

WHAT IS VITAMIN L?





Making Local Big Again



Vitamin L: The Local Advantage

Meghan Dear & Ashley Good

 @LocalizeProject

 /LocalizeYourFood

 localizeyourfood

 Localizeyourfood.com

WHO WE ARE



CEO, Localize

- Founder of Localize
- Winner, TEC Venture Prize 2014
- Recipient, Star Woman of Grocery, 2015

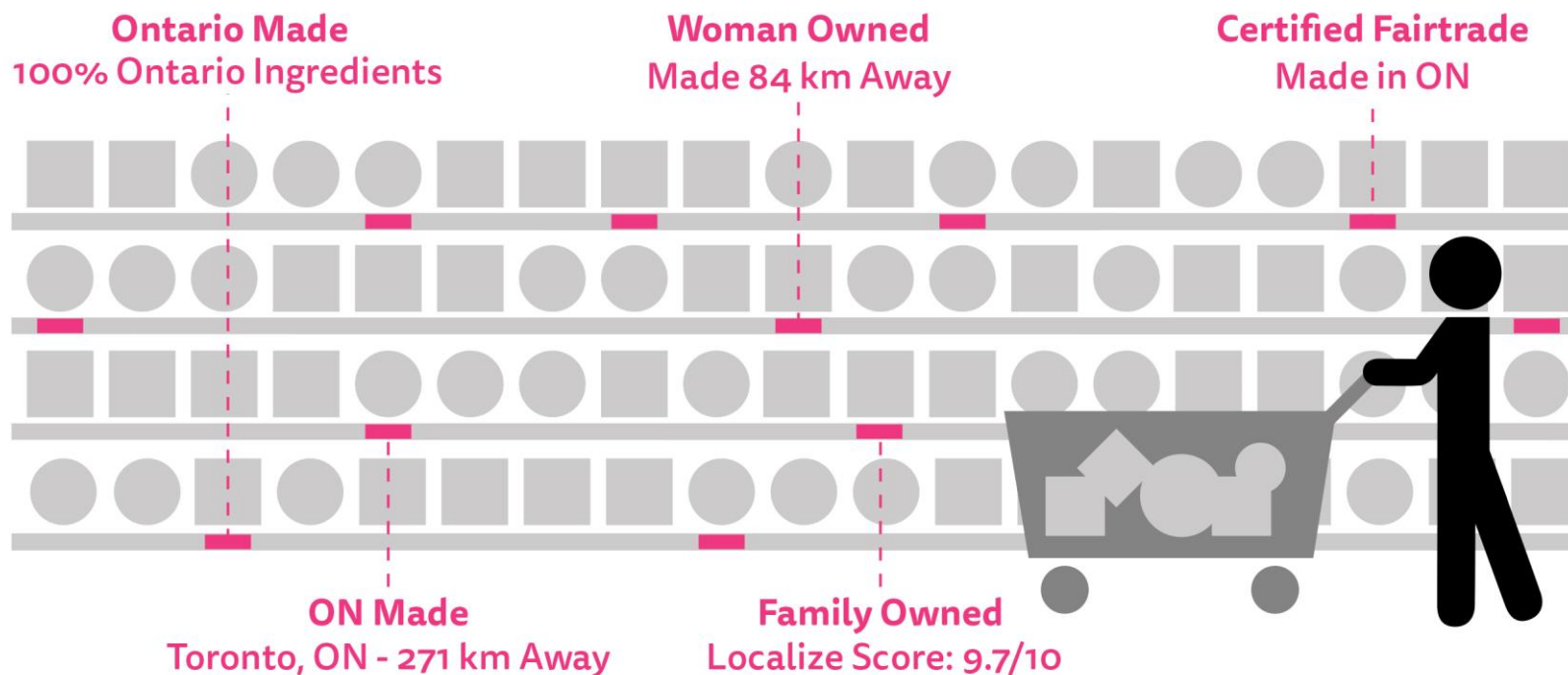


Operations & Innovation, Localize

- Founder of Fail Forward
- Winner, 2013 Harvard Business Review Innovation Award

