



Growing the Market

Strategies of the International
Blackcurrant Association and
3 individual Country Associations

What we, the IBA and the industry, can and can't do to 'grow the market'

- We can share information amongst ourselves about how to produce better crops.
- We can promote good research that is being done on the amazing health benefits available from blackcurrants.
- We can share information about our harvests: what is being produced and where.
- We can create excitement about the potential business opportunities the blackcurrant represents.
- We can't agree to any pricing strategy between us even if that might 'stabilise' the industry and ensure stable supply for market growth.
- We can't say what price we are going to sell our crops for.
- Those two actions would be illegal and result in penalties to IBA and members.
- The IBA Board needs to decide if tabling historical prices that are averages of a whole national crop is good or bad for growers and if it can be done in a way that is legally permissible.



THE VISION OF THE INTERNATIONAL BLACKCURRANT ASSOCIATION-

The Blackcurrant will be respected as one of the world's great natural health berries for its culinary, nutritional, and therapeutic values; and thereby create new commercial opportunities for innovative food and beverage, health supplement, cosmetics and skin care companies.

Economic returns to Blackcurrant growers will improve as increased consumer awareness and increased innovations create new demand at the farm-gate for blackcurrants differentiated by variety and or grower practices to create specific values for specific needs in the marketplace.

Our strategies

Work with Country Associations to create a stimulating annual Conference.

- Our Conferences, thanks to our host countries, have been successful every year and 2014 looks set to be the best yet!

Be the researcher marketer 'fix-point': stimulating innovation.

- Shortly I will tell you about an amazing development that could be the start of transforming global demand for our crops.

Our strategies

- **Be the global “go-to” for all news and information about blackcurrants.**
- *“Very, very good site, by the way, with some very good data on it. You (the IBA) have done it amazingly well – I know websites that are much more established, for much ‘bigger’ commodities, that are nowhere near as good. Congratulations!”*
Neil Murray. Editor,
FoodNews
- **Increase the blackcurrant profile at strategically important trade and marketplace events.**
- This is an expensive tactic but the IBA is looking at how to work with potential sponsors to achieve it.
- One international company has already approached the IBA to look at blackcurrants being part of their major trade exhibition at EXPO MILAN 2015.

Our strategies

- **Create a global blackcurrant family-network centre**
- Our conferences the major way of achieving this.
- After Conference we launch our Blackcurrant Food Heroes strategy: this will grow our sense of pride and passion for our own crops as a global family, and could stimulate ideas to be captured by innovative processors and marketers.
- **Make the best use of limited resources by being adaptive, innovative and passionate about what we do.**
- Your Executive provide their time without cost. Country membership fees have been kept the same since 2009. We are slowly but surely developing sound tactics that are effective, even with limited resources, by being of value to our sponsors: a win-win between us and the marketplace.



**Blackcurrant New Product
Development Unit**

AUSTRIA JUICE

- Austria Juice is now the world's largest blackcurrant customer for our global crop.
- We all know its importance to our industry.
- The company is looking for innovative ways to assist its own customers.
- Austria Juice recognises the potential of blackcurrants to provide exciting new products for global consumers.
- Over the last few months the IBA team has been working with Austria Juice's marketing team: looking at publicly available research and product innovations and from those, understanding what could be of value to major food and beverage brands.
- As a result this hugely respected and critically important blackcurrant industry customer wants to work with us to grow the market!



Blackcurrant New Product Development Unit

- The IBA will ensure that the Austria Juice team is aware of new innovations and their potential for Austria Juice's own customers.
- The IBA is honoured that such a prestigious industry customer sees the same potential for our crop that we do as growers.
- The New Product Development process can take years to result in increased demand in the marketplace. But the sooner a good process starts the sooner that happens!
- And innovative ideas don't just happen by accident.....

Blackcurrant's Food Heroes

- How do we create 'new' ideas?
- First: we look to our wonderful and rich history as the 'King of Berries'.
- A history between us that is full of culinary ideas that could be a future global food fashion.
- Secondly: we look to what is happening 'now' with innovative chefs and 'mixologists' around the globe: how they are using blackcurrants and blackcurrant beverages.
- And we look at how that could create product ideas with high volume demand potential.

Our Blackcurrant Food Heroes strategy

Country 'scouts'

- We identify a team of blackcurrant food and beverage enthusiasts from within our own membership.
- These are our 'culinary cassissarians': sharing ideas, recipes, and news about new products and new dishes in their own countries.

Sharing and distilling potential

- Passion is the most potent yet inexpensive tactical resource we have.
- By openly sharing our knowledge one person's 'simple fact' becomes another person's "eureka" moment and a new idea is born, or reborn!
- We share this knowledge with everyone and anyone: we are family.

Examples of global innovations that are happening now, or could be😊!

- Polish Perogi with blackcurrant filling
- American Blackcurrant Vodka
- Danish Blackcurrant-pickled cabbage
- Old-fashioned English blackcurrant Roly-poly pudding.
- Blackcurrant beer : its already been done and delicious!
- Blackcurrant pizza sauce: it works-



Examples of global innovations that are happening now, or could be😊!

- Blackcurrant 'gravlax' salmon: sensational colour and flavour:
- And the perfect sauce for any red meat to go with the finest red wines of the world? Blackcurrant!



Growing Our Future

- No-one can dictate who can grow blackcurrants, how much they can grow, or how much they price for their crop.
- But as a global family we can bring our general knowledge together without losing the ability to be competitive and shape our own futures.
- We can “co-operate to compete” and the IBA is proving that.
- Now we have examples of 3 country members of the IBA and what they are doing to grow their futures.