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**THE SCS GROUP**  
*Leading Agribusinesses to deliver value*

## International Prune Association South India Nutrition Campaign 2007

### Presentation Outline

- About The SCS Group
- Knowing India
- India Market for Prunes
- The Indian Consumer
- 2007 South India Nutrition Campaign
- Way Forward



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# The SCS Group

**The SCS Group is a premier Agri Business Consulting Firm**

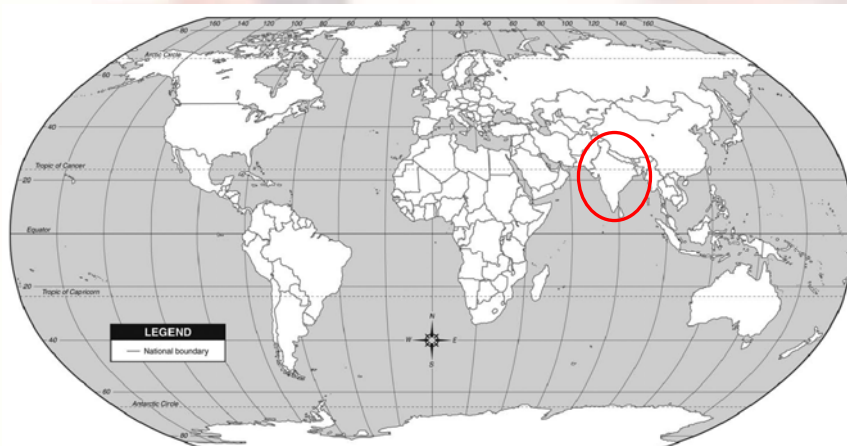
- Represents California Prune Board, California Table Grape Commission, Pear Bureau Northwest, Washington Apple Commission and Turkish Hazelnut Promotion Group
- Represents IARW and WFLO for South Asia region
- Handles promotion activity for International Olive Council in India
- Expertise in the areas of Strategy and Marketing, Information Systems, Supply Chain Management, Cold Chain, Management, Logistics



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# Knowing India



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# Knowing India

<b>Population</b>	Approx. 1.13 Billion (3 times USA)
<b>Consuming (Middle) Class</b>	Approx. 200 to 300 Million
<b>Area Compared</b>	Slightly more than 1/3 <sup>rd</sup> the size of US
<b>Languages</b>	15 official; More than 1,000 dialects
<b>Polity</b>	Vibrant Democracy
<b>Religion</b>	Various
<b>Food/Taste Pattern</b>	Significant variance by Region, Religion & Ethnicity
<b>Legal Framework</b>	Strong & Stable; WTO Signatory



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# Changing Face of Retail



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# Changing Face of Retail



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# India Market for Prunes



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## India's Prune Story

2003.....

- Prune shipments to India almost non-existent
- Lack of awareness among both trade and consumers
- High Price due to small volume
- Part of consolidated shipments



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## India's Prune Story

2007.....

- Prunes available across major cities
- Many new importers
- Packaged as well as bulk imports
- Prices have reduced due to increase in volume and local packaging



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## Potential of Prunes

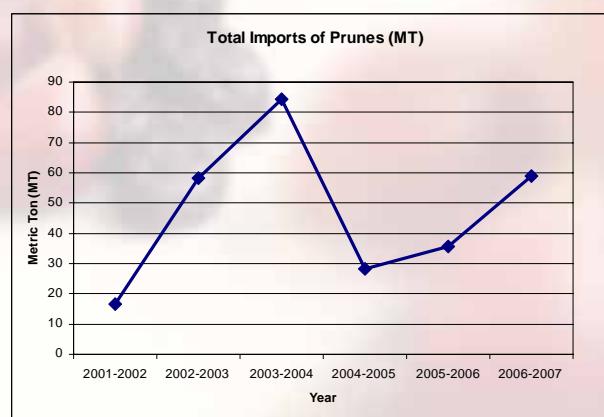
- A continuously growing consumer base of over 10 million
- Dried fruit category is a constant in Indian diet and ever growing category
- Organized retail growth means more shelf space



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## Imports over the years



Source: Director General of Trade, Ministry of Commerce & Industry, Govt. of India



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## Trade Barriers

- Even with requirement for fumigation of bulk and prepackaged prunes by Methyl bromide, prune imports are still on the rise
- New entrants into the retail market (Walmart, Reliance etc) who are directly importing could put pressure on government to change fumigation practice



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## The Indian Consumer



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## Changing Food Habits

- Indians becoming more health conscious
- Move towards packaged, branded products
- Rising incomes have meant that Indians are far more willing to try out newer things
- Drive towards healthy lifestyles
- Adoption of new foods that are “good”
- Consumer expectations and preferences changing with modernization of retail



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## 2007 South India Campaign

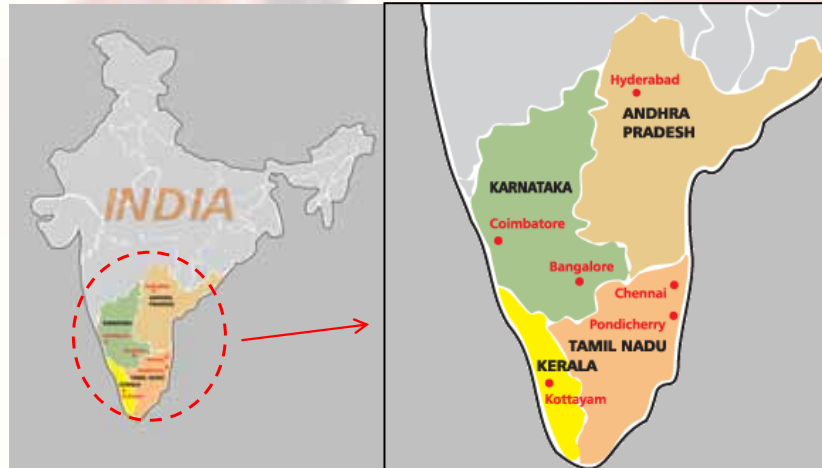


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## South India



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## Why South India

- Highest literacy levels in country
- Higher number of educated and working women
- Retail industry more advanced
- IT, corporate and hospitality hotspot
- Concentrate on smaller area for greater impact



