

4AP Food Academy

Packaging

B

BRONZE

Contain

Would your current package work in retail? (shape, how it sits on shelf, does it protect the product)

Possible Next Steps:

Go to the store and place your farmers market package on shelf next to its competitive set. Does it work with the store shelf? Does it fall over? Is it too big, too small?

Notes:

Protect

What will cause your product to lose its quality (light sensitive, humidity, etc)?

Can your product survive transportation (self distribution, distributor, shipping)?



Is your product temperature sensitive? What temperature state does your product need?

Do you know your shelf life?

Possible Next steps:

Start an evaluation process to determine when the quality of your packaged product has diminished to a point where it doesn't best represent your ideal product. (Note taste, texture and appearance over 1 week, 2 weeks, 4 weeks, 8 weeks). How does the package extend the quality and life?

Notes:

Communicate

Does your package communicate your brand and what is unique about your product?

Are the instructions clear?

Does it contain the necessary labeling requirements?

**Possible Next Steps:**

Place your package on the store shelf, does it pop out? Can it “win” the consumer in 5 seconds? If not, think about what will make it stand out. What will motivate a consumer to put it in their cart?

Notes: