

☀ The 4 p's of marketing

This second edition of Food Fax 2014 delves into the effect of the Internet on “product”, one of the four p's of the Marketing Mix, which collectively are place, product, price, promotion. The review begins with a commentary on the Internet itself as a product and a service.

☀ 'NET Neutrality

Recently, several stakeholders have united to ensure equal access to the Internet by every person with an online hookup, so as to maintain the 'Net as the information gateway, data pool and socio-economic leveler it has become. The basic premise holds that the WWW must not be deliberately filtered or withheld by any one government, corporation, NGO or individual. In April, Brazil hosted an [internet governance conference](#), NETMundial, attended by 1200+ delegates from a cross-section of the globe, to achieve two goals: assessment of the equality of the Internet's accessibility, and, delineated action to either return to a state of universal fairness or secure it for the future. The general consensus reveals that stakeholders are satisfied with the current level of global access, however, intervention is needed to retain neutrality from this point forward. One journalist summed up the concluding sentiment with a quote from di Lampedusa's classic novel [The Leopard](#) “If we want things to stay as they are, things will have to change”.

☀ Food E-vangelists

Corporations have had to relinquish a degree of brand ownership and control to consumers, who through social media, can dictate product composition. Ingredient statements come under scrutiny at the site <http://www.whatsinthisstuff.com/>. Teenager-cum-food critic [Sarah Kavanagh](#) has mounted successful online campaigns to remove – to name a few – brominated vegetable oil from Powerade™ (Coca-Cola) and Gatorade™ (Pepsico) as well as the dough proofer azodicarbonamide from Subway's™ buns.

☀ For every cloud....

It's not all downside. Both local and global mandate products can now profitably penetrate niche markets, owing to an online presence and IT.

☀ ...there is a silver lining

Any recall of clouds' illusions is quickly resolved in the Financial Times' instructive [Understanding Cloud Computing](#), the forerunner to an article specific to product development [Power to the People on Product Design](#) [©The Financial Times Limited 2014].



Source: Financial Times Limited 2014

FT concludes that today's winning and innovative manufacturer will use cloud technology to locate, validate and define niche markets, then, create an infrastructure to service heretofore economically-prohibitive or remote segments, chiefly through R&D cost reduction and flexible manufacturing.

☀ “chocolate made with cloud” ©Lindt Ltd.



[The Economist](#) is not where one would expect to find a full-page ad for chocolates, claiming “now Lindt can deliver custom chocolates to consumers anywhere in the [UK, US, etc.]”. This new Lindt™-IBM™ joint venture, more commonly promoted through [you tube videos](#) and [business commentary](#), features customization and scale as a dynamic duo, and credits the cloud for tripled chocolate sales volume from mobile devices alone. In another application, cloud technology can enhance the effectiveness and efficiency of food safety programs. [Cloud-based food safety management systems](#) integrates several platforms (HACCP, BRC, FSMA, etc.) and can instantly produce traceability records.

“On cloud nine” has taken on a new meaning in the 21st Century. **FF**

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