



# IDDBA WEBINARS | CALL-TO-ACTION WORKSHEET

## WEBINAR:

Through Stormy Seas: The Forecast

## DATE:

May 4, 2023

## THE “BIG 5” TOPICS COVERED:

- #1**  
Identifying the major macro factors impacting retail
- #2**  
How these forces are manifested in fresh categories
- #3**  
How industry dynamics and consumer trends shape the specific challenges in fresh
- #4**  
How understanding category dynamics makes these insights actionable
- #5**  
Creating a Strategic Action Plan to Navigate the Storm

## THE “BIG 5” TAKEAWAYS:

- #1**  
All insights are local: you must understand the specifics of your category
- #2**  
Be skeptical of what everyone else is saying
- #3**  
Every outcome has a winner and a loser: find the consumer, shopper, and retailer that wins
- #4**  
Flexibility is everything: don't change your destination, tack with the wind
- #5**  
A well-informed Strategic Action Plan benefits you, your customer, and the consumer