



**CAJAMAR
FORMACIÓN
AGROALIMENTARIA**

Disección y formación empresarial
para el Sector Agroalimentario



PROGRAMA

FUTURO **Gran Canaria**

Gestión Empresarial

PARA JÓVENES EMPRENDEDORES AGROALIMENTARIOS

Fecha de inicio: 15 de noviembre. Las Palmas de Gran Canaria

Organiza



Promueve

spegc
Sociedad de Promoción
Económica de Gran Canaria

Consejería de Desarrollo
Económico, Energía e I+D+i

Consejería de Sector Primario
y Soberanía Alimentaria

Cofinancia

ECAN



CAJAMAR, FORMACIÓN AGROALIMENTARIA

Dirección y Formación Empresarial
para el Sector Agroalimentario

Juanfra Abad

Innovación y nuevas tendencias
creativas en el
marketing agroalimentario.


*innovar***ligero**

 **cajamar**
CAJA RURAL

Contexto

Panorama actual del uso de las nuevas tecnologías en el marketing agroalimentario

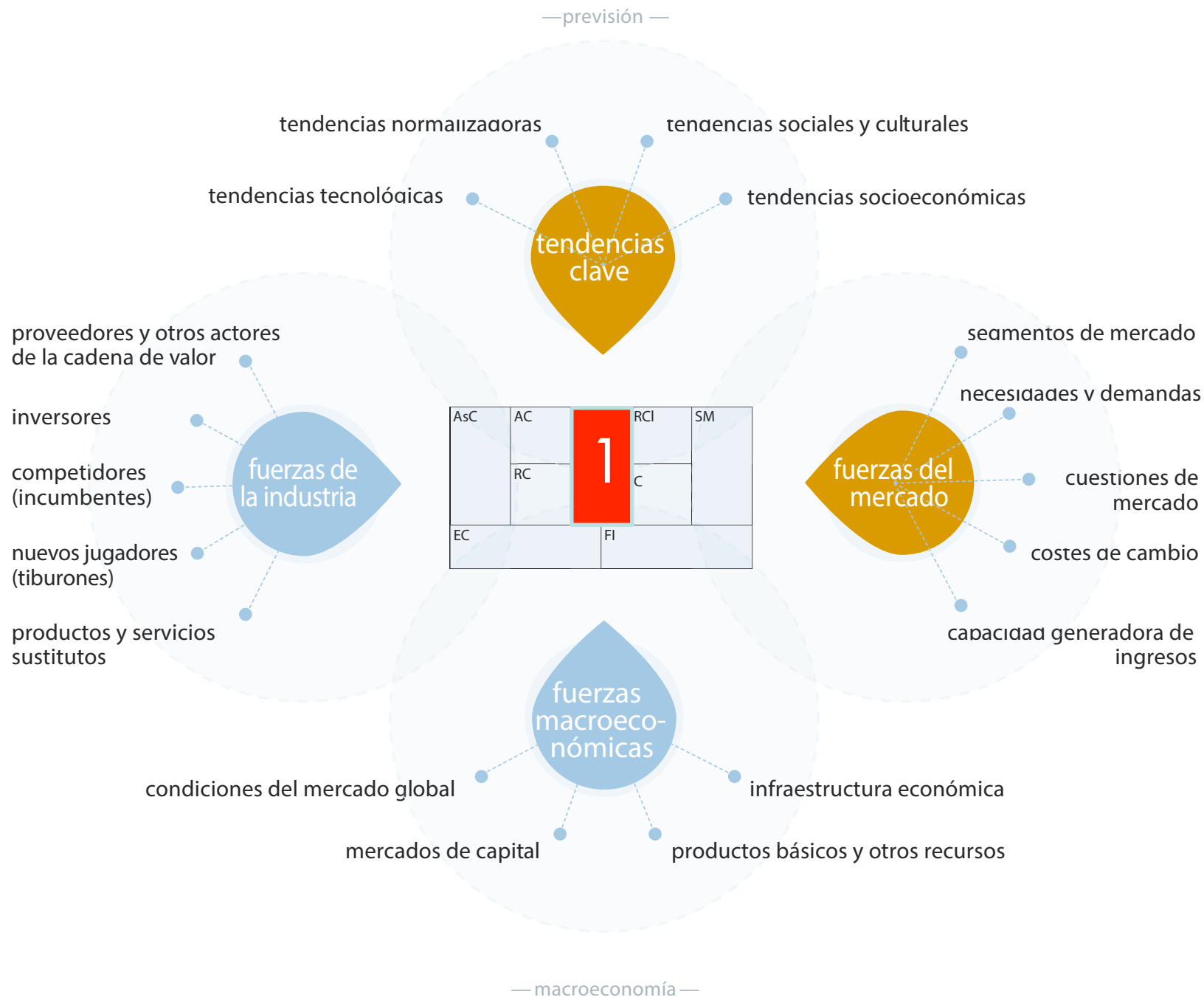
Razones para usar las tics en el marketing agroalimentario

Tendencias

Insights

Estrategias

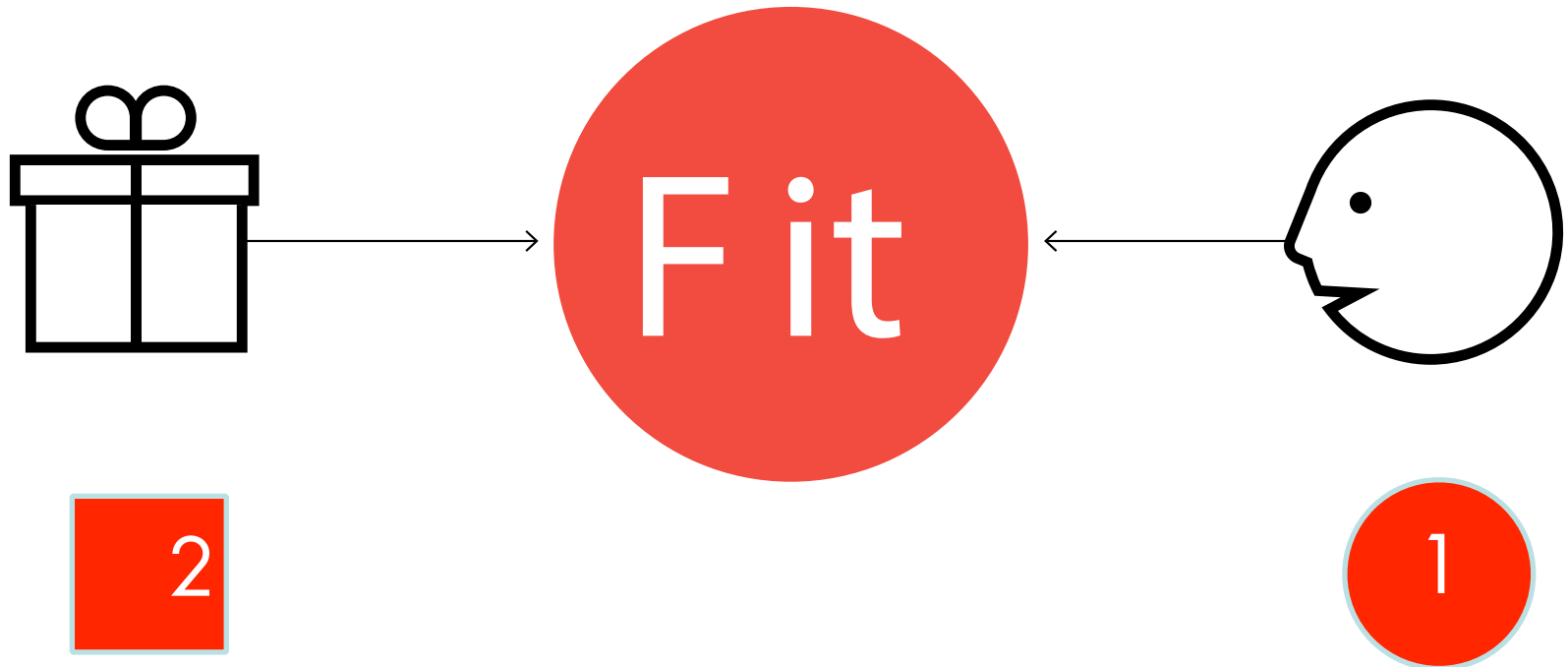
Trabajo en grupo: Dinámica Lego Serious Play -
Cómo responder creativamente a los retos actuales del marketing agroalimentario.



AsC	AC	PV	RCI	SM
	RC	2	C	1
EC	FI			

Contexto

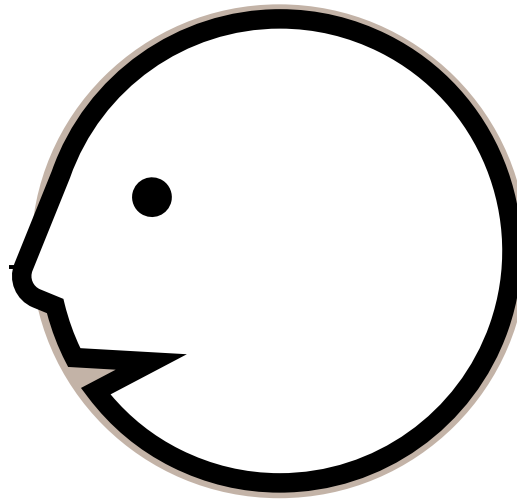
NUESTRO NEGOCIO NO EMPIEZA EN EL
PRODUCTO, EMPIEZA EN EL CLIENTE



Extremadamente eficaz: compras más
inteligentes

Consumidor hiperconectado: acceso a gran
cantidad de información

Multitasking: multidispositivo y
multipantalla



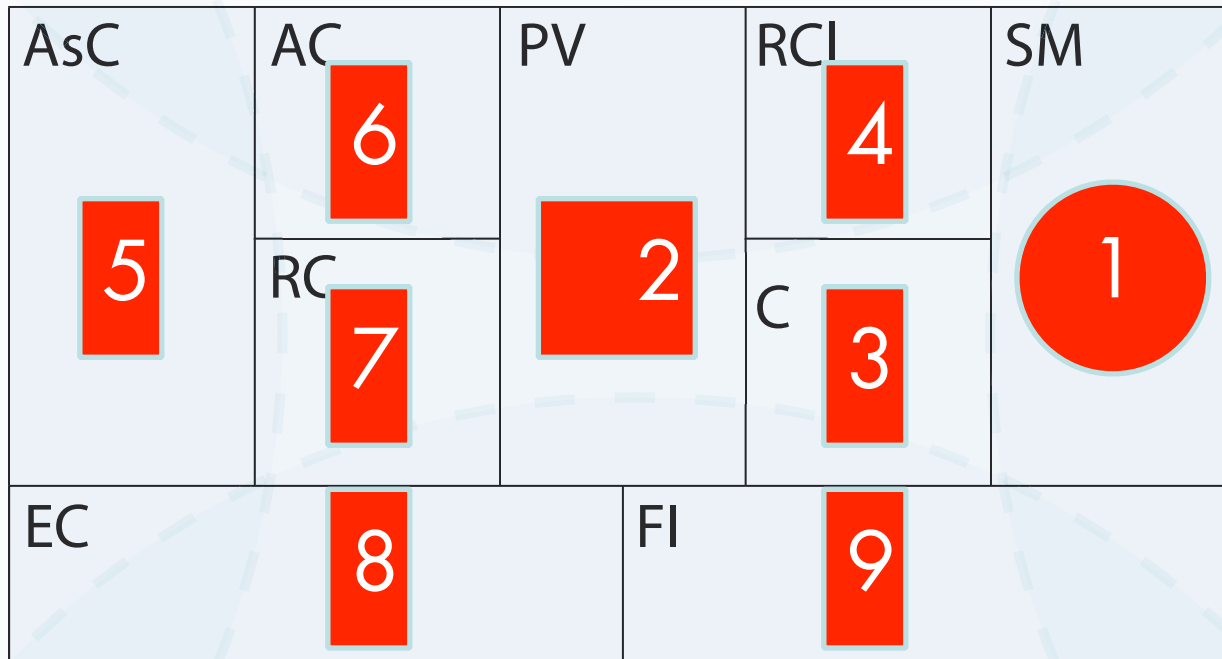
Busca EXPERIENCIAS

Menor fidelidad

Exigentes: busca nuevas opciones que
satisfagan sus expectativas, exige calidad en
producto y servicio

