



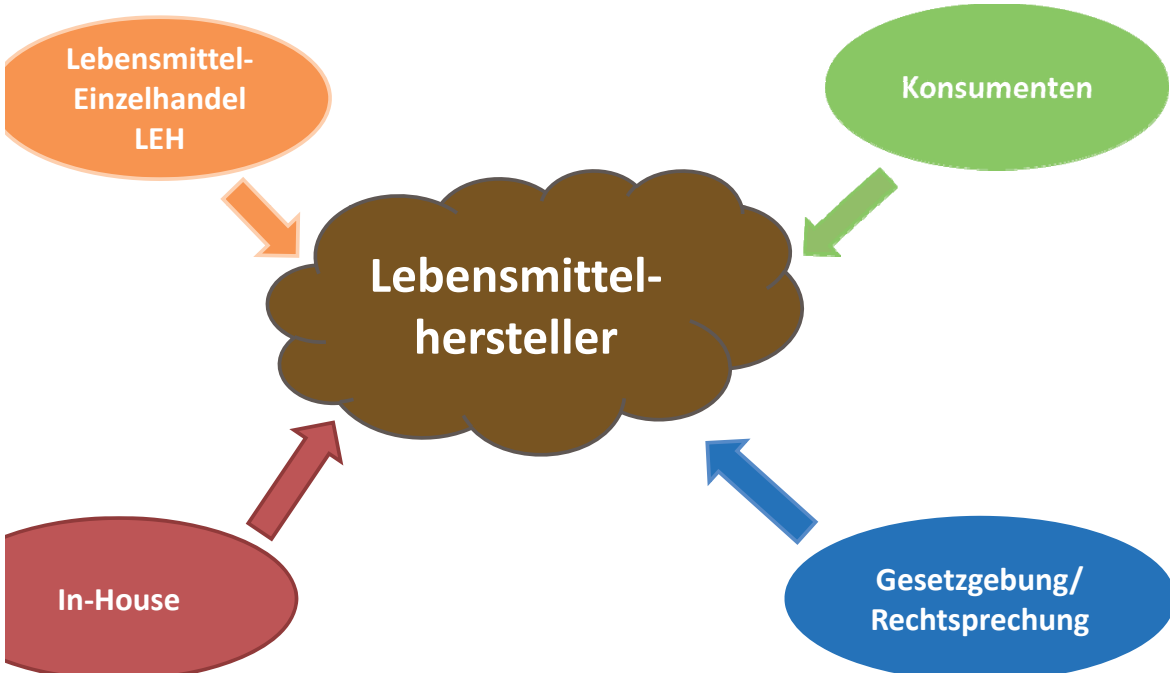
VOM GEJAGTEN ZUM JÄGER

47. ITS-Apéro am 16. Juni 2014

Meiert J. Grootes

Was Lebensmittelhersteller wissen müssen?





