Natural organic products are fueling sustainable growth across all categories

Natural and organic products are responsible for growing sales in most every category. Shoppers are now able to find natural organic products in every channel in most every retailer including Drug, Mass, and Convenience. Total Store all outlet sales are up +2.2%. Food represents 60.6% of total store sales, up +1.9%. Natural food represents 7.7% of total and food and is up + 11.0% while Organic is up 16.9%. Put another way, the small sliver of sales that represent natural organic products are responsible for sustainable category growth. Come to this session to learn how you as manufacturers and retailers can capitalize on these trends.

ECRM®

Natural, Organic & Specialty Foods EPPS

Sheraton San Diego Hotel & Marina (San Diego, CA)

Aug 24, 2016

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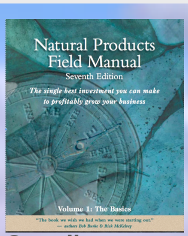
Published Articles



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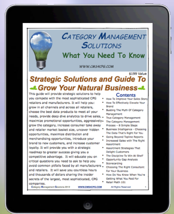


Speaker/ Keynote

Advisor/Mentor/Expert

Questions?

- **What is fueling CPG growth?**
- **How do retailers and brands grow sustainable sales in any economy?**
- **How do retailers and brands work together to support and take advantage of the "better for you" trend?**
- **How important is the shopper when considering different merchandising strategies?**

Key terms:

Market basket

Share of wallet

Shoppers Have Choices

Personal supply chains are disrupting mass market models.

TODAY'S SHOPPER IS INTENTIONAL

"I don't have to settle for what's on the shelf. I'm going to find a solution that fits my individual needs better. If you can't help me, I'll get help elsewhere."

> WHAT THIS MEANS FOR RETAIL

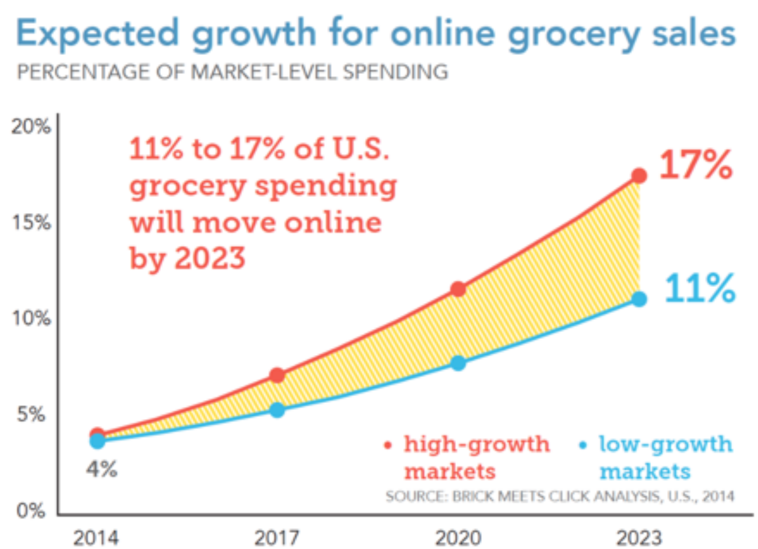
Intentional shoppers are combining physical and virtual stores to create personal supply chains that are disrupting mass market retail models.

www.brickmeetsclick.com

Competition Is Increasing

What's the new thinking about online grocery growth?

Brick Meets Click now forecasts that online grocery spending in the US will reach between 11% and 17% in most markets by 2023. The fastest growing markets should reach the top of the range, but even slower growing markets could see one in ten grocery shopping dollars move online.



"Think of these curves as guardrails. A few major markets like New York and San Francisco may exceed the upper boundary, and markets with little investment may fall below 11%. But, most markets will fall within this range."

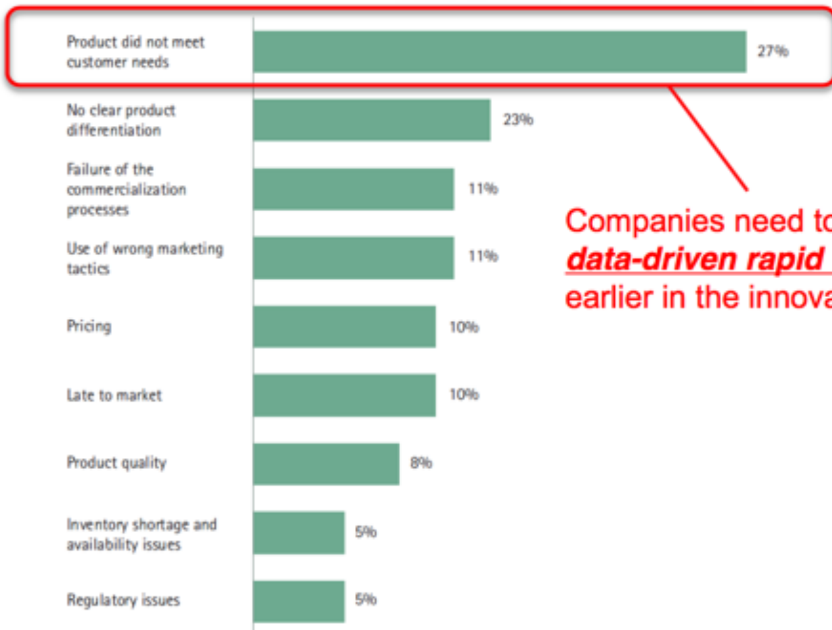
Steve Bishop
Co-founder & Managing Director
Brick Meets Click

