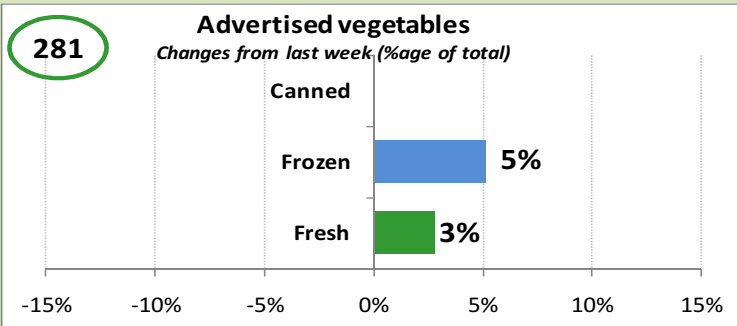


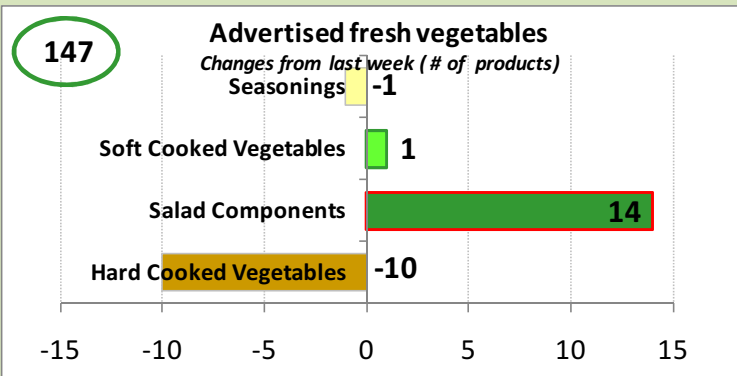


Vegetable retail promotional activity



This week the exposure of vegetables increased by 3% with 281 vegetable products advertised by the major retailers. This was driven by minor increases in Frozen at 5% and Fresh at 3%.

The number of fresh products advertised increased by 3% to 147. The most significant changes in the number of lines per category were in Salad Components which increased by 14 and Hard Cooked Vegetables that decreased by 10.



UK radish marketing support works.

In 2009, introduction of a range of new varieties such as Purple Radish and Summer Blush and support from celebrity chefs, who included radish in their recipes, helped boost radish sales by 9.6% to £21.5 million, with an increase in volumes by 8.4% to 12,209t. This year, UK radish will be supported further through a new website, which is aimed at increasing consumers' awareness and promoting new recipes to help them enjoy the vegetable in different ways. For more info, see <http://www.loveradish.co.uk/>



This indicates that even specialist products like radish can effectively influence consumers with a mix of celebrity endorsement and internet technology.

Headlines

- Garden kitchens raise kids' food literacy
- Lost potatoes come alive with branding
- UK radish marketing support works
- Red for traffic light labelling option
- Veg wholesale price firms by 1.9%

Govt supported kitchen garden school programs

like the Stephanie Alexander Kitchen Garden Program are helping primary-school aged children to increase their food literacy by teaching them to grow and cook vegetables, herbs and fruits. When comparing participating schools with non-participating ones, researchers found that children in the former schools showed an increased willingness to try new foods and enjoyed cooking classes, which also flowed into the home environment. Children were also more skilled in using knives competently in kitchens, which reflects a building of trust among them.



These programs demonstrate how involving children in the basics of edible gardening and kitchen classes can positively impact their skills and dietary habits.

Lost potatoes come alive with branding.

The Cypriot potatoes – once prominent in the UK market in the 1990s – will be reintroduced as **Cyprus Gold** by Produce World Group member Solanum Ltd in Waitrose branches and online through Ocado by August this year. Suitable for baking or roasting, Cyprus Gold will be available in 2kg bags and priced at £2.69 for a new generation of UK consumers who want to be more aware about the origin of their fresh potatoes.



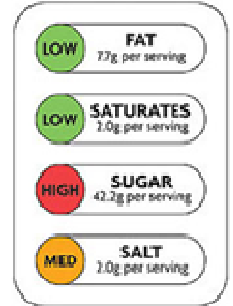
This is an example of how a category leading product has been reinvigorated through a relaunch that responds to consumer demand and involves some product branding.

