

Fresh Produce & the Omni-Channel Challenge

Lisa Cork
Owner/Director





Published Saturday, October 20, 2018

I used Instacart one time

I used Instacart one time. Never again. They overcharged me \$33.05 on my first (and last and only) delivery. I received 2 receipts, one fro



Published 2 days ago

Wonderful service!

I've used the service several times and only had two instances where



Endorsement to advertise the new method of shopping at Piggly Wiggly. Read the story and see how you please from the choice.

It was a method of shopping and not the one I had ever known — Piggly Wiggly

Now... She is free to Choose for HERSELF

A New Vogue in Household Buying that is Sweeping the Country

TO the women of today, with her new skill in shopping, it has come as a delightful experience—

A chance to use her own wide knowledge of food values to the best advantage. A pleasant, easy way to give her family more tempting food with less expense.

A special plan of buying foodstuffs that gives her instantly the best choice for herself. A plan that has made this new method of buying a nation-wide vogue. Only a few years ago the best of the Piggly Wiggly stores was opened. Today they are being used by the women of every big city and town.

Here with no clerks to persuade them, women make their own decisions on every purchase. There are no salesmen in the Piggly Wiggly Stores.

The finest kinds of every food

Within easy reach on the open shelves, with prices plainly marked, the choice foods of the world are waiting for you to look over at the Piggly Wiggly Store.

From the vast number of brands and grades offered for sale today, the best kinds of each food have been chosen out by the able men in charge of Piggly Wiggly.

Read the price tags — save money

You take what you please from the display — examine it at leisure. Reach your own decision. No clerks to wait for — no hurry — at Piggly Wiggly. And what good does come to you for your money!

With all this you see the large "winning" price tags, now so common.

It is easy to save money at Piggly Wiggly. Universally low prices in all items are assured by our special plan of operation.

Filter foods at lower cost — this is what Piggly Wiggly brings to the 2,000,000 women who are now daily using this pleasant method of shopping.

For foods that will tempt your family even more — for bigger savings, try this plan. Visit the Piggly Wiggly Store in your neighborhood.



These different dishes that women like to take are prepared by Piggly Wiggly and are a choice.

PIGGLY WIGGLY STORES

The finest kinds of each food selected for you to choose from



It is easy to see yourself, whether you are a man or a woman, when you look at Piggly Wiggly

A SERVICE NOW OFFERED IN OVER 100 CITIES AND TOWNS

In using advertisements see page 8

PIGGLY WIGGLY

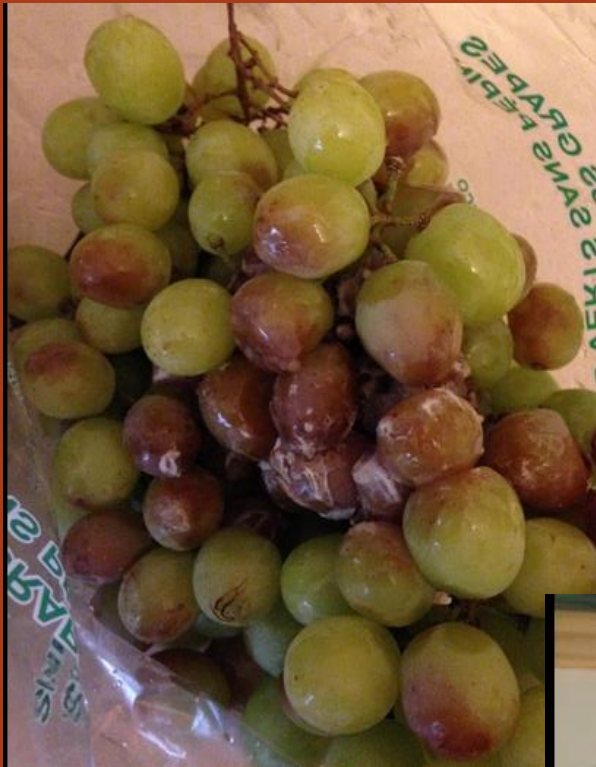
All Over the World

PIGGLY WIGGLY





Insight 1.
Fresh produce
is unique





Mandarin Oranges, 3 lb

☆☆☆☆☆ False advertising at its best!

