IF YOU BUILD IT ... WILL THEY COME?
CONSUMER BEHAVIOR CONCEPTS FOR EFFECTIVE MARKETING OF HEALTHY FOOD

October 18, 2012
Presentation Outline

• Technical Orientation

Welcome

Jeff Farbman
Wallace Center at Winrock International

• Framing the Presentation

• Consumer Behavior Concepts

• Marketing in a Food Access Context

• Case Study: Centro del Obrero Fronterizo

• Questions and Answers

• Upcoming Opportunities, etc.
Wallace Center at Winrock International

- Market based solutions to a 21st Century food system
- Work with multiple sectors – business, philanthropy, government
- Healthy, Green, Affordable, Fair Food
- Scaling up Good Food
NATIONAL GOOD FOOD NETWORK: VISION
NATIONAL GOOD FOOD NETWORK: GOALS

Supply Meets Demand
• There is abundant good food (healthy, green, fair and affordable) to meet demands at the regional level.

Information Hub
• The National Good Food Network (NGFN) is the go to place for regional food systems stories, methods and outcomes.

Policy Change
• Policy makers are informed by the results and outcomes of the NGFN and have enacted laws or regulation which further the Network goals.
NATIONAL GOOD FOOD NETWORK

www.ngfn.org
contact@ngfn.org

... and for the Food Hub Collaboration:

www.foodhub.info
contact@foodhub.info
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- Technical Orientation
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- Framing the Presentation
  - Ashley Taylor
  - Wallace Center at Winrock International
- Consumer Behavior Concepts
- Marketing in a Food Access Context
- Case Study: Centro del Obrero Fronterizo
- Questions and Answers
- Upcoming Opportunities, etc.
WEBINAR OVERVIEW

- An introduction to consumer behavior concepts for effective marketing of healthy food
- Today’s webinar was developed based on need and tailored to speak to you
- Additional Wallace Center resources available at www.HUFED.org
WHAT’S THE PROBLEM?

- Access to healthy food is a complex issue
- Food insecurity touches every county in every state of the U.S
- Americans are increasingly eating unhealthy cheap food
- Rising levels of obesity and diet-related illnesses
- Our country is a diverse place; making generalizations about underserved target groups is a recipe for failure.
The focus of this webinar is on alternative models with social purpose that are addressing a host of interconnected issues.

The consumer comes first.

There is no one-size fits all model, nor is there a “perfect” business model.
OBJECTIVES OF TODAY’S WEBINAR

1. Introduce the topics of consumer-centered marketing and consumer behavior

2. Illustrate these concepts in the context of marketing in underserved communities, food access, and social change

3. Provide you with ideas and examples from the field and tools to get you started
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- **Consumer Behavior Concepts**
  
  **Martin Meloche**  
  *St. Josephs University*

- Marketing in a Food Access Context
- Case Study: Centro del Obrero Fronterizo
- Questions and Answers
- Upcoming Opportunities, etc.
If You Build It, Will They Come?

Consumer Behavior Concepts for Effective Marketing.

The Laypersons Guide to Marketing Basics

Presented by
Dr. Marty Meloche
Saint Joseph’s University
Philadelphia, PA
What is Marketing?

DILBERT’S MARKETING WISDOM

IF EVERYONE EXPOSED TO A PRODUCT LIKES IT, THE PRODUCT WILL NOT SUCCEED.

THE REASON THAT A PRODUCT “EVERYONE LIKES” WILL FAIL IS BECAUSE NO ONE “LOVES” IT.
What is Marketing?

Hint: It is not a bad word!

*Marketing is the facilitation of exchange.*

*Marketing is making it easy for customers to buy your stuff.*

*Marketing is making yourself the preferred solution provider.*
Four Conditions for exchange

First

- The need for more than one.
  - Exchanges occur between two or more parties.
  - In order for an exchange to occur we have to provide an opportunity for these parties to physically make the exchange.
  - We call this *place*
Four Conditions for exchange

Second

• The need for value.
  – Exchanges occur because a consumer is trying to solve a problem.
  – We provide consumers with problem solving benefits.
  – We call this product
Four Conditions for exchange.

Third

• The need for knowledge.
  – The consumer has to know about your benefit package and how that package will help them solve their problems.
  – We call this *promotion*
Four Conditions for exchange.

Fourth

• Is it worth it?
  – Your consumer has to believe that the offer you have made is worth what they have to give up to get it.
  – We call this *price*
Target Market:
To whom are you marketing?

