

Canadian Fresh Food

Talent Study

PEOPLE INTELLIGENCE® REPORT

TALENT STUDY

This study focused on finding talent from across Canada for Merchandising and Category Management at the level of Manager to VP. Focusing on talent from one of the following fresh food categories: Produce, Bakery, Meat/Seafood, and Deli/HMR.

Additional aims of the study were to provide in-depth insight into the competitive landscape, see which competitors nurture innovation and cultivate creativity, as well as determine which people have creative and innovative capabilities.

This study was commissioned by one of Canada's leading Fresh food retailers.

Survey Demographics PARTICIPANTS OVERVIEW

Overall Study

352 people identified

To be considered for this study the following criteria needed to be met:

Currently working in Merchandising and/or Category Management

AND

Responsibilities must be regional or national in scope

Also included* are people from:

Sales

Marketing

Procurement

Pricing

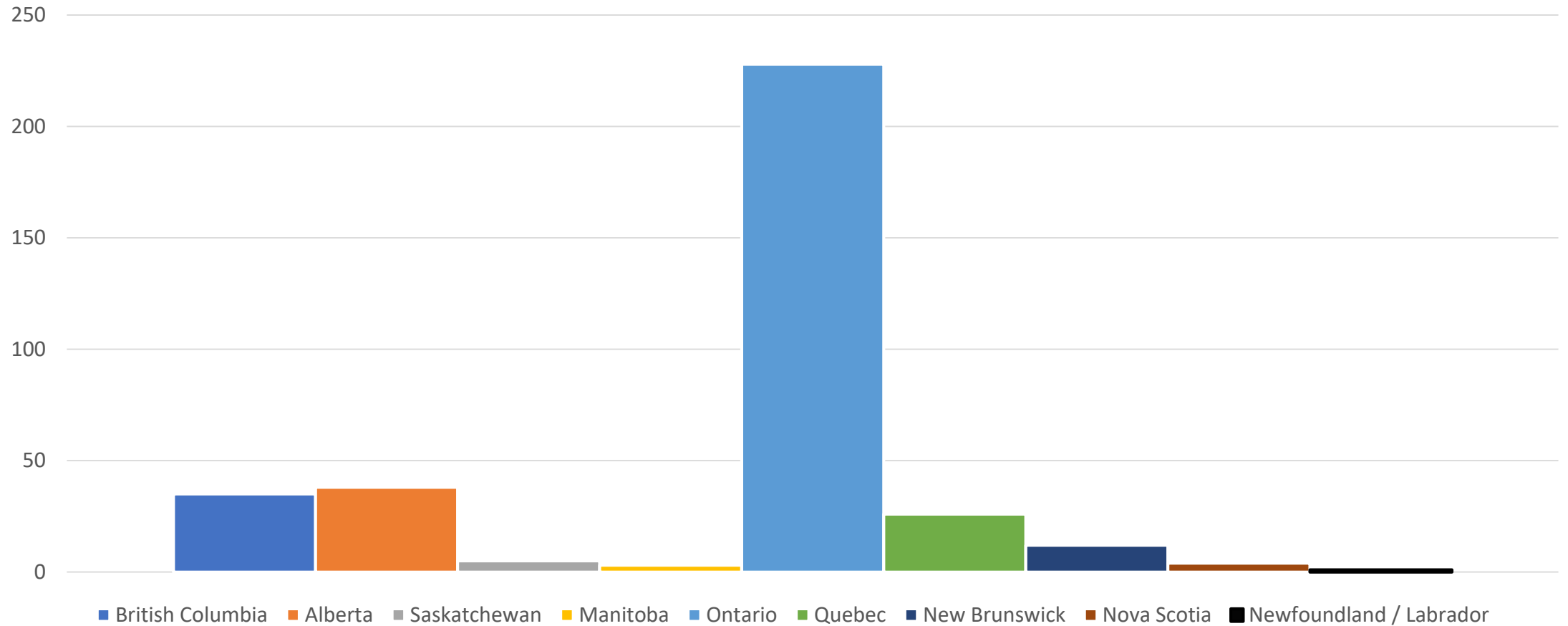
Promotions

Operations

*a significant portion of their role must be dedicated to merchandising and/or category management