By [Don](#) on Oct 20, 2017

AmazonFresh -- Seriously? Why would you "advertise" a product called -- "Mandarin Oranges, 3lb --About the product Grown in United States, Mexico, Argentina, Canada, Uruguay, Morocco, Spain, South Africa, or Peru

Grown in United States -----then when you deliver -- -you send a 3lb bag of "Premium Citrus" - Product of Chile???? Really? These weren't even MANDARIN oranges...they were a MIX of oranges...different sizes. False advertising at its best!

Images in this review





Organic Gala Apple, 3 lb

\$4⁹⁹ (\$0.10/Ounce) ~~\$6.99~~
fresh

Try Prime Fresh



Organic Fuji Apples, 3 lb

\$4⁹⁹ (\$0.10/Ounce) ~~\$6.99~~
fresh

Try Prime Fresh



Honeycrisp Apple, One Medium

\$1⁶⁰
fresh

Try Prime Fresh



Organic Granny Smith Apples, 3 lb
Bag

\$4⁹⁹ (\$0.10/Ounce)
fresh

Try Prime Fresh



Organic Honeycrisp Apple, One
Medium

\$2²⁵
fresh

Try Prime Fresh



Gala Apple, One Medium

\$0⁷⁵
fresh



Fuji Apple, One Medium

\$1¹⁶
fresh



Organic Fuji Apple, One Medium

\$1⁰⁶
fresh



Organic Gala Apple, One Medium

\$1¹⁵
fresh



Organic Pink Lady Apple, One
Medium

\$1⁴⁵
fresh



MIND THE GAP

Insight 2.
**Omni-channel is bad for produce
brands...currently (unless in China)**



Halos California Clementines

3 lb

\$5.49 each **\$2.30 off**

\$0.11 per oz

Reg. \$2.29

1

+ Add to cart

Sale ends in 5 days



Related Items



\$7.79 each
Sunkist Oranges
4 lb



\$5.49 each
Navel Oranges
3 lb



\$0.59 each
Navel Orange
At \$1.89/lb



\$0.18 each
Banana
At \$0.69/lb



\$5.49 each
Florida Oranges, Bag
4.0 lb



\$5.49 each
Blueberries

3a. Brands are being devalued due to loss of control



3b. Loss of brand story = loss of premium

freshdirect Search Help Reorder Create Account

MEALS FRUIT VEGETABLES MEAT & POULTRY SEAFOOD DAIRY DELI & CHEESE BAKERY & PASTRY PARTY PLATTERS GROCERY FROZEN BEER WINES & SPIRITS


FRESH DEALS COUPONS SALE NEW TOP-RATED BLOG LOCAL FALL FAVES HALLOWEEN THANKSGIVING

FRUIT

Tropical & Spec...
Whole

← Back

Fruit > Tropical & Specialty > Whole



Zespri SunGold Kiwifruit

\$0.99/ea

Note: 2 minimum

★★★★☆

− 2 + Total: \$1.98

Add to Cart

Add to List

3 Guaranteed Fresh
At least 3 days from delivery

Like 0 Tweet G+ Pin it


Description

Full of vitality, this juicy, golden-fleshed new variety has a refreshing sweet taste with just a hint of sour. An attractive, larger kiwifruit with a delicate texture inside a smooth skin. 10 years... (read more)

Nutrition

Explanatory Information


Like That? You'll Love This.



Sweet 2 Eat White Peaches

★★★★☆


~~\$1.99/lb~~ \$2.99



Sweet 2 Eat Yellow Peaches

★★★★☆

~~\$1.99/lb~~ \$2.99




Golden Kiwi Package

1 lb.

\$4.33 each \$0.27 per oz


1 ▼ + Add to cart

 Favorite



3b. Loss of brand story = loss of premium

Fruit > Berries & Cherries > Whole



Driscoll's Jumbo Blueberries

\$5.99/ea
approx. 6oz

★★★★★

- 1 + Total: **\$5.99**


Add to Cart
Add to List

3 Guaranteed Fresh
At least 3 days from delivery

Like 0 Tweet G+ Pin it

Description
Smooth-skinned, perfect little globes of fresh juicy flavor, mostly sweet and a little tart. These plump blueberries have it all: longevity, health benefits, and versatility. Sprinkle them with cream... (read more)

Fruit > Berries & Cherries > Whole



Blueberries

\$4.99/ea 2 for \$9
approx. 11oz

★★★★★

- 1 + Total: **\$4.99**

Add to Cart
Add to List

3 Guaranteed Fresh
At least 3 days from delivery

Like 0 Tweet G+ Pin it

Description
Smooth-skinned, perfect little globes of fresh juicy flavor, mostly sweet and a little tart. These plump blueberries have it all: longevity, health benefits, and versatility. Sprinkle them with cream... (read more)

