

WHY DO CONSUMERS STILL CHOOSE ORGANIC?

VERITAS- ORGANIC SUPERMARKETS

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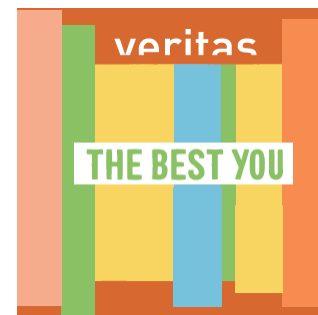
VERITAS

21 years
80 shops
400 m²
>800 People

100% organic
Producers Bread
& Ready to eat
B Corp

Purpose:
to create a word
where we are the
best selves

veritas



VERITAS, THE LEADER IN THE SPANISH ORGANIC SECTOR

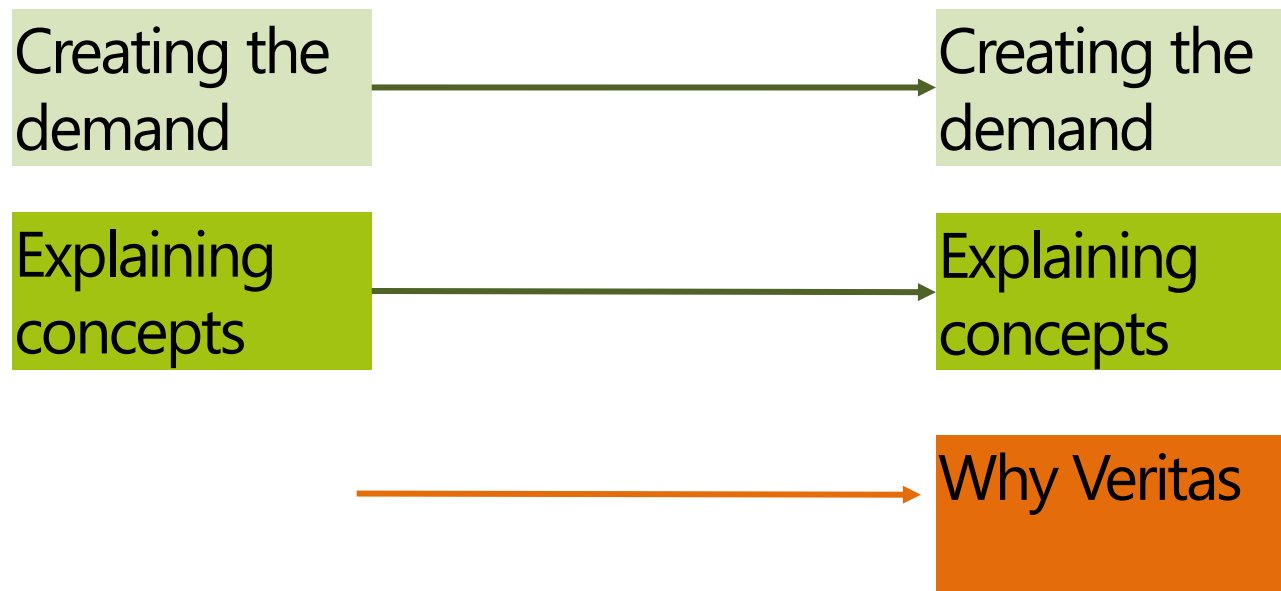
- Atomized historical specialised sector
- No definition nor identity of the specialised sector:
 - No other pure player (natural, vegan, food supplements proposals)
 - Internal confusion on the name: eco, bio, organic
- No perception of the consumers of the specialised sector values
- First organic corners in the conventional market year 2015

Growth of the
global market &
demand of
organic products

Confusion of the
brands & retailers
using greenwashing
claims

Veritas is
fighting on the
"big global
market"