LOCALIZE MAKES IT EASY

for retailers to **show** - for shoppers to **know** - for suppliers to **grow**



LOCALIZE SHOWS WHAT'S LOCAL TO EACH STORE



LOCALIZE SHOWS WHAT'S LOCAL TO EACH STORE

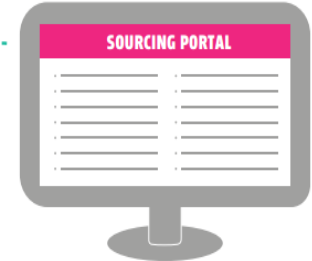
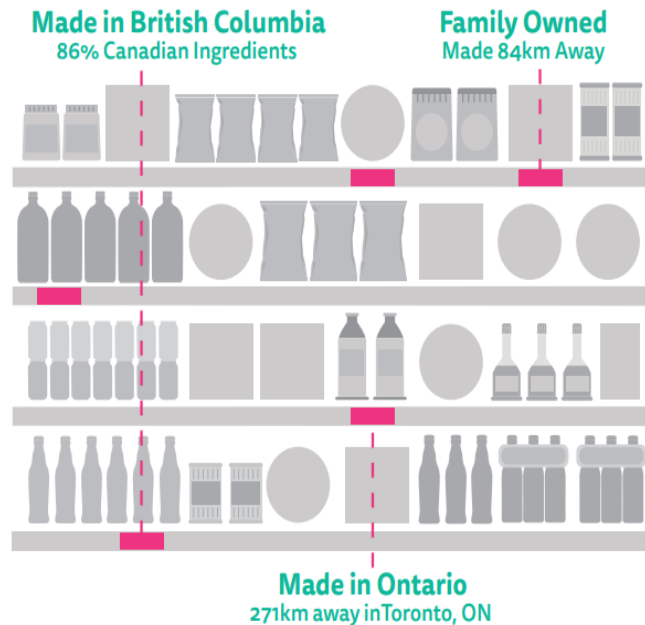


Product data is collected directly from local food producers and uploaded to the Database.



Use the Database to create labels with details relative to each of your store locations

From a Localize label the shopper can see right at the shelf-edge where their food is coming from. Customize your labeling program even more, by selecting only the product details you want to include.



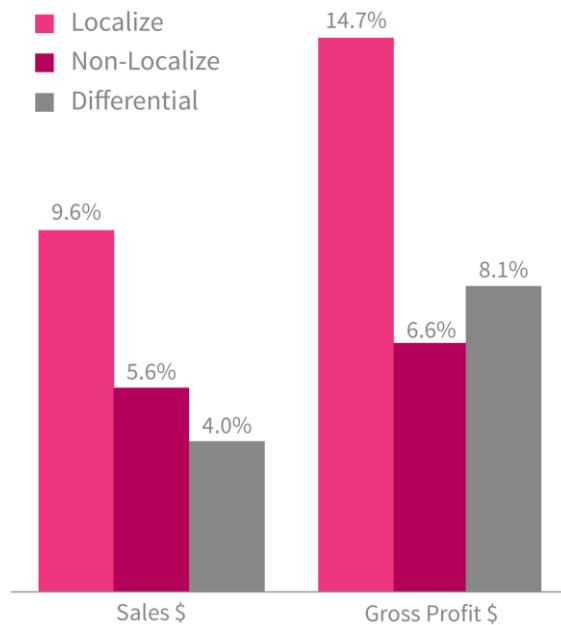
Use the Sourcing Portal to discover new local products.



Pick and choose as little or as much of the information most important to your shoppers.

SALES AND IMPACT

The Localize program has been proven to increase sales and profit for retailers by curating, maintaining, and showing accurate data on shelf labels for shoppers.



14.7% increase in gross profit

\$377,240 increase in gross profit revenue

196,520 increase in local products sold in a 23-store chain per year

9.6% sales increase of labeled products

Source: Year-over-Year Analysis of Localize in Calgary Co-op's 23/24 stores (2014/2015)



LOCAL IS BIG BUSINESS

“Consumers are willing to pay more for locally produced food in grocery stores.

A whopping 78% of all respondents said they would pay a premium of 8-12% for local foods.

