Indicators

Coronavirus COVID-19

Ones To Watch: Meat



#1 Shielding.

Growing concerns around building defence systems presents an opportunity to communicate immune boosting credentials of meat

With 69% of consumers in Ireland reducing meat consumption for health reasons and 71% saying they would like to see more healthy beef options, promoting health benefits in meat is ever more important
(Shopper Insight Study Bord Bia, 2019)

Also, there is a desire for more grass fed beef propositions with 73% agreeing that more grass fed beef would be great. Educating consumers around the health benefits of grass fed is also a real win.



ONE TO WATCH:

Great O foods promote functional benefits such as omega 3 fatty acids. They also carry meats that are lean and have high protein, zinc and vitamins. Zinc is a nutrient that is in high demand for building strong immune systems during Covid 19.

Will new innovations emerge?
Will protection claims emerge?

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#2 Comfort Cooking.

Comfort food eating has been on the rise during Covid 19, with a need to eat food that feels familiar and makes us feel happy. Meat has been at the heart of these comfort meals



Full Circle Foods, US, brings chef-prepared meals to nearby homes.. While the business normally focuses on the creation of health based meals they have created a comfort food menu for this time.

The Meal Relief Kit recipes include spaghetti and meatballs, herb and garlic roast beef, chicken salad, oven-roasted chicken and rice, and French toast and turkey sausage.

Delawaretoday.Com, April 2020



Familiarity breeds contentment! Much has been made of making the Big Mac, KFC or your favourite Greggs steak bakes at home.

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#3 Simply Safe

Driving Safety First with Hyper Transparency

Rastellis Meat and Seafood Delivery Business in the US, who are already committed to transparency and high welfare standards are also highlighting the role now safety plays, taking temperatures of staff, using a specific type of thermometer etc



SERVING YOU CONFIDENCE

Our 40+ years in the business comes with a lot of know-how. From farm to finished product, safety is always our top priority. We exceed all requirements in training, testing, sourcing, and sanitation, ensuring you quality food that you can serve with confidence.

COVID-19 Measures

Staying open to keep you fed is a privilege we don't take lightly. In a time of unprecedented concern, we're writing to let you know how Rastelli's is approaching safety during the time of the COVID-19 pandemic.

In addition to our already stringent safety protocols, we've implemented the following procedures:

- Complete daily equipment and production room break-downs for extensive cleaning, scrubbing and sanitizing.
- Employee temperature checks with medical-grade IR Thermometer upon entering the facility, administered by a trained professional.
- All employees are issued and required to wear PPE, including Surgical-grade Masks, Disposable Nitrile Gloves, Face-Shields, Disposable Aprons with sleeves.

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#4 Trace Tech

Blockchain is trending in meat since Covid-19

In the US food processing and meat packing plants are in the process of implementing block chain technology.

Blockchain was something the industry had been looking at Stateside, but this has now accelerated with the emergence of Covid 19.

While IBM had been working with the Food Safety and Inspection Service to create a block chain proof of concept, the CDC, Bloomburg school of Public Health amongst others are now involved in developing a blockchain concept.

In Australia JBS had created the first testing of blockchain technology for supply chain management in the meatpacking industry. It began developing a tracer that provides data from paddock to plate with a Sydney start up called Lumachain and is developing partnerships with Alibaba.



"More than ever, shoppers want to understand the supply chain, with complete transparency from farm to factory to distribution, and they want details of the measures being taken to assure their safety". (Nielsen). In this context digital traceability and blockchain technologies are likely to get a boost as will businesses *"that have a proven ability to produce, store and distribute food safely over large distances"*
(Joe Gill, Irish Examiner).

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#5 The New Social

It’s Steak Time

Cookery classes during Covid 19 represents a real opportunity for businesses to EDUCATE people how to cook with their produce.

The Dinner Tonight website here has simple, helpful videos and written instructions that will, for instance, teach you how to pick the right cut of beef and cook it.

There are useful sub-sections about making ingredient swaps, what essential kitchen tools you need and simple cooking lessons and tips.

The meal on the right also has the benefit of playing to health which is also a win for trying to encourage beef consumption.





