

## Industry Partner Newsletter

Volume 10, April 2005

### Go Organic! for Earth Day Today



Today, April 22, 2005, is the 35th anniversary of Earth Day. Companies from all over the country are celebrating by promoting organic food products in a special campaign, "Go Organic! for Earth Day," the largest ever promotion to push mainstream organic food sales.

More than forty-five organic product manufacturers along with 2,600 supermarket locations are getting together with the Earth Day Network and the Organic Trade Association for the event. [...]

The campaign will include the use of 2.6 million organic educational/coupon books, giveaways of 300,000 organic food samples, organic product end-caps, in-store advertising, store employee training regarding organics, online marketing, posters, interviews on TV, radio, newspapers, Web sites and magazines, and 600,000 Point-of-Sale materials on supermarket shelves, including signs and shelf talkers.

Promotions will also include environmental education materials sent to more than 80,000 K-12 schoolteachers who join Earth Day Network's Educator's Network. [...]

The mainstream push might help regular consumers take notice of organic items and produce, beyond those who already adhere to buying organic products only. Almost 125 million in-store consumer impressions are expected for "Go Organic! for Earth Day," and the hope is to affect both mainstream retailers as well as mainstream shoppers and help them promote a healthier lifestyle as well as a cleaner environment.

Visit <http://organicearthday.org/> for a complete list of participating retailers and manufacturers.

Source: *Supermarket Guru*

### Will 'Low-G' Muscle Out 'Low-C'?

U.S. food companies slow to respond to the low-carb craze would love to know as they deal with new diet products that may quickly become passe and ponder a new term -- the glycemic index -- which has already made a mark elsewhere. [...]

According to data from ACNielsen LabelTrends, sales of "carb conscious" products by U.S. merchandisers, excluding Wal-Mart Stores Inc., fell 10.5 percent to \$531 million in the fourth quarter of 2004, compared to the previous quarter.

That is also borne out by companies.

"The peak (of the low-carb fad) is well behind us," Ramin Eivaz, vice president of business intelligence and customer insights at PepsiCo Inc., said on Tuesday. "But health and wellness is not," Eivaz told Reuters at the conference on the retail and consumer packaged goods sectors.

Some trend watchers say the likely new trend for the United States, which could have an impact on food and drink producers, is the "low-G" index already popular in Australia, where it began, and in Europe -- if consumers can get their heads around the word "glycemic."

The glycemic index measures how efficiently the body can metabolize carbohydrates. It ranks carbohydrates by how much a person's blood sugar rises immediately after eating, and would tend to favor high-fiber foods that take longer to digest.

Food products that tend to have a high glycemic index include white bread, mashed potatoes and cereals, while those with a low index include potato salad, pasta, oatmeal, legumes and whole-grain breads.

It also fits in with a growing preoccupation among consumers in the developed world over the spread of diabetes, and prediabetic conditions.

U.S. nutritionists do not appear to have bought into the low-glycemic trend to the same extent as colleagues in Europe and Australia, in part because the measure is not as easy to explain, or use, as other guidelines for healthy eating. [...]

Scott Klein, chief executive of market data firm Information Resources Inc., which hosted the Miami conference, said if low-glycemic turned out to be the next big thing, food manufacturers will want to get in on the act quickly. "What they regret is that they didn't adjust to low-carb faster," Klein said.

But in an ever-faster moving marketplace, it's hard to predict whether a new fashion may be over before products developed to meet the trend have reached consumers.

"The question is, how quickly do you jump into something that might turn out to be a fad?" said Dornblaser.

Source: *Reuters*

## Tighter Rules for 'Organic' Livestock Favor Maine Farmers



Henry Perkins, an organic dairy farmer from Albion, brought a sign to Washington last week that read "Let Them Eat Grass." After two days of debate, a federal advisory panel on the organic industry took Perkins' message to heart.

The advisory panel recommended that the U.S. Department of Agriculture tighten existing rules that require organic livestock to be raised and fed on open pasture, rather than in confined pens. While the recommendation applies to all organic livestock, it would most directly affect the organic dairy business, which is dominated by small and midsize farmers who feared that the growth of industrial-sized organic dairies could turn off consumers and threaten their livelihood.

The new rules would benefit Maine's 62 organic dairy farms, which are comparatively small and already rely heavily on grassland.