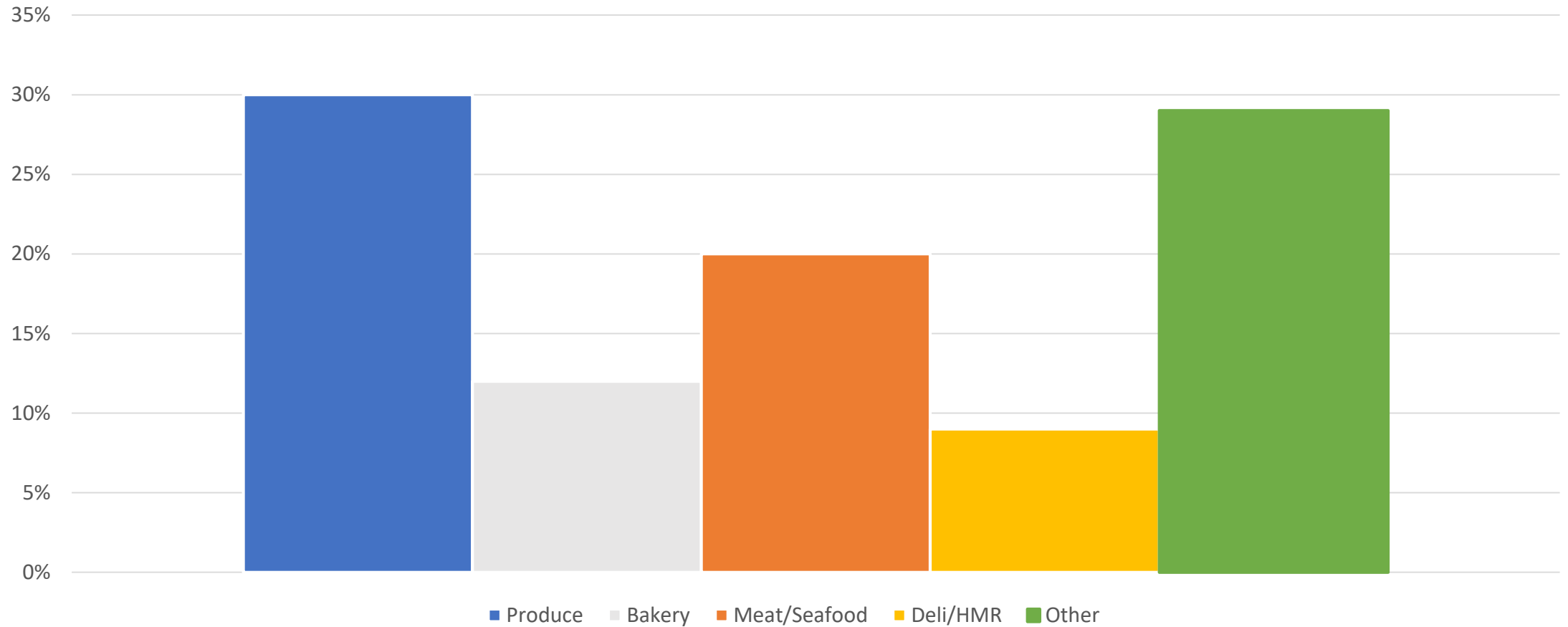
PARTICIPANTS OVERVIEW

Province



PARTICIPANTS OVERVIEW

Category



PARTICIPANTS OVERVIEW

Category

Breakdown Analysis of Categories

Meat & Seafood

49% specialize in Meat only
34% specialize in Meat and Seafood
49% specialize in Seafood only

Deli/HMR

33% specialize in Deli only
37% specialize in Deli and HMR

Other

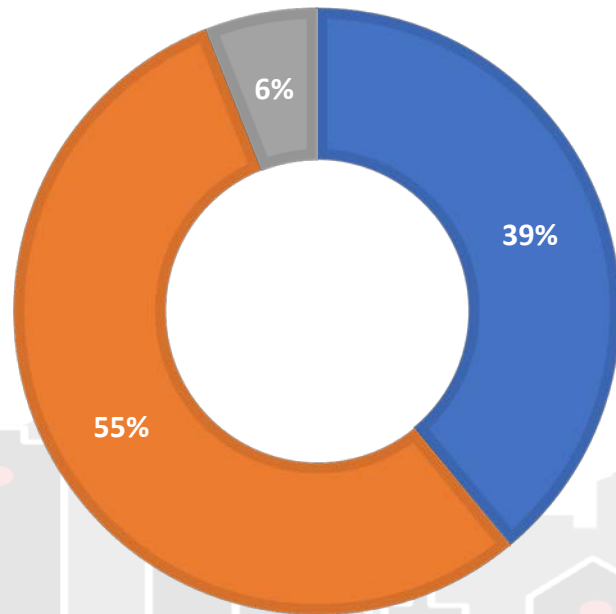
34% work within Food Services companies and don't specialize in a particular category

