

Hazelnuts

Market Demand and Current Uses

Joëlle Wong - Food Science

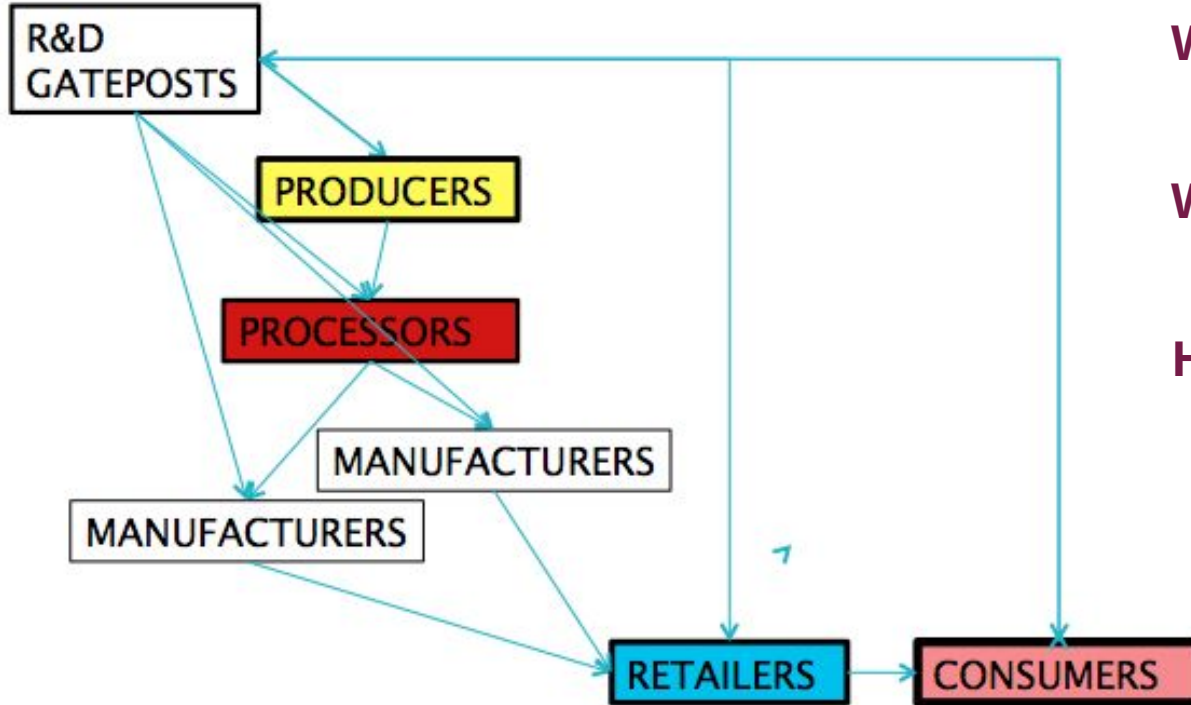
Megan Rankin - Marketing Management



PRESENTATION OUTLINE

1. What we set out to do
2. Current Uses and Trends
3. Fresh versus Processed Market
4. Current Prices and Demand
5. Key Findings
6. Concluding Thoughts
7. Next Steps

WHAT WE SET OUT TO DO



Who uses hazelnuts?

What do they use them for?

How much do they use?

Credits to John Kelly

CURRENT USES AND TRENDS



Natural

Out of
shell

Processed

Bulk retailers:

- In shell
- Whole, blanched
- Roasted



Processors:

