HAL
open science

Seaweed as products "for cooking" - What target consumers ? IDEALG Phase 3

Charline Comparini, Marie Lesueur, Morgane Marchand

To cite this version:

Charline Comparini, Marie Lesueur, Morgane Marchand. Seaweed as products "for cooking" - What target consumers ? IDEALG Phase 3. 2017, 4 p. hal-01823947

HAL Id: hal-01823947

https://institut-agro-rennes-angers.hal.science/hal-01823947

Submitted on 26 Jun 2018

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.

AGRO CAMPUS OUEST
Les publications du Pôle halieutique AGROCAMPUS OUEST

IDEALG
seaweed for the future

Seaweed as products "for cooking"

What target consumers?

Idealg project

Context

In Asia, seaweed is historically a traditional source of food whereas in France, seaweed consumption is relatively limited and only started to gain momentum in the 2000s. French seaweed producers and processors have developed a **very wide range of products suited to French-style cuisine** based on seaweed in all its forms: fresh, dehydrated, raw, cooked, prepared, etc.

French consumers are increasingly opting for a varied, balanced diet that pleases the senses but they also associate "eating well" with "**home-cooked meals**". This means cooking their own meals using raw **products** to enjoy tasty, quality food or cooking **local products or products from the garden** for reassurance about the origin of the food in their plate.

Methodology and work focus

The surveys conducted by AGROCAMPUS OUEST as part of the Idealg project identified consumers interested in seaweed as products "for cooking", work that resulted in the authors asking the following question: "**Are seaweed food products suited to French eating habits?**".

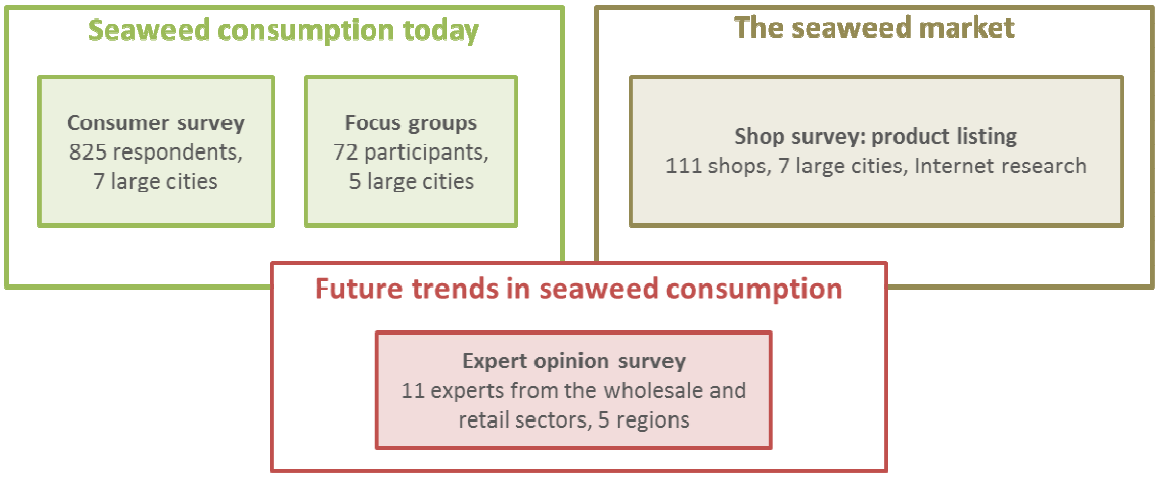

Diagram summing up the methods used

French-style seaweed products are **distributed on a small-scale** (mainly in specialised stores) but their **culinary applications are extremely varied** and cover **all eating occasions**. Seaweed is not part of French consumers' eating habits and, despite their keen interest in French-style seaweed products, many consumers express misgivings about adopting and cooking them. Who are potential consumers of seaweed products "for cooking" and what is the associated offering? What measures could be taken to overcome consumers' reluctance to eat seaweed?

What consumers?

According to the surveys, consumers wishing to cook and eat seaweed products are mainly well-off, highly qualified women.

	Consumers of products "for cooking"
Target profiles	• **Gender**: Female • **Age**: 25 to 64 • **Income**: high • **Socio-professional category**: highly qualified

This profile includes current **consumers of French-style seaweed products**, i.e. mainly women aged 30 to 60 with medium to high income. They prefer to eat seaweed at the restaurant and some of them cook it at home. These consumers eat organic produces and regularly shop at specialised stores (organic and Asian food stores).

A number of **non-seaweed consumers** may also fit the profile, especially those who regularly cook their own meals and want to eat natural, fresh and/or organic food.

What seaweed-based products?

French-style **raw or minimally processed products** perfectly match this "home-cooked" trend and meet the expectations of consumers who want to eat tasty, high-quality and convivial food, as demonstrated by their popularity amongst chefs.

