Indicators

Coronavirus COVID-19

Ones To Watch: Dairy



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#1 Shielding.

As we learn more about Covid 19, new sources of defence are emerging all the time, presenting new opportunities for functional food offerings.

A study in Holland has found evidence that people who are deficient in Vitamin K are more likely to find it hard to fight Covid 19. The researchers, who worked in collaboration with the Cardiovascular Research Institute Maastricht in the Netherlands, found that patients who had to be admitted to the ICU or died from COVID-19 had lower levels of vitamin K compared to the healthy group of individuals.



Polina Tankilevitch
www.pexels.com

WHAT TO WATCH:

Vitamin K plays a key role in the production of proteins that regulates blood clots, one of the key symptoms emerging from Covid 19.

Vitamin K1 is found primarily in green leafy vegetables, such as spinach, kale, broccoli, and collard greens. The other form, vitamin K2, is present in animal-based and fermented foods, such as eggs, dark chicken, and butter. Vitamin K2 is also found in various hard and soft cheeses.

https://www.ctvnews.ca/health/vitamin-k-found-in-certain-cheeses-may-help-protect-against-covid-19-researchers-say-1.4983748

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#2 Comfort Cooking.

Much of the comfort cooking that has been happening errs on the side of indulgent.
As we move through Covid more emphasis is now being placed on health.
Brands now need to enable consumers embrace healthier versions of the classics.

The food industry is coming under growing pressure with the rise in obesity rates and the impact it is having for Covid 19.

According to Food Navigator.com this is a position taken by a number of medics in the British Medical Journal (June 2020)

“The world is facing two pandemics. One immediately, Covid 19 and the other a longer term crisis with obesity” Feng He, professor of Global Health Research, Wolfson Institute of Preventative Medicine

Brands will need to help consumers embrace modern better for you comfort food.
Healthier versions of the classic and familiar



http://cheesorizo.com/

These Cheeseorizo products were created by a vegetarian who wanted the great taste of Chorizo sausage but are made with a tasty combination of cheeses!. Great to replace the familiar and for those who want to manage their meat intake

Lisa Fotioa
www.pexels.com

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#2 Comfort Cooking.

As many people miss out on all things Disney, Disney too have shared their recipe for their popular grilled cheese sandwich as part of National Grilled Cheese Sandwich Day.



Skitter Photo
www.pexels.com

Disneys Grilled Cheese Sandwich has gone down a storm during lock down as part of a campaign for National Cheese Sandwich Day.

Cheese presents the ultimate comfort food.

Is there an opportunity for dairy brands to run a Grilled Cheese Sandwich Day as lovers of all things Cheddar!

Milk and butter often are integral to comfort foods and dairy brands should also take the opportunity to communicate recipes and provide people with new ways to engage and enhance their use of butter, cream and milk.

Lisa Fotioa
www.pexels.com

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#3 Simply Safe.

The labelling of foods has become something people have been paying more attention to and is likely to continue to play a growing role in the months ahead.

ORGANIC HAS BEEN A CLEAR WINNER:

Abel and Cole's organic vegetable delivery boxes have seen sales rise 25% since Covid 19

Whole Foods have had to limit ecommerce baskets of organic foods given the demand levels

While US organic supplements business Pure Syngery sales have increased 300%

Source: Stylus June 2020

WHAT TO WATCH:

More clean labelling and soil standards are likely new norms.

Arla have introduced a new clean label ambient yoghurt for the Chinese market that uses 100% natural Nutrilac- Y04575 whey protein.

Ambient yoghurt is one of the fastest growing segments in China's liquid dairy market

Food Navigator 2020, Stylus 2020

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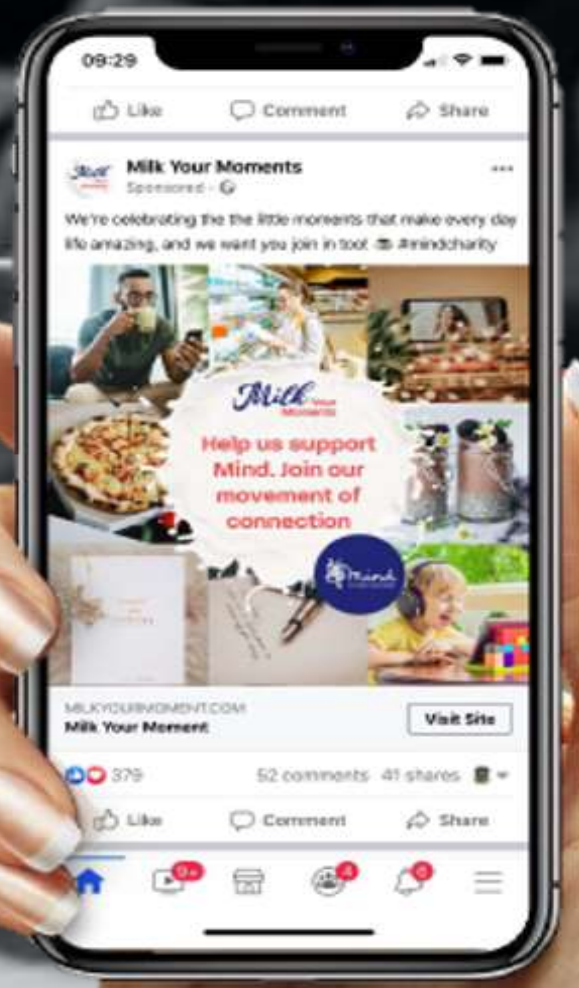
#5 The New Social.

