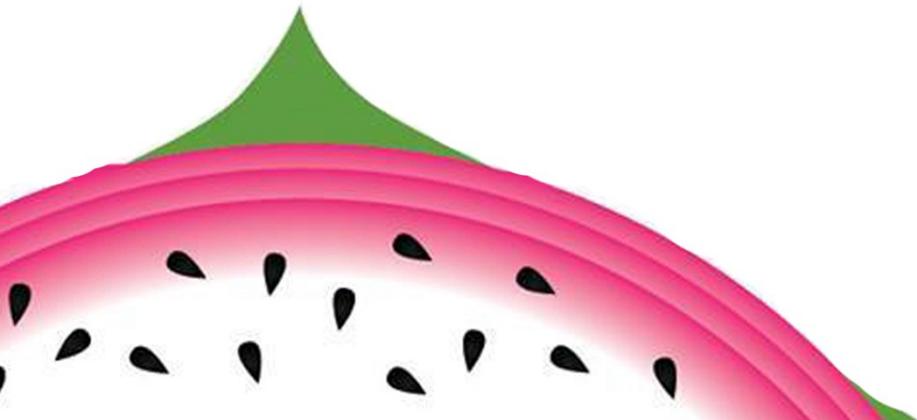
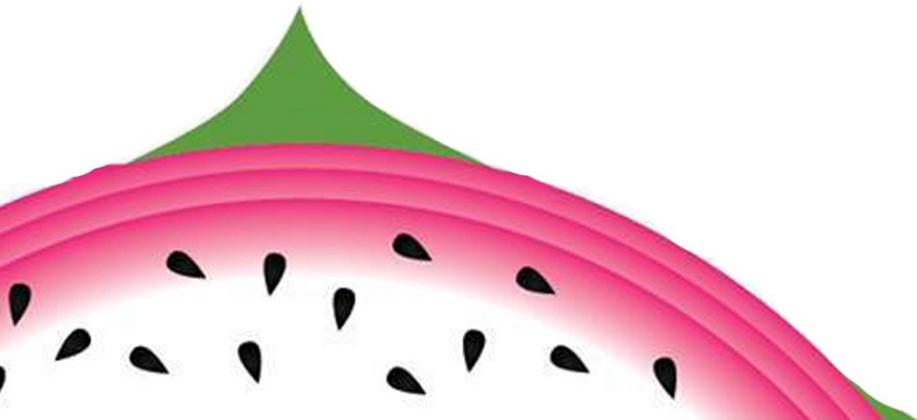


Agricultural Food Brands

ZR ERNST - ALLESBESTE



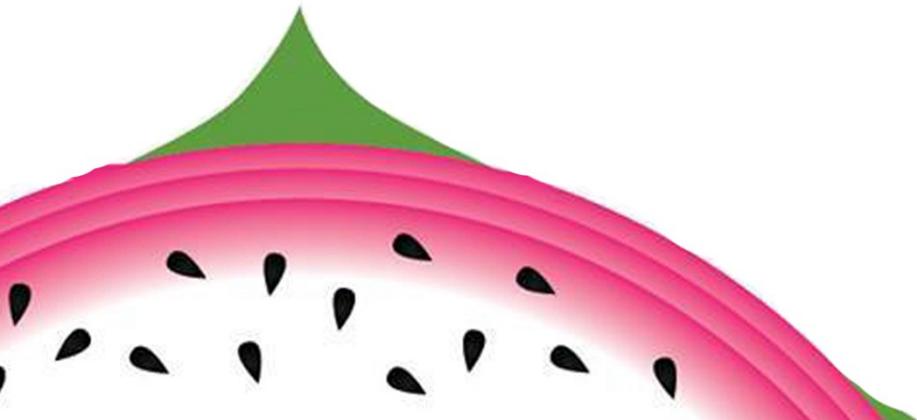
**It has to look sufficiently or be
sufficiently
different to be
Different!!
To be branded!!!**



The essence of branding

What multinational corporations use to try and get consumers to buy essentially the same product as the other corporations have but for more money.

