

**Global Sourcing of Perishables**  
A Customer Perspective

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Background




**Innovative Fresh**

Mission:

*Leading Innovation from Seed to Shelf*

- 3 partners (NL/CR)
- Key knowledge areas:
  - Consumer
  - Product
  - Production
  - Economics
  - Cool Chain & PH Tech
- Our specialty: Connecting the perishables world with retail

**Agenda**

- How Risk and Value Shape the World
- Defining Factors for the Future

**Quality and Production**

Perishables categories are like any other category in Retail,

...but perishables have 2 unique characteristics:

- variable quality
- variable production



**Uncertainty & Risk**

Uncertainty and Risk are inherent to the production of perishables...and have shaped their supply chains

**Managing Perishables = Managing Risk**



### Value

Easiest way: reducing the price...

Healthier way:  
 provide innovative and unique concepts, decreasing Total Cost of Ownership, increase sales volume, bring superior quality (variety, taste, shelf life, appearance, smell), support CSR objectives, support merchandising activities, support with good promo's, minimizing risk for the retailer, minimizing work for the retailer, ...

### Perishables from a Customer point of view

Too little focus on adding value for the customer

Too much focus on reducing risks and maximizing production

Lower Risk = Increasing Commoditization!

It is time to focus on the Customer and to Add Value!

### Future of Sourcing

Consumer / Product Trends

- Better Tasting
- Healthier
- More Convenient



### Climate Change!

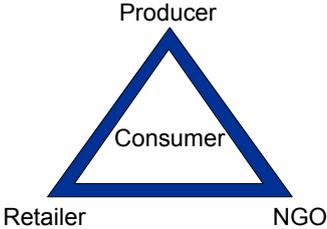


### Social & Environmental Responsibility

- Protect the Environment
- Protect Small Growers & Farm Workers
- Protect Consumer Health
- Support Local Communities



### Sourcing in a New World!






New Partnerships



Connecting Again with Food



Defining Factors for the Future

- Shift from "Reducing Risk" to "Adding Value": Think Customer!
- Social & Environmental context
- Collaboration has become a key driver for innovation

New World of Opportunities:  
From Seed to Shelf!



Innovative Fresh

Innovation

Passion

Knowledge

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