LIVESTOCK INDUSTRIES: MARKETING, CONSUMERS’ PERCEPTIONS AND FUTURE CHALLENGES

AUTHENTICITY AND THE BOTTOM LINE

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New Study on Consumer Habits

• Regions where shopping habits have likely changed the most due to fluctuating food prices this past year (in order):

1. British Columbia (57.0%)
2. Quebec (55.2%)
3. Ontario (52.8%)
4. Atlantic (49.7%)
5. Prairies (41.3%)

*Northern Communities

*Not Statistically Significant

New Study on Consumer Habits

• Regions where shoppers have likely become more price conscious due to fluctuating food prices this past year (in order):

1. Quebec (71.4%)
2. Ontario (68.6%)
3. Atlantic (64.5%)
4. British Columbia (64.2%)
5. Prairies (63.1%)

*Northern Communities

*Not Statistically Significant

New Study on Consumer Habits

• Regions where most shoppers have planned shopping trips more based on deals (in order):

1. Ontario (62.5%)
2. British Columbia (55.8%)
3. Quebec (53.3%)
4. Prairies (50.1%)
5. Atlantic (42.7%)

*Northern Communities

*Not Statistically Significant

New Study on Consumer Habits

• Regions where most shoppers have planned meals more based on what is on sale (in order):

1. Quebec (47.2%)
2. Ontario (41.6%)
3. Atlantic (34.0%)
4. British Columbia (30.1%)
5. Prairies (26.6%)
6. Northern Communities (12.4%)
New Study on Consumer Habits

• Regions where most shoppers have **browsed flyers** before shopping (in order):

  1. Ontario (62.6%)
  2. Quebec (58.8%)
  3. Prairies (33.1%)
  4. British Columbia (30.0%)
  5. Atlantic (22.1%)
*Northern Communities

*Not Statistically Significant

New Study on Consumer Habits

• Regions where most shoppers were actively looking for **cheaper alternatives** (in order):

  1. Ontario (55.5%)
  2. Prairies (42.4%)
  3. Atlantic (41.5%)
  4. Quebec (41.1%)
  5. Northern Communities (31.7%)
  6. British Columbia (23.0%)

New Study on Consumer Habits

• Regions where most shoppers are **stocking** more on sale items (in order):

  1. Ontario (65.9%)
  2. British Columbia (61.5%)
  3. Quebec (60.2%)
  4. Atlantic (51.9%)
  5. Prairies (42.4%)
  6. Northern Communities (39.2%)

The End of Growth?

Innovation Paradox

“Something’s just not right—our air is clean, our water is pure, we all get plenty of exercise, everything we eat is organic and free-range, and yet nobody lives past thirty.”

Food Fraud?
Our Global Reality

What This All Means for the Meat industry?

“If you don’t travel, you will always believe your mother to be the only good cook in the world”

“OIMP’s The Meating Place
FOOD AUTHENTICITY AND THE BOTTOM LINE

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