

Title: Bullseye! Using packaging to drive consumer demand for avocados  
Author Name: Lisa Cork (Fresh Produce Marketing Ltd.)

#### Abstract

#### Objective:

Attendees will be challenged to view their avocado packaging (whether sticker, punnet, bag or stay-fresh refrigerated pack) as a powerful and persuasive marketing tool that can drive sales.

#### Statement of Findings:

The fresh produce industry fails to see its produce packaging as an important marketing tool. Unlike packaged foods, the fresh produce industry under utilises its existing packaging or fails to optimise the 'on-pack message' to drive consumer demand. This results in two outcomes: (1) packaging is seen as an expense and not a marketing investment; and (2) under optimised packaging fails to deliver on its potential.

#### Key Conclusions:

In a competitive retail environment, where avocado growers and marketers are competing for a share of the consumers' wallet...and stomach, taking maximum advantage of packaging as a way to drive consumer demand for avocados is imperative.

#### This presentation...

- Explores current avocado packaging and the 'on-pack messages' used,
- Evaluates the competition and reviews their packaging and 'on-pack message'
- Gives attendees a list of ideas they can take away and put to use immediately to more effectively optimise their current packaging and 'on-pack message.'

#### Biographical Paragraph – Lisa Cork

Lisa Cork is a produce marketing specialist with over 20 years of industry experience.

Her expertise is helping growers and retailers transform the message on their fresh produce packaging from being plain and perfunctory to being a powerful and persuasive marketing tool that drives sales, captures attention and builds stronger relationships with customers.

She is a popular and entertaining conference presenter, regularly speaking at conferences around the world. She is also a popular magazine columnist and blogger ([www.freshproducemarketing.com](http://www.freshproducemarketing.com)).

¡Bullseye! Utilización del empaque para manejar la demanda de consumo de aguacates  
Lisa Cork (Fresh Produce Marketing Ltd.)

#### El Objetivo:

Los asistentes serán desafiados a ver su empaque de aguacate (ya sea pegatina, la canastilla, la bolsa o paquete refrigerado mantiene-fresco) como una herramienta poderosa y persuasiva de marketing que puede manejar las ventas.

#### Declaración de Conclusiones:

La industria de productos frescos falla de ver el tipo de empaque de sus productos como una herramienta importante de marketing. A diferencia de los alimentos manufacturados, la industria de productos frescos hace mal uso del empaque o falla en optimizar el mensaje en-paquete para manejar la demanda de consumo. Esto tiene como consecuencia dos resultados: (1) el envase es visto como un gasto y no una inversión de marketing; y (2) mal uso del empaque que falla en cumplir sus objetivos.

#### Conclusiones Claves:

En el ambiente competitivo de la venta al por menor, donde los productores y vendedores compiten para una porción de la billetera de los consumidores...y de sus estómagos, es imprescindible tomar la máxima ventaja del empaque como una manera de manejar la demanda de consumo para aguacates.

#### Esta presentación...

- Explora el empaque actual de aguacate y los mensajes en-paquete

- Evalúa la competencia y revisa su empaque y su mensaje en-paquete
- Les da a los asistentes una lista de ideas que pueden llevar consigo y pueden poner en práctica inmediatamente para optimizar más efectivamente su empaque actual y su mensaje en-paquete.

Párrafo Biográfico – Lisa Cork es una especialista en marketing de productos frescos con más de 20 años de experiencia en la industria. Su experiencia se basa en ayudar a los productores y minoristas en transformar el mensaje simple y superficial en sus productos frescos y convertirlo en una herramienta ponderosa y persuasiva demarketingng que puede manejar las ventas, captar atención y construir relaciones más sólidas con los clientes.

Lisa es una conferencista muy famosa y divertida que ofrece conferencias alrededor del mundo. Es también una columnista de revista y blogger ([www.freshproducemarketing.com](http://www.freshproducemarketing.com)).

Key Words: packaging, consumer demand, marketing, branding

Body of Paper:

Introduction

Packaging is a marketing opportunity. In fact, packaging is often the final opportunity to communicate a 'buy me' message to the consumer.

The packaged food sector knows the importance of packaging and they are experts at optimising their on-pack message to appeal to shopper needs and motivate shoppers to buy.

The fresh produce industry tends to view packaging differently. In fresh produce, packaging is often seen as the containment vessel to move the product through the channel of distribution. The words on the packaging, what I call the 'on-pack message' are often used simply to communicate the legal information required. Fresh produce packaging, as a result, is plain and perfunctory instead of being a powerful and persuasive marketing tool.

This paper argues that fresh produce packaging, even if only a sticker on an avocado, is an untapped opportunity waiting to be maximised.

Recommendations

Effective produce packaging is an untapped opportunity to drive sales, capture attention and build stronger relationships with customers. If you are interested in increasing the effectiveness of your fresh produce packaging, here are four steps to start you on the process.

Step 1: Talk to someone and say something.

Step 2: Know current trends and use them

Step 3: Inform...and Inspire

Step 4: Monitor, mimic and learn from the competition