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## Campaign Overview

- Promote nutritional benefits of Prunes in major cities of South India - Bangalore, Chennai, Hyderabad, Pondicherry, Coimbatore and Cochin in order to
  - Increase sales
  - Increase consumer awareness



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## Main constraints

- Lack of Consumer awareness
- Low product availability
- Low product visibility



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## Activities to address constraints

- Retail promotions & sampling
- Nutrition Seminars
- Public Relations



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## Promotional Material



Danglers



Display Stands



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## Promotional Material



Posters



Flyers



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## Retail Sampling

- Retail Promotions were conducted in Chennai, Bangalore and Hyderabad
- Promotion included distribution of nutrition information and sampling of Prunes.
- Impact - Total of 50 promotion days targeted 5000 customers



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## Retail Sampling



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## Retail Sampling



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## Nutrition Seminars

- Nutrition Seminars have till date been conducted in Chennai, Hyderabad, Coimbatore, Pondicherry
- Seminars conducted with leading women's organizations and medical associations
- Direct Impact – 1000 households
- Indirect Impact – 3 million Media hits



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## Nutrition Seminar - Chennai

- Conducted with FICCI Ladies Organization
- Attendance of 180 women



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## Nutrition Seminar - Chennai



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## Nutrition Seminar - Coimbatore

- Conducted with FICCI Ladies Organization, catering colleges, leading medical institutes of Coimbatore.
- Attendance of 250 people



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## Nutrition Seminar - Coimbatore



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## Nutrition Seminar - Pondicherry

Seminar conducted for media and leading opinion makers.



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# Nutrition Seminar - Hyderabad

- Conducted with Indian Dietetic Association and National Institute of Nutrition.
- 250 participants



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# Nutrition Seminar - Hyderabad



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# Media Coverage

## For healthy living

Eating prunes can cut the risk of osteoporosis. Intensive studies have revealed that prunes help prevent the detrimental effects of the menopause on bone density and now that it has been proved that men too can benefit. Interestingly Prunes contain potassium and boron which are thought to boost bone metabolism and prevent loss of bone mass. The International Prune Association which comprises of prune-growing countries, has for the first time globally, initiated a generic communications program aimed at educating consumers on nutrition benefits of prunes. South India is the first region where the nutrition awareness campaign has been introduced.

## Take dried plum prunes for a healthy living



Prunes, which are rich in potassium, calcium and iron, are thought to be beneficial for bone health. The fruit is also a good source of fiber, which helps to regulate the digestive system. Prunes are also a good source of antioxidants, which help to protect the body from free radicals. Prunes are a healthy snack for people who are looking to improve their bone health and overall health. Prunes are also a good source of potassium, which helps to regulate blood pressure. Prunes are also a good source of calcium, which helps to build strong bones. Prunes are also a good source of iron, which helps to produce red blood cells. Prunes are a healthy and nutritious snack for people who are looking to improve their health and overall well-being.

## FICCI, IPA hold seminar

A seminar jointly organised by International Prune Association (IPA) and Federation of Indian Chamber of Commerce and Industry (FICCI) Ladies Organisation on 'Eat right and stay young', the panelists highlighted the salient features of eating the right food to prevent disease while staying young and healthy. Akhila Srinivasan, chairperson, FICCI Ladies Organisation, Chennai chapter said, 'one of the aims of FICCI Ladies Organisation is to provide upto date information and awareness to its members through our programmes. It is imperative to know what one should eat or not eat.'



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# Media Coverage

## Eat right to stay fit



Participants of the seminar organised by the International Prune Association in collaboration with the FICCI Ladies Organisation on Tuesday morning at Park Hotel.



## Prune Assn, FICCI Ladies highlight importance of healthy eating

Chennai, July 16: A seminar organised by the International Prune Association and FICCI Ladies Organisation (FICCI - Eat Right and Stay Young) - a panel of doctors and nutritionists highlighted how one should eat the right food to ensure a healthy life. The panelists stressed that healthy eating and staying young are not mutually exclusive. They said that a healthy diet is essential for overall health and well-being. The panelists also discussed the benefits of prunes and how they can be incorporated into a healthy diet. The seminar was held at the Park Hotel in Chennai and was attended by a large number of people. The International Prune Association and FICCI Ladies Organisation are committed to promoting healthy eating and staying young through their various programs and initiatives.

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# Regional Coverage



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# Regional Coverage



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## Project Goals

- #1 Increase the number of retail stores carrying prunes and increase product visibility in new and existing stores by 50%
- #2 Increase awareness about prunes in the targeted cities of South India by 30%
- #3 Increase sales of prunes in these South Indian cities by 20%



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## Evaluation

- #1 Increase Visibility - *Achieved*  
Previous stores retailing Prunes - 50  
Current stores retailing Prunes - 100
- #2 Increase Awareness - A consumer survey is currently being undertaken
- #3 Increase Sales – Data currently being collected from trade

*\* This data will be included in the final report*



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## Learning

- As with our activity with the California Prune Board, a combined trade outreach along with consumer activity will have stronger impact
- Trade needs to be involved to increase sale and supply



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## Way Forward

- Generic promotions and outreach campaigns work
- Sustained and long term efforts are key to success
- India market is evolving, now is the time to be present
- *Enter, Establish and Persevere*



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