

The Top 10 Challenges Facing the Food Ingredients Industry

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- CPL interviewed ~30 CEOs attending Food Ingredients Europe, about the most important challenges they faced
- The Top 10 challenges, in the context of our experience and in order of importance, were as follows.....



1: Handling Consumer Perceptions

Unqualified and Uninformed Pre-conceptions About Food Dangers

- Information on *e.g.* BSE, GMO, processed meats/cancer is widely shared over the internet
- Advice is often inconsistent, changeable and includes short-lived trends *e.g.* Atkins diet
- There is a lack of independent, subjective guidance which consumers can turn to

A Lack of Consumer Knowledge and Education

- Consumers are confused: mixed messages erode their trust in ingredients
- Consumer understanding takes time, effort and money. It requires insight

The Ingredients Industry Needs to Speak to Consumers Directly

- Blogging (*e.g.* [Food Babe](#)) and social media disempowers the ingredients industry, which mostly communicates B2B through traditional media channels and websites
- Food ingredients companies must embrace social media and manage consumer perceptions

2: Health Claims and Return on Investment

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Regulations Have Tightened in the Last 3-5

- [EFSA](#) approval is slow, expensive and requires a lot of data
- Many companies use 'softer' claims, relying on scientific evidence

How you Invest Your Money is Important

- Trials must produce the right kind of data
- Choosing the correct end-points and measurements
- Simple (and sometimes cheap) tests can establish efficacy

We can guide companies through the science based on *e.g.* value to customers, the expected health claim, the difficulties or likelihood of claim

To receive your copy of the full presentation please email or call me on the number below.

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