American Heart Association CERTIFIED Meets Criteria For A Heart-Healthy Recipe

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#6 Stocking-In

PANDEMIC PANTRIES

Long life foods are making a comeback as consumers seek out foods to keep ‘on standby’ in their pantries.

Spam is one tinned food that was celebrated during lock down seeing sales skyrocket (US).

Spam Eggs Benedict proved a popular “instagrammable” meal. The old traditional staples are back with a vengeance.

Other meat categories to enjoy this resurgence include cured meats and jerkies.



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#7 Risky-Business

The Safety v Sustainability Conundrum



Cargills EZ Peel packaging offers a NO TOUCH hygiene friendly pack, while also offering consumers a mess-free cooking solution.



Danish Crown has just introduced climate friendly packaging for Food Service enhancing quality and shelf life and reducing plastic consumption up to 80%.

A marriage of both would address both Safety and Sustainability potentially

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#7 Risky-Business

New hygiene rules, new lunch rules



Bringing lunch to work has become more prevalent in China since going back to the office.

While this is partly driven once more by the desire to cook oneself, it is also been driven by hygiene and safety measures.

Statistics from e-commerce platform Suning show that its sales of electrical bento boxes increased by a factor of 20 between Feb 9 and March 5 compared with the same period last year.

https://www.chinadailyhk.com/article/130110

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#8 P to P Communication.

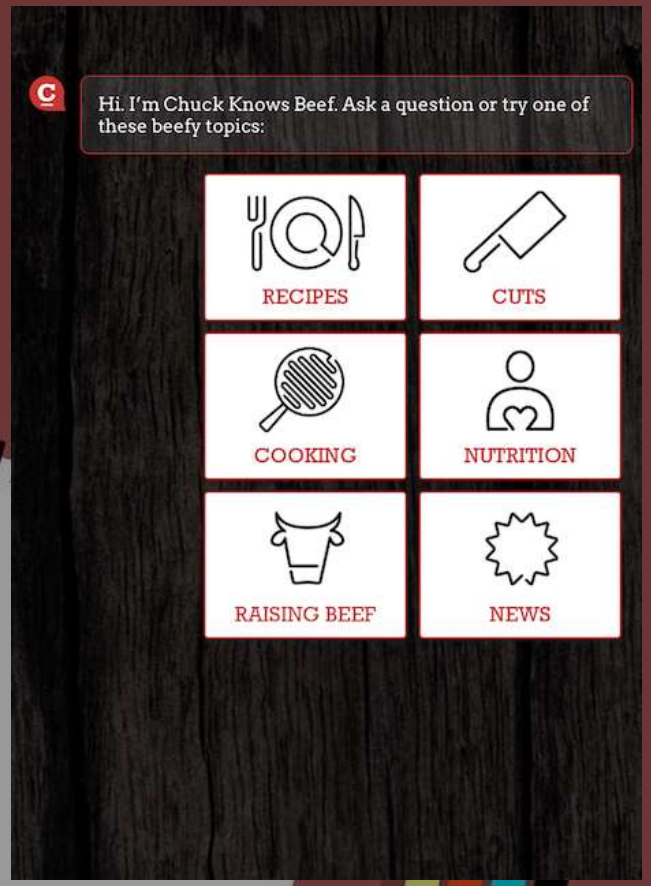
And AI has already been embraced to deliver a virtual butcher for consumers

In the US, Chuck Knows Beef is the virtual creation of the *Beef. It's What's for Dinner.* campaign.

Chuck is a virtual assistant that consumers can interact with in a variety of ways. He's got his own website — chuckknowsbeef.com — available on both desktop and mobile devices, as well as connected home devices with Google Assistant or Amazon Alexa.

Although retailers might have **highly knowledgeable staff** of their own behind the counter, that doesn't necessarily mean that customers will approach them with questions.

According to Winsight, consumers, especially Millennials and Gen Z, are increasingly reliant on digital sources of information as part of their shopping journeys. AI could be the answer for younger consumers looking for **sources of authority** on meat preparation.



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#10 Mood Food.

Restaurants are pivoting to offer special “bespoke” packages.

With good weather during lock down there was a surge in all things BBQ. Sales of barbeque sauce according to Shelflife were up 53% and ignition related products for BBQ were up 51% during the week ending 12th April – Easter time.