You can’t reach everyone
You can’t interest everyone
Who works best for you
Describe them
Profile them
Measure them

“The good news is I found a new untapped niche market, the bad news is it’s me.”
Consumer Behavior

When it comes to your target consumer, you have to understand them and where they are. What motivates them? What leads to action? How do you reach them?

AIDA – Attitude, Interest, Desire, Action.
All of this leads to marketing strategy

Target Market  Projected Image

Segment(s) of Customers selected because you can address their needs effectively

The Unique & Specific Marketing Mix (the 4 P,s) that you develop or the value offer
Three Distinct Examples of Food Stores Aimed at Different Targets

However, the same customer might shop at all three on different occasions.
Key Takeaways

1. Marketing is all about enabling exchanges.

2. We do this by creating the conditions necessary to an exchange. The 4 P’s—Place, Product, Promotion, and Price.

3. We can only do this if we understand who our consumer is—the target market. And understand Why? When? Where? How? they shop--consumer behavior.
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  **Michelle Frain Muldoon**  
  *Wallace Center at Winrock International*

- Case Study: Centro del Obrero Fronterizo
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If you Build it... Will They Come?

Consumer Behavior:
Concepts for Effective Marketing

Webinar Presentation by
Michelle Frain Muldoon, Program Officer
Wallace Center at Winrock International

October 18, 2012
PRESENTATION AGENDA

• Context & Assumptions
• Consumer makeup, needs, focus on ‘underserved’
• Social Marketing and Community Development
• The ‘4 Ps’ examples: place, product, promotion, price
• Key takeaways and call to action
DEFINING YOUR CONSUMER

• Segments:
  • Household Size, Income and Education
  • Age and Gender
  • Geography (urban, rural, ‘local’)
  • Race, ethnicity, culture
• Where and how do they shop?
• History, lifestyle, traditions
• Personality, willingness to try new things
DECISION MAKERS AND USERS:
MARKETING TO CHILDREN

Figure 1-1
U.S. Kids’ Foods and Beverages, Dollar Sales and Percent Share by Category, 2010

- Beverages, 22.3%
- Frozen Foods, 22.6%
- Meals, Shelf-Stable, 18.2%
- Snacks, Salty and Sweet, 13.1%
- Dairy Products, 11.0%
- Cereal, 0.9%
- Produce, 0.1%
- Other, 13.1%

Note: Other includes foods such as bread, condiments, lunch kits, pudding, and soup.
Source: Packaged Facts
“Underserved communities are those in both urban and rural areas which are historically disadvantaged or excluded from mainstream networks of support and investment. Underserved communities include those which are low income; have high incidence of a diet-related disease, including obesity, as compared to the national average; have a high rate of hunger or food insecurity; and have severe or persistent poverty.”

--Wallace Center, 2010
TAILORING TO CONSUMER NEEDS

• What’s in it for me (‘WIFM’) strategy:
  • Location, location, location!
  • Time Use and Convenience
  • Price and Value
  • Cooking Inclination and Knowledge
  • Personal values (what’s important?)
  • Attitudes toward health and other labels

Be Realistic: It is hard for anyone to always eat healthy, all of the time!
(See: Healthways Well-Being Index, Gallup, Inc., 2012)
THINK OUTSIDE THE BOX (STORE)

- We can learn a lot from food industry
- Marketing to children: fun, small size, branding
- Convenience: prepared, pre-processed
- Location: mobile markets, buying clubs, drive thru
- Consumer education and promotion intersect
- The shopping and eating ‘experience’
- Find the ‘low hanging fruit’...what is available for free?
COMMUNITY AND SOCIAL MARKETING

- Social Marketing: marketing for social change
- Insider outside mentality: trust is key
- Find your champions, leaders, bridge builders
- Change strategy and social marketing
- Community assets approach
- Collaborative marketing and Synergistic collaborations
- Meet people where they are
RECAP: THE ‘4 Ps’ OF MARKETING

PRODUCT
- What does the customer want from the product?
- What features does it have to meet these needs?
- How and where will the customer use it?
- What does it look like?
- What size(s), color(s), should it be?
- What is it to be called?
- How is it branded?
- How is it differentiated versus your competitors?

PRICE
- What is the value of the product or service to the buyer?
- Are there established price points for products or services in this area?
- Is the customer price sensitive?
- What discounts should be offered to trade customers?
- How will your price compare with your competitors?

PLACE
- Where do buyers look for your product or service?
- If they look in a store, what kind?
- How can you access the right distribution channels?
- Do you need to use a sales force?
- What do you competitors do, and how can you learn from that and/or differentiate?

