



Coles Myer Ltd.


Supermarkets

SESSION TWO

Session Two

Building Demand – Promotions, Marketing and Customer and Consumer Trends and Expectations

New Zealand and Australia Avocado
Grower's Conference'05
20-22 September 2005
Tauranga, New Zealand



Avocados... promoting a category

*Glenda Gourley
September 05*

The situation...

- Who is eating fruit and vegetables?
- What fruit and vegetables are we eating?
- How much are we spending on fruit and vegetables?
- Consumption barriers – do they exist?
- Strategies to increase consumption.

The harsh realities...

Year	MOH Paper	Nº deaths	% deaths
2000	Our Health, Our People	867	3% all (9% Cancer)
2003	Healthy Eating Healthy Action	1558	6% all

Consumption figures - adults...

		LINZ Study 1993	NZ Food NZ People 1999
Males	Eating 3 or more Vegetables	57%	62%
Males	Eating 2 or more Fruits	27%	34%
Females	Eating 3 or more Vegetables	58%	73%
Females	Eating 2 or more Fruits	38%	56%

- Based on standard serving sizes

Consumption figures - children...

	NZ Food NZ Children 2002
Eating 3 or more Vegetables	57%
Eating 2 or more Fruits	43%

- Similar males and females
- Some variations with urban/rural and ethnic groups significant

Percentage consuming at least once per week ...

	Adult	Child
Other potatoes (boiled, mashed, baked, roasted)	95%	87%
Apples	73%	83%*
Carrots	83%	79%
Fried potatoes (hot potato chips, kumara chips, French fries, wedges, hash browns)	47%	65%
Bananas	82%	63%
Broccoli	59%	60%
Avocados	19%	11%

Specifically avocados...

- Adults – 19% consume at least once per week
 - Males 14%, females 24%
- Children 11% - with variation between groups
 - PI females all higher than average...7 – 10years 20%, 11 -14 = 22%
 - Maori females average 16%
 - NZEO average 9%

The average household...

- **spends \$10.30 on vegetables** (*fresh, dried, canned and juice*)
per week
 - (*fresh vegetable \$7.99*)
- **spends \$9.10 on fruit** (*fresh, dried, canned and juice*)
 - (*fresh fruit \$5.90*)
- **The total fruit and vegetable spend**
 - *per household / per week = \$19.40*
 - *per person /per week = \$7.24*
- *The average household size is 2.7 people.*

\$19.40 can buy...

● **80 serves of fruit and vegetables**

** shopper requires skill.*

● **5+ A Day means...**

- *≥ 3 servings of vegetables*
- *≥ 2 servings of fruit per day.*

- *To meet MoH fruit and vegetable guidelines 80 servings is enough for the average household for around 6 days.*
- *To meet **minimum** MoH Guidelines, the average household needs at least 95 servings per week.*

● *An 'unskilled' &/or 'non-budget conscious' shopper is more than likely to spend significantly more to purchase sufficient fruit and vegetables to meet the Ministry of Health Guidelines.*

What vegetables are being purchased...

1. Tomatoes *** 25% growth
2. Potatoes *** 11% growth
3. Mushrooms *** 36% growth
4. Carrots
5. Broccoli
6. Lettuce
7. Kumara
8. Onions (not spr.onions), shallots
9. Peppers, capsicums, chillies
10. Cucumber
11. Cauliflower
12. Gourds (pumpkin, buttercup, etc)
13. Cabbage
14. Zucchini, courgettes,
15. Beans
16. Asparagus
17. Spring onions
18. Celery
19. Parsnips *** 60% growth
20. Taro *** 27% drop

Reviewing what is happening in NZ...

1. Assess the environment
2. Identify where the gaps are
3. Consider the 'architecture' that clearly defines your role, and how this is supportive, not competitive, of initiatives of others
4. Analyse research into barriers to consumption
5. Develop a plan

Who is promoting fruit and vegetables...

WHO



MOH



Health Agencies and Professionals
Educational Groups
Food Writers
Food Service Industry
Retail & Produce Industries

Who are your 'unpaid' allies...

- Government and Health agencies – MOH / Cancer / Heart / Nutrition
 - The agenda... healthy NZers
- Health professionals - Plunket Nurses, Community Dietitians, Rest Homes, Diet Industry
 - The agenda... healthy NZers
- Food writers
 - The agenda... more inspiring media
- Education = Home Ec teachers / Polytech tutors
 - The agenda...more educated food choices
- Industry – (5+ A Day) / retail
 - The agenda...more sales

Government influence...