PROSUMER (proactive consumer): social,
comparte, opina, crea contenido

Quantified self
dispositivos de monitorización personales



Contexto

NO TENEMOS UNA VARIABLE: PRODUCTO

TENEMOS 9:

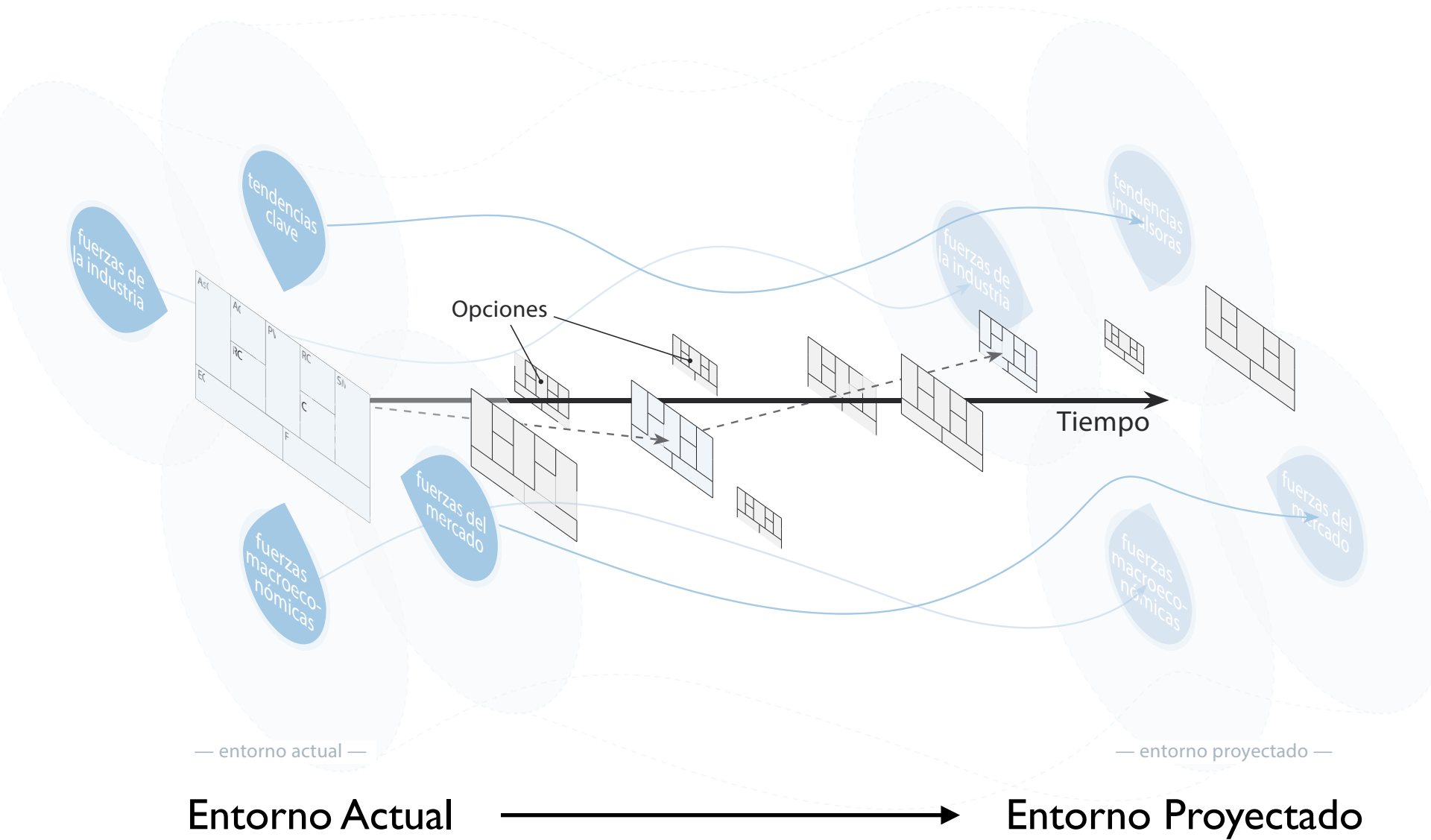
1 CLIENTES, 2 PROPUESTA DE VALOR, 3 CANALES,
4 RELACIÓN CLIENTES,

5 ASOCIACIONES CLAVE, 6 ACTIVIDADES CLAVE,
7 RECURSOS CLAVE,

8 COSTES Y 9 MODELO DE INGRESOS

Contexto

*“mi producto
es mi modelo
de negocio”.*



CADENA DE VALOR DE LAS FRUTAS Y HORTALIZAS

*Representación según el potencial
de poder de negociación en cada
eslabón*



Distribución Moderna

Distribución Tradicional

Intermediación en Destino

Intermediación en Origen

Transporte - Logística

Envasado

Producción Agrícola

Servicios a la Prod. Agrícola

Suministros a la Prod. Agrícola

Suministro Componentes

Semillas y Mat. Obtentor

I+D Agrícola

Escalar en
nuestra
capacidad de
negociación



Consumidor final

Acercar
nuestra
relación



1

Producción agrícola



[illegible]

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Distribución Tradicional

Intermediación en Origen

Envasado

Servicios a la Prod. Agrícola

Suministro Componentes

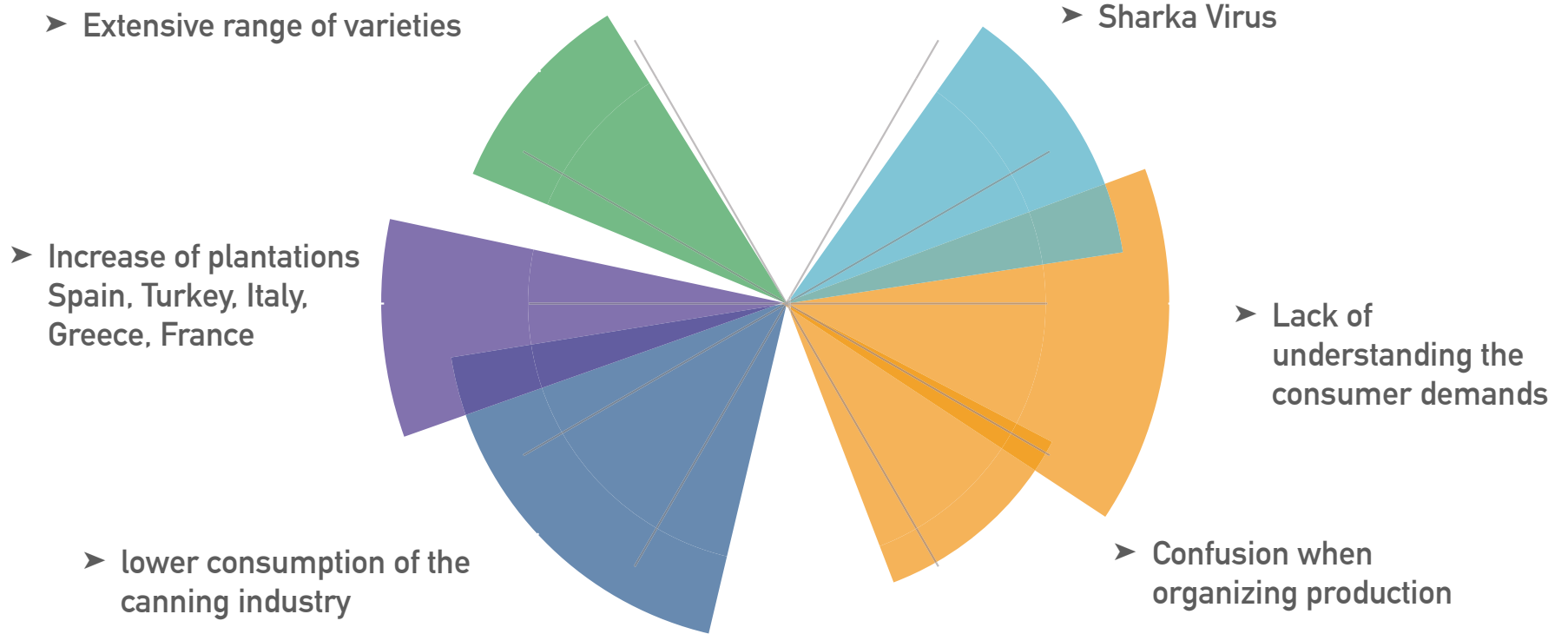
I+D Agrícola



- **Biotecnología**

PROBLEM

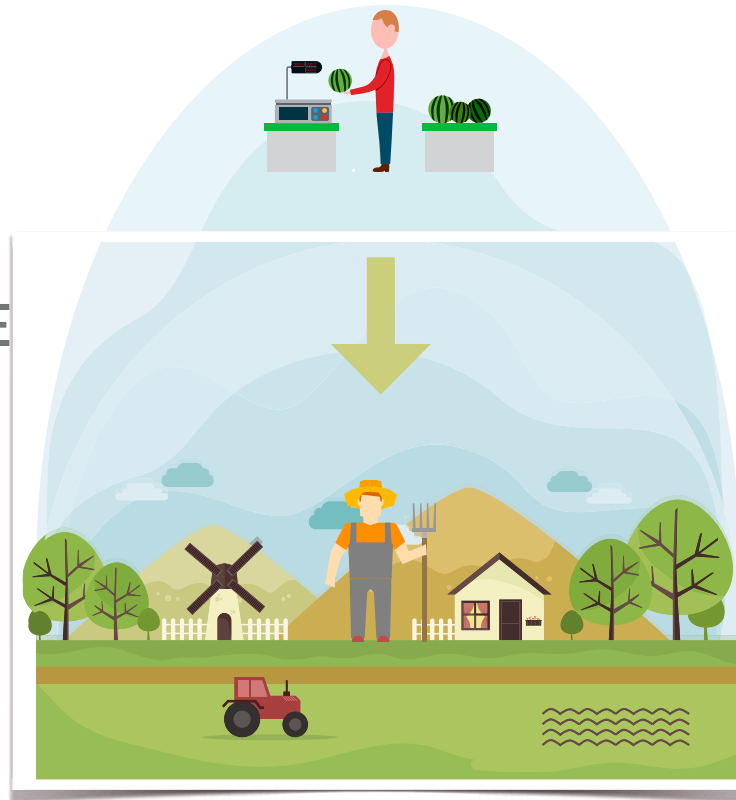
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BUSINESS MODEL

.....