www.brickmeetsclick.com

Shoppers Want What They Want

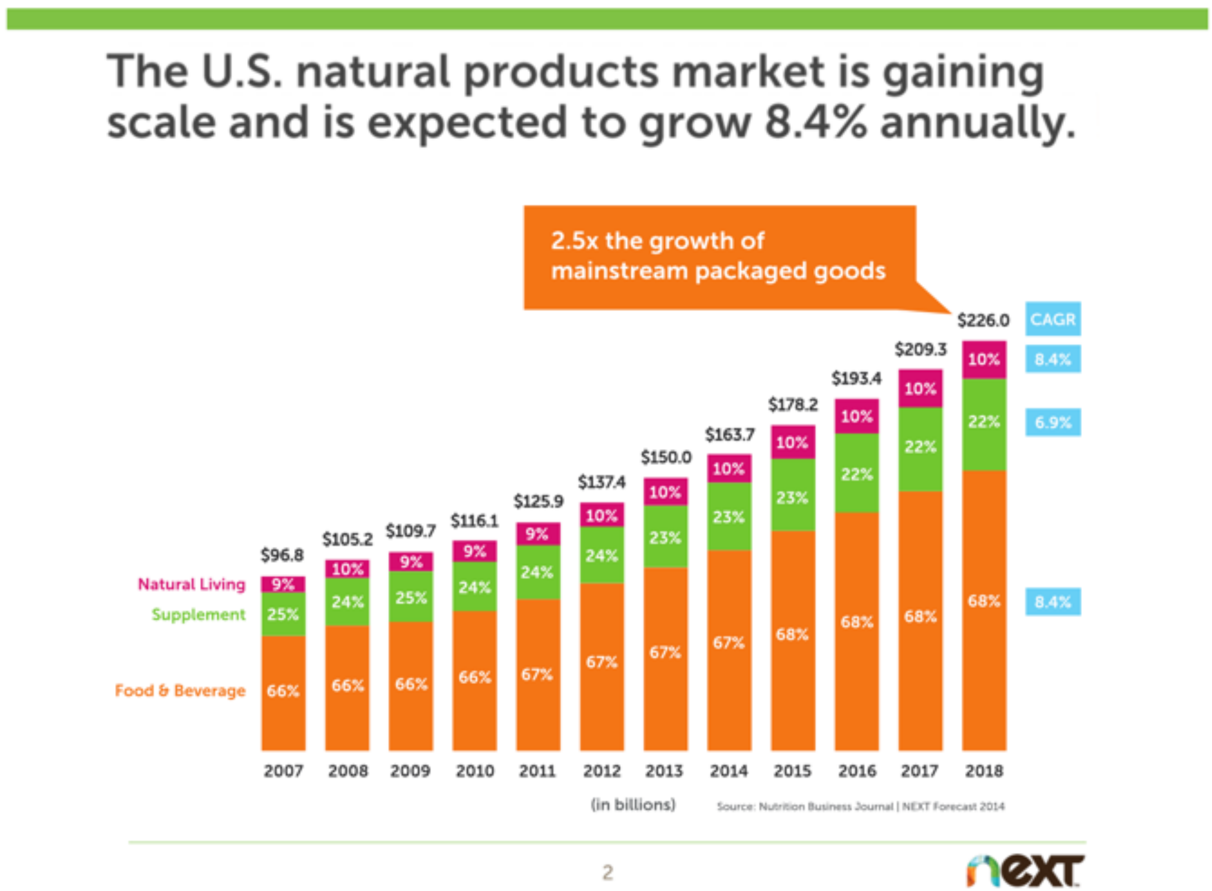
The #1 reason new products fail?
The product did not meet customer needs.

Figure 3. AMR Research 2008 Study—Innovation in Consumer Products: Reasons cited for failure of new products



Companies need to focus on gaining
data-driven rapid feedback
earlier in the innovation process!

Natural Organic Growth Trends



ALMOST 4 OUT OF 10 SUFFER FROM AN AILMENT

But many turn to **food as medicine** to help manage overall health

39%
Suffer from an ailment

Including some of the foremost causes of preventable death…
heart disease, stroke, type 2 diabetes & certain types of cancer

50%
Do not seek medical attention

They turn to ***OTC products, exercise, and better eating*** *to improve their situation*

75%
believe they can manage many of their health issues through proper nutrition

Source: World Health Organization; Centers for Disease Control 2012
Nielsen Ailment Panel 2015

CONSUMERS ARE SEEKING OUT HEALTHIER FOOD OPTIONS

66%

EAT HEALTHIER NOW THAN BEFORE

64% Try to buy healthier foods

60% Quality trumps price

57% Do online research on nutrition, fitness tips, healthy recipes

Source: Nielsen two week online survey (April 2016) of 1176 respondents – chg vs. 2014

SHOPPERS ARE ACTIVELY CHOOSING BETTER OPTIONS

53%
will pay more for foods that promote health benefits

48%
choose local, natural and organic when possible

40%
are willing to sacrifice taste for a healthier option

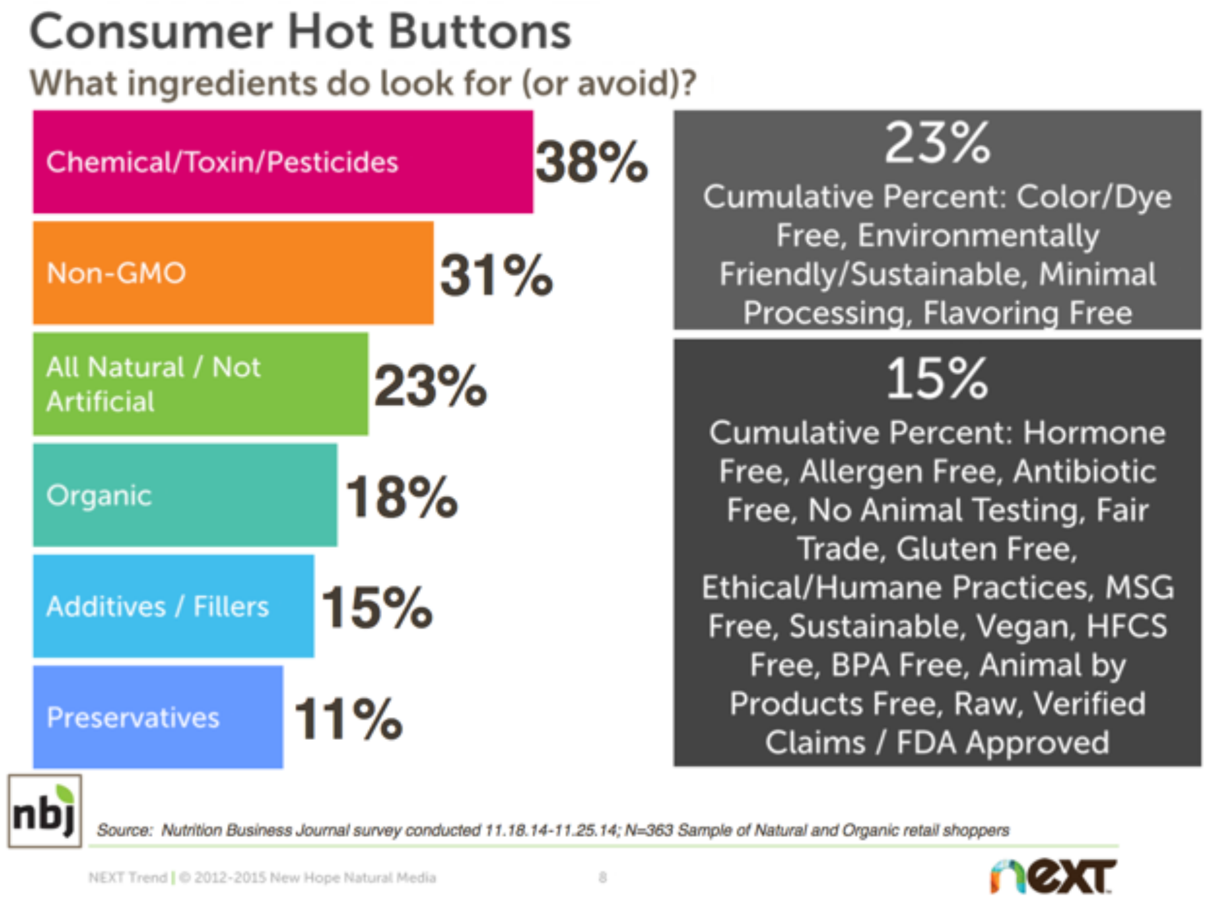
Source: Nielsen two week online survey (April 2016) of 1176 respondents