Kellogg's Corn Flakes or Pick-n-Pay cornflakes - they're both flakes of corn but one will cost twice the price - guess which one?



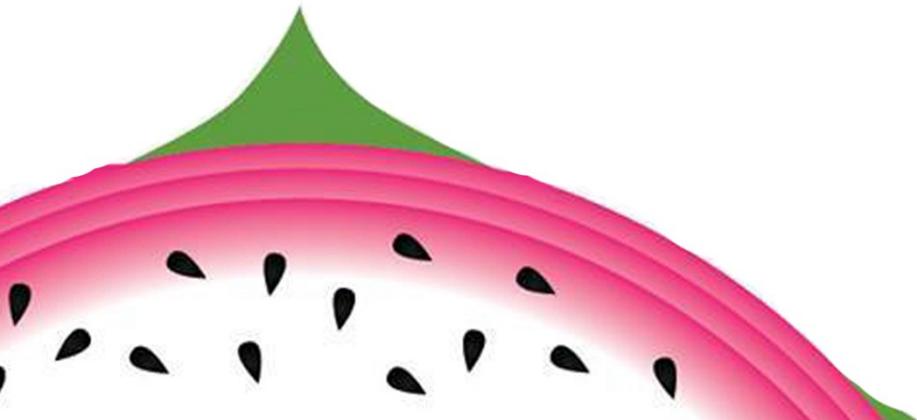
Branding Defined...

What Can be branded?

Why should we brand?

What needs to be taken care of?

Is there any sense in branding Agri-food products?



Branding Defined...

Serves as identification tool

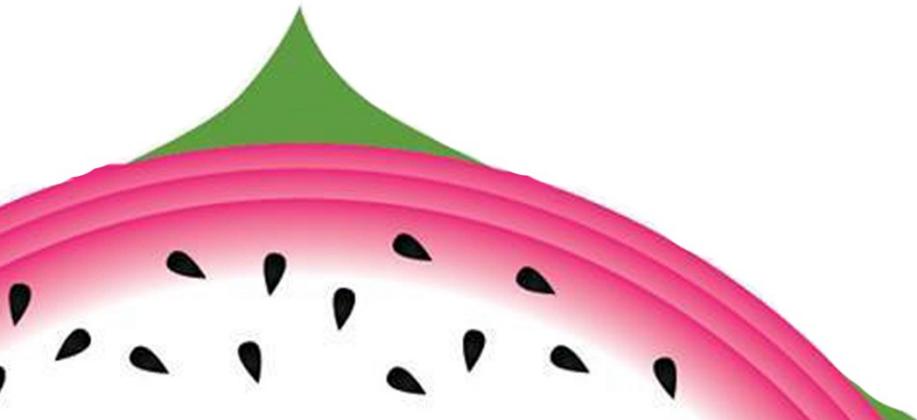
Mark of quality

Mark of differentiation

Brand preference due to associations

“The coolness factor”

Instills consumer confidence



Premise for Branding

Lets first start with a few examples:

Transmission poles

Erasers

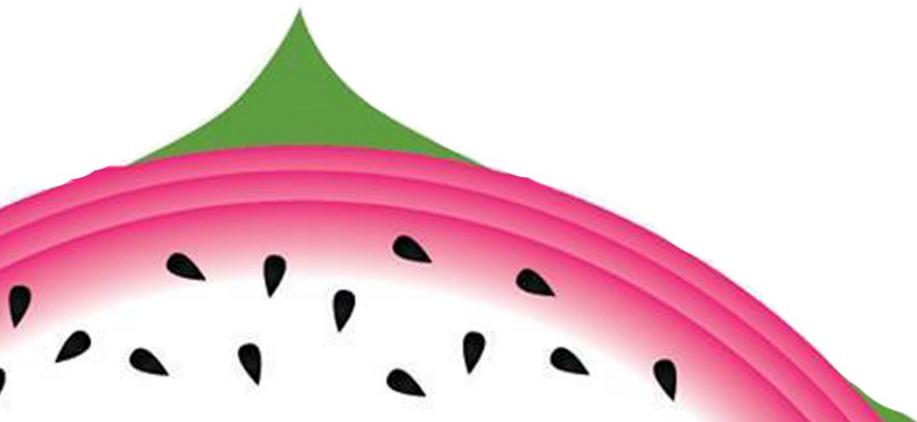
Chemicals

So fruit then?

