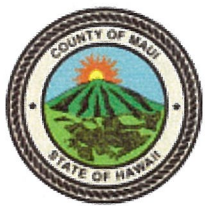


EACP Committee

From: Kelly King
Sent: Friday, May 29, 2020 11:17 AM
To: EACP Committee
Subject: FW:
Attachments: Revised CFAP Infographic V2.pdf; wpCovidPackagedFood-0.4.pdf

With Aloha,



Office of Councilmember Kelly Takaya King

South Maui Residency
Office: 808.270.7108
200 South High Street, 8th Fl
Wailuku HI 96793
mauicounty.us

From: Lauren Loor <mauinuifoodalliance@gmail.com>
Sent: Friday, May 29, 2020 10:32 AM
To: gabejohnsonwest111@gmail.com; Carissa Holley <Carissa.Holley@sharecare.com>; Denise Ropa <dropa@lanaihealth.org>; edible Hawaiian Islands <danai@ediblehi.com>; Harmonee Williams <harmonee@sustainablemolokai.org>; Hōkūao Pellegrino <hokuao.pellegrino@gmail.com>; Ka Honua Momona <kahonuamomona@gmail.com>; KAI [AG/2563] <kai.pelayo@bayer.com>; Kaimana Brummel <kaimana.brummel@sharecare.com>; Keith Ideoka <keith_ideoka@lahaina.k12.hi.us>; Kelly King <Kelly.King@mauicounty.us>; Kilikina Mahi <kina.mahi@gmail.com>; Laksmi Abraham <Laksmi.Abraham@sharecare.com>; Lauryn Rego <lauryn.rego@gmail.com>; Lehn Huff <lehn@growsomegood.org>; Mary santa maria <mfs819@gmail.com>; Phyllis Robinson <pfierrob@aol.com>; Rich Yust <rich@mauifoodbank.org>; Scott Lacasse <scott@growsomegood.org>; Suzanne Fields <suzmaui@gmail.com>; Tiare lawrence <tiare.lawrence@mahipono.com>; Tiare lawrence <tiare4maui@gmail.com>; Viliami Tukuafu <viliami@hanabuild.org>
Subject:

Aloha!

As the week comes to a close, I wanted to send out to all of you some of the highlights in our community, grant and loan opportunities, and other resources that may be of use to you.

Looking forward to seeing you all on June 3rd for the next steering committee meeting!

Grant and Loan Opportunities:

- The Coronavirus Food Assistance Program (CFAP) applications are now open. For more information about the program and how to apply see the attached document.

- The National Sea Grant Office will fund projects around COVID-19 related rapid response. Proposals are due **June 3rd**. For the guidelines and more information about proposal submissions:

<https://seagrant.noaa.gov/Portals/1/Funding/FY2020%20COVID-19%20Related%20Rapid%20Response%20Funding%20Application%20Guidance%20%281%29.pdf>

- There is currently an Equipment **Grant** Program (EGP) that serves to increase access to shared-use special purpose equipment/instruments for fundamental and applied research for use in the food and agricultural sciences programs at institutions of higher education, including State Cooperative Extension Systems. The closing date to apply is **June 23**.

For more information:

https://nifa.usda.gov/funding-opportunity/equipment-grant-program-egp?utm_content=&utm_medium=email&utm_name=&utm_source=govdelivery&utm_term=

- Another **grant** for enhancing agricultural opportunities for Military Veterans Competitive Grants Program (AgVets). This program provides grants to non-profits to increase the number of military veterans gaining knowledge and skills through comprehensive, hands-on, and immersive model, farm and ranch programs that lead to successful careers in the food and agricultural areas. Application deadline **June 26**.

For more information:

https://nifa.usda.gov/event/fy-2020-agvets?utm_content=&utm_medium=email&utm_name=&utm_source=govdelivery&utm_term=

- USDA is providing \$1 Billion in loan guarantees for rural businesses and Ag producers to help with their capital needs during the coronavirus pandemic. To find out more about requirements to qualify:

To register for the webinar on Wednesday, June 3 at 2:00 p.m. Eastern Time, visit globalmeetwebinar.webcasts.com/starthere.jsp?ej=1324161&tp_key=6067315417.

- Community Compost and Food Waste Reduction (CCFWR) Project Department of Agriculture: Natural Resources Conservation Service. Closing date for applications will be **June 26th**.

<https://www.grants.gov/web/grants/view-opportunity.html?oppId=326961>

- Emerging Markets Program Notice of Funding Opportunity Department of Agriculture; Emerging Markets Program 10.603. Closing date for applications will be on **June 26th**.

