



Hort Innovation.

Project Harvest.

Millennials Online Community Full Report

Prepared for The Australian Vegetable Industry
Prepared by Jenny Witham, Denise Hamblin, Fiona McKernan, Elise Harrison & Roger Kong
Email: fiona.mckernan@colmarbrunton.com | Phone: 03 8640 5200
Issued: 18 March, 2016

This project has been funded by Horticulture Innovation Australia Ltd using the vegetable levy and matched funds from the Australian Government.

**Horticulture
Innovation
Australia**

 **colmar brunton.**



Contents.



1. Background & Objectives	3
2. Methodology	6
3. Who Are Millennials?	12
4. Executive Summary	18
5. Detailed Findings	21
→ Favourite Vegetables	22
→ Health & Nutritional Information	33
→ Provenance	44
→ Formats & Packaging	60
→ Seasonality & Wastage	72
→ Sustainability	91
6 Summary & Recommendations	100
7. Appendix	112



Background & Objectives.



Background

Millennials are the generation of young adults born from early 80s to the early 20s. They are the next generation of shoppers and are leading a change in purchase trends. There are currently 4.2 million Millennials in Australia – 20% of the population, with more than half being university educated.

For the Project Harvest ad hoc study for Year 3, the Early Harvest Community was designed to explore behaviour of fresh vegetable purchase in Millennials (between 18-35 years old) to identify opportunities for growth in consumption and purchase of fresh vegetables in the future. It is incredibly important to better understand how to appeal this curious, critical and collaborative demographic.





Research Aims & Objectives



- To gain an understanding as to why/how/what motivates Millennials to change their current consumption or purchase of vegetables.
- To understand purchase trigger(s) for fresh vegetables.
- To understand purchase barrier(s) for fresh vegetables.
- To understand the key differences in attitudes, consumption and purchase between Millennials and the average Australian consumer.
- Identify perceptions and attitudes of Millennials towards various topics of interest i.e. country of origin, wastage, sustainability.
- Identify opportunities for growth in consumption and purchase of fresh vegetables in the future.



Methodology.



Methodology.

In order to engage the digitally savvy Millennial target audience, an online methodology was adopted. We created an online community that ran for a six week period from 11th January to 23rd February 2016.

The online community included a group of targeted respondents who engaged in regular research via a secure web-based platform.

Members were invited to the community to participate in ongoing discussions over the life of the community.

Using this method, we were able to create a multitude of activities that used both verbal and visual stimuli to fully engage members and obtain deeper insights on a broad range of issues.

Early Harvest Community. Horticulture Innovation Australia | AUSVEG

Welcome to our final week!
It has been great hearing from and thanks for all your contributions so far. This week is all about Sustainability and Environment. Have your say with our weekly activities. Looking forward to hearing from you!

This week's activities
Week 6 Survey: Sustainability
Week 6 Poll: Household Practices
Week 6 Image Gallery: The good, bad and the ugly
Week 6 Discussion: Environmentally Friendly

Current News and Activities
Is your supermarket making you fat?
Fiona
Tuesday, February 02, 2016
45 Views 22 Comments

Your Say
week 6 2nd survey
12 Views
By Stephen
Post



Discussion Flow.

The aim of this study was to obtain feedback and input from Millennial consumers on six broad fresh vegetable topics:

1. Favourite Vegetables
2. Health & nutritional information
3. Provenance
4. Vegetable formats & packaging
5. Seasonality and wastage
6. Sustainability

Each week our Millennial consumers contributed the discussion, survey, poll question and image forum created for the week.

6-week online community with fresh vegetable consumers.

Week 1: Favourite Vegetables

Most and least favourite vegetables, vegetable dishes, shopping receipts and enjoyment of vegetables.

Week 2: Health & Nutritional Information

What information is helpful when purchasing vegetables, how you store your vegetables and looking for more nutritional information.

Week 3: Provenance

What is most important when purchasing vegetables, do you know where your vegetables come from and what does Australian grown look like.

Week 4: Vegetable Formats & Packaging

What types of formats do you purchase, favourite packaged product and how often do you purchase frozen and canned vegetables and why.

Week 5: Seasonality and Wastage

Do you waste vegetables, how often and how can we reduce the wastage and do you know when vegetables are in season.

Week 6: Sustainability

What does environmentally friendly mean and look like, how does that impact our purchase, what are we prepared to pay more for.



Online Community

Each week we created a range of activities to probe on the week's topic. These included relevant news articles, discussion prompts, polls surveys and an interactive gallery...

The screenshot shows the 'Early Harvest Community' website. At the top, there is a dark green header with the text 'Early Harvest Community.' on the left, and logos for 'Horticulture Innovation Australia' and 'AUSVEG' on the right. Below the header is a main content area with a large image of hands chopping vegetables. Overlaid on this image is a white box with the text: 'Welcome to our final week! It has been great hearing from and thanks for all your contributions so far. This week is all about Sustainability and Environment. Have your say with our weekly activities. Looking forward to hearing from you!'. To the right of the main image is a red sidebar titled 'This week's activities' listing: 'Week 6 Survey: Sustainability', 'Week 6 Poll: Household Practices', 'Week 6 Image Gallery: The good, bad and the ugly', and 'Week 6 Discussion: Environmentally Friendly'. On the left side, there is a user profile for 'Fiona' with a 'profile sign out' link and a navigation menu with items: 'Admin', 'Host', 'Home', 'Profile', 'News', 'Discussions', 'Image Gallery', and 'Administration'. Below the main image, there are three columns of content. The first column is titled 'Current News and Activities' and features a post by Fiona titled 'Is your supermarket making you fat?' with a photo of a vegetable basket, dated Tuesday, February 02, 2016, and showing 65 Views and 22 Comments. The second column is titled 'Your Say' and features a post titled 'End of Community' with a photo of two women, 3 Comments, and 19 Views by Zahra. The third column is titled 'Food for Thought' and features a text-based post: 'My family lived off the land and summer evening meals featured baked stuffed tomatoes, potato salad, corn on the cob, fresh shelled peas and homemade ice...'. At the bottom of the page, there are logos for 'Horticulture Innovation Australia' and 'colmar brunton.'.



Consumers could contribute to up to five activities per week.

DISCUSSIONS



Environmentally Friendly

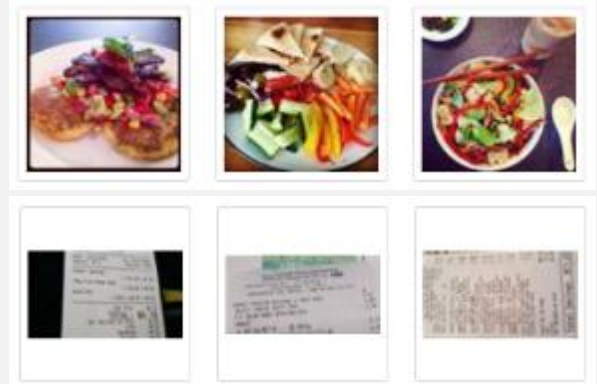
88 Comments 222 Views

NEWS ARTICLES



Location Location

IMAGE GALLERIES



SURVEYS



Week 2: Health and N...

19th Jan 2016 to 23rd Feb 2016
151 responses

POLL QUESTION



Week 5 Poll: Wastage

9th Feb 2016 to 22nd Feb 2016
109 responses



Who we spoke to.

Online Recruitment Specifications:

- ▶ 18-35 years old
- ▶ Min 20% males, max 80% females
- ▶ Natural fallout on age and family model
- ▶ Representative of all states and territories
- ▶ Min 20% regional
- ▶ Mix of those who regularly(weekly) and irregularly (monthly) consume vegetables

		Required	Achieved
Total respondents		N=200	N=254
Gender	Male	Min. 20%	21%
	Female	Max. 80%	79%
Age	18-24 years	NFO	n=41
	25-35 years	NFO	n=213
Fresh Vegetable Consumption	Consume fresh vegetables more than once a week	n=150	n=192
	Consume fresh vegetables once a week to once a month	n=50	n=62

NFO = Natural Fall Out. Indicates no fixed quota according to this variable.



Who are
Millennials?



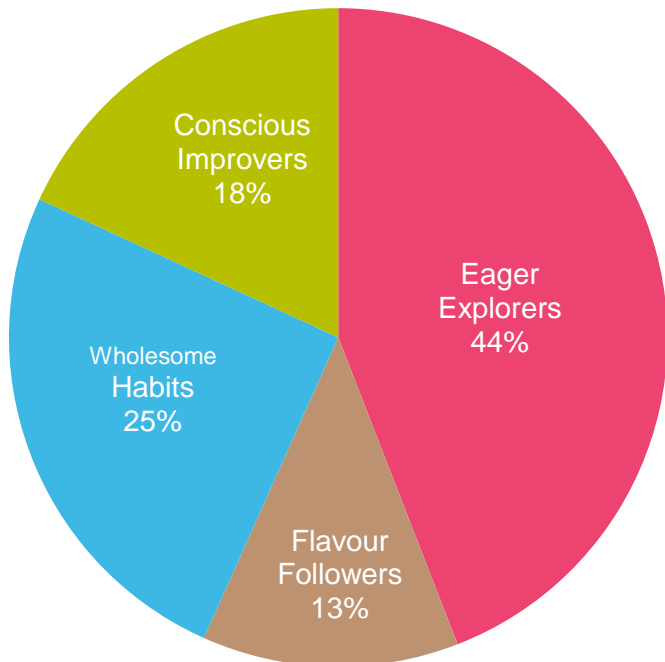
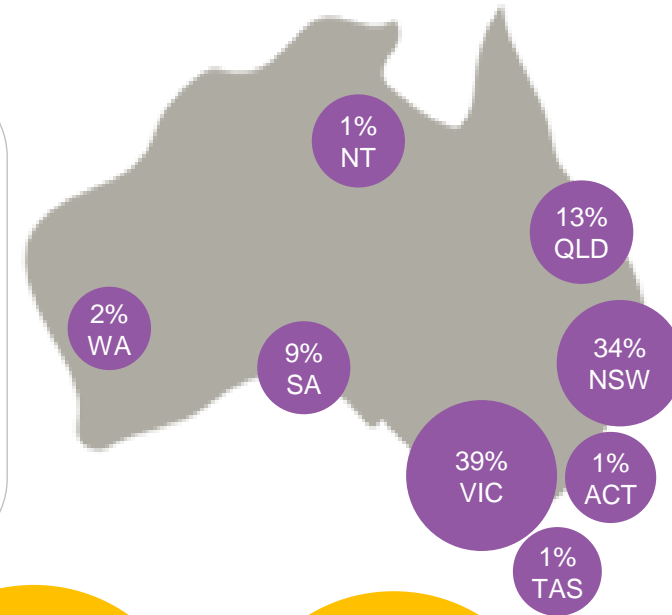
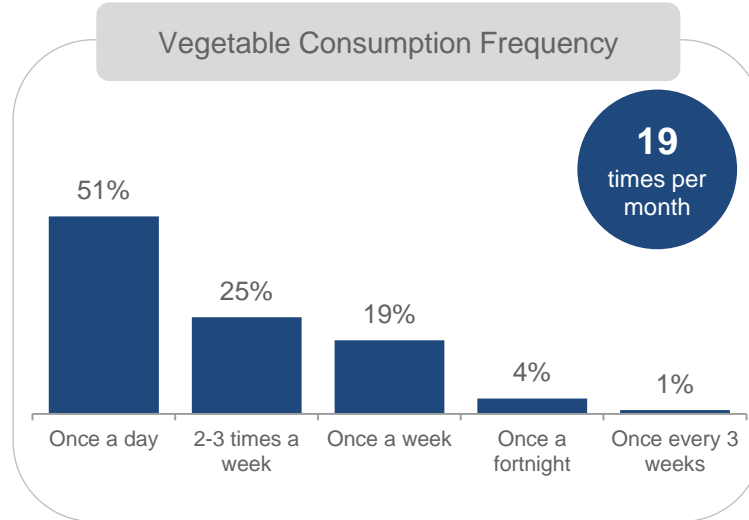
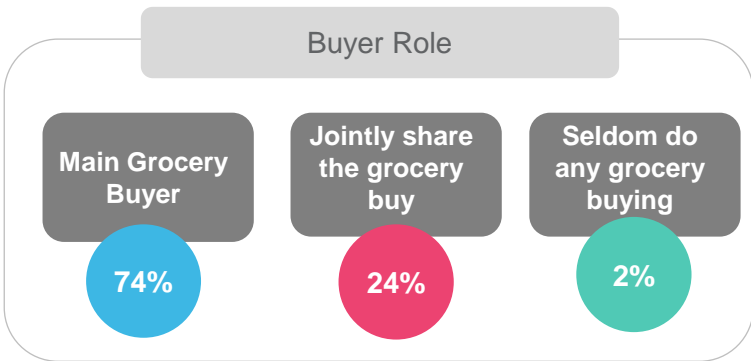
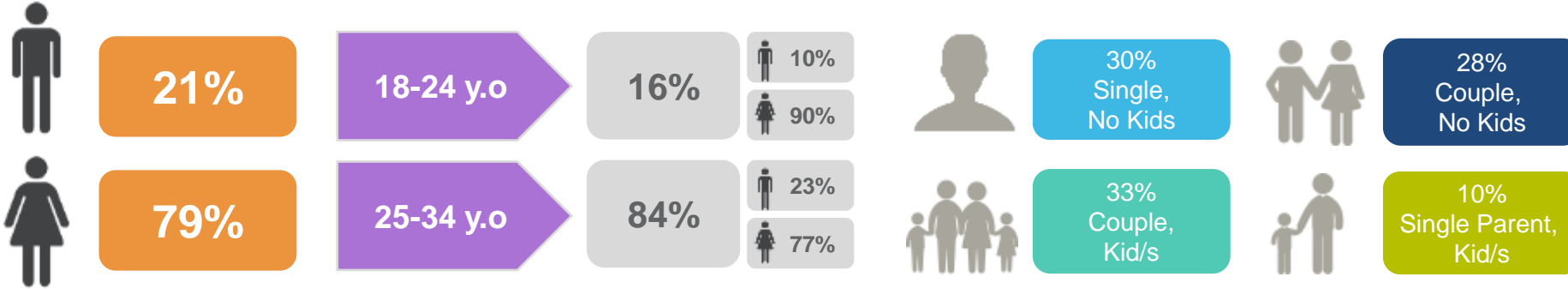
Millennials or Generation Y are defining the way in which the global marketplace is heading, regardless of whether their behaviours are considered positive or negative for our continued growth.

Their beliefs, interests and behaviours will continue to impact and shape our future across every aspect of life.

Businesses should begin to take note of millennial shopping habits in order to adequately prepare for a continuing rise in the dominance of a generation invested in technology, social media and creativity.

*Millennials are born between early 1980s and early 2000s.
For this project, consumers were born from 1981 to 1998.*

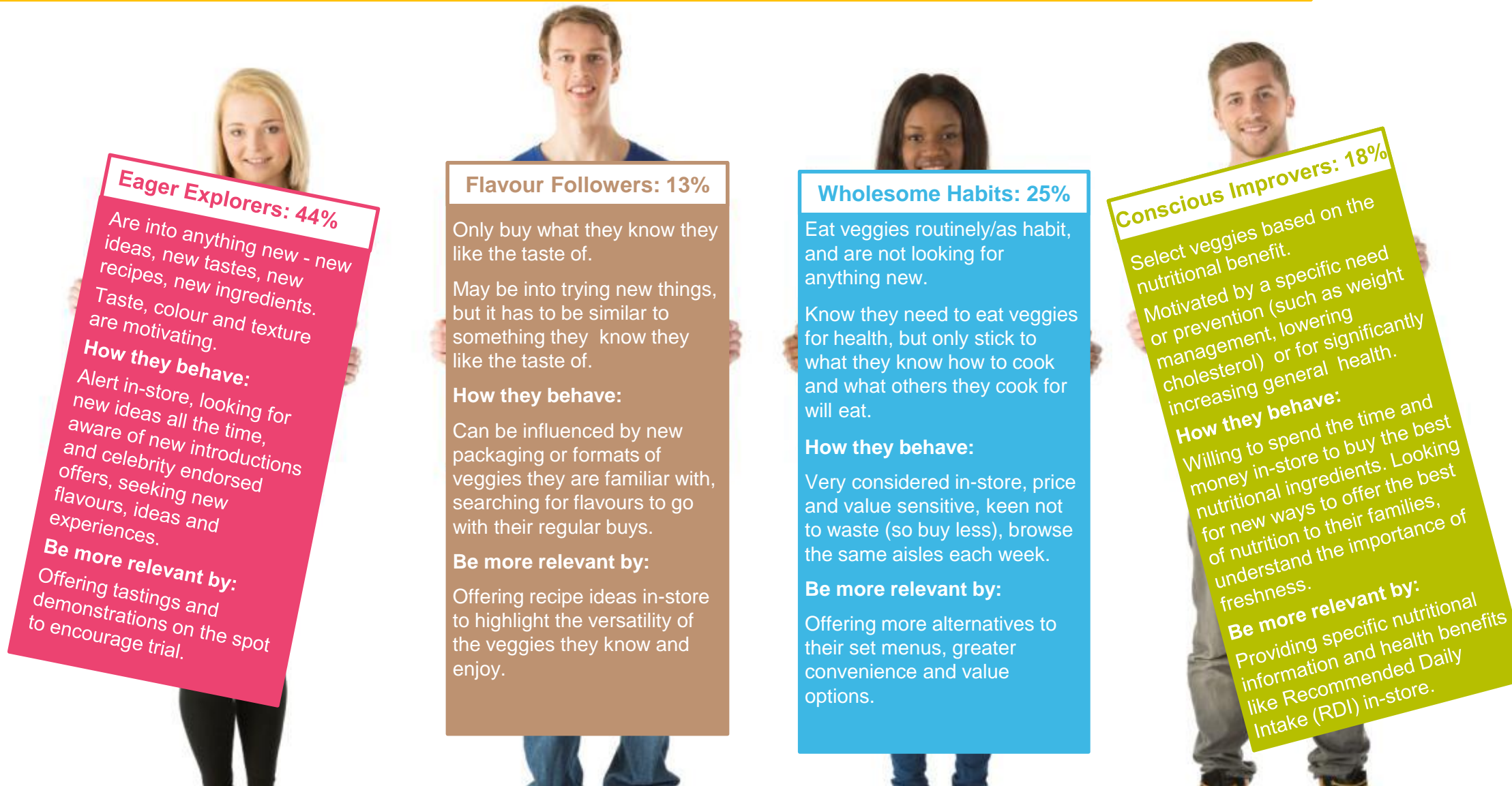
Early Harvest Community Profile



44% of Millennials eat vegetables as they believe it is necessary for their health

30% of Millennials like to know new ways to cook, prepare and eat vegetables

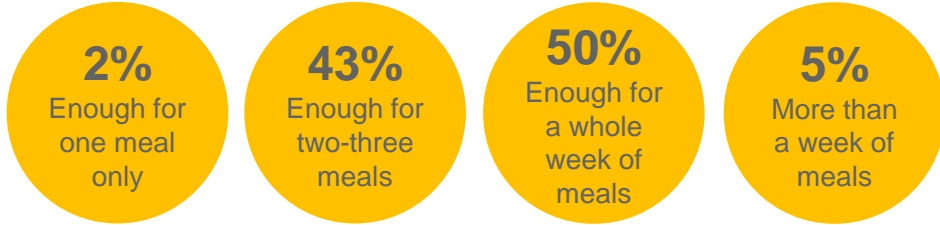
Previous consumer segmentation (2014) found there are four distinct groups of consumers in the marketplace.



The segment names reflect behaviours and core needs
Percentages represent proportions of the Millennials who fall into each segment.

Early Harvest Community Profile

Typical Vegetable Purchase



Favourite Vegetables



28%
Potato



20%
Carrot



15%
Sweetpotato



9%
Spinach

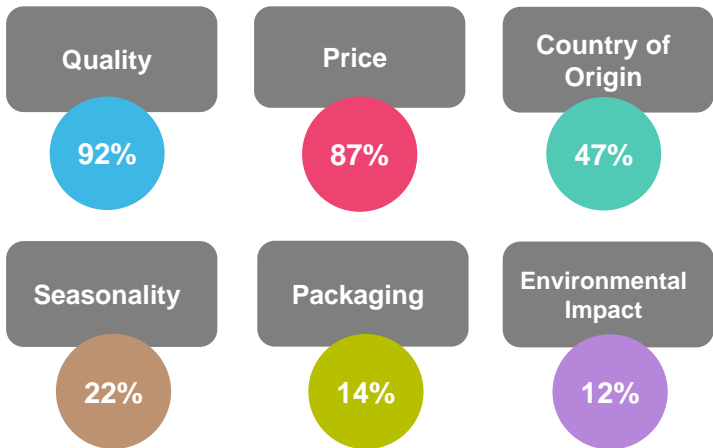


6%
Sweet Corn

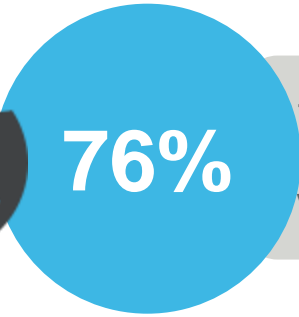
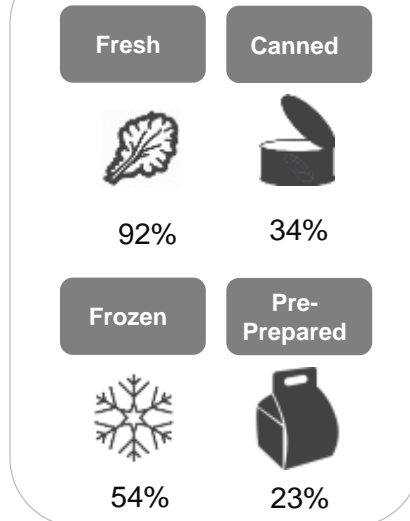


6%
Capsicum

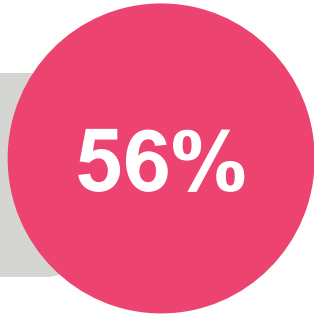
What Consumers actively look for in store...



Regularly Purchased



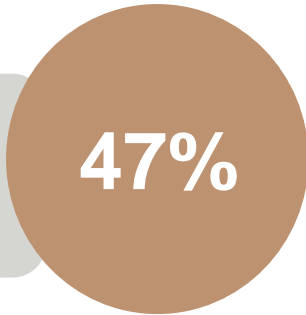
Think it is important to know where their vegetables come from



Commonly waste fresh vegetables in their household.



Are open to trying a new vegetable if it is on special.



Are currently looking for health & nutritional information about vegetables



How Millennials are different to the average Australian consumer

- ▶ The main purchase location for Millennials are Coles and specialist vegetable retailers, whilst the average Australian predominantly purchases their vegetables from Woolworths and Coles
- ▶ The average Australian purchases more frozen and canned vegetables than Millennials, who in-turn purchase pre-prepared and pre-packaged options more frequently.
- ▶ Millennials are more conscious of quality and are price sensitive when looking for fresh vegetables.
- ▶ Millennials are more open to reducing their waste than the Average Australian Consumer.





Executive Summary



Key Insights



Millennials are tomorrow's main grocery buyers and their needs, values and life experiences are different to generations before them



This group of consumers want to consume quality fresh produce and Australian-grown has inherent value; however, the fact that price and convenience are so important to them influences their behaviour



They expect sustainable practices to be standard and care little for organic



Specifically, the relatively greater importance of price and convenience has limited their knowledge of seasonality, the benefits of local produce, the origin of their vegetables and what to do with their vegetables in order to reduce waste



Key Insights



There are significant opportunities with this generation to connect seasonality, local produce and less waste with lower cost or total spend



There are also opportunities with smaller-portioned, pre-packaged or pre-prepared options



Communication can afford to be more specific and more detailed than what has been provided to generations before them – letting them know what consumption of fresh commodities will do for them will appeal to this group



Finally, compared to the average Australian there are double the proportion of Millennials that are up for trying something new, so new varieties of vegetables and new pack formats will attract these consumers – if the price is right!



Detailed Findings





1.

Millennials love eating their vegetables!

Taste is one of the key drivers of liking of a particular vegetable, along with perceived health benefits, versatility and texture. The “bad” taste of a vegetable can put consumers off for life, and Brussels sprouts are an example of a vegetable with highly polarising taste. Millennials have shared many ways to increase vegetable consumption in a tasty and convenient way, as well as the best places to shop:

- Grating vegetables into dishes is seen as a positive to way increase adult and children’s consumption without even knowing!
- Adding herbs and spices whilst cooking.
- Roasting to bring out flavour and sweetness.
- Purchasing from farmers markets/green grocers allows consumers to chat to the people who actually grow the vegetables, whilst buying quality produce.

“Love spinach and sweet potato! Spinach is so versatile and sweet potato tastes amazing!”

99%

Of Millennials enjoy eating vegetables



How do Millennials describe their vegetables?

For vegetables they love, it is all about the flavour and versatility!

To these consumers versatile means vegetables:

- That are easy to add to your diet
- You can eat as a snack
- Readily available at your local shop
- That are reasonably priced
- With flavours that aren't too strong, so you can add your own herbs and spices - cook in any cuisine
- That could substitute for rice and pasta
- That you can eat raw or cooked

Vegetables they dislike are described as having negative flavours and textures.

Negative vegetable flavours are:

- Strong - e.g. parsley
- Bitter - e.g. Brussels sprouts
- Bland - e.g. broccoli

Negative textures are:

- Stringy - e.g. celery
- Feeling against your teeth as you eat them - e.g. beans
- Dry - e.g. cauliflower
- Slimy - e.g. okra



Millennials share tips to easily and seamlessly increase vegetable consumption.

Strategies to increase consumption related to using a variety of cooking styles & techniques and adding lots of flavours, including:

- Stir-frying
- Roasting to bring out the sweetness
- Making smoothies
- Using a Thermomix
- Growing your own to make you more likely to eat them
- Combining a variety of vegetables
- Adding spices, chillies, herbs and garlic which will instantly increase the flavour
- Mix and mash them all up together

“ *Tips with veggies is to add them all into a quiche with egg, doubling your protein intake, mixes the veggies and if you don't like veggies it makes them easier to eat. Alternatively, make a soup! Roast all veggies in the oven with salt, pepper, done!*
Eager Explorer

“ *I put spinach in smoothies, choc protein shakes, vanilla protein shakes, it has no taste and i just tell myself the green is choc-mint*
Flavour Follower

“ *The best way I find to eat vegies is like a baby. All mashed up together. That's one of my favourite meals and I'll even eat broccoli mashed up!*
Conscious Improver

“ *To jazz up veggies I'll steam them with garlic (gives great flavour!), then toss with olive oil and sprinkle with nut and seed mixture (flaked almonds, pumpkin seeds, sunflower seeds, sesame seeds etc.)*
Wholesome Habit



Potatoes are Millennials' favourite vegetable.

