

# The value of product attributes at the retail level

# Background and purpose

- Increasingly producers and retailers introduce seafood products with new attributes
- As a result each product category often contains many products with numerous different product attributes
  - Environmentally friendly, healthy, best quality, provenance, etc
- Different attributes have different costs and market values
  - MSC certification has a certain cost but unknown value
  - Branding may be very costly
  - Other attributes may be low cost eg adding a "low fat" label to a low fat product is almost free of cost
- What is the actual market value of the individual product attributes on seafood?

# Research method

- In-store product and price observations
- 8 UK chains observed via 8 supermarkets in Glasgow:
  - Asda, Coop, Tesco, M&S, Lidl, Morrisons, Sainsbury's, Waitrose
- Weekly observation of prices of a range of products:
- Fresh (fish counter), chilled (pre-packed) and frozen cod, haddock, Alaska pollock, salmon, and mackerel
- Approx 500 products in total (frequent additions and deletions)
- Photos used to identify attributes & changes over time
- Started October 2010 for whitefish and mackerel
- Started October 2011 for salmon
- Econometric price analysis



**Low fat**

Specially selected prime fillets of succulent cod, skinless and boneless. A highly versatile fish that can be partnered with a wide range of flavours and sauces, at its best when just lightly cooked. Line caught, from Iceland's well managed and sustainable fishery

**Waitrose SUSTAINABLY SOURCED**

line caught prime  
**icelandic cod fillets**



PRICE PER KG

**17.99**

PRICE

**£ 5.07**

DISPLAY UNTIL / USE BY

**21 MAR**

WEIGHT

**0.282kg**



0 234893 005075

8060

CAUGHT IN THE NORTH EAST ATLANTIC. KEEP REFRIGERATED BELOW 5°C



# WILD CHUM SALMON OR WILD PINK SALMON FILLETS

SKINLESS

BONELESS

Rich  
in Protein

100%  
FILLET

One fillet 125g as sold contains

Calories	Sugar	Fat	Saturates	Salt
119	0g	2.1g	1.0g	0.32g
6%	0%	3%	5%	5%

of an adult's guideline daily amount\*

Serving suggestion/Tarjoiluehdotus/Servningsförslag/Servingsförslag



2 FILLETS  
• FROZEN •

250G

From Waitrose dedicated farms in locations carefully chosen for their highly oxygenated, fast flowing tidal waters, where the salmon are reared to the highest welfare standards with care for the environment. Boneless fillets, naturally high in Omega 3

Waitrose RESPONSIBLY FARMED

**SELECT FARM**

two select farm salmon fillets



DISPLAY UNTIL / USE BY

WEIGHT

29 AUG

e 300g

DAU07

KEEP REFRIGERATED BELOW 5°C

5 000169 092835 >



Waitrose  
**LOVE life**

rich in omega 3

## 2 salmon fillets with soy, ginger & honey marinade

succulent oily fish, ready to cook in an asian inspired  
marinade with red peppers and pak choi

microwave straight from the freezer  
in 3-4 minutes

Responsibly farmed



Per serving	GDA
calories	12%
243	
sugars	2.2g 2%
fat	16.5g 24%
saturated	4.4g 22%
salt	0.69g 11%

BEST BEFORE END

SEP 2012

03401

Keep frozen: see back panel

Serving suggestion

Frozen



Boneless



**SEASTAR**

®

ICELANDIC  
**COD**  
FILLETS



Sourced from a responsibly managed fishery



**500g<sup>e</sup>**

inclusive of protective ice glaze

**KEEP FROZEN**


Best Before End:  
See back of pack

Sainsbury's



British

**Hot smoked  
boneless  
mackerel** fillet  
selection

 Freezable  
High in omega 3



Sainsbury's mackerel, produced in the UK comes from a fishery which has been certified to the Marine Stewardship Council's environmental standard for a well-managed and sustainable fishery. [www.msc.org](http://www.msc.org)

Use by	kg	£/kg
08 DEC	0.179	11.99
 0 279686 002152	Pack price	£ 2.15
	UK XQ 009 EC	Select

Keep refrigerated Once opened consume within 2-4 hours





£2.09  
 £2.99  
 £3.99  
 £3.99  
 £1.29  
 £1.99  
 £1.79  
 £2.69  
 £5.99  
 £1.89  
 £4.99  
 20% OFF  
 £1.49  
 £3.79



£4.49  
 £3.99  
 £5.99  
 £2.49  
 £2.59  
 £2.59  
 £1.99  
 £1.99  
 £4.99  
 £3.29  
 £2.99  
 £4.79



£5.99  
 £5.99  
 £5.99  
 Waitrose  
 £4.49



£6.99



## 2 Icelandic Cod Fillets

The finest fillets of carefully boned and skinless cod, fished from the clear, icy waters of the North Atlantic Sea



