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...

<table>
<thead>
<tr>
<th>Year</th>
<th>MOH Paper</th>
<th>Nº deaths</th>
<th>% deaths</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>Our Health, Our People</td>
<td>867</td>
<td>3% all (9% Cancer)</td>
</tr>
<tr>
<td>2003</td>
<td>Healthy Eating Action</td>
<td>1558</td>
<td>6% all</td>
</tr>
</tbody>
</table>
## Consumption figures - adults...

<table>
<thead>
<tr>
<th></th>
<th>LINZ Study 1993</th>
<th>NZ Food NZ People 1999</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Males</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eating 3 or more Vegetables</td>
<td>57%</td>
<td>62%</td>
</tr>
<tr>
<td><strong>Males</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eating 2 or more Fruits</td>
<td>27%</td>
<td>34%</td>
</tr>
<tr>
<td><strong>Females</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eating 3 or more Vegetables</td>
<td>58%</td>
<td>73%</td>
</tr>
<tr>
<td><strong>Females</strong></td>
<td></td>
<td></td>
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<tr>
<td>Eating 2 or more Fruits</td>
<td>38%</td>
<td>56%</td>
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- Based on standard serving sizes
**Consumption figures - children...**

<table>
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<tr>
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<th>NZ Food NZ Children 2002</th>
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<tr>
<td>Eating 3 or more <strong>Vegetables</strong></td>
<td>57%</td>
</tr>
<tr>
<td>Eating 2 or more <strong>Fruits</strong></td>
<td>43%</td>
</tr>
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</table>

- Similar males and females
- Some variations with urban/rural and ethnic groups significant
<table>
<thead>
<tr>
<th>Item</th>
<th>Adult</th>
<th>Child</th>
</tr>
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<tbody>
<tr>
<td>Other potatoes (boiled, mashed, baked, roasted)</td>
<td>95%</td>
<td>87%</td>
</tr>
<tr>
<td>Apples</td>
<td>73%</td>
<td>83%*</td>
</tr>
<tr>
<td>Carrots</td>
<td>83%</td>
<td>79%</td>
</tr>
<tr>
<td>Fried potatoes (hot potato chips, kumara chips, French fries, wedges, hash browns)</td>
<td>47%</td>
<td>65%</td>
</tr>
<tr>
<td>Bananas</td>
<td>82%</td>
<td>63%</td>
</tr>
<tr>
<td>Broccoli</td>
<td>59%</td>
<td>60%</td>
</tr>
<tr>
<td><strong>Avocados</strong></td>
<td><strong>19%</strong></td>
<td><strong>11%</strong></td>
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</table>
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 – 10 years 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

5+ A Day means...
- ≥ 3 servings of vegetables
- ≥ 2 servings of fruit per day.

* Shopper requires skill.
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
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<th>General Public Key Influencers</th>
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<td>Mix of brand and social marketing Resource and information source</td>
<td>Key influencers General Public</td>
<td>product characteristics – selection, taste, preparation, nutrition, storage, etc Inspiring use</td>
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<td><strong>Wholesalers, retailers and growers</strong></td>
<td><strong>Brand marketing and advertising</strong></td>
<td><strong>Consumers</strong></td>
<td><strong>Price</strong> Packed on ice, etc</td>
</tr>
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### Three Tier Model

| 5+ A Day and Health Agencies | Generic:  
|-------------------------------|------------------------------------------------------|
|                              | - Eat more fruit and vegetables  
|                              | - 5+ A Day the Colour Way  
| Vegetable Promotion | Category specific:  
|                      | - Avocado, etc  
|                      | - Recipe ideas  
|                      | - Storage ideas  
|                      | - Nutrition  
|                      | - Preparation  
| Wholesalers, retailers and growers | Product specific:  
|                                  | - 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
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.