Weather	Sydney			Melbourne			Brisbane			Adelaide			Perth		
	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
Period	6-18	7-19	8-20	8-16	4-17	5-18	9-24	9-22	9-23	4-16	2-17	4-19	3-25	7-20	3-21
Highs & Lows °C															
Rainfall															
Rainfall (mm)	4.6	0.6	63.2	12.4	4.2	0.2	0.0	0.0	0.4	9.6	9.6	8.0	0.0	28	22.2

Food packaging: a busy landscape

Consumer demand for information about their food and a need to convey clearer nutritional information have combined with brand messages to make food packaging crowded and potentially confusing. Solutions to simplify these messages have evolved and this week in the EU a major decision was reached and the outcome reflects the complexity of stakeholder interests that need to be balanced in food labelling.

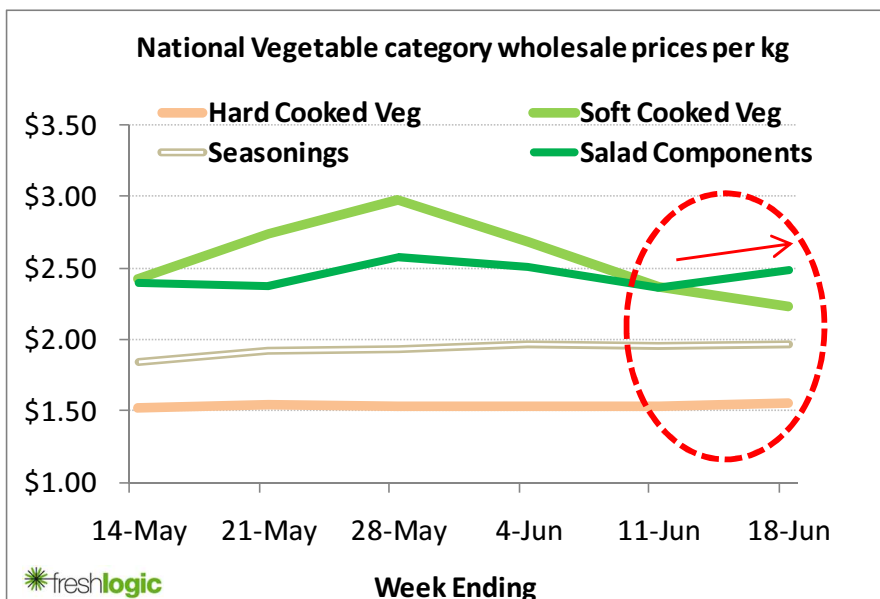
Traffic light labelling was designed to suit consumers from diverse backgrounds and lifestyles. It caters both to today's busy consumers who do not have time to read through comprehensive nutritional labels to make a healthy meal choice and to lower socio-economic groups who find the Daily Intake Guide more difficult to understand than higher socio-economic groups. By providing nutritional information at-a-glance on the front of the pack, the traffic light system is a convenient, easy and quick guide. This system has evolved since 2007 and has been opposed by some on the grounds of being too simplistic and failing to attain a balance between variety, balance, and moderation.



Nutritional food labelling has emerged as an ongoing argument, and an easy battleground for a range of issues like deforestation, animal welfare, obesity and human rights. It has also divided the UK's food industry, with some UK manufacturers and the country's largest retailer, Tesco, backing a Guideline Daily Amounts (GDA) system and other health and consumer groups along with Sainsbury's preferring the traffic lights or a combination system.

This debate reached its crescendo last week as almost 400 Members of the Parliament (MEPs) voted against the consumer popular colour-coded "traffic light" system that provides a visual indication of the level of fats, salts, sugars, and other nutrients in food products using a good-to-bad green-amber-red grading, in favour of the GDA food labelling system. This decision – which follows a major lobbying campaign supporting the GDA system by the UK food industry – has come as a serious setback to the numerous consumer and health groups. The impacts of this decision is now set to flow to other aligned systems and could also derail the UK's Food Standards Agency's (FSA) recent plans to introduce a flexible system involving the traffic light system.

Despite indications that consumers have less time to read food labelling, the array of interests to be balanced does not always lead to clear solutions. As more fresh vegetables move to provide smaller packaged portion sizes, it would be wise to resolve nutritional labelling signals before these products are consumed by the labelling debate in other foods.



The wholesale vegetable price per kg

firmed last week by 1.9% to **\$2.13 per kg**. This was driven by increases in salad components of 5.1% and decreases in soft cooked veg of 5.5%. The other two categories also firmed slightly with seasonings up by 0.7% and hard cooked vegetables up by 1.5%.

Beans, tomatoes, cucumbers and cabbage were the most significant increases on the previous week, while sweet corn, zucchini, broccoli and peas were the most substantial declines.