

NATURAL PRODUCTS FIELD MANUAL

Newly revised, updated, expanded Fourth Edition

The Natural Products Field Manual is a comprehensive four volume guide on how to 'go to market' in the Natural, Specialty, Grocery and Club Channels. Its' 44 chapters provide in depth knowledge, proven best practices and rich, insightful editorials and color commentary by notable industry leaders.

The manual also includes a CD with a directory of key resources and over \$15,000 in coupons towards valuable services, including a free half-day consulting session by the authors.

TABLE OF CONTENTS

Volume 1: The Basics

- Margins and Pricing
- Budgeting and Planning
- Industry Resources
- Supply Chain Savvy
- New Products
- Running Successful Off-sites
- Managing Co-packers
- Sales Force Automation
- Building a Sales Organization
- Product Quality
- Strategic Planning
- Private Label
- All about Brokers
- Ingredient Standards
- Financing
- Nutrition and Personal Care
- Summary

Volume 3: Consumer Marketing

- Branding
- Consumer Promotion
- Consumer Advertising
- Packaging
- Maximize your database
- Public Relations programs
- Special Events Marketing

Volume 2: Trade Marketing

- Natural & Specialty Distributors
- Trade Promotion
- Category Management
- Food Service Overview
- Retail Overview: Natural Foods
- Trade Funds Management
- Trade Show Investment
- Using Market Research
- Mainstream Supermarkets
- Trade Advertising
- Exporting Basics
- Overall Channel Approach
- "Covering your Butt"

Volume 4: Trends & Updates

- Industry overview
- Natural, Grocery, Mass and Club updates
- Canadian Opportunity
- Natural and Specialty Distributor updates
- UK Opportunity
- Defining the natural/organic consumer

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