Featured Products

RXBAR Protein Bars, Maple Sea Salt
1.83oz **\$2.39/ea** ~~\$2.69~~ Any 6 RXBAR Variety for \$12.00

RXBAR Protein Bars, Chocolate Sea Salt
1.83oz **\$2.39/ea** ~~\$2.69~~ Any 6 RXBAR Variety for \$12.00

For comparison: Driscoll brand story in China

本来生活 benlai.com
中国家庭的优质食品购买平台

搜索 樱桃特级果168元10斤 搜索 我的本来

所有商品分类 首页 本来扶贫 台湾特产 全国配 台创园 韩国馆 本来礼品 充值

首页 > 水果 > 精选水果 > 蓝莓树莓 > Driscoll's秘鲁进口蓝莓12盒 (125g*12)



Driscoll's秘鲁进口蓝莓12盒 (125g*12)

小身材大味道

¥369.00

降价通知

手机购买

1

加入购物车

好评率 86% (1500人)

商品详情 服务承诺 全部评价 ¥369.00 加入购物车

一百多年前, Driscoll's 始创于美国加州, 是一家由家族持有与经营的企业。作为全球领先的百年浆果品牌, 生产基地遍布全球5大洲, 一直致力于向全球消费者提供高品质的浆果。自2013年年底, Driscoll's 开始在中国种植生产浆果。

商品详情 服务承诺 全部评价 ¥369.00 加入购物车

种植基地
通过对周边的水源、土地以及土地过去的使用记录对种植基地进行风险评估

所选的水源
通过年检来评估水源的性质、类型、水的使用情况、微生物含量

商品详情 服务承诺 全部评价 ¥369.00 加入购物车

Driscoll's秘鲁蓝莓
(单盒125g)

白色果霜像是薄纱般包裹着这香甜的果实
颗粒超大且饱满, 富含花青素
浓郁的乳酪与之相约, 更显得清新自然

商品详情 服务承诺 全部评价 ¥369.00 加入购物车

加州百年老牌Driscoll's直供

蓝莓中的爱马仕

商品详情 服务承诺 全部评价 ¥369.00 加入购物车

与美“莓”在烘焙中邂逅


大自然打造了精致的浆果, 鲜食留住了它的美好, 而烘焙就是让它更闪耀夺目

- 红树莓 - 夹心乳酪蛋糕

- 蓝莓 - 蓝莓酸奶油麦芬

- 草莓 - 草莓华夫饼

When brands devalued, opportunity for private label

 inloggen ▾ producten bonus allerhande box recepten winkels acties meer ▾

< Terug | Alles van AH >



AH Blauwe bessen

Prijs per KG €19,93
150 g

2.⁹⁹

Voeg toe +

Blauwe besssen hebben een fris zoete smaak en knapperige bite. Blauwe bessen kunnen uit de hand gegeten worden als gezonde snack. Maar ze zijn ook heerlijk door de yoghurt of in een smoothie.

- Smaak: Blauwe bessen hebben een fris zoete smaak en knapperige bite
- Bewaren: In de koelkast
- Gezondheid: Rijk aan vezels, bron van vitamine K

goed
koopje

Omschrijving

Voedingswaarden

Bewaren

Omschrijving

- Blauwe bessen - Klasse 1
- Vitamine K is goed voor de botten.
- Van nature rijk aan vezels en bron van vitamine K.

Inhoud en gewicht

150 Gram.



When brands devalued, opportunity for private label

Fruit > Berries & Cherries > Whole



Driscoll's Jumbo Blueberries

\$5.99/ea

approx. 6oz



- 1 + Total: \$5.99

Add to Cart

Add to List

3 Guaranteed Fresh

At least 3 days from delivery

Like 0 Tweet G+ Pin it

Description

Smooth-skinned, perfect little globes of fresh juicy flavor, mostly sweet and a little tart. These plump blueberries have it all: longevity, health benefits, and versatility. Sprinkle them with cream... [\(read more\)](#)