PARTICIPANTS OVERVIEW

Education & Gender

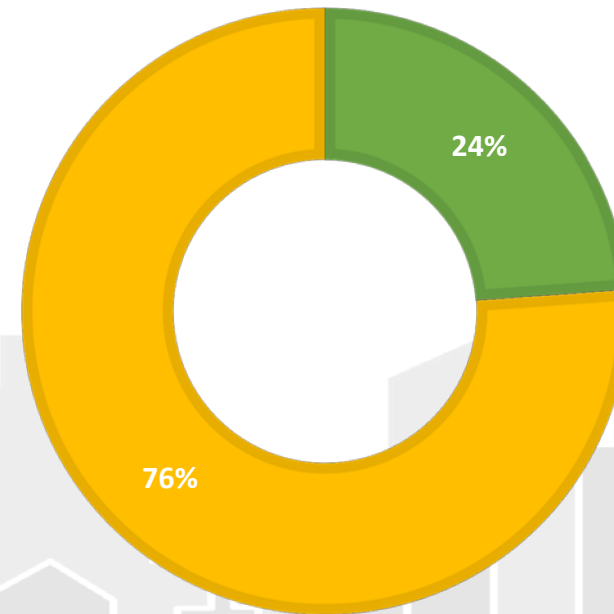
108 PEOPLE

■ College ■ University ■ Some Post-Secondary



352 PEOPLE

■ Female ■ Male

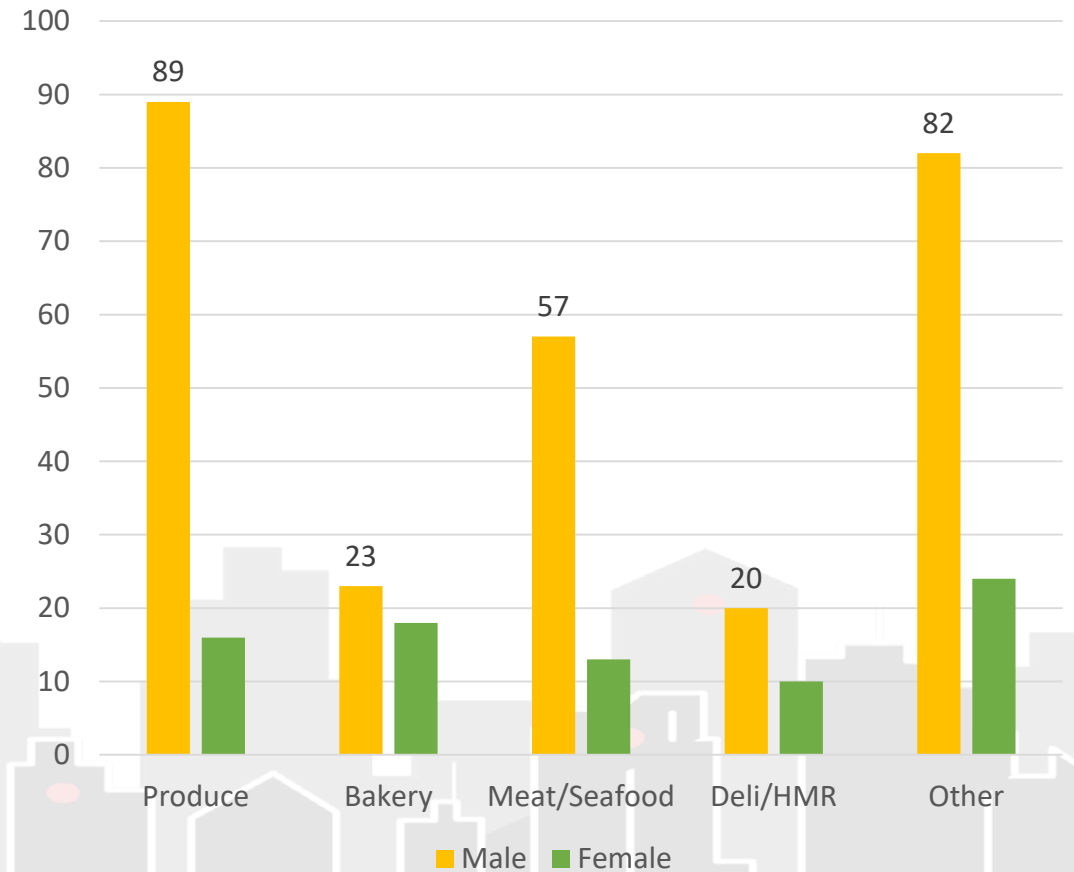


PARTICIPANTS OVERVIEW

Education & Gender

Fresh food departments across almost all categories, are lacking female leadership

Gender disparity is widest among talent working in Produce, and smallest in Bakery