Diane Schivera, assistant director of technical service for the Maine Organic Farmers and Gardeners Association, said the state's climate produces rich pasture land. It's less expensive for cows to eat grass, she said, than grain trucked here from other regions. Cows fed at pasture also tend to be healthier than those in feed lots, she said, and grazing cows are part of what consumers are supporting when they buy organic milk.

"This industry is consumer driven," she said. "Consumers have this vision of cows out at pasture." Under existing rules, organic livestock are required to have "access to pasture" except under certain circumstances, including when they are ill or in a "stage of production" such as birthing and the first six months of life. But some large-scale dairy operations had kept their milking cows in outdoor pens, saying that the "stage of production" exemption also included lactating cows.

The advisory committee voted to close the loophole, ruling that milking cows were not exempt from the pasture requirement. Furthermore, the advisory committee plans to post new guidelines for farmers to determine how many acres of pasture are required for each cow, based on federal standards for grazing. Farmers in areas with plenty of rainfall, such as Maine and Wisconsin, would be allowed more cows per acre than those in drier areas like Colorado, simply because there is more grass to eat.

Cont...

Under the recommended rules, organic dairy cows would be required to graze on pasture at least 120 days a year. The rules must be approved by the USDA and would not take effect for several years. [...]

Source: *MaineToday.com*

## Schwarzenegger Looks To Ban Junk Food From California Schools



Speaking at a fitness event in Southern California, California Governor Arnold Schwarzenegger said this weekend that he wants to ban the sale of all junk food in the schools.

He said that schools should be selling milk and fresh fruits and vegetables, not sodas and sugary snacks. Schwarzenegger may have enough powers of persuasion and personal credibility on this issue to actually make it work. After all, he first came to prominence as a bodybuilder and later, in addition to a hugely successful movie career, served on the President's Council for Physical Fitness.

His support for a junk food ban reportedly takes the form of support for a bill currently being considered by state legislators that would start by making healthier food available in schools, and eventually ban all junk foods.

We think that a ban, while admirable, actually makes the most sense when combined with courses that teach nutrition in a user-friendly fashion, and gym classes that teach children the value of regular and vigorous exercise.

However, there certainly seems to be some momentum building for a more activist government approach to this issue. Arkansas Gov. Mike Huckabee has written a book detailing how he lost 100 pounds by eating right and exercising and he proved his point just recently when he ran and finished the Little Rock Marathon. Huckabee has said he wants his state to be more progressive in its treatment of childhood obesity which essentially is the same basic position taken by Schwarzenegger.

The really interesting thing about this is that both Schwarzenegger and Huckabee are Republicans, and normally would be decrying this sort of intervention as needless government meddling. But there is a political shift taking place, and perhaps the real beneficiaries will be our children.

Source: *Supermarket Guru*

## Retailer News

### Tiny Samples Yield Big Profits

The popularity of food demonstrations, or sampling, is soaring in grocery markets nationwide and Florida is leading the way, said Todd Hultquist, spokesman for the Food Marketing Institute, a Washington D.C.-based trade association.

"Competition has a lot to do with it and Florida is one of the most competitive markets in the nation," Hultquist said. "The retailers are trying to do all they can to enhance the customer experience, make themselves stand out and encourage customers to try new products." [...]

Hultquist cited a recent survey by The Polling Co. which reported 70 percent of about 1,000 consumers surveyed said they would shop at a specific store if they knew it would offer samples. Another 86 percent said they were more likely to purchase a new brand if they were able to try a sample first.

Winter visitor John Kessler, 48, of Charlotte, N.C., said he enjoys samples. "Costco is great for that," Kessler said. "You can get all kinds of things. I try things I would never otherwise."

The big warehouse stores such as Costco and Sam's Club are among the reasons in-store sampling is growing, Hultquist said. In addition to warehouses, "the typical supermarket is facing more competition from drugstores and convenience stores that are carrying more food items." [...]

One strategy closely tied to sampling is the creation of private-label store brands. "They are generally lower priced than national brands and sampling allows customers to compare them," he said. "If they like it, it strengthens the brand because they can only get it at that store." [...]

The interaction with customers may be at least as important as the food item itself, said Eric Blaesing, director of community relations for The Fresh Market, which has a store at 13499 S. Cleveland Ave., Fort Myers.

"Customers are demanding more customer service and they want interaction with people in the store," Blaesing said.

