

EXPLORING SUSTAINABILITY AND TECHNOLOGY IN THE FOOD INDUSTRY

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ABSTRACT

The economy places a great deal of importance on marketing, which is also essential to business actors' success. In this case, a well-thought-out marketing strategy is required in order for the anticipated results to be achieved. The goal of the research is to understand food items' marketing strategies. The study employs a qualitative description methodology, gathering data via observation, documentation, and interviews. The findings demonstrated that the marketing mix study discovered that the product remains straightforward, the pricing is reasonably low, the place of sale is less fancy, and the promotion is still not aggressive. The product's strengths stem from its regionally typical raw materials, while its weaknesses are related to its simple toppings and ekmasan. The product's quality raw materials and lack of preservatives present an opportunity, while its growing number of similar products and increasingly diverse variants pose a threat. The product can be used to win the competition because of its strengths and possibilities, but in order to compete with similar products, it must promptly address its flaws and threats.

KEYWORD: MARKETING, FOOD INDUSTRY, CORPORATE, ENVIRONMENTAL

INTRODUCTION

The globalization age has begun for the Indonesian economy. Increased company competition is made possible by free trade. In the face of intense competition, a company's ability to expand and flourish depends on how effectively and efficiently it uses its resources. to fulfill the company's objectives. One reason for a company's success is that it can execute marketing in an appropriate manner thanks to a well-defined and dependable strategy.

The economy places a great deal of importance on marketing, which is also essential to business actors' success. In this case, a well-thought-out marketing strategy is required in order for the anticipated results to be achieved. Businesses, organizations, and international relations all place a great deal of emphasis on marketing. converting sales and distribution into a more indirect kind of marketing. Many organizations, including government agencies, religious institutions, and others, see marketing as a novel approach of communicating with the public. In general, developing nations explore and enhance their ability to better compete in global marketing, either through research or promotion, in an endeavor to market and distribute their goods.

According to the marketing philosophy, the company's efforts are reflected in the profit, which is determined by the requirements and desires of its partners. Making a profit will demonstrate that the business can expand and improve while offering partners more happiness. Maintaining product quality and quantity is preferable to satisfying partners; therefore, a marketing mix (4P) is required, since it is a tool that establishes the degree of marketing success and consists of product, price, distribution, and promotion.

The marketing mix's key components are distribution, price, promotion, and product. For this reason, the marketing mix is crucial to the business. A higher percentage of total sales volume will be generated if the marketing mix is successful in the sense that it is very effective. People's

purchasing power will decline as a result of a poor marketing mix, which will cost the business money.

The business potential for food goods are promising. The demand for affordable, high-quality food is rising daily. A range of food varieties are available and show signs of development. Specialties from Indonesia could become profitable business items. The way the food product marketing strategy is formulated is the problem. The goal of the research is to understand food product marketing strategies.

CORPORATE INFLUENCE

The Bretton Woods Institutions - The World Bank and International Monetary Fund - play a large role in how the food industry functions today. These global funds were born after World War II, to help rebuild Europe and prevent another Great Depression. Overall, their main purpose was to stabilize economies. The IMF provided short term loans while the World Bank was focused on larger projects that would bring electricity back to cities, roads, and other "essential" needs. The World Bank's mission and purpose, however, transformed as its President Robert McNamara issued a system of loans known as Structural Adjustment. In accepting loans from the World Bank, countries - especially the Global South - became economically, politically, and socially tied to the West. Many countries struggled to pay back their loans, beginning the process of global debt, privatization, and the downfall of local economies. As a result of Western intervention, many small-scale farmers have been displaced, as US corporations have bought out land in other countries and continued to monopolize on food. Today, several multinational corporations have pushed agricultural technologies on developing countries including improved seeds, chemical fertilizers, and pesticides, crop production.

PROCESS

The aim is to produce large quantities of meat, eggs, or milk at the lowest possible cost. Food is supplied in place. Methods employed to maintain health and improve production may include the use of disinfectants, antimicrobial agents, anthelmintics, hormones and vaccines; protein, mineral and vitamin supplements; frequent health inspections; biosecurity; and climate-controlled facilities. Physical restraints, for example, fences or creeps, are used to control movement or actions regarded as undesirable. Breeding programs are used to produce animals more suited to the confined conditions and able to provide a consistent food product.

Industrial production was estimated to account for 39 percent of the sum of global production of these meats and 50 percent of total egg production. In the US, according to its National Pork Producers Council, 80 million of its 95 million pigs slaughtered each year are reared in industrial settings.

The major concentration of the industry occurs at the slaughter and meat processing phase, with only four companies slaughtering and processing 81 percent of cows, 73 percent of sheep, 57 percent of pigs and 50 percent of chickens. This concentration at the slaughter phase may be in large part due to regulatory barriers that may make it financially difficult for small slaughter plants to be built, maintained or remain in business. Factory farming may be no more beneficial to livestock producers than traditional farming because it appears to contribute to overproduction that drives down prices. Through "forward contracts" and "marketing agreements", meatpackers are able to set the price of livestock long before they are ready for

production. These strategies often cause farmers to lose money, as half of all U.S. family farming operations did in 2007.

Many of the nation's livestock producers would like to market livestock directly to consumers but with limited USDA inspected slaughter facilities, livestock grown locally cannot typically be slaughtered and processed locally.

Small farmers are often absorbed into factory farm operations, acting as contract growers for the industrial facilities. In the case of poultry contract growers, farmers are required to make costly investments in construction of sheds to house the birds, buy required feed and drugs – often settling for slim profit margins, or even losses.

