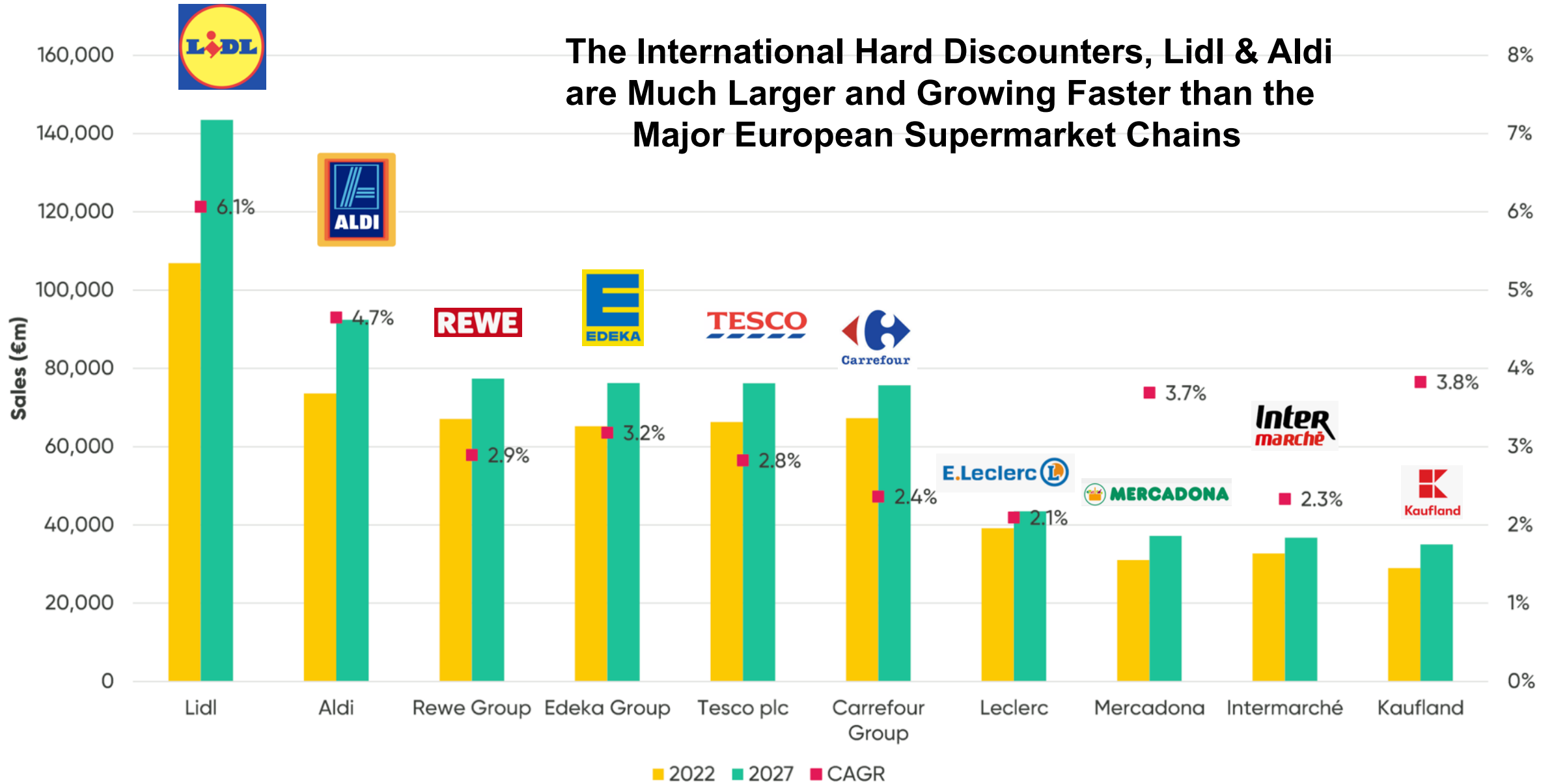


Fresh Produce Retail Value Market Share for Tesco, Aldi & Lidl 2013-2023*



Source: Kantar UK to w/e October 29th, 2023*

Europe's top 10 grocery retailers: sales growth 2022-27



Winners and Losers in the UK & USA Fresh Fruit Retail Market: 2007 to 2023



UK's favourite fruit: increased volume share & value share fell sharply



Apples fell sharply out of favour – value & volume market share plummeted



Grapes edged forward in volume & value share of the UK market



Berries stole the show: account for close to 30% spend on fresh fruit at retail

A VERY Similar Pattern Seen in the USA Over this Period 

Value Share of the UK Retail Fruit Bowl 2007 versus 2023



Retail Fruit Value 2007 £3,671 million		Retail Fruit Value 2023 £6,355 million	
	%		%
Apples	18.7	Berries	28.3
Berries	18.3	Apples	15.0
Bananas	15.7	Grapes	14.0
Citrus	14.2	Citrus	13.2
Grapes	12.5	Bananas	10.2
Tropical Fruit	9.2	Tropical Fruit	9.8
Stone Fruit	6.8	Stone Fruit	5.8
Pears	4.6	Pears	3.7



OR

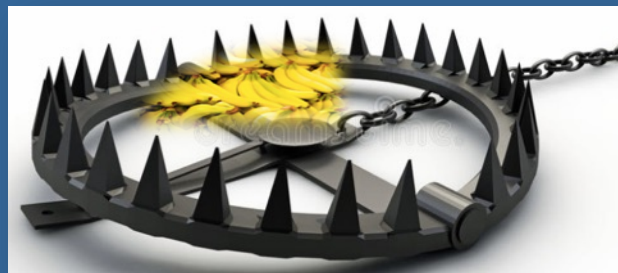


Average Weekly Household Spend
£2.80

Average Weekly Household Spend
£4.30

In 2023, Average Weekly Household Spend on Fresh Fruit was £4.30 (\$5) - About 2 Cheap Takeaway Coffees!

A Cautionary Tale for Fresh Produce: Avoiding the Dreaded Commodity Trap



In, 2007, av. UK retail price for bananas was £0.83/kg.
16 years later, the price had clawed its way to £0.99/kg.

The Cavendish Variety
Accounts for 99% of All
Banana Exports

Banana price war in UK
supermarkets is hurting
farmers, growers warn

But, in the UK, who cares? The grower
is in a foreign land. Oh, just like grapes!

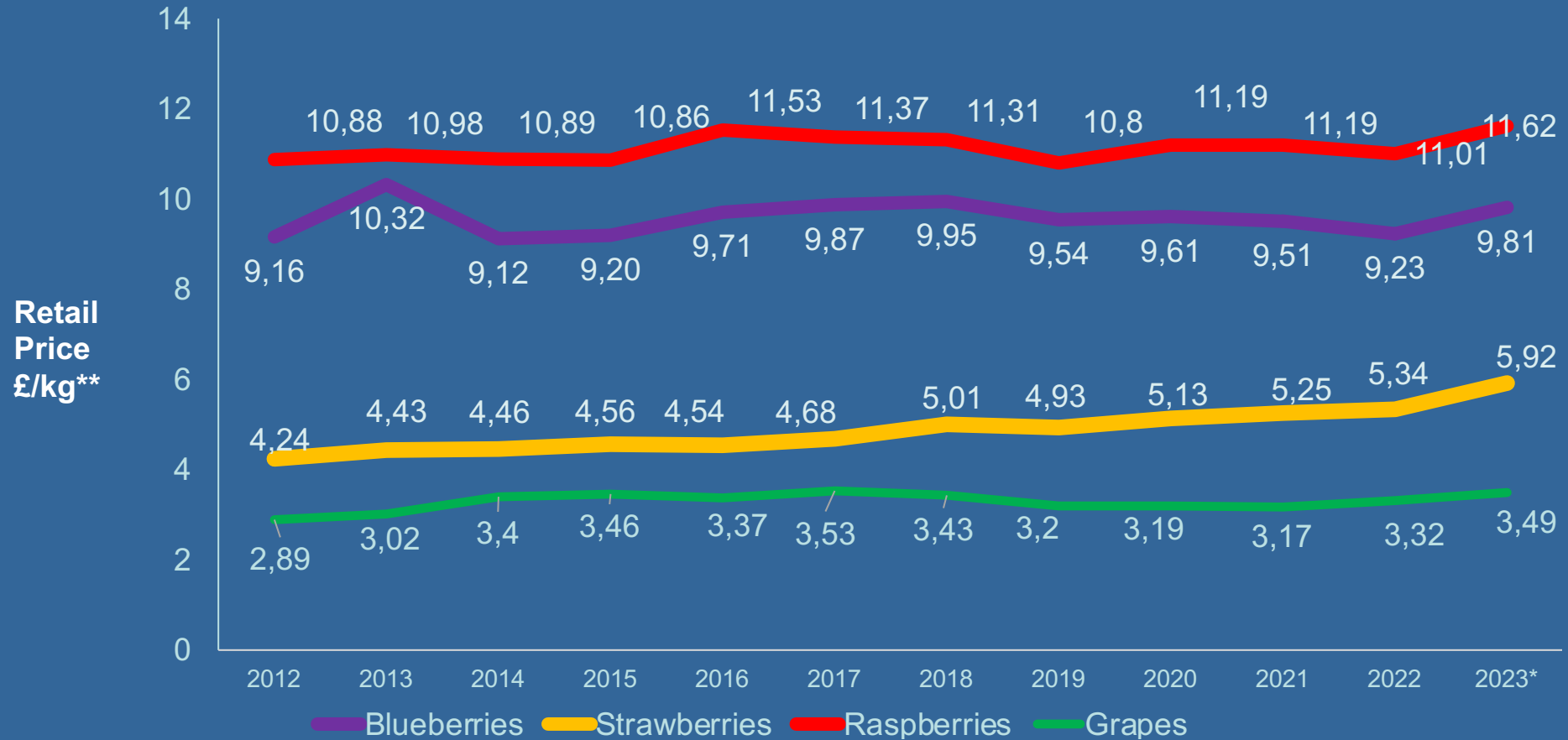
Average UK Retail Price/kg.	2012	2023	% inc.
All Fruit	1.79	2.42	35
Grapes	2.89	3.49	21
Strawberries	4.24	5.92	40
Bananas	0.83	0.99	19

In the UK Retail Fruit Market, Grapes are Straying into Commodity Trap Territory





Average UK Retail Prices for Grapes & Berries 2012-2023* (£/kg)



**For 10 Years, UK Retail Grape & Berry Prices have been as Flat as a Pancake!
However, Field Labour and Other Key Costs have Increased by Well Over 50%.**

Over-Cooked Global Supply, Retailer Pressure, and Lack of Product Differentiation?

- Identifiably different (It's Pink!)
- Clear marketing vision (premium)
- In tune with consumers' values (e.g. charitable contributions)
- 52 week availability
- High profile promotions (e.g. TikTok, Valentine's Day)
- Associated products (e.g. Pink Lady juice/chips)



Pink Lady® has completely renewed its packaging range by choosing recyclable or compostable materials, as part of an eco-design approach.



Tesco.com Retail Prices for Apples



Tesco Pink Lady Apple Minimum 5 Pack

[Write a review >](#)

[Rest of shelf >](#)

£ 2.80 £0.56/each



Rosedene Farms Gala Apples 6 Pack

[Write a review >](#)

[Rest of shelf >](#)

Aldi Price Match



£ 0.93 £0.16/each



the
Wonderful
company™

IF YOU DON'T HAVE HALOS,
THEY DON'T HAVE HALOS!



the Wonderful company™
Number 1
**HEALTHY
SNACK**
Brand

When's the best time
to eat a Halo?

At work!
At the gym!
On days that
end in "y"!
After you've
peeled us!





Rockit ready for Mid-Autumn Festival



September 20th, 2023

Miniature apple brand prepares for peak sales season with new activations across a number of key Asian markets



Due to strong consumer demand, Rockit will celebrate Mid-Autumn Festival in Vietnam for the first time this year, and combined volume into China and Hong Kong has increased more than 15 per cent (2022 vs 2023).

Rockit South-East Asia market manager, Alex Ha said consumer demand is steadily increasing in Vietnam, with Rockit brand awareness jumping to 40 per cent in Q2, 2023 (up from 29 per cent in Q2, 2022).



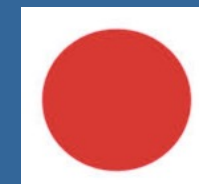
Rockit has partnered with Keep Marathon



Coca-Cola takes Minute Maid into fresh fruits with Frutura licencing deal

April 20th, 2023

The agreement also includes Coca-Cola's Simply brand and covers the US and Japan.



Both brands will be “exclusively deployed” by Frutura company Dayka & Hackett (D&H). Founded in 2005, D&H imports, sells and markets table grapes, citrus, stone fruit, mangos and avocados to US retailers.

Minute Maid will be used on D&H grapes in the USA and Japan.



Sun World to launch first global branded grape campaign

August 18th, 2023



Sun World International has announced the launch of a first-of-its-kind global marketing campaign for Autumncrisp brand green seedless grapes.

Sun World announces new red seedless grape brand

July 18th, 2023



From a Shopper Perspective, Are These Sufficiently “Different/Better” to Warrant a Premium?

The Wheel of Grocery Retailing Continues to Turn!



1920



2020s



**Online Shopping Behaviour Different to In-Store? More Likely to Repeat Purchase and Less Likely to Browse.
Challenge is to bring some THEATRE to online grocery shopping!**

I'm reminded about the power of good fresh produce merchandising



San Pedro Market
Cusco, Peru



Our Local Greengrocer
Monmouth, Wales

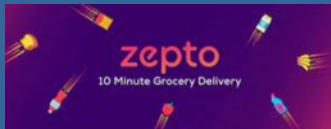
Imperial College
London



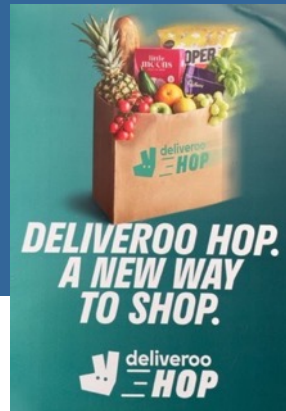
Emerging, and Sometimes Stumbling, New Routes to the Food & Drink Consumer

Delivering: Restaurant Meals, Groceries and More

Meal Kits and “Ready Meals”



“Super Fast” Guys



HelloFresh achieved new quarterly revenue high of \$3+bn in 1st Q 2023



115.15 USD

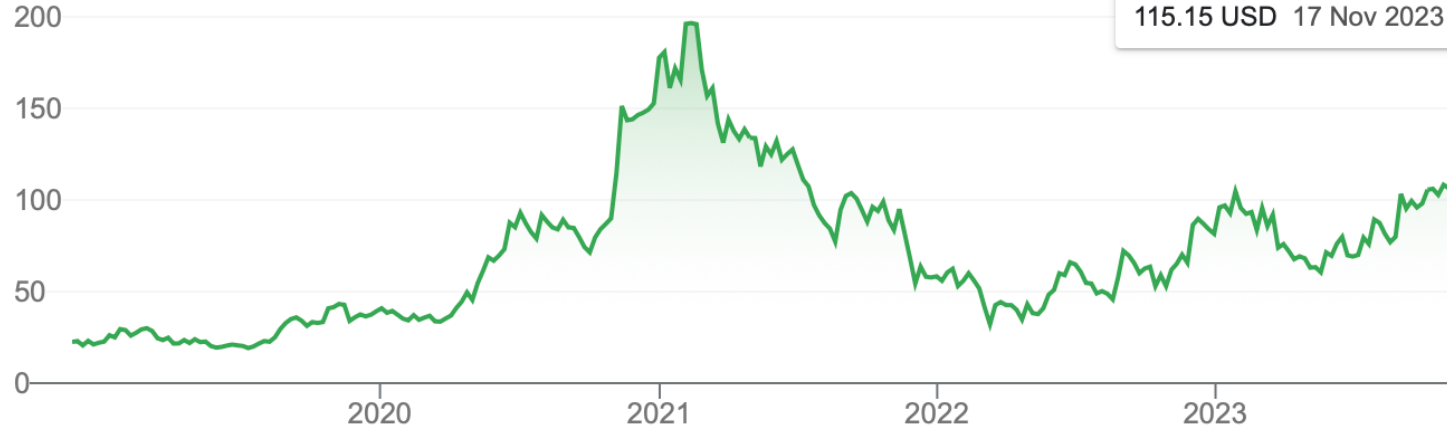
+92.65 (411.78%) ↑ past 5 years

Closed: 17 Nov, 19:56 GMT-5 • Disclaimer

After hours 115.00 -0.15 (0.13%)

Market Cap. \$152bn.

1D | 5D | 1M | 6M | YTD | 1Y | 5Y | Max



China's e-commerce giant Pinduoduo quietly launches U.S. shopping site in Amazon challenge

China's Quiet Ecommerce Giant Thrives on Fresh Produce

Pinduoduo, which recently passed Alibaba as the shopping site with the most customers, connects 12 million farmers to more than 800 million consumers.



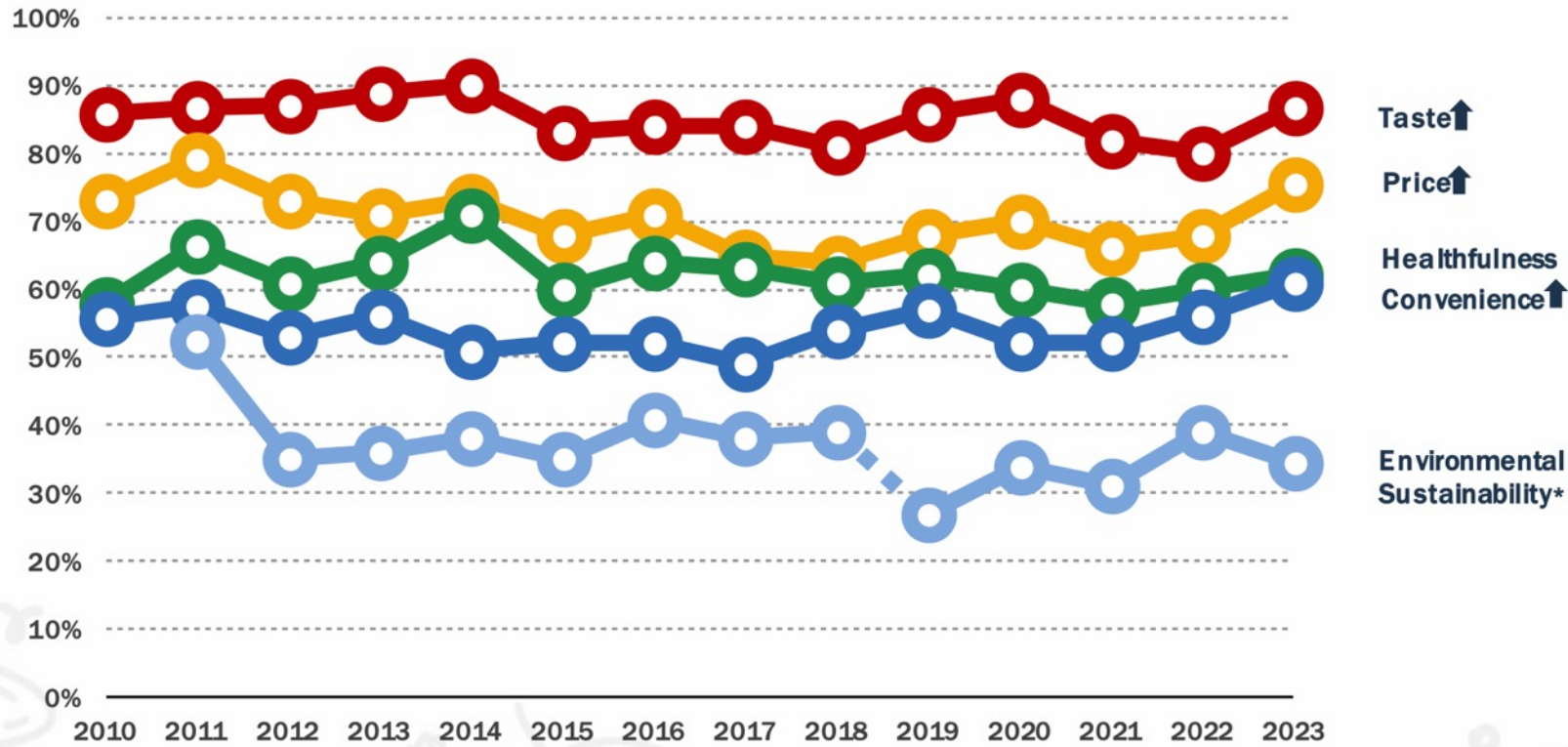
Chilean Cherries x Pinduoduo Promotional Campaign To Welcome Year of the Tiger 2022



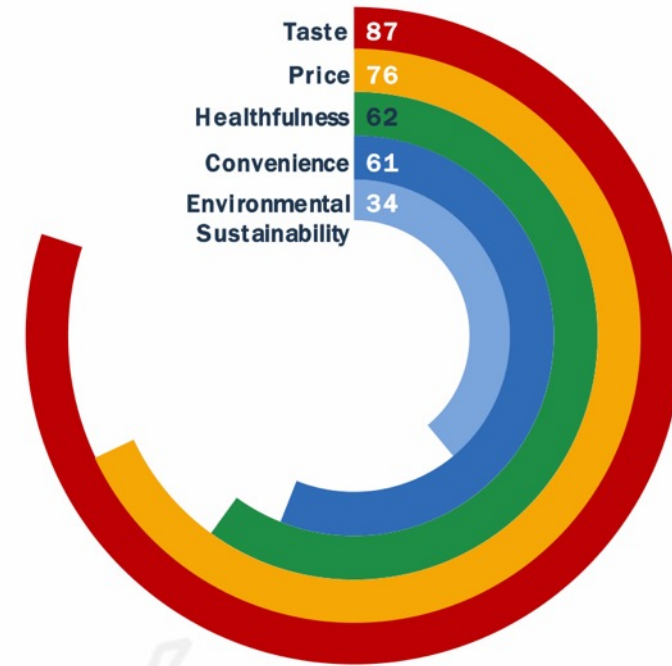


Purchase Drivers Over Time (% 4-5 Impact out of 5)

Taste #1 Purchase Driver



2023



[TREND] Q6 How much of an impact do the following have on your decision to buy foods and beverages? SUMMARY: TOP 2 (Great Impact/Somewhat of an Impact); (n=1,022)
Note: Prior to 2019, "Environmental Sustainability" was addressed as "Sustainability"

JM Smucker to acquire Hostess Brands in \$5.6bn deal



September 11th, 2023



Demand for Twinkies on the Rise

Ingredients: Twinkies

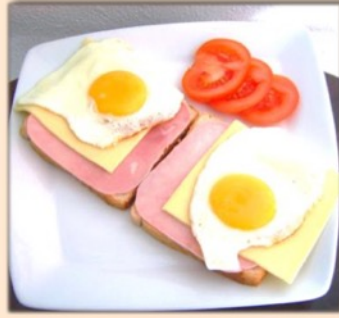
Enriched Bleached Wheat Flour [Flour, Reduced Iron, B Vitamins (Niacin, Thiamine Mononitrate (B1), Riboflavin (B2), Folic Acid)], Corn Syrup, Sugar, High Fructose Corn Syrup, Water, Partially Hydrogenated Vegetable and/or Animal Shortening (Soybean, Cottonseed and/or Canola Oil, Beef Fat), Whole Eggs, Dextrose. Contains 2% or Less of: Modified Corn Starch, Glucose, Leavenings (Sodium Acid Pyrophosphate, Baking Soda, Monocalcium Phosphate), Sweet Dairy Whey, Soy Protein Isolate, Calcium and Sodium Caseinate, Salt, Mono and Diglycerides, Polysorbate 60, Soy Lecithin, Soy Flour, Cornstarch, Cellulose Gum, Sodium Stearoyl Lactylate, Natural and Artificial Flavors, Sorbic Acid (to Retain Freshness), Yellow 5, Red 40.

Urban Myth has it that Twinkies have a Similar Half Life to Uranium-236 (23.4 million years)!



RESPONDING TO CULTURAL DIFFERENCES IN CONSUMER EATING AND USAGE

BREAKFAST



OR



More Occasions
To Eat Grapes



SNACK



OR



GIFT



OR





Lunchables® Enters the Produce Aisle for the First Time with New Fresh Fruit Offering

August 1st, 2023



Grapes are Immensely Snackable: How can the Grape Snack be Best Delivered at an Attractive Price Point?

Powerful Branded Competitors in the World of Fruit



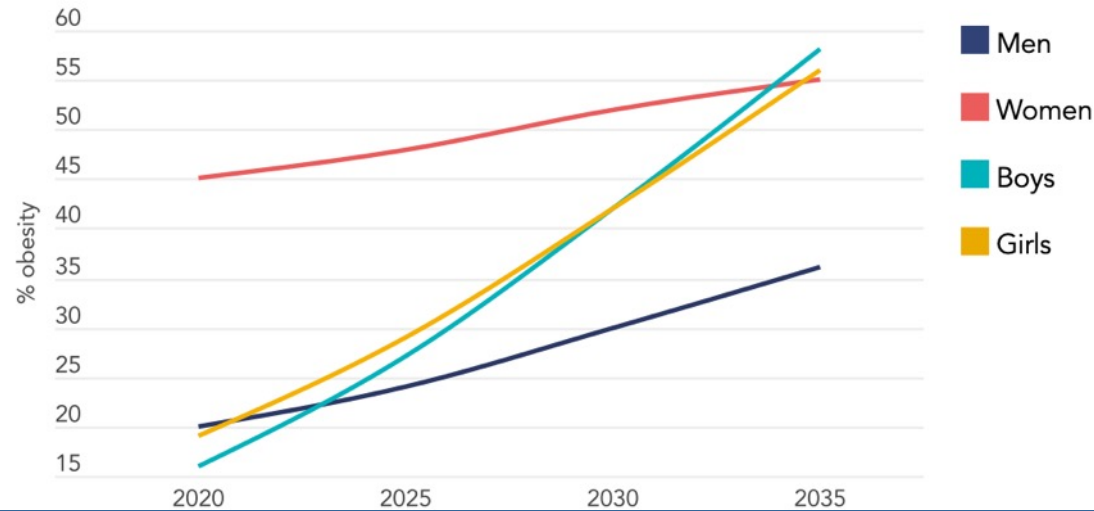


THE POWER IS ON YOUR PLATE



South Africa

PROJECTED TRENDS IN THE PREVALENCE OF OBESITY (BMI ≥30kg/m²)



ADULTS WITH OBESITY 2035

46%

VERY HIGH

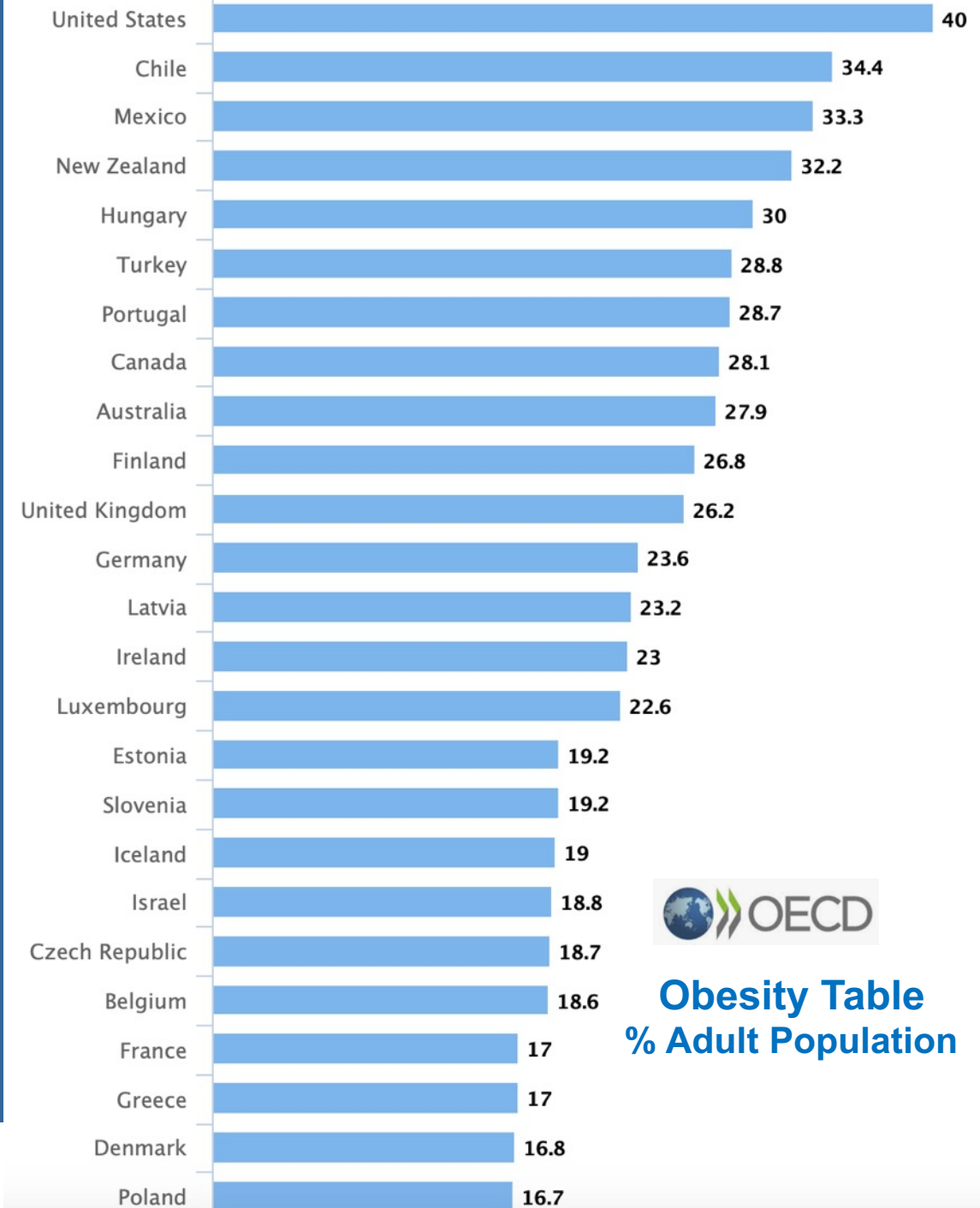
It's Forecasted that, in 10 Years, You'll All be as Round as Puddings!

