



BRAND, PRODUCT AND BEYOND

THE LEARNING NEWSLETTER



THE EDITORIAL

BRAND, PRODUCT AND BEYOND!

For every product category there is a core group of consumers that determines the economics of the products and the competitive dynamics within the category.

These are the consumers who really want/like the benefits offered, who are knowledgeable and/or seek information about what they want to buy and who look for a “rational” (for them!) price/quality equilibrium point in their purchases.

For decades, successful brands in most categories have managed to provide consumers with the satisfactory price/quality consistency they have been looking for. And it has to be clear, we are not talking about the “absolute” level of quality of a product; we are talking about the specific level of quality that meets the individual consumer needs at the best possible price.

By the way, in most cases, it is even difficult to define an absolute level of quality. I like to make examples with cars because the industry is so visible and so developed in terms of segmentation and marketing; and here, although one could think that the absolute quality would be embodied by a super car (due to technology, speed/acceleration, aerodynamics etc.), consider how a super car is judged by a consumer who is looking for comfort (also in getting in and out of the car), economic reliability in extreme weather conditions, space for family and cargo etc. – the super car would be seen as a crazy expensive, totally useless product. Quality has to be relative to what individual consumers want and can afford to buy.

However, after digressing about the definition of product quality, the important point is that, nowadays, for the discerning consumers the product in itself is not enough anymore to determine loyal, repeat purchases – the key to economic success for a business.

The discerning consumers want to know (rightly) who is behind the brands/products and how they behave in the wider context, for example, of sustainability and social responsibility. A key and very positive development that aims at determining in which way the price/quality offer is achieved. The same price/quality of two brands in the same category, is not the same if one is reached by exploiting workers and polluting in far away Countries and the other one is based on fair trading of raw materials and a sustainable supply chain.

Companies better step up to this very healthy challenge if they want to have a future. And it is worth noting that some companies have already been working “well” for a very long time (even if their virtues were not publicized in the past). And it is also important to note that some companies are trying to make a lot of noise about their stated good behaviors, when in reality their actions are very different. We will need an authority validating such claims as there is for standard product advertising.

Before such controls are in place and, anyhow, in order to ensure that everybody can exercise a well-informed judgment, it is important that we as consumers further develop our critical understanding of what we are being told; easier said than done but important, nonetheless.

We need to look beyond the statements we hear and not to take for granted even the most prestigious sources. For example, and switching from micro economics to macroeconomics, I am very upset with the hypocrisy and condescending behavior of many Central Banks (how I dare to doubt their authority and “independent” role in the economies?) when they tell us that the stupid low real interest rates and the weak defense against inflation are to sustain the economy and for the greater good when, in reality, it is just a cynic service rendered to Governments (who, as the biggest borrowers in the world, have all to benefit from negative cost of money and an inflation which devalues their debt) and (their friends) speculators in the financial markets (who can leverage their activities/profits at no cost).



CHEF ANDREA ZANIN
NEW YORK

Ingredients for one portions

Octopus's legs	250 gr
Taggiasche olive.	30 gr
Cherry tomato.	100gr
Potato.	50gr
Capers.	10gr
Fresh parsley.	5gr
Extravergine Olive oil Filippo Berio	30 gr
Fenol slice.	50 gr
Orange slice.	20 gr
Salt,pepper	QB

OCTOPUS'S CAPRI



Procedure:

Boil the potato and reserve ,boil the octopus legs for 1 hours ,check the texture and cook more if needed , reserve .

Prepare the cherry tomato cut in half ,add cappers ,and taggiasche olive

Prepare the fennel slice very tiny

Prepare the orange peel and slice

In a bowl Create a salad with ,fennel , extravergine olive oil ,salt ,pepper ,mix and add the orange slice .

In a hot pan with extravergine olive oil ,starting to sauté the octopus legs ,after one minute turnaround and cook for another minute ,add cherry tomato ,olive taggiasche capers ,and the potato ,continue to cook high flame for few minute if need add same veggie stock ,add salt pepper and chop parsley ,finish to cook until the sauce became stable .

Served in a casserole and add the fennel orange salad

ENJOY YOUR MEAL





North American Olive Oil Association Files Standard of Identity Petition with the U.S. Food and Drug Administration

NEPTUNE, NJ – May 26, 2020 – The North American Olive Oil Association (NAOOA), whose members represent the majority of olive oil sold in the United States, today filed a standard of identity petition (“Industry Petition”) with the U.S. Food and Drug Administration (FDA). Such a standard would eliminate confusion among consumers and promote fair dealing in the industry.

“Olive oil is recognized as the healthiest cooking oil by a wide majority of Americans, but less than half of households use it,” said NAOOA Executive Director Joseph R. Profaci. “According to consumer research we recently conducted, confusion over olive oil labels and terminology are leading causes. We’ve filed our Industry Petition to help address these concerns.”

As part of its petition-development process, the NAOOA asked 1,500 U.S. consumers about their perceptions of olive oil, and the findings demonstrate significant confusion. For example, 60 percent of those surveyed were not sure of the meanings of “virgin” and “refined” cooking oil, despite there being significant differences in the two. (Virgin oil is extracted mechanically without the use of heat or solvents.) Only one-third of consumers believe the term “extra” when applied to “virgin olive oil” is anything more than marketing. (It is a specific grade of olive oil that has to meet strict parameters.) Nearly one in three people do not believe or are not sure that olive oil comes from olives. (It does!)

Additionally, despite peer-reviewed research conducted by scientists from the U.S. Food and Drug Administration (FDA) showing a low prevalence of adulterated olive oil in our country’s retail stores, many Americans are concerned that their olive oil might not be the real deal.

“Paving the way for more consumption of heart-healthy olive oil in America would be to our mutual benefit. The scientific consulting firm Exponent found that just a 20 percent increase in adherence to a Mediterranean-style diet, of which olive oil is the cornerstone, would save our country \$20 billion in healthcare costs,” said Profaci. “The way we remove longstanding barriers to people consuming this wholesome, delicious food is through a standard of identity.”

The NAOOA has been advocating for a standard of identity since the organization was founded, first filing a petition with FDA in 1990 and again in 2012. It initiated a process to develop the latest petition two years ago and sought a range of voices from regulators and scientific experts to consumers and industry players (domestic, international, large and small alike).

With the benefit of consumer research, the Industry Petition takes concrete steps to bring clarity to olive oil labels and restricts the use of potentially misleading terms like “pure” and “extra light.” It also focuses on assuring olive oil authenticity by using the latest scientifically backed standards and methodologies.

naooa.wildapricot.org

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Write to create our newsletter together.

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