Research has shown that many immigrant workers in concentrated animal farming operations (CAFOs) in the United States receive little to no job-specific training or safety and health information regarding the hazards associated with these jobs. Workers with limited English proficiency are significantly less likely to receive any work-related training, since it is often only provided in English. As a result, many workers do not perceive their jobs as dangerous. This causes inconsistent personal protective equipment (PPE) use, and can lead to workplace accidents and injuries. Immigrant workers are also less likely to report any workplace hazards and injuries.

ENVIRONMENTAL IMPACT

Intensive factory farming has grown to become the biggest threat to the global environment through the loss of ecosystem services and global warming. It is a major driver to global environmental degradation and biodiversity loss. The process in which feed needs to be grown for animal use only is often grown using intensive methods, which involve a significant amount of fertiliser and pesticides. This sometimes results in the pollution of water, soil and air by agrochemicals and manure waste, and use of limited resources such as water and energy at unsustainable rates.

Industrial production of pigs and poultry is an important source of greenhouse gas emissions and is predicted to become more so. On intensive pig farms, the animals are generally kept on concrete with slats or grates for the manure to drain through. The manure is usually stored in slurry form (slurry is a liquid mixture of urine and feces). During storage on the farm, slurry emits methane and when manure is spread on fields it emits nitrous oxide and causes nitrogen pollution of land and water. Poultry manure from factory farms emits high levels of nitrous oxide and ammonia.

Large quantities and concentrations of waste are produced. Air quality and groundwater are at risk when animal waste is improperly recycled.

POLICY

In 2020 scientists reported that reducing emissions from the global food system is essential to achieving the Paris Agreement's climate goals.^{[19][20]} In 2020, an evidence review for the European Union's Scientific Advice Mechanism found that, without significant change, emissions would increase by 30–40% by 2050 due to population growth and changing consumption patterns, and concluded that "the combined environmental cost of food production is estimated to amount to

some \$12 trillion per year, increasing to \$16 trillion by 2050". The IPCC's and the EU's reports concluded that adapting the food system to reduce greenhouse gas emissions impacts and food security concerns, while shifting towards a sustainable diet, is feasible.

PROACTIVE GUIDANCE

In 2020, researchers published projections and models of potential impacts of policy-dependent mechanisms of modulation, or lack thereof, of how, where, and what food is produced. They analysed policy-effects for specific regions or nations such as reduction of meat production and consumption, reductions in food waste and loss, increases in crop yields and international land-use planning. Their conclusions include that raising agricultural yields is highly beneficial for biodiversity-conservation in sub-Saharan Africa while measures leading to shifts of diets are highly beneficial in North America and that global coordination and rapid action are necessary.

WHOLESALE AND DISTRIBUTION

A vast global cargo network connects the numerous parts of the industry. These include suppliers, manufacturers, warehouse, retailers and the end consumers.) Wholesale markets for fresh food products have tended to decline in importance in urbanizing countries, including Latin America and some Asian countries as a result of the growth of supermarkets, which procure directly from farmers or through preferred suppliers, rather than going through markets.

The constant and uninterrupted flow of product from distribution centres to store locations is a critical link in food industry operations. Distribution centres run more efficiently, throughput can be increased, costs can be lowered, and manpower better utilized if the proper steps are taken when setting up a material handling system in a warehouse.

RETAIL

With worldwide urbanization, food buying is increasingly removed from food production. During the 20th century, the supermarket became the defining retail element of the food industry. There, tens of thousands of products are gathered in one location, in continuous, year-round supply.

Food preparation is another area where the change in recent decades has been dramatic. Today, two food industry sectors are in apparent competition for the retail food dollar. The grocery industry sells fresh and largely raw products for consumers to use as ingredients in home cooking. The food service industry, by contrast, offers prepared food, either as finished products or as partially prepared components for final "assembly". Restaurants, cafes, bakeries and mobile food trucks provide opportunities for consumers to purchase food.

In the 21st century online grocery stores emerged and digital technologies for community-supported agriculture have enabled farmers to directly sell produce. Some online grocery stores have voluntarily set social goals or values beyond meeting consumer demand and the accumulation of profit.

MARKETING

As consumers grow increasingly removed from food production, the role of product creation, advertising, and publicity become the primary vehicles for information about food. With

processed food as the dominant category, marketers have almost infinite possibilities in product creation. Of the food advertised to children on television, 73% is fast or convenience foods. One of the main challenges in food industry marketing is the high level of competition in the market. Companies must differentiate themselves from their competitors by offering unique products or using innovative marketing techniques. For example, many food companies are now using social media platforms to promote their products and engage with customers.

Another important aspect of food industry marketing is understanding consumer behavior and preferences. This includes factors such as age, gender, income, and cultural background. Companies must also be aware of changing consumer trends and adapt their marketing strategies accordingly.

CONCLUSION

Drawing conclusions from the discussion's description, it may be said that: In light of the marketing mix analysis's findings, which include: 1. High-quality products that still have a basic appearance, outdated toppings, a traditional culinary taste, an excessively large size, and basic packaging. 2. Despite the fact that the price is rather low and within the reach of most customers, there are still few sales. 3. In order to make eating on the spot less representative, the place of sale is still conducted on the sidewalk by the side of the road. 4. While banners, WhatsApp groups, Instagram, and Facebook are used for promotion, the material is still straightforward. In light of the SWOT analysis's findings: 1. Products are inexpensive, accessible to consumers, and strong in their primary basic components and lack of preservatives. 2. The product's shortcomings include its outdated topping material, unattractive basic packaging without unit packing, and a small number of product variations. 3. There are still few comparable products, preservative-free items, and regionally specialized raw ingredients available for the product. 4. The product faces competition from growing brands that offer a wider range of tastes, sophisticated packaging, and topping combinations.

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