

RETAILING THE BRAND

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Branding in fresh produce chains is not an easy task and companies are often fearful of the costs. However, while the sector does face specific impediments, Rik Riezebos of the European Institute for Brand Management believes a good 'branding strategies' can offer major advantages in this industry too.

Businesses in the fresh produce chain could benefit from looking at a number of potential obstacles when choosing a brand strategy. Is the company large enough? Although you may be the largest in your market, it does not necessarily justify the application of a complete market strategy. They should also consider how much control they have over the product quality by the time it reaches consumers as poor quality runs the risk of damaging a good reputation. The fact that consumers are not especially brand sensitive to fresh produce is also reason for caution.

From the inside out

When hearing the term 'branding strategy' many people initially think of external factors such as the name, logo and colours. A good branding strategy, however, starts from the inside out, with the identity of

the product. This is what determines the essence of the brand, and this essence should be the starting point for everything involving the product; from the purchase of raw materials and infrastructure, via the relationship with retailers to after-sales for consumers.

Results

A good branding strategy can offer many benefits. In financial terms it can translate into increased sales, lower cost prices, higher margins and a guarantee of future income. In a strategic sense it offers a competitive advantage and makes a company attractive in the labour market. From the management perspective, a good branding strategy makes it easier to penetrate new markets.

And so...

Brands like Coca Cola and Apple show that a good branding strategy can achieve much. By properly analysing the obstacles and possible results, the fresh sector can also develop effective branding strategies based on the unique identities of the products.

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