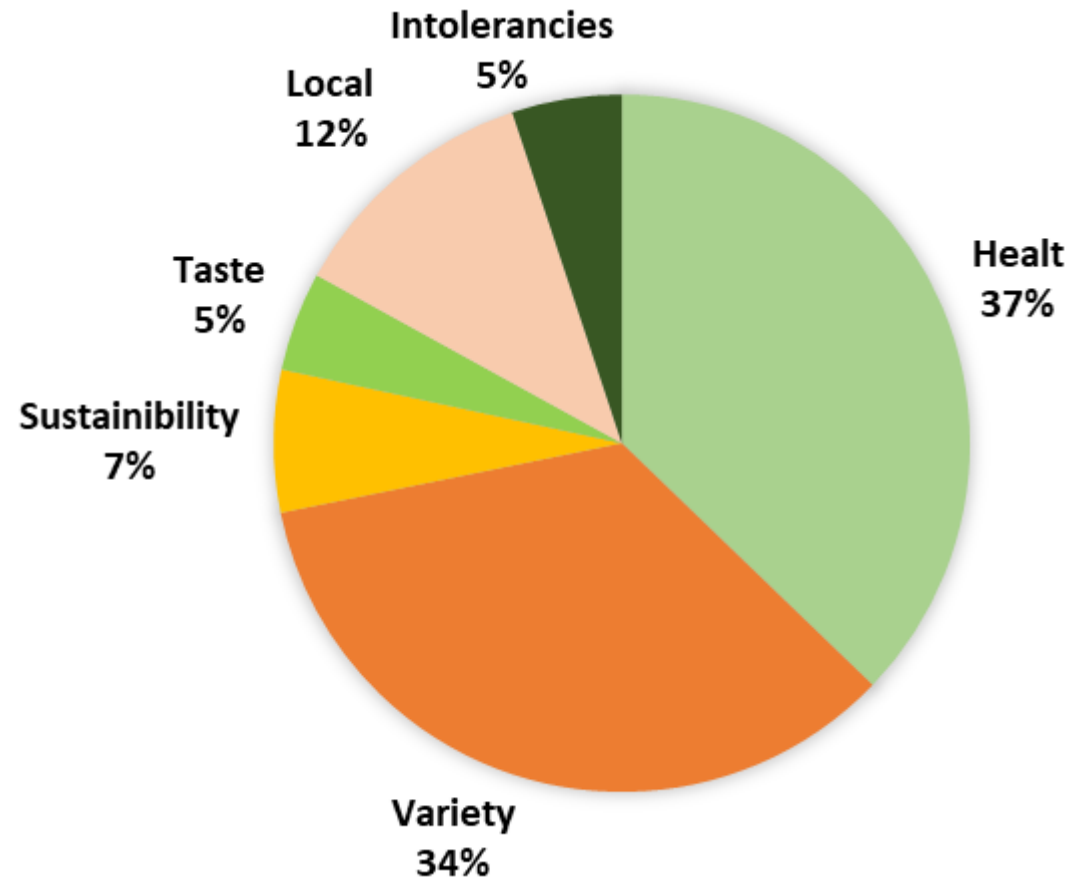
THE EVOLUTION OF THE SPANISH MARKET



CHALLENGES OF GENERATING THE ORGANIC DEMAND

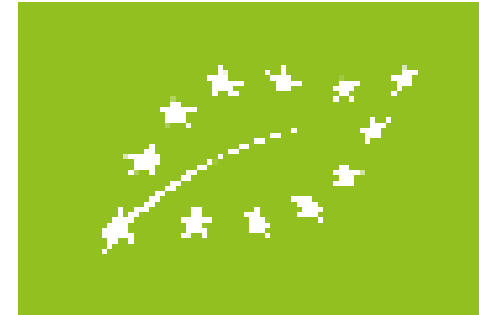
TRUST AS THE KEY DRIVER

- ORGANIC CONCEPT => OBJETIVE
- + CLEAN LABELS
 - LOW SUGAR
 - FEW INGREDIENTS
 - NO TRACES (INTOLERANCIES)
- + NEARBY ORIGEN
- + BIODIVERSITY
- + GOOD TASTE
- SUSTAINABLE PACKAGING



THREATS

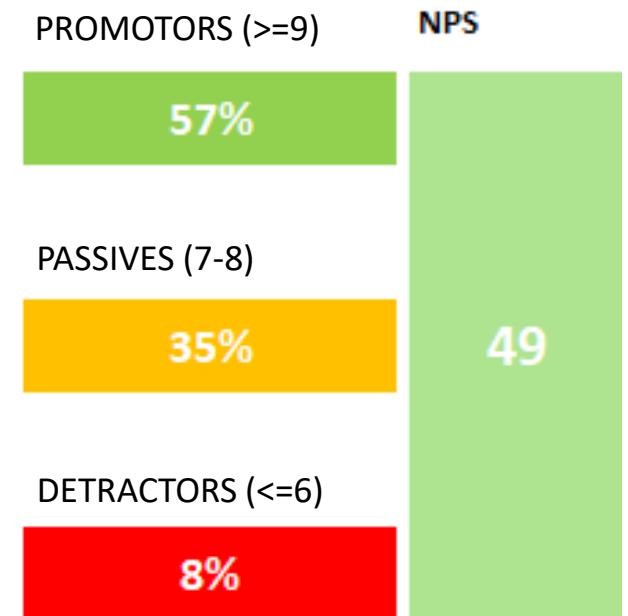
- Similar concepts / claims:
 - Local => no standard
 - Sustainable => no standard
 - Healthy => no standard
 - Vegan
 - Natural
 - Regenerative => Good if on top of Organic



TRUST AS THE KEY DRIVER

- FOLLOW UP OF THE TRUST : KPI
- PRIVATE LABEL
- OWN PRODUCERS
- COMMUNICATION
- LEADER PROJECTS, GENERATING POSITIVE IMPACTS ON HEALTH, SOCIETY AND ENVIRONMENT

NET PROMOTER SCORE



CONCLUSION

Organic standard is definitively the best and only standard on the market **GOOD FOR HEALTH**

PEOPLE

+

PLANET

Education is still crucial => lack of **knowledge and regulation**

Veritas challenge is to communicate products and companies' values and always be consistent to generate trust