

Indoor Grower Summit

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We make sure **New Zealanders**
get more out of life.



foodstuff's NORTH ISLAND

Inflation is changing the way our customers shop



Value for Money

3 out of 4 New Zealanders say food and grocery prices are their number one concern



Out of Home

77% of customers bought meals out of home in the past four weeks



Ease & Convenience

Customers shop across 2.4 retail brands a week



Health & Wellness

66% of households had at least one person who was following a food trend or diet



Digital Opportunity

New Zealand's online grocery market sits at \$1.18 billion



Conscious Consumer

80% of New Zealanders claim they want to live more sustainably



We've held food prices below inflation for 10 months.

Produce is focused on

1. Certainty of supply
2. Quality
3. Price



Our Observations

- **There has been an acceleration of crops going under cover in the last 5 years**
- **Tunnels, Kravos, glass, tabletop vertical growing are all being tried.**
- **Certain crops, leafy greens, berries have had good success.**
- **Trial and error, it always takes longer than you think.**

**Question
time.**

