

# VEGINSIGHTS

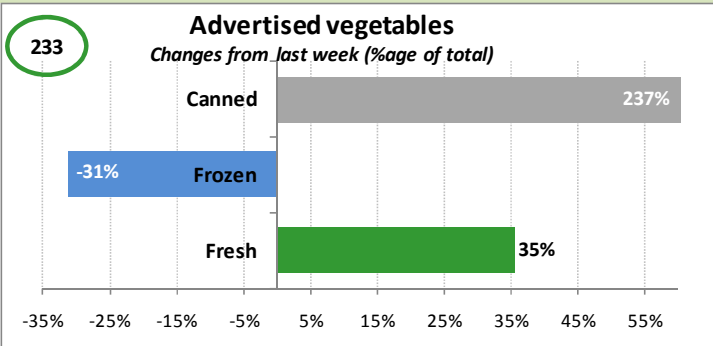
Weekly vegetable market insights - A VIDP initiative



19 May 2010

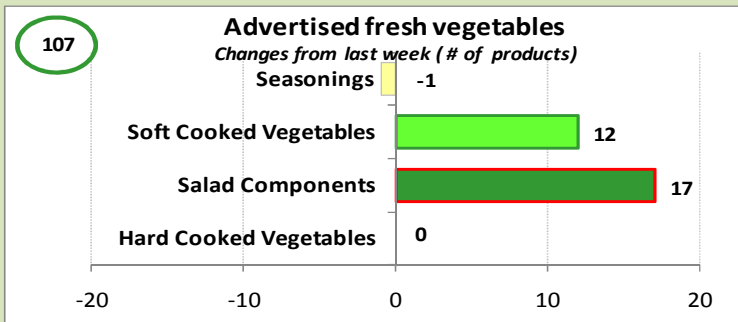
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## Vegetable retail promotional activity



This week the exposure of vegetables increased by 24% to have 233 vegetable products advertised by the major retailers. This was driven by increases in Canned at 237%, and Fresh 35%. The number of fresh products advertised increased by 35% to 107.

There were changes in the number of lines per category with the most significant being Salad Components at 17 lines and Soft Cooked vegetables 12 lines.



## Colourful Harvest's Rainbow Crunch Carrots to reach more people



by being aired on Food Network's popular program "Unwrapped". The colourful carrots were broadcasted along with other innovative products. The program showed the journey of these carrots from farms to the consumers. Interviews with the producers of these carrots were also included along with some facts about these fresh produce.

This shows how new strong products attributes were appealing enough to gain exposure on TV media.

## Headlines

- Rainbow crunch carrots earn some TV
- New funding for less salt in food
- Transport efficiency claimed as healthy
- Fairtrade range increased in Coles

## New Fed Govt funding worth \$900,000 to make foods healthier in 3 years has been welcomed by the Australian Food and Grocery Council (AFGC).

This reform aims to reduce salt and fat and increase fibre in Australian food. It requires leading food manufacturers working together for improving the diets and health of Australians as part of the industry, retailer, and government partnership.

Under the dialogue, the government has decided to conduct research and modelling for establishing food reformation targets and identify categories for reformulation. The Taking Preventive Action report, discussing this reform, claimed that a reduction in salt intake of 25 to 35 per cent could lead to a 20 per cent or greater reduction in risk of heart attacks and stroke. It has been agreed that companies such as Kellogg's, Sanitarium, Cereal Partners Worldwide, Woolworths, Coles, and Aldi, will reduce the sodium content of ready-to-eat breakfast cereals exceeding 400 milligrams of sodium per 100 grams and other products by 15 per cent over the next four years. Leading bread manufacturers and retailers have also agreed to reduce sodium across bread products by 2013. In addition, there are also companies working in conjunction with the government to target salt reduction in foods like processed meat and soups.

*This move injects funding into a collaborative approach to reducing salt intake in several foods and improving Australians' health. It invites questions as to why a similar level of funding and collaboration isn't in place to stimulate vegetable consumption.*

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	10-25	9-27	10-22	9-23	6-21	8-20	12-26	10-27	9-26	10-26	4-23	8-20	7-27	2-23	5-26
Highs & Lows °C															
Rainfall															
Rainfall (mm)	0.2	0	2.2	10.2	3.9	0.8	12.8	12.4	0.0	10.4	0.0	18.4	0.0	16.4	0.0

## Potential Vegetable Market Impacts

**As consumers sensitivity to sustainability remains high, there arises more commercial responses to these concerns.** Some of this activity occurs in the developed markets outside Australia, while others are offered locally. Profiled below are two examples of this type of initiative that introduce new influences with the potential to impact the food buying behaviour.

### The Greenery unveils new aerodynamic trailer.

Fresh produce company The Greenery – one of the leading suppliers of fruit, vegetables and mushrooms to supermarkets and wholesalers across the UK – has unveiled new aerodynamic trailers that could cut fuel consumption in the delivery of fresh produce. The aerodynamic semitrailers are equipped with Ephicas SideWings – streamlined panels which can be mounted on the sides of a semitrailer and could reduce fuel consumption and CO2 emissions by 7 per cent.



The panels have been developed by Ephicas, a spin-off company of Delft University of Technology. In addition to generating substantial cost savings and environmental benefits, the SideWings improve traffic safety and reduce road noise. Designed and tested in the wind tunnel of Delft University of Technology, the SideWings were designed using aviation and space technology. Basically, a wing profile is mounted to the inside of the first panel. This technology achieves twice the performance of conventional side panels. Dijco, The Greenery's transport company, is testing the SideWings on the road, including on long-distance routes to and from the UK..

Participating in this test reflects The Greenery's policy of promoting socially responsible business practices through its "health is more" sustainability policy. This comprises activities grouped under the headings "healthy growing", "healthy variety", "healthy innovation", "healthy business practices", "healthy employees" and "healthy communications". The Greenery employs a logistics fleet of 180 semitrailers. After the test period, the company will evaluate the energy and environmental savings achieved. Whether or not The Greenery's semitrailers will be equipped with SideWings in the future depends on these results.

*In this instance, a transport efficiency is linked to a broader "health is more" sustainability policy and in doing so has introduced a new attribute for "The Greenery" brand and vegetable products that use this means of transportation.*

**Coles increases Fairtrade commitment** by expanding their Fairtrade Certified product range. Coles will launch eight new high-quality Fairtrade Certified tea and coffee housebrand products in stores this June. The new lines confirm that this retailer's range of Fairtrade Certified products is the largest among all Australian supermarket chains, with 40 housebrand and proprietary Fair Trade products on its shelf. Coles housebrand product manager, George Gekas, who developed the new Coles housebrand tea and coffee products, said that Coles has been committed to the fair trade movement for a number of years now, and he has seen first-hand how the system makes a difference to growers. "Customers can buy Coles Fairtrade Certified products knowing that they are helping to deliver access to better healthcare and education for children in these regions, and better financial security for tea and coffee growers." Mr Gekas said.



*This initiative profiles the trading relationship between the retailer and the producer and in doing so, introduces a new set of product attributes. This example raises the question of whether Fairtrade could be used on imported vegetables.*