



McKeany-Flavell

Commodities. Ingredients. Intelligence.

# 2019 Spring Market Seminar

Wednesday, April 24, 2019

Le Méridien Chicago–Oakbrook Center  
Oak Brook, Illinois



Empowering clients with commercial intelligence, supply chain expertise, and risk management solutions



## Consumer Trends

### How changes in consumer behavior impact the ingredients you buy

Across the news, lifestyle magazines, and social media, every window we have into the wider world highlights a shift in our taste for what we eat and drink. We could well believe that the entire planet is now interested in non-GM plant-based proteins, chicory-infused beverages, and specialty-flour muffins lightly sweetened with organic honey. What's a supply-chain professional to do but track down providers of new in-demand ingredients and pay less attention to traditional commodity ingredients like sugar, cocoa and chocolate, and edible fats and oils.

Yet some questions remain: Do consumers really desire these products enough to pay the higher prices associated with these niche finished goods? Many consumers are still unwilling to pay the premium that goes hand in hand with ingredients certified organic or GMO-free. Is there enough consumer demand to warrant the time, effort, and cost to develop or reformulate products? More companies are facing what seems like a do-or-die choice: Stay true to low-cost ingredients, betting that consumers will prefer wallet-friendly products, or take a leap of faith that today's niche categories offer a superior opportunity for market share growth.

Come talk with our experts and learn how everchanging consumer behavior could influence new and traditional ingredient markets and how companies can make these highly challenging sourcing decisions.

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Register at [www.mckeaney-flavell.com](http://www.mckeaney-flavell.com) or call (510) 832-2866

## OVERVIEW OF SEMINAR PRESENTATIONS

Please join us early for coffee and pastries starting at 8:00 a.m. The seminar begins promptly at 8:30 a.m. After the seminar, we hope you can join us for a cocktail reception at El Tapeo nearby.

### Morning Lineup

#### Sugar

After the soft drink industry reformulated to HFCS, sugar demand growth saw a massive drop. In the 2010s, sugar demand began recovering, with growth tracking the rise in population, but 2017 saw demand shrink again. Is the public scared of all added sugars now, or is something else, like new taxes, to blame? Will this decline become the new normal like that seen for HFCS since 2001? We will explore factors influencing demand and long-term ramifications for the industry. *Presented by Kevin Combs*

#### Corn Sweeteners

As consumers seem to grow more suspicious of traditional sweeteners such as HFCS, food and beverage companies are stuck between potential lost sales from buyers backing away from their products and the higher input cost of alternative sweeteners. Our market expert will discuss how this dilemma may impact demand for corn sweeteners and how wet millers are and will continue to adjust in response. *Presented by Craig Ruffolo*

#### Edible Oils

The edible oils category has at times been spared from news and trends impacting many other ingredient categories. However, shifts in this space are a real possibility and could affect supply availability, demand, and ultimately prices for conventional and “new age” edible oil products. We will tackle a few of these markets and what we can expect from them in the long term. *Presented by Nicole Thomas*

### Hosted Lunch and Keynote Speaker

How will climate extremes affect food and ingredient supplies over the next few years? World Weather, Inc. founder Drew Lerner will assess the situation and offer some advice for food companies to prepare for the future. *Drew Lerner*

### Afternoon Lineup

#### Cocoa & Chocolate

Could a developing El Niño curtail a third straight year of near-record cocoa production for Ivory Coast and Ghana? Can cocoa products and chocolate consumption continue to expand in the year ahead despite announced price increases by some of the major global confectionery companies? We will explore the realignment of the cocoa processing industry considering regional deficits in production versus consumption, continued industry consolidation, and trends in product prices and ratios in North America. *Presented by Jeffrey Rasinski*

#### Dairy

Evolving—to some, even erratic—consumer preferences continue to rock the dairy industry. Some are positive for demand, such as butter’s reborn health halo. And some are devastating for demand, such as a decade-long decline in beverage milk sales. A top dairy expert will help make sense of these head-spinning turns and what they mean for end users of milk and dairy products. *Presented by Phil Plourd*

#### Top 10 most bizarre ingredient requests of 2018

“Top Ten” lists run the gamut from controversial to absurd, but they remind us of details or connections we might miss in the flurry of the here and now. With ingredient requests getting as unique as orders overheard at your local hip cafe, we will count out—and relay the success or failure—of the ten most bizarre ingredient requests of 2018. *Presented by McKeany-Flavell Team*



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Join Us

## McKeany-Flavell Spring Market Seminar 2019

**Where:**

Le Méridien Chicago – Oakbrook Center  
2100 Spring Road  
Oak Brook, Illinois 60523

**When:**

Wednesday, April 24, 2019  
8:00 a.m. to 4:30 p.m.

**Cost:**

\$675 per attendee | \$475 for existing clients

**Registration:**

Online: [www.mckeany-flavell.com](http://www.mckeany-flavell.com)  
By phone: (510) 832-2866