THE BIGGEST FOOD MANUFACTURERS ARE STRATEGICALLY FOCUSED ON H&W

They are focusing on product transparency and making changes to their product portfolio

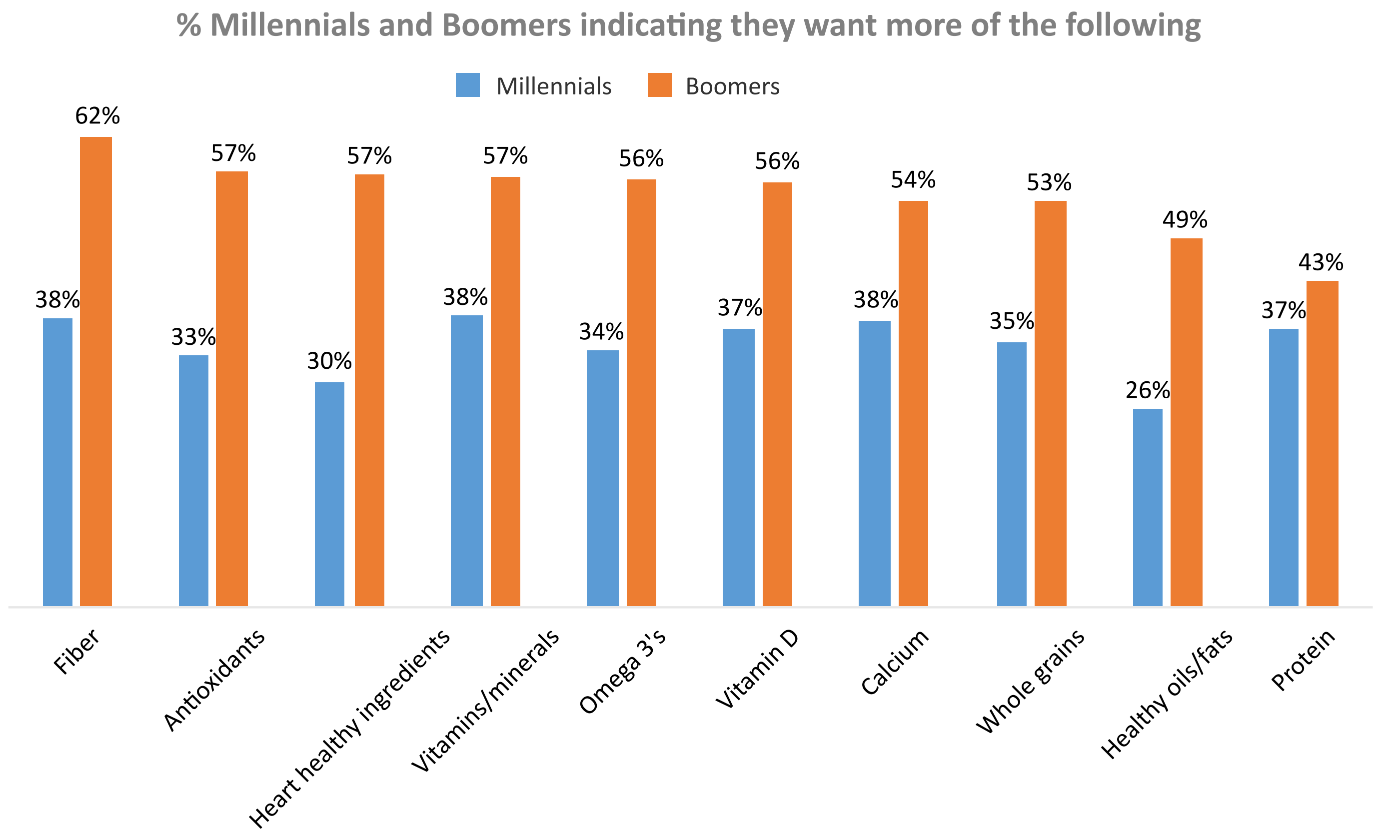
- LOW SUGAR — Reducing sugar and removed artificial colors/flavors from brands
- Removing undesirable ingredients like artificial preservatives and dyes
- Using simple, easy to read ingredients and sustainable ingredient sourcing
- Creating organic and natural options to existing brands
- Starting Venture Capital Funds to identify up and coming brands
- Acquiring disruptive health & wellness brands