ANNUAL INCREASE IN ADULT OBESITY 2020-2035

2.4%

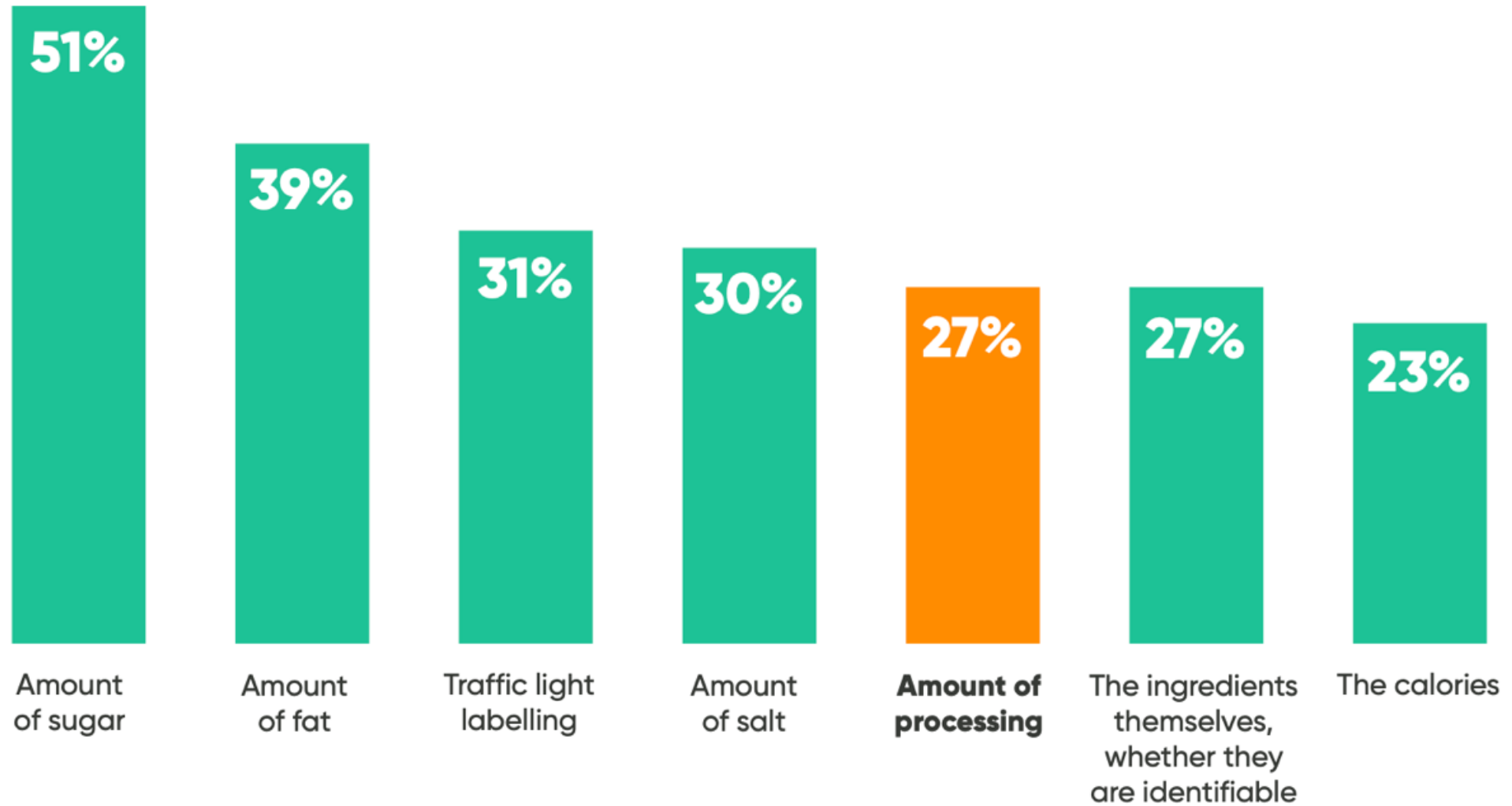
HIGH

Source: World Obesity Atlas, 2023



Obesity Table
% Adult Population

Indicators consumers use to work out if a food or drink item is healthy





Mars Wrigley launches first of its kind quartet of non-HFSS treats

May 2022



February 14th, 2023

Cadbury launches first range of non-HFSS chocolate

In the UK, Threatening Regulation of Fat, Sugar, Salt Content Prompted a Flurry of HFSS Compliant NPD!



Pic: Mondelēz International



DOSSIER DE PRESSE

LE B.A.B.A du mieux MANGER!



= **Goûter**
équilibré noté B

Voir composition détaillée à la fin

Carrefour and Colruyt Introducing Nutri-Scores On Private Label Products



How Would

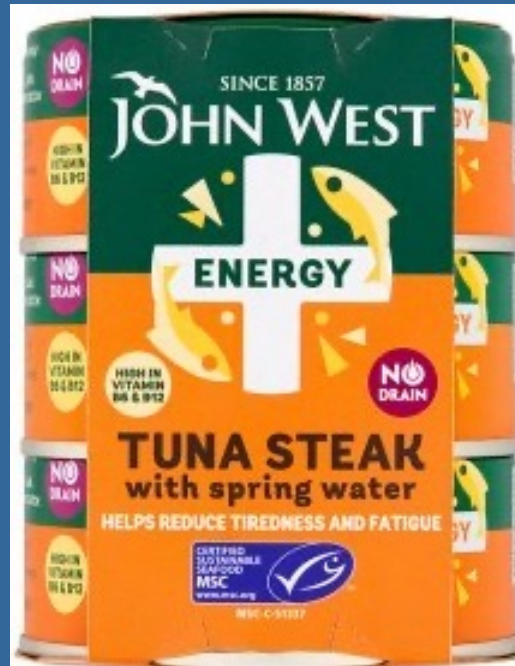


Score?



- The majority of Nestlé's traditional food and drinks do not meet a "recognised definition of health."
- Just 37% of its consumer food and beverage products meet international health standards.
- The global food company acknowledged the issue in an internal presentation seen by the Financial Times.

Don't Be Shy: Shout About Your Product's Health Benefits!





Fresh Produce with Immunity Benefits But Too Shy to Make Claims



Chobani doubles down on probiotics as consumers seek immunity-boosting products

December 15th, 2020

The dairy giant is debuting a line of yogurt cups and drinks that spotlight the microorganisms, as well as an extension geared toward children.



Cheat death.

The antioxidant power of
pomegranate juice:



'Cheat death' drink ad banned

Watchdog the ASA rules that health claims in posters promoting
POM Wonderful juice 'misleadingly exaggerated' health benefits

Heart therapy.