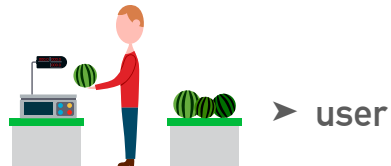
HARVEST TO TABLE



FROM THE
CONSUMPTION
EXPERIENCE TO THE
DESIGN OF THE
FRESH PRODUCT

SOLUTION

.....



Modern distribution

Traditional distribution
Intermediation in Destination
Intermediation in Origin
Transportation – Logistics
Packing

Agricultural production

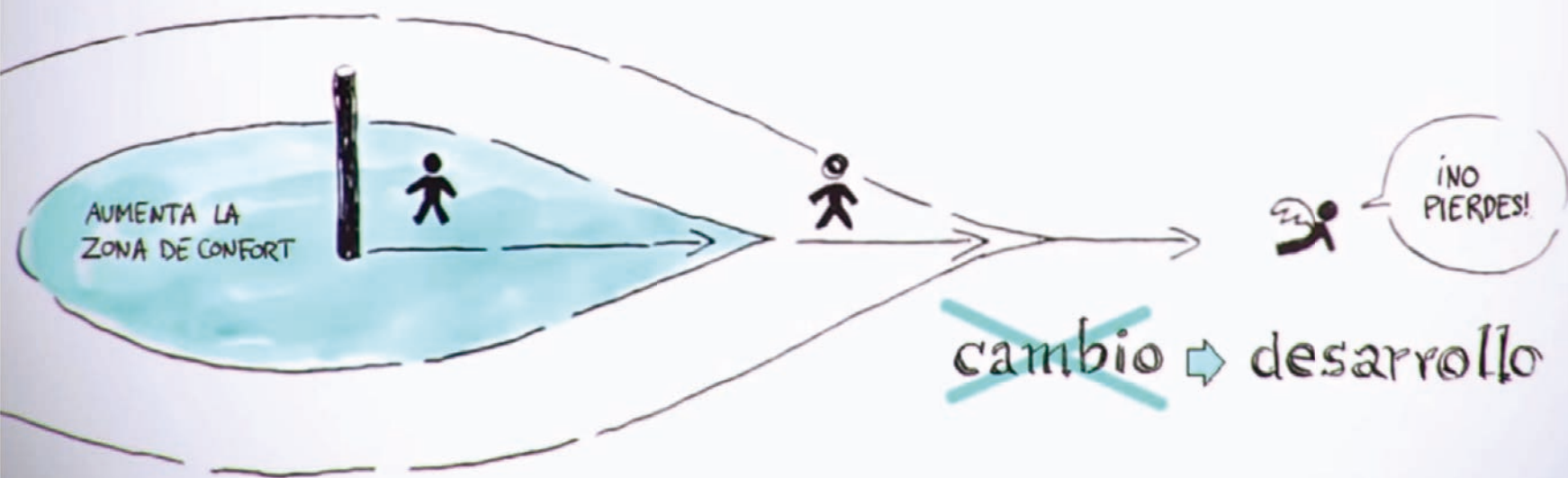
Services to the Agricultural Prod.
Supplies to the Agricultural Prod.
Components Supplies
Seeds and Mat. Breeder



Biotechnology

Contexto

*“el distribuidor es
un canal, mi
cliente es el
consumidor final”.*





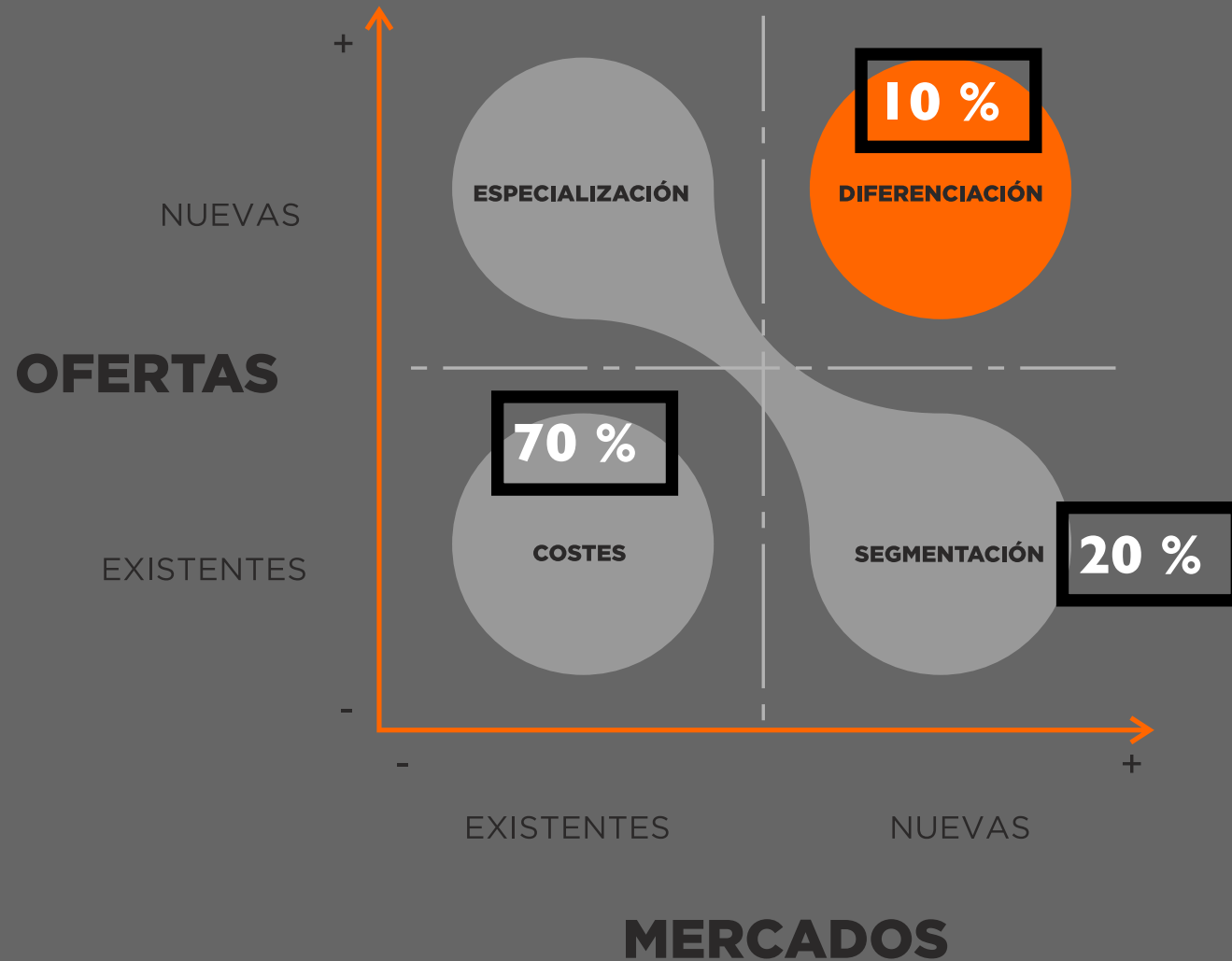
Contexto

LA RESPUESTA CLAVE ESTÁ EN EL EQUILIBRIO DE
USO DEL TIEMPO Y LOS RECURSOS EN UN

**70 % PARA EXPLOTAR LO QUE HACEMOS
HOY**(Eficiencia De Productos Para Clientes Actuales)

**20% EXPANDIR ESOS PRODUCTOS A OTROS
MERCADOS**(Innovaciones Incrementales)

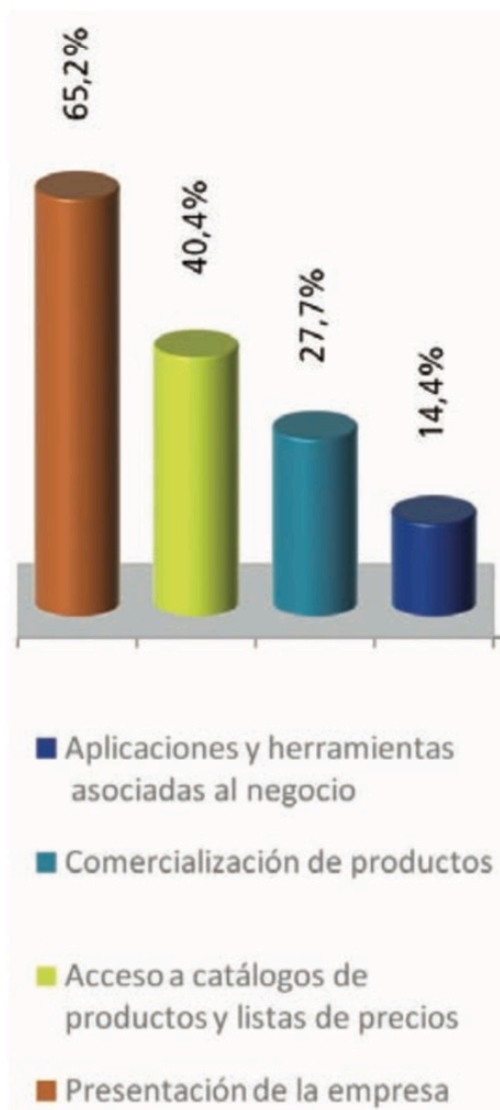
**10% EXPLORAR NUEVOS PRODUCTOS EN
NUEVOS MERCADOS**(Innovaciones Disruptivas).



