



SAGARPA
SECRETARÍA DE AGRICULTURA,
GANADERÍA, DESARROLLO RURAL,
PECUARIA Y ALIMENTACIÓN



comisión nacional
de agricultura y ganadería



Organización de las Naciones
Unidas para la Alimentación
y la Agricultura

Karen Galloway

Adding Value



Pink Shoe Thinking presents

ADDING VALUE



PINK SHOE THINKING: BRIGHT IDEAS. GROUNDED



KAREN GALLOWAY

Pink shoe wearing,
strategic planner,
innovative thinker,
creative communicator,
seafood loving foodie.

Working with seafood
producers to build
innovative
communication
programmes.

Busy working mum,
Seafish alumni, seafood
lover, food careerist and
custodian of Pink Shoe
Thinking and a proud
Scot.





ADDING VALUE

Price
paid



Total cost of
production



ADDING VALUE

Price
paid



Total cost of
production



**WHY DO YOUR CUSTOMERS THE
PRODUCT?**

**WHAT MAKES YOUR PRODUCT
DIFFERENT?**

WHAT DO THEY VALUE?



retailer brand
architecture

other categories

other countries



exclusively at Tesco

good

Tesco

better

finest

best





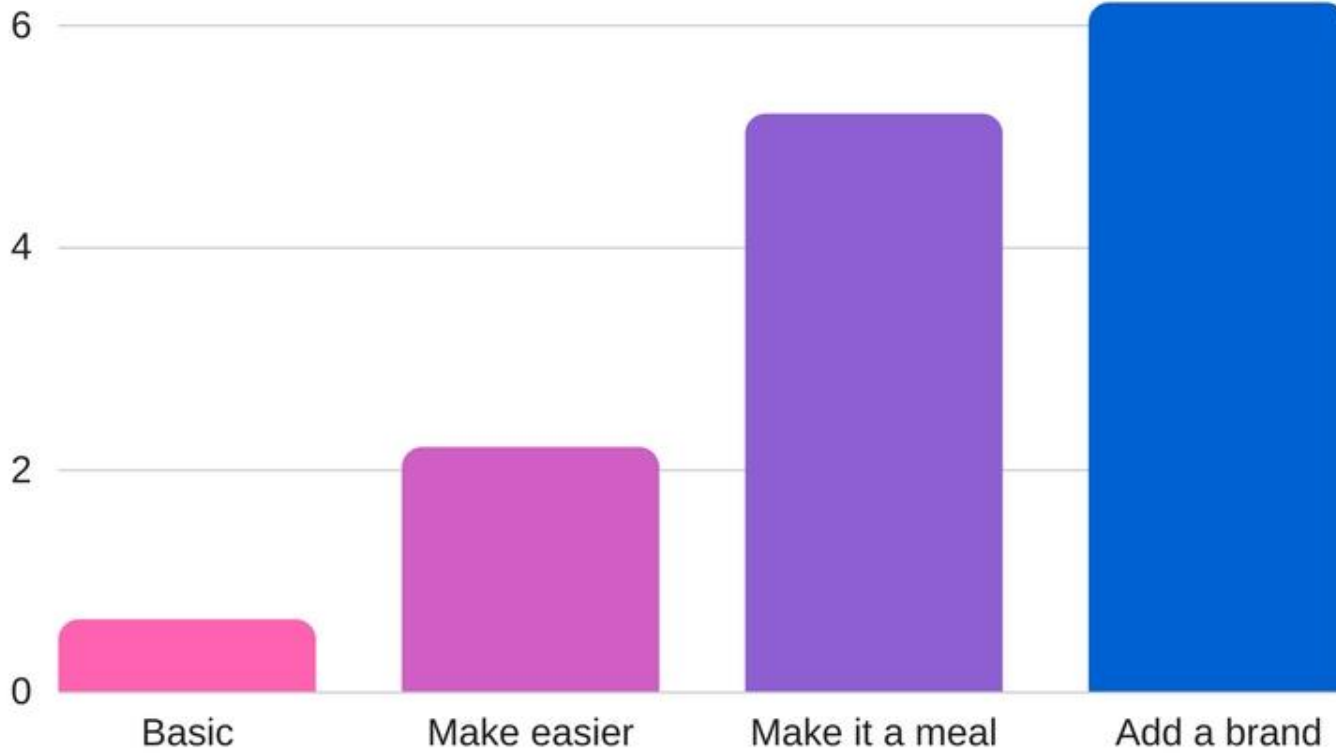
**MAKE
EASIER**

**ADD
SOMETHING
MORE**

**ADD A
BRAND**



FORO ECONÓMICO DE PESCA Y ACUICULTURA 2017





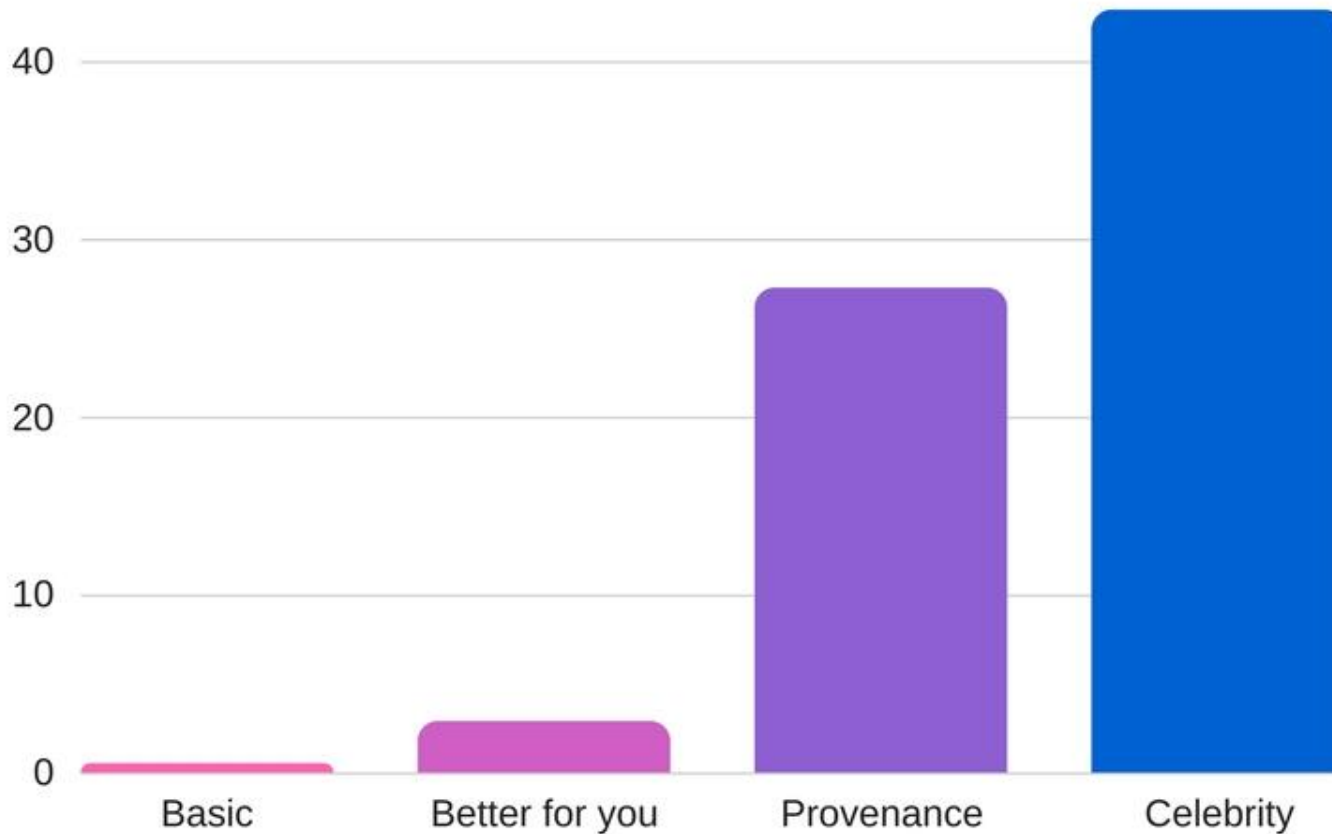
**BETTER FOR
YOU**

PROVENANCE

**CELEBRITY
ENDORSEMENT**



FORO ECONÓMICO
DE PESCA Y ACUACULTURA 2017



PLAIN FISH

prepacked fillet with a serving suggestion



ADD FLAVOUR

prepacked fillet with flavour and butter making it almost a meal



ADD A BRAND

increased communication on pack, brand values, cooking and serving instructions, engaging and encouraging





We combined and conquered!

It's sauce and fish without the fuss, fantastic flavour without the hard labour.

Before The Saucy Fish Co. blazed a trail through the chiller aisles, it was a sea of blandness. It was hard work just buying fish, never mind cooking it. Which is a shame, since most people really rather like eating it.

