

fresh TAKES

What will be some of the top meat and poultry innovations in the perimeter in 2020?



WE ASKED 5 INDUSTRY LEADERS...



We're going to see retailers innovate as a means to differentiate themselves and the products they offer. Retailers will want to make sure their offerings stand out. Simply having a branded or premium program is not enough anymore – shoppers are looking for brands they can connect with and support.

AMARI SEIFERMAN,
chief operating officer,
Certified Hereford Beef



One of the most important consumer trends we believe the meat industry should pay attention to are flexitarians. About one-fifth of meat eaters are considered to be in this group. As retailers are expanding alternative protein sections of their meat case, meat companies will want to consider innovations in the way of blended protein products that keep meat/poultry in these expanding sections and in the flexitarian's cart.

MICHAEL UETZ,
principal, Midan Marketing



The consumer-driven focus on fresh at retail will continue in 2020, making the meat case a go-to destination for shoppers and a prime opportunity for retailers. Many consumers are craving more information on the product's story and on how to best prepare it. Telling the story of the beef they sell helps retailers connect directly with their shoppers.

BRIDGET WASSER,
executive director, meat
science and supply chain
outreach, National
Cattlemen's Beef
Association, a contractor
to the Beef Checkoff



This is the year of sous vide for meat. Sous vide and reverse sear have been a trend among high end chefs and foodies, but this year, it's consumers (especially millennial family households) that can have an amazingly tender, delicious and completely foolproof experience in under ten minutes. Shoppers will see premium sous vide center-plate cuts like ribeye and butcher's steak appearing next to their raw counterparts.

DANA EHRlich, CEO,
Verde Farms



I expect more innovation of blended meat products with plant-based proteins and/or vegetables. Jerky is having a renaissance and the flavors are more sophisticated than earlier products. In addition to more flavor innovation, jerky is not limited to beef. It's now available in all kinds of protein including meat, poultry, pork and even plant-based alternatives.

AMY MARKS-MCGEE,
founder, Trendincite LLC