Is it only when the consumer initiates the need?

The role education plays?

Not always tangible differences - Subjective



Brands with substance

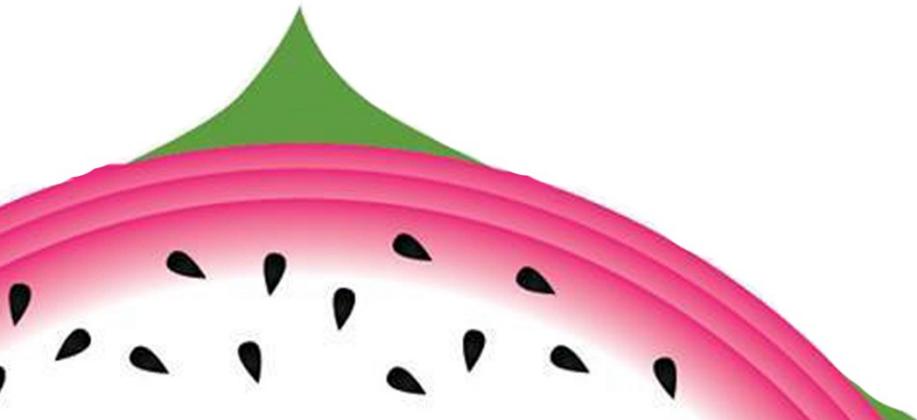
Built on real differentiation value

Special factors with differentiation value

Key Success Factors

Key Differentiating Factors

Some brands need many, others only **one**



Fruit Brands

One unique challenge & opportunity.

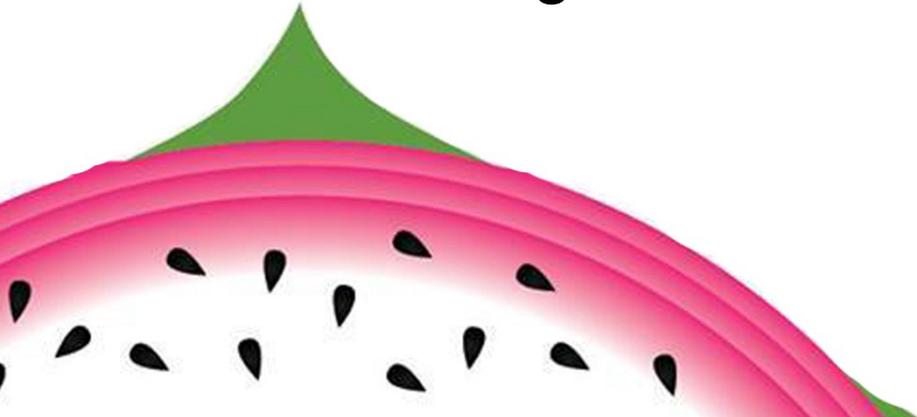
Multiple producers, not one control point nor one factory.

In this case the brand has dual purpose and targeting, the consumer as well as the producer / Farmer.

And additionally often throughout the supply chain.

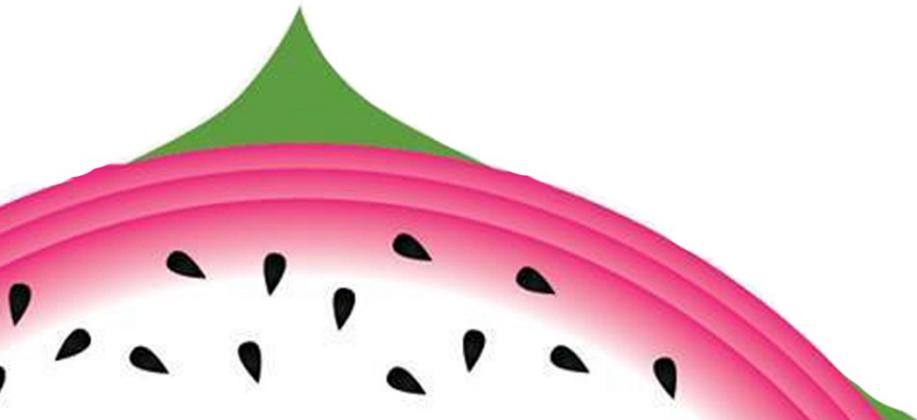
The brand is not only aimed one-dimensionally at the consumer alone.