<https://www.grants.gov/web/grants/view-opportunity.html?oppId=326982>

- Technical Assistance for Specialty Crops Program Notice of Funding Opportunity: Department of Agriculture. Closing date for applications will be **June 26th**.

<https://www.grants.gov/web/grants/view-opportunity.html?oppId=326993>

- Quality Samples Program Notice of Funding Opportunity: Department of Agriculture. Closing date for this application will be on **June 26th**.

<https://www.grants.gov/web/grants/view-opportunity.html?oppId=326981>

Action Items:

- Any ideas on businesses that will be able to help issue Double UP Food Bucks cards starting mid-June. This is going to be in place for those that signed up for SNAP after the DA BUX cards were sent out to current SNAP members (they need a separate card to utilize DA BUX). Please send me an email if you are interested or know someone who might be!
- Most of you probably received Keith's request to complete the Community Member Survey for him. He is required by the DOE to collect data from the community members (us). If you have the time it would be a great help! The link is:
https://docs.google.com/document/d/10LGNHQIXW1fuXYTw2AszbEq3fNoELWpA2djDcpx_n2Y/edit

- From the USDA:

The [NOFA for the USDA Coronavirus Food Assistance Program](#) has been posted to the Federal Register. The program will begin accepting applications next Tuesday. **The USDA is requesting public comments on potential additional commodities for CFAP, including nursery products and aquaculture products. The deadline for submitting comments is June 22, 2020 11:59PM ET.** There are additional questions the USDA would like addressed if commenting on nursery and aquaculture products which can be found in the NOFA. Comments can be submitted online or by mail:

Online: Go to [regulations.gov](https://www.regulations.gov) and search for Docket ID **FSA-2020-0004** Direct link to comments page: <https://www.regulations.gov/document?D=FSA-2020-0004-0003>

Mail to: Director, SND, FSA, U.S. Department of Agriculture, 1400 Independence Avenue SW, Stop 0522, Washington, DC 20250-0522.

- MANA UP Digital Marketing Workshop Series – Free

If you are a local Hawai'i brand selling online, register for their free workshops focused on digital marketing and growing e-commerce sales on May 27, 28 & 29. With each session you attend, you are entered to win one of ten 6-week consulting sessions with Kaua'i-based Google Premier Partner agency [Kahuna Marketing](#)! Kahuna is ranked in the top 1.5% of Google advertisers. Register and get more details [here](#).

Community:

- If you did not have a chance to sit in on the webinar from the Save Hawaii Jobs and Businesses here is a link to the recording:
https://www.youtube.com/channel/UCryvTobNTaB39IVZLCEBYJw?view_as=subscriber
- Molokai Homestead Farmers Alliance will be hosting a food giveaway on Saturday May 30th. [Click here to see extra information for this event.](#)
- The Hawaii Ag Foundation will be hosting its tenth EAT THINK DRINK: Food Supply Disruption - COVID-19 on Thursday June 18 from 6-7pm. This is a free event that will take place online but you must [register](#) because "seats" are limited.
- Through uncertainty, Hawaii rises; A conversation with Jason Brand, Co-founder of Kunia Country Farms and Manulele Distillers. Over the past two months, Jason and his business partners have made some swift business decisions to pivot operations at both of the companies they co-founded and manage: Kunia Country Farms, one of the largest aquaponic farms in Hawaii, and Manulele Distillers, home of Ko Hana Rum. His business acumen has poised Brand and his team to withstand the economic

challenges arising amid the COVID-19 crisis. Read more: http://ulupono.com/news_posts/through-uncertainty-hawaii-rises

Extra Information:

