



# **From Plain to Persuasive: Use Your Packaging To Sell More Produce**

**Lisa Cork**



**FRESH PRODUCE**  
MARKETING LTD.



**“90% of produce packaging communication wastes money and misses opportunity because it fails to meet or appeal to consumer needs.”**

***Lisa Cork***



**Most fresh produce packaging is  
plain, pragmatic & perfunctory.  
It is seen as a containment vessel for product  
and not a marketing/sales tool.**

### 3 Common Produce Branding & Packaging Mistakes

# 1. Produce packaging restates the obvious... ..and fails to sell the benefit.



**Not selling the benefit costs you \$\$\$!!!**



### 3 Common Produce Branding & Packaging Mistakes

## 2. Grower/retailer brands dominate fresh produce...but mean nothing to the shopper.



**This wastes valuable, consumer message space!**

## 3 Common Produce Branding & Packaging Mistakes

# 3. Produce packaging focuses on variety, not on shopper needs or success.



**Not selling the benefit costs you share of stomach!**

**Your packaging is valuable ‘real estate’  
seen by thousands of shoppers daily.**







# Grocery companies spend millions on their 'real estate.'



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# Produce companies don't see their packaging as 'real estate.'



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# **The Secret to Successful Packaging:**

**Match your product's benefits to consumer needs.**

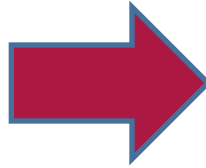
- 1. Find the problem, opportunity or unmet need**
- 2. Position your product to solve or meet the need**
- 3. Communicate the solution via your brand & packaging communication**





# Case Study 1: Love! Kumara

## Moving From Commodity to Value Add Veggie



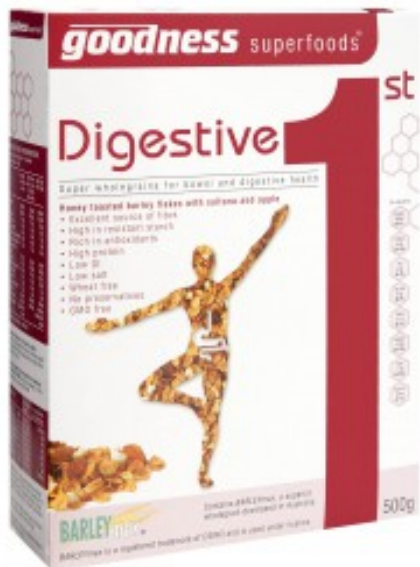
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Use Your Packaging To Sell More Produce

## Step 1: Know The Trends and Use Them

*Digestive  
Health*



*Men As Grocery Shoppers*



*Provenance / Local*



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## Step 2: Know Your Market & Who You're Talking To



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## Step 3: Sell The Benefit – Not Just The Product



VS.



VS.



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## Step 4: Branding: It's All About Them (and not you!)



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# Use Your Packaging To Sell More Produce

## Step 5: Have Some Fun – You Sell The World's Most Healthiest Foods!



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## Case Study 2: Putting It All Together

# Marketing Merken / Merquen



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# Thank you!



*Helping fresh produce companies make their packaging spend work harder,  
by turning plain and perfunctory packaging into a powerful consumer  
communication tool that increases sales and earns them more money.*

*[www.freshproducemarketing.com](http://www.freshproducemarketing.com)*