POM Wonderful. The Antioxidant Superpower.



Life support.

The antioxidant power
of pomegranate juice:



I'm off to save
PROSTATES!

“...Natural Fruit Product with Health Promoting
Characteristics.” – FTC Judge



BAI ANTIOXIDANT INFUSION VARIETY PACK

- 1 Gram of Sugar
- No Artificial Sweeteners
- Antioxidant Infused

15 PACK

ANTIOXIDANT BEVERAGES WITH VITAMIN C | 15 x 18 FL. OZ. BOTTLES (270 FL. OZ.) | 15 x 530 mL BOTTLES (7.95 L.)
FLAVORS WITH OTHER NATURAL FLAVORS



The Fruit & Vegetable Extract Pharmacy



Vitamin Gummies Multivit
60 Mixed Berry Gummies



Heart health

Measured by the handful



GRAB A BOOST OF BLUE

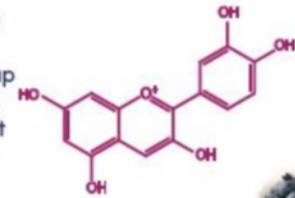


An easy way and nutritious solution to eating well – just grab a handful, rinse and enjoy!



BOOST YOUR DAILY RECOMMENDED SERVINGS OF FRUIT.

Blueberries contribute phytonutrients called polyphenols. This group includes anthocyanins (163.3 mg/100 g), plant compounds that give blueberries their beautiful blue color.



=





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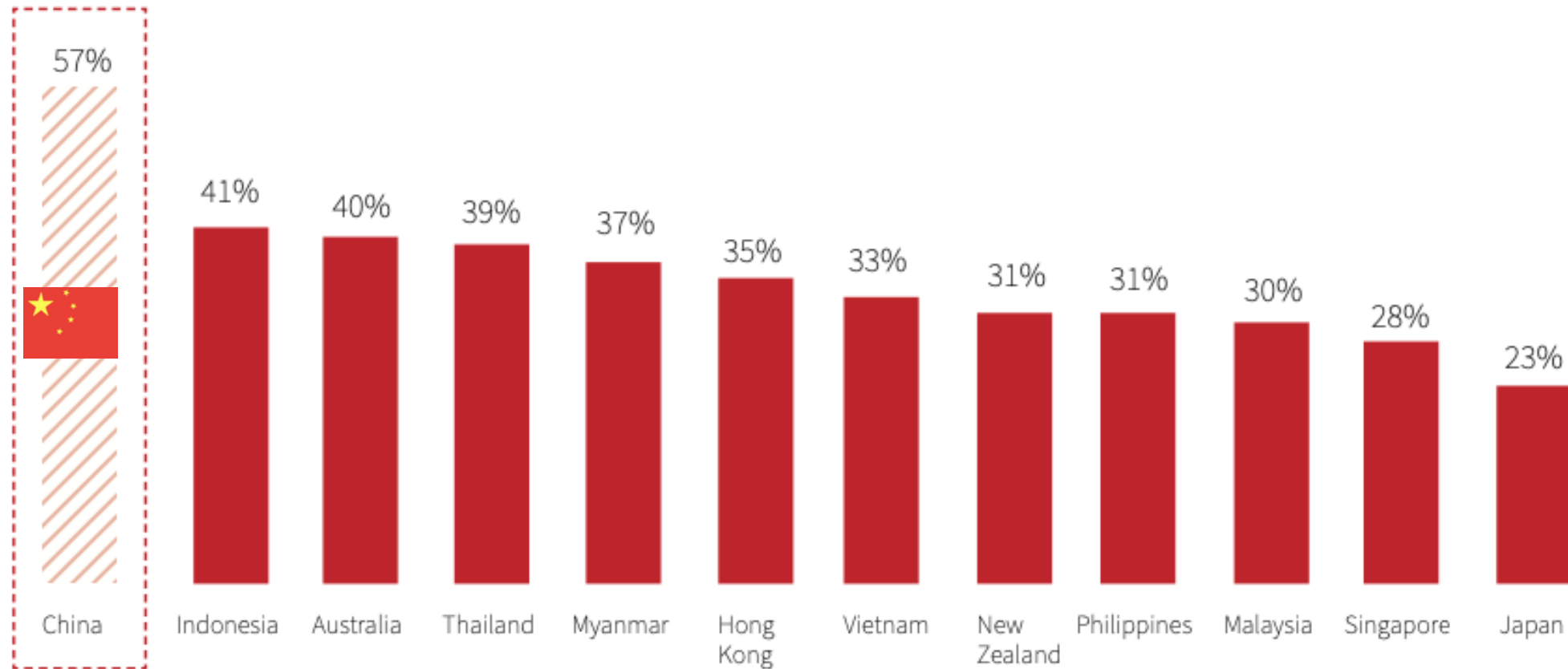
Oh, Have Grapes Got Some Health Benefits?!



- Source of protective antioxidants
- May support heart health
- May support eye health
- May boost brain power
- May help manage blood sugar

More than half of Chinese consumers check a product's nutritional values and potential impact on health before making a purchase

% of people who chose to check nutritional values and potential impact on health



Source: PwC Survey 2020





The World Avocado Organization now has partnerships with 30 supermarkets in 12 countries to promote avocado consumption

The World Avocado Organization (WAO), the not-for-profit organisation that champions the sustainable growth and consumption of avocados worldwide, has finalised its 30th retailer collaboration, establishing partnerships with renowned supermarkets in 12 countries, and over 35,000 stores, tripling its retail support across the UK and Europe since 2021.

WAO supports its retail partners to help raise avocado awareness directly at point of purchase.



August 2023

Environmental activists target UK's luxury department stores and retailers in 'milk pour'



Activists Principal Concern is Environmental Impact of Dairy
October 2022



Young climate activists join Greta Thunberg for first major Fridays for Future strikes of pandemic September 2021

Sweden charges Greta Thunberg for blockading oil port July 6th, 2023

Climate activist Greta Thunberg arrested at London protest after disrupting major oil conference

October 17th, 2023



Diets for the climate: UK government hit with legal challenge for neglecting critical cuts to meat & dairy August 2022





**UN CLIMATE
CHANGE
CONFERENCE
UK 2021**

IN PARTNERSHIP WITH ITALY

Agricultural Issues and COP 26: Some Outcomes Relevant to Agriculture

COP26: 105 countries pledge to cut methane emissions by 30 per cent

... from 2020 levels by 2030

GLASGOW LEADERS' DECLARATION ON FORESTS AND LAND USE

There'll be Much More Naming & Shaming on Methane Polluters in Future.
It's Looking Good for Seaweed Farming!



Livestock Production and Food Waste



Satellites seek out methane leaks from pipelines, oil fields, landfills and farms



Government land grab? Dutch authorities offer to buy farms to fall in line with EU emission targets



29 Nov 2022 --- Dutch farmers are facing a new dilemma in the ongoing fight with government. They have been told to either make farms more sustainable or risk facing a compulsory buy-out situation – which would see the government directly buying livestock land to reduce “undesirable emissions” so that farms fall in line with EU targets.