Ideen der Hersteller sind langweilig



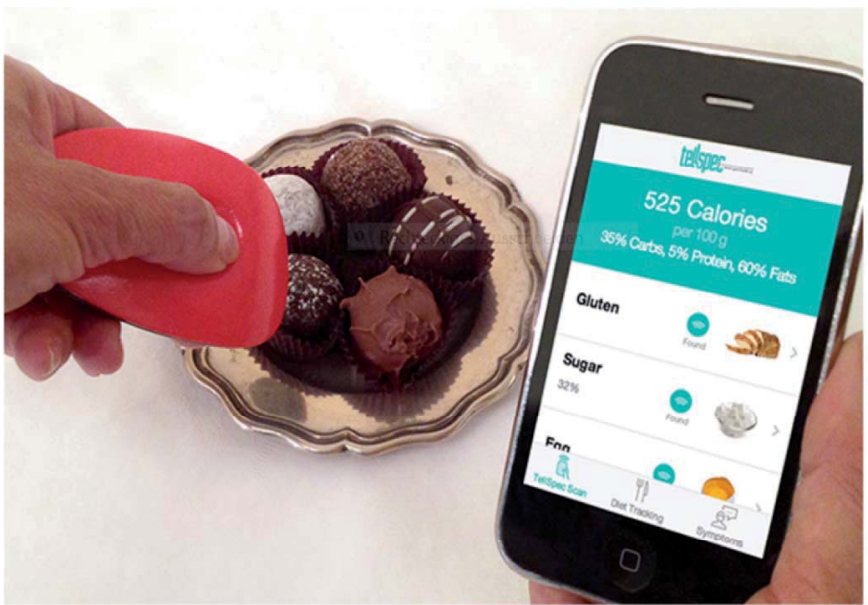
Machtwechsel: Web Petition BVO



Web Petition gegen lean beef

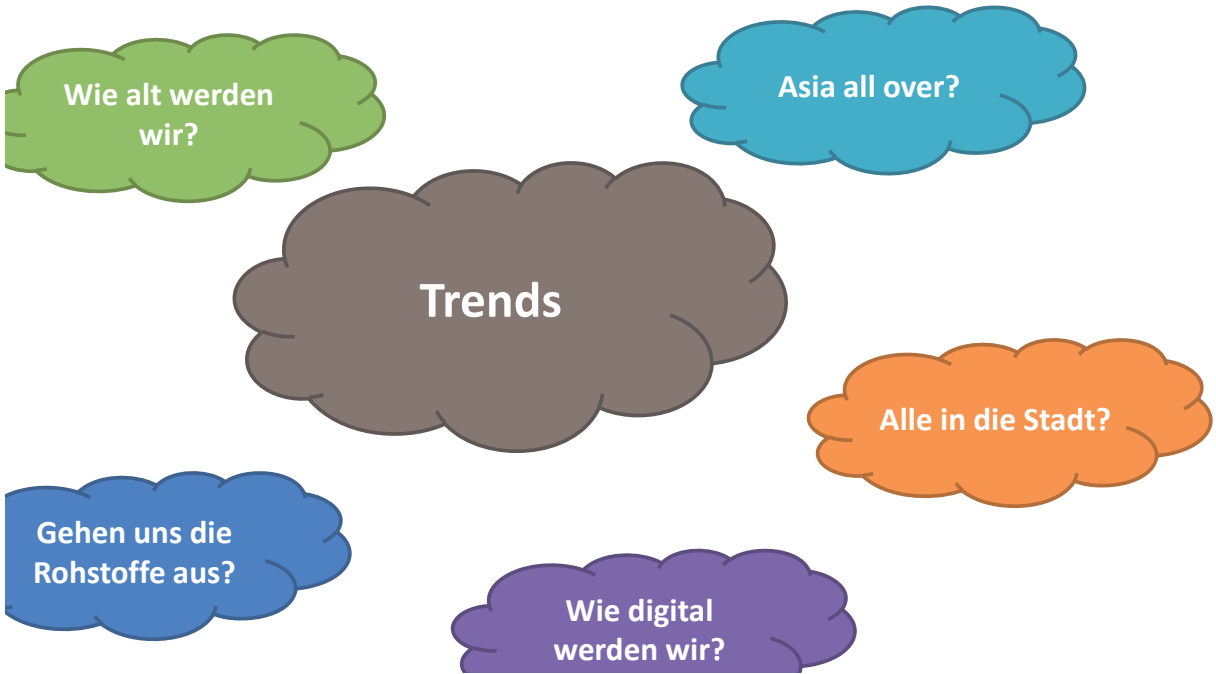


Foodscanner



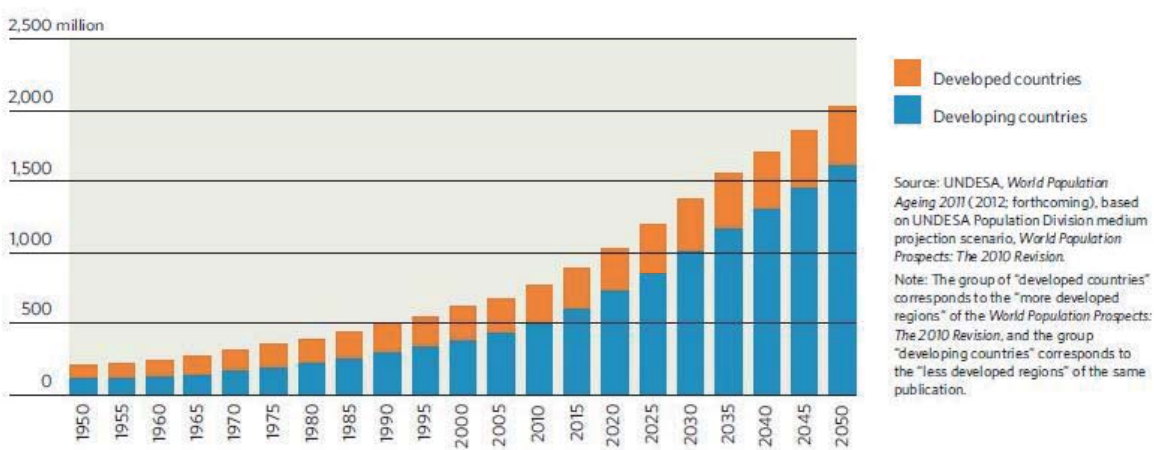
Paula gegen Flecki



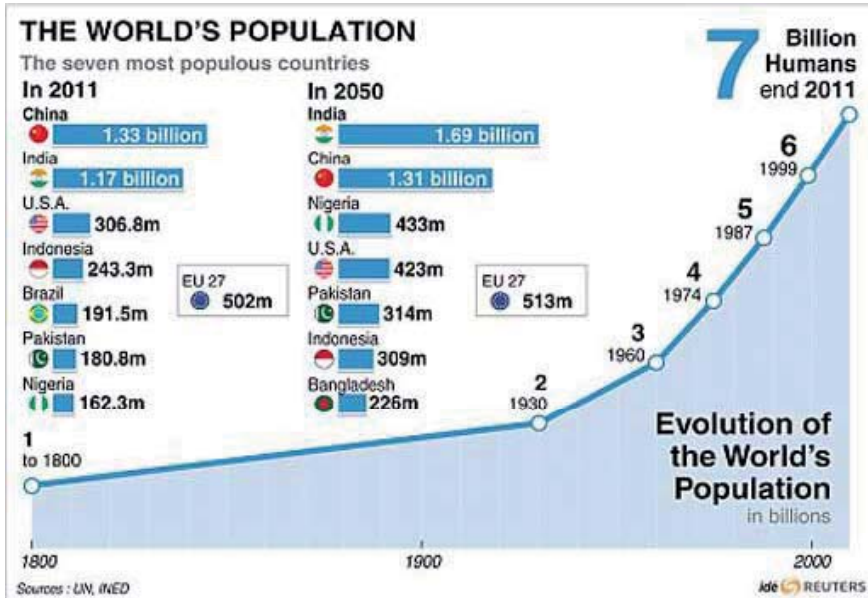


Demografische Veränderung