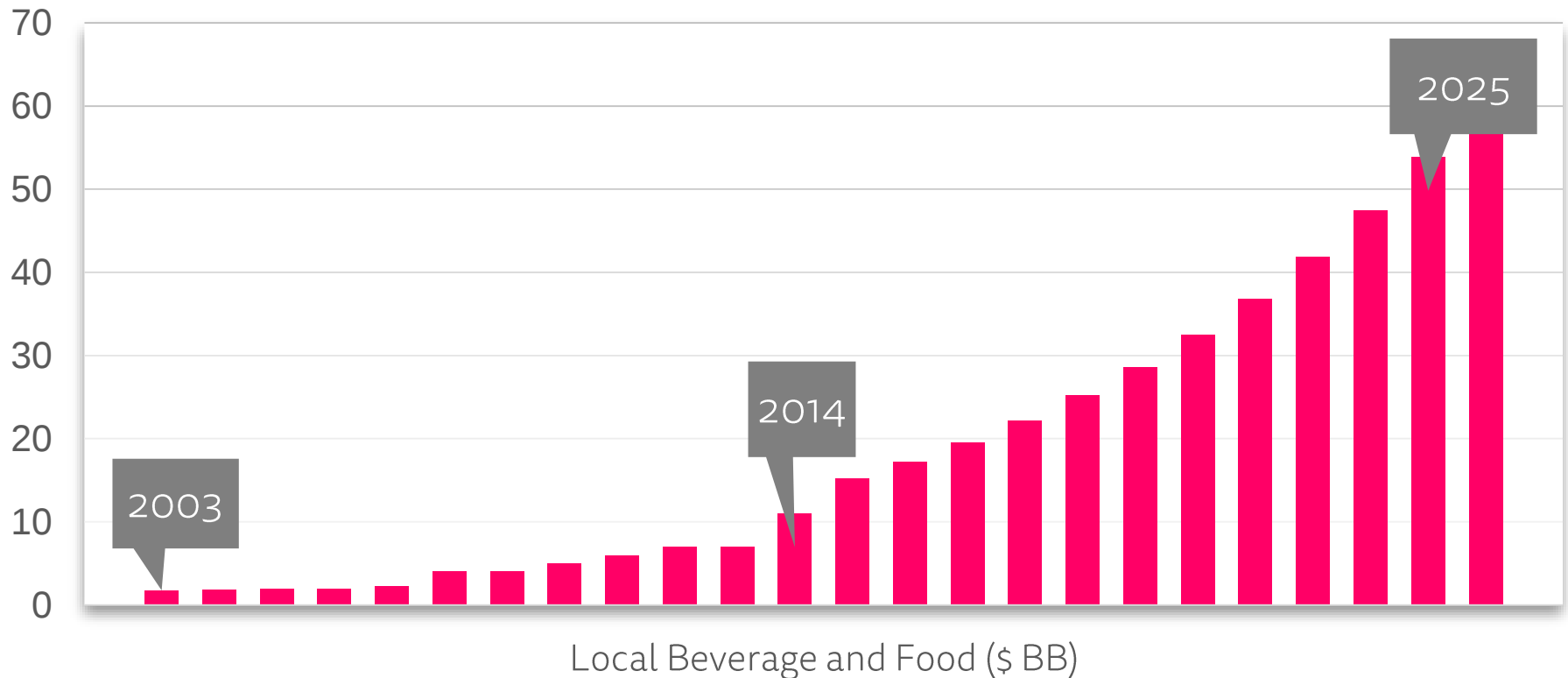
In addition, more than one-third of shoppers said they would go out of their way and make a special trip to purchase local food in a grocery store.”

- 2015 Retail Study by A.T. Kearney ‘Firmly Rooted, the Local Food Market Expands.’

“LOCAL” GROWING TO \$60 BILLION IN 10 YEARS

Local Food Sales Outside of Grocery Stores:

- 6x growth in 10 years
- +36% y/y growth between 2013 and 2014 to \$11B
- \$60B by 2025 (Technomic Study, 2015)



CONSUMER VALUES HAVE CHANGED

These drivers are consistently expressed across regionality, age group, and income group.



**Traditional
Drivers**



**Evolving
Drivers**



LOCAL IS HARD TO EXECUTE

Canadian shoppers say top barriers are:

Not being properly promoted in-store (39%)

and

Confusion over identifying local products by their packaging (36%).”

- LoyaltyOne Survey Canada May, 2015

The Local Advantage:

Be Authentic.
Tell Stories.
Make It Easy.
Keep It Interesting.
Measure It.

That's Vitamin L.