Panorama actual del uso de las nuevas tecnologías en el marketing agroalimentario

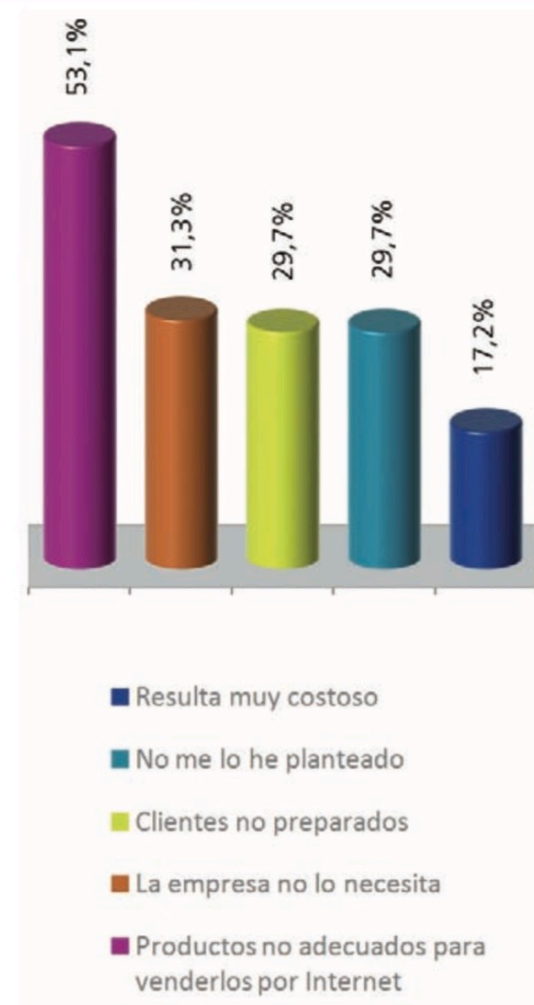
*“Por primera vez en la historia, **la tecnología**, se convierte **no sólo en un elemento que influye en nuestra competitividad, sino en el escenario, el medio en el que competimos**; no sólo en el “lugar” donde vendemos, sino también donde realizamos la mayoría de las actividades con las que competimos, desde el desarrollo, el aprovisionamiento, la producción, la trazabilidad, el **marketing** o la venta”.*

Federico Morais Director del Depto. de Innovación y Tecnología de FIAB
ANÁLISIS SECTORIAL DE IMPLANTACIÓN DE LAS TIC EN LA PYME ESPAÑOLA



Fuente: Encuesta Fundetec 2010

Fig. 161: Razones para no practicar e-commerce (% sobre empresas que no lo practican)



Fuente: Encuesta Fundetec 2010

Panorama actual del uso de las nuevas tecnologías en el marketing agroalimentario

UTILIZACIÓN DE **REDES SOCIALES** EN LOS PROCESOS DE NEGOCIO AGROALIMENTARIO

Las redes sociales son el segundo servicio TIC con menor implantación en el Sector Agroalimentario, tras el comercio electrónico:

- **Sólo un 26,8% de las empresas hace uso frecuente de RRSS para la gestión de su negocio**, mientras que un
- **21,7% considera que aportan mayor valor añadido al negocio.**

Panorama actual del uso de las nuevas tecnologías en el marketing agroalimentario

UTILIZACIÓN DE **REDES SOCIALES** EN LOS PROCESOS DE NEGOCIO AGROALIMENTARIO

Entre las empresas que están presentes en las redes sociales, el

- **72,7% las utiliza para realizar acciones de marketing de sus productos, y el**
- **68,4% para mantenerse en contacto con sus clientes.**

Razones para usar las tics en el marketing agroalimentario

DIFERENCIACIÓN: Las nuevas tecnologías de información y comunicación en un sector poco habituado a ellas permiten a las empresas diferenciarse en el sector.

+ VALOR AÑADIDO: Añade a los clientes mayor conocimiento de los productos, facilidad de contacto, más información, mayor comodidad en el proceso de compra, ...

AMPLIACIÓN SIGNIFICATIVA DE LOS MERCADOS: A través de las plataformas 2.0 la empresa rompe sus fronteras geográficas. Su alcance es todo el planeta.

Razones para usar las tics en el marketing agroalimentario

FIDELIZACIÓN DE CLIENTES: Favorecen la atención al cliente y se mejora el servicio prestado en cuanto a rapidez, disponibilidad, acceso a los productos,...

REDUCCIÓN DE COSTES: Por la reducción de intermediarios que facilita la venta directa on line.

COMUNICACIÓN MASIVA DE BAJO COSTE: Mucho menos costosa que publicidad y promociones

MEJORA LAS RELACIONES CON LAS EMPRESAS DEL CANAL: Mejora las relaciones de intercambio con las empresas proveedoras y distribuidoras.

Razones para usar las tics en el marketing agroalimentario

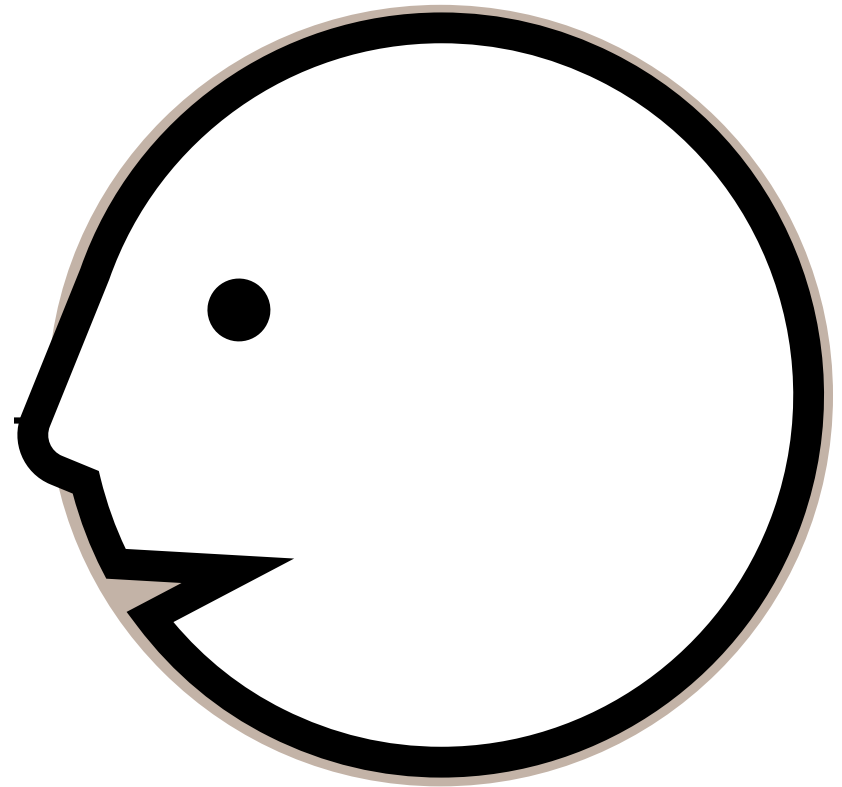
AUMENTO DEL CONOCIMIENTO DE LOS CLIENTES: A través del análisis del comportamiento de compra del cliente, e.g. qué se dice de la empresa en foros, qué cuenta la gente de nuestros productos,...

MEJOR SEGMENTACIÓN DE CLIENTES: Nos ayudan a clasificar a los clientes, lo que nos permite poder desarrollar estrategias de marketing mucho más adaptadas a las necesidades del grupo de consumidores.

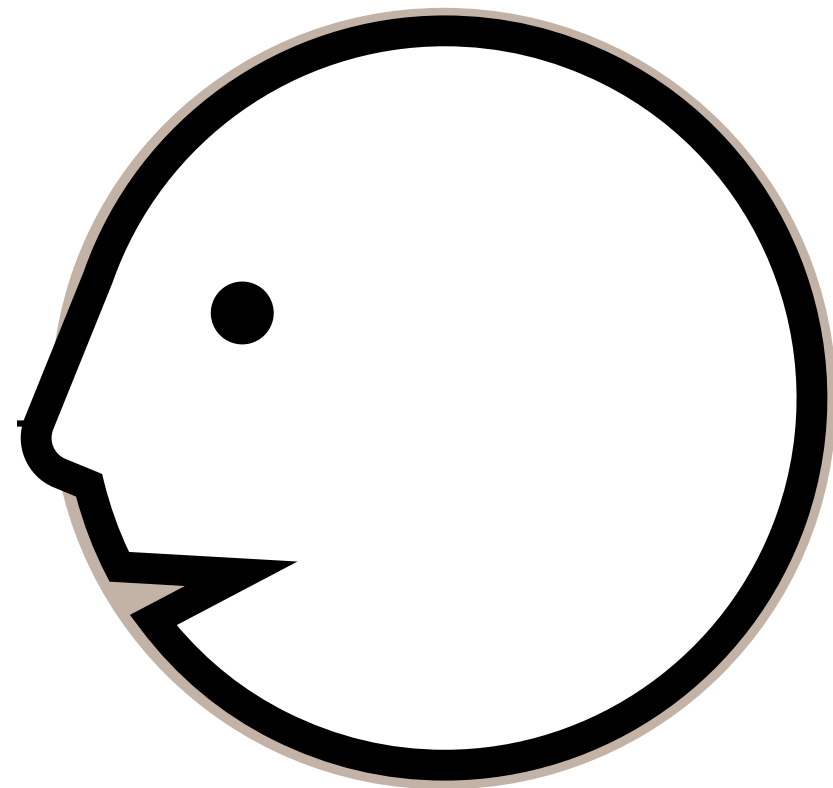
Extremadamente eficaz: compras más
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Consumidor hiperconectado: acceso a gran
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Busca EXPERIENCIAS



Busca EXPERIENCIAS

Menor fidelidad

Exigentes: busca nuevas opciones que satisfagan sus expectativas, exige calidad en producto y servicio

PROSUMER (proactive consumer): social, comparte, opina, crea contenido

Quantified self

dispositivos de monitorización personales



en 2025 los
millenials
y la Generación Z
supondrán el
**45% de la
capacidad de
compra**

Insights

Tendencias

Estrategias

Eco Insights

Luxe Leftover

Artisan and high-end foods are being created with leftovers

Implications - Brands that offer artisan packaged foods, as well as higher-end dishes, are incorporating leftover ingredients into their products in order to reduce the amount of waste in the food industry. This shift caters to eco-conscious consumers, and offers an easily identifiable selling point for brands to leverage when marketing such products.



Lettuce-Infused Beverages

Packaged Salad Producer Organicgirl's Drinks Include Leftover Lettuce



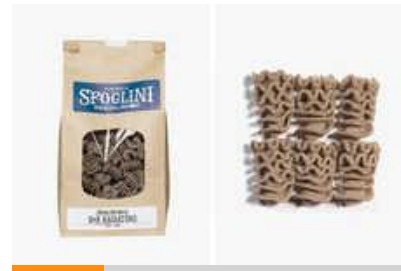
Double-Filtered Coffees

For #FeedingTheFuture, The Economist Shared Coffee Made with Used Grounds



Upcycled Pulp Burgers

Pressed Juicery and Mendocino Farms Make Vegetable Patties from Juice Pulp



Leftover Brewery Malt Pastas

The Sfoglini BxB Radiators Flavored Pasta is Nutty and Hearty



Clubhouse Cookie Cheesecakes

The Thin Mints Cake is Made Using Pre-Packaged Girl Scout Biscuits



PATTERNS



MEGATRENDS



5 FEATURED, 45 EXAMPLES

42,514 Total Clicks
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**agroSingularity**

155 seguidores

59 minutos

We are in the way of build a [#sustainable](#) [#producer](#) ecosystem, from the land to the fork.