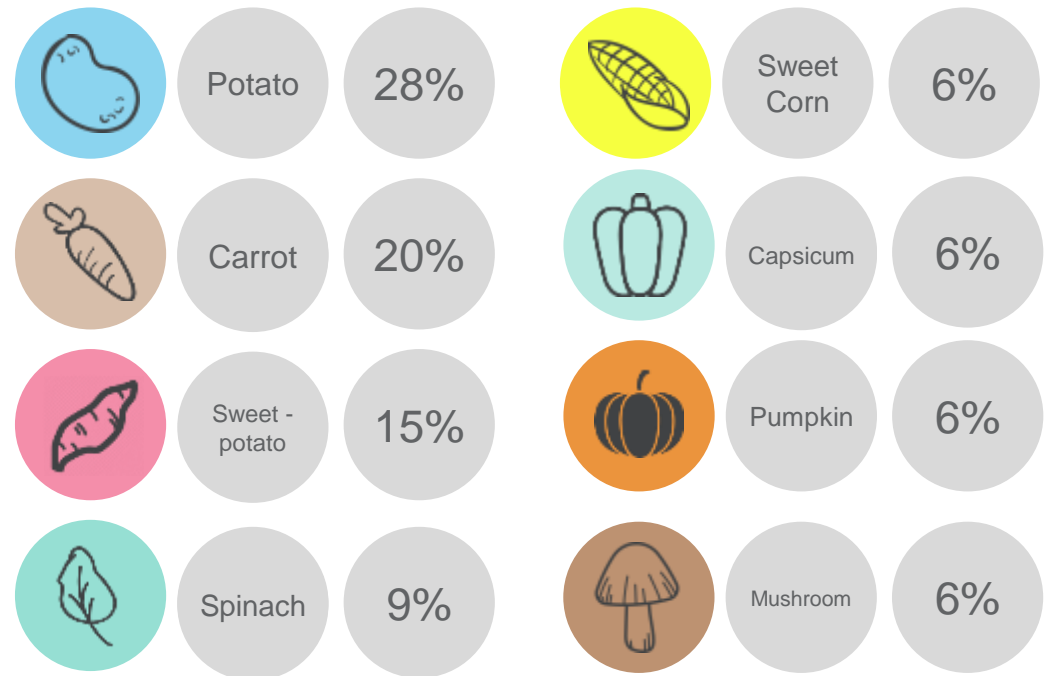
Potatoes are seen as a versatile and easy addition to any dish, with over a quarter of Millennials indicating this is their favourite vegetable.

Carrots, sweetpotato and spinach are also popular staple vegetables for the Millennial consumer.

"I don't have a specific one to count as my favourite because every vegetable has its own importance in regards to our health."

– Conscious Improver

Favourite Vegetables



"Veggies I'm not so keen on are stereotypical like Brussel sprouts!"

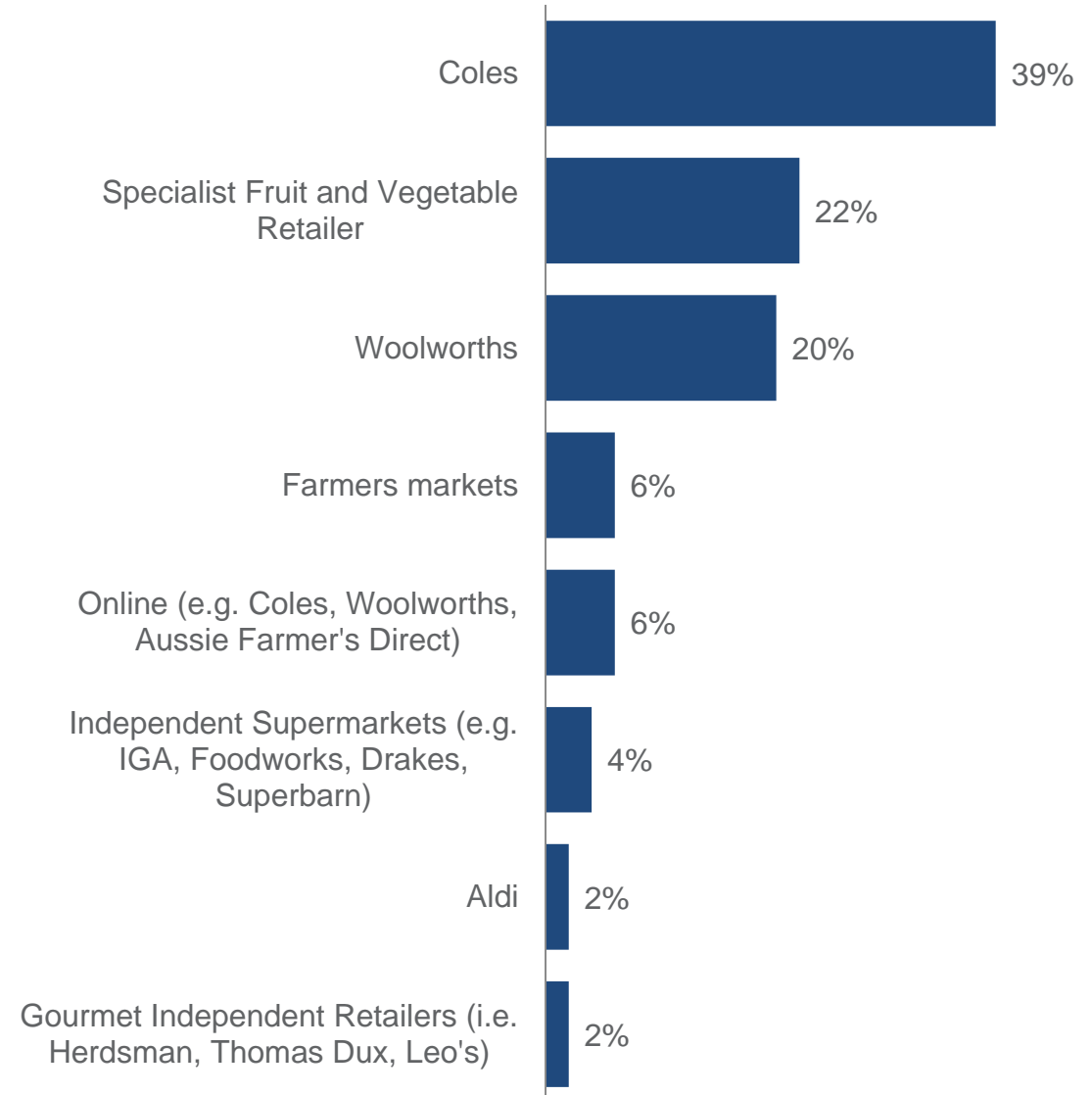
– Wholesome Habits



The majority of Millennials are shopping at Coles.

Specialist retailers and Woolworths are also common purchase locations for fresh vegetables.

Where do you typically buy your fresh vegetables?





Millennials who shop at markets & green grocers are passionate about their retailers.

Consumers who shop at local markets and green grocers are pleasantly surprised by the value for money and overall perception that vegetables are affordable.

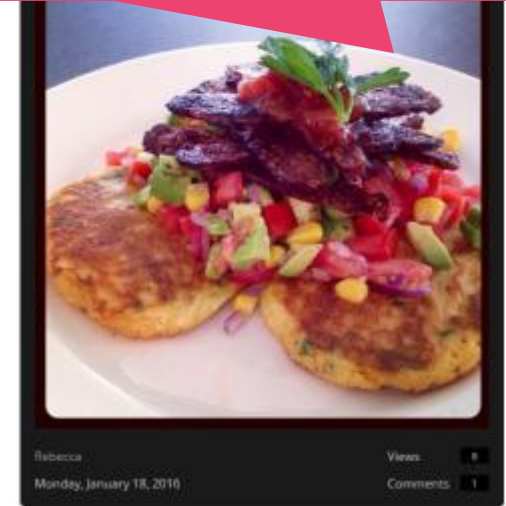
Millennials are returning to these channels to purchase fresh vegetables because they feel the quality, freshness and taste is superior to mainstream retailers.

- “ I've found (around Melbourne anyway) that shopping in markets and small grocers is far cheaper than buying at the major supermarkets. When I have time I prefer to shop at the markets because not only is it cheaper, but the produce tends to be fresher and tastier.
Eager Explorer
- “ I love going to farmers markets - it's nice to have a conversation with the person who has worked hard to bring you these fresh and yummy veggies!!
Flavour Follower
- “ I try to shop at the local vegetable market (not Safeway or Coles) as they have competitive prices.
Conscious Improver
- “ Always get them fresh from the market or farmers market- they taste so much better and last a lot longer!
Eager Explorer



Favourite Veggie Dish.

In Week 1, Millennials sent in a photos of their favourite vegetable dish. They are creative cooks who use a range of cooking techniques to make a wide variety of dishes.





Veggie Shopping List.

Millennials are purchasing a wide variety of vegetables. There is a mix of weekly shoppers, and top-up shoppers.

Reg 111 Served By: Assisted Checkout

	\$
PAULS TRIM DAIRY HDP 2LITRE	3.39
EXTRA LEAN PORK 500GRAM	6.50
BEGA SLICE RED FAT 250GRAM	4.50
%YAKULT 5PK DRINK 65ML	4.10
ICEBERG LETTUCE 1EACH	2.98
CARROTS PERKG	0.53
0.267 kg NET @ \$1.98/kg	
IMPERIAL MANDARINS PERKG	1.57
0.787 kg NET @ \$2.00/kg	
BROWN ONIONS PERKG	0.69
0.232 kg NET @ \$2.98/kg	
HEINZ SPAG & MEATBAL 420GRAM	2.00
EDGELL BROOT SLCD SU 425GRAM	1.75
WHT E WNGS HAMB/HELPR 110GRAM	3.05
%GOLDEN PANCAKES 6PK 360GRAM	4.99
%DE-GAS CAPSULES 24PACK	7.30
%ALLENS FRECKLES 200GRAM	3.00
BANANAS PERKG	0.75
0.417 kg NET @ \$1.80/kg	
7 SEEDS & GRAIN SAND 800GRAM	3.00
CRUSTY ROUND ROLLS 6PACK	2.00
%SPRITE CAN 200ML 200ML	1.60
Sub Total	\$53.70

Anne-Marie Views 6
Friday, January 15, 2016 Comments 0

6

SWEET CORN 1EACH	4.00
Quantity: 5 @ \$0.80 each	
SWEET CORN 5 FOR \$2	-2.00
LAMB CUTLETS PERKG	8.45
BEEF SCOTCH STEAK PERKG	9.91
MT COLES SALMON 4 PK 460GRAM	15.00
%MULTIX SLIDER BAGS 50PACK	3.95
CSR CASTER SUGAR 1KG	2.10
SAN REMO INSTANT LAS 375GRAM	3.00
%SCHWEPES LEMONADE 1.25LITRE	1.10
CRISCO PEANUT OIL:75 750ML	4.75
COBRAM ESTATE EXTRA 750ML	6.49
NESTLE DRINK MILD:75 750GRAM	7.00
SWEET POTATOES RED PERKG	1.11
0.737 kg NET @ \$1.50/kg	
%RED ROCK DELI POTATO 165GRAM	3.00
TIP TOP SUNBLEST 650GRAM	2.80
Total for 18 Items	\$70.66
EFTPOS	70.66
GST INCLUDED IN TOTAL	\$0.73

Melicia Views 5
Monday, January 18, 2016 Comments 1

Date: 13-Jan-2016 Time: 16:16
Reg 112 Served By: Assisted Checkout

	\$
COLES WATER SPRING N 1.5LITRE	0.70
%COLES COLA 1.25LITRE	0.75
%BIOZET LAUNDRY POWDR 2KG	10.00
GROVE DAIRY JUICE 500ML	2.35
%S B COLES SPONGE SPACK	1.60
SOUTH CAPE DY FETTA 200GRAM	5.00
CONTINENTAL CUCUMBER 1EACH	2.00
BROCCOLI PERKG	2.29
0.417 kg NET @ \$5.50/kg	
BRUSHED POTATOES PERKG	1.52
0.507 kg NET @ \$3.00/kg	
4 LEAF SALAD MIX 120GRAM	2.00
CARROTS PERKG	0.43
0.287 kg NET @ \$1.50/kg	
Total for 11 Items	\$28.64
EFTPOS	28.64
GST INCLUDED IN TOTAL	\$1.12
Total Savings \$10.00	

Rebecca Views 1
Sunday, January 17, 2016 Comments 0

	\$
FROZEN DURIAN WHOLE /KG	14.89
2.13 Kg @ \$6.99 Per Kg	
BEAN SHOOT 1KG /BAG	1.30
SMALL BOKCHYOY 4 BUNCH	1.90
FARM FRESH EGGS 700G	2.49
ZPX EGG ROLL 180G	3.00
ITEMS 5	
SUBTOTAL	23.58
EFTPOS	23.58

Sarah Views 15
Wednesday, January 20, 2016 Comments 1

Date: 14/01/2016 No: F100140865
Cashier: OP 5 Register: P008

CHERRY TOMATOES	
700g Free Range Eggs	1 X \$1.29 = \$1.29
SALAD MIX	1 X \$3.99 = \$3.99
0.09KG X \$9.99 = \$0.90	
SUB TOTAL:	\$6.18
TOTAL: \$6.18	
GST INCLUDED IN TOTAL:	\$0.00
CASH:	\$6.20
ROUNDING:	-\$0.02
BALANCE:	\$0.00

Zahra Views 12
Thursday, January 14, 2016 Comments 4



Veggie Shopping List.

Eager Explorer



Open to purchasing vegetables, such as the 'odd bunch'.

Flavour Follower



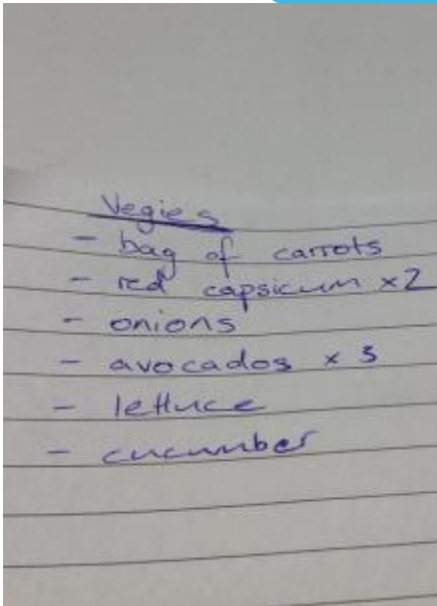
More limited repertoire of fresh vegetables purchased, and typically those that with known flavour s such as onions, capsicums and bean shoots.





Veggie Shopping List.

Wholesome Habits



Qty 2 @ \$0.75 ea	1.50
*THANKYOU LIME & CREAM AND WHI 500ML	2.70
SUNRICE RICE Cakes THIN 5/0 TOM/BSL135G	2.70
*SELECT CLEANING WIPES 40PK	2.98
*COLGATE T/BRUSH FLOS TIP30MED 1PK	
Qty 2 @ \$5.99 ea	11.98
*M/FRESH DISH LIQUID LEMON 900ML	5.99
*SELECT ELASTIC FLAT LARGE BROWN 10PK	4.29
*SELECT BOBBY PINS EXTRA HOLD BLK 80PK	4.99
*SELECT ELASTIC THIN LRG SNGLSS BRWN 16PK	4.29
HOME BRAND CORN BABY SPEARS 410G	1.00
TWININGS TEA BAGS CRAM AND POM 20G	2.49
SAXA SALT ROCK 500G	2.05
BROCCOLI	
0.317 kg NET @ \$4.90/kg	1.55
ONION BROWN LOOSE	
0.397 kg NET @ \$2.98/kg	1.18
*M CHILLER BAG	2.49
KRC CHAMPAGNE HAM KG SHAVED	2.82
PRIMO CHORIZOS KG	2.83
CHICKN BREAST FILLETSKINLESS SMALL RW	7.28
SELECT WHOLE MILK 2L	2.00
NOTHING BUT 100PCT DRNG JUICE PULP FREE	4.50
AUSTRALIAN BEEF MINCE HRT SMART	9.56
PERFECT ITALIANO CHSPARMESAN SHRED 125G	3.29
PSG INDONESIA CHICKNSATAY200G	
Qty 2 @ \$2.99 ea	5.98
MSR AUSTRALIAN BEEF RUMP STEAK KG3	10.28
SNOW PEAS 250GM	3.98
PHILADELPHIA SWEET CHILLY POUROVER 250G	3.99
GIPPSLAND YOG TWIST BLUEBERRY 720G	6.99
PUMPKIN BUTTERNUT CUT	
0.776 kg NET @ \$3.98/kg	3.09
CAVENDISH	
kg NET @ \$1.98/kg	0.75
kg NET @ \$9.98/kg	2.51
CON SHORT CUT RINDLESS 175G	5.49
UM WEET-BIX WILDBERRY BITES 500G	4.00
CRACKER COUNTRY CHEESE 250G	3.00
TOOTHPASTE TOTAL 110G	

Purchasing the same vegetables regularly; onions, carrots, broccoli and cucumber.

Conscious Improvers

TAX INVOICE		
THE HARVEST STORE		
213 MAIN STREET, POINT COOK VIC.3030		
PH: 03 9395 7699 FAX: 03 9395 7903		
ABN: 25 728 440 028		
GREEN CAPSICUMS	0.505 Kg @ \$4.98 Per Kg	2.51
LEBANESE CUCUMBERS	0.725 Kg @ \$3.98 Per Kg	2.89
OLD SEASON GINGER	0.305 Kg @ \$9.98 Per Kg	3.04
AUSSIE GARLIC	0.155 Kg @ \$14.98 Per Kg	2.32
ITEMS 4		
SUBTOTAL		10.76
EFTPOS		10.76
G.S.T		0.00
* Indicates Items with GST		
RECEIPT NO.10115094		

Vegetables that are known for their nutritional content are purchased by these consumers, including sweetpotato, carrots and ginger.

FRUIT SHACK	
SAVES YOU MONEY	
171 HIGH ST BELMONT	
PH: 03 5241 3352	
ABN: 18096349816	
DATE 21/12/2015 MON	TIME 13:54
P*TOES/C 5KG	\$2.49
C*BAGE G 1/2	\$1.89
0.335 kg @ \$1.89/kg	
SMT POTATOES	\$0.63
1.210 kg @ \$1.99/kg	
TOMATOES	\$2.41
0.845 kg @ \$0.99/kg	
ONIONS BROWN	\$0.84
0.300 kg @ \$1.19/kg	
CARROTS	\$0.36
1.310 kg @ \$1.89/kg	
BANANAS	\$2.48
0.485 kg @ \$2.49/kg	
ZUCCHINI	\$1.21
0.370 kg @ \$2.99/kg	
PEACHES	\$1.11
0.495 kg @ \$2.49/kg	
NECTARINES	\$1.23
0.220 kg @ \$3.99/kg	
GREEN CAPS	\$0.88
ROUND	\$0.02
TOTAL	\$15.55
CASH	\$20.00
CHANGE	\$4.45
THANK YOU FOR SHOPPING WITH US	
for customer enquiries&feedback	
email to	
enquiries@fruitshack@outlook.com	
CLERK 1	No.068466 0000





2.

Millennials want more nutritional information.

Currently, half of consumers are actively seeking out health and nutritional information about the vegetables they buy. However, the majority indicate that they want more easily accessible information. In particular, they want more information about carbohydrate content, vitamin and mineral content, specific health benefits and recommended daily intake (RDI).

Millennials want to find this information on vegetable packaging and at the vegetable display.

“I would have to say that any nutritional benefit of vegetables would be a great thing to know, like that eating broccoli can help in the control of high blood pressure.”

In terms of storage, Millennials have limited knowledge and hope that by putting their vegetables in the crisper drawer of the fridge that they will last longer. Anything they can fit tends to go here and only a few indicate they're choosing different storage solutions for different types of vegetables.

“I'm always confused as to the best way to store vegies and, for those without packaging, how long they are alright for.”

54%

Would like to see the sugar/ carbohydrate content information for vegetables



Millennials want to know more about the benefits of eating vegetables.

Overall, there is little knowledge or understanding of specific nutritional and health benefits of vegetables, outside of eating them for general wellbeing.

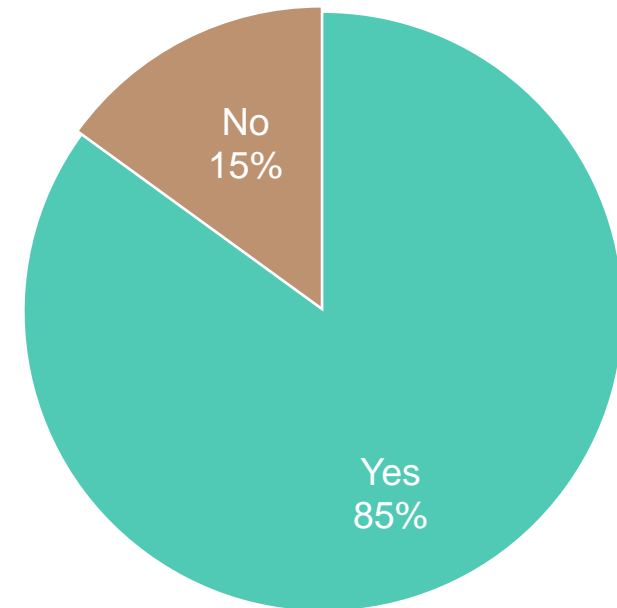
Of course I'd love to see more info. If you need more iron in your diet but don't like to eat red meat, which veggies can you go to?

-Wholesome Habit

Protein content is very important, also knowing about the vitamins included in each is a driving factor of my purchases.

- Eager Explorer

If health & nutritional information was more easily accessible, would you like to know more?





There is a difference between health and nutritional information.

There is a mix in demand for **Health Information - what will it do for me?** versus **Nutritional Information - how many vitamins and minerals does it have?**

For consumers who are less interested in general wellbeing, health information would suffice. This provides a relevant and tangible benefit to consumers which they can see in everyday life, e.g. eating carrots can help lower cholesterol and improve eye health.

Consumers who are engaged with nutritional information, however, want all the specific details. It provides a way to monitor their consumption, much like a pre-packaged meal does. These consumers want to know that carrots contain 141kj and 4.2g of fibre per serve.

Having both pieces of information available to consumers will create increased engagement with the with a noticeable and measurable benefit.

“ I don't believe that nutritional information is too important for me, however 'labelling' or stating the health benefits (i.e. carrots are great for eyesight) might be an interesting way of increasing learning and maybe even encourage more purchases.
Wholesome Habit

“ I would like to know the nutritional value such as why is it important to consume that veggie in particular, is it good for my vision or lowers the glucose in the blood and etc. also amount of calories would be important to one.
Conscious Improvers

“ If I eat this vegetable, what benefit will I get? what vice will I get? Is it good for weight loose? Is it good for muscle building? is it suitable for elder people? how well do I need cook?
Eager Explorers

“ RDI would be handy, because not everything has the same nutritional value. I'd also like to know what are my best options, say if I was deciding on what to include in a meal. For instance, Kale is an it veg at the moment, but how much better is it than Silverbeet?
Eager Explorers

“ I think it would also be helpful to see a comparison between veggies and processed foods in terms of the nutritional content. For example: you can eat one bowl of All Bran or you can get the same amount of fibre my eating (insert veggie).
Wholesome Habit



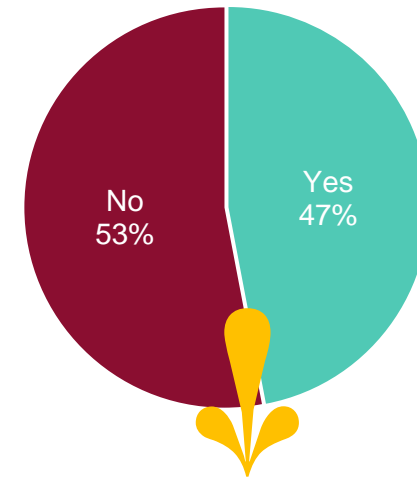
Carbohydrate and vitamin content, as well as specific health benefits are commonly identified information needs.

Some consumers are driven to specific nutritional or health information due to dietary concerns & lifestyle choices - FODMAP, vegetarian, athletic etc.

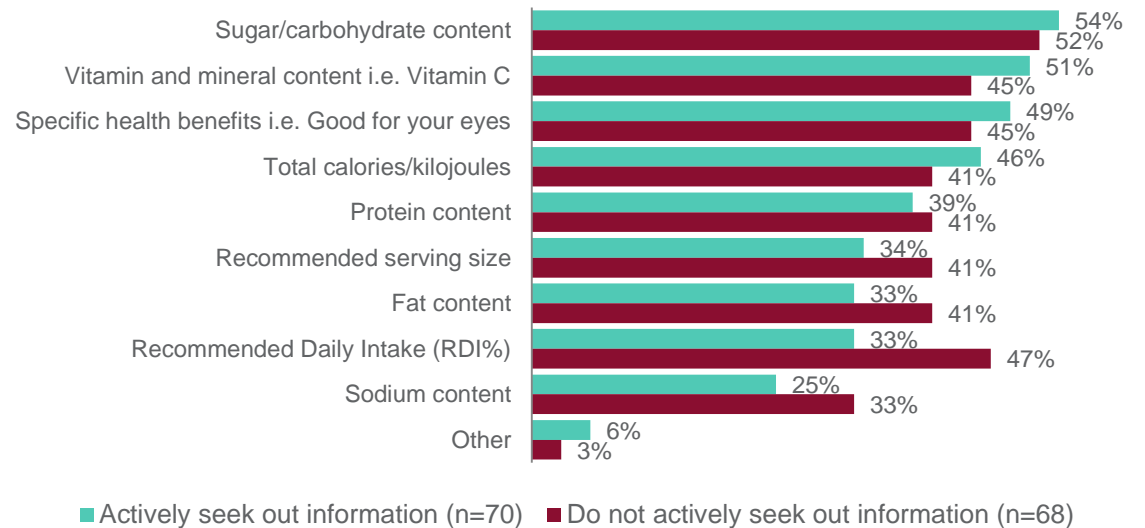
I do have vitamin deficiencies so I think if the nutritional information contained information regarding their vitamins that would be helpful.
- Eager Explorer

Protein content is very important, also knowing about the vitamins included in each is a driving factor of my purchases.
- Eager Explorer

Do you currently look for health & nutritional information about vegetables?



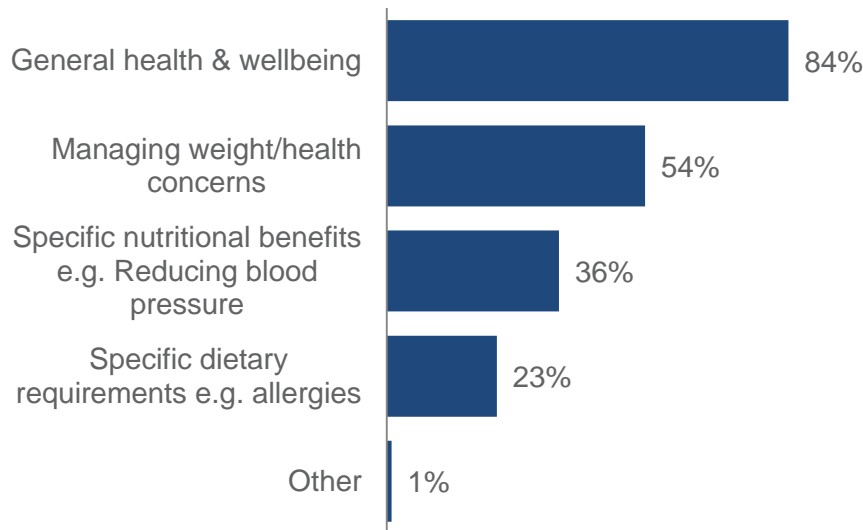
If it were more readily available, what kind of information are you looking for?





While desire for health information is seen as important for general health & wellbeing, half of Millennials indicate it would also help to manage weight & health concerns.

Why is this information important to you?



“ I think it would encourage me to buy more vegetables. It would also help me to plan my meals while at the supermarket.
Eager Explorer

“ I need to know whether they contain FODMAPS as I have bad tummy issues. Best before dates would also be great
Conscious Improver

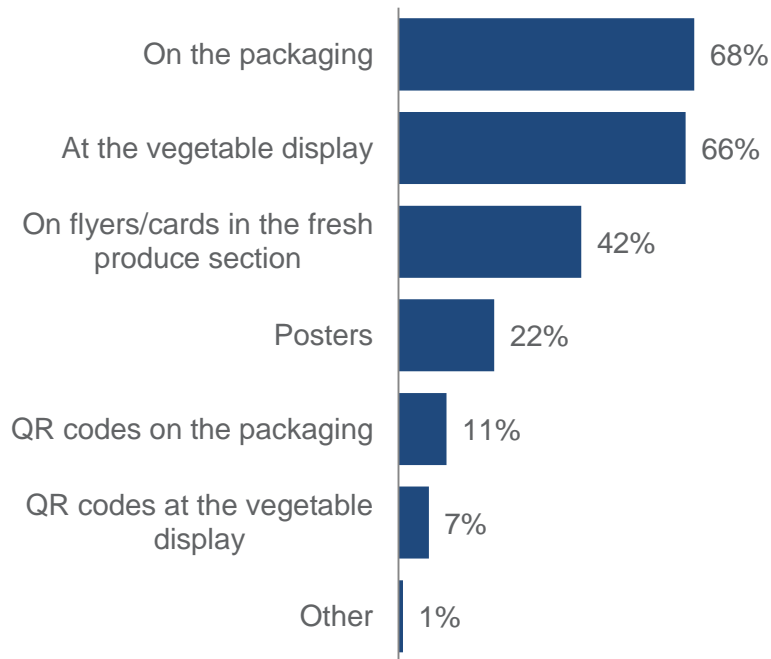
“ We all know about vegies being super foods though I'd like to see SUPER information to make these the everyday hero in my household.
Eager Explorer

“ I'd love to see KJ's per recommended serve, as well as protein levels and perhaps sugars too. plus it would be good to see how much good stuff is in there too! (vits and mins)
Conscious Improver



At the vegetable display and on pack are seen as the most ideal locations for health and nutritional information.

And where would you like to see this information when shopping for vegetables?



...Maybe just on a poster next to the display.
-Eager Explorer

At Melbourne Central recently, to encourage red meat consumption to prevent iron deficiency they had free recipes that you could select and print out. Maybe a stand near the vegetables with recipe ideas & nutrition info could be helpful (quick and easy is always a winner!)?
-Conscious Improver

As I'm not 100% sure, it would be so helpful to have this information on packaging :) Haven't seen veggies promote what they are good for in the body. I mostly just see this information on the internet. Would be great to have it on packaging.
-Eager Explorer

A little card that changes fortnightly or monthly that has the same nutritional information table as on packaged products but also a handy recipe on how to cook or serve the vegetable would be great.
-Eager Explorer



Millennials also want more information about ideal storage.

Consumers are confused about the best ways to store their vegetables. They don't know if they are doing it right or if there even is a right way of storing vegetables.

Millennials also feel that best before dates would provide guidance on when to use and how long to keep vegetables for. This would further help limiting the amount of vegetable waste they produce.

Along with this on-pack information, consumers would benefit from preparation, cooking and recipe ideas.

“ I'm always confused as to the best way to store vegies and, for those without packaging, how long they are alright for.
Flavour Follower

“ Also some storage tips for storing vegetables. At times I have to throw out some vegetables as they wilt or turn a different colour quickly. Is lightly blanching them (like carrots) and then freezing them a good idea?
Eager Explorer

“ I would like to know where the vegetables are harvested and packaged. Information on the best way to be cooked, stored and what each vegetable is good for could be an added bonus.
Eager Explorer

“ I hadn't thought of it before but I would love to know storage recommendations and best before dates.
Conscious Improver

“ I'd love to know more about storing fruit or veg. Mine seem to always go off before I get to use it. If I should be buying smaller amounts more often then I'd like to know that too. Or if an entire pumpkin will last me three weeks then I'll buy a whole one instead of a cut for example.
Wholesome Habit

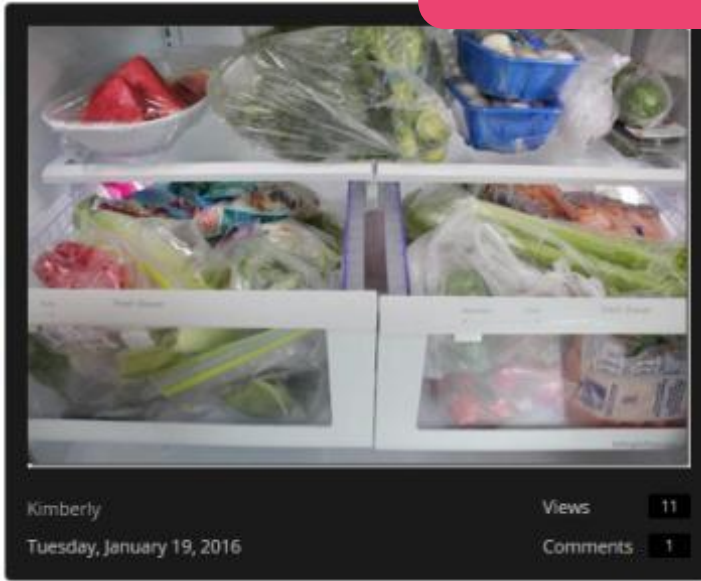


Inside The Fridge.

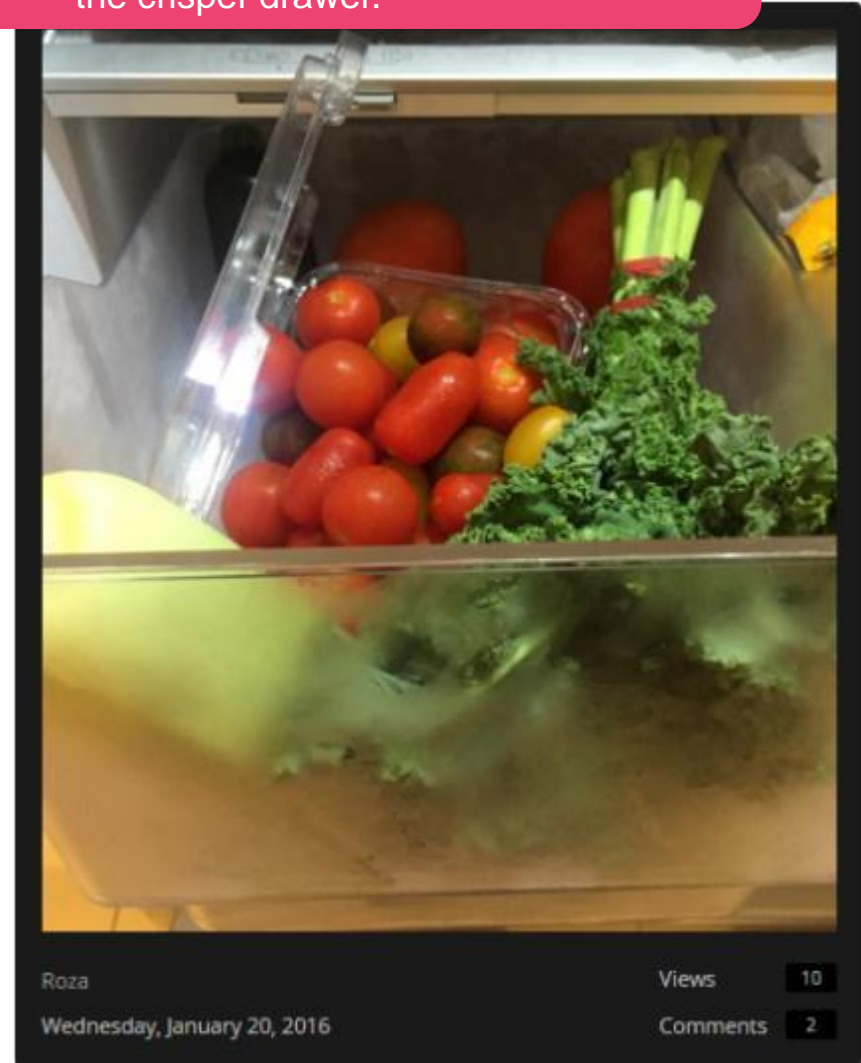
Millennials store most vegetables in the crisper, with a mix between using packaging as well or keeping them loose in the crisper drawer.



Chris
Saturday, January 23, 2016
Views 1
Comments 0



Kimberly
Tuesday, January 19, 2016
Views 11
Comments 1



Roza
Wednesday, January 20, 2016
Views 10
Comments 2



Adam
Friday, January 22, 2016
Views 4
Comments 2



Lily
Wednesday, January 27, 2016
Views 7
Comments 1



A number of Millennials lack inspiration in-store and feel that recipe ideas would be useful.

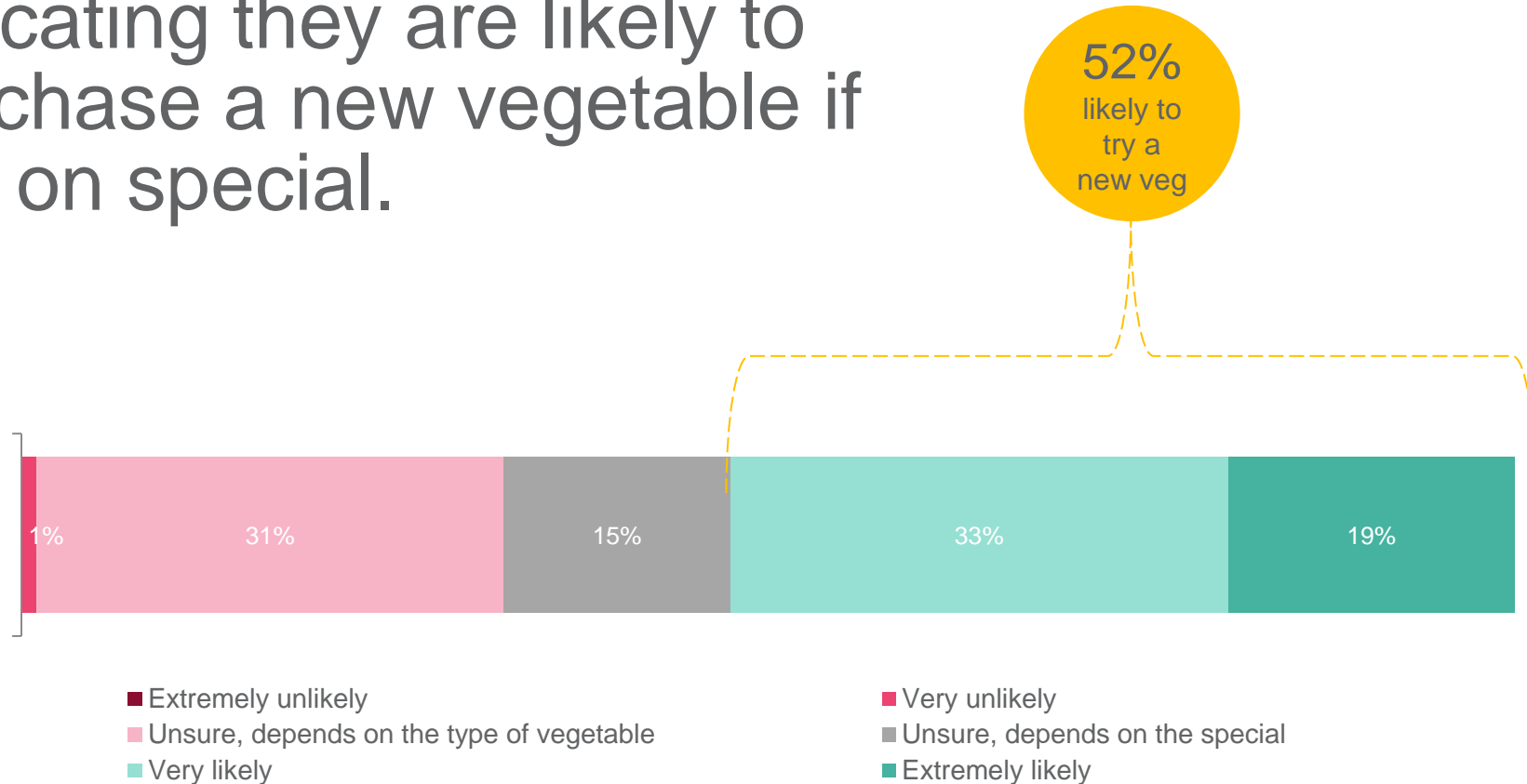
Consumers purchase vegetables as part of a routine, and therefore require motivation and inspiration to purchase vegetables outside of their regular repertoire.

Recipe ideas that highlight suitable cooking styles and cuisine may encourage consumers to try new vegetables, or those that they are not particularly fond of.

- “ Things like broccoli, Brussels sprouts, cauliflower. Truth be told, I'm not such a huge fan of most cooked veggies, so even recipes for things with raw veggies or salad with some into combinations would be good, and encourage people to try something a bit different. Never know, maybe it's just that I haven't found the right way of cooking broccoli yet to make it tasty and good for me!
Flavour Follower
- “ I'd love to find more recipes on how to cook them...I'm an inventor so doing the traditional thing and boiling them isn't for me...when I was younger I lived on boiled veggies...now I want to create new dishes. I just want to cook them, but cook them great...cook books cost a lot of money so it would be great finding packaging with a little recipe here or there.
Eager Explorer
- “ It's a great idea to give the information on the pack to store the veggie and a quick recipe to prepare them.
Conscious Improver
- “ I think for me, knowing the interesting things about them, such as what they are best used for, things like that...
Wholesome Habit



Millennials are motivated by price specials, with over half indicating they are likely to purchase a new vegetable if it is on special.



How likely are you to try a new vegetable if it is on special?





3.

Quality drives fresh vegetable purchase, provenance is a secondary factor.

Most Millennials agree that knowing where their vegetables come from is important. In particular, “freshness” is identified as the most important reason for an interest in provenance. Despite this interest, for these consumers quality and price tend to dominate the purchase decision making process.

“I prefer the quality over the price, therefore whenever I have a choice, I would buy a local Australian produce. I think that Australian veggies undergo a proper quality control procedures, which I trust.”

Millennials hold some misconceptions about the provenance of the vegetables they find in store. These consumers underestimate how much fresh produce being sold has actually been grown in Australia - perceiving that almost one third of fresh vegetables are imported from overseas. Exotic vegetables confuse the issue further, with a large number of Millennials believing that Asian vegetables and Chillies are commonly imported.

92%

Consider quality of fresh vegetables when purchasing



Quality and price are the key drivers of fresh vegetable purchase. Country of origin is somewhat less top of mind when consumers are shopping for fresh vegetables.

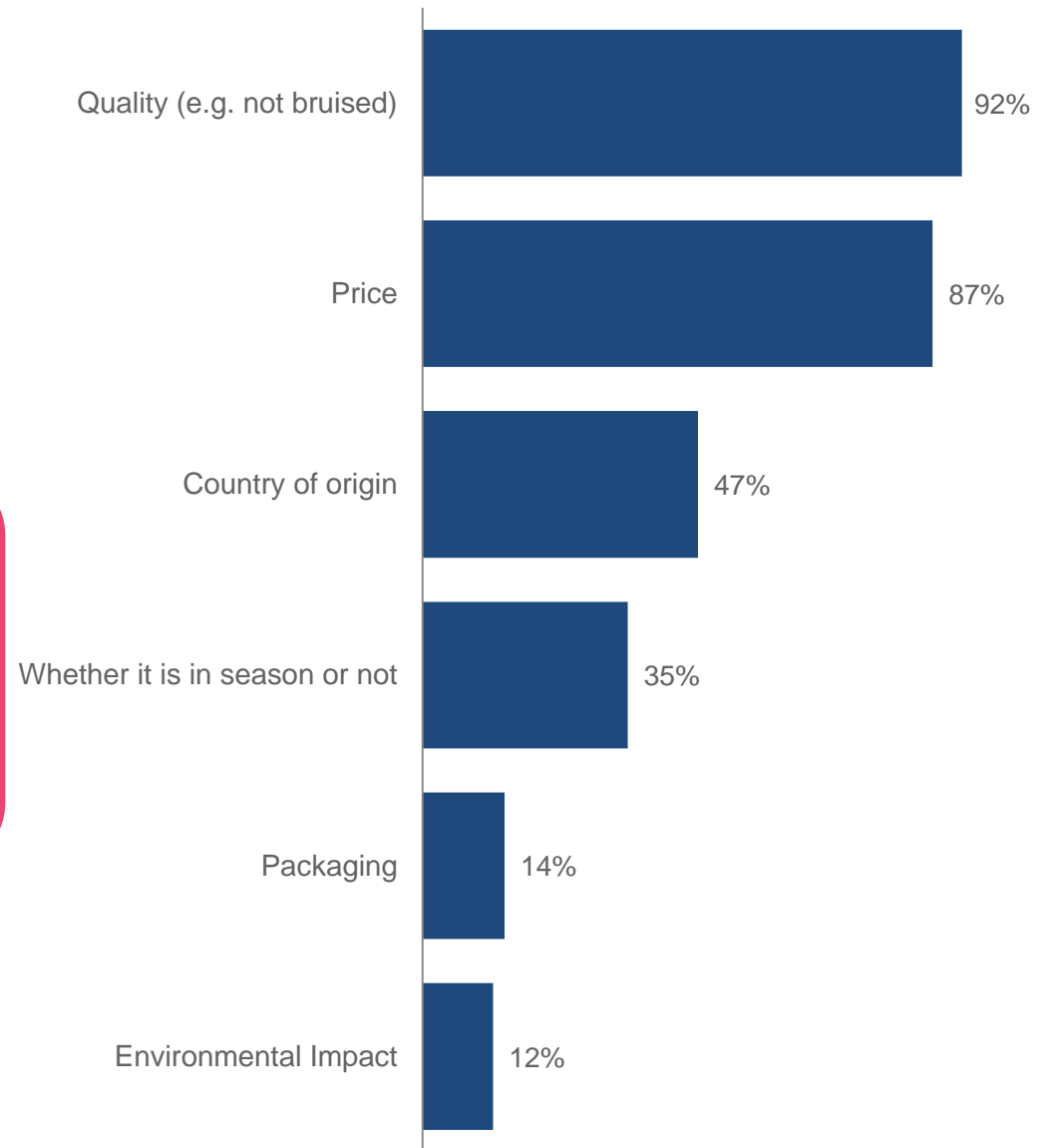
Often, unfortunately, price is more important than provenance. I would love to buy only locally grown organic in season vegetables, but unfortunately my budget doesn't allow for that most of the time. When at the green grocers I will choose Australian grown over foreign imports where possible - but there's not always the option or it's not always indicated. I think provenance should be indicated on signage in store, and larger grocery chains (Coles Woolworths) should also carry this online.

-Eager Explorer

"I trust Australian grown veggies and fruits so I always buy them even if the prices are high. Family's health comes first then money."

- Wholesome Habits

When I buy fresh vegetables, I consider...





Millennials battle between helping the local economy and helping their savings.

Consumers are torn by where they spend their money. Whilst some understand that purchasing Australian vegetables will help the local farmers, it comes at a perceived increased cost that hits their wallet.

Millennials need education about the minimal difference in cost between Australian grown and imported vegetables.

“ *I don't check where they come from. If I like the price and I want that type of vegetable I will buy them. Which is wrong as my grandparents are farmers and I'm here trying to save money to pay off my mortgage.*
Flavour Follower

“ *I will only buy them if they're from Australia, yes the cost at times may be a bit higher but for quality, knowing the vegetables and fruit have not travelled half way around the world but have come from 'down the road' gives me peace of mind that they are of quality and freshness. You also know that you are supporting Australian farmers and local business's which in turn is good for our local, state and Australian economy.*
Eager Explorer

“ *I prefer to buy Australian as long as it is not too expensive. That way the money goes to Aussie farmers and I trust them as we have more strict food practises here.*
Conscious Improver

“ *I more often than not purchase the cheapest produce, however I do look for quality as well (so if the cheapest is not quality then I will buy more expensive)*
Wholesome Habit

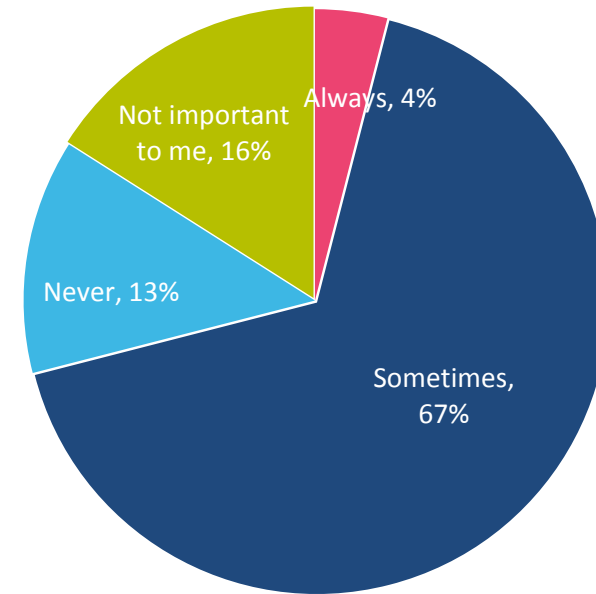


Two thirds of Millennials are knowingly purchasing imported fresh vegetables.

Only one in ten indicate that they never knowingly purchase imported fresh vegetables.

It is important to educate consumers on the importance of buying fresh vegetables grown in Australia, including supporting the local economy/businesses, freshness, quality and safety.

Do you ever purchase fresh vegetables knowing they were grown overseas?



"I think price is important for me because we live in a tight budget.. some people choose Australian is because of quality of food, but overseas are cheaper!"

-Wholesome Habit

"It's obviously important to buy Australian so the money stays in the country and goes to Aussie farmers and workers."

-Flavour Follower

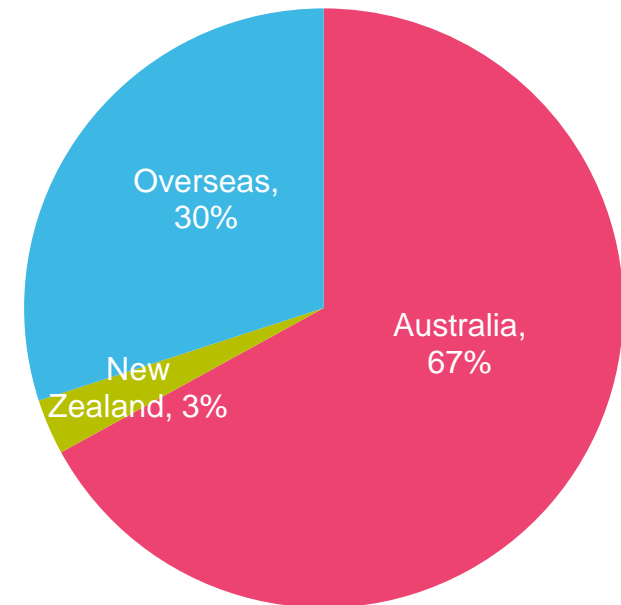


Worryingly, when country of origin cannot be determined, almost a third of Millennials believe that vegetables are imported.

“I rarely know where my veggies are from and just always assume they are from Australia.”

– Flavour Follower

If country of origin of FRESH VEGETABLES I BUY is not available – I assume it comes from...



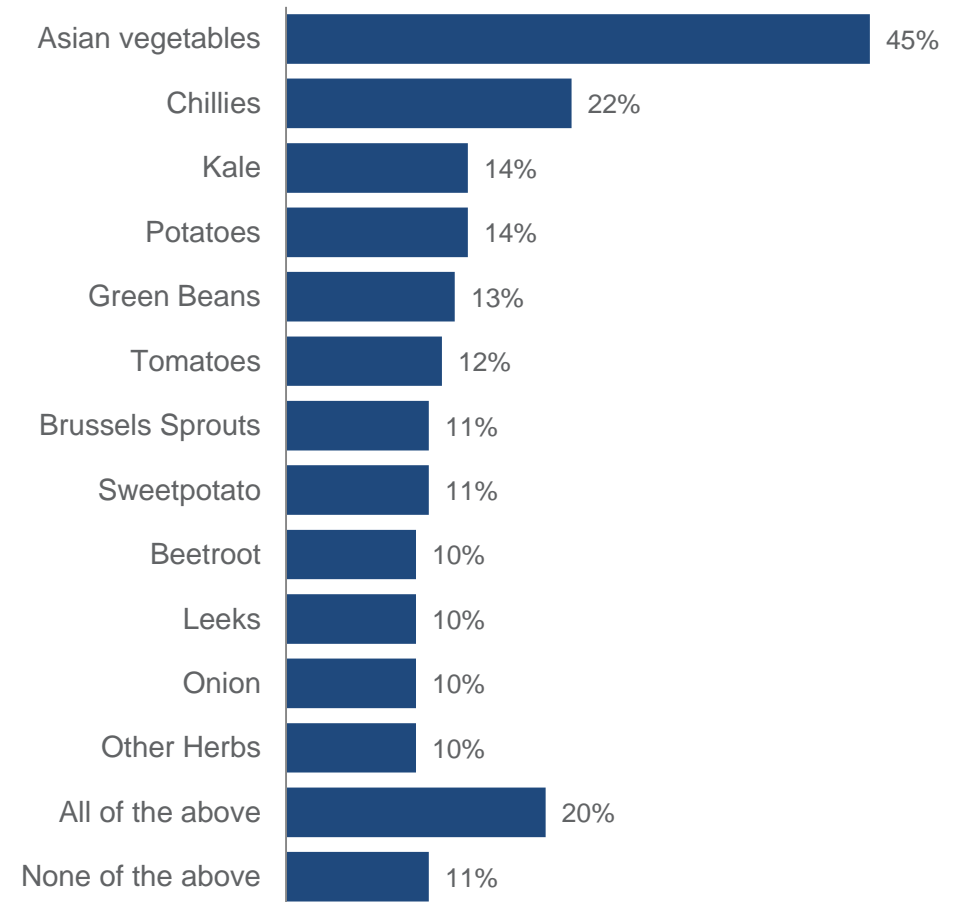


Exotic vegetables, such as Asian vegetables and chillies are commonly assumed to be imported.

“We can buy as much local produce as we want but if the farmer is still getting ripped off by the large buyers (e.g. Coles, Woolworths) than in 20 years 90 percent of produce WILL come from overseas.”

– Conscious Improver

Are there any vegetables you think are regularly imported?

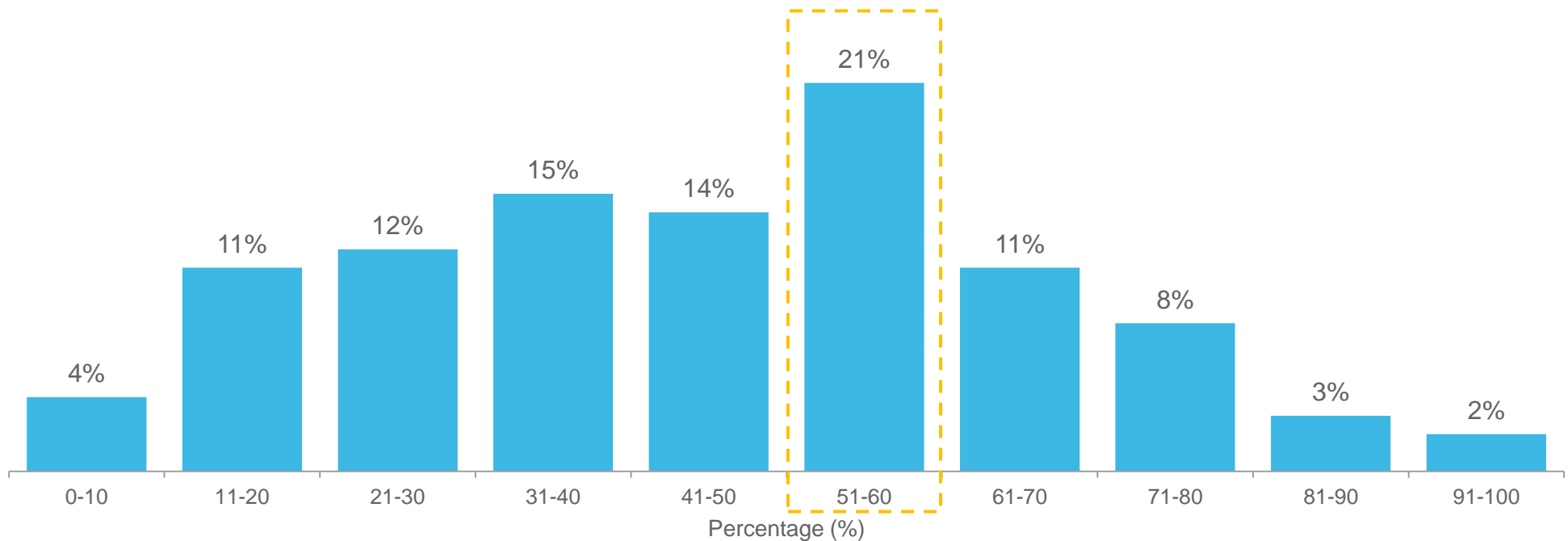




The majority of Millennials believe that up to 60% of fresh vegetables in-store are grown in Australia, and the remaining two thirds imported from overseas. This misconception may result in consumers believing that buying Australian is more difficult than is the case, and increase the general acceptability of imported vegetables.