Name Your Favourite Local Suppliers

**Why are they your favourite?
What makes them great?**

1. BE AUTHENTIC: PUT LOCAL PRODUCTS ONTO YOUR SHELVES



1. BE AUTHENTIC: MAKE IT A MISSION



2. TELL STORIES



2. TELL STORIES

Let your vendors tell their own stories



Beatriz & Ricardo from Las Tortillas

2. TELL STORIES



60% of shoppers say they would follow their local grocer on twitter or facebook if they share local food stories.

– Curtis Blais Master's Thesis, 2014

2. TELL STORIES

**SUSTAINABLE PRODUCE**
URBAN DELIVERY
SPUD.CA
Vancouver & Areas

Sign In / Account

\$0.00
CHECKOUT

Shop | How it works | Delivery Areas | FAQs

Search our products

Home | Cleansing | Produce | Grocery | Dairy | Bakery | Meat & Seafood | Deli | Beverages | Ready to Eat | Snacks | Health & Beauty | Gifts | At Home

All Categories » Snacks » Chips, Cheesies & Pretzels [\[back\]](#)





Hardbite Potato Chips, Salt & Vinegar, 150 g

~~\$3.99~~ / 150 g
\$2.29
150 g
SAVE \$0.70 (23% OFF)

Repeat order? + 5% OFF!



Made locally in BC with BC potatoes, these chips will shock your taste buds with their sour and salty flavour! They're extra crunchy and totally delightful.

This product traveled 37 km to reach our warehouse.

Product code: SN402

Ingredients
Potatoes, non-hydrogenated sunflower oil, non-hy maltodextrin, malt vinegar powder, Himalayan cry evaporated cane juice, malic acid, citric acid.

Homegrown Foods
Maple Ridge, BC
Made by hand in small batches, Hardbite chips are like no other kettle chip on the market. Combining local potatoes with locally made spice blends, healthy mid oleic vegetable oils and just a touch of pure Himalayan crystallized salt, Homegrown Foods makes the best potato chip you'll have ever had. Best of all? That amazing flavour comes with a good amount of crunch!
Homegrown Foods prides itself on its commitment to supporting the local economy. The potatoes are grown within 70 kilometers of the production plant. The potato seeds are grown in a remote, isolated and protected valley just about 100 kilometers from the plant. The spices are blended at a local HACCP certified plant. Literally everything from the potato to boxes they ship the product supports the British Columbian economy.
Not only are they tasty and local though, they're also as healthy as a potato chip gets! The oils they use are naturally high in Omega-3 Fatty Acids, low in saturated fat and even contain a healthy dose of alpha-tocopherol, an antioxidant. They never heat the oil above 300F and thus prevent the formation of trans fats. On top of all of this, the chips are only lightly salted and boast one of the lowest sodium contents you'll find!

[View other Homegrown Foods products](#)

Nutritional Facts
Serving Size 40g

Amount Per Serving	% Daily Value *
Calories 140	
Total Fat 8g	12%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 216mg	9%
Total Carbohydrate 17g	6%
Dietary Fiber 1g	4%
Sugars 0g	
Proteins 2g	
Vitamin A	0%
Vitamin C	15%
Calcium	0%

This product traveled 37 km to reach our warehouse.

3. MAKE IT EASY FOR YOUR SHOPPERS



Unpasteurized Honey
Hope Honey
500 G

\$ PRICE

9 781565 924796 0 UNIT PRICE PER 100 G

BC made

88 km away

100% BC Ingredients

Hope Honey - Unpasteurized Honey
UPC: 6-540915-873144-2 GR

Localize Score

9.7
10

more info

**How might you share the story of
your favourite supplier?**

How might you make it easy?