Using [#byproducts](#) [Jordi Gallego Paz](#) build this amazing recipe!, from [agroSingularity](#) he choose our [#broccolital](#) [#powder](#).

Thanks for this amazing creation and all support of [Griffith Foods](#) team!

[#sustainable](#) [#foodloss](#) [#zerohunger](#) [#gamechanger](#) [#foodpreneurs](#)

[Ver traducción](#)



2



Recomendar



Comentar



Compartir



Deja tus comentarios aquí...



PUBLICAR

Artisan and high-end foods are being created with leftovers

How could your brand better appeal to eco-conscious consumers?

Urban Wildlife

Urban planning evolves to accommodate and grow local wildlife

Implications - Urban planning initiatives are slowly beginning to focus on bringing back some of the wildlife that the construction and expansion of cities has inevitably turned out. This shift comes with the acceleration of research and widespread understanding on the effects of human intervention on the environment, and reveals the significance of brands and governments working together to mitigate such concerns.



Artificial Green Mountains

'Hilldegarden' Will Repurpose an Antiquated War Bunker in Hamburg



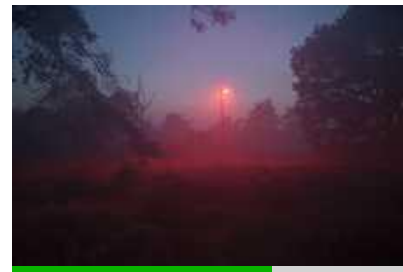
Vertical Forest Cities

Stefano Boeri has Designed a Plant-Covered City to Fix China's Smog Problem



Nature Photography Drones

The 'Onyx' Natural Photography Drone Tracks Wildlife without Disturbance



Bat-Friendly Streetlights

These Streetlights Use Red LED Lighting to Avoid Disrupting Bat Behavior



Wildlife-Restoring Floating Gardens

This Urban Project Hopes to Revitalize the Chicago River

Urban planning evolves to accommodate and grow local wildlife

What important and widely accepted causes is your brand willing to address?

Communicative Vegetation

Tech harnesses the power of plants for artistic or functional uses

Implications - The communicative abilities of plants are being channeled through tech in a variety of ways that can be both functional and creative in nature. This new form of vegetation care allows researchers to understand plant-life in a new way, and provides information to individuals with a green thumb, or to the agriculture industry at large. This shift also indicates a continuation of the heightened emphasis on visceral, emotion-based research – which is increasingly being recognized when it is used in tandem with more standardized methods of research.



Plant-Powered Lighting

The Living Light Atmospheric Lamp Produces Energy Using Photosynthesis



Communicative Plant Contraptions

The PhytI Signs Device Can Decipher Plant Communication Signals



Naturalistic Frequency Speakers

The 'GreenNote' Speaker Turns Plant Energy into Music



Talking Plant Pods

Project Florence's Talking Plant Capsules Allow Plants to Communicate

Tech harnesses the power of plants for artistic or functional uses

How can your brand better adopt
emotion-based research practices?

Anti-Package

Lack of packaging conveys both literal transparency and eco-consciousness

Implications - The omnipresence of social media and shared opinion has placed a premium on transparency. This also creates consumers who expect brands to make a positive impact on the world in a way that is tangible. Minimized waste via unpackaged products achieves this while alleviating consumption guilt for consumers who are conscious of their carbon footprint.



Fully Edible Food Packaging

Roza Janusz Uses Scoby as an Alternative to Plastic Take-Out Boxes



Single-Use Soap Sheets

Lush Cosmetics' 'Washcards' Can Be Torn for Use in the Shower



Package-Free Lifestyle Shops

The Package Free Shop Features Eco-Friendly Products



Solid Deodorant Bars

Lush Cosmetics' T'eo Absorbs Sweat and Neutralizes Underarm Odor



PATTERNS



MEGATRENDS



4 FEATURED, 35 EXAMPLES

53,759 Total Clicks
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Lack of packaging conveys both literal transparency and eco-consciousness

What is one industry norm you could challenge to provide more authenticity?

Wellness Insights

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Holy Basil Elixir

Adaptogenic Holy Basil offers herbal relief in the form of drinks and tonics

Implications - Holy Basil, with its roots in Ayurvedic medicine, is increasingly being incorporated into high-end wellness beverages as it is presently being highlighted as a soothing, mood-enhancing adaptogenic. This progression highlights the pattern of ancient ingredients being co-opted as "superfoods," rebranded to fulfill particular contemporary wellness needs with easily adapting herbal extracts that in reality boast quite a wide range of health benefits.



Blue Algae Juices

Juice Generation's 'Holy Water' Features the Protein-Rich 'Blue Majik'



Plant-Based Beverage Powders

Vega Greens Drink is Made with Organic Greens for Quick Consumption



Adrenal Health Beverages

This Teonic Drink is Suited to Increasing Energy and Coping with Stress



Biodynamic Herbal Tonics

Oregon's Wild Harvest Makes Solutions for Digestion, Stress and More



Herbaceous Berry Kombuchas

Brew Dr.'s Strawberry Basil Kombucha is an All-New Seasonal Flavor



5 FEATURED, 44 EXAMPLES

44,990 Total Clicks
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Adaptogenic Holy Basil offers herbal relief in the form of drinks and tonics

In what way can the addition of a superfood ingredient help re-brand your product or service?

Edible Balance

Food brands market the "hormone-balancing" abilities of their products

Implications - The hormone-balancing qualities of some foods are being leveraged by food brands in North America as a tool to market the products they offer. These claims provide a distinct selling point for the brands, and gives them a clear way to position their products to align with the values of wellness-minded consumers.



Indulgent Wellness Powders

Moondeli's Delicious 'Ceremony Tonic' Contributes to Hormone Balance



Hormone-Balancing Nut Snacks

These Yo' Nuts Snack Mixes Boast Fats and Proteins for Happy Hormones



Restorative Radiance Teas

Edible Beauty Australia's Loose Leaf Teas Feature Herbs for Beauty



Hormone-Balancing Bakeries

Moon Cycle Bakery Crafts Treats to Support Menstruating Women



Adaptogenic Holiday Granolas

These Purely Elizabeth Granolas are Packed Maca and Ashwagandha



PATTERNS



MEGATRENDS



5 FEATURED, 45 EXAMPLES

42,162 Total Clicks
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Food brands market the "hormone-balancing" abilities of their products

How can your brand better leverage long-standing industry knowledge as a marketing tool?

Marketing Insights

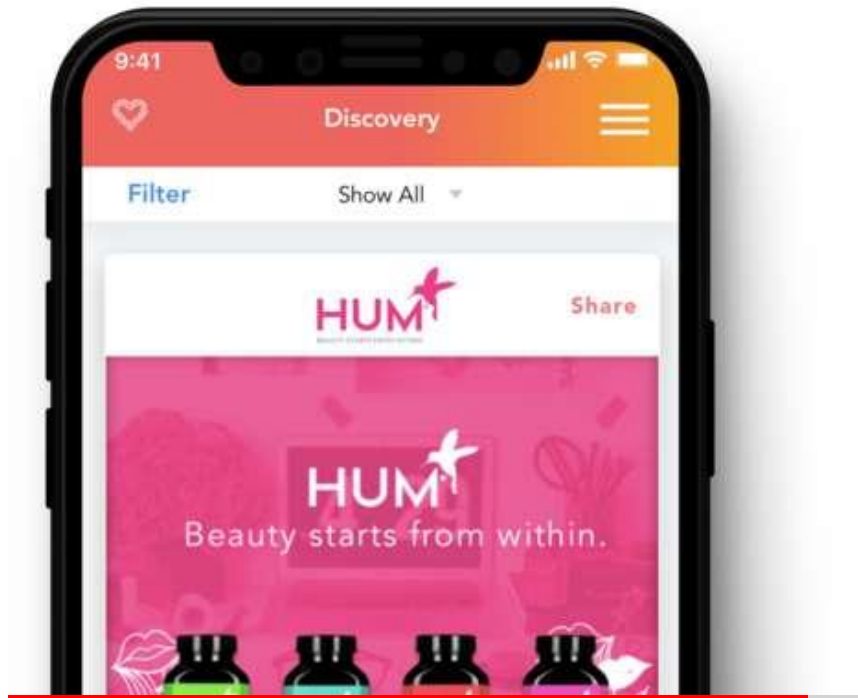
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Fan-Funded Influencer

Content creators are supported directly by peers as opposed to brands

Implications - Up until this point, the formula for successful influencer marketing was fairly cut and dry; a person becomes an influencer by creating engaging content, gains brand partnerships, and monetizes content as an ambassador. This model is turned on its head with peer-to-peer funding platforms that enable fans to send money directly to content creators. The shift to a many-to-many model speaks to the true intended nature of social media influence, placing more focus on truly entertaining content than the influence or exposure of a third party.



Paid Influencer Apps

Heartbeat Helps Users Get Paid to Post on Instagram



Content Creator Crowdfunding Apps

'Peep' Raises Funds for Social Media Content Creators



Blogger Payment Platforms

The RewardStyle Platform Helps Influencers Make Money from Social Media



Creator-Focused Browsers

The 'Brave' Web Browser Allows For Direct Funding Support to Creators



Direct Cryptocurrency Messages

Crypto DM Lets Streamers and Influencers Earn Ether from Fans



MEGATRENDS



5 FEATURED, 45 EXAMPLES

40,455 Total Clicks
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Content creators are supported directly by peers as opposed to brands

How could consumer-generated content become a threat to your company, and how are you preparing?

Branded Commentary

Brands make bold comments on social issues to take a public stance

Implications - No longer choosing to be a bystander, brands are making moves toward bolder, in-your-face marketing tactics that push on topics that are often sensitive or political in nature. Seeking to connect with consumers, brands are taking part in conversations around things like gender stereotypes and the state of the political environment to clearly showcase their stance on social issues. These examples speak to the rise of more straight-forward marketing tactics, as well as the fact that brands are willing to take more risks when it comes to creating authentic connections with their consumers.