What percentage of fresh vegetables at your local store do you think are Australian grown





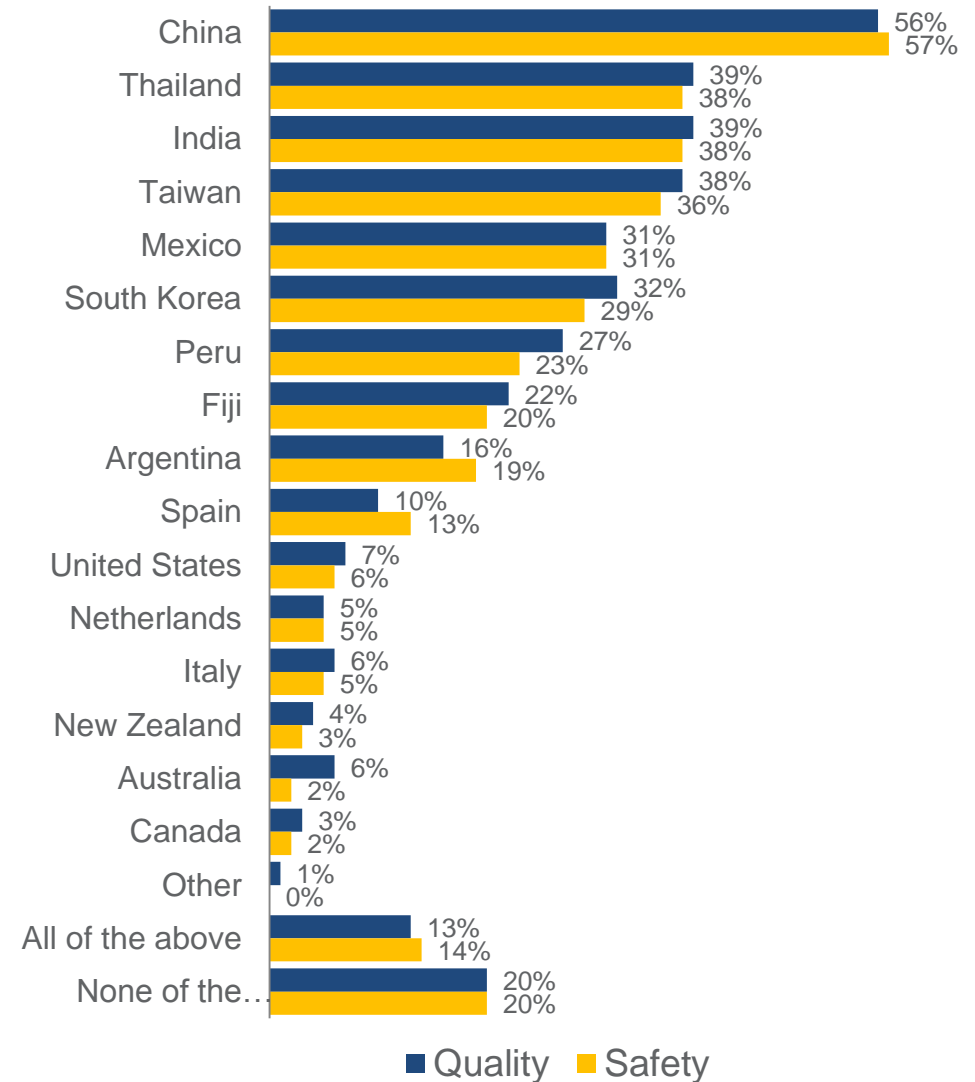
In contrast with the perceived quality and safety of Australian grown vegetables, Millennials are most concerned with the quality and safety of fresh vegetables grown in Asian countries, especially China, Thailand and India.

Safety and quality are inherently linked, with no major differences in how these are perceived for any country.

“I prefer to buy Australian produce, because it is local supporting our farmers; the pesticides used are to the Aust standards; I'm not sure of the quality and chemical standards of other countries.”

– Wholesome Habits

I have concerns about the QUALITY and SAFETY of fresh vegetables grown in...



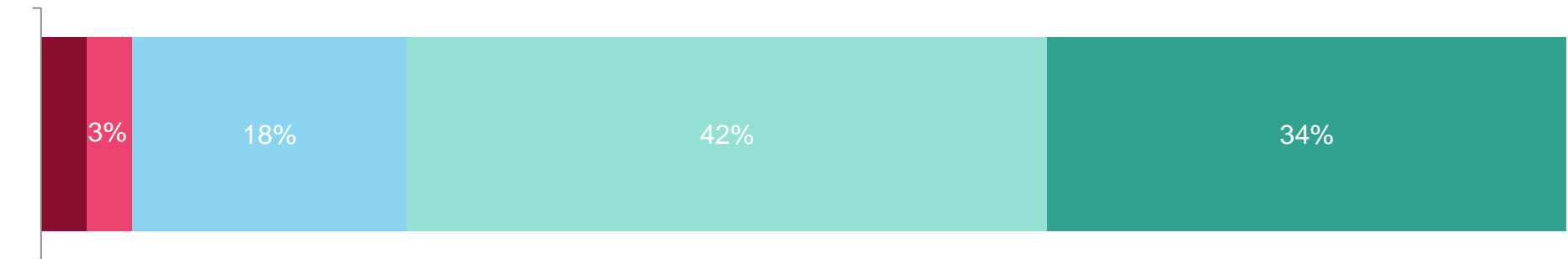


Nonetheless, the majority of consumers still want to know where their vegetables come from.

“Now that I am not a poor uni student I like to consider where the produce is from. Having grown up in a small country farming town, this is important to me. I think it's important to support our own and by buying local or Australian produce it's just a small part I can do to help.”

-Conscious Improver

How important is knowing where your vegetables come from?



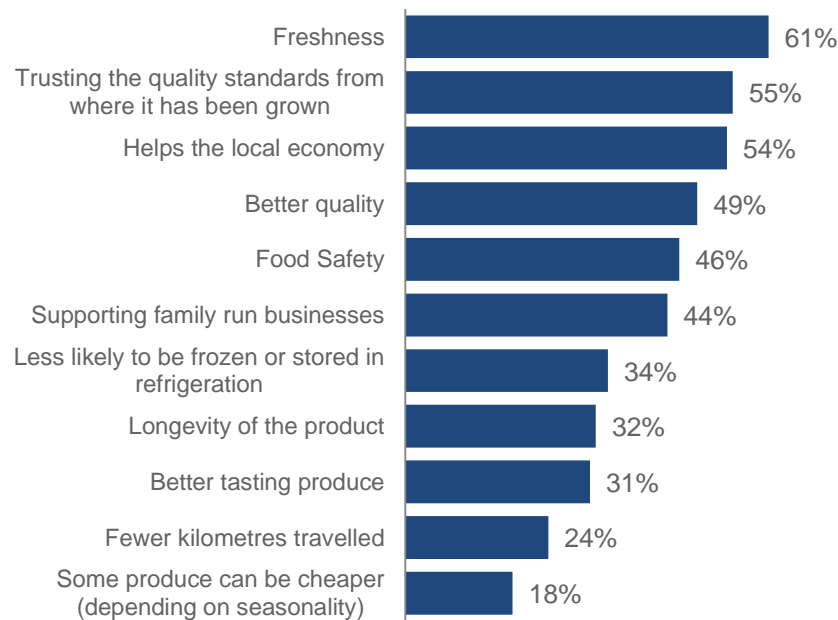
■ Not at all Important ■ Not Very Important ■ Neither Important nor Unimportant ■ Very Important ■ Extremely Important



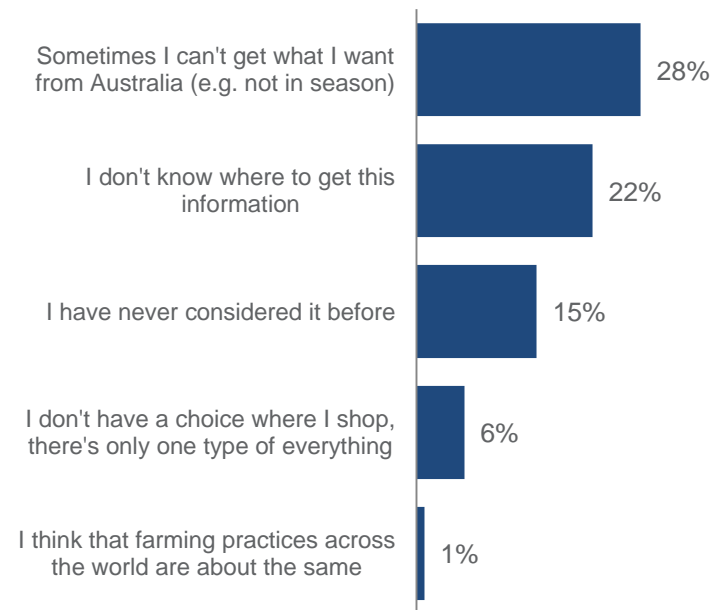
Consumers intrinsically link local provenance with freshness and quality. Half of Millennials also link local provenance with helping the local economy.

When provenance is not important to purchasing decisions, this is commonly because consumers need to buy something out of season, or have difficulty finding the information they need to make an informed decision.

If knowing where your vegetables are grown from is important, what are the reasons?



If knowing where your vegetables are grown is NOT important, what is the main reason why?



"I prefer to buy local vegetables, I reckon provenance is more important than price. Most of the time, we cannot tell where the vegetables are from in the supermarket."

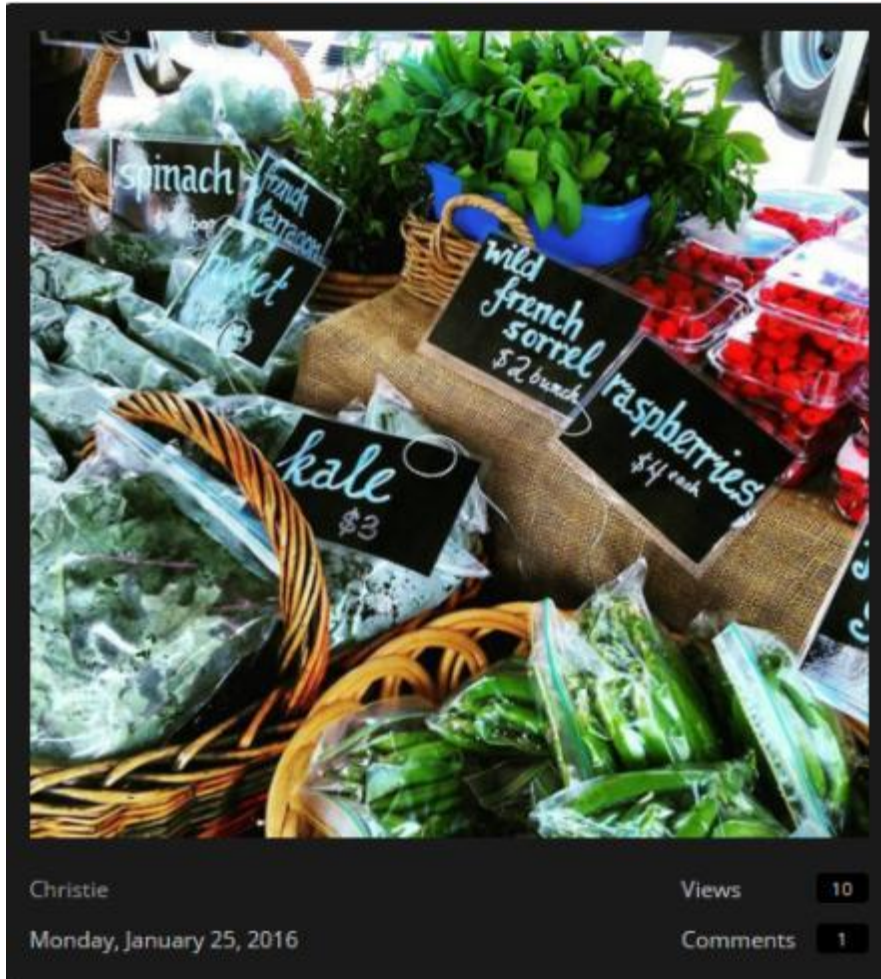
– Conscious Improver

"Normally I chose my veggies based on price and freshness, then provenance. I barely know where my veggies come from."

– Flavour Follower



Australian grown is visualised with green imagery.



Consumers sent in **green** photos of produce, farms and farmers.



What Australian grown looks like to Millennials...



Fresh



Local



Proud Families



Local Produce

"Australian grown food has guidelines that need to be followed making them safer to eat than produce grown in other countries"

– Eager Explorer

"For me, it means that I'm buying from fellow Australians and that I'm supporting their work. I want to keep our farms going as long as possible instead of being bought out by international companies or from importing fruit and veg."

– Wholesome Habits

"Aussie grown means supporting the hardworking local farmers!"

- Conscious Improver



Contentment



Natural



Green



There is a lack of directed understanding about where country of origin information is found and searched for.

Whilst country of origin labelling is mandatory for retailers, not all Millennials are aware that they can find this information in-store.

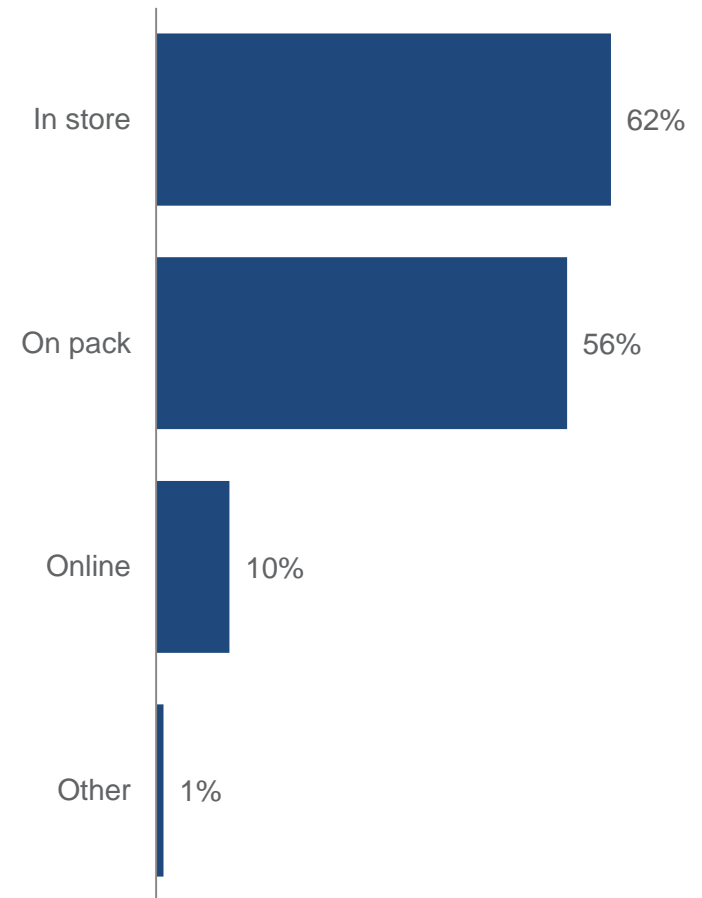
“I guess provenance details can be displayed next to the price for easy access.”

-Wholesome Habit

“If I'm honest, I love the idea of buying local and supporting local growers... but when I'm shopping I take no notice of the origin.”

-Eager Explorer

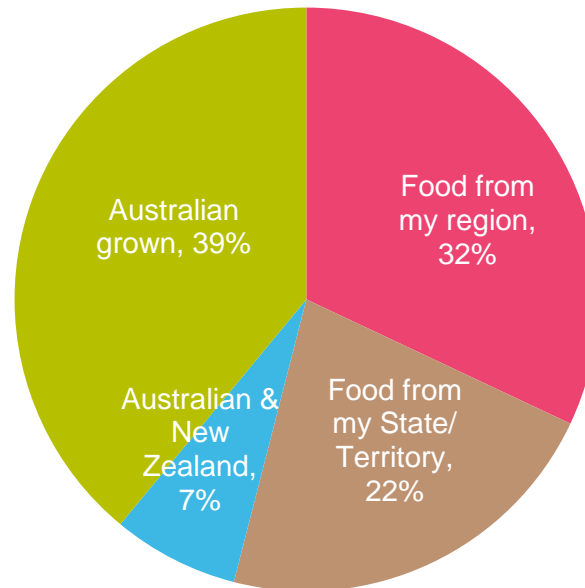
Where do you find information about country of origin?





The term 'local' does not have a clearly defined meaning for consumers, who variously interpret this as implying produce from their region, state or country.

Local produce means...



"I am prepared to pay more. We go to the local markets to get our fruit and veg. It is sourced in our region and although we pay slightly more sometimes it lasts a hell of a lot longer than the fruit and veg you buy in-store."

– Eager Explorer

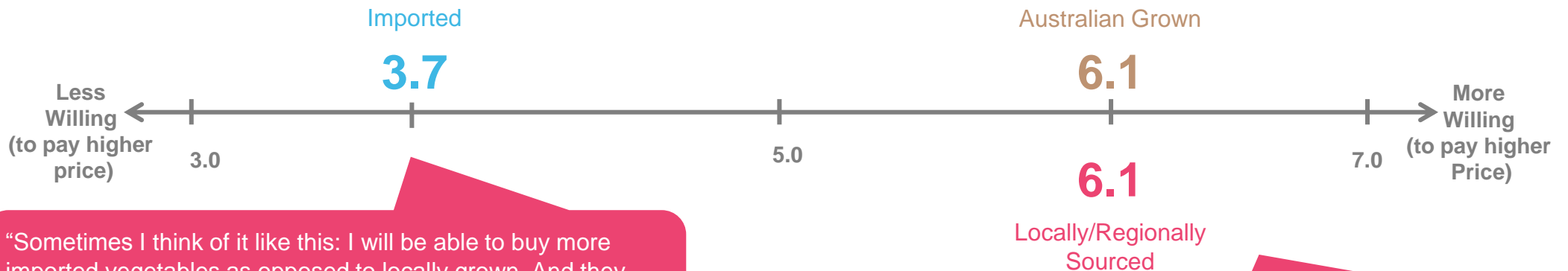


Millennials are just as willing to pay more for vegetables that are Australian grown as they are for vegetables that are locally sourced. This highlights the lack of differentiation in consumers' minds.

"I'm prepared to pay slightly more for an Australian Grown product. But for instance if it's like double the price I wouldn't be able to afford it."

– Conscious Improver

Are you willing to pay LESS/THE SAME/MORE for fresh vegetables if they are...



"Sometimes I think of it like this: I will be able to buy more imported vegetables as opposed to locally grown. And they are still going to be good for me, so I will benefit either way."

– Eager Explorer

"I think it's very important to buy Australian Produce and I will pay a little more for it but if I think the price is too high I don't buy."

– Eager Explorer





4.

Fresh is best for Millennials.

While many Millennials regularly purchase frozen (54%), tinned (34%), and pre-prepared (23%) vegetables, fresh loose vegetables are the clearly preferred format. If they aren't buying fresh, Millennial consumers feel they are making trade-offs with respect to quality, taste and freshness, particularly with frozen formats.

"I always feel like I'm compromising on quality and freshness when buying pre-packaged or frozen veggies. But in terms of value, I guess its more value for money if it lasts longer (maybe?)."

Different primary purchase drivers operate for these different formats. Purchase of frozen and tinned vegetables are primarily driven by longer shelf-life and the ability to easily keep these on hand without wastage, while pre-packaged, fresh vegetables are sought out for both convenience and reduced preparation time.

"I agree that if I shopped more often I would eat more healthily. However I shop once a week and once the veggies go bad I resort to frozen ones."



92%

Regularly buy
fresh, loose
vegetables



Buying fresh, loose vegetables is clearly associated with having the tastiest vegetables possible.

Nonetheless, sometimes convenience rules and the disadvantages of having to spend longer preparing them, or worry about what will end up going to waste, mean other formats are chosen...

“ I usually buy fresh vegetables instead of packed ones because they taste a lot better.
Conscious Improver

“ I will only buy tinned vegetables if it is absolutely necessary or if a recipe states that they should be used. Other than that fresher is better if I know that I have the time to prepare them.
Eager Explorer

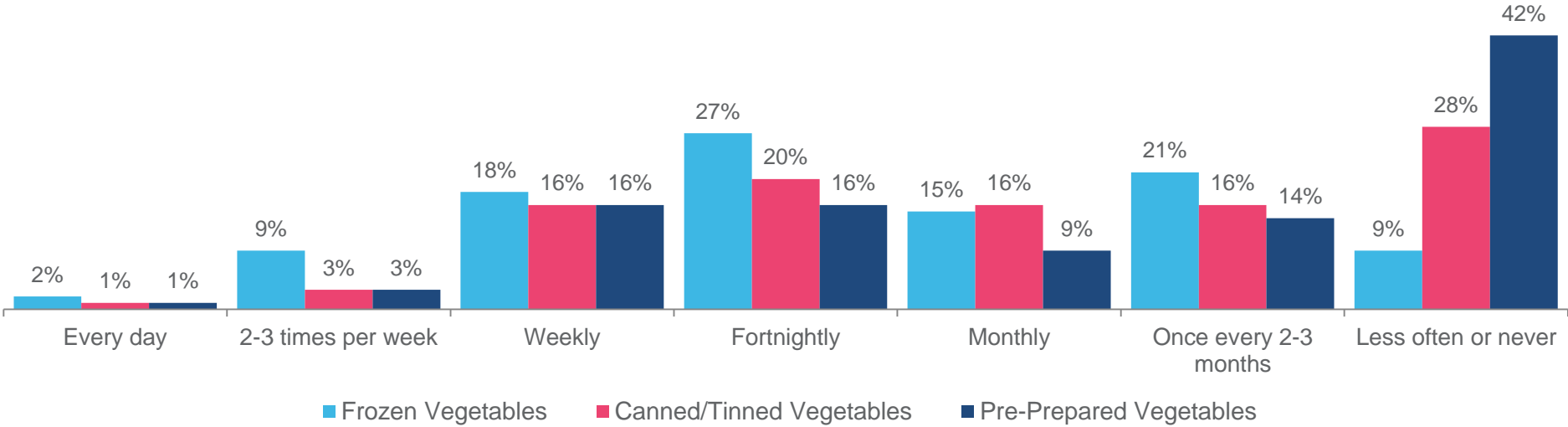
“ Personally I prefer unpacked and market fresh. However, convenience is essential to me, so I do keep a combination of canned, frozen and pre packed vegies handy at all times.
Eager Explorer

“ My preference is natural and as unpacked as possible. However I'm a sucker for convenience.
Eager Explorer



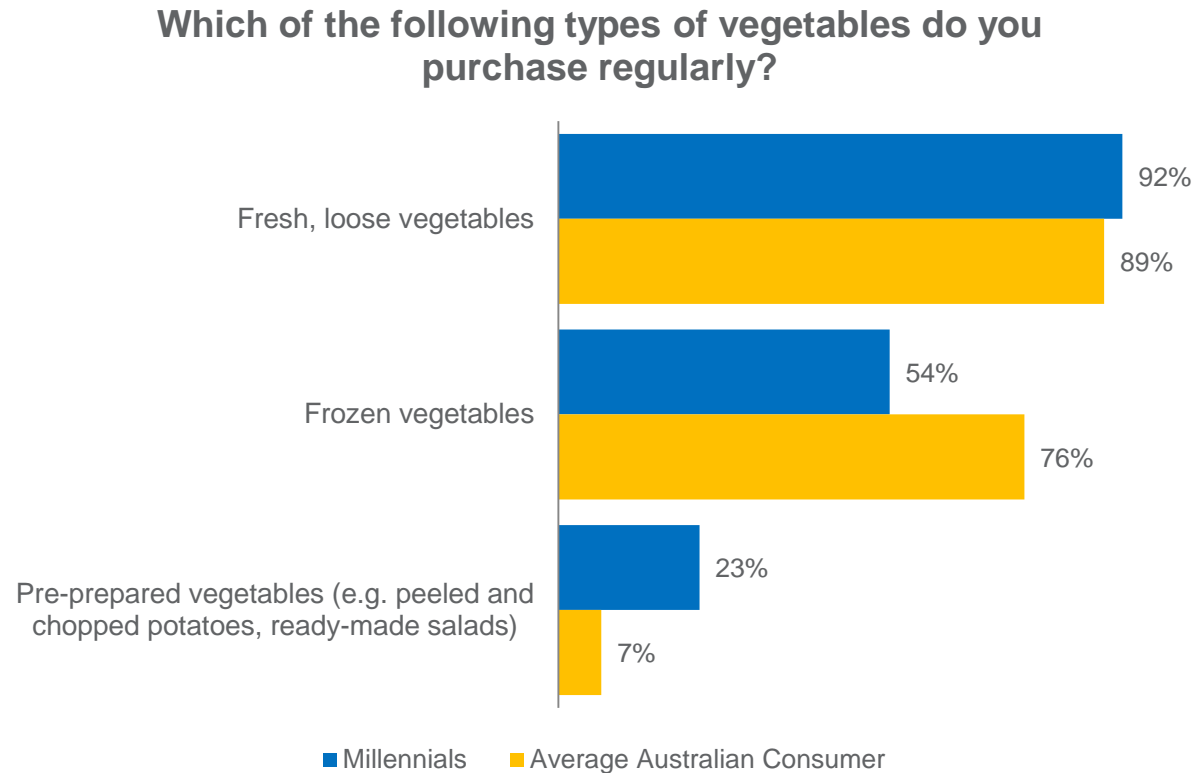
The majority of Millennials purchase frozen, tinned or pre-prepared vegetables at least monthly, with around a third buying one or more of these formats on a weekly basis.

Purchase Frequency





Compared to the average Australian Consumer, Millennials buy pre-prepared formats more often, but purchase canned and frozen format less often.