- With millions of Americans stock piling food from grocery stores, COVID-19 has caused the packaged food industry to surge during this time. See the attached powerpoint to find out more about how the packed food industry has been effected during this time.
- The Kohala Center has created a Full Calabash Fund with a group of Hawaii food systems practitioners made to provide a light for a hopefully future during the coronavirus pandemic. The center also has a lot of other great resources surrounding Ag on the islands as well as coronavirus updates.
<https://kohalacenter.org/business/full-calabash-fund>
- [Seed Magic: Starting Seeds – Storing Seeds](#) from the Hawaii Seed Growers Network. A blog that will discuss starting seeds and storing them which are both important factors for the success of the Home Gardener.
- If you missed the Euromonitor: Food and Nutrition in Light of COVID-19 webinar here is the link to see what was talked about:
https://go.euromonitor.com/webinar-packaged-food-2020-food-and-nutrition-in-light-of-covid-19.html?utm_source=blog&utm_medium=blog&utm_campaign=WB_20_04_21_REC_Food%20and%20COVID%2019
- Fun activates for kids can be found through Hulu who is a Palila, a finch-billed Hawaiian honeycreeper brought to you by the Hawaii Forest Institute.
<https://mailchi.mp/hawaiiforestinstitute/hulu-activities>
- The CTAHR webinar on Livestock Marketing: Where's the Beef was carefully summarized into one page for anyone interested in some extra information!
https://docs.google.com/document/d/1mudrCI0RLRbTLGuMU-l6O7U6prWM1x_XdfY-TDh1dQo/edit
- Here is a link to the latest **Seal of Quality Saturdays** segment on HI Now:
<https://www.hinowdaily.com/cacao-nib-cookies-original-hawaiian-chocolate-factory-takes-recipe-to-the-next-level/>

For information about becoming a member of the Seal of Quality program, contact Yukashi Smith, Program Manager.

Smith, Yukashi M Yukashi.M.Smith@hawaii.gov
(808) 973-9627

Have a wonderful weekend!

Mahalo,
Emily

--

Respectfully,

Lauren Loor, HEAL – Community Coordinator

Emily Turner - HIPHI Intern

Maui Nui Food Alliance

WHAT IS CFAP

CORONAVIRUS FOOD ASSISTANCE PROGRAM

& HOW DO I APPLY?

Applications open Tuesday, May 26!

What is CFAP?

The Coronavirus Food Assistance Program provides direct support based on actual losses for agricultural producers with impacted prices and market supply chains. These funds can be used to support adjustment, additional marketing costs, and short-term oversupply.

Am I eligible for CFAP?

You are eligible for CFAP if:

- You are a producer with a 5% or greater decrease in commodity price between mid-January to mid-April due to COVID-19.
- You have substantial marketing costs due to market supply chain disruptions.
- You have an AGI of less than \$900,000 OR if your AGI is more than \$900,000, then more than 75% of your AGI needs to come from farming or ranching
- You comply with the Highly Erodible Land and Wetland Conservation regulations.
- You don't have a controlled substance violation.
- **Note:** Some commodities are not eligible for CFAP at the moment. If your commodity is not on [this](#) list, please see page 4.
- **Note:** Even if you have applied/received assistance from EIDL and/or PPP, you ARE still eligible for CFAP!

When will I receive the funding?

Producers will receive 80% of their maximum total payment upon application approval. The remaining 20% will be paid later if funds are still available.



How much funding can I receive?

Persons and legal entities can receive up to \$250,000 for all eligible commodities.

Corporations, LLCs, and limited partnerships can receive an additional \$250,000 per additional shareholder, up to 3 shareholders, providing the shareholders each contribute at least 400 hours of active person management or personal active labor.

HOW DO I APPLY?

Remember, applications open May 26!

1

Gather your information! Look over the application forms (all can be downloaded [here](#)).

*More program information can be found [here](#).

*To calculate your maximum payment eligibility, click [here](#).

*Frequently asked questions can be found [here](#).

*An introductory webinar can be found [here](#).

*An application guidance webinar by the Maui Economic Development Board can be found [here](#).



2

Schedule a phone appointment with your local FSA USDA Service Center!

*Contact information can be found [here](#).



3

FSA staff will work with you to file your application. Applications can be submitted electronically either by scanning, emailing, or faxing.

*Note: You must call your office prior to sending applications electronically.



4

Wait for your application to be approved and funds to be directly deposited to you!

*Note: You will need to reference sales, inventory and other records to complete the application. However, CFAP is a self-certification program, which means that documentation will not need to be submitted with the application. However, spot checks will be made to grantees and grantees should be able to provide documentation if requested.

WHAT FORMS WILL I NEED?



All application forms can be downloaded [here!](#)



CCC-901

Expected time:
Varies

Purpose:

•To identify legal entities of farms/ranches.

Requires:

- Legal Entity Information
- Embedded Entities Information, including member names, addresses, tax ID numbers, and citizenship status

CCC-941

Expected time:
Varies

Purpose:

•To report average gross income.

Requires:

- Tax ID number
- Certification of AGI
- Consent to Disclose Tax Information

CCC-942

Expected time:
5 minutes

Purpose:

•To report income from farming, ranching, and forestry operations.
*Only required if AGI is \$900,000+.