- Obesity epidemic has heightened activity
 - FAVA
 - HEHA Coordination Group
 - Industry Accord
 - Health Claims
 - Functional Foods Developments
 - NZ Foodsafe Partnership

Proposal to MOH

- Joint proposal of FAVA
- Significant funding base
- Huge potential
- High priority
- No details yet

Do you bother...

- Is it necessary to promote a particular category?
- Or is everyone else doing it for you?

Identifying Gaps...

Where could a growers organisation assist in promoting produce?

- Supply visuals - posters & photographic images
- Supply fresh product for specific events
- Provide resources - recipe, information
- Sponsorship - conferences, newsletters
- Policy involvement

Conclusions...

- Most groups undertake general promotions of fruit and vegetables, not just vegetables
 - 'eat more' or '5+ A Day'
- How to / skill / inspiration not given by any groups regularly
- Nobody else is, or will be, promoting anything product or category specific – messages such as
 - 'when is an avocado ripe?'
 - Are avocados full of fat?
- Good quality resources are welcomed and well utilised by a wide variety of groups

Just a thought...

are you helping your 'unpaid' allies?

- Why isn't there a brochure on avocados for children?
 - Do new mums know that avocados are a fantastic baby food – with no prep
 - 57,000 new babies born each year...
- Why aren't you principal sponsor of the Nutrition Foundation. Nutrition for the Aged...
 - Do elderly people (and particularly their carers) think of avocados as a food that is easy to digest and good for false teeth??
- Drug company example

**5+ A Day and Health
Agencies**

**Social marketing,
public awareness,
behaviour change**

**General Public
Key Influencers**

**Umbrella role
Non-specific generic
fruit and veg message
Health focus
Influenced by WHO**

5+ A Day and Health Agencies	Social marketing, public awareness, behaviour change	General Public Key Influencers	Umbrella role Non-specific generic fruit and veg message Health focus Influenced by WHO
Vegetable / Fruit Promotion <i>delivering product specific or generic fresh fruit or vegetable messages</i>	Mix of brand and social marketing Resource and information source	Key influencers General Public	product characteristics – selection, taste, preparation, nutrition, storage, etc Inspiring use

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Wholesalers, retailers and growers	Brand marketing and advertising	Consumers	Price Packed on ice, etc

Three Tier Model

5+ A Day and Health Agencies	Generic: <ul style="list-style-type: none">• Eat more fruit and vegetables• 5+ A Day the Colour Way
Vegetable Promotion	Category specific: <ul style="list-style-type: none">• Avocado, etc• Recipe ideas• Storage ideas• Nutrition• Preparation
Wholesalers, retailers and growers	Product specific: <ul style="list-style-type: none">• Price• Fresh to you daily

The realities...

● **Everyone is telling NZers to eat fruit and vegetables but what's stopping them...**

- **Price ??**
- **Attitude??**
- **Taste??**
- **Skill ??**

Analysing barriers...

- Cancer Society / SPARC research – 8000 participants

Key findings...

Attitudes and Motivations

- Most NZers know they should eat f & v for a healthy lifestyle – yet nearly half don't
- The lack of f & v consumption is not because they are seen as irrelevant to their health. A clear majority 88% agree eating f & v helps them live a healthy life.
 - Knowledge of link with heart health and f & v consumption (74%) a lot stronger than cancer protection and f & v consumption (47%)
- **Knowing that they are good for them does not result in action.**
- 68% of people who don't eat enough f & v don't know they don't

The barriers...

present - but not overwhelming

- Fruit and vegetables cost too much
 - A small barrier but not as significant as expected ... about 30% = 70% cost not an issue.
 - Read: we don't like them enough or care enough about them to spend money on them
- Produce spoils too quickly
 - Fruit around 28%
 - Vegetables around 24%
- Vegetables are difficult to get when on the go 24%
 - Read: make it simple
- Fruit isn't filling enough
 - 23%
- Prefer to eat other snacks— 25%
 - Read: the ones that taste great
- Lack of information
 - Read: just not significantly motivated to look

In essence...

- **No barriers which are overwhelmingly important**
- **Apathy to the entire category**
- **Gaping chasm between knowledge and behaviour**

- **Need to be able to deliver something with relevance to consumers = TASTE**
- **Need to be able to INSPIRE**
- **Messages probably need to come from a wide range of sources**

5+ A Day...