PROMOTION
- Where and when can you get across your marketing messages to your target market?
- Will you reach your audience by advertising in the press, or on TV, or radio, or on billboards?
- When is the best time to promote?
- How do your competitors do their promotions? And how does that influence your choice of promotional activity?
**The ‘4 Ps’: Place**

- Hours of operation (and be open when you say you’re open)
- Customer service, comfort, ambiance, cleanliness of store
- Accessibility, parking, safety
- Convenience and time use:
  - Think “one stop shop”
    - Metro stops
    - Churches, Barber shops, Retirement homes
  - Delivery, drive thru, curbside pickup, online platforms
Example: Detroit Economic Growth Corporation’s Farm Stand in Grocery Store Parking lot

Example: (St. Louis, MO) Farm to Family Naturally’s mobile market sets up at Metro transit stops
PLAC

Convenience, empowerment, a feel-good story…

MoGro converted commissary truck, markets to pueblos in NM

True Bethel Baptist Church in Buffalo, NY
PRODUCT

• Positive Experience: Appealing, Relevant, Accessible
• Information, signage, packaging
• Merchandizing & Display
• Product Branding
• Culturally-appropriate
• Food Safety, Quality
• Product can have dual objectives
What does your product say or provide?
Fresh, clean, safe, convenient...
It’s more than fruits and veggies and ‘from-scratch’ cooking...
Washed and ready!

Dole’s pre-cut salads offer you a quick and easy meal with a delicious taste and a natural fresh feeling. Your crispy lettuce is always meticulously rinsed in clean, cold water, and ready to serve.
PROMOTION

- Nutrition education
- Consumer campaigns (buy fresh, local, buy Detroit, buy traditional/heritage)
- Bilingual signage
- Instructions, guidance, recipes, navigation
- Greeters (culture-appropriate)
- Product branding
- Radio, newspaper, TV shows, and more...
Your Story: It Adds Value...
PROMOTION: BILINGUAL SIGNAGE

Starting May 1st!
Get More for Your Dollar!
DOUBLE YOUR SNAP/EBT
AT THE 4 MILE RUN FARMERS MARKET!

¡Empieza el 1 de Mayo!
¡Obtenga más por su dinero!
¡DUPLIQUE SU DINERO AL USAR SNAP/EBT
EN EL MERCADO DE AGRICULTORES DE 4 MILE RUN!

It's Easy! Here's How:
1. Stop by the information tent
2. Swipe your SNAP/EBT card
3. Receive Market "Dollars" and BONUS "Dollars"
4. Use Market & BONUS "Dollars" at the farm stand you choose.

¡Es fácil! Vea cómo:
1. Acérquese al puesto de información.
2. Pase su tarjeta de SNAP/EBT.
3. Reciba sus vales "Market Dollars" y "Bonos Dollars".
4. Use sus vales "Market y Bonos Dollars" en el puesto que usted prefiera.

Buy Fresh, Buy Local
www.4mrmarket.org
What does this tell us?

- Good price
- Good value
- “Healthy for less”? 
- Day of the week super saver
- I will save money this week...I better act fast
- They appreciate me as a customer?
PRICE

• People love ‘free’
  • Free samples, free bonus
  • Buy one get one free
  • Buy $30 get $5 back (e.g. CVS extra bucks)
• Incentives: financial and otherwise
• Perceived value; “what do I have to give up?”
• Can increase efficiencies and reduce costs along supply chain
  • Reduce your costs, “pass the savings on”
  • Reduce costs for consumer, e.g. travel by being one-stop
Price

How it Works

When a person eligible for SNAP (Supplemental Nutrition Assistance Program) uses his or her SNAP Bridge Card to shop for food at a farmers' market, the amount of money that he or she spends is matched with Double Up Food Bucks bonus tokens. The tokens can then be exchanged for Michigan-grown fruits and vegetables.

**Step 1:** Shoppers use their SNAP Bridge Cards to purchase fresh food at participating farmers' markets.

**Step 2:** For every $2 spent, shoppers receive $2 worth of bonus tokens. Shoppers receive up to $20 in tokens per visit.

**Step 3:** Shoppers buy Michigan-grown fruits and vegetables with their Double Up Food Bucks tokens.

**Step 4:** Growers who receive the Double Up Food Bucks tokens in exchange for their produce then return the tokens and are reimbursed with cash of an equal amount.