Empowering Women-Focused Installations

Bumble's SXSW Activation Focuses on Real Life Connections



Drag Queen Skincare Ambassadors

Drag Queen 'Milk' is the Face of Madonna's MDNA SKIN Line



Stereotype-Fighting Ads

Harry's 'A Man Like You' Ad Questions What Constitutes Masculinity



Company-Driven Political Protests

Sonos is Supporting Net Neutrality by Closing Its New York Store



Cruelty-Free Fashion Runways



Gender Barrier-Breaking Colonels



PATTERNS



MEGATRENDS

6 FEATURED, 54 EXAMPLES

61,409 Total Clicks
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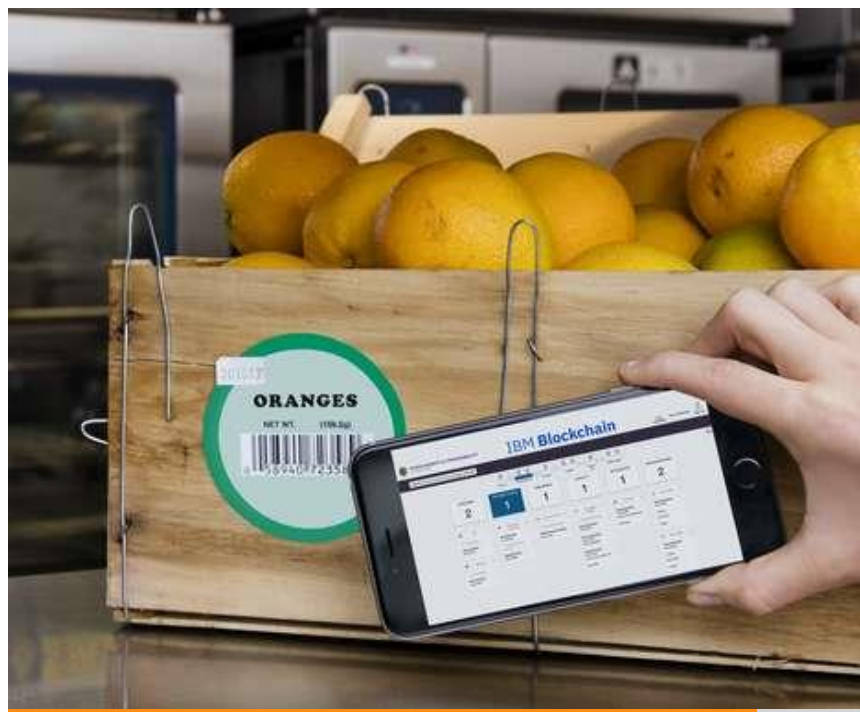
Brands make bold comments on social issues to take a public stance

What social and political issues most affect your core consumers? How can you speak to those issues more prominently in your products or marketing efforts?

Advanced Package

The culinary industry adopts progressive technology for transparency

Implications - Consumers are more concerned than ever about where their food comes from – with considerations like whether it's fresh and what ecological footprint it's already made. To educate consumers and help them feel good about their purchases, brands are calling on technology like blockchain to communicate exclusive details about their products. With leading technology becoming more comforting than confronting, brands can begin implementing high-tech strategies to share product information with consumers in a way that establishes trust.



Blockchain Produce Packaging

Walmart and IBM are Fighting for Transparency in the Food Industry



Transparency-Focused Chicken Products

Carrefour is Encouraging Transparency with Blockchain



Traceable Packaging Tags

Applied DNA Sciences' Molecular Ink Tags Boost Trust with Transparency



Expiration-Monitoring Meat Packs

Sainsbury's Smart Ham Packaging Includes a Color-Changing Label



PATTERNS



MEGATRENDS 4 FEATURED, 33 EXAMPLES



109,078 Total Clicks
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The culinary industry adopts progressive technology for transparency

How can your brand leverage technology to build trust among your consumers?

Food Insights

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Insider Eating

Exclusivity and culture savvy overtakes highbrow eating

Implications - As social media continues to fuel the consumer desire for authenticity, the foodie world turns toward cultural capital and insider knowledge as the true marker of the elite. This is in direct opposition to the idea of fine dining as the pinnacle of eating well. Essentially, Michelin star-studded gourmet restaurants are being replaced by dive bars that only those in the know are aware of. This is a result of the cash-strapped Millennial foodie, whose values are more aligned with culinary resourcefulness than expensive ingredients.



Secret Dining Events

Patrón Secret Dining Created a Special Cocktail-Paired Menu in London



Clandestine Retro Speakeasies

This Hong Kong Speakeasy is Hidden Behind a Stamp Shop



Millennial-Only Food Trucks

'Drop' Will Give Millennials the Chance to Eat Avocado Toast for Free



Cavernous Underground Bars



Traditional Spanish Style Restaurants



Hidden Underground Food Courts



Invite-Only Airport Eateries



7 FEATURED, 63 EXAMPLES

217,378 Total Clicks
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Insider Eating

Exclusivity and culture savvy overtakes highbrow eating

How can you add an element of exclusivity to your products or services?

Edible Pink

"Millennial pink" is now being adopted into food and beverage products

Implications - The pale color that's been dubbed as "Millennial pink" and has seen a boost in popularity in branding and clothing items, can now be seen as the primary color in edible products. The pale pink hue's adoption into the food and beverage category offers shareable products for Millennial and Gen Z demographics – resulting in effortless engagement that benefits the businesses' marketing strategies.



Pink-Hued Horchata Drinks

This Teaquation Cafe Beverage is Colored by Red Prickly Pear Juice



Pink Prosecco-Flavored Cheeses

This Wensleydale Cheese Balances Sweet, Savory and Acidic Flavors



Pastel Pink Tea Lattes

Starbucks Japan's Valentine's Day Drink is Dubbed the Pink Medley Tea Latte



Millennial Pink Salads

NYC's 'King' Serves a Salad of Pink Lettuce, Ricotta, Marjoram and Walnuts



Rosy Pink Ciders

Angry Orchard Rosé Puts a Millennial Pink Twist on Hard Cider



PATTERNS



MEGATRENDS



5 FEATURED, 43 EXAMPLES

31,315 Total Clicks
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"Millennial pink" is now being adopted into food and beverage products

How can your brand adopt social media shareable designs to boost online engagement?

Hibiscus Heavy

Hibiscus emerges as a flavor in foods rather than being restricted to beverages

Implications - Once largely exclusive to beverages or garnishes, hibiscus is emerging as a popular flavor in various food items within North America. The infusion of this ingredient into contemporary food products reveals the power of foodie culture in fueling the transformation of the traditional in a way that fuses history and modernity.



Floral Seed-Embedded Lollipops

These Flower Lollipop Sticks Can Be Planted After Eaten



Superfood Non-Dairy Desserts

Dairy-Free Desserts by GoBeyond Foods Offer Guilt-Free Indulgence



Spicy THC Chocolate Bars

This THC-Infused Chocolate Bar Contains New Mexican Chipotle



Gelatin-Based Beauty Snacks

Skinte's Beauty Treat Collection Enhances the Appearance of Skin



Anti-Aging Hibiscus Ice Creams



Decadent Hibiscus Donuts



MEGATRENDS

6 FEATURED, 53 EXAMPLES

59,477 Total Clicks
[Hunt.to/378430](https://www.trendshunter.com/Hunt.to/378430)

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Hibiscus emerges as a flavor in foods rather than being restricted to beverages

How could you take inspiration from historically used products/services to elevate your offerings?

Beet Embellishment

The earthy root vegetable is incorporated into a variety of familiar dishes

Implications - Rivalling only the proliferation of cauliflower as a healthful substitute in recent years, beet-infused meals and snacks have gained mainstream attention for the earthen flavor and variety of health benefits amid its newly minted superfood status. In reimagining healthier versions of classic foods with a specific wholesome ingredient, brands are able to indulge consumer desire for healthy food choices that prioritize enjoyability and accessibility.



Beetroot Falafel Burgers

The 'Beetnik' is Byron's First Vegan-Friendly Burger Option



Festive Veggie Dips

The Trader Joe's Beet and Roasted Garlic Dip is Made for Holiday Parties



Beetroot Biscuit Snacks

This Beet Chocolate Chip Cookie Recipe is a Healthy Twist on a Classic



Beetroot Soy Spreads

Il Nutrimento's Beet Soy Mayo is a Vegan Alternative to Egg-Based Products



Spicy Beet Salsas



Multi-Seed Beet Crackers



Beet Embellishment

The earthy root vegetable is incorporated into a variety of familiar dishes

What previously undervalued ingredient can you spotlight in order to expand on the product's overall value?