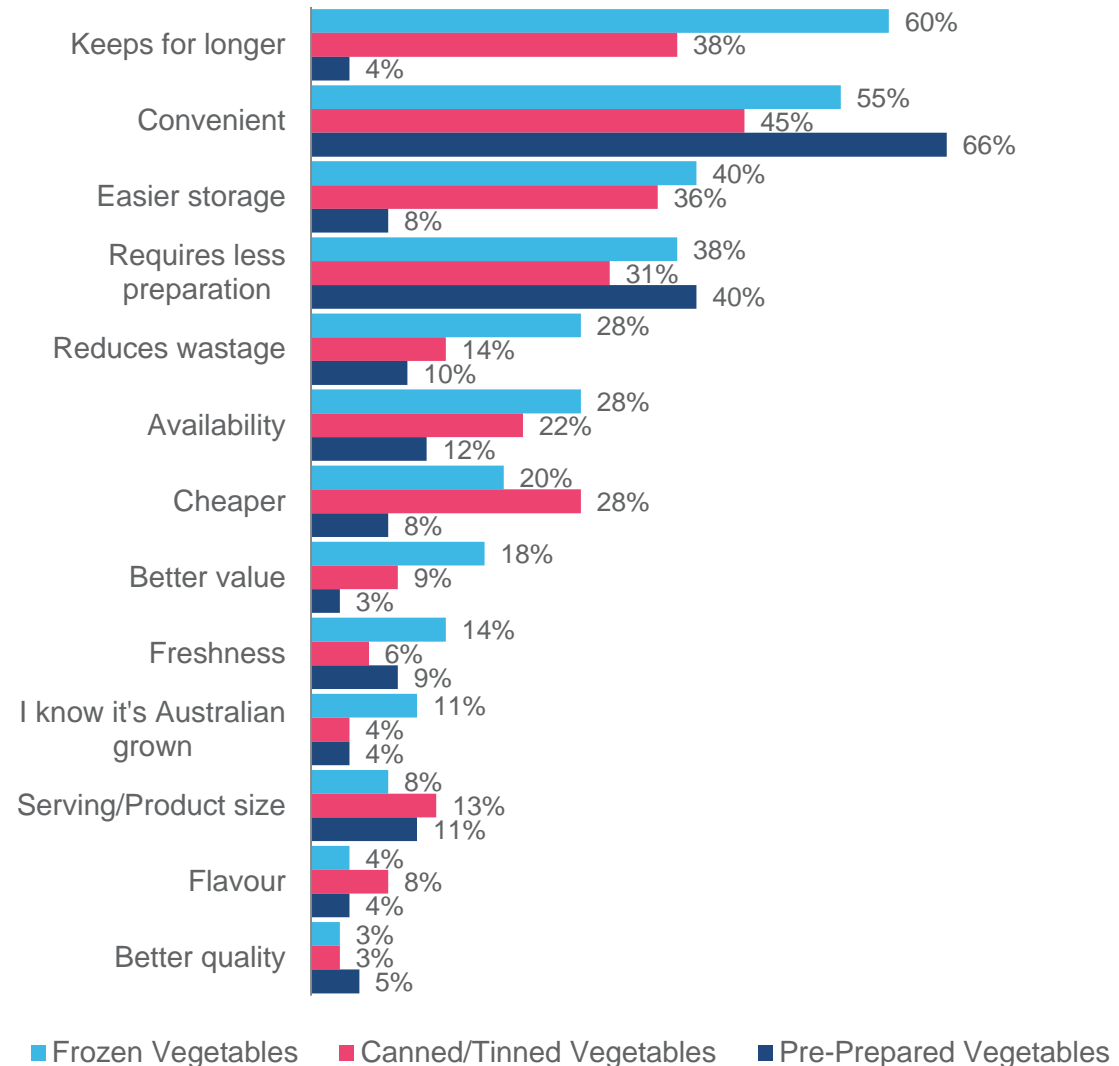


As expected, primary purchase drivers differ across formats.

For frozen and tinned vegetables, convenience, ease of storage and the ability to keep these formats on hand for longer than fresh varieties are key reasons for purchase.

By contrast, purchase of pre-prepared vegetables is primarily convenience driven.

Why do you buy frozen/canned/pre-prepared vegetables instead of the fresh variety?





Although frozen vegetables are seen as a compromise in terms of taste and quality, they are a “better than none at all” option for the convenience driven, time-poor Millennial.

Frozen vegetables help Millennials maintain adequate levels of vegetable consumption, without the potential waste that fresh vegetables can have in typically smaller households. They are also used routinely in certain dishes such as stir-frys.

Tinned vegetables are favoured because they are inexpensive and convenient.

- “Frozen and packed vegies are better than none at all. The freshness is a compromise for me.”
- “Yes i do feel slightly guilty and lazy whenever i buy pre-prepared food. Frozen vegetables are definitely a compromise on quality and taste and textures.”
- “I agree, using frozen vegetables now and then allows me to only use what I want and the rest stay in the freezer til next time.”
- “Frozen vegetables for me are used often as a matter of convenience, especially the microwave steamed bags.”
- “In our household we buy frozen veggies to put in some stir-fry dishes when we are short on time.”
- “I always keep at least a mix of about three different kinds of pre packaged frozen vegetables in the freezer at any given time. I add them to stir frys and casseroles. I buy the frozen kind just as often as the fresh, since I know that they will keep for at least 3 months and I wont be forced to cook them off in a hurry.”
- “We choose to purchase them frozen, prepacked so we can spend prep time doing something else. When we use these options we are picking it over freshness and quality I think.”



Pre-prepared fresh formats avoid some of the negative taste and quality expectations of frozen and tinned formats, and are purchased primarily for convenience and reduced preparation time.

In terms of both pre-packaged and pre-prepared fresh vegetables however, some barriers to purchase exist.

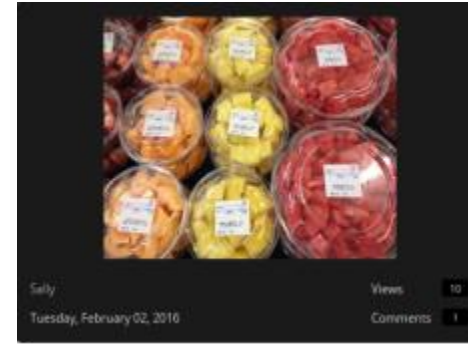
- For many Millennials, the portion sizes of pre-packaged or pre-prepared fresh vegetables is too large and like all fresh vegetables, there is the potential that they will be wasted. For a minority large portion size encourages greater consumption to avoid this waste.
- This may be related to the fact that Millennials are less likely to have families of their own and are therefore shopping and cooking for a smaller number of people.
- Difficulty seeing the quality of the produce in pre-packed formats can also create a barrier to purchase - with Millennials wanting to choose their own.

- “I only really buy packaged veg for when I am time poor and have to host dinner parties. Advantages: Potentially it is cheaper to buy in bulk. Disadvantages: Often the packs have too many for just my husband and I.”
- “I buy pre-prepared veg because it's convenient, and cuts down on prep time. For example, at my butcher you can buy peeled potatoes in rosemary and olive oil. ”
- “Sometimes it's hard to see the quality of the vegies if they are pre packaged. Also, I like to choose the size myself to suit what I'm using it for and to ensure less waste.”
- “I sometimes buy pre-prepared salads because they're convenient and I'm not good at making yummy salads.
- “The advantage of fresh veggies is that you can cut them the size you like. The disadvantage is that it takes more time to prep food. I'd like to see more hard to cut pre-cut veggies-like pumpkin, sweetpotato etc.”
- “I think the disadvantages of fresh bagged vegetables are that I have to buy in bulk in order to save money. There is no way that I would be able to consume all of the vegetables before they go bad”



Across categories, healthy, convenient, single-serve products are popular among Millennials

These kinds of packaging are attractive because of their convenient, easy to prepare and consume nature. Salad kits, soups, muesli bars and fresh or dried fruit are commonly identified favourites favourites.





“Easy and healthy lunch option takes less than a minute to warm up or can be eaten at room temperature”

– Eager Explorer

“This is my go to breakfast. Quick and easy - 90 seconds in the microwave and done!”

– Flavour Follower

“I like the way this yoghurt is packaged because it's super convenient - you don't need bowls or spoons, you can just eat straight from the packet.”

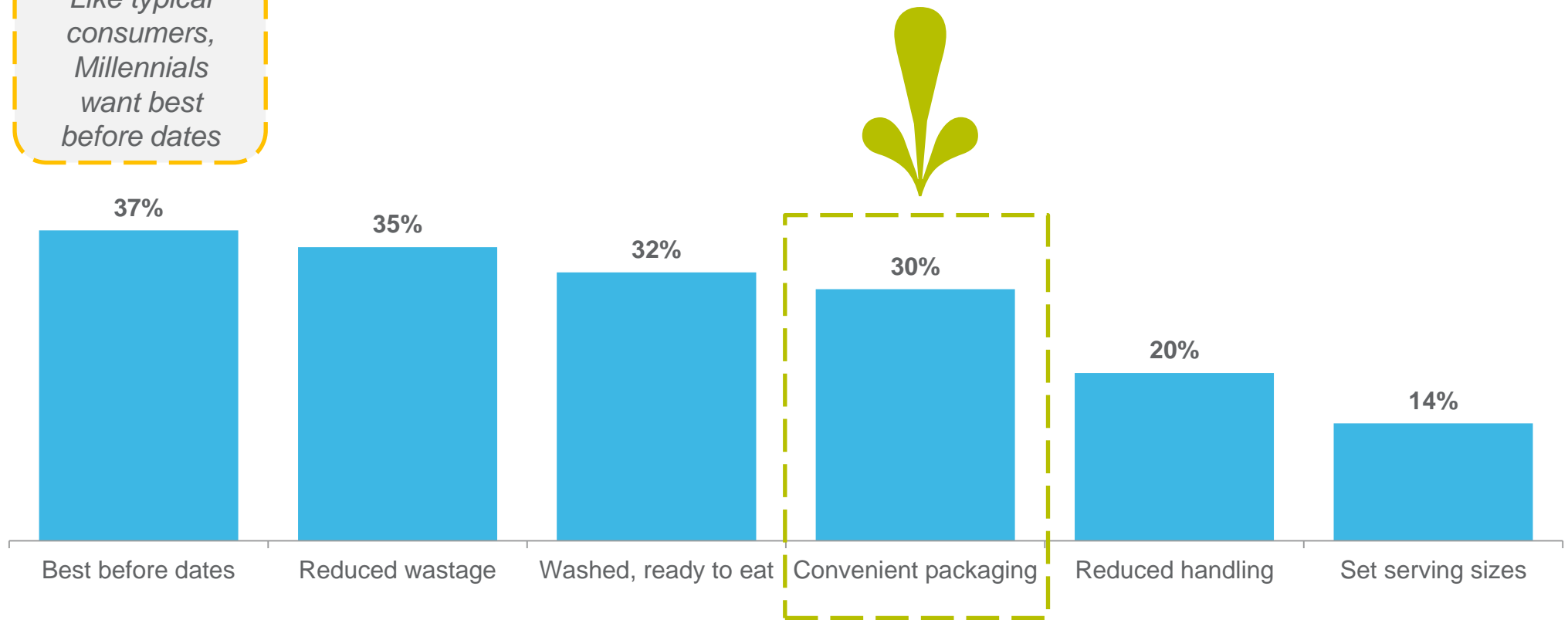
– Eager Explorer





Convenient packaging is also important when it comes to vegetables.

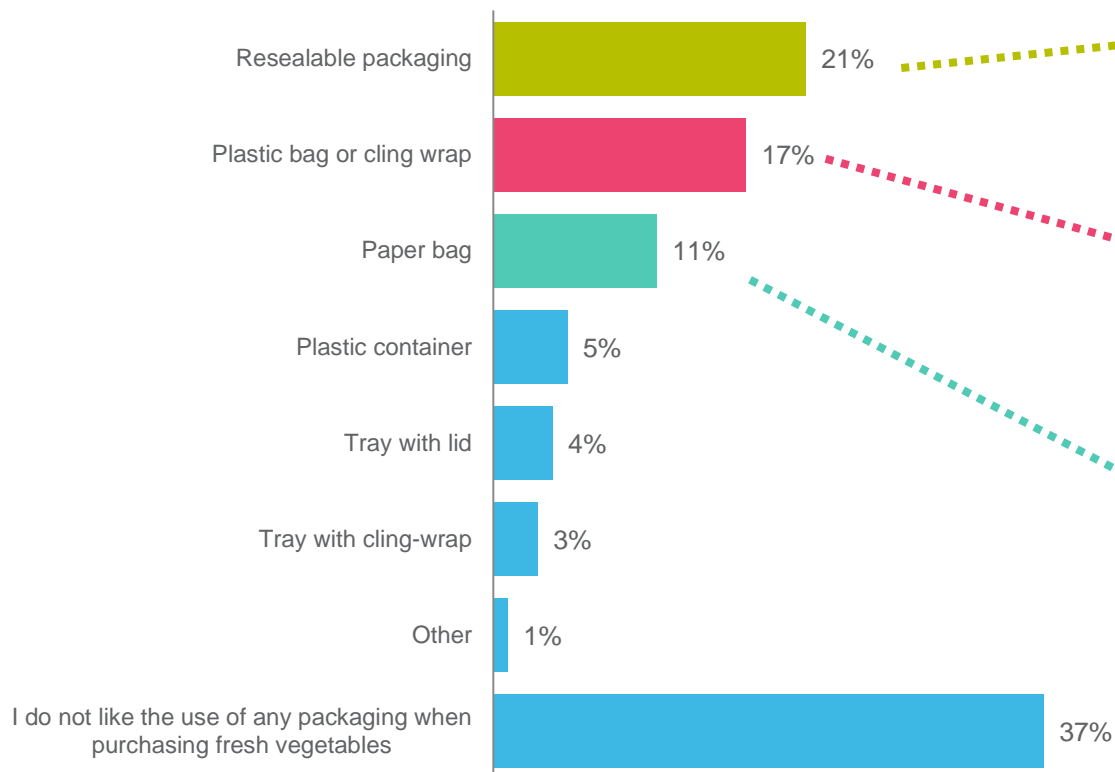
Like typical consumers, Millennials want best before dates





For fresh vegetables, different packaging formats are seen as having unique benefits...

Preferred Packaging Format



Preference for re-sealable packaging is associated with being able to keep the vegetables fresher for longer.

Plastic bags or cling wrap are preferred because they help consumers easily understand the quantity they are buying.

Preference for paper bags is associated with being a more environmentally friendly option.





5.

Millennials often waste fresh vegetables, but are open to reducing how much goes to waste.

Fresh vegetables are wasted significantly more often than other perishable items (such as fresh fruit). Around 59% of Millennials report being concerned about the amount of fresh vegetables that are going to waste in their households. To combat this, some have specific strategies in place such as limiting the amount of fresh vegetables they buy, freezing unused portions before they go bad, buying frozen over fresh, or making particular meals designed to utilise vegetables at the end of their shelf-life.

“Some veggies go to waste. When I know things are nearing the end of their life I try to use them in a casserole or meal to ensure they are used.”

“If veggies are starting to go bad then we eat them first, or if they are able to be frozen we'll cut them up and freeze them.”

Understanding and knowledge about seasonality is limited among Millennials, but they are keen to learn more.

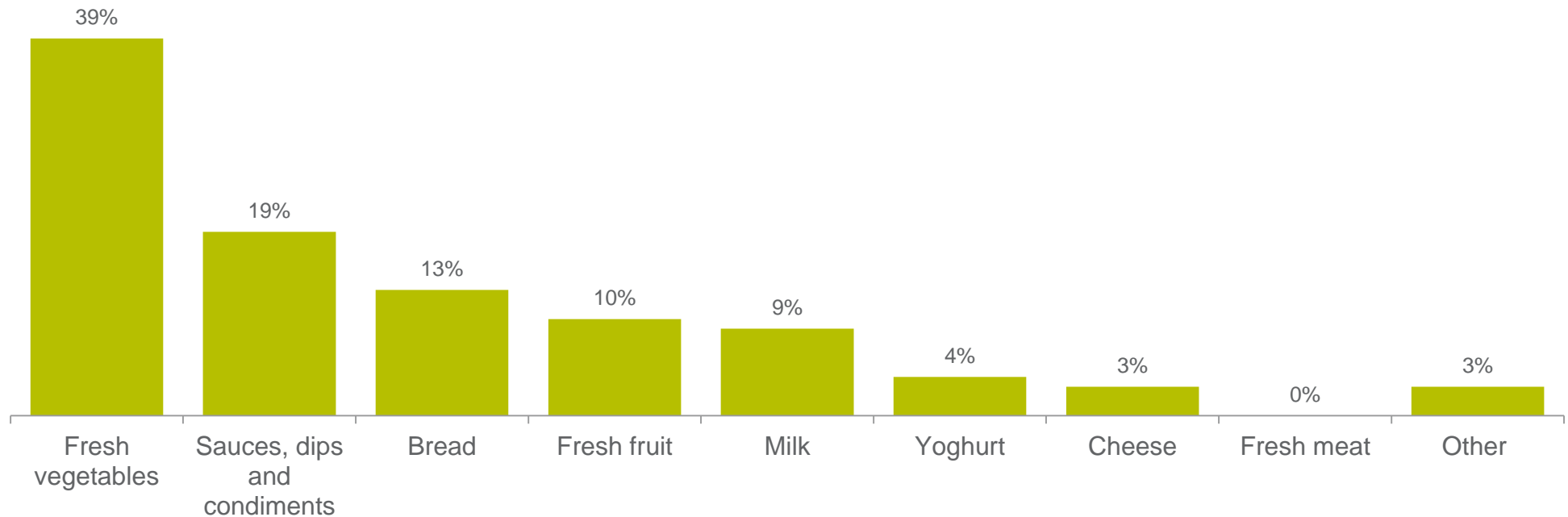
59%

Are concerned about their vegetable wastage



Vegetables are one of the most commonly wasted food types in Millennials' homes.

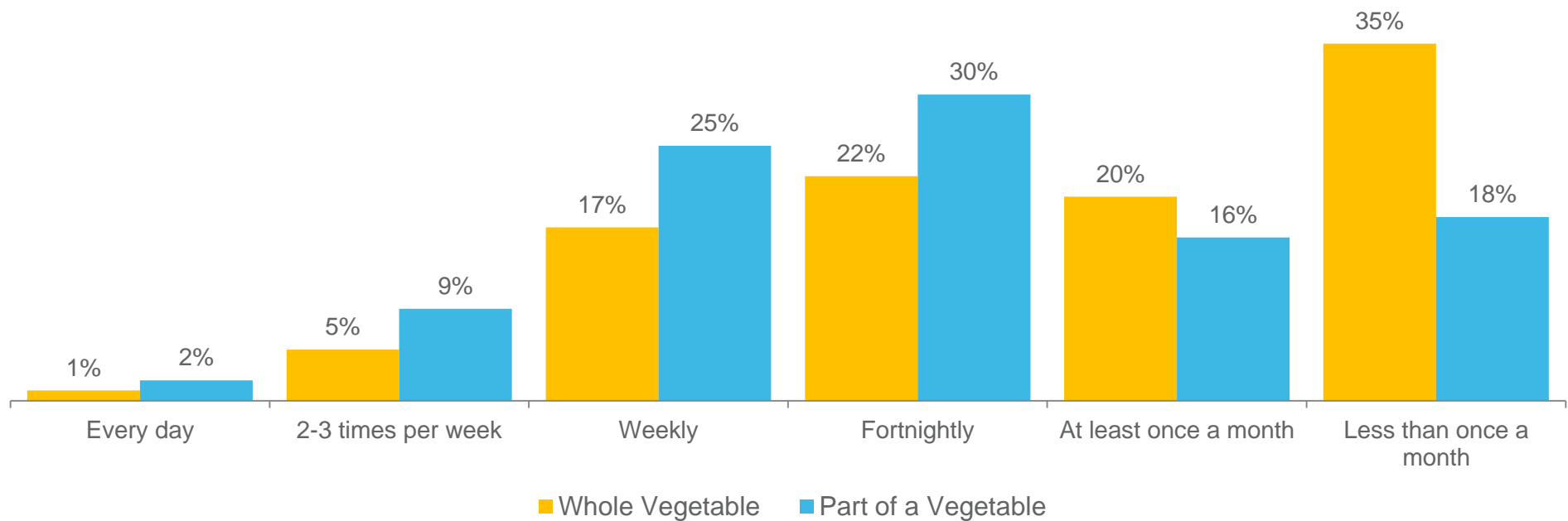
Which food type do you waste the most?





Around a third of Millennials report wasting at least part of a vegetable on a weekly basis.

Around 1 in 5 report wasting a whole vegetable at least weekly. In Wave 5 of Project Harvest (2013), the average vegetable wastage for an Average Australian Consumer was 6%.





Wastage is associated with changing plans, portion sizes being too large, as well as generally busy lifestyles.

“They go to waste if I do a big grocery shop and forget about them when putting them in the fridge until the next grocery shop and might accidentally double up. It doesn't happen too often. I also sometimes buy lots of veggies with the plan of doing a big cook up for the week so I have my meals pre prepped but I might get too busy to cook or meal prep.”

“Veggies go to waste in our house because I like to only shop once per week, and sometimes they are past use by the middle of the week. But sometimes I intend to cook and don't, so we end up chucking food out.”

“Unfortunately veggies go to waste in our household regularly. I'd say it is because we plan to have certain meals during the week so we buy accordingly and then life gets in the way and we do something else for dinner etc.”

“Vegetables often go to waste in my house as bags of vegetables are bought but due to the large portion sizing, never get used up. I have tried buying pre packaged vegetables in smaller portions to limit the amount of wastage, just means I tend to have to go to the shops more regularly to top up on vegetables”

“Sometimes our vegies go to waste when we've stocked up because we decided to go on a diet or we've planned to pack our lunches for the week and then we've gotten too busy to stick with our plans. Maybe if something was on sale we'd buy that too and then end up not using it.”

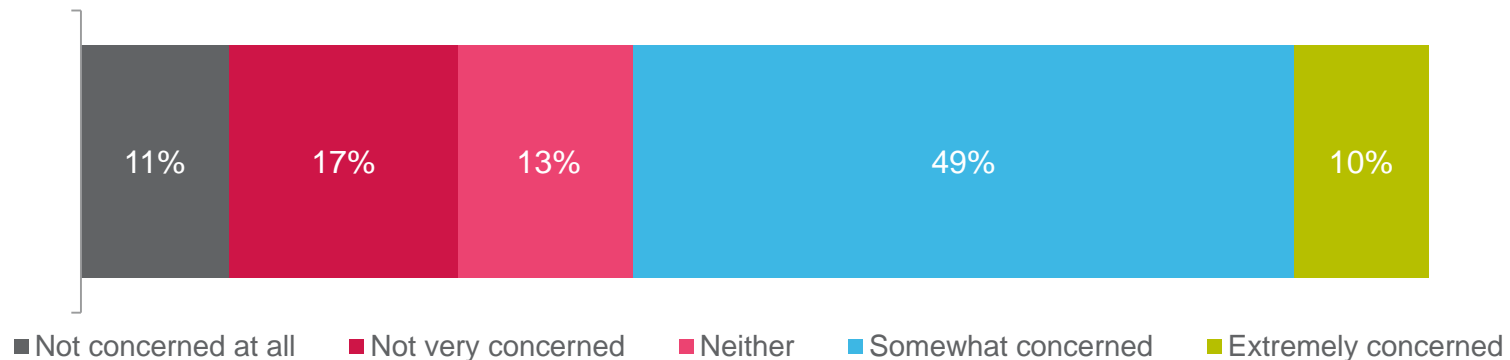


Concern about how much ends up going to waste is also high amongst Millennials.

59%

Are concerned about the amount of vegetable waste in their households.

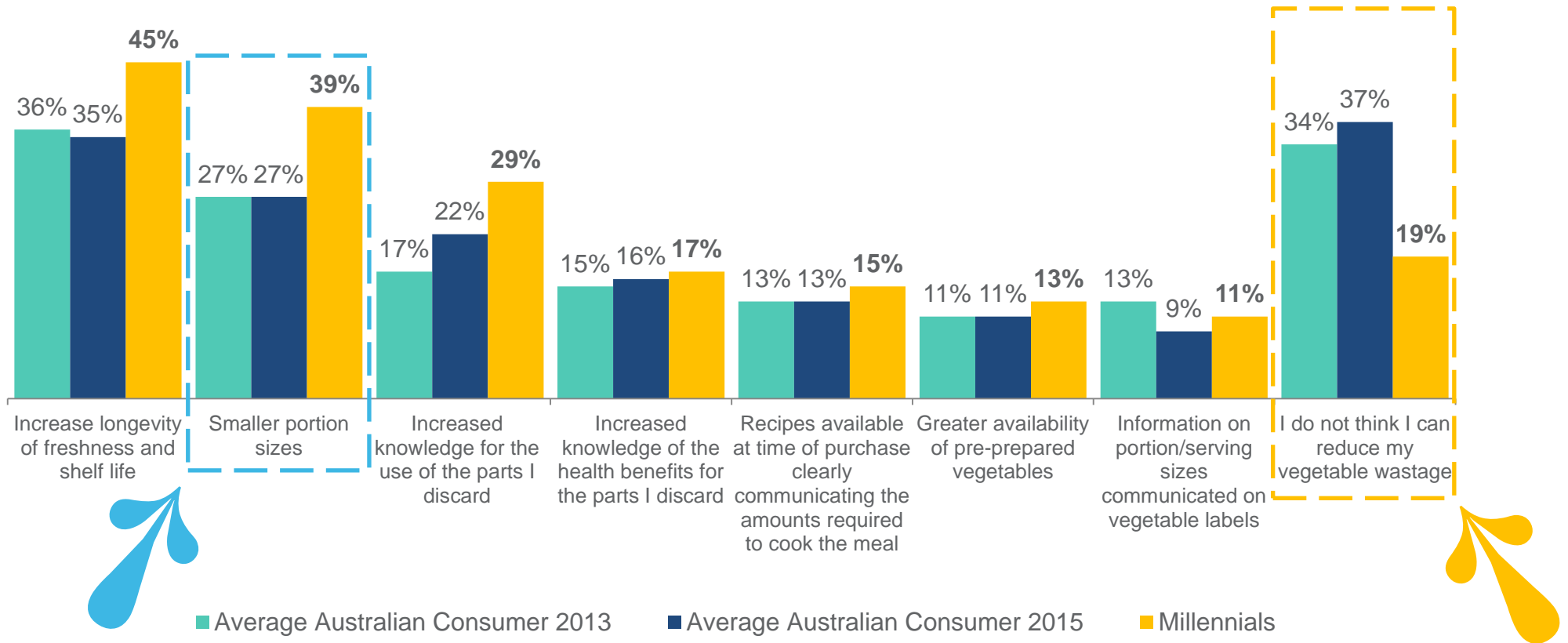
Are you concerned about the amount of vegetable waste in your household?





But they are more open to reducing their waste than the Average Australian Consumer.

Only 1 in 5 Millennials do not think they are able to further reduce their waste, compared to more than one third of typical vegetable consumers.



Q. How could this wastage be reduced?

Base: Average Australian Consumer 2013 N=589, Average Australian Consumer 2015 N=613, Millennials N=126

* Data obtained from Harvest Tracker



Millennials
already
have a
range of
strategies
in place to
help
minimise
waste...

Buying less but shopping often is a key strategy



Yes veggies do go to waste often because my plans change during the week and i don't cook what i intended to. I tend to buy cautiously because of this.



"Veggies do waste in my house because sometimes I have no time to cook. I try not to buy lot of veggies at one time."



"One of my tricks to minimise waste is to go shopping quite often (3-4 times a week). This way, i can buy precisely what i need to cook today and tomorrow and know what i still have in stock at home."

Buying versatile vegetables



"I also like to buy a lot of multi-purpose vegetables, such as celery or carrots. Anything that can be eaten raw so that it doesn't go to waste."