Confidence and positioning at multiple levels, often with different messages.



Consumer Brand

Do consumers really know what they want??



Typical Fruit Messages

In different combinations...

Appearance

A story told

Texture

Confidence

Consistency

Conservation

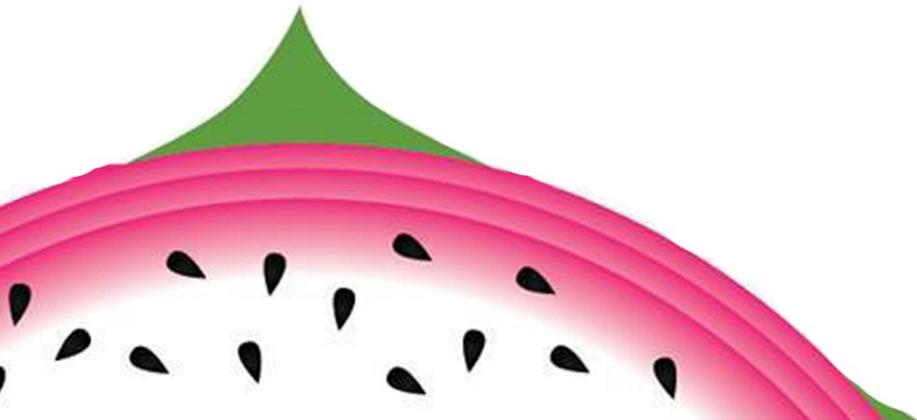
Health benefits

Social responsibility

Freshness

“coolness”