Fruit > Berries & Cherries > Whole



Blueberries

\$4.99/ea 2 for \$9

approx. 11oz



- 1 + Total: \$4.99

Add to Cart

Add to List

3 Guaranteed Fresh

At least 3 days from delivery

Like 0 Tweet G+ Pin it

Description

Smooth-skinned, perfect little globes of fresh juicy flavor, mostly sweet and a little tart. These plump blueberries have it all: longevity, health benefits, and versatility. Sprinkle them with cream... [\(read more\)](#)

Featured Products



RXBAR
Protein Bars, Maple Sea Salt
1.83oz **\$2.39/ea** ~~\$2.69~~ **Any 6**
RXBAR Variety for \$12.00



RXBAR
Protein Bars, Chocolate Sea Salt
1.83oz **\$2.39/ea** ~~\$2.69~~ **Any 6**
RXBAR Variety for \$12.00

Insight 3.
Disruption is the
new normal

disruption



OUR WEB DESIGN MAY
LOOK LIKE A WORK OF ART
ON DESKTOP, BUT ON
MOBILE, IT LOOKS LIKE THIS.



TOM
FISH
BURNE

fresh

Reserve a time



Organic Gala Apple, 3 lb

by produce aisle

\$6.99 (\$0.15/Ounce)

fresh

Try Prime Fresh



Organic Fuji Apples, 3 lb

by produce aisle

\$6.99 (\$0.15/Ounce)

fresh

Try Prime Fresh



Gala Apple, One Medium

by produce aisle

\$0.79

fresh

Try Prime Fresh



Organic Granny Smith Apples,

fresh

Reserve a time



Organic Granny Smith Apples, 3 lb Bag

by produce aisle

\$5.99 (\$0.12/Ounce)

fresh

Try Prime Fresh



Organic Fuji Apple, One Medium

by produce aisle

\$1.69

fresh

Try Prime Fresh



Organic Gala Apple, One Medium

by produce aisle

\$0.83

fresh

Try Prime Fresh



Organic Granny Smith Apple, One Medium

by produce aisle

fresh

Reserve a time

About this item

Description

Organic Apple Gala 3# Bag

Features & details

- Grown in Washington or Chile

Important information

Legal Disclaimer :

Statements regarding dietary supplements have not been evaluated by the FDA and are not intended to diagnose, treat, cure, or prevent any disease or health condition.

Related Video Shorts (0)



Be the first video

fresh

Reserve a time



Siggis Skyr Icelandic Style Strained Non-Fat Yogurt Strawberry, 5.3 oz

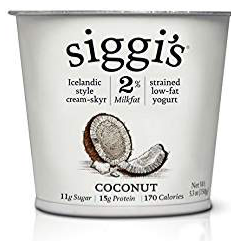
by Siggis



\$1.69 (\$0.32/Ounce)

fresh

Try Prime Fresh



Siggis's, Yogurt 2% Coconut, 5.3 oz

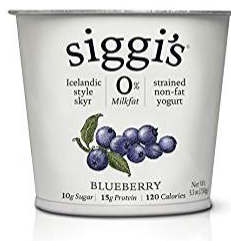
by Siggis



\$1.69 (\$0.32/Ounce)

fresh

Try Prime Fresh



Siggis's, Fat-Free Blueberry Yogurt, 5.3 oz

by Siggis



\$1.69 (\$0.32/Ounce)

fresh

Try Prime Fresh

< Back

Description

Product Description

Skyr is a traditional thick Icelandic style yogurt that has been made in Iceland for over 1,000 years. We make siggi's skyr in small batches in New York State working with family farms who grass feed their cows and do not inject them with any kind of growth hormones.

Amazon.com

Skyr is a traditional thick Icelandic style yogurt that has been made in Iceland for over 1,000 years. We make siggi's skyr in small batches in New York State working with family farms who grass feed their cows and do not inject them with any kind of growth hormones.

The Benefits of Yogurt

- Provides key nutrients including protein, calcium, vitamin D, and potassium
- Associated with a more balanced diet and healthier lifestyle.
- Can be enjoyed by lactose intolerant individuals without harsh side effects
- Daily servings promote healthy levels of blood glucose and blood pressure

< Back

The Benefits of Yogurt

- Provides key nutrients including protein, calcium, vitamin D, and potassium
- Associated with a more balanced diet and healthier lifestyle.
- Can be enjoyed by lactose intolerant individuals without harsh side effects
- Daily servings promote healthy levels of blood glucose and blood pressure