Best Before End:  
When stored at  $-18^{\circ}\text{C}$  or below

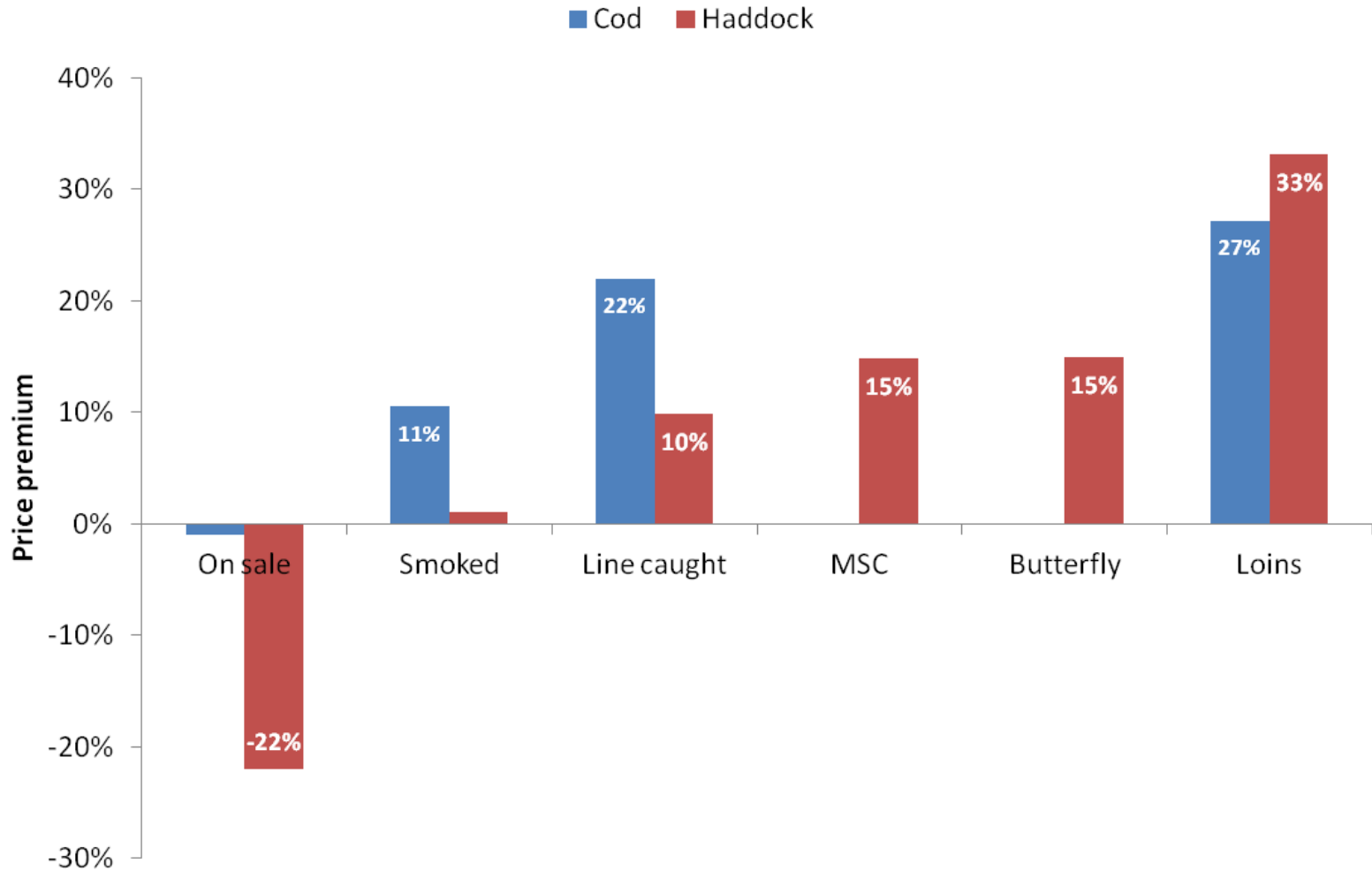
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12040

250g Net of ice glaze: 237g Serving Suggestion

Keep frozen



# Results chilled pre-packed whitefish



# Planned work (2012)

- Within the differentiation project research identified:
  - The value of attributes on frozen whitefish
  - The value of attributes on smoked salmon
  - The value of attributes on salmon overall (branding, eco-labelling, CoO, wild/farmed)
- Within the MSC project analysis of the data aims to:
  - Reveal any price premium for eco-labels
  - Changes in the number of eco-labelled products over time
  - Identify co-existing attributes & impacts

# Future work

- Significant opportunities for important and unique research
- Explore how various attributes are valued over time, e.g.:
  - What is the value of different eco-labels over time?
  - What is the value of brands, origin and other attributes over time?
- Explore supermarket positions over time (price, product range, product positioning)
- The mackerel case (with and without MSC - and back again?...)
- Study how price premiums are shared in the value chain (requires additional data)
- Need funding for data collection after 2012 (approx NOK 100 000 a year) and to explore selected research questions....