

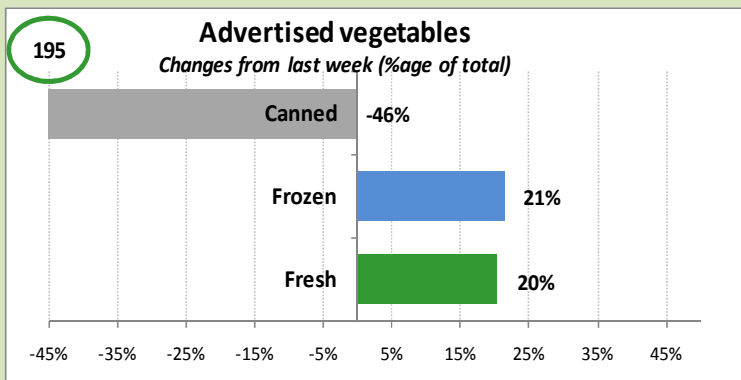
VEGINSIGHTS

Weekly vegetable market insights - A VIDP initiative



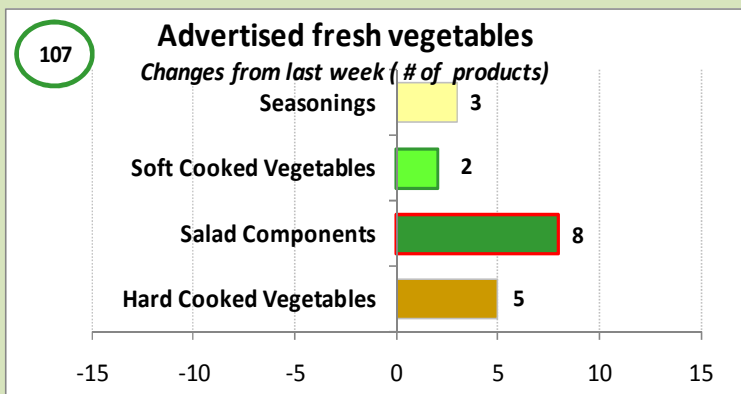
23 Feb 2010

Vegetable retail promotional activity



This week the exposure of vegetables increased by 7.1% to have 195 vegetable products advertised by the major retailers. This was driven by matching increases in fresh and frozen products and large reductions in canned.

Within the 107 fresh products advertised, all products enjoyed increases, with the most significant changes in Salad Components, which increased by 8 lines.



Beet juice boosts athletic performance by up to 16 percent according to a study published in the Journal of Applied Physiology. The findings profiled that regular consumption of beet juice may boost athletic performance, increasing endurance while lowering blood pressure. The beetroot juice apparently caused the body to burn oxygen more slowly, thus staving off fatigue longer.



A benefit that broadens the appeal of beetroot.

Headlines

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- Beet juice boosts performance
- Artichoke POS portal launched
- Restaurants to show food safety rating
- Heart shaped strawberries sell out
- Onions without tears launched
- Guideline for marketing to retailers

Ocean Mist Farms creates point of sale portal



in time for peak artichoke volume this spring. Ocean Mist Farms (US) has a variety of new point of sale (POS) material to help share artichoke information with shoppers. The full set of materials includes posters, prices cards, recipe cards and other collateral in various sizes all designed to draw attention to the category and increase sales. The point-of-sale materials are available online; users can visit the site, fill out the form and the order is fulfilled within 2 to 3 business days. For more information see www.oceanmist.com.

A comprehensive support package that is available to drive demand when the crop is in peak supply.

Restaurants welcome food safety ratings

as the Brisbane City Council advises it will use information from regular food safety audits to rate the city's 6,000 eateries by the end of the year. Those with less than two stars will be made to fix problems. It will not be compulsory for businesses to display their rating but Lord Mayor Campbell Newman says public pressure will force dodgy outlets to lift their game. "We want to provide some transparency for the public so they know what they're getting," he said.

Foodservice move ahead of the retail sector in conveying their food safety standards to consumers

Weather	Sydney			Melbourne			Brisbane			Adelaide			Perth		
	Last w k	This w k	Last yr	Last w k	This w k	Last yr	Last w k	This w k	Last yr	Last w k	This w k	Last yr	Last w k	This w k	Last yr
Period	21-38	18-30	16-25	18-35	16-34	13-32	21-31	20-33	19-33	17-39	17-37	13-34	18-36	18-34	16-40
Highs & Lows °C															
Rainfall															
Rainfall (mm)	10.1	12.8	6.4	8.8	8.8	8.2	7.6	8.0	9.0	12.9	22.6	24.8	11.2	9.8	12.8

Marketing to Retail

Guidelines to expanding sales into the Australian retail market.

Approximately 70% of household food expenditure is spent at food retailers on food that is then prepared and eaten at home. This equates to an annual market size of \$62B. Below are some guidelines on how plan and deal with food retailers.

Retailers are traders, their success depends on how profitability they can on-sell your product. They buy products in wholesale quantities, and sell them in single units. This mode of operating affects what retailers want from suppliers. As a result it can be expected that retailers will:

- Seek products that are 'retail shelf ready', in demand and able to generate additional income.
- Welcome suppliers who promise a consistent and reliable supply and have the capacity to grow as they expand store networks.
- Require suppliers to have an understanding of all packaging and food regulation requirements.
- Require suppliers to support building and maintaining advantages over other retailers.
- Direct suppliers who do not understand their systems to deal through brokers and agents.

Plan Your Approach as over 80% of new retail products fail. Sound planning is the common feature of the 20% that succeed. Adjusting your plan is easier than being left with high volumes of product that retailers cannot sell.

Find retailers that match your capabilities and value your product offering. This requires an understanding of their scale their operations and development plans. Some good questions to answer include:

- Do they have a matching scale and a commitment to sell the product you are offering?
- Is their location, logistics and systems suitable to your current capacity?

Be realistic about the capabilities of your business and seek to match them with retailers that are servicing the type of consumers you are seeking.

Onions without tears are being marketed by Monsanto. The Agriculture giant has started marketing a new breed of onion that consumers can chop without crying. The trademarked EverMild™ onion has gone on sale in Schnucks supermarkets in the US with international marketing planned for future months. The product attributes are achieved by muting the levels of the enzyme that causes tears when onions are sliced or chopped. "The EverMild™ is a domestically grown onion that is mild and effectively extends the season for those who like to eat and cook with sweet onions," said a company spokesman. The only sweet onions typically available in the United States during the winter are imported from Latin America. This inaugural crop of EverMild™ onions is supported with a comprehensive website at www.evermild.com The marketing thrust is seeking to expand consumption occasions as these onions are mild enough to use raw in salads and salsas or sliced for sandwiches.



This launch is a master class in new product development. It hits a seasonal supply gap, is differentiated from other onions and delivers benefits that can increase consumption.

Heart-shaped strawberries sold out

at their recent Valentine's Day launch in Australia. The



Seduberry was developed by Josh Engwerda and Paul Xynos, after working with different growers around Victoria and Tasmania. This was first supply of commercial volumes and berries retailed at \$2.50ea. The unique concept was sparked after Josh discovered square melons in Japan and is the World's first heart-shaped strawberry. The strong demand has led to the two entrepreneurs being consumed into setting up local and international license agreements.

Thinking differently and being innovative has generated a new type of demand.