EU okays \$1.61 billion for Dutch government to buy out farmers, reduce nitrogen **May 3rd, 2023**

Ireland considers “culling” 200,000 dairy cows

June 6th, 2023



Ireland’s dairy farmers in crisis over EU nitrogen cap **September 21st, 2023**

Producers face having to cull cows or find more land after government says bloc’s decision will not be overturned



Jacinda Ardern’s ‘fart tax’ plans rip the guts out of small-town New Zealand, argue enraged farmers

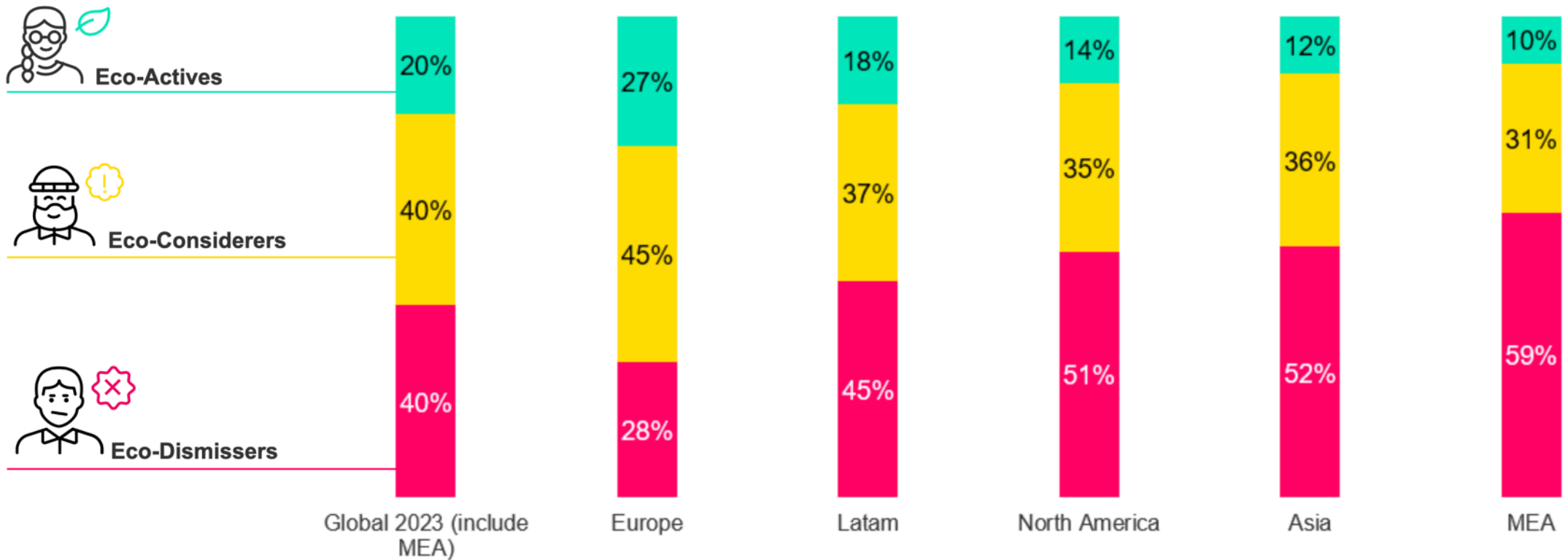
October 12th, 2022



New Zealand Farmers Welcome Opposition’s Agriculture Emissions Policy **June 12th, 2023**

Global Differences by Region on Eco/Enviro-Concerns

Household Population share



KANTAR

Source: Worldpanel Division, Kantar, Europanel, GfK - Who Cares? Who Does? 2023
FMCG spending in year ending 2022
Gglobal based on 35 countries

WCWD? 2023



The EU Green Deal: Threat or Opportunity for Imported Grapes? What's Your Story and Environmental Credentials?



Hortgro also pointed out that the Green Deal's focus on sustainability aligned with the growing global trend towards environmentally friendly products and may benefit the South African industry.

South African farmers could use this opportunity to diversify their export markets by targeting environmentally conscious consumers in the EU and other regions.

By meeting the EU's stringent environmental standards, agricultural exports could potentially gain a competitive edge in international markets beyond Europe.

And Eco-Scores are Next Up!

LIDL TO HELP CONSUMERS GO GREENER WITH NEW ECO-SCORE TRIAL IN SCOTLAND



What will be Your Enviro-Score?



Eco-Score's European expansion: Lidl and Colruyt adopt environmental footprint labelling April 11th, 2021



Europeans hungry for universal eco-label on food products amid responsible purchasing confusion and mistrust October 26th, 2023



Eco-Score labelling scheme gaining traction in Europe / Pic: GettyImages-Goran13

Fresh Del Monte Produce announces launch of carbon neutral pineapples

December 6th, 2022



July 9th 2021

SIIM hails Zero Carbon pineapple

French importer SIIM has announced the first 'Zero Carbon' pineapple, from its plantations in Ecuador to its Rungis facility in France

French importer SIIM, a subsidiary of Omer-Decugis & Cie, has announced the world's first 'Zero Carbon' pineapple.

By measuring and offsetting the carbon emissions from its plantations in Santo Domingo, Ecuador, to its platform in Rungis International Market in Paris, the Terrasol pineapple has been certified as carbon neutral by TÜV Rheinland in the first half of 2021.



Source: Del Monte

It is a new product line extension from the Del Monte Gold, HoneyGlow and Del Monte 'The Original' pineapple varieties, grown in Costa Rica

More than 60% of UK consumers lack trust in carbon claims, report finds



Many consumers find carbon footprint labelling confusing and inconsistent. Credit: Getty / pixdeluxe

More than 60% of UK consumers lack trust in carbon footprint claims on food and drink packaging, new research from Bord Bia has revealed. July 6th, 2023

EU to ban 'climate neutral' claims by 2026

September 20th, 2023

Brussels to crack down on greenwashing of consumer products



Carbon Trust joins others in ceasing use of carbon neutral label

September 4th, 2023

Standard body The Carbon Trust is ditching its carbon neutral label for products and replacing it with marks that focus on emissions reductions and comparisons of carbon footprints.

PepsiCo, Walmart team on \$120M investment in regenerative agriculture

July 27th, 2023

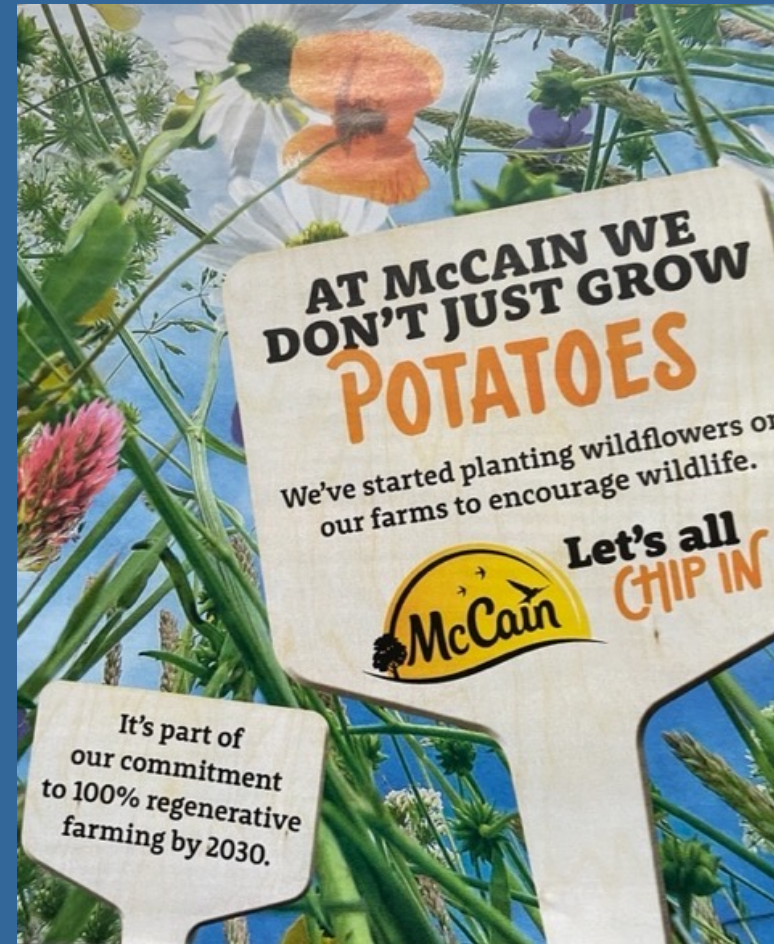


Pepsi and Walmart are collaborating on a \$120M investment in regenerative agriculture. Courtesy of Walmart



“LET’S ALL CHIP IN” WITH MCCAIN’S REGENERATIVE AGRICULTURE CAMPAIGN TARGETING GEN Z

August 1st, 2023



PepsiCo and Walmart announced a \$120 million investment on Wednesday to support North American farmers in the adoption of regenerative agriculture practices.

