STRATEGIC MARKETING
The Pleasure & Pain of Adding Value

Dr. Theresa Nartea, Assistant Professor, Extension Specialist
LEARNING OBJECTIVES

• Recent Consumption Trends
• Understanding Consumer Behavior
• Applying Market Strategy of Pleasure and Pain
GLOBAL CONSUMPTION

#1-Pork = 34.8 lb/person

#2-Poultry = 29.9 lbs/person

#3-Beef = 21.1 lbs/person

#4-Sheep & Lamb = 4.1 lbs/person
CONTINENTAL CONSUMPTION

Australia supplies 97% of the imported goat meat sold commercially in the US. (Stanton, 2012)

U.S. CONSUMPTION

1. Poultry = 79.1 lbs/person
2. Beef = 67.2 lbs/person
3. Pork = 39.4 lbs/person
4. Sheep & Lamb = 1.5 lbs/person

REASONS WHY U.S. IS LOW

• Consumer Unfamiliar or Unaware of:
  – How (to prepare goat, lamb properly)
  – What (goat, lamb products to buy)
  – Who (to buy goat, lamb from locally)
  – Where (to buy goat, lamb)
  – When (to buy goat, lamb)
TOP FOOD TRENDS

• Local Food, Food Safety
• Nutritionally Dense Foods
• Anti-Aging Foods
• Environmentally Safe, Humane
• Pure, Untainted, Unprocessed Foods
• Certified Organic
UNDERSTANDING CONSUMER BEHAVIOR
FACTOR FOCUS

**PRODUCTION**
- No Drugs, No Hormones, No Antibiotics
- No GMOs, No Animal Byproducts in Feed
- Environmentally Sound
- Animal Welfare

**HEALTH & LIFESTYLE**
- Food safety
- Nutrition
- Health Solutions
- Ease of Use
- Convenience
CONSUMER PREFERENCE & ATTITUDES

Goat Meat (N=2000) US
- Caucasian customer
  - prefers traditional cuts (chops, steaks, loin, cubes, etc.) over carcass
  - prefers grocery store over butcher shop
  - willingness to pay premium for local, fresh (not frozen)

Lamb Meat (N=343) Europe
- 70% do not like cooking foreign recipes
- 90% feel meal planning vital to health & nutrition
- 23% are adventurous and seek novel, unique dishes

Hill, 2013; Bernues, Ripoll, & Panea, 2012
SENSORY FACTORS

- Color
- Aroma
- Taste
- Texture (Mouth-feel)

Food product consumption is reduced or avoided if sensory factors go unmet.
APPLYING MARKET STRATEGY OF PLEASURE AND PAIN
Pleasure vs. Pain Theory

- Customers **BUY** products that produce positive events *(pleasure)*

- Customers **AVOID** products that produce negative effects *(pain)*
PURCHASE MOTIVATION

- Reduce **PAIN**
  - Irritating, Suffering, Not Acceptable

- Increase **PLEASURE**
  - Brings Joy, Bliss, Happiness, Product Meets and/or Exceeds Expectations
PURCHASING EXAMPLES

BRING PLEASURE
- Travel
- Dining Out
- Music
- Movies
- Electronics
- Chocolate

AVOID PAIN
- Bug Spray
- Sunscreen
- Medicine
- Insurance
- First Aid Kit
- Chocolate
Purchasing decisions often are associated with both positive & negative events – i.e. buying chocolate.

- Pleasure from eating chocolate
- Painful feelings: I ate the whole box in one sitting!