Transparency Is Key



BOOMERS DRIVE DEMAND ACROSS HEALTH INGREDIENTS

Fiber is the most important ingredient for Boomers



Source: Natural Marketing Institute, all rights reserved

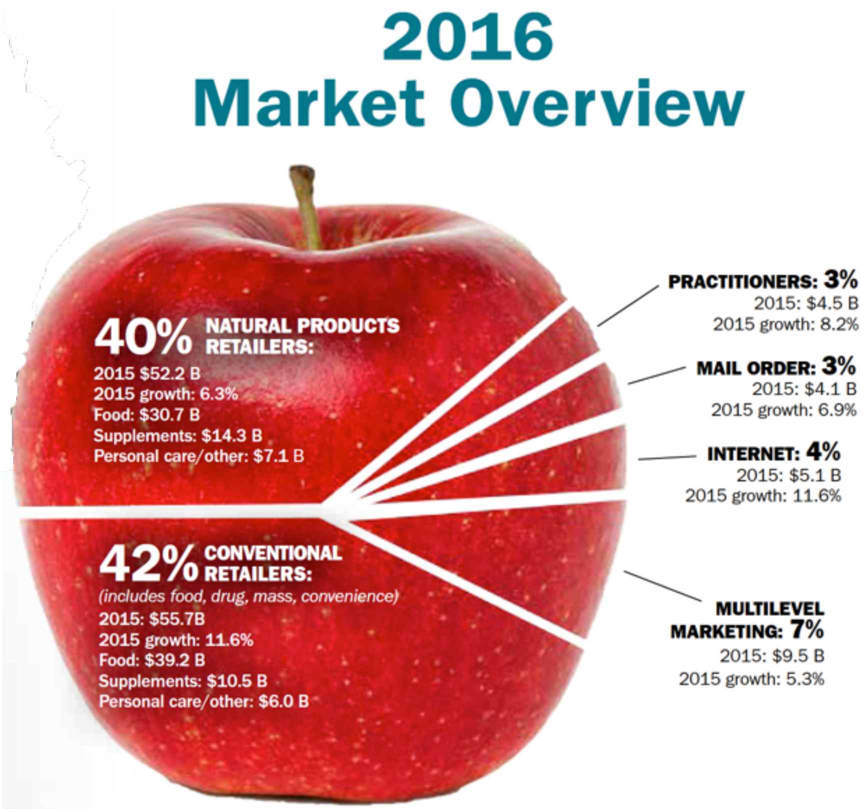
HEALTHY CLAIMS ARE GROWING IN SALES, AND IN ITEM COUNTS

BIGGEST AND FASTEST GROWING H&W CLAIMS
TOTAL FOOD

- **NO ARTIFICIAL COLORS/ FLAVORS** +7.6% CAGR, +100 more items
- **ANCIENT GRAINS** +25% CAGR, +34 more items
- **ORGANIC** +15% CAGR, +117 more items
- **KOSHER** +3.3% CAGR, +645 more items
- **NATURAL** +11.7% CAGR, +239 more items
- **GLUTEN FREE** +13.6% CAGR, +433 more items
- **SOY** +3.9% CAGR, +170 more items
- **GMO FREE** +14.3% CAGR, +204 more items
- **NO HIGH FRUCTOSE CORN SYRUP** +8.7% CAGR, +82 more items
- **NO ARTIFICIAL SWEETENERS** +4.1% CAGR, +52 more items

Source: Nielsen x AOC. Period Ending December 26, 2015; growth since 2012 highlighted claims present in >75% categories

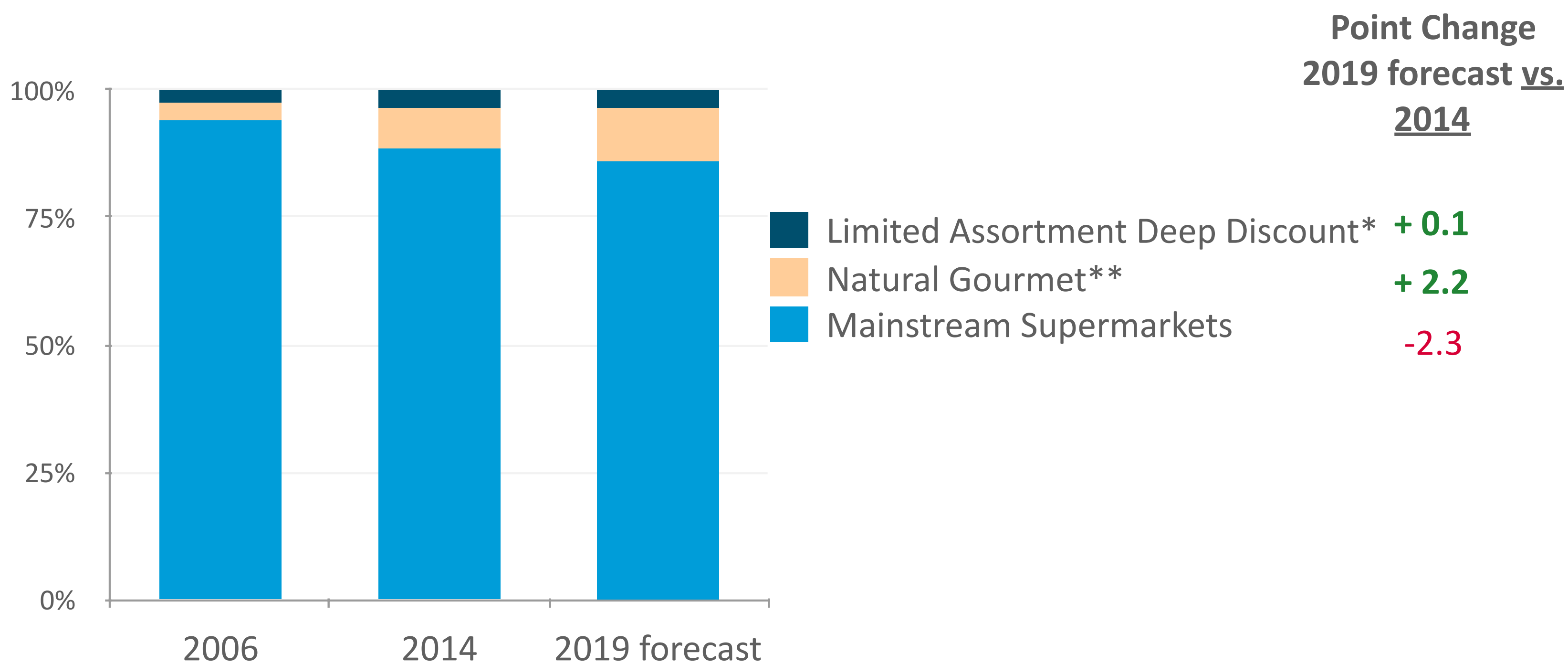
Mainstream Retailers Sell The Most Natural Organic Products



Source: Natural Foods Merchandiser Jun 1, 2016

MAINSTREAM SUPERMARKETS ARE PROJECTED TO LOSE SHARE TO NATURAL GOURMET STORES

Supermarket Channel $ Shares



Source: Nielsen TDLinx & Nielsen Analytics; *Aldi & Save-A-Lot; **Whole Foods, Trader Joe's, Fresh Market & Sprouts

WITH WELLNESS A NEW FOCUS, FRESH AND HEALTHY CAN BE FOUND AND PURCHASED EVERYWHERE

SHARE OF CHANNEL SHOPPERS PURCHASING FRESH WITHIN EACH CHANNEL

DRUG

21%

CONVENIENCE/ GAS

34%

MASS/ SUPERCENTER

85%

WAREHOUSE/ CLUB

89%

GROCERY

99%

GROCERY SEGMENTS

94% VALUE GROCERY

89% PREMIER FRESH

Source: Source: Nielsen Homescan Total Shopper View Specialty Panel,

GROWTH IN NATURAL IS HAPPENING ACROSS THE STORE

$ Sales % chg vs YAG

	TOTAL DEPT	NATURAL	ORGANIC	GMO FREE
DAIRY	+1.5%	+12.1%	+13.7%	+9.9%
FROZEN FOODS	+1.1%	+8.5%	+22.3%	+21.1%
MEAT & SEAFOOD	+1.1%	+25.9%	+10.3%	+11.1%

SOURCE: NIELSEN WELLNESS TRACK 52 weeks ending 1/23/16

Natural Organic Overview

Total US Food sales are up +1.9%

Total US Natural/Organic sales are up +11.0%

Natural Organic sales represent just 7.7% of total US food sales

Total US Food sales without natural organic are up +1.2%

Source: Nielsen Total US xAOC Latest 52 Wks - W/E 01/23/16. All insights above come from Nielsen Answers Total US Food, Drug, Mass, Walmart, Sam's, BJ's, Dollar Stores, and Convenience.

