

FMI Health & Wellness Stakeholders Summit

September 29 – 30, 2014

Hyatt Dulles Hotel – at Dulles International Airport
2300 Dulles Corner Blvd, Herndon, VA 20171

Monday, September 29

2:30p.m. Buses Depart Hyatt Dulles Hotel for Store Tours

3:00 p.m. Store Tours (Optional)

Join us as we visit Wegmans Food Market and Aldi. Participants will have the opportunity to gain new ideas and solutions for store design, merchandising, signage, promotions and more. Additionally, network with colleagues and industry peers.

- **Joint with FMI Consumer Affairs Committee**

6:15 p.m. Buses depart Hyatt Dulles Hotel for Dinner: Clyde's Willow Creek Farm

6:30 p.m. Dinner with Robert Wood Johnson Foundation: Healthy Food Retail Grants – Joint with FMI Consumer Affairs Committee

With the high levels of obesity and diabetes in the US, several food outlets are interested in or are launching in-store marketing practices to cater to a growing consumer demand for “better for you” and “lower-calorie” food and beverage products. About two-thirds of daily calories consumed occur in the home and 58 percent of total calories consumed in the home are purchased from retail food stores. To date, there has been relatively little evaluation research for healthy in-store marketing practices in food stores. [The Robert Wood Johnson Foundation](#) (RWJF), as part of its commitment to achieve healthy weights for all children, is interested in funding small research and evaluation projects bringing researchers and food retailers together to evaluate a variety of promising in-store marketing practices, approaches, and technologies. RWJF sees the need to create opportunities and momentum for innovative projects that can identify, improve and spread emerging evidence-based best practices for in-store marketing of healthy affordable foods.

Tuesday, September 30

7:30 a.m. Breakfast

8:00 a.m. Are Consumers Ready for Retail Healthcare?

Graegar Smith, Principal – [Oliver Wyman](#)

In the next few years, the U.S. healthcare market will undergo significant changes that will impact how consumers view and pay for health services. Grocers have an unprecedented opportunity to benefit from these changes and attract consumers through health services offerings. A new Oliver Wyman survey report helps us answer: What do consumers want from grocery retail and what are they willing to try?

9:15 a.m. Coffee Break

9:30 a.m. Retailer Roadmap: Opportunities for Retailers in a Consumer-Driven Healthcare Market

[Larry Kocot](#) – Member of the Epstein, Becker & Green Firm in the Health Care and Life Sciences practice.

Retailers who aspire to play a part in helping consumers to better take control of their health should begin planning for entry into the healthcare marketplace. Changes in the healthcare system – some driven by the Patient Protection and Affordable Care Act and some driven by consumer choices – represent the opportunity for food retailers to be part of a growing industry, build closer relationships with their consumers and earn significant profits. This session will examine the possibilities noted in the Oliver Wyman research and help you examine what strategies are right for your company. FMI has partnered with Epstein, Becker & Green to create a *Roadmap for Retailers* to help our members take advantage of the opportunities available.

10:45 a.m. Coffee and Snack Break

11:00 a.m. Roundtable Discussion – Partnerships for Consumer-Driven Healthcare Facilitated by Jennifer Acevedo, Editor-in-Chief, Retail Leader (a publication of the Stagnito Media Group).

Join us for a special retailer-supplier panel discussion to explore partnerships that are bringing consumer driven healthcare solutions to life at grocery retail. What assets need to be in place at store-level; how do these collaborations elevate retailers within Medicare's 5-Star Rating System; how are consumer-driven health care solutions driving sales? These are just a few of the topics we'll be exploring.

1:00 p.m. Lunch

NMI Consumer Segmentation Research – Health & Wellness Trends

Hank Cardello – Hudson Institute

When it comes to health and wellness sales, which consumer segments provide the best growth opportunity for retailers? Hank will share key findings from the latest NMI consumer segmentation research and its implications for grocery retail. Members of the Project on Nutrition and Wellness (PNW) team and Hank Cardello, Director of the Obesity Solutions Initiative at The Hudson Institute, will present top-line findings from new consumer segmentation research that investigated the target audience groups most inclined to make incremental healthy food purchases.

1:45 p.m. Next Steps for FMI Health & Wellness

What resources can FMI provide to help our members meet their health and wellness goals? What should the FMI Health & Wellness Council focus on in 2015?

4:00 p.m. Adjourn

6:00 p.m. FMI / GMA Reception – Hosting the Consumer Goods Forum (CGF) Health & Wellness Steering Committee (attendance is limited)
Washington, DC

Under the Consumer Goods Forum’s strategic pillar on Health & Wellness, CGF and their strategic partners are looking to help consumers adopt healthier lifestyles. This ambition requires CGF members to offer their consumers a wide range of healthy choices, raising consumer awareness in support of nutritious diets, physical activity, prevention, personal care and hygiene, and in providing the right information to empower consumers to make good decisions for themselves and their families. FMI is a member of the CGF Health & Wellness Liaison Group.

[**CGF Health & Wellness Steering Committee Members**](#)

[**Click here**](#) to view the CGF Steering Committee Health & Wellness Resolutions.