Solution: offer individual chocolate bars in low calorie portions. Add inspirational saying on each wrapper = reduces pain, increases pleasure, or...
Sheep Milk Chocolate Bar!

http://www.shopnewzealand.co.nz/sites/default/files/styles/large/public/imported_images/iconz50g_get_well/sheep.jpg?itok=FqCPltRcu
LET’S APPLY P&P IN MARKETING SMALL RUMINANT PRODUCTS
GOAT MEAT

**BRING PLEASURE**
- Tastes Delicious
- Weight Loss
- Family enjoying meals you make
- Being adventurous

**AVOID PAIN**
- Tastes Bad
- Getting Fat
- Family rejects meal
- Perceived as “not adventurous” and “afraid to try new things”
Goat Meat Benefits

• Heart healthy-Low in saturated fats
• Highest in Iron amongst popular meats
• Promotes sense of long duration satiation
• Please View: http://www.womenplanet.in/health-fitness/advantages-health-benefits-eating-goat-meat
Benefits of Goat Meat for Men

- It helps in improving sex power among men as it contains torpedo and bile which enhances the ability of male sexuality.

Benefits of Goat Meat for Women

- It helps in iron recovery among women during menstruation and provides relief from the menstrual pain.

Benefits of Goat Meat for Skin

- It provides better nourishment to the skin and makes it healthy, soft, supple, glowing and smooth.
- It provides relief from the skin problems like psoriasis, eczema or acne and other problem by nourishing the skin.
- It also provides relief from the dry skin and rashes problems by making the skin soft and supple.
## Comparison Changes Behavior

<table>
<thead>
<tr>
<th>Meat Type</th>
<th>Calories</th>
<th>Fat (g)</th>
<th>Saturated Fat (g)</th>
<th>Protein (g)</th>
<th>Iron (g)</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOAT</td>
<td>122</td>
<td>2.58</td>
<td>0.79</td>
<td>23</td>
<td>3.2</td>
</tr>
<tr>
<td>Beef</td>
<td>245</td>
<td>16.0</td>
<td>6.8</td>
<td>23</td>
<td>2.0</td>
</tr>
<tr>
<td>Pork</td>
<td>310</td>
<td>24.0</td>
<td>8.7</td>
<td>21</td>
<td>2.7</td>
</tr>
<tr>
<td>LAMB</td>
<td>235</td>
<td>16.0</td>
<td>7.3</td>
<td>22</td>
<td>1.4</td>
</tr>
<tr>
<td>Chicken</td>
<td>120</td>
<td>3.5</td>
<td>1.1</td>
<td>21</td>
<td>1.5</td>
</tr>
</tbody>
</table>

LAMB MEAT

**BRING PLEASURE**
- Strength boost
- Energy burst
- Healthy skin
- Feeling sexy

**AVOID PAIN**
- Feeling weak
- Feeling tired
- Acne
- Feeling un-sexy
Grass Fed Lamb, 4oz, lean loin

<table>
<thead>
<tr>
<th>Item</th>
<th>Daily Value</th>
<th>Health Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamin B12</td>
<td>104.5%</td>
<td>Keep nerve and blood cells healthy. DNA support, genetic material in cells. Prevents megaloblastic anemia which makes one tired and weak.</td>
</tr>
<tr>
<td>Protein</td>
<td>51.1%</td>
<td>Building block of our muscles, hair, collagen, critical in enzyme and antibody production</td>
</tr>
<tr>
<td>Selenium</td>
<td>50.7%</td>
<td>Need trace amounts in diet for thyroid function, improved immunity, acts as antioxidant</td>
</tr>
<tr>
<td>Vitamin B</td>
<td>350.3%</td>
<td>Essential for energy and red blood cell production.</td>
</tr>
<tr>
<td>Zinc</td>
<td>35.1%</td>
<td>Wound healing, Acne healing, Pneumonia prevention, osteoporosis, ADHD treatment, Sexual stamina</td>
</tr>
</tbody>
</table>

http://www.medicalnewstoday.com/articles/263176.php
GOAT MILK

**BRING PLEASURE**
- Strong Bones
- Drinking milk
- Healthy skin
- Sleeping and relaxing

**AVOID PAIN**
- Hip Fracture
- Lactose intolerance, allergy free
- Eczema, rashes
- Insomnia
Dairy Goat Product Benefits