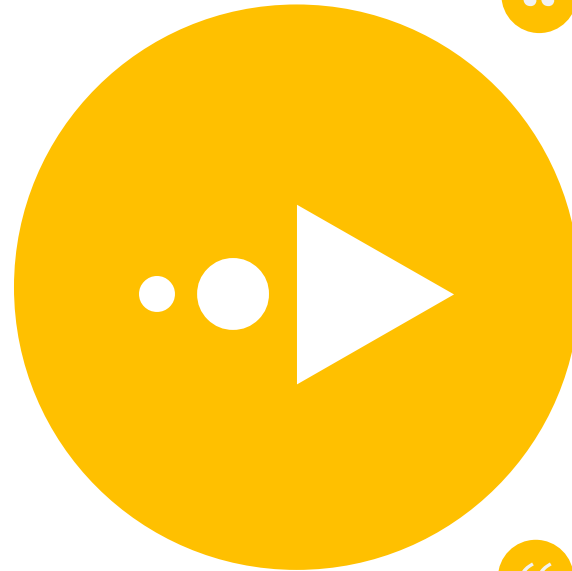
And carefully planning meals



"I very rarely waste veggies in my house as I plan my shopping and meals in advance and plan to use the same vegetables multiple times in the week as much as possible."



"I create my shopping list and by groceries weekly based on what I want to cook for the week so I don't really have any go to waste unless I unexpectedly eat out or change what I am cooking and something doesn't get used in time."

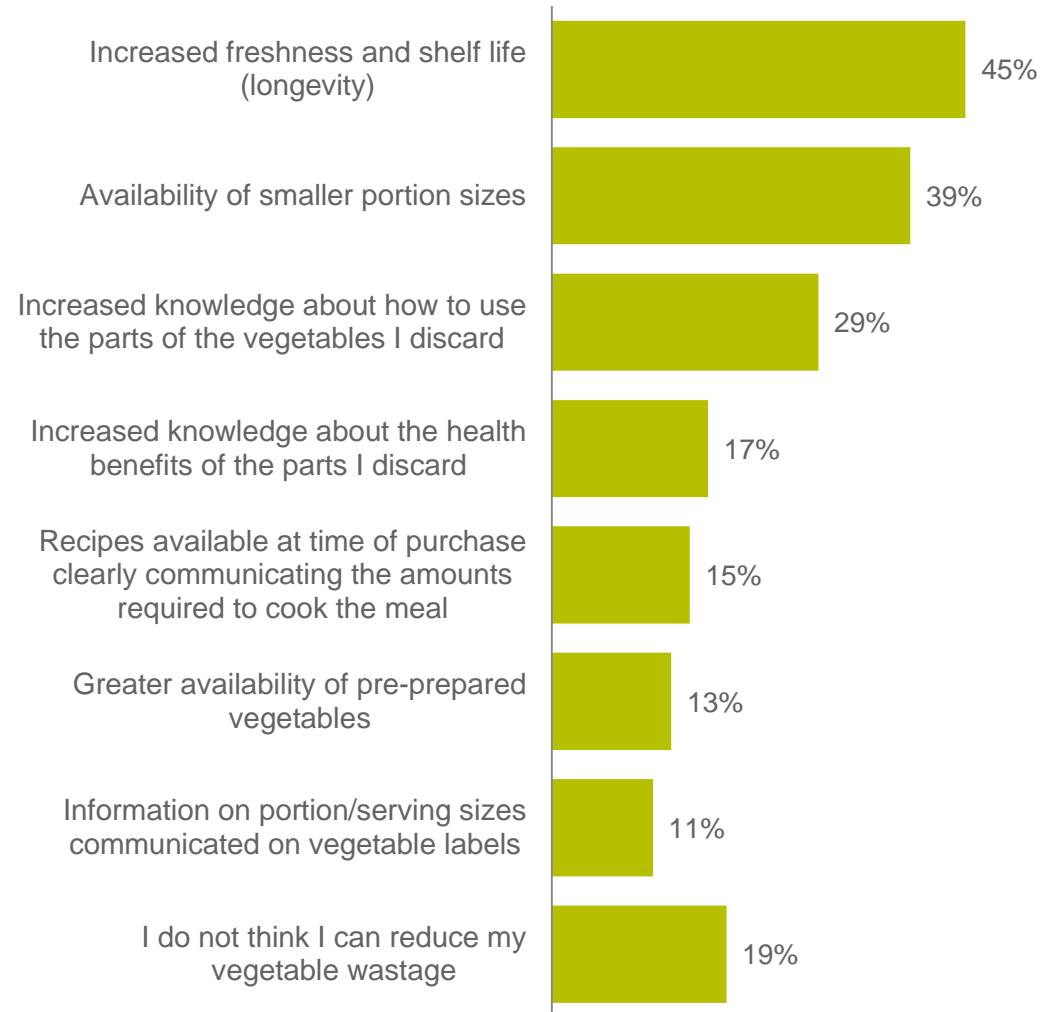




And a range of further innovations and information need to help reduce waste where identified.

These include increasing product shelf-life, providing smaller portion sizes (for pre-packaged formats) and providing information to help consumers utilise the parts of vegetables that ordinarily go to waste.

What might help you reduce wastage?





Again, smaller portion sizes are highlighted as a way to reduce waste and better suit the needs of the Millennial consumer.



Carrots are the main veggie that goes bad because when we buy them we tend to buy them in those pre-packaged bags because they're around \$1-\$2."

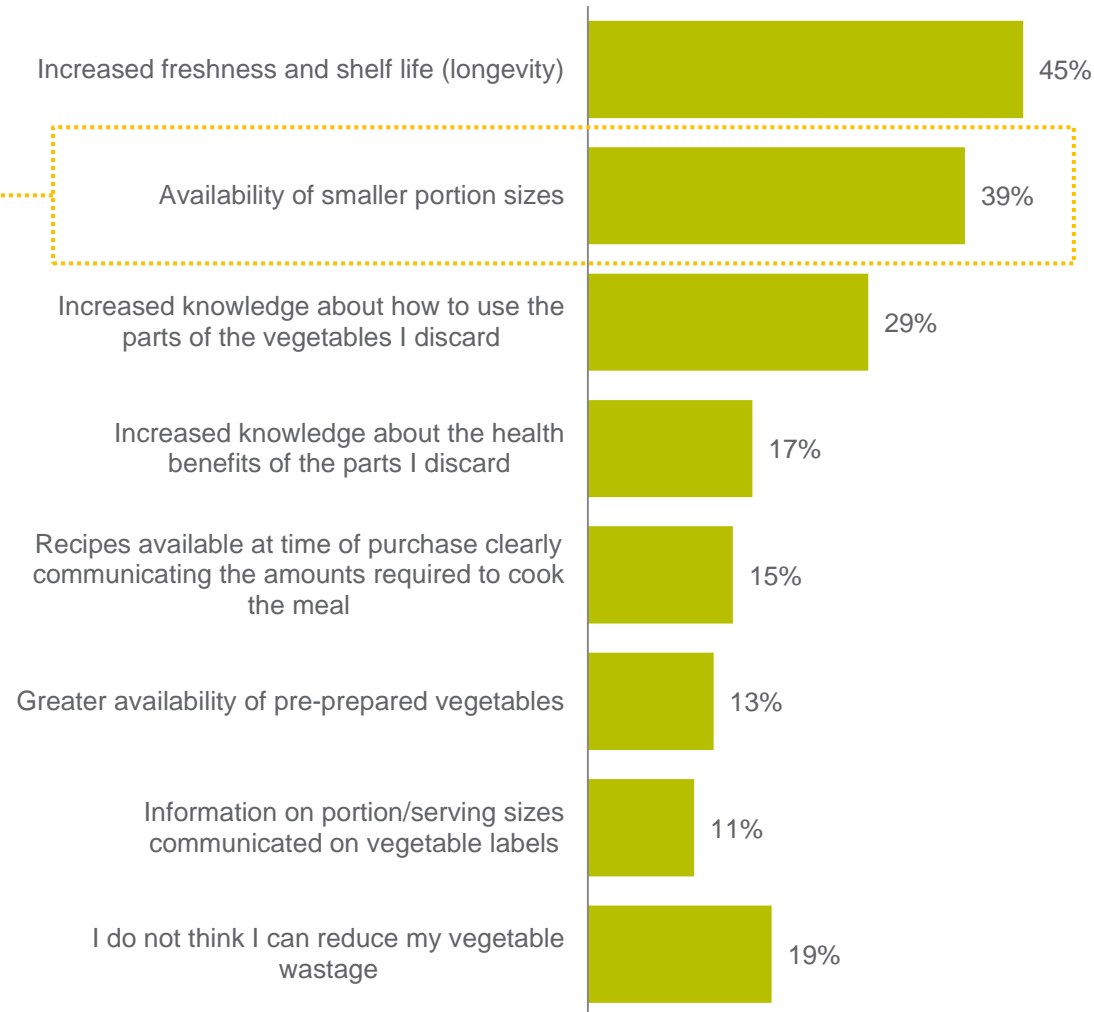


"We do waste veggies because often I buy more than we need because a smaller quantity is not available. I try to only buy what we need but it's not always possible."



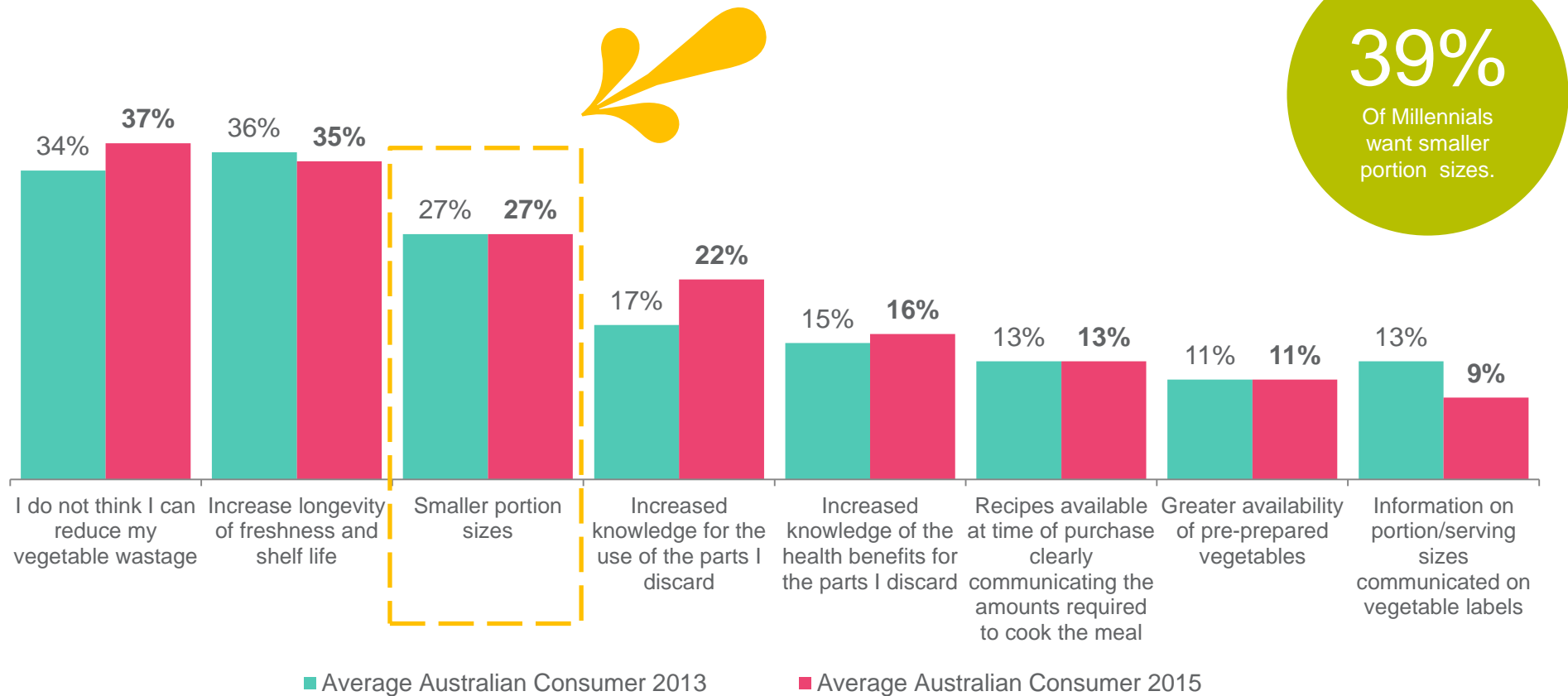
"Sometimes vegetables go to waste such as carrots because we buy a 1kg pack of them. But it is slightly more convenient to do this instead of buying them loose."

What might help you reduce wastage?





Compared with the average Australian Consumer, while the range of strategies for reducing vegetable wastage identified are similar, the importance of portion size is greater for Millennials



Q. How could this wastage be reduced?

Base: Average Australian Consumer 2013 N=589, Average Australian Consumer 2015 N=613

* Data obtained from Harvest Tracker



Avoiding waste is a key reason for purchasing formats other than fresh.

Millennials are also not clear about how to best store their vegetables to ensure maximum shelf-life.

These findings suggest that opportunities for education and innovation exist around avoiding waste.

Our learnings about seasonality may also be relevant to this issue...



I try to buy more frozen. that way if the broccoli is ruined I still have some and can avoid the trip to the supermarket!



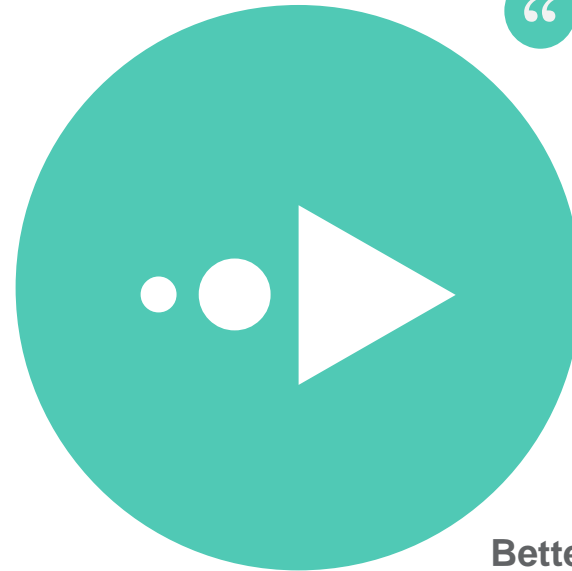
Many Millennials indicate that they are unaware of what is in season at any given time.

Without this knowledge, cues such as price specials and promotions are used as an indicator of something being 'in season'.

- “ *I never know if vegetables are in season, I presume if they are on special it means they are in season.*”
- “ *Although I don't really know what's in season and when, you can generally tell by the price (in season is usually cheaper).*”
- “ *I almost never know which veggies are in season. I probably guess by what seems abundant at the market and is cheap.*”
- “ *I don't really know when vegetables are in season. I guess its just when things are cheap and look like good quality.*”



As well as being more affordable, in season veg is expected to be fresher, tastier, keep for longer and be better for the environment...



Better taste



I think the vegetables that are in season definitely taste better than those not."



The benefits of vegetables being in season tends to mean that they are priced reasonably, you know they are probably fresh and also taste a lot better."

Fresher produce



I find that the vegetables in season are cheaper and fresher."

Keep for longer



Benefits of being in season are being cheaper, sometimes tasting better, probably have a longer shelf life."

Better for the environment



I don't actually know when vegetables are in season or not. But i should really start paying attention to this. If you only buy things in season, then apart from freshness, you also promote sustainability by reducing food miles and stop encouraging suppliers and supermarkets to run their huge freezer to store vegetables for many months!"

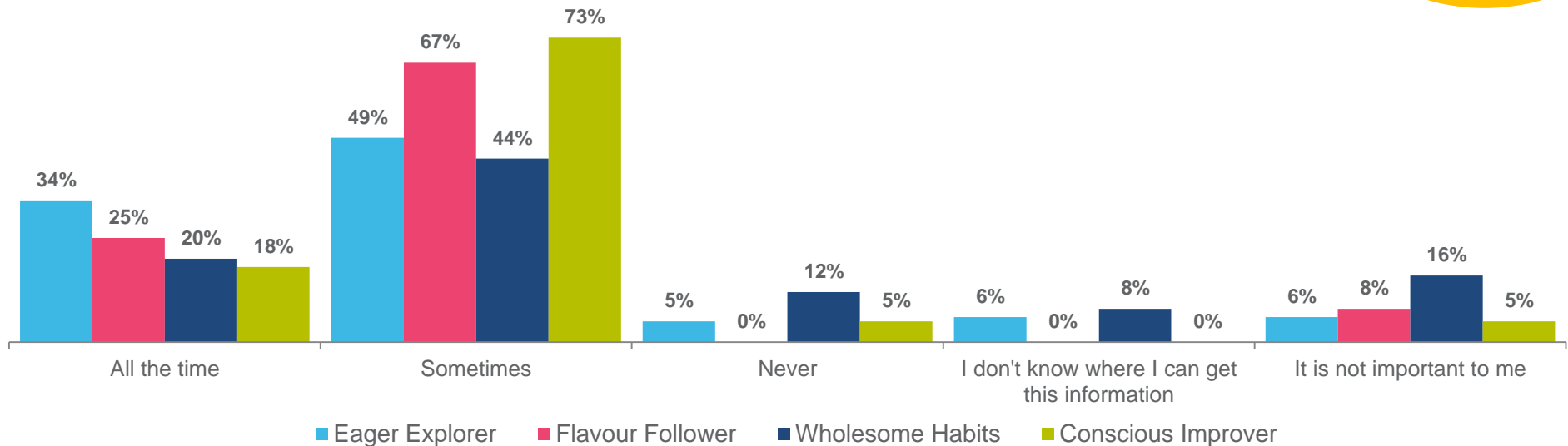


Yet they are not currently basing their choices on seasonality... And only 1 in 4 Millennials actively seek out seasonal information routinely.

Eager Explorers are the most likely to habitually seek out information about which vegetables are in season. Flavour Followers and Conscious Improvers do this occasionally...

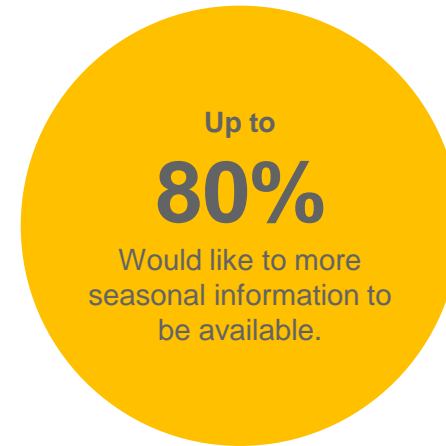
The majority of Millennials are unable to recall any vegetables they would avoid purchasing due to season.

Do you actively seek out vegetables that are in season?

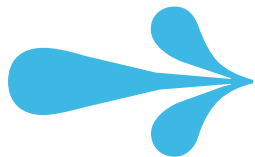




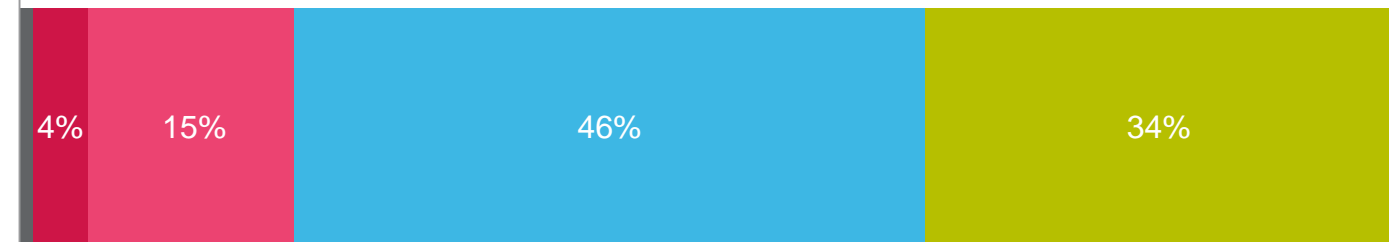
Regardless of their current behaviour, most Millennials would like information about seasonality to be easily accessible.



This suggests there is an opportunity for education about seasonality.



Would you like more seasonal information to be available?



- Definitely do not want more seasonal information
- Probably do not want more seasonal information
- Unsure
- Probably would like more seasonal information
- Definitely would like more seasonal information



“I think by knowing which vegetables are in season I can make wiser choices based on their taste and shelf life.”

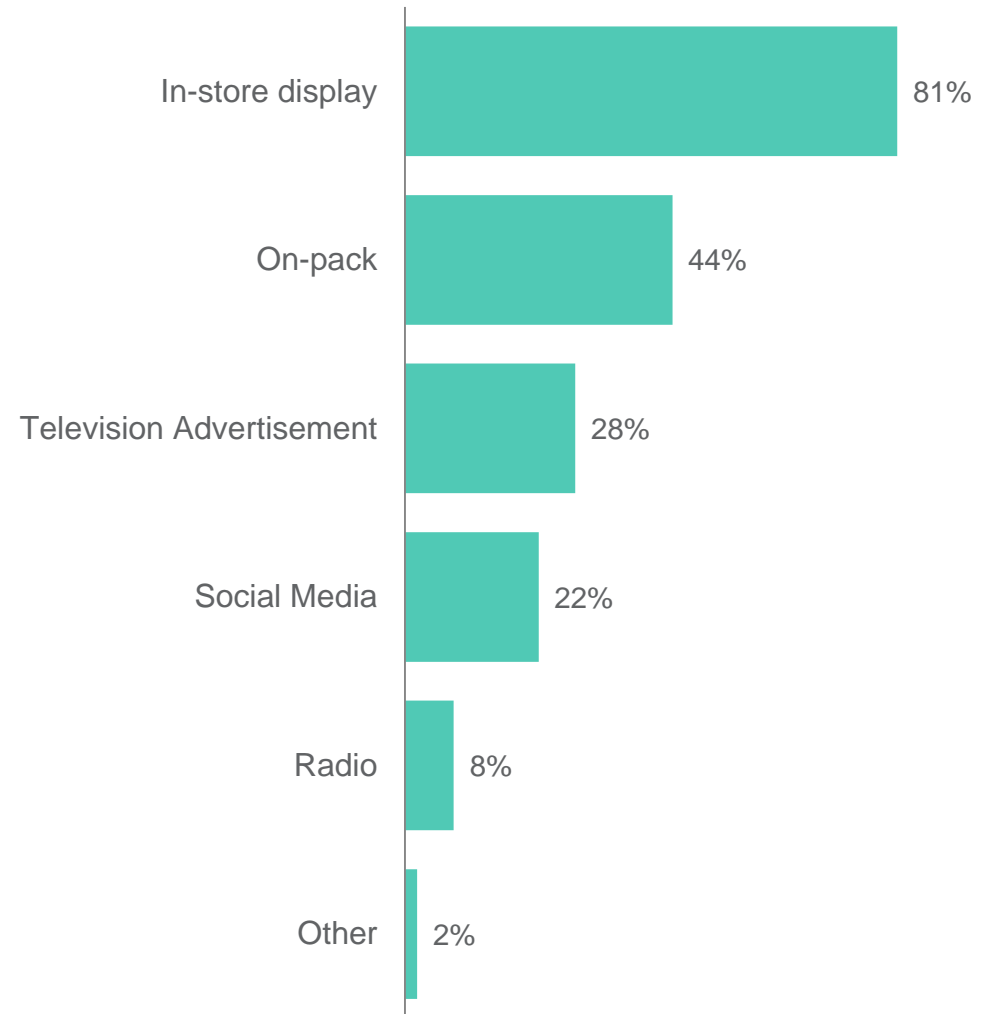


In-store and on-pack are desirable locations for information about seasonality.



I think there should be more awareness like signage when you go into the veggie section of the supermarket such as having a banner saying 'veggies in season for the month' then some pictures. Seasonal veggies affect my choices of what I like to buy because if they are in season, I believe they taste better."

Where would you like to see information about seasonality?





Tips & Tricks.

In Week 5, Millennials shared their tips and tricks. Common themes in the comments and uploads were about better ways of storing or using vegetables.

How to store pumpkin



Roze

Views 13

Wednesday, February 10, 2016

Comments 3

Does anyone know how to extend the shelf life of a cut pumpkin. I always find hard to use a whole pumpkin immediately and I usually have some left overs. Which I have to waste in a several days.

I often cook with butternut pumpkin so there's always some in my fridge. I wrap the leftover in cling wrap, making sure that all its surface is dry and not moist, then store it in the bottom drawer of my fridge. They keep for almost 2 weeks before the center part of it starts growing mould.

How to cut onions without eyes watering?



Roze

Views 16

Tuesday, February 09, 2016

Comments 8

This is a good question. Someone once told me to wear goggles while chopping, and it should do the trick. But never really tried it.

I have heard that if you put an onion in the fridge before cutting it, your eyes wont water and hurt as much.

An awesome tip I was told which works amazingly is to chew gum whilst cutting onions! Works wonders:)



Tips & Tricks.

Ginger



Clare

Tuesday, February 09, 2016
at 5:21 PM

My problem is being able to use ginger in stir fries without it overpowering the dish or ruining it when you get a chunk by itself. Help!



Nicole

Tuesday, February 09, 2016
at 9:59 PM

I'm not sure if this would help, but what I do is blend up a whole knob of ginger in a blender and then store it in a jar in the fridge. I'll then use a tablespoon or less in cooking and it at least stops you from getting chunks.



Stina

Tuesday, February 09, 2016
at 10:23 AM

I love ginger!
But I struggle keeping it for long as it either goes a) moldy or b) dries out within a couple of days. We never had ginger in the house when I grew up, so I have never seen it been stored. Any tips?



Zahra

Tuesday, February 09, 2016
at 9:34 PM

Hi Stina! Not sure if this will help but we always leave ginger in a freezer bag, tied up and in the fridge! Keeps it fresher for much longer versus leaving it unbagged and in the pantry. Hope it helps



Lily

Wednesday, February 10, 2016
at 10:14 PM

Interesting what Zahra said.. I always leave my ginger exposed, not wrapped at all, in the pantry. Just like how you would find ginger displayed in the supermarket.

The part where I've made a cut will dry out soon, but the next time I need to use the ginger I simply just chop that dried out part off (probably 3-5 mm or so). I have ginger lasted in the pantry for a couple of weeks or more.



Karanpreet

Thursday, February 11, 2016
at 12:18 AM

wrap them properly in paper towel and secure it with a elastic to keep them away from any type of moisture, after using it again use the same method to store the rest of the ginger, which let them stay fresh for long and also protect them from fungus and dehydration.
Hope it will work for you.





6.

Millennials are environmentally conscious consumers.

Sustainable, environmentally friendly vegetable practices are seen as everyone's responsibility from farm to plate.

- At the farm, minimising chemical use and only using environmentally friendly pesticides and fertilisers are seen as important environmental practices by millennials.
- For packers, retailers and at home, minimising the amount of packaging with single-use materials is an important part of being "green". Using recycled, recyclable and/or biodegradable packaging are seen as effective ways to reduce the environmental impact.
- Government is also seen as having a role via promotions and regulations to ensure that behaving in an environmentally friendly way is standard practice.
- Millennials also understand that they are responsible for the types of fresh vegetables they buy, and that by purchasing environmentally friendly produce, it will create demand for this type of produce.