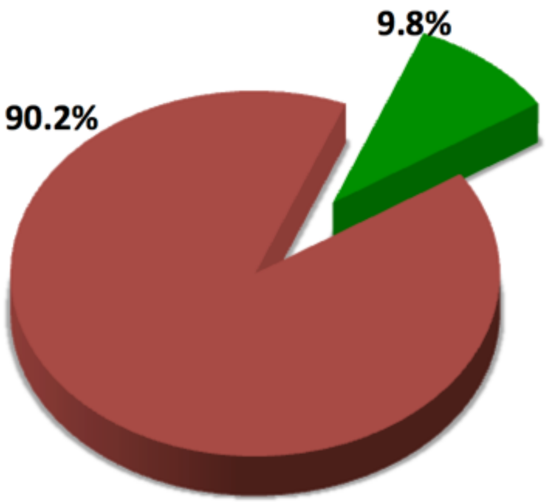
Natural Organic Overview

Total US Dairy sales are up +1.5%

Total US Natural/Organic Dairy sales are up +12.1%

Natural Organic Dairy sales represent just 9.8% of total US food sales

Total US Dairy sales without natural organic are up +0.5%

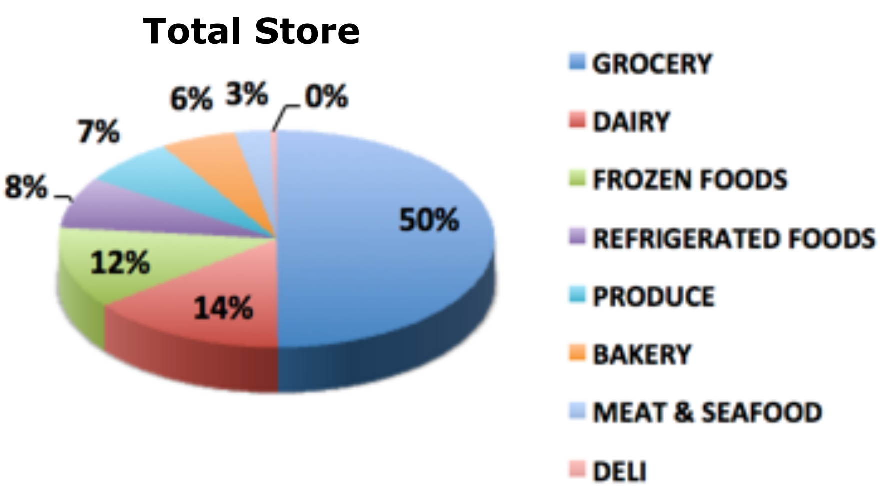


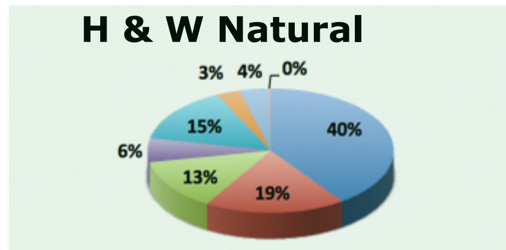
Natural organic sales are responsible for the sustainable sales and profit growth in total US food!

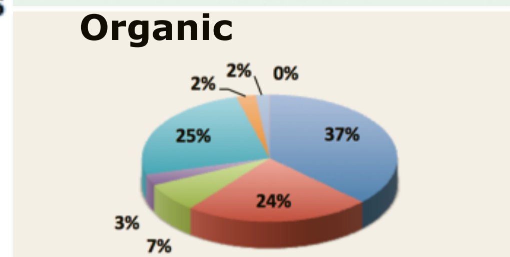
Source: Nielsen Total US xAOC Latest 52 Wks - W/E 01/23/16. All insights above come from Nielsen Answers Total US Food, Drug, Mass, Walmart, Sam's, BJ's, Dollar Stores, and Convenience.

Sales Comparison by Department

Rank by Sales	Rnk US	Rnk Nat	Rnk Org	Rnk GMO Free	TTL STORE $ % Chg	TTL STORE $ Share	H&W NATURAL $ % Chg	H&W NATURAL $ Share	H&W NATURAL $ Shr TTL Store	TTL Store less N&W $ % Chg	TTL Store less N&W $ Share	TTL Store less N&W $ Shr TTL Store	ORGANIC $ % Chg	ORGANIC $ Share	ORGANIC $ Shr TTL Store	GMO FREE $ % Chg	GMO FREE $ Share	GMO FREE $ Shr TTL Store
DEPARTMENT					1.9%		11.0%		7.7%	1.2%		92.3%	16.9%		3.1%	15.8%		4.0%
GROCERY	1	1	1	1	1.8%	49.9%	9.4%	40.1%	6.2%	1.3%	50.7%	93.8%	19.0%	37.1%	2.3%	14.4%	61.0%	4.9%
DAIRY	2	2	3	2	1.5%	14.6%	12.1%	18.5%	9.8%	0.5%	14.2%	90.2%	13.7%	23.5%	5.0%	9.9%	12.4%	3.4%
FROZEN FOODS	3	4	4	4	1.1%	12.2%	8.5%	13.4%	8.5%	0.5%	12.1%	91.5%	22.3%	7.4%	1.9%	21.1%	8.5%	2.8%
REFRIGERATED FOODS	4	5	5	5	1.5%	7.7%	16.4%	6.2%	6.2%	0.7%	7.8%	93.8%	33.0%	2.9%	1.2%	12.0%	7.1%	3.7%
PRODUCE	5	3	2	3	5.4%	6.9%	11.5%	14.6%	16.2%	4.3%	6.3%	83.8%	14.4%	24.9%	11.2%	34.1%	9.0%	5.2%
BAKERY	6	7	6	6	2.3%	5.6%	6.4%	3.1%	4.2%	2.1%	5.8%	95.8%	14.1%	2.5%	1.4%	21.7%	1.8%	1.3%
MEAT & SEAFOOD	7	6	7	7	2.4%	2.7%	25.9%	3.8%	11.1%	0.1%	2.6%	88.9%	10.3%	1.7%	2.0%	11.1%	0.1%	0.2%
DELI	8	8	8	8	2.1%	0.5%	19.0%	0.2%	3.5%	1.6%	0.5%	96.5%	35.6%	0.1%	0.5%	19.5%	0.0%	0.2%







Source: Nielsen Total US xAOC Latest 52 Wks - W/E 01/23/16. All insights above come from Nielsen Answers Total US Food, Drug, Mass, Walmart, Sam's, BJ's, Dollar Stores, and Convenience.