Participating Markets

1. **Detroit Eastern Market**
   - 2934 Russell Street
   - Detroit, MI 48207
   - Saturdays 5am – 5pm

2. **East Warren Avenue Farmers' Market**
   - NE corner of Bishop Avenue & East Warren Avenue
   - Detroit, MI 48215
   - Saturdays 10am – 3pm

3. **Peaches & Greens Store and Mobile Food Truck**
   - 8630 Third Avenue
   - Detroit, MI 48211
   - Tuesday to Friday 10am – 7pm
   - Saturdays 10am – 4pm
Getting the research

- Be curious, but be objective, and listen
- Your consumer knows more than you may think
- Frame your questions and intentions
- Focus groups, interviews, surveys; scanner data, purchasing data, EBT transactions
- Direct observation: signage, product and price comparisons, customer service
- Identify and research the ‘competition’ (discount stores, fast food, convenience, prepared foods)
## faithSTANDS Food Consumption Checklist

1. Did you receive your share in a quality manner? 
<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explain:__________</td>
<td></td>
</tr>
</tbody>
</table>

2. Did you have enough food in your share to supplement your meals? 
   | Yes | No |

3. Did you run out of food? 
   | Yes | No |

4. When did you run out? 
   | Mon | Tue | Wed | Thur | Fri | Sat | Sun |

5. Did you throw any food out? 
   | Yes | No |
   | If "yes" give a reason:__________ |

6. What was your favorite vegetable? 
   | ________________ |

7. How did you prepare your favorite vegetable? 
   | Bake | Sauté | Raw | Fry | boil |

8. What was your children’s favorite vegetable? 
   | ________________ |

9. How did you prepare their favorite vegetable? 
   | Bake | Sauté | Raw | Fry | boil |

10. Circle which preparation methods you used on your vegetables? 
    | Bake | Sauté | Raw | Fry | boil |

11. Did you use any of the recipes offered to you? 
    | Yes | No |

12. What vegetables would you like to receive the most of? 
    | ________________ |

13. How do you and your family feel physically eating more of these foods? 
    | Better | Same | Worse |

14. How many times did you go to the grocery store this week? 
    | ________________ |

15. List any new or different items you may have purchased at the grocery store.
You can start today:

- Define your consumer(s)
- Write your story
- Identify and research the ‘competition’
- Learn about poverty and day-to-day reality
- Identify champions and bridge builders
- Define your social marketing goals: what ideas are you marketing (empowerment, identity, health)?
CONCLUSION

• Food Access is about more than just ‘access’
• Don’t assume anything; Do the research
• Keep an open mind, free of judgment
• Find and rely on local bridge builders
• Anticipate consumer needs.
• Meet them where they are and work from there.

For references and more information see: www.HUFED.org
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  - Rubi Orozco
    - La Mujer Obrera
- Questions and Answers
- Upcoming Opportunities, etc.
If you build it, will they come?
Consumer Behavior: Concepts for Effective Marketing of Healthy Food

Rubi Orozco, MPH • La Mujer Obrera • El Paso, TX
National Good Food Network
October 18, 2012
Overview

• Brief history of La Mujer Obrera
• Traditions-based Approach to Food
• How We Assess the Needs of Our Community
• Food Access Projects & Promotion Methods
Brief History of La Mujer Obrera

- Founded in 1981 by displaced garment workers in El Paso, TX
- Our mission is to improve the health, educational, social and living conditions of low-income Hispanic families, while helping revitalize the former Garment District
Brief History of La Mujer Obrera

• Revitalize neighborhood based on community needs:
  – Food
  – Education
  – Childcare
  – Employment / Training
  – Access to technology
  – Preserve history and traditions
Traditions-based approach to food

• Reclaiming ‘Mexican food’: Good foods & cooking methods are an inherent part of our culture
• Food practices are ancestral practices
• Message goes beyond ‘healthy eating’
Traditions-based approach to food
The Role of Markets

- Economic profit is not the only ‘bottom line’
- Supporting local growers helps local economy
- Eating freshly harvested food is best for our health
- A place to learn from each other
- A celebration of cultures
- ‘Trueque’ - bartering excess produce & seeds
Assessing the Needs of Our Community


- Median income: $11,362
- 67% of families living in poverty
- 88% of residents speak Spanish at home
- 26% of household headed by single parent
- Physically isolated neighborhood
- 44% of households do not have personal vehicle
- Processed, convenience foods more accessible than ingredients for food preparation at home
- Greater reliance on specialty stores than the rest of the City

What It Meant

- Need for culturally appropriate and linguistically accessible food security initiative
- Address low levels of education via practical education strategy
- Include children
- Target single parent households
- Conducted at local venues
Assessing the Needs of Our Community