Source: [www.news-press.com](http://www.news-press.com)



### Pet Lovers Pounce on Natural Remedies



More than half of your customers own pets. And chances are, if they're filling their carts with quality food and supplements for themselves, they're apt to make the same quality purchases for their animal companions.

Whether it's to avoid expensive vet bills or, more likely, to keep Fido healthy and happy for years to come, your consumers will appreciate a well-stocked pet supplements section. [...]

Following are frequent pet ailments and natural supplements for treatment that you will want in your pet section.

#### Maintenance with multis

"If you have a perky dog or an active dog, I would recommend a one-a-day with antioxidants," says L. Phillips (Phil) Brown, DVM. "Dogs eat the same food day after day, and they may require a bit more of a certain nutrient. Also, an animal's age is about seven years for one human year, so stop and think about the stress and changes that their bodies are going through." [...]

#### Antioxidants

"I am a big fan of antioxidants because a lot of the time [pets] are under stress that we don't even know about," Phil Brown says. Gregory Todd, DVM, also advocates antioxidant use for pets. "Research has shown that vitamins C and E are potent antioxidants for dogs; they maintain joint integrity, central nervous system health and, by reducing oxidative injury to the body, they help all the organs function better." [...]

#### Joint Health

One of the most common health problems affecting dogs, especially larger breeds, is joint degeneration. As with human joint-health supplements, chondroitin and glucosamine are also the stars in pet formulations. [...]

#### Urinary Tract Health

Cats are particularly susceptible to urinary tract infections. "I would start a male cat on a [urinary tract formula] from day one," Phil Brown says. [...]

#### Healthy Skin and Coat

In addition to feeling nice, a healthy coat means an animal is free from dry, itchy skin and sores. "Some dogs require higher amounts of omega fatty acids to help skin and coat," [...]

Many pet supplements manufacturers believe that retailers have an opportunity to offer consumers something they can't get elsewhere, even in the pet superstores.

"Everyone wants to stay out of the vet," says Andi Brown. "Pet sections are often the orphan child—they're not given enough attention. If retailers offer a full line, I think they will see an ever-increasing source of customers."

Source: *Natural Foods Merchandiser*

## Manufacturer News

### How Consumers Make Sense of Functional Foods

The food industry has revived its desire to fill America's pantries and refrigerators with "functional foods." The problem is, while industry insiders make declarations along the lines of "all foods in the future will be functional," most American consumers just aren't thinking about their food that way. [...]

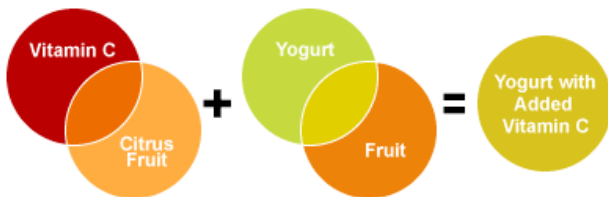
When consumers encounter a new functional food (or beverage) at retail, how do they understand what makes it functional, and if the product is desirable? Consumers construct a story based on the readily available cues on a product package, and what they know historically about that kind of product. We call those stories "ingredient narratives."

*Ingredient narratives are simple stories about how a food came to be*

With the exception of core wellness consumers, people don't want to put a lot of work into understanding their food. Most consumers prefer to construct nominal narratives. That is, they will often qualify something as desirable or acceptable based on a single or small number of characteristics rather than exhaustively investigating a product and its origins (something that core wellness consumers, who are rarely attracted to functional foods, will do).

*Symbolic logic builds bridges*

Understanding functionality nominally and not exhaustively, consumers draw upon simple, symbolic logic to connect products to their functionality. For example: "Yogurt is fruity sometimes, so I would think that vitamin C in yogurt would be okay."



Consumers can easily draw simple connections between the fruit that often appears in yogurt, and the citrus fruit that contains vitamin C, as illustrated in the diagram, below. In a couple short steps, yogurt with vitamin C seems, well, natural. But don't think that consumers will go beyond a couple short steps in explaining a product, especially in a retail environment...because they won't.

*Continued above..*

### Essential properties inform symbolic logic

Calcium can be added to yogurt without raising too many eyebrows. Why? Ideas about the essential properties of substances can also contribute to making them attractive in functional foods. Like Laura, many other people think of calcium as either white and milky or white and powdery. "White and milky" isn't much of a stretch for yogurt.