Number of people aged 60 or over:
World, developed and developing countries, 1950-2050



Wachstum emerging markets



Westernisierung



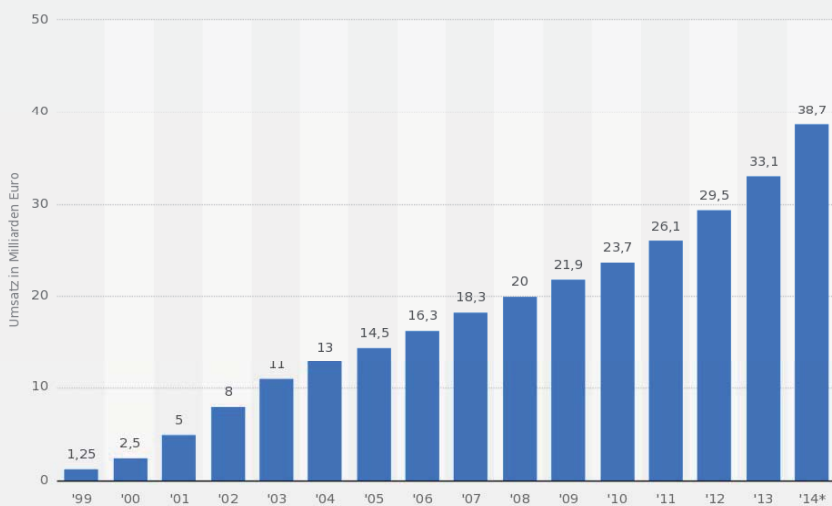
Tradition und Moderne



Internet Einkäufe



E-Commerce-Umsatz in Deutschland 1999 bis 2013 und Prognose für 2014 (in Milliarden Euro)