Requires:

- Tax ID number
- Certification of Farm Income
- Certification by Public Accountant/Attorney

AD-1026

Expected time:
Varies

Purpose:

•To ensure compliance with highly erodible land conservation and wetland conservation.

Requires:

- Tax ID number
- HELC/WC Compliance Questions

AD-2047

Expected time:
10 minutes

Purpose:

•To provide basic customer contact information.

Requires:

- SSN/Tax ID number

SF-3881

Expected time:
15 minutes

Purpose:

•To collect banking information so the USDA can directly deposit funds into your bank account.

Requires:

- Federal Agency Information
- Payee/Company Information
- Financial Institution Information

***Note:** An acreage report at the time of application and a USDA farm number may not be immediately needed.

***Note:** Each form comes with definitions and guidance on how to fill out each specific field.

***Note:** You may also need to complete CCC-902 (Farm Operating Plan.) If so, FSA staff will provide assistance in completing this form.

WHAT IF MY COMMODITY IS NOT ELIGIBLE FOR CFAP?

To see a list of eligible commodities, click [here](#)!

Why is my commodity not on the CFAP eligible commodities list?

Farms of all sizes and markets that suffered a price decline of at least 5% between mid-January to mid-April and have additional marketing costs because of COVID-19 are eligible to apply, including crops, livestock, dairy, and specialty crops.

At the moment, some commodities such as aquaculture, nursery products, and cut flowers are not eligible for this program yet but may be in the near future through a Notice of Funding Availability. 4% of the CFAP budget (\$637M) is for additional commodities identified through this process.

How can I make my commodity eligible for CFAP?

The USDA is currently requesting public comments on additional commodities that should be included in CFAP. To view the Notice of Funding Availability, click [here](#).

To add your comment and request additional commodities, click [here](#).

The deadline to submit comments is 6/22/2020.

Note: Eggs/laying hens are not eligible for CFAP.



Aquaculture

Cut Flowers



Nursery Products

HOW ARE PAYMENTS CALCULATED?

To calculate the maximum payment you are eligible for, [click here!](#)

Maximum Payments

The maximum payment is \$250,000 per person/entity for all commodities combined.

If you are a corporation, LLC, or limited partnership, you may qualify for greater payments if members actively provide at least 400 hours of active personal labor/management for the operation.

If so, then the corporate entity can receive \$250,000 per additional member up to \$750,000.

Funding Sources

There are two funding sources in CFAP:

1) CARES Act:

Provides compensation for losses between mid-January to mid-April 2020, either from price declines or for spoiled specialty crops.

2) Commodity Credit Corporation Charter Act:

Provides compensation for producers due to ongoing market disruptions.

The CFAP application and payment combines CARES Act and CCC funds, though payments will be tracked by type of funding. This means that if you receive funding from each of these programs under CFAP, the USDA will track these funds separately.

Detailed Payment Calculation

Payment calculations differ between specialty crops, livestock, dairy, and non-specialty crops.

For detailed information and applicable payment rates for specific commodities (page 33-35), click [here](#).



COVID-19 Effect on Packaged Food

Tom Rees – Industry Manager, Food and Nutrition

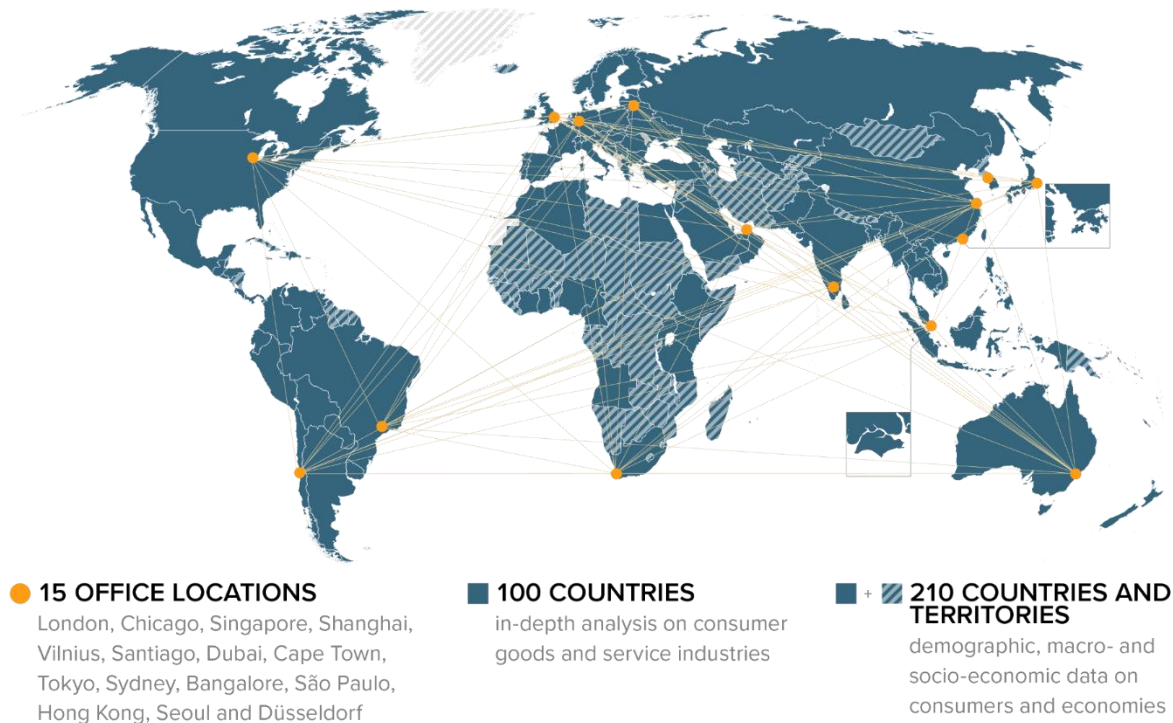
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The data included in this document is accurate according to Passport, Euromonitor International's market research database,
at time of publication: April 2020