### It's already in there

Yogurt with added probiotic bacteria is looked upon favorably. Most all consumers are comfortable with augmenting an existing property or constituent in a food. Tomato sauces with added lycopene, which occurs naturally in tomatoes, are very acceptable as functional foods, providing the consumer knows what lycopene is and does not think it is "some weird chemical." Try adding lycopene to yogurt and, well, the product may not be received so well by consumers.

### Cultural familiarity promotes acceptance

Orange juice with added calcium sells briskly. Why? It has history. Orange juice has been fortified for quite some time, and at this point there seems nothing odd about extra vitamins and/or minerals in it. [...]

*Source: The Hartman Group*



### United Natural Foods Announces Plans to Expand Northern California Operations

United Natural Foods, Inc. announced plans to open a new state-of-the-art distribution facility in Rocklin, California. The Company purchased a new facility on March 1, 2005, and plans to move its current operations in Auburn, California to Rocklin by late summer of 2005. The new building is 487,000 square feet and will be the largest facility in UNFI's nationwide distribution network.

The Rocklin facility is scheduled to commence operations by September 2005 and will serve as a distribution hub for customers in northern California and surrounding states. United Natural Foods currently has 17 distribution centers throughout the United States, consisting of approximately 3.0 million square feet of space. United Natural Foods has the largest warehouse capacity of any distributor in the natural products industry. [...]

*Source: PR Newswire*

## Report Back from Expo West

by David Browne, SPINS' Director of Content Development



*Being my ninth show in attendance, Expo West 2005 was consistent once again with the explosive growth and change the Natural Products Industry has seen this past decade.*

*Below is a summary of the key trends I saw on exhibit. Many of these trends are either incorporated into the Content Development Team's long-term plans or will influence our plans for 2005.*

### What's Hot

SPINS' President, Jeff Nibler, participated in a panel discussion by this name Friday morning along with Bob Burke and KEHE distributors. The group discussed many trends, but the overarching theme of What's Hot fell clearly under the umbrella of "baby boomer health". Five specific health concerns have inspired a number of new products and brands: Joint Health, Heart Health, Inflammation and Pain, Anti-aging, and Virility.

### Top dietary health trends at the show

**Gluten-free foods:** This was, without a doubt, *the* most noteworthy trend of the show in my opinion - as big as low-carb was in previous shows. There were tons of new items, re-labeled products that now claim to be gluten-free, and new brands like *1-2-3 Gluten Free*. With label legislation set for 2006, many companies have already spent the money to upgrade product labels for those consumers looking for gluten-free items.

**'Dia-besity':** The trend of low-carb moving to 'slow-carb' was apparent at the show. Everywhere you looked low-carb, low-glycemic, HFCS-free foods (high fructose corn syrup) abounded. This is also a huge emerging trend in product (re)formulations and new offerings, as well as product labeling. Virtually every new product I saw that was sweetened was made with cane juice or the artificial sweetener Splenda. There were very few offerings still made with HFCS. Building off the low-carb model, low-glycemic foods address the American epidemic of obesity and adult onset diabetes. In fact, The term 'Dia-besity' circulated the show. I even saw Masada diabetes bath salts!

### Other Notable Trends And Product Introductions...

**Energy bars** that are raw or 'stripped down' with reduced ingredients, including new offerings from THINK! (a raw food bar line with 4 ingredients), Clif Nectar, Clif Luna (now with more fiber and less sugar), and new SKUs from LARA BAR.

**Coconut water** that is supposed to be similar to Gatorade as far as electrolytes and isotonic. Huge in South America, the water is now imported here to the US.



**Natural and organic pet foods/care expansion.** New brands, including the Andrew Weil-endorsed Pet Promise brand that uses nutrients from New Chapter - a premier supplement maker.

**The continued convergence of natural and gourmet/specialty.** Many natural brands and gourmet brands are now gaining distribution in Whole Foods and other natural foods stores. The Fancy Food and EXPO shows' exhibitor lists are growing more and more similar.

**The trend for large companies to create new products from 2 or more brands within their brand portfolio.** Rice Dream and Celestial Seasonings (both HAIN Celestial brands) together are offering tea ice cream, or "Tea Dreams". Dr. Bronner's officially bought the Sun Dog brand just days before the show and they joined together for a line of hemp bodycare products that are, without a doubt, one of the hippest packaged items Dr. Bronner's has released.