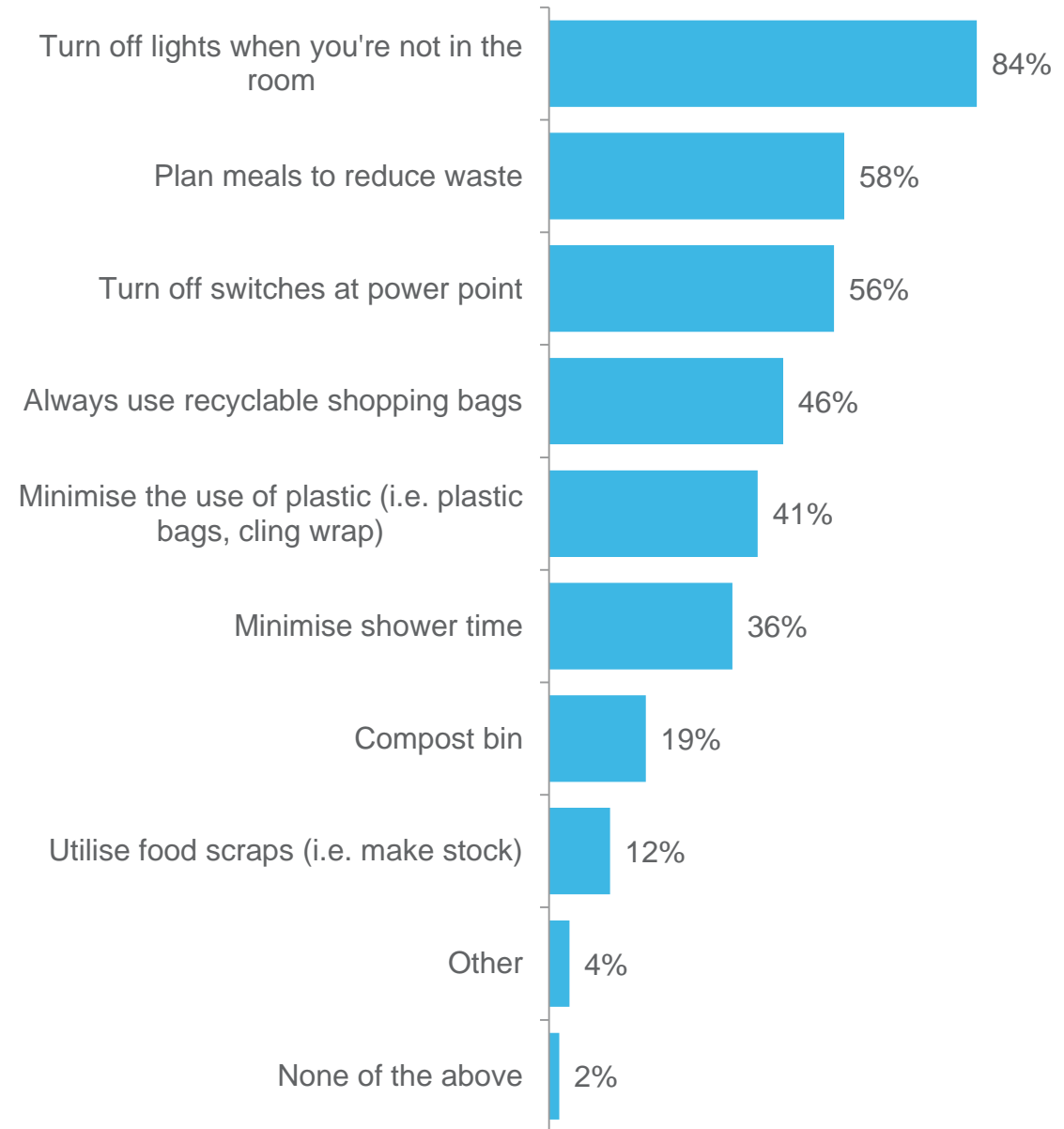
6.6/10

Importance of
Environmentally
Friendly practices



Millennials are routinely practicing a range of environmentally friendly strategies at home.

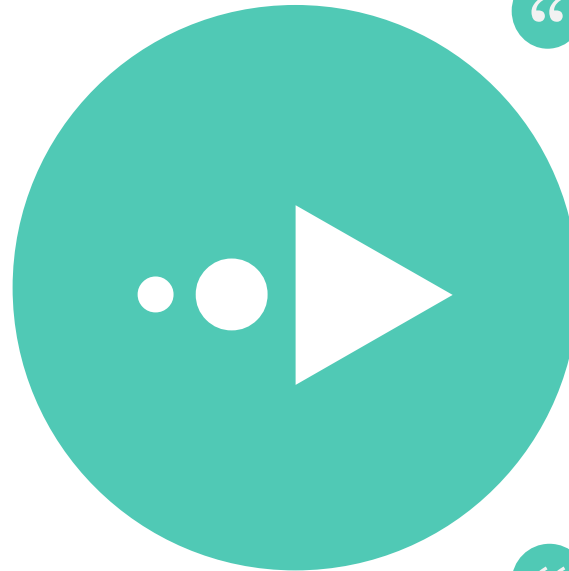
Environmentally Friendly Practices





Doing no harm

When it comes to vegetables, “environmentally friendly” means practices that don’t harm the environment or ourselves...



“ *Environmentally friendly to me means that it doesn't harm the environment now or possibly in the future.*”

“ *I think it means to look after our environment for the present and future opting for choices that helps our floral and fauna.*”

“ *What environment friendly means for me is safe to use or healthy to eat and not grown with chemicals or toxic substances.*”

“ *I think it would mean agricultural practices, transport and packaging where they attempt to minimise the long term impact on the environment, and seek to ameliorate the effect of pollution etc. Produce, seller and consumer responsibility.*”

“ *In the context of fresh vegetables environmentally friendly means to me less pesticides or none at all and grown in natural places.*”

“ *Environmentally friendly to means to not use harmful pesticides, to not over manufacture (which could add to pollution from factories), to not over-produce and leave the land unusable, and to use less packaging. Responsibility falls on all of us, the consumer, the farmer, big business, and the Govt.*”



Although growers, packers and retailers are seen as having a key role in ensuring that vegetable practices are environmentally friendly, most Millennials recognise that everyone in the chain can have a positive impact...

- “ Using less packaging, pesticides, [It is the] responsibility of producers and consumers.
- “ The only context in which should relate involve the practises in which they are grown and to the way they are transported to consumers. I don't think the consumer has much of a role to play but the responsibility falls on the producers.
- “ It would be not causing harm to the environment when they are grown, harvested or sold. Such as clearing land, using pesticides or over packaging in plastic. I think it is the companies responsibility to make sure they are doing no harm.
- “ It is the farmers and harvesters to make sure they provide us with environmentally friendly vegetables. It is our responsibility to avoid packing that will harm the environment.
- “ It should be everyone's responsibility to make this happen by teaching every generation how to grow natural products and keep products safe.
- “ I think there is a large chain of people involved. This chain leads all the way to us, the consumer. Some key people involved would be certain government officials, farmers and the companies whose job it is to check standards.



Millennials are more willing to spend more on ethically sourced fresh vegetables than they are to pay more for ethical sourcing on other items, such as clothing, electronic goods and homewares.

Across categories, however, there is no strong commitment to paying a premium for ethical practices. These may, in fact, be expected as standard.

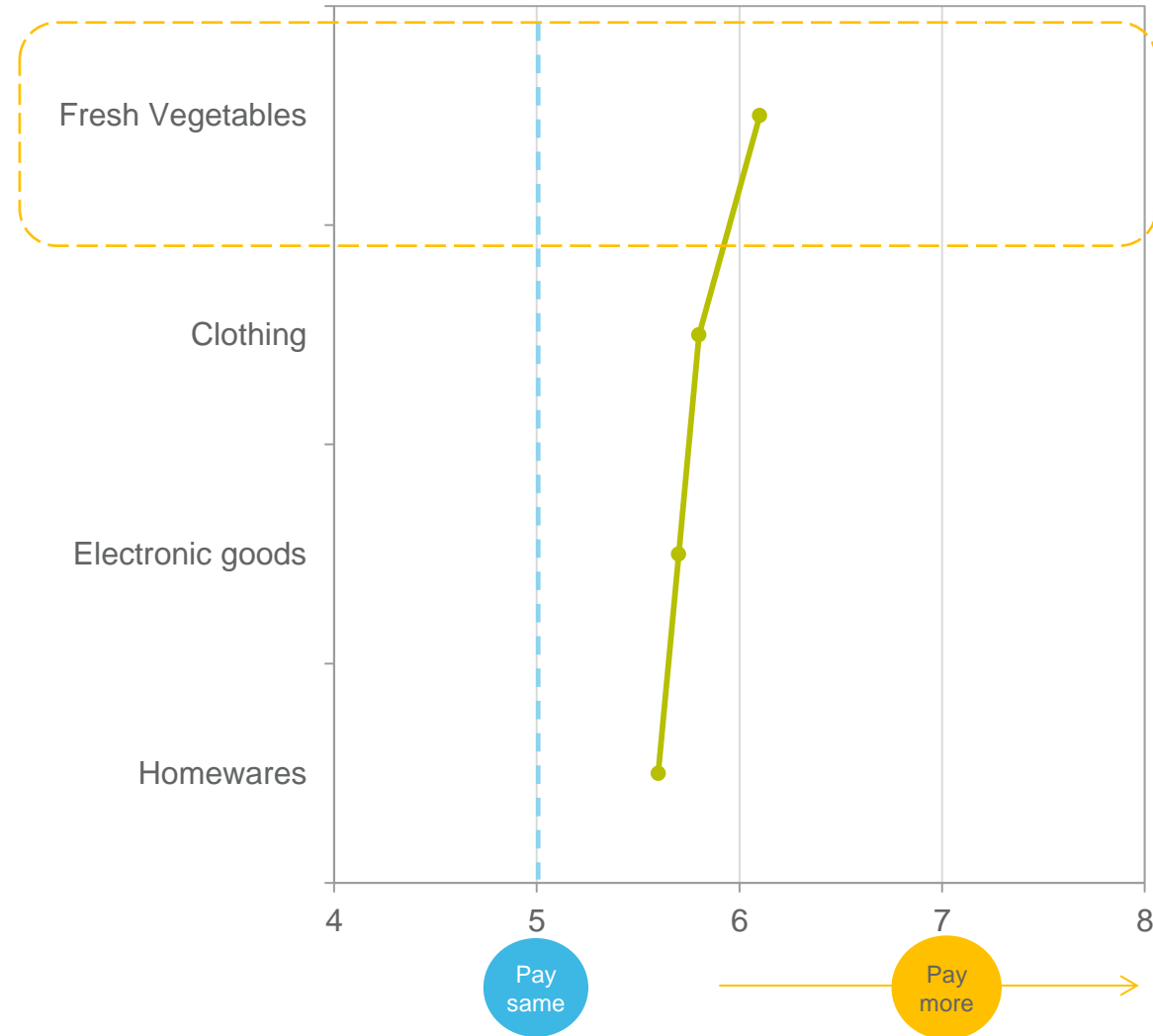


I wouldn't really pay a lot more this because I think companies should take on this cost themselves.



I am willing to pay slightly more for recycled or biodegradable packaging, but not significantly more.

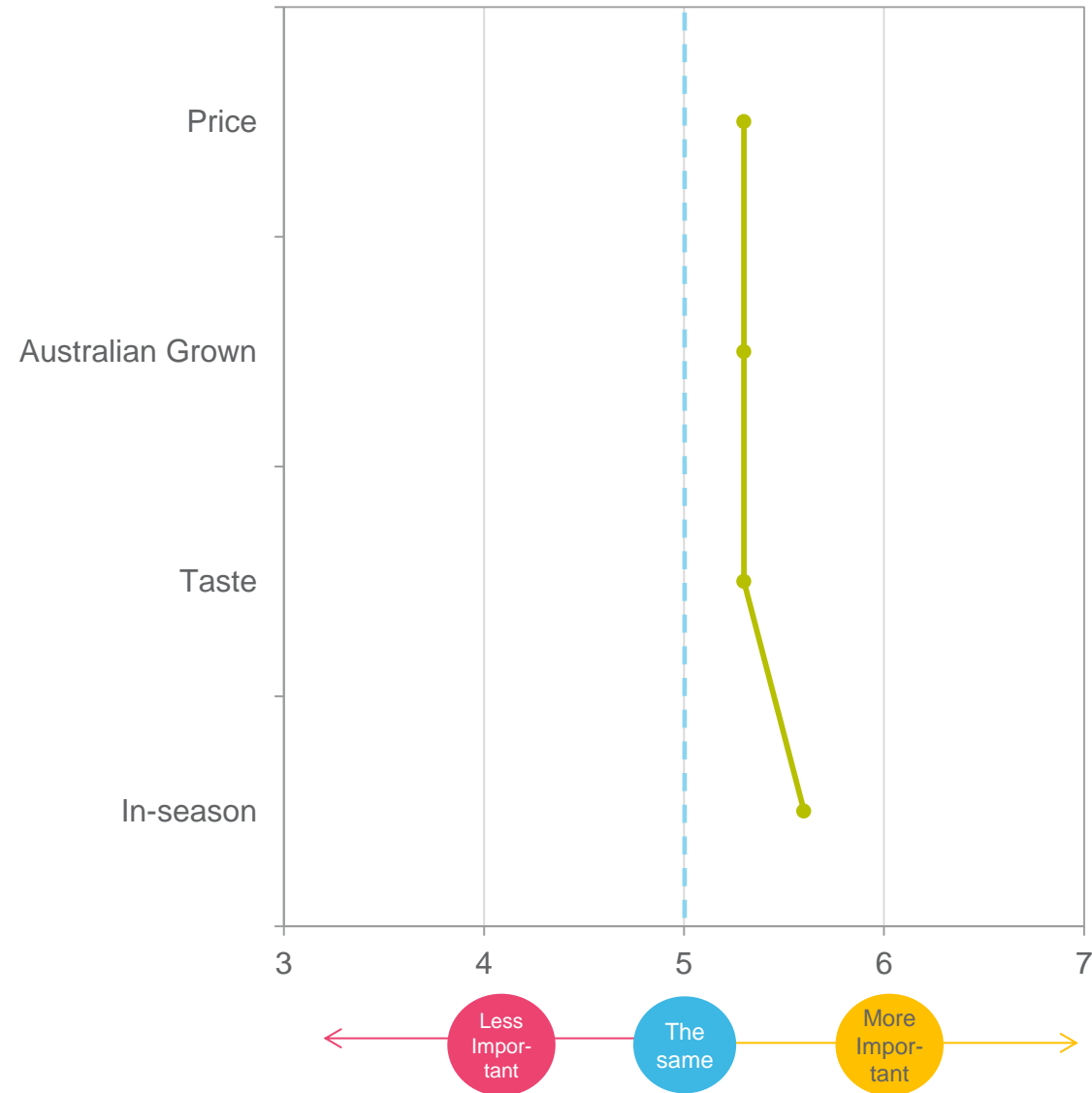
Willingness to pay for products that are guaranteed to have ethical and responsible manufacturing practices





With regard to vegetables, environmentally friendly practices are seen as being only slightly more important than price, Australian grown, taste and seasonality.

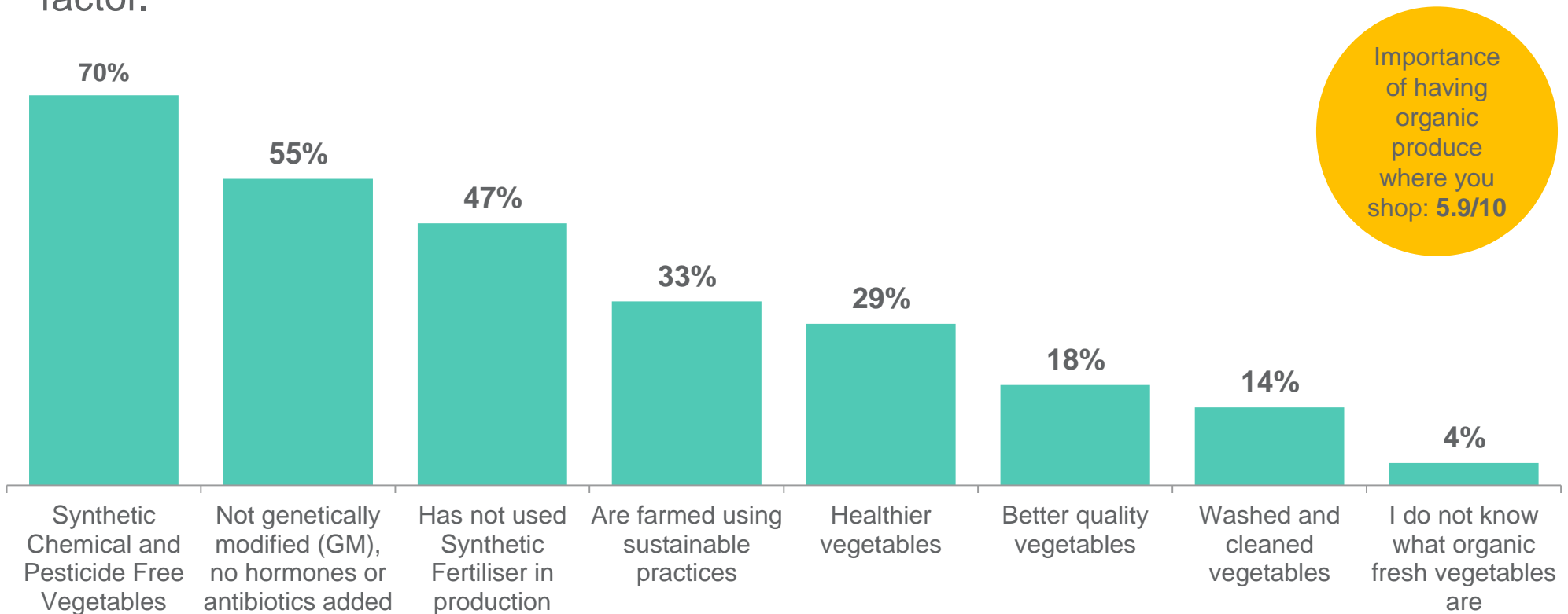
Relative Importance of Environmentally Friendly Practices





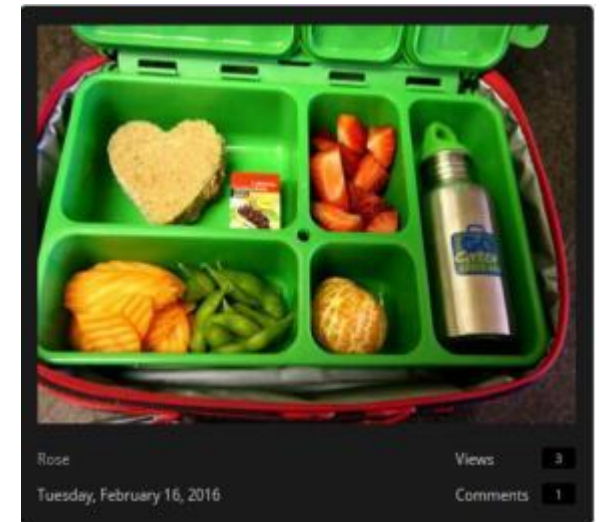
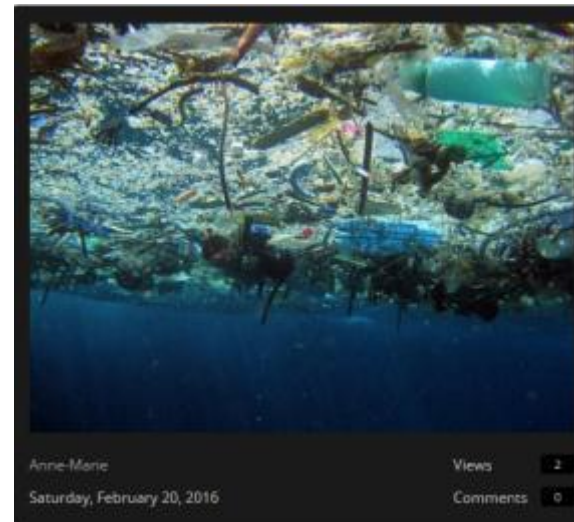
The majority of consumers believe that organic vegetables are not altered synthetically and genetically with pesticides, hormones or antibiotics.

Only 1 in 5 Millennials perceive organic vegetables to be better quality than non-organic vegetables. In line with this, overall, having organic produce available where consumers shop is only fairly important overall and, for the majority, not an important factor.





Environmentally Friendly and Unfriendly Packaging.



Plastic bags and single use plastic items are top of mind when it comes to environmentally unfriendly packaging. 'Environmentally friendly' items were commonly reusable substitutes for disposable plastic wrapping.



Summary & Recommendations.



Key Insights



Millennials are tomorrow's main grocery buyers and their needs, values and life experience is different to generations before them



This group of consumers want to consume quality fresh produce and Australian-grown has inherent value; however, the fact that price and convenience are so important to them influences their behaviour



They expect sustainable practices to be standard and care little for organic



Specifically, the relatively greater importance of price and convenience has limited their knowledge of seasonality, the benefits of local produce, the origin of their vegetables and what to do with their vegetables in order to reduce waste



Key Insights



There are significant opportunities with this generation to connect seasonality, local produce and less waste with lower cost or total spend



There are also opportunities with smaller-portioned, pre-packaged or pre-prepared options



Communication can afford to be more specific and more detailed than what has been provided to generations before them – letting them know what consumption of fresh commodities will do for them and how is appealing to this group



Finally, compared to the average Australian there are double the proportion of Millennials that are up for trying something new, so new varieties of vegetables and new pack formats will attract these consumers – if the price is right!



Outside of general well-being, Millennials have limited understanding of what vegetables do for them.

Half of Millennials do not actively seek out health and nutritional information, despite wanting it to be easily accessible to them.

To add value to their purchase:

- There is opportunity to include nutritional information on vegetable packaging. In particular, Millennials want to know how much sugar and carbohydrate are in their vegetables, as well as the vitamin and mineral content. There is also an opportunity to include health information on pack to provide Millennials tangible benefits for eating vegetables, such as carrots to help improve eyesight.
- Both types of health and nutritional information will particularly appeal to Conscious Improver consumers, who make up 18% of Millennials. They are motivated to purchase vegetables that contain this information, and will even pay a premium for these products.
- Providing nutritional and storage information at point of sale will increase consumer engagement and satisfaction – the ability to keep their vegetables fresher for longer is likely to encourage greater purchase volumes.
- For consumers less likely to be engaged with nutritional information, providing ideas for easily incorporating a greater number of vegetables into meals is required. This could include grating vegetables into other dishes or using herbs & spices to enhance the flavour profiles. Providing recipes that incorporate lesser used or unusual vegetables is also likely to help drive purchase.



Millennials lack knowledge and understanding of seasonality.

- Millennials need to be taken back to basics when it comes to understanding the availability of fresh vegetables year round.
- Although being in season has inherent value – including strong associations with freshness and quality – most Millennials are unaware of how seasonality impacts vegetable production and in turn, availability.
- “In season” should also be valued and promoted because it is associated with being less expensive – a highly motivating proposition for the Millennial consumer.

To reinforce the value of the in-season:

- There is an opportunity to educate consumers about seasonality and capitalise on the associations of ‘in-season’ with fresh, tasty, cheaper vegetables by calling this out on pack and in-store at point of purchase.



Waste is commonplace, but concern and desire to reduce it is high.

To limit their waste some Millennial consumers are buying less or choosing formats other than fresh.

To encourage purchase and consumption:

- Optimal storage instructions should be called out on pack, clearly linking storage solutions with longer shelf-life and enhanced value for money.
- Alternative types of packaging that improve shelf-life such as absorbent material in tubs and re-sealable bags may appeal to Millennials who are concerned about waste.
- Link information about in-season vegetables with the benefit of them having a naturally longer shelf life to help encourage a greater purchase volume and basket size.
- Provide ideas at point of sale that encourage the 'stem to root' philosophy, where the whole vegetable is incorporated into dishes, such as recipes which use the leaves and bulb of beetroot..
- Target Wholesome Habit consumers, who make up a quarter of Millennials. These consumers are the most sensitive to wastage and will make considered purchases in-store. Investigate alternative package sizes that meet the needs of single, double or family-sized households.



Australian Grown has inherent value, but buying local can be perceived as difficult and expensive.

- Like seasonal produce, Australian grown is associated with being natural, fresh and high quality – all of which are valued when it comes to vegetables. It is also associated with being safe to eat and helping the local economy.
- Imported vegetables are, however, often assumed to be cheaper and Australian Grown is not associated with value for money in the mind of Millennials. Further, the majority of these consumers overestimate the proportion of vegetables in-store that are imported.
- On the whole Millennials are either unaware or fail to notice current in-store displays regarding country of origin. Taken together, this can lead to a perception that buying Australian is both difficult and expensive. Thus, the importance of whether a product is Australian grown is being overshadowed by price and convenience considerations.



Australian Grown has inherent value, but buying local can be perceived as difficult and expensive.

To reduce barriers to buying Australian there is an opportunity to:

- Educate Millennials about the proportion of fresh vegetables that are Australian grown which will help highlight how easy and convenient it is to buy Australian.
- Increase the salience of country of origin at the vegetable display. Currently, country of origin labelling is being overlooked and the assumption that the well priced vegetables found in store are grown overseas is not being challenged, therefore reinforcing the view that Australian produce is expensive.



Currently, local and Australian grown are not highly differentiated in consumers minds.

- The value and meaning of *local* produce is not well understood by Millennials. For this highly globalised generation refocusing attention on what is available in their backyard and how it specifically benefits them will grow the value of a local proposition.
- Encourage consumers to become acquainted with their local farmers' markets and local green grocers. This will provide an appreciate and interaction with the supply chain from farm to gate.
- Educating Millennials on the benefits of shopping local, including reduced food miles and therefore reduced environmental impact, is expected to be motivating.



Millennials expect sustainable practices to be standard and they aren't willing to pay more for it.

- There is an opportunity to provide more information about how fresh vegetables are grown and harvested in Australia, and the care taken to minimise environmental impact. This information will further drive the value and positive associations of Australian grown produce.
- There is potential to motivate Millennials to shop locally with benefits that extend beyond quality, freshness and value for money, such as reduced food miles and carbon output.
- Given the concern about plastic and excessive packaging, there is an opportunity for the industry to deliver environmentally friendly packaging responding to this increasing need by using recycled / biodegradable materials, and prominently displaying this claim on pack.



Millennials want to purchase fresh vegetables, and are highly motivated by convenience.

- Given the apparent willingness of Millennials to purchase pre-prepared vegetables, and their clearly identified need for convenience and reduced preparation time, there is an opportunity for increasing the range of on-the-go convenience options that people can feel good about eating.
- Target Eager Explorer consumers, who make up nearly half of Millennials. These consumers are open to trying new products, recipes and ingredients. Offer tastings and demonstrations on the spot to encourage trial.
- Innovations should however, be mindful of common triggers and barriers to purchase...

Triggers:

- Convenience – Provide a range of easy to cook ... designed for cooking particular cuisines (e.g. Asian, Mediterranean) or ready-to-make smoothie packs.
- Popular varieties - Focus innovation on popular, well-liked staples such as potatoes, carrots, sweet potatoes, or in-vogue options such as kale.
- Potential to reduce wastage - Use re-sealable packaging that can help keep vegetables fresher for longer.



Millennials want to purchase fresh vegetables, and are highly motivated by convenience.