Tendencias

lo local

lo puro

lo sano

Insights

Tendencias

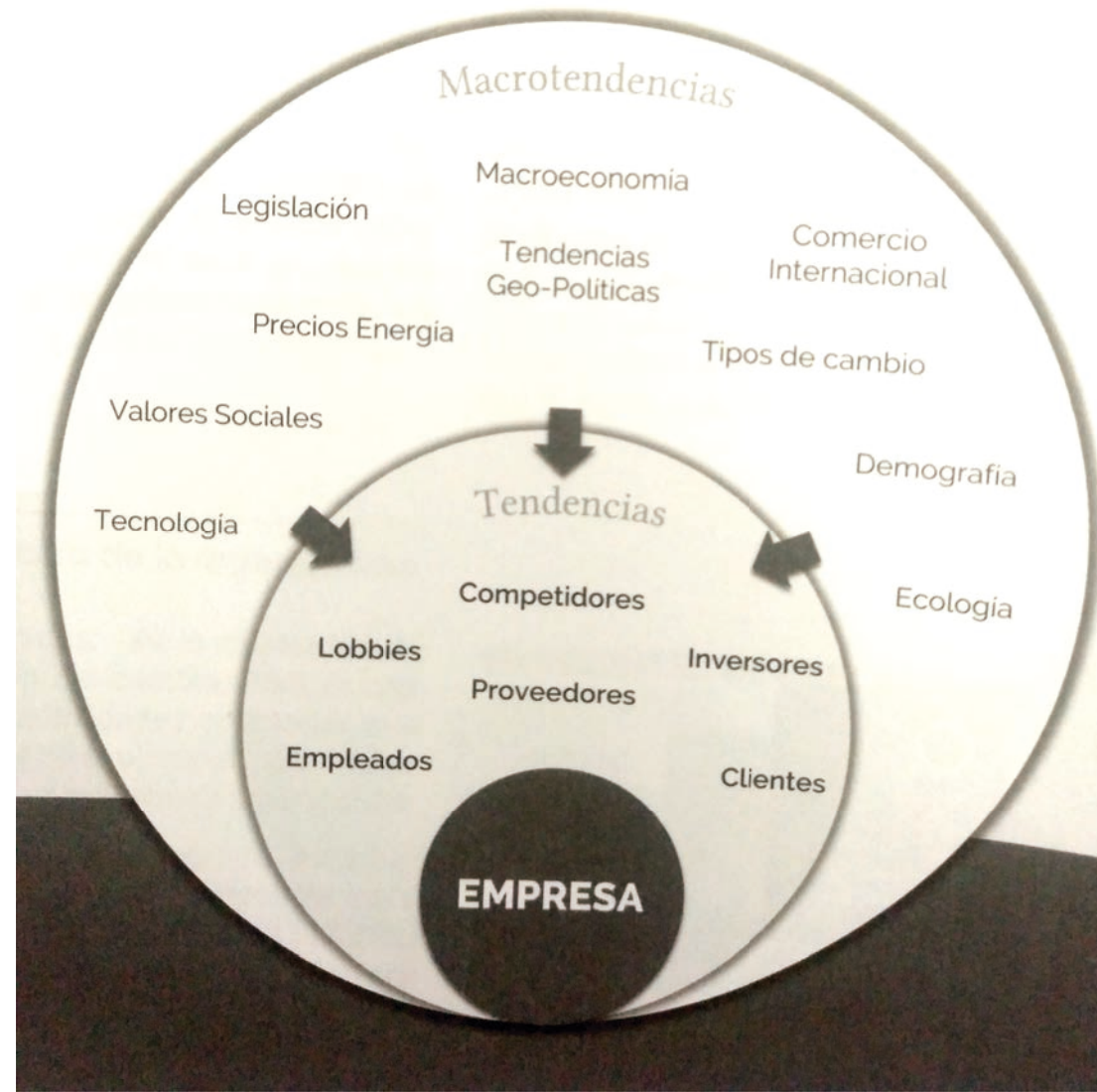
Estrategias

Insights
Tendencias
Estrategias

investigar y
comprender

influenciar y
co-diseñar

controlar

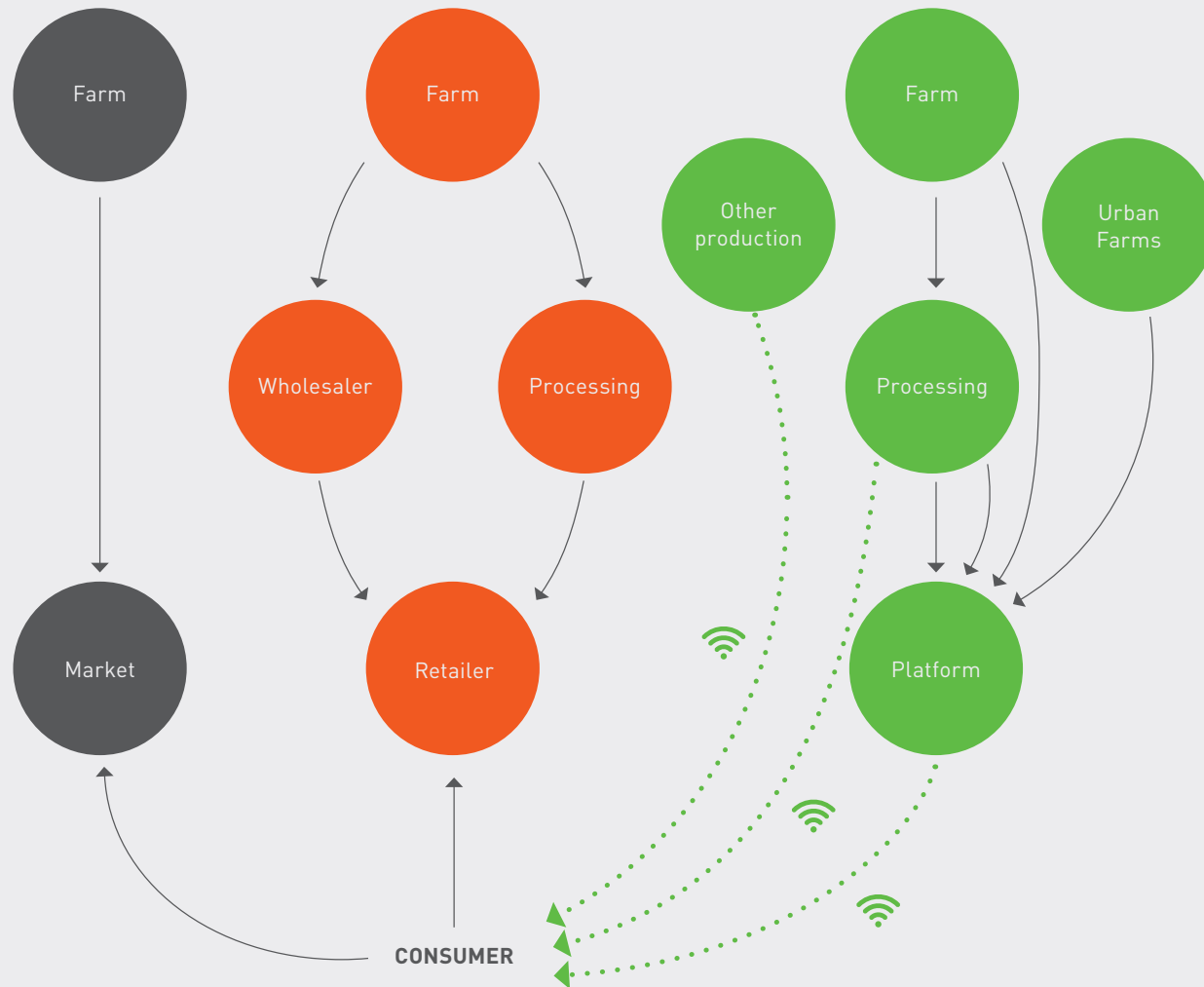


PAST

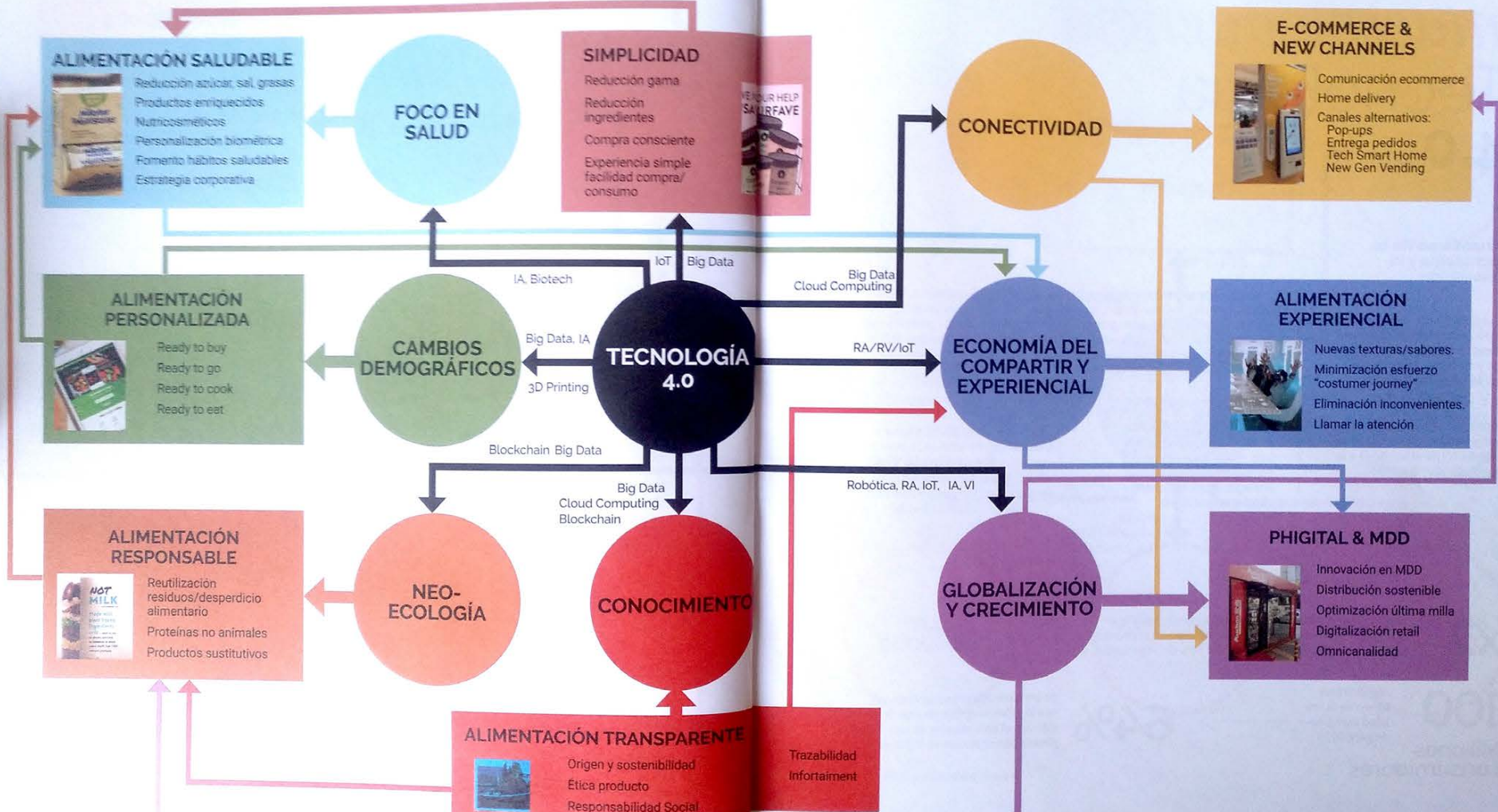
PRESENT

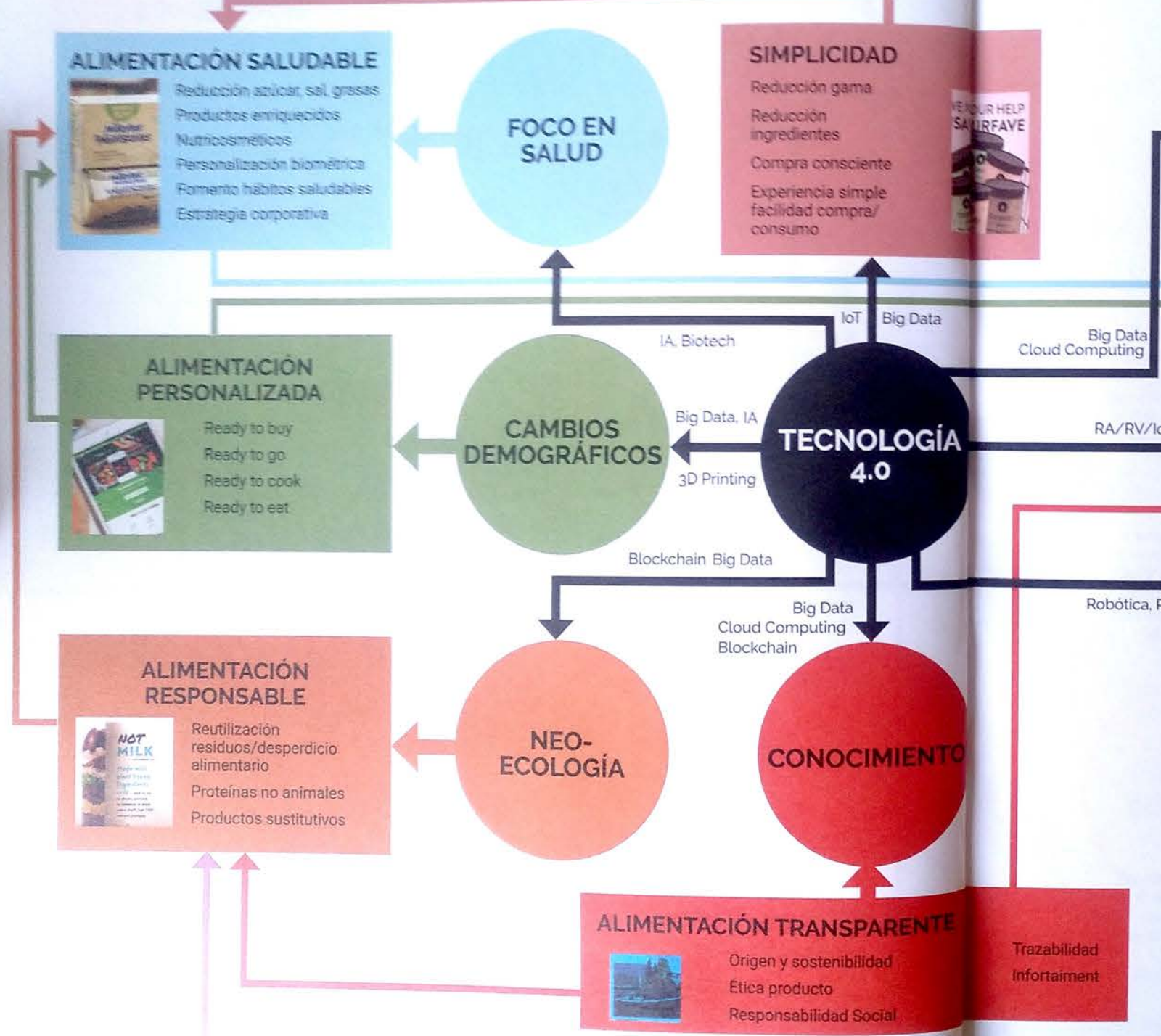
FUTURE

GROWER



	Past	Present	Future
Production	High level of self-sufficiency in own gardens Local agriculture First mechanisation	Low level of self-sufficiency Trend towards urban gardening Globalised agriculture Large-scale, partially automated production	Production increasingly regional/urban New concepts in urban/vertical farming Non-industry producers (Google, Toshiba etc.) Fully-automated mixed cultivation production
Distribution	First exotic fruit imports Weekly markets in towns Colonial goods Strong seasonality of production Key locations: Consumers come to the producers	Online trading Partial return to street markets Continuous availability of fresh produce, seasonality less important Primarily via retailers: Consumers come to the store	Autonomous Smaller urban delivery services On demand/instant delivery Crowd-sourced delivery Rise of the platforms: Producer comes to the consumers
Consumer behaviour	Housewives: Responsibility for the family's nutrition Primary requirement: Satisfying hunger Limited knowledge about nutrition Food is primarily consumed at home	Marketing of food origins Health awareness Organic boom Fast Good: Fast, convenient and healthy Flexibility, eating anytime and anywhere Diets	Marketing of product characteristics Processed fresh produce/Ready-made healthy recipes Transparency/Requirement to know ingredients and origin of products Controlled lifestyle Fast to-go supply that is healthy and aligned with individual nutritional values





SIMPLICIDAD

Reducción gama
Reducción ingredientes
Compra consciente
Experiencia simple
facilidad compra/
consumo



CONECTIVIDAD

E-COMMERCE & NEW CHANNELS



Comunicación ecommerce
Home delivery
Canales alternativos:
Pop-ups
Entrega pedidos
Tech Smart Home
New Gen Vending

TECNOLOGÍA 4.0

IA, Biotech

IoT Big Data

Big Data
Cloud Computing

Big Data, IA

3D Printing

Blockchain Big Data

RA/RV/IoT

ECONOMÍA DEL COMPARTIR Y EXPERIENCIAL

ALIMENTACIÓN EXPERIENCIAL



Nuevas texturas/sabores.
Minimización esfuerzo
"costumer journey"
Eliminación inconvenientes.
Llamar la atención.

CONOCIMIENTO

Big Data
Cloud Computing
Blockchain

Robótica, RA, IoT, IA, VI

GLOBALIZACIÓN Y CRECIMIENTO

PHIGITAL & MDD



Innovación en MDD
Distribución sostenible
Optimización última milla
Digitalización retail
Omnicanalidad

ALIMENTACIÓN TRANSPARENTE

Origen y sostenibilidad
Ética producto
Responsabilidad Social

Trazabilidad
Infotainment

Tendencias

lo sano

1.4 Aparición de bebidas sin alcohol que reproduzcan el sabor o las características del alcohol.

Esta tendencia se ha manifestado tanto en las principales compañías de bebidas alcohólicas (por ejemplo Diageo, AB InBev y Pernod Ricard) que han comenzado a invertir

en startups dándoles acceso a sus canales de distribución consolidados.

Entre las startups destacan casos como:

→ VINOS REINVENTADOS