- Whole, shell off, skin on



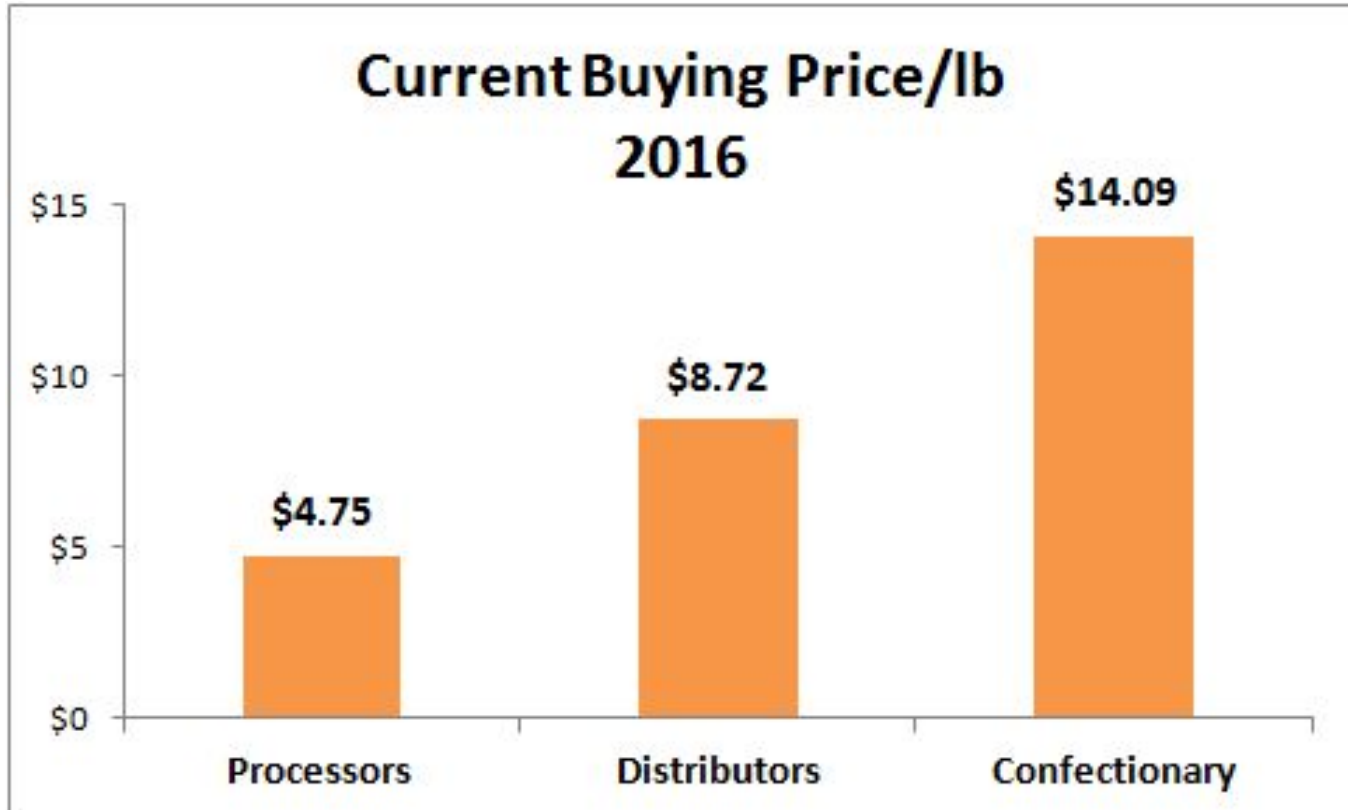
Distributors:

- Whole, raw
- **Whole, blanched**
- Sliced & slivered
- Ground



Prices are highly volatile!

“A typical price is \$4.10 - \$4.50, but last year it jumped to \$9/lb”



Annual Quantity (lbs)	22,000 - 50,000	700 - 22,000	50 - 900
-----------------------	-----------------	--------------	----------

Distributor Prices /lb 2016



Key Finding #1

There is no concern for variety!

*“As long as it’s safe
to eat!”*



Key Finding #2

We need a sustainable supply!

*“It’s getting harder to buy...only
1 of my 4 suppliers now sells
hazelnuts”*



HAZELNUT BUTTER, ROASTED

Out of stock due to
hazelnut shortage.

- Production halted
- Businesses reluctant to market products
- Demand is there, supply isn't!



Key Finding #3

Businesses love local!



“EXCELLENT!”

“Ontario nuts, I’m all for it!”

***“100%, we support local
whenever we can!”***

Concluding Thoughts

Demand is greater than supply!!!



NEXT STEPS:

The time to start growing is
NOW!