Taste Uses & Recipes



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Producer Brand

Fellowship

Assurance

Camaraderie

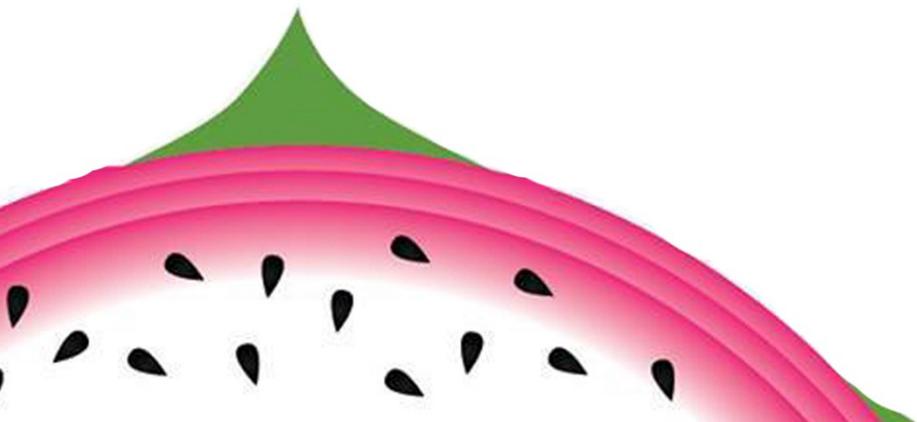
Combined goal and objective

The start and basis quality and thus brand value

Overcoming previous barriers

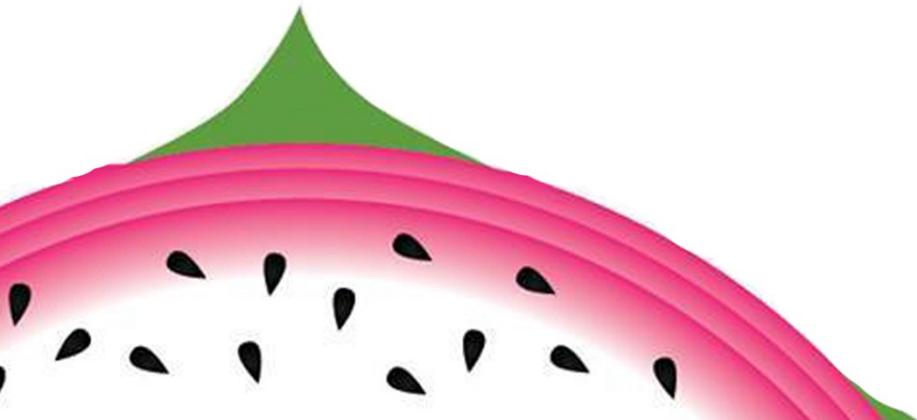
Assistance

Advantages of Working together

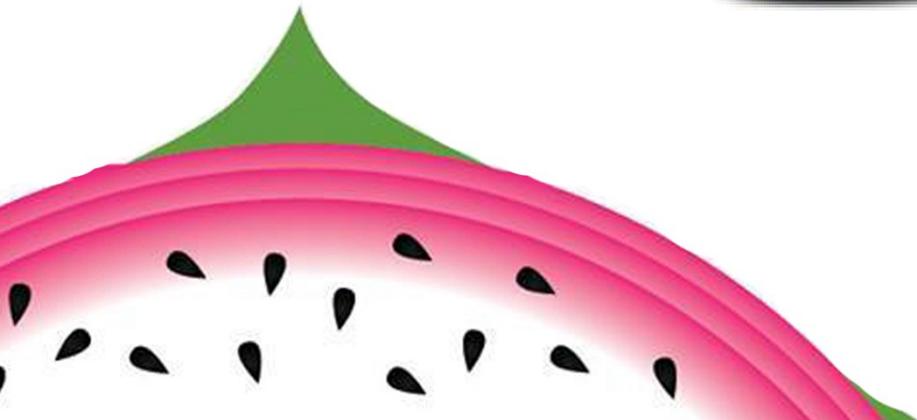
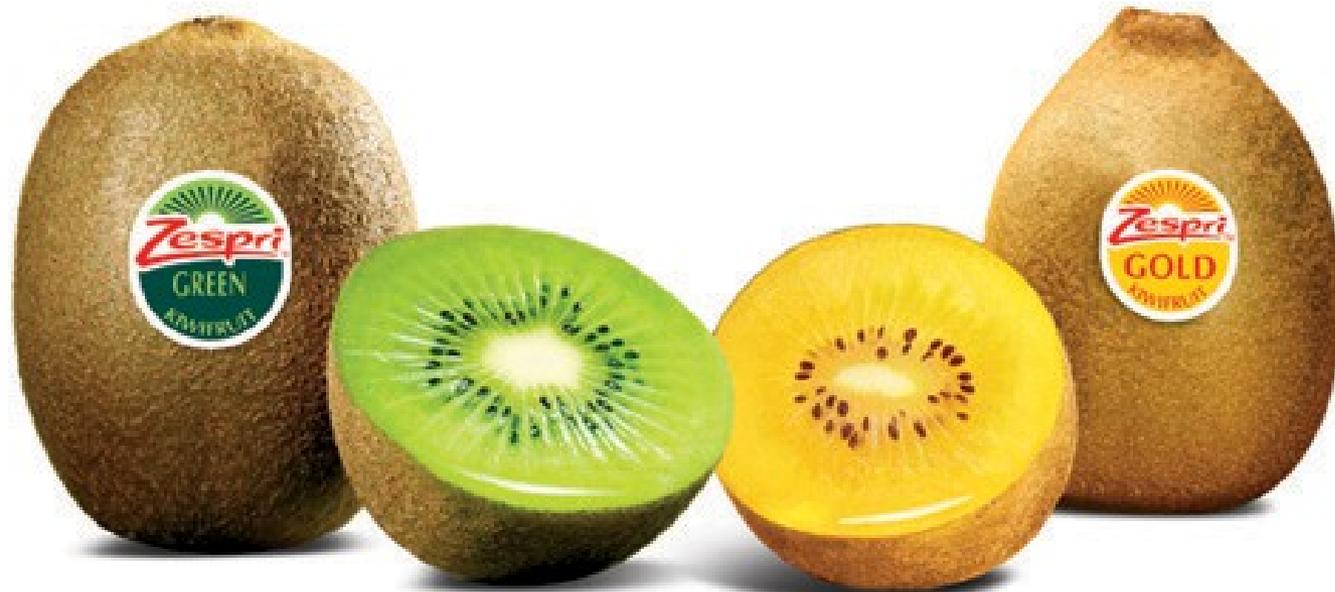


