



Regional Brand Builders®

DEVELOPING REGIONAL IDENTITY AROUND FOOD & AGRICULTURE



Cincinnati * New York

2175 Central Parkway
Cincinnati, OH 45214
(513) 381.4900
(518) 651.5171

regionalbrandbuilders.com

DEFINING

Lo•cal•or – *adj.*

a person committed to leveraging
their purchasing power, experience and knowledge
to maximize the economic impact of
locally grown goods

WHO WE ARE

REGIONAL BRAND BUILDERS

ELEVATE THE ROLE THAT

REGIONAL

LOCAL AND PLACE-BASED

BRANDS

PLAY IN THEIR RESPECTIVE CATEGORIES BY

IDENTIFYING & LEVERAGING

THE UNIQUE BENEFITS

THESE BRANDS OFFER TO CONSUMERS



Regional Brand Builders®

A leadership company understanding, creating,
and building regional brands and companies

WHO WE ARE

Clients and Associations

Fresh Solution Farms

Michael Farms, Inc.

OPGMA

Sterman Masser, Inc.

Martens Companies

Sidor Farms

Bubba's Chips

Wise Potato Chips

McCormick Farms

Jones Chips

Brooks' House of BBQ

Childstock Farms

Glaziers Foodservice

Kroger

Sustainable Table

Green Festival

Right Stuff Enterprises

localfoods.org

Kentucky Proud

We Add Up

Cornell Cooperative Exchange

Empire State Potato Growers

Western NY Potato Growers

Chefs Collaborative

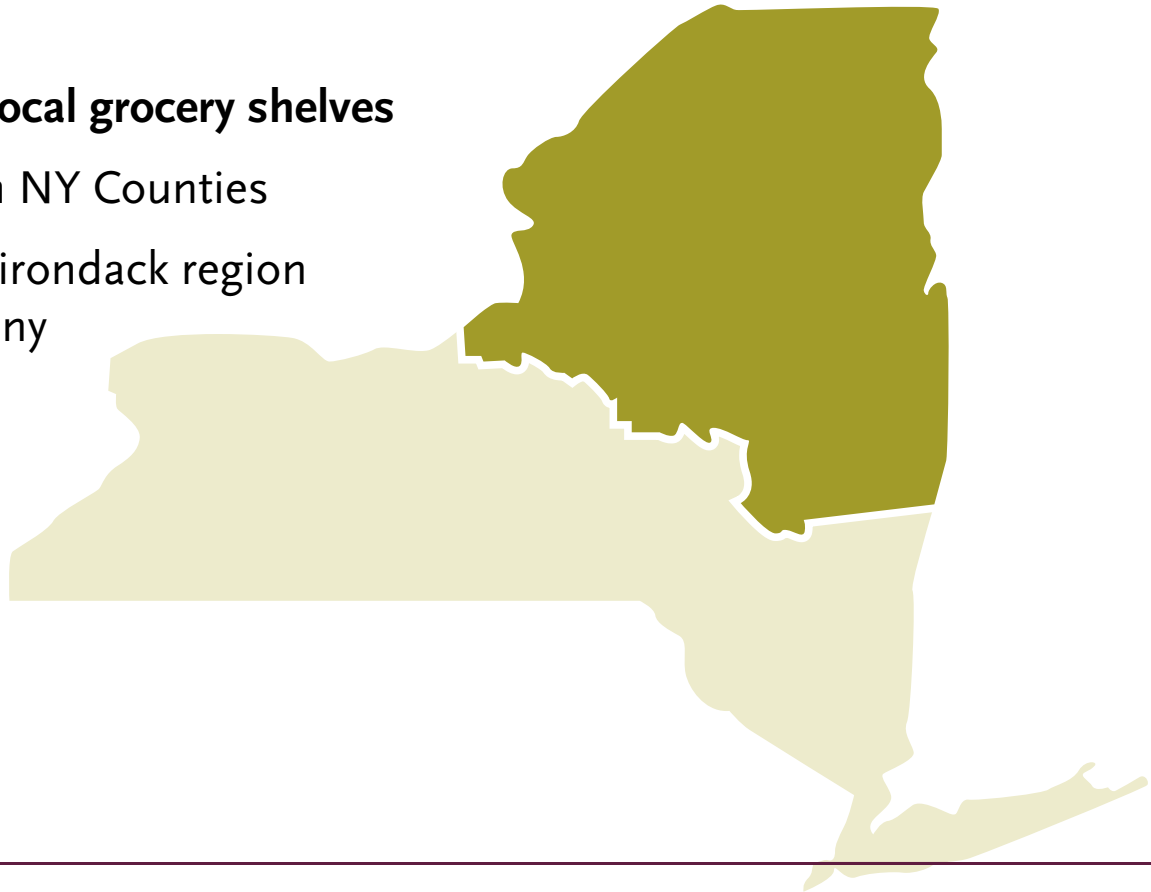
Wegmans

\$8,000,000 RETAIL MARKET EXISTS FOR LOCAL PRODUCTS IN THE NORTH COUNTRY

How Do We Get There?