Snack Category Overview

CATEGORY	TTL STORE		HW NATURAL			TTL Store less Natural		ORGANIC			GMO FREE		
	$ % Chg	$ Shr	$ % Chg	$ Shr	$ Shr TTL US	$ % Chg	$ Shr	$ % Chg	$ Shr	$ Shr TTL US	$ % Chg	$ Shr	$ Shr TTL US
SALTY SNACKS	2.7%	24.6%	7.4%	32.9%	9.6%	2.2%	24.0%	20.7%	22.8%	1.6%	18.0%	37.9%	7.8%
CANDY	2.3%	20.0%	20.9%	4.0%	1.4%	2.0%	21.2%	28.2%	5.5%	0.5%	60.5%	2.2%	0.6%
YOGURT	3.2%	9.2%	11.7%	21.6%	17.0%	1.6%	8.2%	9.2%	32.0%	6.0%	67.2%	3.9%	2.2%
COOKIES	2.2%	7.9%	5.2%	5.9%	5.3%	2.0%	8.1%	7.5%	3.6%	0.8%	12.8%	1.7%	1.1%
CRACKERS	0.3%	7.5%	13.1%	5.4%	5.2%	-0.3%	7.7%	34.1%	5.4%	1.2%	10.2%	5.9%	4.0%
ICE CREAM	1.2%	7.0%	29.6%	6.0%	6.2%	-0.3%	7.1%	23.3%	5.6%	1.4%	14.4%	9.3%	6.7%
NUTS	2.2%	6.5%	46.4%	6.0%	6.7%	0.0%	6.5%	11.9%	5.0%	1.3%	4.3%	17.6%	13.7%
WHOLESOME SNACKS	0.5%	5.3%	12.4%	13.8%	18.7%	-1.9%	4.7%	4.5%	14.6%	4.7%	17.5%	15.6%	14.8%
SNACK CAKE	2.5%	4.9%	7.0%	0.4%	0.6%	2.5%	5.2%	-34.9%	0.0%	0.0%	64.3%	0.2%	0.2%
NOVELTY	2.7%	4.6%	3.8%	1.5%	2.4%	2.6%	4.9%	21.6%	0.6%	0.2%	14.3%	3.5%	3.8%
DRIED FRUIT	0.7%	1.2%	15.1%	2.3%	14.1%	-1.4%	1.1%	25.3%	4.1%	6.1%	34.7%	2.0%	8.8%
TOASTER PASTRY	-1.7%	1.0%	12.8%	0.2%	1.5%	-1.9%	1.0%	18.5%	0.6%	1.1%	18.5%	0.2%	1.1%
ICE CREAM TOPPINGS	2.5%	0.2%	15.5%	0.0%	0.9%	2.4%	0.3%	84.5%	0.0%	0.1%	264.3%	0.0%	0.1%
PRODUCE SNACKS	42.1%	0.0%	42.1%	0.0%	100.0%	-100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

These snack categories are up +2.1% in total food sales. Natural organic represents only 7.2% of all snack sales. Snacks sales are up +12.8% in natural, +14.6% in organic, and +16.6% in non-GMO. These categories are only up +1.3% in the absence of natural and organic products.

Source: Nielsen Total US xAOC Latest 52 Wks - W/E 01/23/16. All insights above come from Nielsen Answers Total US Food, Drug, Mass, Walmart, Sam's, BJ's, Dollar Stores, and Convenience.