## Content Development Corner

From the desk of Kerrin Rourke ([krouke@spins.com](mailto:krouke@spins.com)), SPINS' Natural Products Expert



### Annie's Goes Gluten-Free

Annie's Homegrown has just launched their new line of Gluten-free macaroni & cheese. The meals are made with rice pasta instead of semolina wheat, making them safe for people that are sensitive to gluten-containing grains.

The products still taste as great as they always have; in fact, even people who can tolerate gluten enjoy them. Annie's recognizes the importance of providing more meal options for the growing number of people with gluten sensitivities. Now everyone can enjoy Annie's famous Mac and Cheese.



### Newman's Own enters Fastest Growing Segment In Organic

Newman's Own Organic Fresh Produce has already hit the produce shelves of many stores across the country.

Newman's is offering organic pre-cut vegetables and packaged salads, which will pair nicely with the brand's already successful line of salad dressings. In addition, all of the organic salads are wrapped in corn-based biodegradable packaging, in an effort to minimally impact the environment and provide an ecological waste solution.



### Founder of Eco Fish Develops Seafood Testing Program

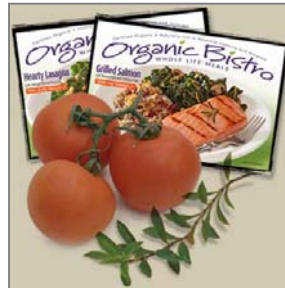
Henry Lovejoy, founder of Eco Fish, has developed a seafood-testing program called Seafood Safe. The program was launched this February and will soon be made available to any seafood producer that wishes to participate.

The program was developed in order to serve as a way to help consumers make more informed choices about the fish they buy and feed to their families. Seafood Safe consists of a world renowned Sea Food Advisory Board, which tests the fish and shellfish for mercury, and PCBs levels. These contaminants are devastating to the human body and also the environment. The Seafood Safe label informs consumers of how many meals can be consumed per month, without risk of being exposed to unsafe levels of these toxins. For more information visit <http://www.seafoodsafes.com>.



### Guiltless Gourmet: Low-Cal Flavor Sensation

Guiltless Gourmet has introduced a new line of Baked Potato Crisps in four exciting flavors: Sea Salt, Memphis Barbeque, Au Gratin and Pico De Gallo. The crisps were designed to meet the nutritional needs of health conscious consumers. Each serving provides 7 grams of protein, 70% less fat than other chips, 0 grams of trans fat and only 100 calories. These chips are not only healthy but tasty too. There is a distinct baked potato flavor that accompanies every crunch of this delightful snack.



### Frozen Entrees That Are Raising The Bar

Organic Bistro is a new line of gourmet frozen entrees formulated by Dr. L. Callaway, ND. The meals provide consumers with healthy, price competitive and convenient frozen food options.

All of the ingredients used to create these amazing meals are both organic and low on the glycemic index; making them an excellent option for anyone with Diabetes, Hypoglycemia or Syndrome X. Each entrée is high in fiber and omega 3 essential fatty acids which benefit the health of the brain and heart. Organic Bistro may be the first of many whole foods entrees designed to support specific health conditions. In any case, these unique dishes are sure to attract a lot of attention in the coming months.

## SPINS News



### *NaturalTrack is now SPINSscan Conventional!*

Powered by ACNielsen Scantrack

Expanding our partnership, SPINS and ACNielsen have developed significant enhancements to our conventional retail measurement service. NaturalTrack, soon to be *SPINSscan Conventional*, will be re-launched this July with even more effective ways to measure and to manage your business in this channel:

- ✓ **Account-specific reporting on 60+ retail accounts**
- ✓ **Promotion and baseline measures**
- ✓ **Full 73-category SPINS reporting**

Due to the rapid growth and expansion of the Natural Products Industry, conventional retailers now represent a substantial share of its sales volume. Since 1998, SPINS has offered NaturalTrack, reporting on Natural/Organic sales in the conventional FDM channels, by combining SPINS' proprietary Product Library and industry expertise with ACNielsen's Scantrack reporting.