Enjoy Yogurt Throughout the Day

Healthy breakfast



Balanced lunch





2 lb Bag



3 lb Bag



5 lb Bag



amazon


search sweet crunchy apples


Deliver to Loews - Seattle 98104


224 Results ☒ prime Filter



Showing results for "sweet crunchy apples".
Did you mean: "sweet crunchy apple"

Sponsored

 **Kauffman's Fruit Farm Orchard Fresh Cameo Apples Crunchy, S...**
by Kauffman's Fruit Farm
\$87⁴⁹ (\$1.82/Count)

 **Gerber Graduates Lil' Crunchies, Apple Sweet Potato, 1.48 Ounce...**
by Gerber Graduates
★★★★★ (540)
\$13²⁹ (\$1.50/Ounce)
Subscribe & Save
Get it by Mon, Oct 29
FREE Shipping over \$25 by Amazon
More options available:
☒ prime

 **Kauffman's Fruit Farm Orchard**

Wish List  


amazon


search cuties



Deliver to Lisa - San Luis Obispo 93405

Over 10,000 Results ☒ prime Filter

Sponsored


 **Cuties Complete Care Baby Diapers, Size 5, 152 Count**
by Cuties
★★★★★ (168)
\$41⁷⁹ (\$0.27/Count)
Subscribe & Save
Get it by Wed, Oct 31
FREE Shipping by Amazon
More options available:
☒ prime


 **Cuties Complete Care Baby Diapers, Size 5, 152 Count**
by Cuties
★★★★★ (168)
\$41⁷⁹ (\$0.27/Count)
Subscribe & Save
Get it by Wed, Oct 31
FREE Shipping by Amazon
More options available:


Wish List  


amazon

Results for Mighty Kiwi Fruit

 **Plum Organics Tots Mighty 4, Spinach, Kiwi, Barley & Greek...**
by Plum Organics
★★★★★ (1)
\$18¹⁵
More options available

 **Plum Organics Mighty 4, Organic Toddler Food, Banana, Kiwi, Spinac...**
by Plum Organics
★★★★★ (386)
\$14²⁸ ☒ prime
More options available

 **Plum Organics Tots Mighty 4 Toddler Food, Banana, Kiwi, Spinach, Kale,...**
by Plum Organics
★★★★★ (1)
\$8³⁷ Add-on Item
More options available

 **SweetLeaf WaterDrops, Strawberry Kiwi, 1.62 Ounce**
by SweetLeaf
★★★★★ (1051)
\$3⁸⁴ Add-on Item
More options available

Vita Sugar Glider Formula

ASK PATRÓN



TECHNOLOGY, MEET TEQUILA

*Find your perfect cocktail on
all of the latest devices*

Talk to the Bot-Tender

AMAZON ECHO

Just ask Patrón

Talk to Alexa just like you would a bartender for cocktail suggestions and tips, gift recommendations, tequila facts and more from the comfort of home.



LEARN MORE

Talk to the Bot-Tender

GOOGLE HOME

Talk tequila, anywhere

Tequila is the ultimate conversation starter – and you'll have plenty to talk about with Google Home since you can access recipes and tips, get gift recommendations, and more.