So again what is Branding

It can never be all of these things, or these things only. It is a combination, a bundle of ideas, a unique bundle. ideology and stories that combine to one image and message to convince and provide confidence.



Fruit brand examples



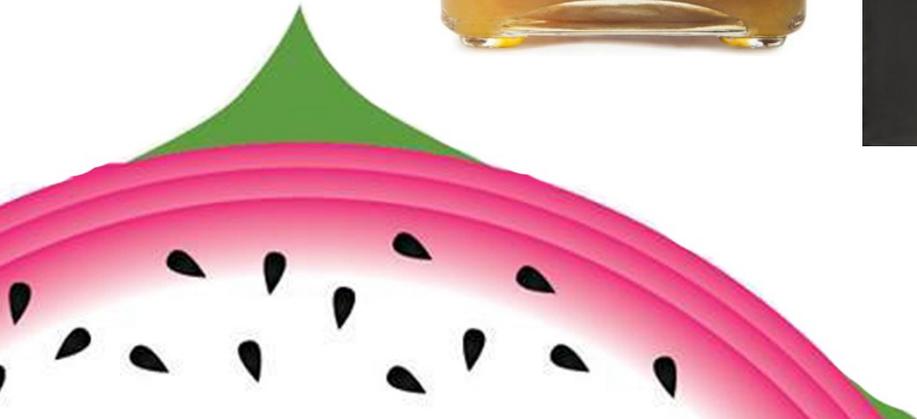
Amorentia ™
SWEET DRAGON FRUIT

Fruit brand examples



Amorentia ™
SWEET DRAGON FRUIT

Fruit brand examples



Fruit brand examples

MALUMA AVO A TASTE BUD EXPLOSION!

BIGGER SIZE

Maluma fruit is in general bigger than Hass fruit and more or less the same as Fuerte. Maluma is one of the only Hass-type, or dark-skinned cultivars that produce larger fruit for the consumer's indulgence.

APPEARANCE

Maluma has rough pebbly skin that turns purple-black once ripened. This glossy exterior also appeals well on retail shelves and provides extra protection against bumps and bruises, as it is thicker than most other avocado varieties. Internally it has more yellowy flesh with a deep green rind around the inside of the skin of the fruit.

POST SLICE LIFESPAN

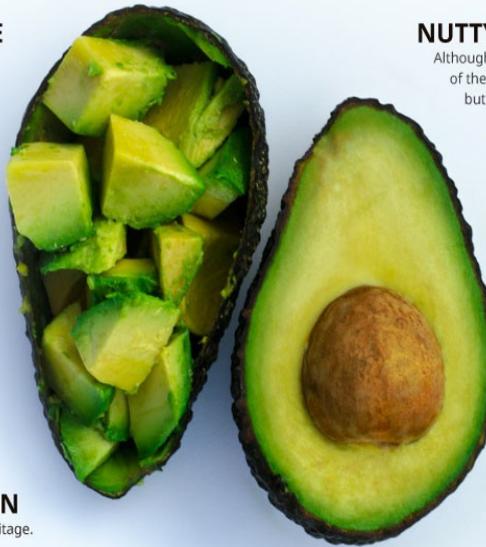
Maluma has proved itself in numerous tests that it outlasts all current avocado varieties in appearance once it has been cut and left in the open. Many other avocado varieties turn brown and then black once cut. Maluma stays greener for longer.