	Consumers of products "for cooking"
Seaweed products matching the profile	• **Raw or minimally processed products**: dehydrated seaweed; natural and/or brined seaweed; fresh, salted seaweed; condiments and tartars • **Processed food**: soups, starchy foods, fresh and dehydrated salads, ready-mix for sweet cakes
Eating occasions and places	• All (including aperitifs and afternoon snacks) • Restaurants and at home

These products perfectly suit simple or more sophisticated **French cuisine recipes** and can be used by both beginners and more experienced cooks, **for all eating occasions**. These products are made from seaweed species that naturally grow on Brittany's coast and, for most of them, are **harvested or cultivated in France** and processed by **French companies**. All these criteria match the "home-cooked meal" definition in full.

The French-style product range also includes a **few processed seaweed products** that require some kind of preparation. These products, like seaweed and cereal mixes, are extensions of **Western-style product** or **meal ranges** widely available in France, which means that most people know how to use and prepare them. They are easier to use than raw products, especially for inexperienced cooks and can be cooked quickly.

AGRO CAMPUS OUEST Pôle halieutique
Project accredited by Pôle Mer Bretagne Atlantique Valorial L'aliment de demain
With the financial support of Investissements d'avenir Agence Nationale de la Recherche ANR

What product innovations?

The visual aspect is a determining factor when deciding to buy a product. This is why improving the aesthetics of the packaging of seaweed products "for cooking" is so important, as well as using it to convey information.

	Improving packaging
Production innovations	• **Aesthetics**: recyclable, semi-transparent packaging with an appealing, evocative graphic design and colours • **Information on the back of the packaging**: product composition, origin and name of the species, place of manufacture, and possibly the name of the producer • **Recipes and tips**: simple recipes, easy to prepare and adapted to French-style cuisine, on the back of the packaging or in a separate booklet
Plus points	⇒ Rassure Reassures consumers about the visual aspect ⇒ Attracts and informs consumers about the product and its origin ⇒ Facilitates purchase choices ⇒ Helps consumers adopt the product and cook it, alone at home
Minus points	⇒ Marketing investment

What distribution channel and marketing?

In order to meet French consumers' demand for fresh, organic food with a clear origin, French-style seaweed products "for cooking" must continue to be sold at **delicatessens** and **organic food shops** (chain or independent stores) and also at **shops specialised in fresh products** like the "Grand Frais" supermarkets in France. Another distribution channel could be **traditional fishmongers**, especially for non-seaweed consumers who expect to find seaweed in these outlets.

The variety of seaweed products and the fact that they can be used in a multitude of cooking applications mean that in-**store category marketing** can help enhance their visibility by grouping them in terms of their consumption universe and then in categories based on their complementarity, similarity or substitutability.

Distribution channel	Seaweed products "for cooking"	Location	Promotional tools
Super and hypermarkets	Fresh and salted seaweed, seaweed tartars	Self-service delicatessen section	• Spotters • Display units
	Dehydrated seaweed, seaweed in jars, canned condiments and tartars	Grocery section	
Organic shops	Fresh and salted seaweed	Chilled section	• Spotters • Window sticke
	Dehydrated seaweed, seaweed in jars, condiments and tartars	Grocery section	
Traditional fishmongers (non-travelling)	Dehydrated seaweed, seaweed in jars, tartars and condiments	Shelf near the fish stall	• Small promotional posters
	Raw and fresh seaweed products	At the centre of the fish stall	

Project accredited by

With the financial support of

What communication ?

To clarify the choice for retailers when purchasing seaweed products "for cooking" and help them better sell edible seaweed to their customers, a number of incentives can be implemented by processors, if possible **collectively**, in view of the costs incurred.

Processors and retailers of seaweed products "for cooking" could also launch consumer communication campaigns to boost sales.

Target audience	Retailers	Consumers
Objectives	• Train retailers	• Raise consumers' awareness of seaweed and reassure them about its taste • Attract and inform consumers • Promote sales • Help consumers adopt the product and cook it alone at home
Possible measures	• **Technical factsheets** 1. On edible seaweed and production methods 2. Specific to each processor (production and offer) with tips on how to use their seaweed products • **Cooking workshops**: how to cook seaweed sessions for salespeople, small retailers , section managers and shop assistants	• Hand **out samples**: samples of fresh or dehydrated seaweed depending on the fish or shellfish bought by customers, with tips on how to use it • **Promotions and tasting events**: proposed in store by processors and retailers • **Product information and recipes**: information about seaweed, recipes and how to cook it • **Seaweed cooking kit** containing more or less prepared seaweed products, a booklet on seaweed (production, origin, seasonality, organoleptic qualities, recipes) and a suitable cooking utensil

For further information

COMPARINI Charline, LESUEUR Marie, LE BRAS Quentin, LUCAS Sterenn, GOUIN Stéphane. 2016. *Quelles pistes d'actions pour impulser la consommation des algues en France*. Programme IDEALG Phase 3. Les publications du Pôle halieutique AGROCAMPUS OUEST n°40 à 43, 136 p.

Contact

Marie Lesueur • marie.lesueur@agrocampus-ouest.fr • +33(0)2.23.48.58.62

Morgane Marchand • morgane.marchand@agrocampus-ouest.fr • +33(0)2.23.48.55.30

All the results are available on the Fisheries and Aquatic Sciences Centre website: halieutique.agrocampus-ouest.fr • "Etudes et Transfert" section • IDEALG

Project accredited by

With the financial support of