● Avocados included



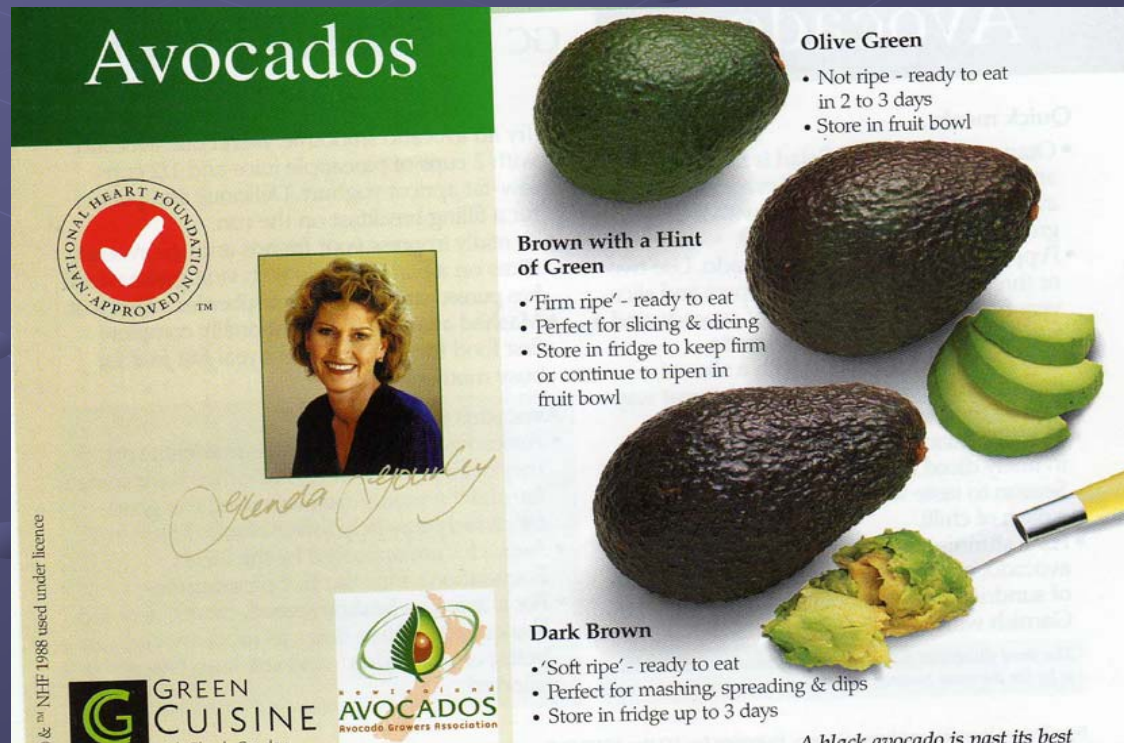
Food writers...

- Great to see Avocado Growers are corporate members and sponsors of the Conference



Avocado 'issues'...

- Avocados have barriers – like potatoes
- Set the records straight
- Pick the tick – ideal



The poster is titled 'Avocados' in white text on a green background. It features a portrait of a smiling woman, Brenda Jewley, with her signature below it. To the left of the portrait is a circular logo for the National Heart Foundation with a red checkmark and the text 'NATIONAL HEART FOUNDATION APPROVED'. Below the portrait is the 'GREEN CUISINE' logo. To the right of the portrait is a section titled 'Avocados' with three categories of ripeness: 'Olive Green', 'Brown with a Hint of Green', and 'Dark Brown'. Each category includes a list of bullet points and an image of the corresponding avocado. At the bottom right, there is a small image of a knife cutting into an avocado.

Avocados

NATIONAL HEART FOUNDATION APPROVED

Brenda Jewley

GREEN CUISINE

AVOCADOS
Avocado Growers Association

Olive Green

- Not ripe - ready to eat in 2 to 3 days
- Store in fruit bowl

Brown with a Hint of Green

- 'Firm ripe' - ready to eat
- Perfect for slicing & dicing
- Store in fridge to keep firm or continue to ripen in fruit bowl

Dark Brown

- 'Soft ripe' - ready to eat
- Perfect for mashing, spreading & dips
- Store in fridge up to 3 days

A black avocado is past its best

Key stories...

- Taste
- What do I do with it?
- When is it ripe?
- Health
- If you don't tell these stories no one else will...

The mission...

- To have **every** New Zealander **eating and enjoying** the **fabulous taste** of **avocados**.
- For **avocados** to be **integral** to our **lifestyle** – as natural as cleaning your teeth or having a shower.