Euromonitor International network and coverage



OVERVIEW

Introduction

Consumer Impact from COVID-19

Industry Impact

Supply Chains

Future of Packaged Food

Conclusion: Looking Ahead

Introduction

Introduction



The emergence of coronavirus (COVID-19) has impacted multiple industries, causing some to come to a complete standstill and businesses to fall into administration. However, the packaged food industry is one of the few areas to experience a surge in demand as a direct result of the pandemic.

Although the full impact of the global health crisis is yet to be felt, restrictions on movement coupled with closures in foodservice providers have resulted in consumers increasing purchases and even stockpiling groceries when they can. In addition to the spread of the virus itself, what, where and how consumers buy groceries has significantly changed since the beginning of 2020.

This white paper examines the short term-term impact COVID-19 has had on three key areas within packaged food (home eating, snacks and dairy), global supply chains and trends within packaged food which are expected to remain post pandemic.

A woman with short dark hair is shown in profile, looking out over a city. The image is overlaid with a semi-transparent orange filter. The city below is a dense urban landscape with many buildings.

Consumer Impact from COVID-19

Four key lifestyles changes

| | |
|----------------------------|---|
| Preventative Health | Health and wellness supplements along with general immune-boosting products have been in higher demand since COVID-19, in addition to hygiene products, such as hand sanitisers and masks. |
| Channel Shifts | Restaurants, fast-food outlets and international travel has come to a halt across countries, affecting the way consumers interact and live. Some cities are seeing early signs of restrictions being lifted. |
| Stockpiling | Sales in staple foods have surged both online and offline. Higher demand for these goods combined with supply issues have led to forms of rationing, down to 1-3 purchases per item in some countries. |
| Home Seclusion | Professional and personal spaces have merged into one, making virtual living the new reality for many consumers. Traditionally, this has been more familiar to younger generations, but the COVID-19 pandemic has forced other consumers to rely on technology for everyday routines. |