The seven-year collaboration is expected to improve soil health and water quality on more than 2 million acres of farmland, the companies said in a statement, delivering an expected 4 million metric tons in greenhouse gas emission reductions by 2030.

Jim Andrew, PepsiCo’s chief sustainability officer, said in a statement that for regenerative agriculture to make business sense, farmers need economic, agronomic and cultural support.

PepsiCo's Net Water Positive Vision

Reduce Use + Replenish More



Efficiency

Achieve **best-in-class¹** or **world-class²** water-use standards at all company-owned and third-party facilities by 2030

Over 11 billion liters of water a year avoided¹

50% reduction⁴ in water use at PepsiCo sites³

Nearly half of sites located in high-risk watersheds



Replenishment

Replenish more than **100% of water** used at all high-water-risk sites by 2030



Safe Water Access

Provide **100 million people** with safe water access by 2030



Alliance for Water Stewardship Standard

Adopt **In high-water-risk areas** where PepsiCo operates by 2025

¹ 1.2 liters of water per liter of beverage or 0.4 liters per kilogram of food (high-water-risk manufacturing sites only)

² 1.4 liters of water per liter of beverage or 0.4 liters of water per kilogram of food (all other manufacturing sites)

³ At company-owned manufacturing facilities in high-risk watersheds and compared to a 2015 baseline

⁴ Based on estimated reductions in water use at high-water-risk PepsiCo-owned facilities of 80% at snacks facilities and 90% at beverage facilities against a 2015 baseline

⁵ At company-owned manufacturing facilities in high-risk watersheds and against a 2015 baseline



We're crafting the foods + beverages you love **with less water than ever.**



PEPSICO



PEPSICO FOUNDATION
We Feed Potential



Almonds: Angelic or Devilish?!

Wind-powered cargo ship embarks on maiden voyage

August 22nd, 2023

Pyxis Ocean fitted with pioneering wind technology sets sail charting new lower-carbon path for global maritime industry

A container ship retrofitted with giant, rigid sails embarked on its maiden voyage yesterday (21 August), testing new technology that could bring cutting-edge wind propulsion to commercial cargo shipping.

Pyxis Ocean, owned by Mitsubishi Corp and chartered by shipping firm Cargill, is the first vessel to be retrofitted with two WindWings – large sails measuring up to 37.5m in height.



The wind-powered Pyxis Ocean set sail from China on 21 August

Image: Cargill



94% less plastic... and that's just the beginning...

Driscoll's journey to reduce plastic packaging waste

Cardboard Recyclable Compostable

Dole Europe switches to home-compostable banana labels



New stickers are supplied by Sinclair and proven to biodegrade on home compost within a year



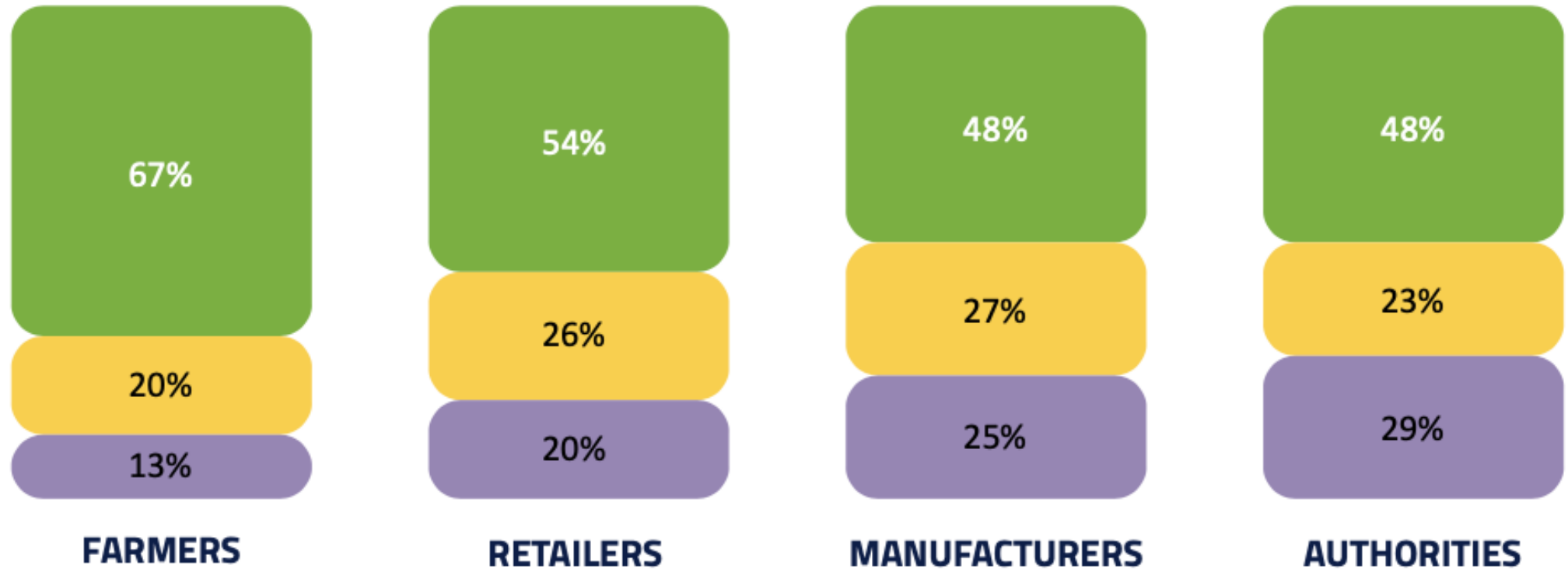
Home Compostable Film



Who Do Consumers Trust Most When Thinking About Their Food Across Europe?

Overall trust in actors

Disagreement Neutral Agreement



Some Reflections

- Grapes need a health platform. Tell people why they should eat them apart from as a tasty snack! What's the convincing explanation on sugar content of grapes. It'll be under the microscope by health activists and on the retail label as a nutriscore!
- Avoid “the commodity trap” (“pick up some green grapes”). Such options as: IP-protected varieties with consumer-relevant points of difference; explore new routes to the consumer; add compelling grape stories; expand consumer options on eating occasions.
- Grapes (and other fruits) are simply natural. As consumer push-back against UPF (Ultra Processed Foods) mounts, remind them that the ingredient list for your product is: Grapes!
- The movement towards a “greener” world of food production and distribution is unstoppable:
GO GREEN or GO BROKE!
- Global consumer mega-trends focus on health and well-being. Consumers seek tasty, convenient, healthy, affordable, natural food products that have been produced with care for the environment. Grapes tick all of these boxes. Don't forget to tell your customers. Your competitors are doing so!



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