- More **calcium** than cow’s milk
- More **protein** than cow’s milk
- **Potassium rich** to maintain normal blood pressure and heart function
- **Allergy free alternative** to cow’s milk
- High in **tryptophan** which helps us sleep and relax
Dairy Goat Product Benefits

• More calcium than cow’s milk
• More protein than cow’s milk
• Potassium rich to maintain normal blood pressure and heart function
• Allergy free alternative to cow’s milk
• High in tryptophan which helps us sleep and relax
P&P Principles

• Focus product attributes to highlight pleasure enhancement
• Observe clientele closely for “pain” issues that your product may address
• Back up claims with published, credible research (there is plenty!)
Strategy - Meat in the Middle

**Consumer**
- **Experience Quality**
  - Eating Enjoyment, Convenience...
- **Search Attributes**
  - Intrinsic & Extrinsic Quality Cues
- **Credence Quality**
  - Healthy, Safe, Environmentally Friendly

**Supplier**
- **Intrinsic Quality**
  - Taste, Tenderness, Juiciness, Colour, Fat Content, Cut...
- **Extrinsic Quality**
  - Sustainable, Morally and Ethically Produced, Supporting Producer and Animal Welfare...
- **Primary Production Factors**
  - (e.g. inputs, animal characteristics & welfare, producer, region of production etc.)
- **Processing & Distribution Factors**
  - (e.g. slaughtering, post-mortem, waste treatment)
- **Retailer Factors**
  - (e.g. packaging, trimming, display)
KEY TAKE HOME:
Share Your Information with P&P in mind

**PRODUCTION**
- No Drugs, No Hormones, No Antibiotics
- No GMOs, No Animal Byproducts in Feed
- Environmentally Sound
- Animal Welfare

**HEALTH & LIFESTYLE**
- Food safety
- Nutrition
- Health Solutions
- Ease of Use
- Convenience
KEY TAKE HOME:
Sensory Factors Dominate Purchase Choice

• Color
• Aroma
• Taste
• Texture (Mouth-feel)

Food product consumption is reduced or avoided if sensory factors go unmet.
MORE MARKETING STRATEGIES TO CONSIDER
INTRODUCE PRODUCTS

• Ask local chefs/caterers to put on menu
• Partner with specialty food stores, CSAs
• Sample at Farmers’ Market, Farm2School
• Sample at Church & Community Events
• VSU State Fair Concessions Stand
RENAME GOAT MEAT

• “Caribbean Lamb”
• “Meat of the Tropics”
• “Jamaica Meat”
• Cabrito (Sp.) or Cabra (Portuguese)
• Capra (Italian) or Chevon (French)
• Curry Meat
CELEBRATE GOATOBER

- October
- Goat Open House
- “Goat Virgins” Product Sampling
- Beginning Goat Cooking Class
- Goat Dish Potluck
CELEBRATE SHEEPTEMBER

- September
- Sheep Open House
- “Lamb Virgins” Product Sampling
- Beginning Lamb Cooking Class
- Beginning Knitting Class
COMFORT ZONE RECIPES

• Lasagna
• Spaghetti with meat sauce
• Meatballs
• Burgers
• Chili
PROMOTIONALS

• Customer Recipe Cookbook
• Production Practices Brochure
• Lamb Lover T-Shirt & Hats
• “Got Goat” Slogan
• VSU Goat & Sheep Day for Public
HOW VSU CAN HELP

• 2015 VSU Goat & Sheep Day
• VSU Goat & Lamb Sampling at State Fair in 2015
• VSU Hospitality Department introduce Goat & Lamb Prep & Cooking to Culinary students
• Work with VDACS marketing to create brochures to place in welcome centers
CONCLUSION

• Change Consumption Trends

• Influence Consumer Behavior by Solving Problems They Experience

• Pleasure and Pain Principle Sells


How to Work with VSU specialists

[Website link: http://www.ext.vt.edu/offices/index.html]
Thank You. Question & Answer

tnartea@vsu.edu  804-524-5491