Hilltop Dairy

Industry Impact

Always eating in is the new normal

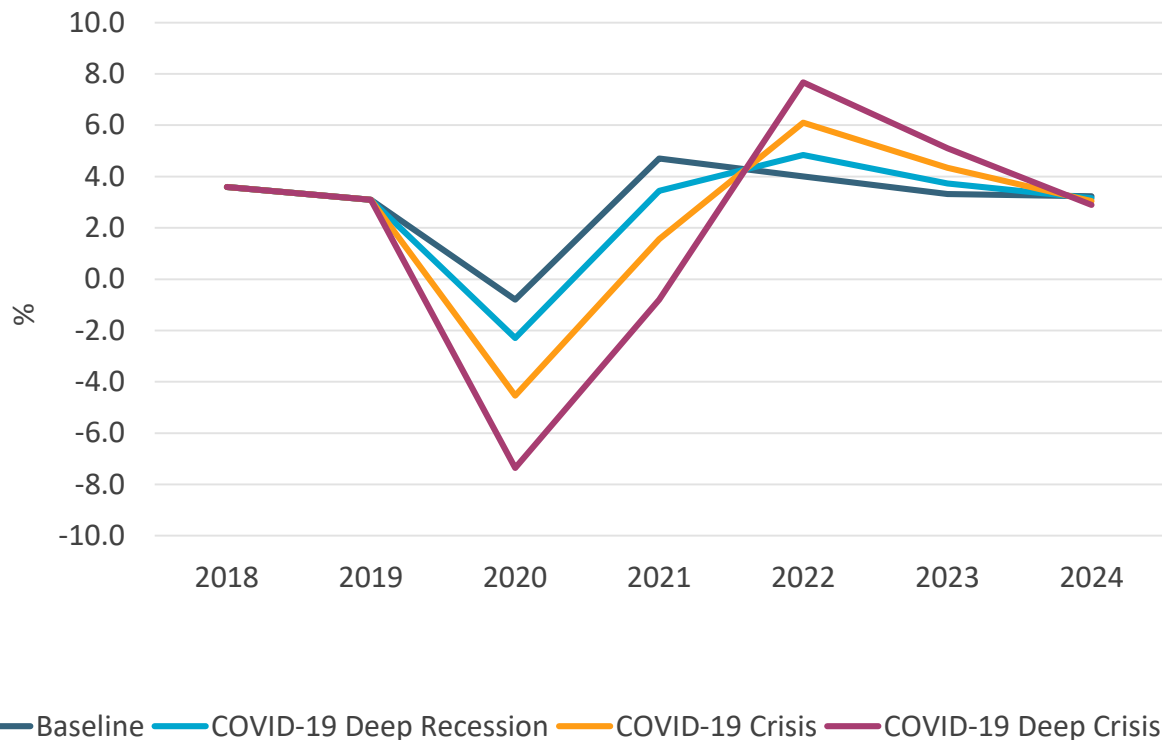
With most restaurants and institutions serving food closed, household culinary skills and available ingredients are the main factors which shape what consumers eat. Food delivery and apps like Deliveroo and Uber Eats still remain open for business, but uncertainty around how COVID-19 can be transmitted has placed more scrutiny on safety and hygiene concerns when other people prepare food. Combined with the global shift of moving all food occasions into the home has acted as a catalyst for consumers to prepare more of their own meals from scratch.

Euromonitor International's 2020 Lifestyle Survey showed 24% of young adults are less confident in their cooking skills, making ready-to-eat products and meal kits popular substitutes. However, prolonged closures and extended quarantine periods will result in more reluctant cooks embracing at home cooking that requires more preparation.

Staples like pasta and canned foods are some of the fastest moving products across online and in-person outlets in the short-term. Looking ahead, COVID-19 should prompt consumers to be more health conscious and incorporate more nutritional eating into their diets. Products which claim health benefits like immune-boosting yoghurts have already become popular in Japan. However, financial uncertainty will also see shoppers cut back on premium lines, trading down to discounters and private-label brands.



Global Real GDP Growth: 2018-2024



GDP / Capita will drop significantly in 2020

COVID-19 is causing multiple sectors of the economy to shut down in their entirety, creating high unemployment levels and financial uncertainty within the self-employed category. The pandemic's duration will dictate future economic outcomes. For example, under a Deep Crisis scenario (a pandemic duration of 2-6 quarters, global infection rates of 20-50% and a mortality rate of 1.5-3.5%), there would be a drop of nearly -5.5% to -9.0% in global GDP / capita in 2020.

Source: Euromonitor International

Snackification trend shifts



Depending on how long periods of quarantine and closures of foodservice providers last, the 'snackification' trend may be affected. This is the blurring of traditional mealtimes, eating on-the-go (or at work) and snack consumption replacing traditional meals in people's everyday routines. Urbanisation and busy lifestyles have become the norm and snackification represents how consumers are adapting to change.

That said, snacks are benefitting from family units (including children) being restricted to staying indoors, creating new opportunities for providers - particularly in the e-commerce space. Producers can expand their reach and offer more diversified and indulgent options using online channels.

Looking further ahead, tough economic times will negatively affect foodservice (even as restaurants and others re-open) as consumers will continue having meals at home to cut costs. In this context, ready meals and staple foods will be better positioned than snacks.