Position our products on local grocery shelves

- First priority is Northern NY Counties
- Expansion to greater Adirondack region including Syracuse, Albany



CONSUMERS ARE LOOKING FOR LOCAL FOOD ALTERNATIVES

79%

Are concerned about where their food comes from

58%

Agree that locally grown food is generally better for them

85%

Wish local products were clearly marked

82%

Would like to be able to compare local products with national products on shelf

76%

Would like to see more variety of local products offered at their favorite store

50%

Would be willing to pay more for a product that is grown or produced locally

83%

Believe that their community benefits when they support locally owned business

LOCAL PRODUCTS NEED TO BE ON GROCERY STORE SHELVES

86% of in-home grocery purchases occur in Supermarkets, Supercenters and Club stores.

Behavior

- 62% of trips are classified as **Quick Trips**, with only 3-4 items purchased
- At the shelf, consumers are presented with a dizzying array of product offerings

Implication

- Local products need to be clearly marked and on the grocery shelves where consumers shop



LOCALLY GROWN PRODUCTS CAN COMPETE IN GROCERY STORES

Value-Added Products

Salsa

Tomato
Onions
Cilantro
Corn
Herbs

Jams & Jellies

Berries

Potato Chips

Chip Potatoes

Dressings

Maple Syrup
Vinegar
Seasoning

BBQ/Marinades

Tomatoes
Butter
Herbs

Fresh Products

Potatoes

Red
Yellow
White

Maple Syrup

Maple Syrup



LOCAL BRANDS SHOULD LEVERAGE LOCAL BENEFITS

Associations with Local Food Traditions

- Placed Based Ingredients
- Local Recipe/Flavor
- Restaurant Association

Quality of Ingredients

- Natural
- Organic

Economic Benefit

- Locally Owned
- Locally Grown

Sustainability

- Food Miles
- Carbon Footprint
(production, distribution)
- Renewable Packaging
- Partner in Local Food System

Locally Promoted

- Food Festivals
- Local Cause Marketing

THE SUSTAIN[®] BRAND WAS DEVELOPED TO FILL A LOCAL BRANDING NEED



SUSTAIN® BRAND: LOCALLY OWNED, LOCALLY GROWN

Case Study: Tablestock Potatoes



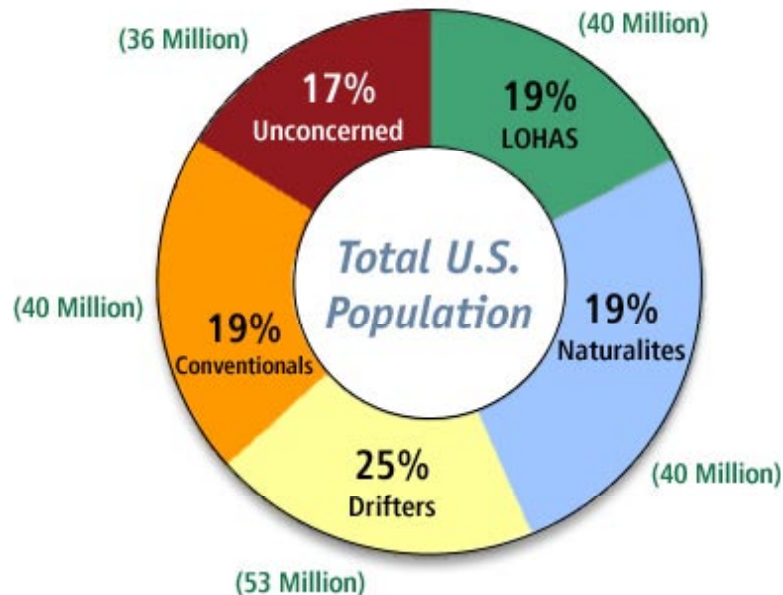
COMBINING SUSTAIN® AND NORTH COUNTRY PRODUCTS

Provides Communication Synergies Throughout the Store



NMI's CONSUMER SEGMENTATION MODEL

% GENERAL POPULATION U.S. ADULTS



*LOHAS: Acronym for Lifestyles of Health and Sustainability

- **LOHAS***: 19% (40 million)
Dedicated to personal and planetary health.
- **NATURALITES**: 19% (40 million)
Focused on natural/organic, with a strong health focus on foods/beverages.
- **DRIFTERS**: 25% (53 million)
Good intentions, but behavior is influenced by other factors more than the environment.
- **CONVENTIONALS**: 19% (40 million)
Some “municipal” environmental behaviors such as recycling, but no green attitudes.
- **UNCONCERNED**: 17% (36 million)
Environment and society are not priorities.

WAL*MART

LOCALLY GROWN PRODUCTS

“To help reduce the number of **miles food travels** and help support rural communities, Wal-Mart has introduced a ‘Food Miles Calculator...’ ”

“To further reduce food miles, **we’re buying more produce locally**, especially items like potatoes, tomatoes and peaches.”

walmartstores.com/Sustainability



\$8,000,000 OPPORTUNITY IN OUR BACKYARD

Become a Sustain® Partner

Contact us at:

- (518) 651-5171
- or
- craig@kennedy-creative.com