Barriers

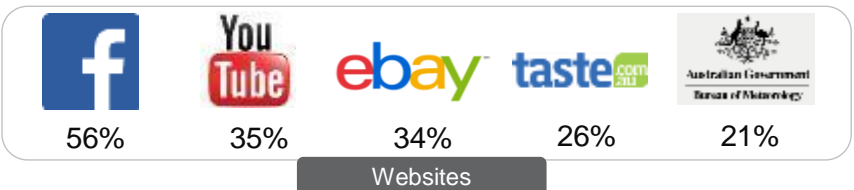
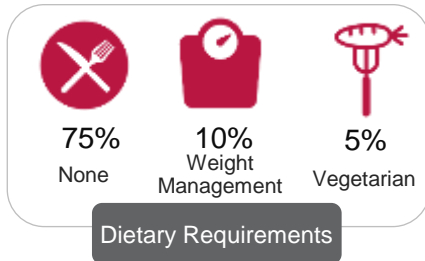
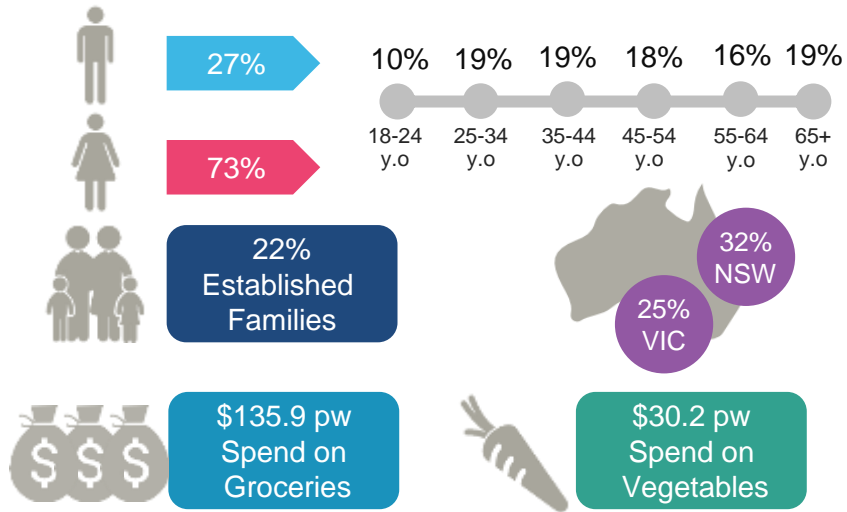
- Aversion to packaging associated with environmental concerns – Implement packaging innovations that utilise recycled / recyclable materials which do not significantly increase cost to the consumer, and clearly call this out on pack to reduce potential barriers to purchase (e.g. paper or cardboard may be seen as more eco-friendly than plastic).
- Inability to see all the produce inside packaged options - Ensure colour/graphics allow shoppers to easily see all the contents.
- Serving size too big for household / likely to go to waste- Provide a range of serving size options, e.g. Dinner for two, or packaging solutions that allow consumers to freeze unused portions.



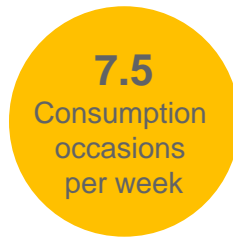
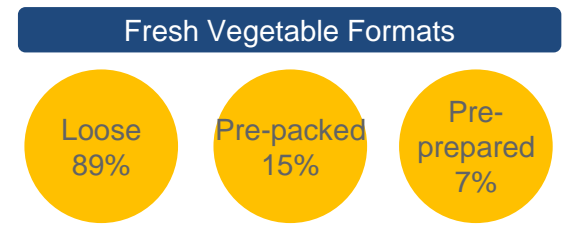
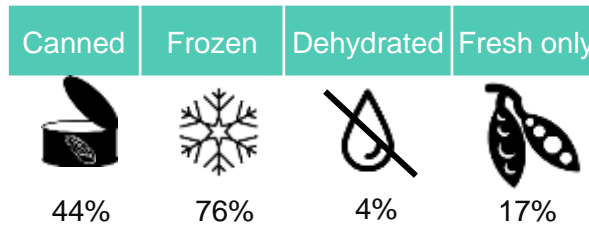
Appendix.

Average Australian

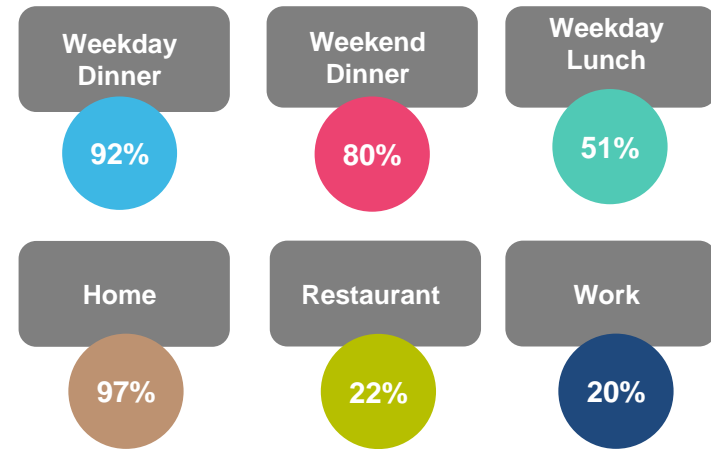
Who am I? What do I do?



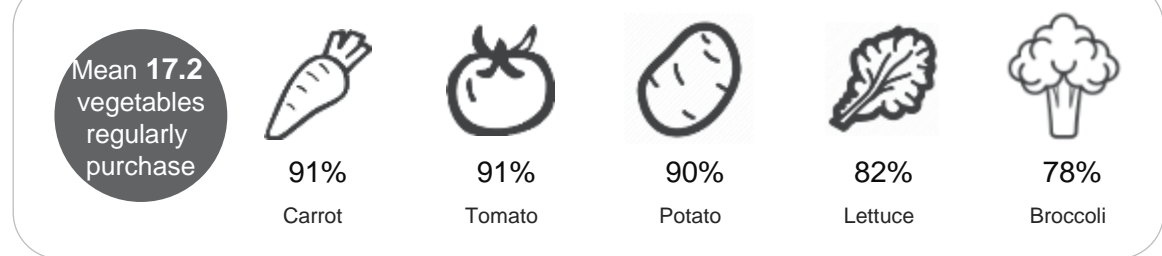
What do I purchase and consume?



Consumption Occasion and Location



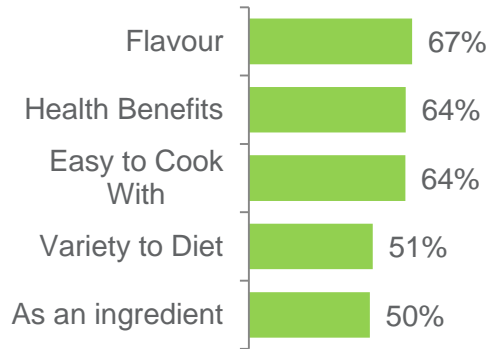
Regular Purchase



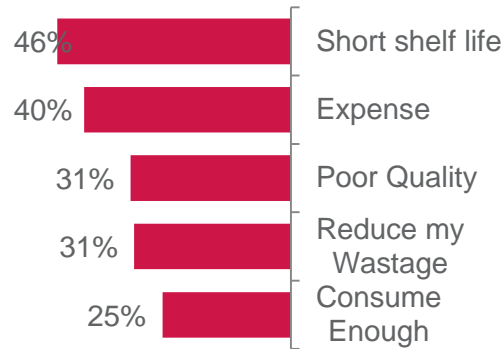
Average Australian

How can I buy more?

Why Purchase



Barriers to Purchase



40%
Harvest Dates



39%
Increase Shelf Life



36%
Recipe Ideas



36%
Location Grown



28%
Cooking Information

More Fresh Vegetables

New ways to cook it

43%

Value for money

41%

Add to regularly cooked meals

40%

Retaining Quality/Freshness

28%

Encourage Consumption



Try New Vegetable

What am I interested in?



49%
Family, Friends



47%
Cook Books



28%
TV Shows



25%
Magazines



24%
In-store Displays

Recommendations

Freshness
81%

Quality
76%

Price
63%

Value for Money
63%

Taste
46%

In-store



55%
Healthy



30%
Fresh



22%
Responsible



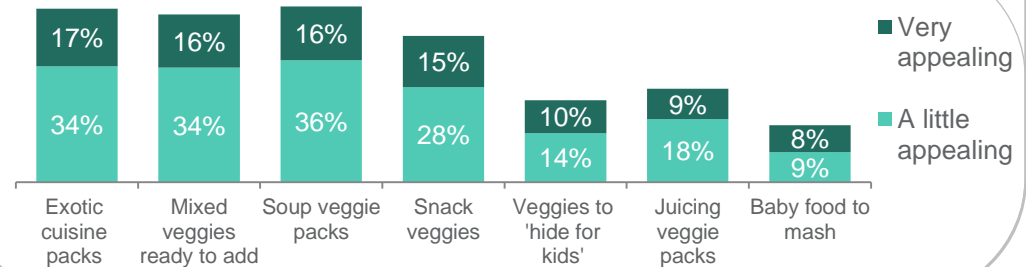
19%
Organised



12%
Down to Earth

How I feel

NPD Ideas



Previous consumer segmentation (2014) found there are four distinct groups of consumers in the marketplace.

Eager Explorers: 30%

Are into anything new - new ideas, new tastes, new recipes, new ingredients. Taste, colour and texture are motivating.

How they behave:

Alert in-store, looking for new ideas all the time, aware of new introductions and celebrity endorsed offers, seeking new flavours, ideas and experiences.

Be more relevant by:

Offering tastings and demonstrations on the spot to encourage trial.

Flavour Followers: 22%

Only buy what they know they like the taste of.

May be into trying new things, but it has to be similar to something they know they like the taste of.

How they behave:

Can be influenced by new packaging or formats of veggies they are familiar with, searching for flavours to go with their regular buys.

Be more relevant by:

Offering recipe ideas in-store to highlight the versatility of the veggies they know and enjoy.

Wholesome Habits: 26%

Eat veggies routinely/as habit, and are not looking for anything new.

Know they need to eat veggies for health, but only stick to what they know how to cook and what others they cook for will eat.

How they behave:

Very considered in-store, price and value sensitive, keen not to waste (so buy less), browse the same aisles each week.

Be more relevant by:

Offering more alternatives to their set menus, greater convenience and value options.

Conscious Improvers: 22%

Select veggies based on the nutritional benefit.

Motivated by a specific need or prevention (such as weight management, lowering cholesterol) or for significantly increasing general health.

How they behave:

Willing to spend the time and money in-store to buy the best nutritional ingredients. Looking for new ways to offer the best of nutrition to their families, understand the importance of freshness.

Be more relevant by:

Providing specific nutritional information and health benefits like Recommended Daily Intake (RDI) in-store.

The segment names reflect behaviours and core needs



Detailed Weekly Activities.



News

Relevant information and trends in the form of news articles were available to help engage the community with each week's topic. Community members were able to comment on the week's news.

WEEK 1: VEGETABLE CONSUMPTION IN CHILDREN



Vegetable Consumptio...

WEEK 3: IMPORTANCE OF PROVENANCE



Location Location

WEEK 5: REDUCING WASTAGE



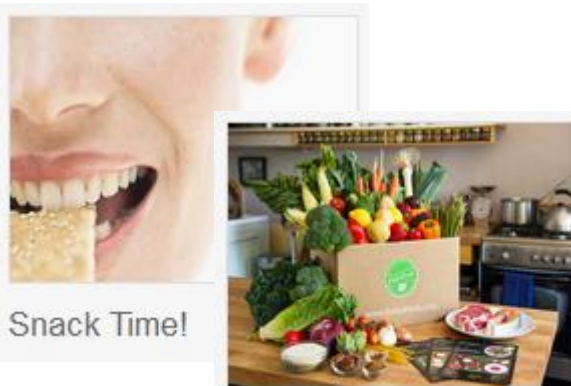
Less is more

WEEK 2: PROTEIN IN VEGETABLES



Protein in my vegeta...

WEEK 4: VEGETABLE SNACKING & SUPERMARKET TRENDS



Snack Time!

Is your supermarket

WEEK 6: MILLENNIALS



Being Green






Discussion

Discussions allow us to obtain greater depth of information about the topic, and answer questions not just about what Millennials think, but why they hold the views they do.

Price or provenance?

[Back to Discussions](#)



Last week we heard from a few people that they'd like more information about where their vegetables had come from. Other recent research suggests that for vegetables, buying local produce is more than twice as important as a price promotion. On Tuesday we asked - what do you think?

So far we're hearing vegetables, whereas c
 Whichever camp you f
 Australian? What migh
 Don't be afraid to repl

Share
 Tuesday, February 02, 2016
 at 1:43 PM
 I prefer to buy local when as long as it is not too expensive. That way the money goes to local farmers and I feel that we have been about food production here.

Jessica
 Tuesday, February 02, 2016
 at 1:51 PM
 I personally like knowing the production process because then I know it's fresh and it tastes better. I did that of for some time overseas and had been stored, it can compromise the flavor a bit. Having said that, the ease of having virtually everything available at all times is something we are used to in today's world. I would find it annoying if I wanted to cook a recipe to show that the ingredients were available because they aren't grown in Australia in that season.

Statelife
 Tuesday, February 02, 2016
 at 1:51 PM
 Personally, I have no particular preference. Whatever tastes good and is of good quality and hasn't been genetically modified is the solution!

Caroline
 Tuesday, February 02, 2016
 at 1:52 PM
 It doesn't bother me. I figure if my kids are eating the food just say the way. In Japan I don't think there is any more chance of something being worse than provenance, it would just be really happen here. (The Pacific Islands were). Obviously there are benefits to having local food production, however I honestly don't have the time to be checking where every single thing I buy is from, not to mention always being available.

WEEK 1: FAVOURITE VEGETABLES



Favourite Vegetables!

135 Comments 274 Views

WEEK 4: VEGETABLE FORMATS



Packed or Unpacked?

116 Comments 253 Views

WEEK 2: WHAT DO WE WANT TO KNOW?



What information do we want

143 Comments 234 Views

WEEK 5: SEASONALITY AND WASTAGE



Waste

81 Comments 191 Views

WEEK 3: PRICE OR PROVENANCE?



Price or provenance?

100 Comments 250 Views

WEEK 6: ENVIRONMENT AND SUSTAINABILITY



Environmentally Friendly

88 Comments 222 Views



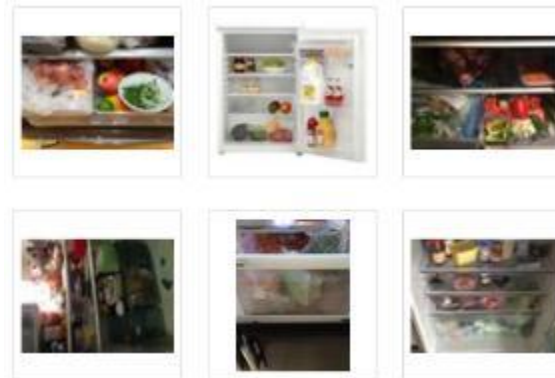
Image Gallery

The Image Gallery is a valuable tool that allows community members to visually depict their thoughts and attitudes.

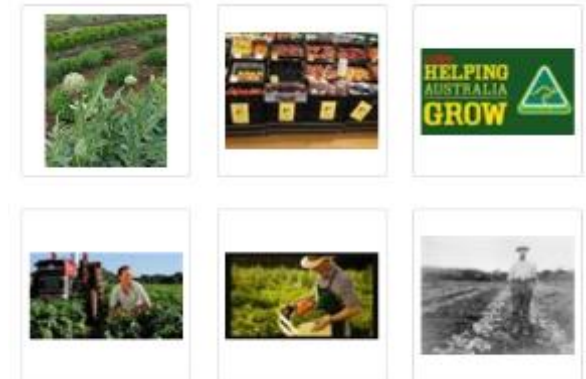
WEEK 1: FAVOURITE VEGGIE DISH & SHOPPING RECEIPT



WEEK 2: INSIDE YOUR FRIDGE



WEEK 3: WHAT DOES AUSTRALIAN GROWN MEAN?



WEEK 4: FAVOURITE PACKAGING



WEEK 5: Q&A, HELP EACH OTHER OUT!



WEEK 6: ENVIRONMENTALLY FRIENDLY/UNFRIENDLY





Surveys

Surveys allowed us to capture more detailed quantitative responses to a range of questions relevant to the topic.

WEEK 1: FAVOURITE VEGETABLES



Week 1: Favourite Ve...

17th Dec 2015 to 16th Jan 2016
34 responses

WEEK 2: HEALTH & NUTRITIONAL INFORMATION



Week 2: Health and N...

18th Jan 2016 to 23rd Feb 2016
151 responses

WEEK 3: PROVENANCE



Week 3: Provenance

25th Jan 2016 to 2nd Feb 2016
96 responses

WEEK 4: VEGETABLE FORMATS



Week 4 Survey: Veget...

2nd Feb 2016 to 8th Feb 2016
119 responses

WEEK 5: SEASONALITY AND WASTAGE



Week 5 Survey: Seaso...

9th Feb 2016 to 22nd Feb 2016
132 responses

WEEK 6: SUSTAINABILITY



Week 6: Part Two!

14th Feb 2016 to 23rd Feb 2016
100 responses



Polls

Polls allowed us to record a general opinion to questions relevant to the topic.

WEEK 1: DO YOU ENJOY EATING VEGGIES?



Week 1: Do you enjoy...

17th Dec 2015 to 1st Feb 2016
102 responses

WEEK 2: PRICE SPECIALS & PROMOTIONS



Week 2: Price Specia...

19th Jan 2016 to 23rd Feb 2016
134 responses

WEEK 3: PROVENANCE



Week 3: Provenance

25th Jan 2016 to 2nd Feb 2016
98 responses

How important is knowing where your vegetables come from?

- Extremely Important
- Very Important
- Neither Important nor Unimportant
- Not Very Important
- Not at all Important

WEEK 4: TYPES OF VEGETABLES



Week 4 Poll: Types o...

2nd Feb 2016 to 22nd Feb 2016
127 responses

WEEK 5: WASTAGE



Week 5 Poll: Wastage

9th Feb 2016 to 22nd Feb 2016
109 responses

WEEK 6: HOUSEHOLD PRACTICES



Week 6 Poll: Househo...

16th Feb 2016 to 23rd Feb 2016
103 responses



Week 1 – Discussion

Discussion

We all know vegetables are supposed to be good for us and we're supposed to eat them all time. For some of us that might come easy, and for others of us it can be a bit more of a chore... Either way, this week we'd like to know...

Do you have a favourite fresh vegetable – and what makes it your favourite?

Are there any veggies you just can't stand? What don't you like about them?

Got any tips and tricks to share? Your tip could be anything to do with your veggies – how to cook the perfect carrot, how to save money on your fresh vegetable shop, or hiding your veggies in a dish so you can't tell you're eating them!

Remember, there is no right or wrong answer so please have a go!

We hope to get feedback from EVERYONE and can't wait to hear what you think.

This discussion will be live until Monday 18th January. We encourage you to post multiple times and interact with others in the community by posting on posts! However, please keep in mind that you will only be rewarded once for participating in this discussion.



Week 1 – Activities

What's your favourite vegetable, and what do you do with it?

Do you have a favourite vegetable? Which one is it and how do like eating it?

This week we'd love to hear about what you like doing with your veggies. Your task for this week is to:

- Upload a photo of your favourite vegetable dish and tell us what you love about it
- Upload a photo of your fresh vegetable receipt after a shop

Remember, there are no right or wrong things to be putting in your shopping basket, no dish too plain or too wacky, so please have a go!

We hope to get feedback from EVERYONE and can't wait to see what you come up with. This activity will be live until Monday 18th January.

Have fun!





Week 1 Poll and Survey Questions

Poll

Do you enjoy eating vegetables?

Survey

Q1. Where do you typically buy your fresh vegetables?

Q2. What is your favourite vegetable?



Week 2 – Discussion

Did you know that Peas have 9g of protein per cup? That's more than a cup of milk! I didn't. I didn't know vegetables could even have protein.

If we could have more nutritional information on our vegetable packaging, what would we want to know? E.G. protein content, sugar, vitamins, RDI, calories in a serve etc.? Is this even important?

What other information would be helpful when purchasing vegetables? Best ways to store them? Best before dates?





Week 2 – Activity

The activity for this week is to upload a photo of your fridge and tell us how you store your veggies and why you do it like that. Is there anything we're unsure about? Can you make them keep longer by doing anything in particular?





Week 2 Poll and Survey Questions

Poll

How likely are you to try a new vegetable if it is on special?

Survey

- Q1. Do you currently look for health & nutritional information about vegetables?
- Q2. What kind of information are you looking for?
- Q3. Why is this information important to you?
- Q4. How do you get this information?
- Q5. If health & nutritional information was more easily accessible, would you like to know more?
- Q6. Specifically, what health & nutritional information are you looking for?
- Q7. And where would you like see this information when shopping for vegetables?
- Q8. If you don't want additional vegetable health & nutritional information, tell us why it is not necessary?



Week 3 – Discussion

Last week we heard from a people they'd like more information about where their vegetables had come from. Other recent research suggests that buying local produce is more than twice as important as a price promotion. Is this true for you?

This week we'd like to know:

- When, if ever, is price more important provenance (where it's from)?
- Do you always know where your vegetables are from and how do you find out?
- What is a better way that provenance could be communicated to you?





Week 3 – Activity

This week the activity is to think of a word that symbolises what it means to you for vegetables to be Australian grown. Then, upload an image that captures the idea and name your image with the word!





Week 3 Poll and Survey Questions

Poll

How important is knowing where your vegetables come from?

Survey

- Q1. When I buy fresh vegetables, I consider... (please tick all that apply)
- Q2. Local produce means...
- Q3. What percentage of fresh vegetables at your local store do you think are Australian grown
- Q4. Are there any vegetables you think are regularly imported?
- Q5. Do you ever purchase fresh vegetables knowing they were grown overseas?
- Q6. If knowing where your vegetables are grown from is important, what are the reasons? (Tick all that apply)
- Q7. If knowing where your vegetables are grown is NOT important, what is the main reason why?
- Q8. I have concerns about the QUALITY of fresh vegetables grown in...
- Q9. I have concerns about the SAFETY of fresh vegetables grown in...
- Q10. Where do you find information about country of origin?
- Q11. If country of origin of FRESH VEGETABLES I BUY is not available – I assume it comes from:



Week 4 – Discussion

In my house, convenience often rules in the kitchen! I regularly buy tinned tomatoes and corn (because it's easier than cooking my own, it tastes fine and its inexpensive). I buy washed lettuce in a bag and pre-chopped salads to take to work (because I can grab them and the quality is good). There's always a bag of peas in the freezer for an easy serve of veg (and some protein!) but I don't buy frozen broccoli because I don't like the texture when I cook it.

When do you buy veg that have been packed for you / processed in some way over the fresh versions and why?

What are the advantages and disadvantages of packaged fresh vegetables (like bags of capsicums)?

Is there something that you'd like but isn't out there? Like snack size bags of carrots for when you're out and about... or something else?



Week 4 – Activity

This week's activity is to find a photo of a pre-packaged product that you like and tell us why...

Maybe it's a time saver when you're cooking dinner, maybe it's easy to take to work or uni, maybe it's something else?

Here are some of our favourite packaged products! Can't wait to see your pics!





Week 4 Poll and Survey Questions

Poll

Which of the following types of vegetables do you purchase regularly?

Survey

- Q1. How often do you buy frozen vegetables?
- Q2. Why do you buy **frozen** vegetables instead of the **fresh** variety?
- Q3. How often do you buy canned/tinned vegetables?
- Q4. Why do you buy **canned** vegetables instead of the **fresh** variety?
- Q5. How often do you buy pre-prepared vegetables (e.g. peeled and chopped potatoes, ready-made salads)?
- Q6. Why do you buy **pre-prepared** vegetables instead of the **fresh** variety?
- Q7. When purchasing fresh vegetables, what is your preferred packaging format?
- Q8. Why do you prefer this type of packaging?



Week 5 – Discussion

Recent research suggests that around one third of consumers limit the amount of vegetables they buy because they don't want to waste any.

Along the same lines, last week a few people mentioned that one of the disadvantages of fresh, pre-packaged veggies was that the portion size was too big for them.

This week we want to know:

Do veggies go to waste in your house and when and why does this happen? Do you limit what you buy to avoid this or do you have other strategies?

Do you know when vegetables are in season or not? Does this affect your choices or do you expect things to be available all the time? What are the benefits of something being in season?



Week 5 – Activity

This week's activity is all about helping each other out!

Send in a photo of any questions or issues you are having with vegetables and tell us what you'd like to know i.e. how to cook a vegetable, storage tips...

Then, leave comments on each other's photos if you know a way to help!





Week 5 Poll and Survey Questions

Poll

Of the food types below, which do you waste the most?

Survey

- Q1. Of the food types below, are there any that you commonly waste?
- Q2. Thinking specifically of the vegetables you purchase, how often would a **whole vegetable** end up going to waste?
- Q3. How often would **part of a vegetable** end up going to waste?
- Q4. Are you concerned about the amount of vegetable wastage in your household?
- Q5. What might help you reduce wastage?
- Q6. How MUCH MORE or LESS willing are you to purchase vegetables with imperfections (i.e. odd shape/colour/size)?
- Q7. Do you actively seek out vegetables that are in season?
- Q8. Would you like more seasonal information to be available?
- Q9. Where would you like to see information about seasonality?
- Q10. Are there any vegetables that you avoid purchasing during the **summer**?
- Q11. Are there any vegetables that you avoid purchasing during the **winter**?



Week 6 – Discussion

According to the Millennials (Gen Y) surveyed in the Deloitte Millennial Innovation Survey in 2013, climate change is the biggest problem facing society in the next 20 years and as a generation, Millennials have a desire to be “green” or “environmentally friendly”. In this survey, 61% of Millennials expressed a greater willingness to pay more for products guaranteed to have ethical and responsible manufacturing practices. The remainder may expect it to be standard.

This week we want to know:

What does “environmentally friendly” mean?

In the context of fresh vegetables, what does it mean to be environmentally friendly? And whose responsibility is it?





Week 6 – Activity

This week's activity is to send in a picture of something 'environmentally friendly' or something 'environmentally unfriendly'. This could be a particular product, type of packaging, or an entire industry.

Upload your photo and tell us a little bit about what makes it environmentally friendly or unfriendly.

Happy posting!





Week 6 Poll and Survey Questions

Poll

What environmentally friendly practices do you undertake in your household?

Survey

Q1. How important are environmentally friendly vegetable practices to you?

Q2. Why did you give this rating?

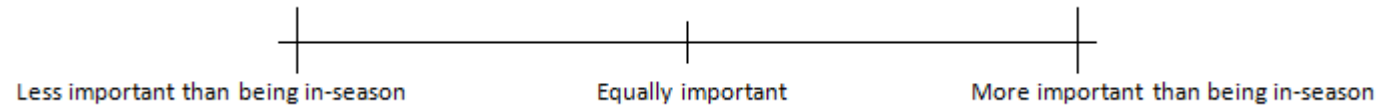
Environmentally friendly vegetable practices are:

Q3. Price

Q4. Australian Grown

Q5. Taste

Q6. In-season



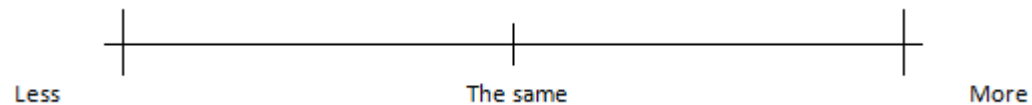
I am willing to pay LESS/THE SAME/MORE for products that are guaranteed to have ethical and responsible manufacturing practices:

Q7. Electronic goods

Q8. Clothing

Q9. Homewares

Q10. Fresh Vegetables





Week 6 Survey Questions

Q11. Are there **any products** you used to buy but have stopped buying due to concerns about its environmental impact? If so, which ones and why?

Q12. Are there any **vegetables** you used to buy but no longer buy because of concerns about the environmental impact? If so, which ones.

Are you willing to pay LESS/THE SAME/MORE for fresh vegetables if they are:

Q17. Australian Grown

Q18. Locally/regionally sourced

Q19. Imported



Week 6 – Part 2 Survey Questions

- Q1. Which of the following describe your typical vegetable purchase?
- Q2. When shopping for vegetables, which best describes you?
- Q3. When preparing your vegetables, what are the **top 3 vegetables** you are most concerned with cleaning before cooking?
- Q4. When you buy pre-packaged vegetables, which of the following is most important?
- Q5. What are you willing to spend more money on, compared to your typical fresh vegetable shop?
- Q6. What does it mean for fresh vegetables to be 'organic'?
- Q7. How important to you is having a range of organic fresh vegetables available where you regularly shop?



Thanks.