Ice Cream and Novelty Category Overview

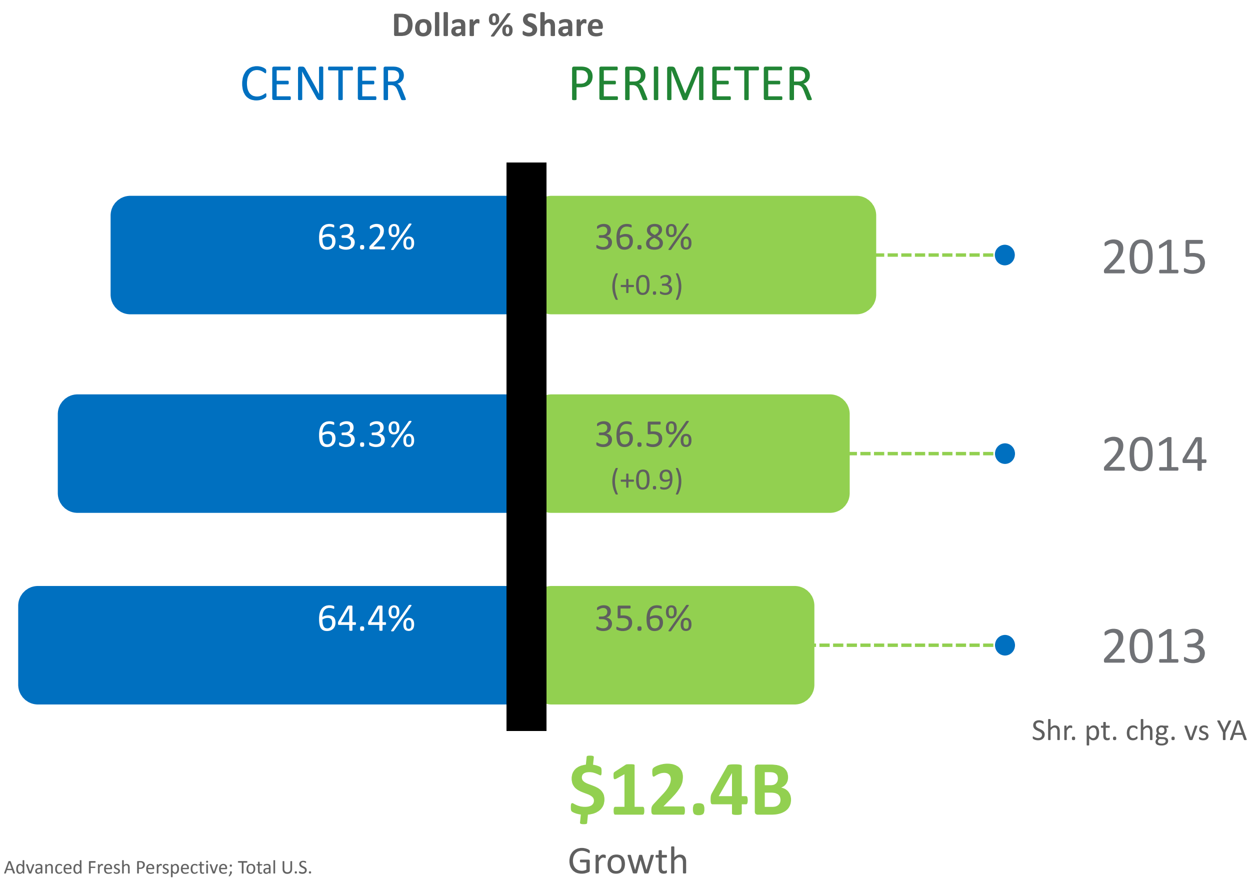
Cat Sub Category	US Rnk	Nat Rnk	Less Nat	Org Rnk	GMO Rnk	TTL STORE $ % Chg	TTL STORE $ Shr	H&W NATURAL $ % Chg	H&W NATURAL $ Shr	H&W NATURAL $ Shr TTL US	TTL Store less H&W $ % Chg	TTL Store less H&W $ Shr	ORGANIC $ % Chg	ORGANIC $ Shr	ORGANIC $ Shr TTL US	GMO FREE $ % Chg	GMO FREE $ Shr	GMO FREE $ Shr TTL US
ICE CREAM						1.2%		29.6%		6.2%	-0.3%		23.3%		1.4%	14.4%		6.7%
ICE CREAM	1	1	1	2	1	1.3%	89.4%	46.2%	9.3%	3.4%	0.2%	92.0	54.1%	38.5%	0.6%	13.2%	82.0%	6.1%
FRZN YOGURT	2	4	2	3	4	-11.6%	4.2%	-14.1%	7.2%	10.5%	-11.3%	4.0%	-20.9%	4.4%	1.4%	-7.7%	1.4%	2.1%
SHERBET	3	6	3	5	5	-7.2%	2.4%	18.5%	0.0%	0.1%	-7.2%	2.6%	18.5%	0.2%	0.1%	4.6%	0.4%	1.1%
ICE CREAM OTHER	4	2	8	6	6	21.7%	1.4%	22.3%	22.6%	99.1%	-20.5%	0.0%	-33.7%	0.0%	0.0%	-89.7%	0.0%	0.0%
SORBET	5	5	4	4	3	4.1%	1.1%	54.0%	4.5%	25.1%	-6.1%	0.9%	30.5%	3.4%	4.2%	22.7%	1.7%	10.3%
ICE CREAM NONDAIRY	6	3	6	1	2	22.2%	1.1%	20.2%	16.4%	95.9%	101.1%	0.0%	12.0%	53.5%	69.9%	24.2%	14.5%	91.4%
FRZN CUSTARD	7	7	5	7	7	1101.3%	0.3%	0.0%	0.0%	0.0%	1101.3%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ICE MILK	8	7	7	7	7	-2.2%	0.0%	0.0%	0.0%	0.0%	-2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NOVELTY						2.7%		3.8%		2.4%	2.6%		21.6%		0.2%	14.3%		3.8%
NOVELTY ICE CREAM	1	1	1	1	2	3.0%	68.9%	19.9%	4.6%	1.9%	2.7%	69.3	28.5%	7.4%	0.2%	10.7%	34.9%	1.9%
NOVELTY ICE	2	4	2	5	3	3.1%	13.4%	-28.5%	9.1%	1.6%	3.9%	13.6%	-72.4%	0.8%	0.0%	201.6%	3.9%	1.1%
NOVELTY FRUIT	3	2	3	2	1	-2.0%	8.8%	2.9%	20.0%	5.5%	-2.3%	8.5	37.1%	5.2%	0.4%	12.1%	59.6%	25.7%
ICE CREAM CAKES	4	7	4	7	7	2.9%	5.6%	0.0%	0.0%	0.0%	2.9%	5.7%	0.0%	0.0%	0.0%	-59.5%	0.1%	0.1%
NOVELTY YOGURT	5	3	5	3	6	9.1%	2.4%	-16.0%	9.5%	9.7%	12.7%	2.2%	8.1%	10.7%	1.1%	160.2%	0.2%	0.3%
NOVELTY SHERBET	6	7	6	7	8	-1.6%	0.4%	-100.0%	0.0%	0.0%	-1.6%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NOVELTY SORBET	7	6	7	4	5	8.4%	0.4%	-9.8%	1.0%	6.7%	10.0%	0.3%	27.9%	5.2%	3.5%	23.5%	0.2%	2.4%
NOVELTY NONDAIRY ICE CREAM	8	5	8	6	4	-6.2%	0.1%	-6.4%	5.9%	96.7%	0.9%	0.0%	-57.9%	0.7%	1.2%	14.6%	1.0%	25.7%

The combine ice cream and novelty categories are up +1.8%. Natural represents 4.7% of total ice cream and novelty sales and is up +23.3%.

Source: Nielsen Total US xAOC Latest 52 Wks - W/E 01/23/16. All insights above come from Nielsen Answers Total US Food, Drug, Mass, Walmart, Sam's, BJ's, Dollar Stores, and Convenience.

THE FRESH FOODS PERIMETER OF THE STORE IS GROWING

Over two years, share of perimeter sales to total food sales increased 1.2 share points



Source:Nielsen Advanced Fresh Perspective; Total U.S.

HEALTH & WELLNESS BASKETS ARE DIVERSE

GLUTEN FREE	ORGANIC	ANTIBIOTIC FREE
SALTY SNACKS	FRESH VEG & HERBS	MILK
VITAMINS & SUPPLEMENTS	MILK	YOGURT
YOGURT	FRESH FRUIT	ICE CREAM
CANDY	EGGS	CHEESE
CREAM	NUTRITIONAL	EGGS
BABY FORMULA	YOGURT	POULTRY FRESH
LUNCHMEAT	BABY FOOD	LUNCHMEAT
CHEESE	SHELF STABLE LIQUID SOUP	FRZ ENTREES
WHOLESOME SNACKS	SALTY SNACKS	FRESH MEAT
MILK	RTE CEREAL	REFRIG MEALS

Source: AOD RMS, Total U.S. – 52 weeks ending 3/28/15
Total $ Sales and % change versus year ago reflects Total CPG Sales By Health Claim, ( ) = % of Total CPG $ accounted for by the Top 10 categories

TODAY, SHOPPERS FOCUSED ON HEALTH & WELLNESS SKEW HIGHER INCOME

POPULAR WELLNESS CLAIMS $ Sales per 1000 Households Index

	Millennials *FH Age <35*	***Boomers*** *FH Age 55-64*	***Caucasian***	***Hispanic*** *(any race)*	***<$20K*** *HH Income*	***$100K+*** *HH Income*
Ancient Grains	between 80–120	between 80–120	between 80–120	between 80–120	80 or less	120 or greater
Cage Free	120 or greater	between 80–120	between 80–120	120 or greater	80 or less	120 or greater
GMO Free	between 80–120	between 80–120	between 80–120	between 80–120	80 or less	120 or greater
Gluten Free	between 80–120	between 80–120	between 80–120	between 80–120	80 or less	120 or greater
Low Glycemic	between 80–120	between 80–120	between 80–120	120 or greater	80 or less	120 or greater
HFCS Free	120 or greater	between 80–120	between 80–120	between 80–120	80 or less	between 80–120
Hormone/Antibiotic Free	between 80–120	between 80–120	between 80–120	between 80–120	80 or less	120 or greater
No MSG	between 80–120	between 80–120	between 80–120	between 80–120	80 or less	120 or greater
Natural	between 80–120	between 80–120	between 80–120	between 80–120	80 or less	120 or greater
Omega 3 Type	between 80–120	between 80–120	between 80–120	120 or greater	80 or less	120 or greater
Organic	120 or greater	between 80–120	between 80–120	120 or greater	80 or less	120 or greater
Probiotic/Prebiotic	between 80–120	between 80–120	between 80–120	between 80–120	80 or less	120 or greater

