



US Retail Market Overview

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Consumer Attitudes in America

- In 2010 US Consumers are Veering from Cautious Optimism to Heavy Pessimism
- Unemployment Stuck at 9.5% for 1 Year
- High Mortgage Foreclosure Rates Continue
- Small Business Having Financing Trouble
- Consumers Buying Less, Saving More
- Perception of Value Ranking High in Purchase Decisions



Retailer Challenges in America

- Consumer Pushback Against Higher Prices
- Higher Costs Resulting in Gross Margin Compression
- Availability Issues from Quota Reductions, Fisheries Declines, Disease
- Consumer Misinformation on Health
- US Consumer Perception of Seafood as Non-Essential Purchase



Consumer Purchasing Trends

- Consumers Increasing Acceptance of Cook from Frozen Products - Convenience
- However, Microwave Still a Struggle
- Continuation of Time-Starved Consumers Looking for Easy Meal Solutions
- Still, Needs to Show Measurable Value
- Trusted Source Endorsement Drives New Item Acceptance – Barramundi & Dr Oz



Sustainability Understanding

- Consumers Do Not Understand Sustainability & Don't Want To, Either – Nielson Panel Data
- Consumers Expect Retailers to Make the Right Decisions on Sustainability – SWY Focus Group Data
- Most Consumers Will Not Pay More for Sustainable Products – SWY Focus Group Data



Market Opportunities

- Aging Population in America Is Focusing on Health – Baby Boomers Hate Getting Old
- Retailer Rising Emphasis on Best Choices is Opportunity to Drive Business to Sustainable Species
- Industry Must Take the Initiative to Move Forward



Retailer Opportunities

- Develop Retailer-Supplier Solutions to Consumer-Driven Issues – “Fear of Fish”
- Partnerships with Solutions-Based Suppliers to Create Cost-effective Sustainable Programs
- Better Retail Employee Training on Sustainability Issues – High Turnover Challenge
- Better Consumer-facing Programs to Educate Them about



Addressing the Future Today

- The Way Forward for Seafood is in Aquaculture.
- Industry, Food Service and Retail Must Band Together to Drive Increases Sustainably
- Given That Available Consumer Information is Fragmented and Often Inaccurate, Industry Needs a Broad-based Consistent Message Retailers that Can Trust to use for Consumer-based Marketing Campaigns