Survey Demographics COMPANIES OVERVIEW

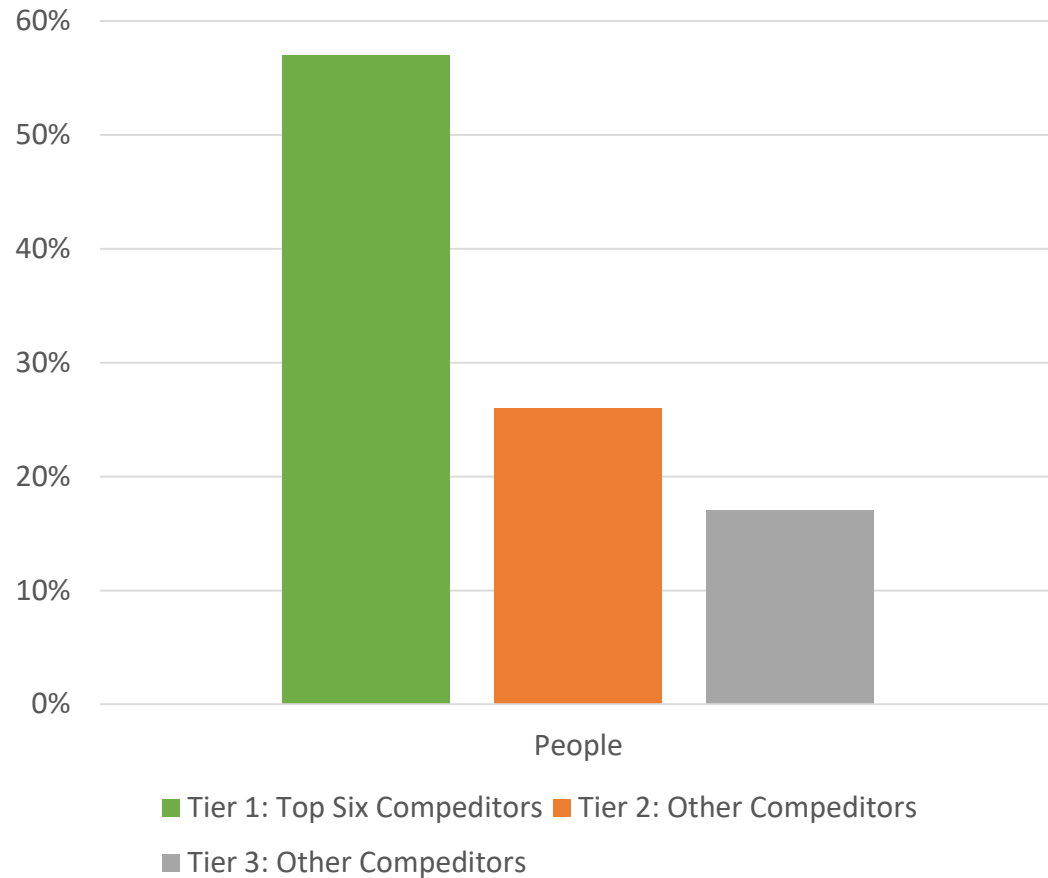
50 Target Companies Considered

COMPANIES OVERVIEW

Comparisons

- 6 Tier 1 direct competitor grocery stores were identified
- 9 Tier 2 competitors within the food services and wholesale industries were identified
- 6 Tier 3 other companies were identified

COMPANIES OVERVIEW



Trends and new concepts in stores will have a major impact on the industry's requirement for innovative top talent

New trends include:

Fresh offerings (e.g. pizzeria, grill, sushi bar, gelato bar, café, tea specialist, etc.)

On-site butcher and fishmonger

Chef-run kitchens

HMR

Cooking schools

Community rooms

Ethnic foods

Organics

Technology (e.g. apps)

Key Findings RECRUITMENT OVERVIEW

24 Target Companies Considered

RECRUITMENT OVERVIEW

Source: IntelliDig Research Group Inc.

Surveyed: 1000+ fresh food category professionals

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- 23% expressed initial interest in pursuing a Senior Director role
- 10% provided resumes from 26 different companies
- Top two reasons why people are unwilling to make a career change are:

15% happy in their current role
13% unwilling to relocate

Managers & Senior Managers

- Those who have the ability to “think outside the box” felt they do not have the opportunity to exercise those skills
- Those not meeting the requirements for Senior Director level positions (51% of talent pool), were lacking in:

Depth, breadth and scope of experience in a fresh foods category

National exposure and scale

Leadership capabilities

- Category management candidates were more plentiful than true merchandising candidates
- Many candidates that met the leadership criteria often lacked innovation and creativity. They tended to be more operational.

To get a detailed copy of the full-length report or to have a study tailored to your companies needs, visit:

<http://intellidig.com/services/talent-intelligence>

ABOUT US

Intellidig is a specialized research firm that delivers human capital intelligence and innovative talent sourcing to business leaders. We pride ourselves on being a local partner with a global reach. With a proven and innovative methodology, Intellidig combines recruiting with the most advanced process in research and talent acquisition services.

We have proven that our success is based on our approach, not the industry in which we focus.

Because research is the basis of all our work, Intellidig has pioneered the People Intelligence® reports. Our customized reports reveal a detailed and meaningful portrait of the talent landscape combined with real-time data providing unparalleled strategic insights and recommendations to help businesses make better, more informed talent related decisions.