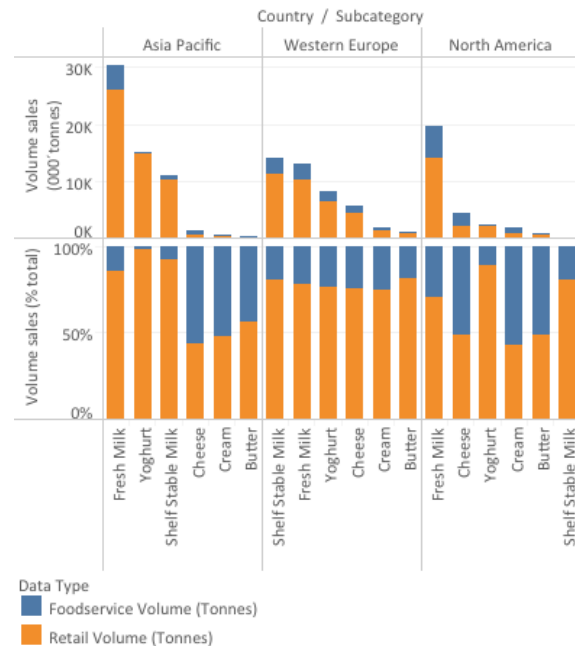
But categories, such as confectionery, will not necessarily suffer too badly under a recession; as shown during the 2008 global financial crisis. Affordable treats can still survive and thrive under economic instability, as people look for small ways to alleviate the depression of a more straitened existence.

Case study: Disruption in dairy

Asia Pacific, Western Europe and North America are the most affected regions from COVID-19 so far and as a result of closed foodservice outlets and consumers stockpiling-friendly goods, dairy supply chains have come under immense pressure. While countries like Italy and Spain already consumed more shelf-stable than fresh milk, the UK and US have traditionally done the opposite. Fresh milk accounted for 95% and 99% of total milk retail sales in 2019 respectively. However, the global demand for shelf-stable milk has increased since the pandemic.

Quarantined lifestyles are affecting how often consumers indulge in baking and cooking, resulting in higher retail sales in cheese, cream and butter. But foodservice providers account for over 50% of total sales of these categories in Asia Pacific and North America. The decline in demand and sales will be difficult to compensate by relying on consumer sales for the rest of the year, creating more uncertainty in dairy.

Dairy: Retail and Foodservice Volume Sales by Region (2019)



Source: Euromonitor International

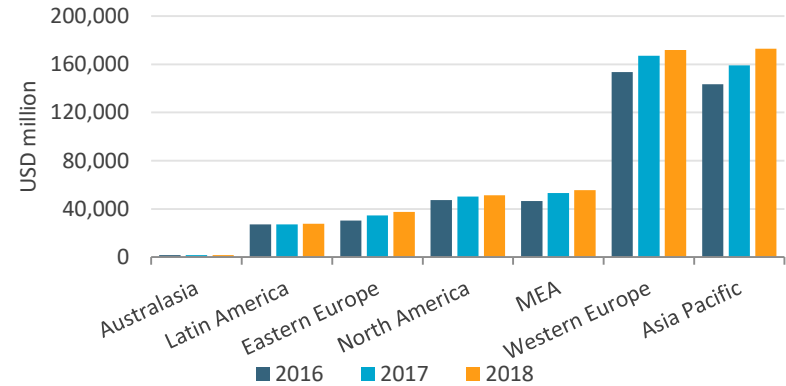
Supply Chains

Impact on supply chains

Although food retail is a crucial service during the pandemic, COVID-19 highlighted key weaknesses and difficulties in existing supply chains on a global scale. Restocking and maintaining the inflow of goods has become more difficult with a limited work force (through infection and quarantine), border closures and the general increase in food demand. As a result, some grocery retailers are rationing supplies.

The UK's Country Land and Business Association warned travel restrictions and potential infections could create a shortage of 80,000 agricultural workers. France forecasted a shortage of around 200,000 farmers for their peak harvest season and producers across the world expressed similar concerns. Subsequently, governments have been forced to create exceptions to their lock down rules in order to combat further complications. In Germany, for example, strict border closures had to be lifted for more freedom of movement for workers.

Value of Agricultural Imports by Region, 2016-2018



Source: Euromonitor International

Food supply chains are likely to be fundamentally altered in the future. Localism is likely to gain prominence as the 'need' for produce from around the world comes into question, given COVID-19's demonstration of how interlinked and vulnerable different markets are.