Traditional meals such as the full irish ingredients also saw a rise with black and white puddings up 40% prepacked sausages and up 31%

Asador and Prado both well known high end bbq restaurants tapped into this new in-home (outside!) dining opportunity creating exceptional BBQ delivery kits, also making cocktail and deluxe dessert kits available too.

Hyperbolic Discounting at its best…



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#10 Mood Food.



As people can no longer travel abroad or visit some of their favourite restaurants, food is providing people with an outlet to escape or reimagine some of their favourite dining experiences.

According to Flipdish (UK), sales of take away curry have gone up 107% and Thai food up 73%, highlighting peoples desire for ethnic and flavor of the world options.

Editor in Chief of Bon Appetit, Adam Rapoport pivoted his May issue to quote him, "really what we all need now more than ever is escape".

This edition is focused on recipes from around the world. Bon Appetit, May 2020

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#11 Smaller World.

With more people cooking from scratch and kids being a part of the culinary zeitgeist, why not find ways to engage children in cooking.

COOK LOVE

LITTLE SOUS



Little Sous is a monthly delivery box cooking club for kids in Portland, Oregon. They ran a 20 day Activities Programme on Instagram during lock down to engage children.

On their website they also show and teach children through an experiment about the importance of good hand hygiene.

There is also an opportunity not just to provide recipe ideas but to EDUCATE children on the importance of food safety and hygiene responsibility in their environment – the kitchen and beyond.

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#12 WASTE NOT….

KILLENURE CASTLE DEXTER GOURMET

Dexter Beef in Tipperary prides itself on its sustainability ethos. Looking at the waste of each animal they now create a range of products from leather bags to wallets. Each product has a unique registration number which echoes the traceability numbers of the cattle in the Dundrum herd.



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Photo by Joshua Hoehne on Unsplash

#13 Chameleon Living

Feeling the Pinch Once more

Date Night and /or Friday night might look something like 2009 once more..

The Meal Deal was one of the big retail success stories and the “dining in for two” was something that took hold in the last recession.

Creating a new iteration of these offerings are likely to prove popular in the months ahead.



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#13 Chameleon Living

Catering to the millennials food preferences

As we know many young millennials in particular are focused on.

Plant based dietary lifestyles with health being top of mind for many and environmental concerns also particular to this cohort.

This presents an opportunity to create “healthier at home” offerings to address these needs



B.A.M. Burger

The B.A.M Burger by Philips Gourmet Foods. It is a 60/40% ground beef and mushroom blend with a touch of spices.

In a taste test with more than 100 participants at a major mid-western university, over 90% of participants rated the Phillips Blended Burger as "very appealing" or "appealing.”

Expect to see more leading edge plant-based and herb and spice ingredients used in blended meat products.



Scratch

Research in 2019 by the AHDB in GB and YouGov indicate a 58% rising in 25-34s intention to cook more meals form scratch – driven by economic uncertainty.

Healthy Meals From Scratch is a GB brand that attractively packages plant-based and meat ingredients along with a cooking time and super-simple meal instructions.

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#14 Delivery Fatigue

As more people enjoy cooking from scratch, it would appear that people are really enjoying ordering delivery that they can finish cooking themselves

GoFood, the online food delivery platform of GoJek, has added a new ready-to-cook category in Indonesia to offer consumers with more eating at home food choices during the pandemic. Merchants can add ready-to-cook offerings in addition to their existing ready-to-eat menu.

The ready-to-cook category provided at GoodFood includes meal kit packages that come with all the food ingredients but requires cooking and frozen foods that are ready to cook and serve such as chicken nuggets and meatballs.



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#14 Delivery Fatigue

Pre order and collect continues to gain traction

Lotts in Portobello have created a e “Pre Order and Collect” take out Dinner Menu. What they call a no contact take out dinner that people can assemble, reheat or cook depending on their choice of meal in your home.

They call it a “Family Style” menu made up of dishes to share for 2 or 4 people. All Food is Prepared and chilled, with just the main course to be re-heated/ cooked depending on your choice. A full descriptions on how to assemble and finish the meal will be provided.



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