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IFPA brings the future into focus with Global Insights

By

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Running a successful business takes vision, heart, charisma, and drive, and differentiation yields sustainable profitability. So, what is the secret that gives organizations foresight? The answer is insight.

Hope is not a strategy. Neither is flying blindly. Insight is the “therefore” or “so what” of research and data that outlines the business implications to help decision makers take thoughtful strategic leaps or make tactical investments.

That is why the IFPA Global Insights department exists to help guide our members through the ever-changing industry landscape.

IFPA proudly partners with world-class organizations like Euromonitor International, Deloitte, McKinsey, IRI Worldwide, Datassentials, GRG Inovacoes E Tecnologia and Kantar. IFPA Global Insights delves into a wide range of topics from economic conditions, consumer trends and climate change resiliency to market level commodity performance. These strategic partners help IFPA analysts provide the implications to our industry and our members’ businesses.

Insights are not only for leaders, marketers or researchers in an organization. Insights are important for everyone. Many members ask us the best way to leverage the benefits of their membership with our research. Our advice — ask us.

Ask us what information is available on a topic before you embark on a research project. We likely have studies that can support your project, which will save you the time and money from duplicating efforts. While no two projects are the same, you can build on the known research.

Ask us if you need a number or data point. The IFPA team helps its members daily with data inquiries so they don’t have to search for it and if it’s not available, the team can offer an alternative approach.

Ask us your burning questions to contribute to the industry body of work. At IFPA, Global Insights fields new studies each year to address our members most pressing questions. While you can never have enough data or answer everything, the IFPA body of work provides historical knowledge and the context to address answer new, emerging questions in the industry.

Ask us how to get involved. IFPA fields pulse surveys each month with consumers and members on the most pressing issues that are important to our industries. We also conduct focus groups and have volunteer committees that contribute to the department.

We look forward to seeing you at the Global Produce and Floral Show. Come with your curiosity and

questions. We can't wait to help you flourish.

For more information, contact the IFPA Global Insights Department at insights@freshproduce.com

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