**Food Purchasing Pattern Surveys (2012)**

- 38% of respondents answered in Spanish
- 27% of respondents severely low income (0-14,999)
- 70% of respondents cook at home daily or most days of the week
- Food access points: supermarket, Mexican specialty store, health food store, farmers market, Juarez, CSA
- Top 2 types of food bought: Natural, raw ingredients; Hot, ready to eat
- Top 2 food purchase motivations: Taste/Quality; Price
- 31% of respondents grow their own food
- 67% would use SNAP benefits at Farmers Market

**What It Means**

- Customers prefer raw ingredients and cooking at home but still rely on hot, ready to eat foods
- Low income customers value quality over price
- Opportunity to promote home gardening with SNAP benefits
- Opportunity to tap into community’s home gardening knowledge
Food Access Projects and Promotion Methods

- Mercado Mayapán
- Mayapán Farmers Market
- Mayapán Nutrition Education Program
- Barter Market
- Mayapán Mobile Market (2012 Pilot)
Mercado Mayapan

• Components
  • Food Courts
  • Mayapán Farmers Market
  • Nutrition Education Program

• How we promote
  • Weekly neighborhood flyer (English & Spanish)
  • Weekly e-mail (Mailchimp)
  • Media (English & Spanish, TV & Radio)
  • Social Media (Facebook, Blog)
Mayapán Farmers Market

• SNAP Friendly
  – Matching program, when possible
• First Season
  – May through October 2011
  – 20 Produce Items
• Second Season
  – June through October 2012
  – 40 Produce Items & counting

• Additional Promotion
  – Print Advertisement
  – Community Calendars
  – Social Media (blogs*, videos)
  – Press*

*Blogs play a key role in our communications plan
Nutrition Education Based on Traditions

- Food court
- Mayapán Farmers Market
- Cooking Demonstrations
  - On-site, in neighborhoods
- ‘The Roots of Our Health’ Fair
- Nutrition & food system workshops
  - For staff
  - For community
  - English & Spanish
Trueque (Barter Market)
A Participatory Approach to Promoting Good Food

• Promotion strategy to encourage use of raw ingredients & raise awareness about the local food system

• Items for barter
  – Produce
  – Seeds
  – Foods & body care products made at home with natural ingredients

• No cash

• Promotion
  – Neighborhood Flyers
    • English & Spanish
  – Facebook
Trueque (Barter Market)

Some items bartered to date

**Produce**: cucumbers, pumpkins, lettuce, kale, swiss chard, purslane, herbs (epazote, mint, basil)

**Homegrown flowers**

**Seeds**: sunflower, tomatillo, henna, basil

**Natural foods**: kefir, breads, salsas, jams, nut butters

**Natural body care products**: bath salts, scrubs, tincture, henna paste
Most Recent Effort: 
Mayapán Mobile Market

San Elizario, TX (Colonia)
- Unincorporated settlement
- Link to Chamizal Neighborhood: established in part by former garment workers
- Official ‘Food Desert’ according to the US Dept of Agriculture, Economic Research Service
Increasing Food Access: Mayapán Mobile Market

Mayapán Mobile Market

- 2012 Pilot Season
- Wireless EBT Machine
- Hosted by sister organization: Adults and Youth United Development Association (AYUDA, Inc)
- Promotion via AYUDA networks

San Elizario, TX (Colonia)
Thank you
Questions and Answers

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Webinars are Archived

TOPICS!

http://ngfn.org/webinars
NGFN Webinars

- **3rd Thursday of each month**
  3:30p EST (12:30p PST)

- October 18 – Marketing Healthy Food to Underserved Consumers: Increasing Food Access

- November 29 – Market-Based Models for Increasing Access to Healthy Food: Defining What Works

[http://ngfn.org/webinars](http://ngfn.org/webinars)
Three Notable Websites

- **www.FoodHub.info**
  - Food Hub “hub”
  - Research, case studies, list and map of hubs across the country, much more.

- **www.HUFED.org**
  - About the initiative
  - Grantee profiles
  - Library of many of the best food access resources

- **www.FoodshedGuide.org**
  - Case study-based business and financial training
  - Includes a “One Page Business Plan” and a “One Page Financial Plan”
Other Resources

- **Webinar: Tuesday, Oct 23 @ 11am Eastern**
  Hosted by Women, Food and Agriculture Network

  "How Can I Educate Without Offending?”
  Advocating for Healthy Food and Farming with Indifferent or Reluctant Audiences

  No need to preregister:
  https://connect.extension.iastate.edu/wfan/

- **NESAWG Annual Conference**
  Oct 28-30; Preconference session on Oct 27
  Saratoga Springs, NY

  http://www.nefood.org/
Get Connected, Stay Connected

http://ngfn.org/database

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