Thinking Beyond the Moment
Three Types of Problems Faced By Food Manufacturers:

- Problems I cause because my production system is insufficiently robust to handle routine variations
- Problems my suppliers cause by delivering materials with unpredictable variations
- Problems I experience that are beyond current “knowhow”
Designing a Robust Product & Delivery System

- Food Safety Risks
- Domestic/Global Economy
- Climatic Shifts
- Test
- Other Factors
- Marketing/Sales and Distribution Issues
- Consumer Preferences and Habits Changes and Price Tolerance
- Manufacturing System Design
- Raw Material Supply/Reliability
- Regulatory Changes
- Competitive Activity
- Packing Materials Supply/Reliability
Even great products with broad consumer appeal will not survive without a robust delivery system.

- materials supply
- manufacturing
- distribution
Current Needs of Peanut Products Manufacturers

- We need a solution to the peanut allergy problem.
- We need peanuts with an oil component that is resistant to oxidation.
Current Needs of Peanut Products Manufacturers

- We need to reduce the size variation within a given grade.

- We need brighter, less abraded hull for the in-shell market.
Current Needs of Peanut Products Manufacturers

- We need a reliable predictive system regarding pathogenic risks in peanut lots.

- We need to restore and then increase our lost peanut flavor.
Current Needs of Peanut Products Manufacturers

- We need to continue with what we know regarding aflatoxin management.
The future of the peanut business looks very bright.