With hundreds of new measures, weekly periods, account level data, and the option to measure total category performance, SPINSscan Conventional reporting will help you determine:

- The best timing and duration for a promotion
- Which promotions build the best baseline or incremental volume
- The best item assortment
- The best competitive price point
- Potential cannibalization from new items

The enhanced reporting can also help you:

- Identify and manage out of stocks
- Gain fair share of shelf
- Understand the impact on sales from price changes
- Understand market share effects from being early or late to market
- Identify opportunities within key accounts
- And much more!

#### *Choose from three levels of reporting:*

**Level 1:** Natural and organic products only

**Level 2\*:** Natural and organic products *plus* conventional category and subcategory totals

**Level 3\*:** Natural and organic products *plus* all conventional product detail (category, subcategory, brand and item)

*\*Available to clients on a limited basis - contact us for more information..*



### **Note Name Change**

#### **SPINSscan Conventional & SPINSscan Natural**

In anticipation of the new enhancements on the way, we have re-branded our NaturalTrack and SPINSscan services. *As of May 1st, our conventional RMS service is SPINSscan Conventional, and our natural RMS is SPINSscan Natural.*

Please note the name change when you source your SPINS data after this date, using the following examples as a guide:

52 Weeks Ending 2/21/05, SPINSscan Conventional  
52 Weeks Ending 2/21/05, SPINSscan Natural  
52 Weeks Ending 2/21/05, SPINSscan Conventional and Natural Channels

Contact Sonia Caltvedt at [sonia@spins.com](mailto:sonia@spins.com) or 415.957.4449 if you have any questions about sourcing. Thanks for your cooperation!

>> Contact Mike Movitz to learn more about *SPINSscan Conventional* at 847-229-0392 or [mmovitz@spins.com](mailto:mmovitz@spins.com)

>> Read our joint press release: <http://www.spins.com/news/index.htm>

## SPINS News

### Soyfoods: The US Market, 2005

*Coming this June*



Widely recognized as the source for syndicated information on the soy industry, the 2005 edition of *Soyfoods: The US Market* will be available in June.

This is SPINS' fifth annual report on the soyfoods market in collaboration with Soyatech. Current SPINS' retail measurement is combined with expert analysis from Peter Golbitz of Soyatech, Inc., the world's leading source for information on the soybean products' industry. The report contains detailed information on the US market for soyfoods by category, sub-category, brand and distribution channel, including:

- Trends and Analysis
- Current Market Situation and Analysis
- Category Overviews
- Company Profiles for top soyfood companies

Soyatech, Inc. is a unique information resource with information products and services designed to advance growth and sustainability in the soybean product industry.

Contact Diana Dixon at [ddixon@spins.com](mailto:ddixon@spins.com) or 815.609.0607 for more information or to purchase your copy of the report.

### Meet New SPINNERS Grace, Satya and Al!

Grace Chen is our SF office's new Applications Developer. She hails from Boston where she held her last position as a Database Application Analyst and Developer for the Boston Mutual Life Insurance Company. She has also been a Quality Assurance Analyst for Standard and Poor's Charter Research Division, and a Unit Commercial Manager in the IT Service Department for Siemens AG. China Ltd.

Satya Ramanathan has joined SPINS' retail analyst team. His specializations include Regression and Analysis of Variance, Pricing and Revenue Management, Decision Support Modeling and Computational Economics. In May of last year, Satya completed his Masters in Operations Research and Industrial Engineering at the University of Texas in Austin. He also has an undergraduate degree in Mechanical Engineering from the University of Madras, India.

Al Miklautsch is our new Central Region Manager, replacing Diana Dixon, now SPINS' Client Service Manager. Al brings over 12 years of sales and client service experience supporting CPG clients at IRI and Adesso Solutions. At IRI, Al worked as Director of Business Development for Midwest accounts and earlier as a Systems Support Manager, providing technical support on client databases. At Adesso Solutions, Al worked as a business consultant and project manager in trade fund management, sales operations, and business processes.