We said to hell with 'meh' and 'hmm'... let's go for 'wow'. Let's brighten up the weekly shop and lighten the load on whoever's cooking. Let's make fish that looks good, cooks good and tastes great.

Since then, we've taken our 'fish minus the fuss'



FORO ECONÓMICO DE PESCA Y ACUACULTURA 2017

SUSTAINABLE

We're entirely clear on where our fish comes from and how it's caught or farmed. For example our cod fillets come from the North Atlantic Ocean, Salmon from the shores of Norway or Scotland and fresh Tuna from as far as the Indian Ocean. We ensure that all of our fish is environmentally friendly, meets global standards and we send our products to you to check against our rigorous criteria. We're involved in Fishery Improvement Programs where we can contribute to managing systems for fisheries that assure best practices and a sustainable future.



ETHICAL

From Scotland to Sri Lanka, we respect the people that work in our supply chains and pride ourselves on ensuring that ethical standards are the norm, not the exception. We're on the board of the



AUTHENTIC

We don't just want you to love our food, we want you to trust in us too. To ensure we can forever be friends, we ensure that our products are authentic and never misleading. What you see on your label is exactly what you'll get - no additions or omissions - just deliciously tasty fish, minus the fuss.

Sourced responsibly, combined beautifully, cooked effortlessly, eaten ravenously. That's us, from head to



Alaskan cod catcher sees value-added sales grow at Costco, other retailers

By [Tom Seaman](#) Nov. 29, 2017 17:58 GMT





WHAT ADDS VALUE FOR YOUR CUSTOMERS BUT LIMITS COST FOR YOU?



Customer service
excellence.

Product consistency and
quality

Do not underestimate the
need for transparency
and ethics.



**Adding value is not just about
increasing the price paid.**

**You will create a point of
difference, protect your
business and be more shopper
focused which in turn will help
you weather any storm.**



Thank you

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