SMALLER SEED

At between 5-10% smaller seed to flesh ratio, Maluma boasts an Industry leading seed to flesh ratio, and provides the consumer with more value for money.

SOUTH AFRICAN

Found and developed in South Africa, Maluma is owned by South Africa and its rich heritage.



NUTTY TASTE

Although much like the dark-skin or Hass taste, Maluma's taste is more consistent during the lifetime of the cultivar throughout the season. This unique taste balanced with moisture, provides a smooth buttery taste, which is neither overly watery nor oily.

MORE ENVIRONMENTALLY FRIENDLY

Maluma requires less spraying regimes than most other avocado varieties, and therefore has less impact on the environment and its sustainability.

SMOOTH TEXTURE

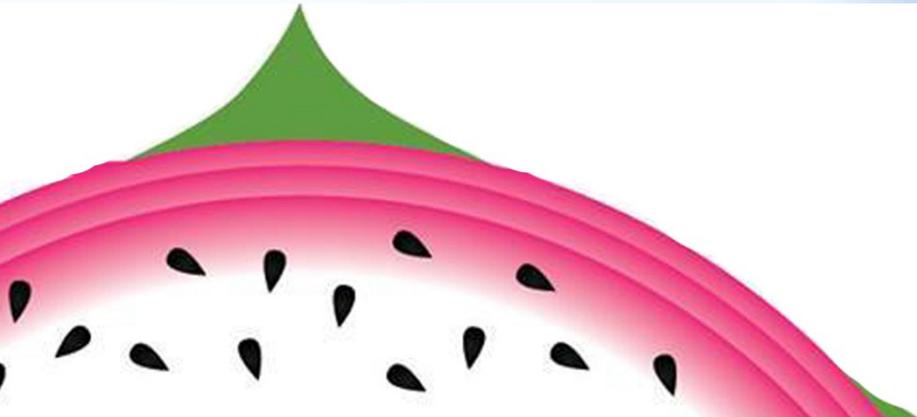
Maluma does not have stringy fibers that run through the flesh of the fruit and is smooth in texture.

QUALITY DEDICATION

All Maluma sold under the Maluma trademark is characterised by a dedication to quality that no other avocado variety knows. All farmers, packhouses and other intermediaries all perform their task in accordance with strict handling protocols provided by the owners of the cultivar, to ultimately supply the consumer with a better quality product with the best shelf life possible.

BLACK IS RIPE

Store in a house fridge or at approx. 6C once fruit's skin turns black.



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SWEET DRAGON FRUIT

Advantages of the growers club

Marketing control

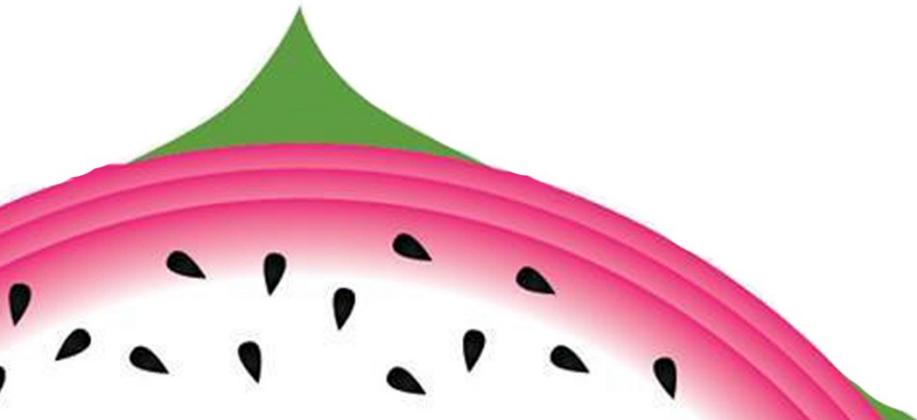
Quality assurance, standards and improvement