E-commerce surges after 21% CAGR between 2014-19

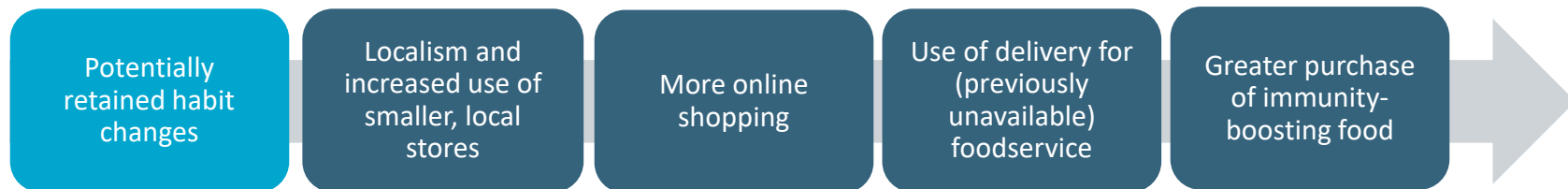


From a channel point of view, e-commerce grocery has received a huge boost, with operators reporting massive increases in demand. Governments have encouraged its use and consumers have used it to get food while maintaining social distancing – and to simply ensure they get the food they want instead of facing empty shelves. The surge has meant that in many markets demand has been greater than supply. While there will certainly be people using e-commerce for the first time, allowing operators to grow their customer base, the experience may be frustrating for shoppers being unable to register, book delivery slots or face ‘out of stock’ notifications from an over-subscribed service.

Retailers expect the switch to online to continue to some extent once restrictions are lifted, driven by social distancing being part of the new normal and consumers sticking to the convenience of online grocery shopping. In the US, for example, Amazon is adding 100,000 new positions to its delivery network (including across Amazon Fresh and Whole Foods).

Future of Packaged Food

Signposts from APAC



APAC's response to COVID-19 helped other regions prepare contingency plans and as China begins to see positive signs, consumers are entering some new forms of normality. For example, the pandemic helped online grocery retailing gain momentum (especially as the first two weeks of the outbreak coincided with the Spring Festival). This benefited platforms like Dingdong Maicai, Hema and Missfresh as online only accounted for 6% of fresh food value sales in 2019. Manufacturers also initiated online services to reach consumers directly in their homes. Chinese dairy giants Yili and Megniu set up WeChat groups and official accounts for order placing and delivery services, particularly for consumers in Wuhan.

Beyond the online shift, as larger supermarkets like Walmart, Lotte Mart and E-Mart became more saturated, consumers turned to smaller convenient stores like CU and GS25 in South Korea. Also during the pandemic, immunity-boosting products like probiotic fortified yoghurt gained popularity (particularly in Japan) with brands seeing significant sales increases.

What can we expect?

Short-term impact (Q1-2)

Closures in foodservice providers have moved meal occasions into the home and consumers increase purchases across grocery retailing. Online shopping will become more common; however, supply chains will come under pressure as borders close across the world and the workforce is reduced through infection, self-isolation and travel restrictions. Numerous countries warn of a shortage of agricultural workers, either from home or abroad.

Medium-term impact (Q3-4)

The surge in e-commerce grocery shopping will hold up, as social distancing continues. Even as foodservice starts to return, the shift to eating at home is likely to stay in place to some extent as a result of financial uncertainties and pressures. Buying food for cooking and ready-made meals at home will continue to be prioritised.

Long-term impact (2021 onwards)

Post COVID-19 will see reduced consumer spending power and food choices will be characterised by budget friendly options, discounters being key beneficiaries. Consumers will spend less money on eating out even when foodservice outlets return, and affordable treats will remain popular as consumers compromise on other luxuries. The move towards online grocery shopping will have been jumpstarted and plenty will shop this way, but some consumers will have had poor e-commerce experiences at a time when demand was more than some providers could cope with.

Conclusion

Looking ahead

- As foodservice and institutions reopen, eating occasions that shifted into the home will shift back, but only to some degree as consumers will look for ways to save money due to the negative economic consequences of the pandemic.
- Online grocery shopping will be used more as consumers retain the habit forced upon them, and grocers will have increased capacity and services. However, not all online users will be retained, as they will have found the experience difficult thanks to massive oversubscription in some markets.
- Some categories and types of food will see a longer-term boost as consumers seek to 'be prepared'. Preferences in ingredients and meals may shift as more consumers cook (not necessarily through choice).
- Localism will return and the question of food security vs. access to produce from around the world will be a hot topic, especially in the context of changes to how people expect to be able to travel around the world.
- The trend towards clean-label is likely to shift somewhat, as the value of certain additions is increasingly appreciated (i.e. claimed immunity-boosting ingredients and preservatives).
- As in previous times of economic hardship, food that offers an affordable treat (e.g. confectionery) will likely prosper as consumers are forced to cut back on luxuries they can no longer afford.

Thank You

Tom Rees

Industry Manager, Food and Nutrition

tom.rees@euromonitor.com