Ava Winery tiene como objetivo producir vino a base de moléculas sin uvas, y BeatBox Beverages, respaldado por Mark Cuban, ofrece un ponche en caja que contiene vino de naranja.

Esta categoría también incluye nuevos tipos de envases, como vino enlatado de MAN-CAN Wine y vasos de vino portátiles de Electric Sky, así como agua con gas infundido con alcohol con Mighty Swell Cocktail Co.



Amino Acids

Alanine
Proline
Glycine



Acids

Tartaric acid
Malic acid
Lactic acid



Sugars

Fructose
Glucose



Volatile Organics

Ethyl butyrate
Isoamyl alcohol
Limonene



Ethanol



→ BEBIDA VEGANA

Petit Beret desarrolló una bebida natural no alcohólica, sin fermentación, sin conservantes, sin sulfitos, vegana y halal a base de uva con un contenido de azúcar menor que el de sus competidores en el mercado.



→ VINOS Y LICORES SIN ALCOHOL:

La empresa de origen israelí Wine Water lanzó la primera botella de agua del mundo que incluye infusión de uva en su composición, pero sin alcohol. O.VINE es un producto reciclado que busca aprovechar las cualidades de la piel de la uva y los residuos de semillas que sobran tras el proceso de elaboración del vino. Por un lado, la bebida disfruta de los beneficios antioxidantes del vino, pero sin la presencia del alcohol, además, no contiene conservantes ni colorantes artificiales.



Insights

Tendencias y drivers

Estrategias

Origin: Increasing transparency
in the supply chain

Insights

Tendencias y drivers

Estrategias

¿será posible presentar una
naranja o una cereza con una
etiqueta como lo hace el vino?
para que se perciba como una
marca independiente y
posicionarla como tal

los
consumidores
nos encasillan
como
comodities

Insights

Tendencias y drivers

Estrategias

la idea de seleccionar una parte
de la cadena de valor para
hacer un branding específico
parece que es más atractiva por
los resultados que nos aporta.

Insights

Tendencias y drivers

Estrategias

será significativamente más barato y más fácil, hacer marca de productor y de origen que elevar un producto individual al status de marca.



magazine

fin de semana
24 DE NOVIEMBRE DEL 2019



El renacer
del rugby

Ian McEwan: la
humanidad ante
las máquinas

El último día de
Mauro Colagreco

especial gourmet

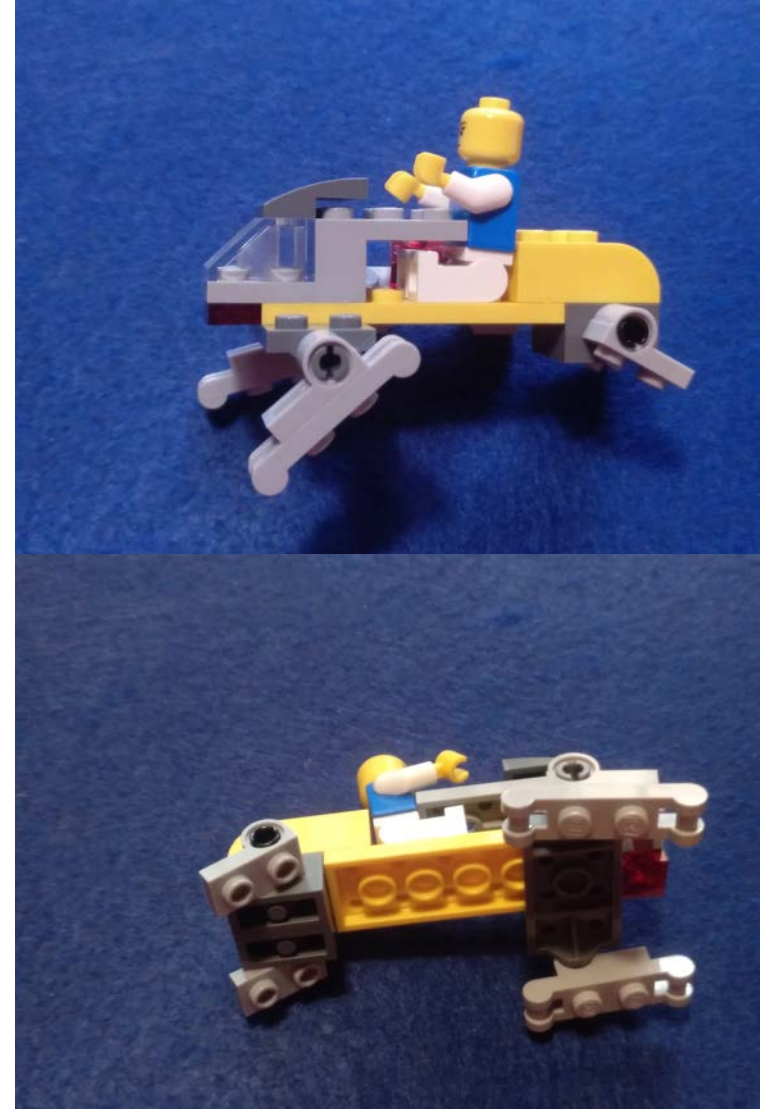
VUELTA A LAS RAÍCES

Los vegetales se convierten en el nuevo lujo gastronómico



cada sábado

magazine
LAP







trasporte +
entretenimiento

2050



¿la más estimulante?

imaginación
descriptiva

Mismo objetivo, Mismo método
MODELO DEL PRÓXIMO AÑO

1

creativa

Mismo objetivo, nuevo método
SEGUIR CRECIENDO EN OTRA
CATEGORÍA DE PRODUCTOS

2

desafiante

Nuevo objetivo, nuevo método
NUEVO CONCEPTO EN
ENTRETENIMIENTO
Y TRANSPORTE

3



¿la más estimulante?

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Y TRANSPORTE

1

2

3

0

4

14

0	
4	
14	



¿la que más escuchas en tu día a día?

imaginación
descriptiva

1

creativa

2

desafiante

3

5	
5	
7	



reporte resultados

Sorprende que gane la desafiante, se debe a que muchos de los participantes son emprendedores, de ahí este resultado que así he comentado en contraste con los programas de Granada y Chiva

5	imaginación descriptiva
5	creativa
7	desafiante



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