Consolidated effort

Marketing exclusivity and positioning

Research benefits

Production Support



Dragon fruit positioning

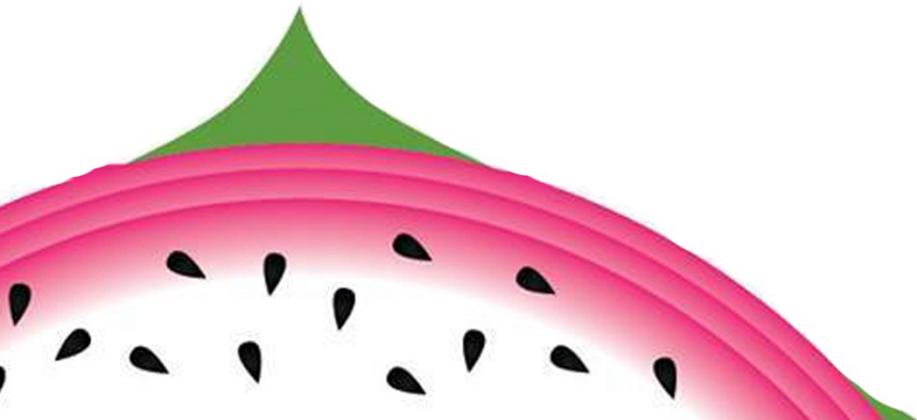
TASTE *Appearance* **QUALITY**

EXOTIC *Fresh*

Responsible Sourcing

VERSATILITY **“Coolness”**

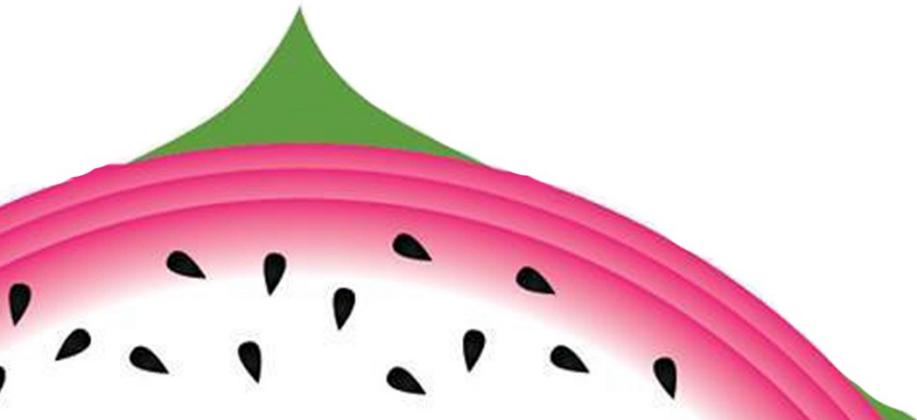
Exclusivity *Health*



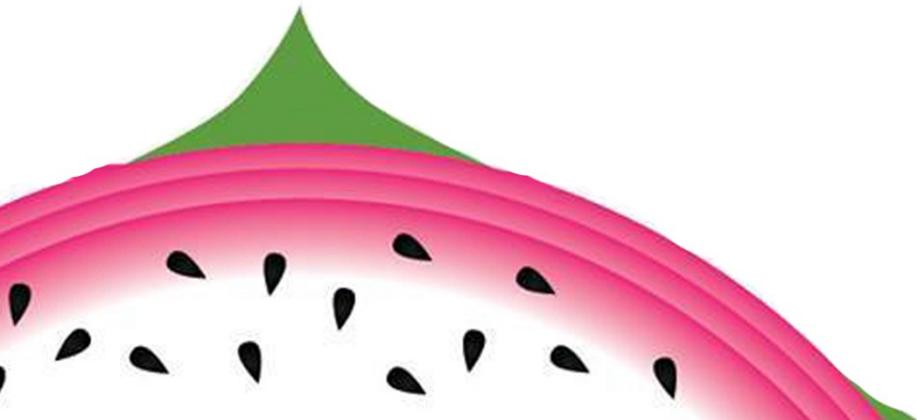
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SWEET DRAGON FRUIT

Dragon fruit positioning

Fruit has the advantage that it can be branded on so much more than just appearance, We however need to improve our communication about other characteristics to educate people. Perhaps we have just been lazy thus far.



Thank You!!!



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