Quelle:
HDE (HDE-Berechnungen)
© Statista 2014

Weitere Informationen:
Deutschland; Handelsverband Deutschland (HDE)

Bedarf 2030



With a population of 8.3 billion people by 2030, we'll need:



Source: National Intelligence Council: Global Trends 2030: Alternative Worlds



DNA Innovation



Typen der Innovation

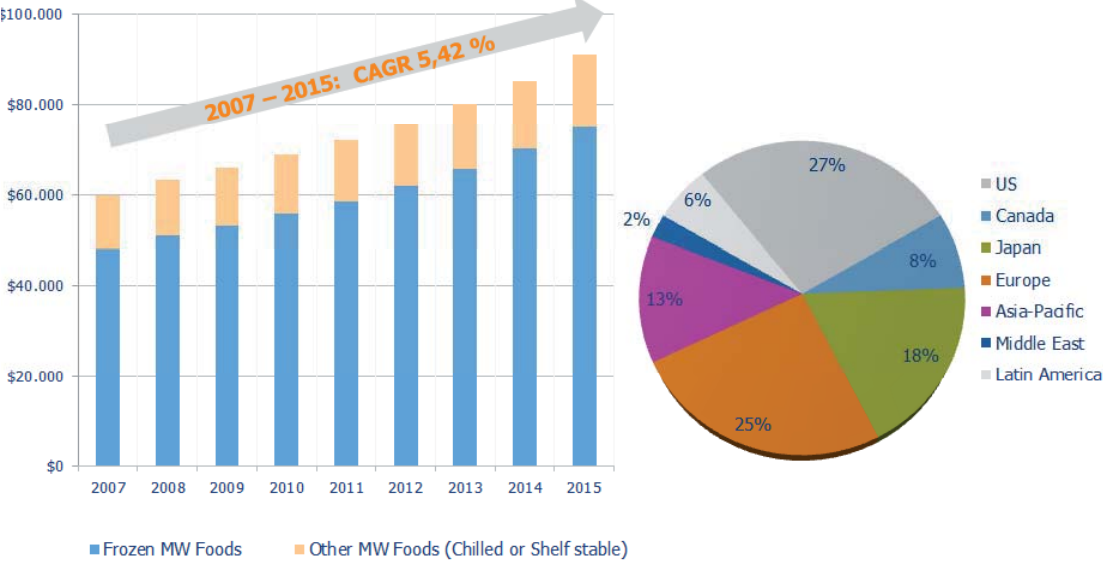


- Management innovation
- Organizational innovation
- Service innovation Business model innovation
- Marketing innovation
- Value chain innovation Technology innovation
- Material innovation Application innovation
- Partnership innovation
- Resource management innovation
- Customer relationship management innovation
- Brand innovation Process innovation
- Packaging innovation
- Revenue stream innovation Product innovation
- Pricing innovation
- Platform innovation Experience innovation
- ***
- Radical innovation Incremental innovation

Disruptive Innovation



Growing popularity of microwave-ready foods is emerging into a major trend



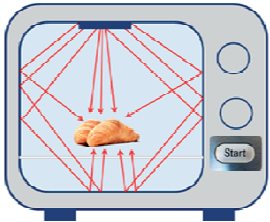
Source: Global Industry Analysts 2011

Nur noch mit Mikrowellen



The biggest problem with heating/cooking good puff pastry or snacks in a microwave is **the crust** which turns out

- Spongy
- Doughy
- Soggy
- Leathery



In order to assure crispiness **susceptors** or **crisping sleeves** are often added to the packing.

Digitale Werbung



Amazon's Fresh



amazonfresh Hello. Please sign in. (New to AmazonFresh? Get started here.)

Shop All Search AmazonFresh

EVERYTHING FATHER'S DAY

SHOP NOW

Seattle Spotlight

Now delivering meals from Petra Bistro

Now delivering meals from The Stumbling Goat

Shop Daniel's Broiler

Shop Hot Cakes

Shop our best produce

Page 1 of 6

\$4.99	\$2.99	\$8.99	\$4.31	\$5.99
Please click to begin shopping	Please click to begin shopping	Please click to begin shopping	Please click to begin shopping	Please click to begin shopping

Wenn weniger mehr ist



Vertikale Landwirtschaft



