

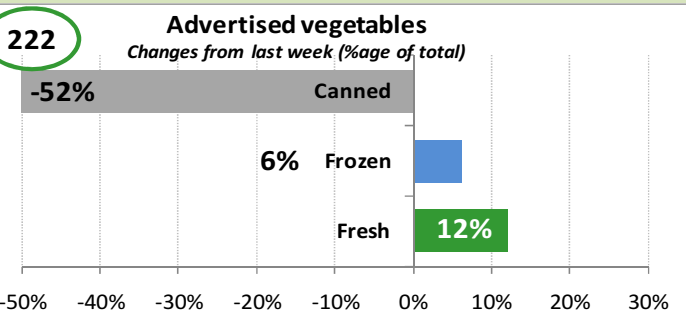
VEGINSIGHTS

Weekly vegetable market insights - A VIDP initiative



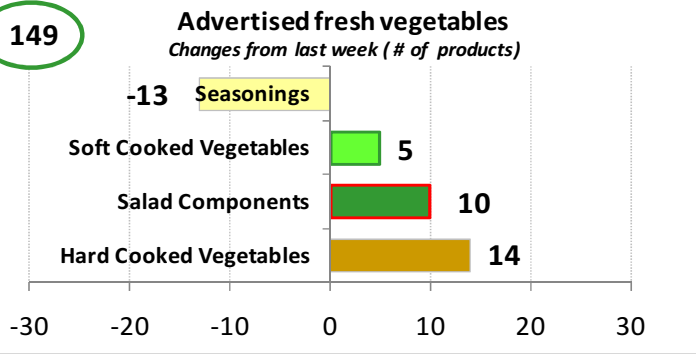
28 July 2010

Vegetable retail promotional activity



This week the exposure of vegetables decreased by 2% with 222 vegetable products advertised by the major retailers. The highs and lows of exposure for canned continued with a 52% decrease and increases in Fresh at 12% and frozen at 6%

The number of fresh products advertised decreased by 12% to 149. The most significant changes in the number of lines per category were increases in Hard Cooked vegetables at 14 and Salad Components at 10 and decrease in Seasonings at 13.



New labelling to boost SA

farms. A new "Buy the Way, Buy SA"

campaign has been launched to support the SA economy and 14,000 SA agribusinesses by increasing consumer awareness of the State's produce. This campaign has developed retail advice, promotional website (www.buysouthaustralian.com.au) and a campaign logo that provides easy identification about which companies and products are South Australian. This has been designed to support SA farmers by clearly conveying the products' origin.



This provides clear signals to consumers about product origin and taps into the rich levels of support for local producers.

Headlines

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- Schools join McCain's veggie patches
- Native melons more disease resistant
- New labelling to boost SA farms
- Helping consumers build veg knowledge
- Wholesale veg price higher at \$1.93/kg

Primary schools have rushed to sign-up for McCain's school veggies patches program,



responding to a national callout to register for the initiative. More than 1,700 Australian primary schools have registered for the chance to earn resources for their vegetable gardens, including seeds, tools, and gardening equipment. Ambassador of this program, celebrity chef Pete Evans, believes that this response by the schools reveals that schools are eager to equip their gardens and educate their students about the origin and benefits of vegetables while growing and harvesting vegetables in an engaging way. Involving children in the garden and in the kitchen has been shown to have a positive impact on their willingness to eat and enjoy a wider range of vegetables. Schools can register until the 20th August 2010 at www.mccainveggiepatches.com.

This initiative can contribute to increasing the consumption of vegetables in the long term.

Native Australian melons

may offer disease resistant attributes, according to an Australian scientist Ian Telford. The University of New England's Telford was involved with an international team that discovered that many native cucumber & rockmelon species have the most potential to make crops more resistant to diseases. It is believed that integration of these natives with existing crops could improve disease resistance and boost quality and productivity.



This could lead to new products with productivity advantages for local producers.

Weather	Sydney			Melbourne			Brisbane			Adelaide			Perth		
Period	Last wk	This wk	Last yr	Last wk	This wk	Last yr	Last wk	This wk	Last yr	Last wk	This wk	Last yr	Last wk	This wk	Last yr
Highs & Lows °C	7-19	6-18	7-20	7-17	3-14	4-20	8-24	8-21	8-26	7-18	3-15	4-22	4-20	3-20	3-17
Rainfall															
Rainfall (mm)	1.2	11.8	4.2	6.4	16.4	14.6	0.0	1.0	0.0	17.6	18.2	5.4	37.4	0	80.8

Helping consumers build their vegetable knowledge

The Dunnos

"I don't know how to buy it, store it, cook it...."



1 in 3 consumers are pressed for time. Lack of time and knowledge about the best ways to prepare and cook vegetables mean vegetable consumption is limited and vegetables are seen as hard-work. Outlined below are a number of ways to convey this knowledge, increase buyers' confidence and stimulate vegetable sales.

Although there is no specific record of how many non-cookers exist, there are strong indications that food preparation skills have declined. In particular, people aged between 20 and 40, who are the first generation to reach this age, have lower levels of cooking skills transferred from their time poor parents.

Masterchef has continued to set media records with 3.9m viewers watching Sunday's finale. The show continues to influence purchasing and interest in food, with 70% of Australians crediting the show with making them more interested, experimental and enthusiastic about food. The social environment has never been better for educating the consumer about better ways to cook and prepare vegetables.

Around 90% of those consuming vegetables fewer than 3 serves a day know they should be eating more vegetables than they do, but a lack of knowledge and confidence keeps them in a limited cycle of buying and cooking the same vegetables in the same way, resulting in repeated unsatisfying consumption experiences.

When asked about the preparation of vegetables, most perceptions default to the worse case scenario of needing to scrub, peel, boil and mash them, followed by a lot of cleaning up. [These factors reinforce the lack of interest in trying anything new and position vegetables as hard, boring and unrewarding for the effort consumers put into preparing and cooking them.](#)

With an apparent decline in cooking skills, particularly among the young, there is a need to educate consumers on the **fundamentals of quick and easy preparation and cooking of different vegetables at their best**. Tips such as vegetables that can be served with the skin on, as well as "traditional cooked" vegetables that can be eaten raw are key, as are tips for adding vegetables to dishes they already cook and tips on the best vegetable combinations to serve with different meats and seasonings. Clearly, consumers need to be shown via bite-sized information how easy (and tasty) vegetables can be. While there are numerous online resources containing recipes and tips, many consumers don't know that these resources exist and others find the concept of learning recipes off-putting. Tip cards and booklets that can be picked up from point-of-purchase and be stuck up somewhere prominently in the kitchen are essential to communicate this knowledge and keep it at the front of their minds.

A concise set of research findings and guidelines to address ways to remove these barriers to vegetable purchasing can be obtained by emailing info@brandstory.com.au This material is available to all in the vegetable supply chain, including growers, marketers, retailers and those involved in healthy living initiatives.

Which veggies go best with lamb?

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There are clear indications that there is an opportunity to lift vegetable consumption by improving consumer confidence in preparing and cooking different veggies at their best.

The wholesale vegetable price per kg was 1 cent higher than the previous week's level at **\$1.93 per kg**. There was some compensation in the major categories with soft cooked veg down by 1.9% and hard cooked vegetables up by 2.1%. The most significant product level changes were increases in lettuce and pumpkin and decreases in cauliflower.