4. KEEP IT INTERESTING

Calgary Co-op offering pop-up farmers' markets



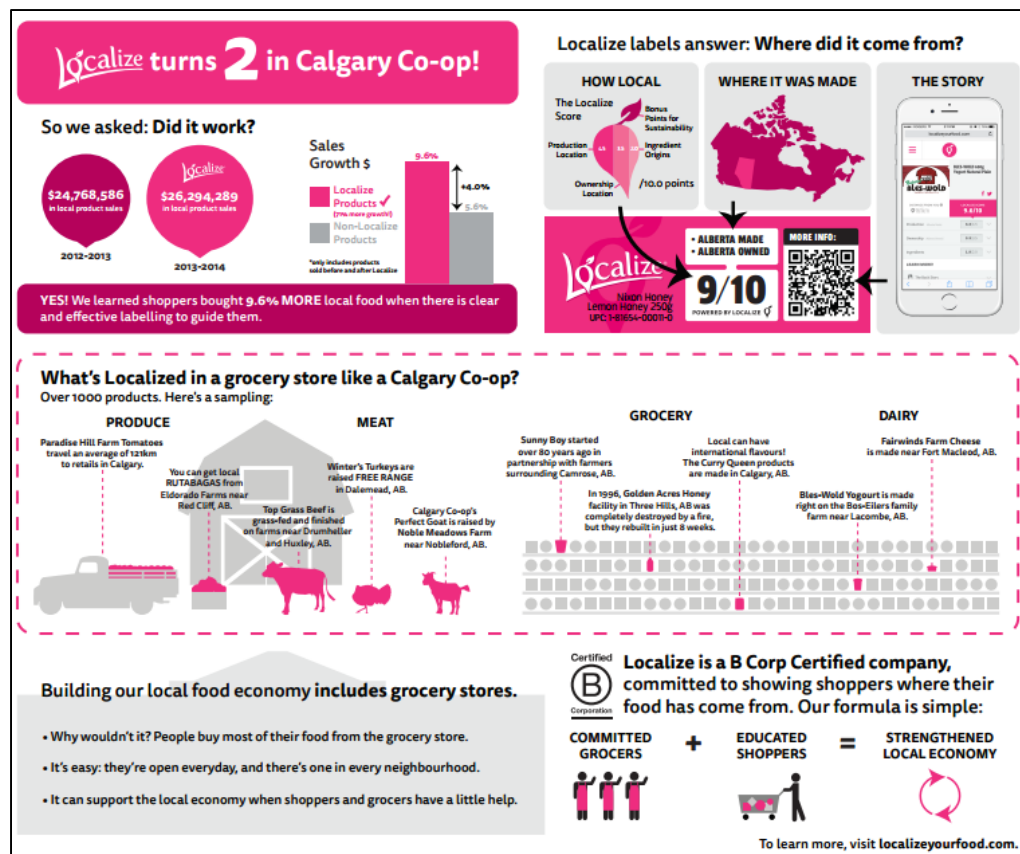
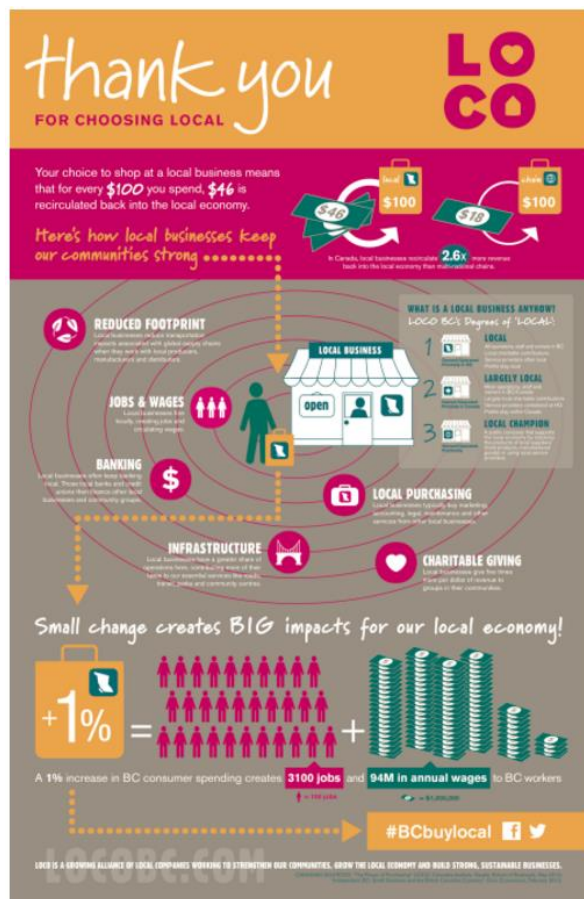
GWENDOLYN RICHARDS, CALGARY HERALD

[More from Gwendolyn Richards, Calgary Herald](#)

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5. MEASURE IT



What does success look like for you?

- Drive sales?
 - Be known for local?
- Garner media recognition?
 - Attract new shoppers?
 - Increase basket size?
- Create experiences for your shoppers?
 - Build your community?
 - Invest in your economy?

The Local Advantage:

Be Authentic.
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What are your favourite take-aways?

What are the *best* best practices?

Questions?

THANK YOU!

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