Understanding the consumer is important to executing in retail

Index is: *120 or greater* *between 80–120* *80 or less*

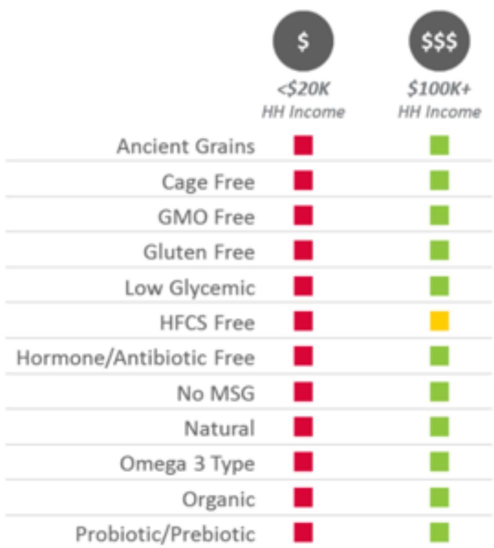
Source: Nielsen Answers On-Demand Syndicated Panel, 52 weeks ending 12/26/2015

UPC-coded items

HEALTH & WELLNESS IS NOT A ONE-SIZE-FITS ALL APPROACH

Understanding the drivers of engagement with H&W is critical

LOWER INCOME HH's UNDER-INDEX AMONG TOP WELLNESS CLAIMS



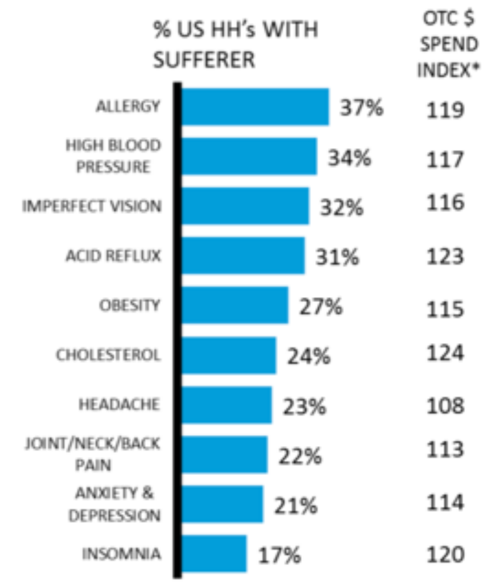
Source: Nielsen Answers On-Demand Syndicated Panel, 52 weeks ending 12/26/2015

THERE IS A DIFFERENCE IN CONSUMER ENGAGEMENT ACROSS HEALTHIER CATEGORIES

	WELL BEINGS	FOOD ACTIVES	MAGIC BULLETS	FENCE SITTERS	EAT, DRINK & BE MERRYS
Produce	134	101	90	95	85
Vitamins & Supplements	121	119	109	85	45
Water	112	100	99	99	91
Soft Drinks	72	88	112	98	116
Tobacco & Alternatives	68	82	130	80	107

Source: Homescan, NMI H&W segmentations, 52 weeks ending 12/26/2015

AILMENT SUFFERERS BUY DISPROPORTIONATELY MORE HEALTHCARE RELATED PRODUCTS



Source: Nielsen Health Survey 2015
*OTC $ PER HH AMONG SUFFERER GROUP DIVIDED BY TOTAL OTC $ PER HH*100
52 WEEKS ENDING JUNE 2015

CLAIMS ONCE UNIQUE TO NATURAL RETAILERS ARE PROLIFERATED ACROSS THE RETAIL SPECTRUM

Whole Foods is lagging behind Kroger sales in both popular and up-and-coming claims

	Organic		No GMO	
	Latest 52 Wks	Chg vs. YA	Latest 52 Wks	Chg vs. YA
Whole Foods Market	$377M	↑ +2%	$275M	↑ +8%
	4.3% HH	↑ +0.3 pt	4.1% HH	↑ +0.3 pt
	$13.56/trip	↓ -$0.55	$12.10/trip	↓ -$0.12
Kroger	$494M	↑ +6%	$593M	↑ +16%
	9.6% HH	↑ +0.4 pt	12.6% HH	↑ +0.6 pt
	$6.87/trip	↑ +$0.03	$5.62/trip	↑ +$0.06
WinCo Foods	$46M	↑ +44%	$84M	↑ +24%
	1.9% HH	↑ +0.3 pt	2.7% HH	↑ +0.2 pt
	$5.41/trip	↑ +$0.41	$5.26/trip	↑ +$0.35

Source: Nielsen Homescan 52 Weeks Ending 7/11/15

Recommendations

Strategies to grow natural sales

- Merchandise natural organic products next to top selling mainstream items

- Leverage your category management capabilities at retail. Manufacturers need to apply their product and consumer expertise to help support the retailers that sell their products. Both manufacturers and retailers need to form a cohesive collaborative relationship to help each other grow and remain competitive. This is done by adopting a category captain/category advisor role at retail. Retailers will value and appreciate a manufacturer's/ brand's expertise and possibly reward them with better shelf placement and incremental promotion opportunities. The goal is to increase foot traffic at retail and to increase consumer shopping basket size.

- Adopt KPIs (Key Performance Indicators) which are micro-strategies that help build your brand consistently across all channels. These strategies include pricing, promotion, distribution, merchandising, etc. Your KPIs should measure your strategies against your competitor.

- Take an active role in helping your broker/distributor manage and grow your business. Develop scorecards to hold them accountable for your success and growth.

- Education: Commit to developing your category management, sales management and trade marketing management teams by teaching them the best practices to help grow your business sustainably.

Recommendations

Strategies to grow natural sales

- Scorecarding: Develop a strategy to set measures and manage your goals in 2015. Scorecarding allows you to break goals into small manageable bite-size chunks.

- Adopt merchandising strategies that support your growth. Sometimes the best overall approach includes multiple strategies for different categories. Each one addresses a different need/goal whether it be turf defending, increasing foot traffic, image creating, etc.

- Know your customer. Natural consumers don't simply want to be sold. They are perhaps the most loyal consumers any retailer can hope to have. They are typically the most committed, best educated, (they read labels), most loyal and most dedicated shoppers in any channel.

- Leverage your data/analytics/resources to maximize your ROI and "win at shelf" - learn how to navigate the data maze

Strategic Innovative Ideas and Actionable Insights for CPG companies looking to gain a significant Competitive Advantage