A “Milk your Moments” campaign was just launched in the UK in mid May due to the fall off in milk sales in food service.

The purpose of the campaign was to highlight moments of connection as people stay apart but also encourages better mental health as well.

The campaign plays to the “new social” encouraging people to share their moments on line. It has already been viewed over 60 million times across various platforms.

Working in partnership with charities and supporting those in need has become a huge part of the Covid response.



https://ahdb.org.uk/news/milk-your-moments-dairy-campaign-reaches-33-million

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#6 Stocking-in on exercise equipment.

The fitness industry has undergone radical changes during the Covid 19 lock down which has potential to create some changes in the sports nutrition market.

Sales of fitness equipment shot up 55% in the US (Jan-Mar) as lockdowns began to be activated. Some gyms even introduced "foster" programmes for their equipment during the pandemic – lending out machines to members for a fee. (bbc.com/worklife)

While pre workout products lost out and convenience sports nutrition products like gels and isotonic drinks have also lost out particularly with events cancelled, powdered products have had strong growth and were well stocked up, especially products that have had anything to do with immunity, according to nutraingredients.com. These products are likely to enable the market continue to grow for 2020 (researchdive.com)

But as people get back to training and with a huge interest in virtual events other new opportunities are emerging, especially as people are taking to exercising more at home.

"If you think about virtual cycling events - these are largely undertaken by someone in their garage or spare room and basically it's hot and sweaty and currently athletes may be simply hydrating with water. Given the amount of sweat being produced this is probably not optimal and I think nutrition brands could perhaps play a more prominent role with targeting the virtual indoor racing experience."

Gary Roethenbaugh, MD, Multisports research

Virtual events such as Brooklyn virtual half marathon attracted over 10,000 participants in May while 125,000 athletes have registered for 6 virtual ironman races (nutraingredients.com)

It's hard to know if people will stick with virtual workouts and events when the gyms and events reopen once more, but given the heavy investment many have made in in home equipment, it's likely that we will see some continued exercise regimes in home, especially if more flexible working arrangements become a norm.

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NEW YORK ROAD RUNNERS VIRTUAL RACING BROOKLYN 13.1M

#7 Risky-Business.

Anti viral technology may lead to lots of new innovations and may present new anti viral packaging opportunities for food and drinks brands.

As touching of products remains an ongoing concern, we are likely to see more and more innovation in this space. Retailers have been active in experimenting with a lot of new antiviral technology in- store.

According to IGD Data, stores such as Carrefour and Intermarche have introduced safety cubes and decontamination tunnels to kill bacteria as people walk through stores.

Magnolia bakery in New York have also introduced a “cleanse portal” and a business in Monaghan has even created anti viral door handle for schools.



IGD RetailAnalysis





#8 P to P Communication.

Voice assistants and chatbots become our every day friends.

The use of the voice assistant and the chatbot continues at a pace since Covid 19.

Lidl recently launched their Chatbot to enable people get in and out of stores faster.

This unique approach uses real time data and customer transaction numbers to determine which hours of the day are quietest to visit and which are busiest, allowing for customers to plan their shopping trips accordingly. This functionality is the first of its kind of any Lidl store in the world, using customised software created by Lidl.(www.dublingazette.com)



Interestingly too people are using voicebots more during Covid 19 (NPR, Edison Research). The percentage of voice assistant device owners who use voice commands at least once or several times a day rose between the beginning of 2020 and the start of April, with a corresponding drop in those who only use voice commands once a week or once a month. For the first time that more than half of smart device owners are using voice commands at least once a day WITH 66% saying they make life easier (n1660 all adults USA)

As people embrace technology more and more its likely that they will be more comfortable with new forms of AI all the time. At the heart of this is enhancing convenience for shoppers and brands that build their convenience proposition in an engaging and interactive way are more likely to win.

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#10 Mood Food.

A significant knock on to Covid 19 is the rise in anxiety levels. One third of Americans as an example are showing symptoms of clinical anxiety. * Health anxiety disorders are on the rise and coronavirus stress syndrome has become quite prevalent.



https://upliftfood.com/products/guthealthycookies

With growing levels of stress, people are turning to snacks and treats. Recent research conducted by MMR according to foodnavigator.com indicates the extent to which consumers are now prepared to buy food and drinks products that address the benefits of sleep, anxiety and mental focus issues.

Products that are treat oriented but that also deliver on a functional benefit such as improving sleep and happiness are gaining as much traction as those that support immune health.

The opportunity now is about not just protecting the microbiome from the corona virus but also corona anxiety. A balancing act.