LEARN MORE

Talk to the Bot-Tender

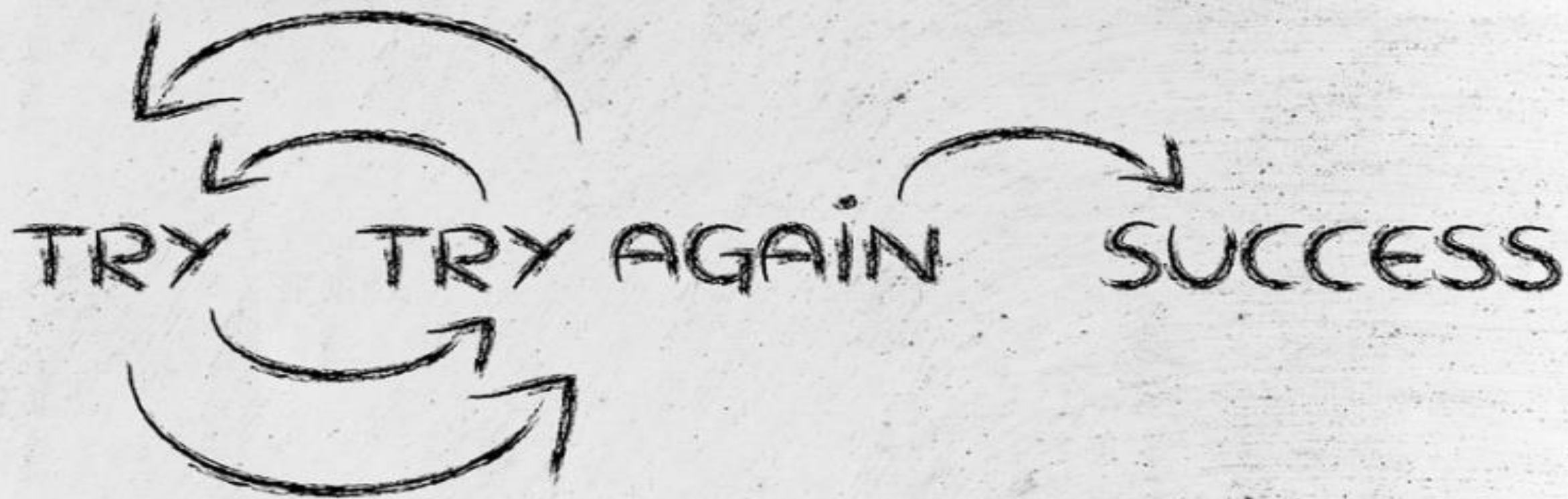




Insight 4.
You must proactively plan for
your omni-channel future.



Welcome To
The Future





苹果先生 纯脆享受

来自世外桃源新西兰的天赐恩果

苹果的应许之地

纯净·新西兰



新西兰，一个隐藏在地球南端的世外桃源，一片盛产优质苹果的神奇土地。

新西兰霍克湾，这里三面被群山环抱，这里面朝南太平洋广阔海域，优越的自然条件造就了这片肥沃的平原。这儿是苹果先生的故乡，这儿的苹果甜蜜多汁。

苹果之乡




跨越九千公里，从南半球到北半球，苹果先生带来了最新一季的新西兰苹果，为你开启最纯脆的美味之旅。



9000公里



四个理由，让你爱上苹果先生



安全

- 只种苹果的苹果专家
- 出口超过60个国家，每个苹果都严格符合世界各食品安全体系的认证



纯净

- 深海包围的海岛地形
- 土壤肥沃，阳光充足
- 苹果树的天然乐土



充分成长

苹果留在树上的时间越长，果香越浓，果肉的口感越爽脆，味道越好。所有这些时光赋予的美好，你会在咬下苹果先生的第一口感受到。



难忘的第一口

- 缓慢生长，充分吸收养分，甜蜜脆爽
- 一口下去，仿佛置身新西兰果园

5果如你所愿

- 五星承诺
- 丰富营养成分

苹果先生五星承诺

五心喜悦
每一口都是纯脆的喜悦

放心可靠
严苛质检标准
品质安全可靠

匠心品质
持续品质监控 产品全程追溯

沁心环境
来自南半球纯净新西兰

全心全意
悉心的专业种植
专业的人工操作

苹果营养成分



优惠信息



"苹水相逢 惠有好礼"



果然
好价



XXXXXX
¥XXX元
500g





XXXXXXXX
¥XXX元
500g



苹果食谱

苹果香蕉奶昔

烹调时间：5分钟

材料：
苹果先生苹果 2个
香蕉 1根
牛奶/酸奶 适量

做法：
① 先将苹果去核切块，香蕉去皮切段。
② 将苹果和牛奶倒入搅拌机10秒后，放入香蕉继续搅拌10秒即成。



Fresh Produce Marketing Ltd., 2018

“To summarize: omni-channel is here to stay.

If you are in the fresh produce industry, you need to stop referring to this as new or disruptive and start thinking strategically about how your brand and company will thrive in the new norm.

- If you are not embracing change
- If you are waiting for online selling to ‘come right’ so it works for you
- If you are not actively thinking about how omni-channel will impact your business, your sales or your brand...you are already behind.”

Lisa Cork

Perishable Pundit, Oct 2018



Thank you!

Lisa Cork

Fresh Produce Marketing Ltd.

Ph: +64 274 772 842

E: lisa@freshproducemarketing.com

Twitter: @LisaCork_FPM

Insta: BrandsandPacks

Web: freshproducemarketing.com

LinkedIn: LisaCork

SKYPE: LisaSCork

Email/message me to request my white paper:
5 Ways 'Generation Voice' Will Change How You Think About Brands