*Join us in giving Grace, Satya and Al a warm welcome!*

### SPINS Charitable Contributions

**The Organic Trade Association (OTA)** is the membership-based business association for the organic industry in North America. OTA's mission is to encourage global sustainability through promoting and protecting the growth of diverse organic trade.  
*More info at:* <http://www.ota.com/index.html>

**The Fair Trade Federation** is an association of fair trade wholesalers, retailers, and producers whose members are committed to providing fair wages and good employment opportunities to economically disadvantaged artisans and farmers worldwide.  
*More info at:* <http://www.fairtradefederation.com>

**TransFair USA**, a nonprofit organization, is the only independent, third-party certifier of Fair Trade products in the United States. Through regular visits to Fair Trade farmer cooperatives conducted by Fairtrade Labelling Organizations International (FLO), and partnerships with US companies, TransFair verifies that the farmers who produced Fair Trade Certified™ products were paid a fair price.  
*More info at:* <http://www.transfairusa.org>

**The American Stroke Association** is the division of the American Heart Association that focuses on reducing disability and death from stroke through research, education, fund raising and advocacy.  
*More info at:* <http://www.strokeassociation.org>

## SPINS Partner News

### MINTEL

#### Mintel Partners with SPINS to Provide Comprehensive Industry Analysis

Mintel has partnered with SPINS to provide the best in comprehensive market research. As a leading independent supplier of market and consumer analysis, Mintel consistently strives to work with key data suppliers in major industries. The recent collaboration with SPINS allows the company to combine its key data with syndicated consumer research to enhance Mintel's overall unique market perspective. Providing insight and impact for its key client base, Mintel focuses on exploring and understanding consumer and market trends.

Through the Mintel/SPINS collaboration, both companies are able to mutually provide a key client benefit. SPINS blends its unique understanding of the natural marketplace with Mintel's experience as an innovative data and consumer research analyst. As a key partner, Mintel is looking forward to developing new joint ventures and expanding its publications with SPINS. Together, they have collaborated to produce the *NASFT State of the Industry Report* as well as the *Natural Products Marketplace Report, Volume I - The Market*, and *II - The Consumer*. As a key partner, Mintel is looking forward to developing new joint ventures and expanding its publications with SPINS.

Mintel adds to the depth of its analysis on a wide range of key CPG markets through its alliance with SPINS. The newly enhanced data complements Mintel's traditional market data that covers mainstream supermarkets, drug stores, mass merchandisers, and convenience stores.

While Mintel's core data covers CPG markets, it also publishes a range of innovative lifestyle reports that provide key demographic insights. By exploring these lifestyle characteristics, Mintel is able to supplement more in-depth consumer analysis in their reports. Recent signature lifestyle reports include key insights on lifestyles of baby boomers and high-income households.

In addition to developing syndicated data, Mintel also offers consultant services to suit a wide variety of client needs. Mintel publishes 180 reports a year in the US, covering a wide variety of research channels including: food, drink, household, personal care, lifestyles, and personal finance.

For more information regarding Mintel Reports, call 312-943-5250 or visit <http://www.mintel.com>.

#### One Day Seminar:

#### *Becoming a More Effective Sales Manager in the Natural and Specialty Channel*



**Date:** Tuesday May 10, 2005

**Time:** 9:00am – 4:30pm

**Location:** Denver, CO Marriott

#### Seminar Leaders:

**Bob Burke** is co-author of *The Natural Products Field Manual*, *Staking Out Space on the Supermarket Shelf*, and *The Sales Manager's Handbook*. Bob is a consultant in the natural and specialty products industry and former VP of Sales and Corporate Development at Stonyfield Farm.

**John Maggiore** is the former Category Manager of Natural Foods at Stop & Shop and will be speaking on selling to supermarkets and succeeding in the mainstream grocery channel.

**Chris Lobo**, of Rocky Mountain Presence will speak on broker management from a broker's perspective.

- Overview of the channel along with review of key distributors, retailers and brokers
- Sales planning and budgeting with budget templates you can use in your business
- Pricing and margins review
- Trade promotion – strategy, optimization, evaluation
- Trade spending management – managing one of your most largest and most important investments
- Effective Sales Calls -- "How to prepare for an appointment"
- Preparing for a call on a buyer. i.e. visiting stores, looking at sections, understanding programs etc.
- "What does a buyer look for in a new product presentation, category review, etc.
- Working through distributors – selling into distributors, margins, programs
- Working effectively with brokers – hiring, goal setting, reviews, compensation, broker handbooks, contracts, probation, termination
- Using syndicated data – its role in new product presentations, category management, understanding your business, evaluating execution
- Comprehensive Q&A – industry experts will answer your most complex questions in the context of *your* business.

#### Pricing:

Seminar - \$599\*

**Mention that you are a SPINS client and save \$100!**

\*Additional people from the same company attend at \$100 off