"This pandemic has clearly accelerated traction for the next era of functional foods. People are now prepared to trial dietary solutions to mental health issues"

Andrew Wardlaw, Chief Ideas Officer, MMR

* Washington Post, The Guardian

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#11 Smaller World.

The emergence of Generation Germaphobe from Covid 19 could have a negative impact on the microbiome.

As kids come out of Covid 19 there is a building body of evidence that children are likely to be left with various Covid psychological legacies.

Children take their cues from parents and in a world where “transparent panic” about germs and disease have become the now normal, we are likely to see the emergence of Generation Germophobe. At the minimum we might see a fixation with cleanliness.

So what is the knock on- something to watch is the wiping out of potential good bacteria – the diverse collection of microbes which are hugely important to digestive health, metabolic function and immune responses.

Enhanced dairy products for toddlers and growing children is one area that we might see growth for microbiome maintenance in an over sanitized world.



https://ie.iherb.com/

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#12 WASTE NOT…

A waste challenge that lent itself to creativity.

With most restaurants and bars closed that stocked Chicago's Revolution Brewing's flagship Anti-hero IPA, they found themselves in a predicament.

Rather than dump the beer, Revolution teamed up with Chicago's CH Distillery to create a first: Malort made from beer.

The product, which went on sale in mid June at Revolution, CH Distillery and Binny's, pairs two modern Chicago icons: the city's top-selling craft beer and the city's most iconic spirit, an intensely bitter liqueur that doubles as a civic badge of pride.

While much dairy production goes into butter, cheese, skim milk powder and sports nutrition perhaps there is an innovation opportunity that could be considered ?



www.flickr.com

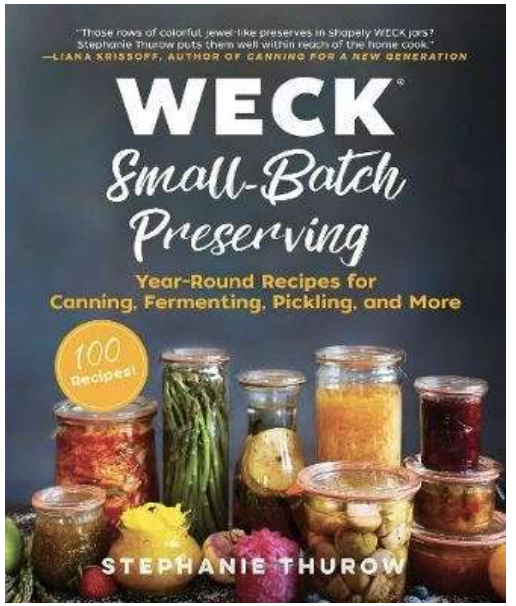
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#12 WASTE NOT…

With growing concerns around food waste and a growing emphasis on both growing your own and having control over how food is made, we are seeing growth in DIY fermentation kits for Kombucha and Kefir and bread to name but a few.

This type of small batch DIY preserving could be something that we see grow into the future especially given nutritional density these types of products promise.. Perhaps there is a space for dairy brands to engage here?





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#13 Chameleon Living.

Can you be probiotic and antiviral? Is there an opportunity here for the food and drinks industry?

In our homes we have been cleaning like crazy and the result?..

In the US exposures to cleaners and disinfectants reported to the National Poison Data System increased substantially in early March 2020. According to Web MD there's been more than a 20% spike in the number of such poisoning emergencies reported over this time last year.

Yet all medical research is teaching us the importance of hand sanitization and cleaning in home and so the question is, is there an opportunity create probiotic cleaners – cleaners that are natural and at the same time safe whilst also protecting our inner health and not poisoning us?
(Sparks & Honey June 2020)

Provilan Evaa+ Probiotic Handsoap consists of good bacteria made from plants.

These soaps thoroughly cleanse and re-balance the microflora on the hands. They work in a natural and mechanical way and the microflora is not killed by the hand gel, so remains on the hands after sanitising.

A healthy microbiota is proven to help fight infections and diseases more effectively.Provilan probiotic products also help to restore healthy microbial balance between the good and bad bacteria.

This helps reduce the risk of a spike in antimicrobial resistance and the antibiotic resistance infections that follow.

https://ingenious-probiotics.com/good-cleaning-is-better-than-bad-disinfection/

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#14 Delivery Fatigue?

The return of the milk man world wide is a cause for celebration..

Recent years in Ireland we have seen the return of milk delivery businesses, but as a channel this has accelerated during Covid 19. In Western Australia Brownes Dairy celebrated the nostalgic return of “Brownes Dairy Milko”. Starting their trial on line through facebook, it has been inundated with orders from Perth families wanting milk delivered.

Trinity Valley Farm in Cortland NY, USA, is also making deliveries. Bottling at 9 they deliver at 3, aiming for pure freshness. By their third week they had over over 200 orders.

Both businesses are offering other produce too. As these businesses adapt, they are building equity in their brands. Nostalgia and a desire to support local traditional brands as a well as delivering produce to consumers safely and sustainably, may truly reignite this channel once more.





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