# Horticulture Australia and AUSVEG.

## VG12078 Project Harvest.

**Tracker Report Wave 13: June 2014,** Green Bean, Carrot, Cauliflower & Pumpkin

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# Contents



# Background & Methodology.

# Background & Setting the Scene.

There is an increasing need in Australia's Horticulture Industry to monitor and gauge consumer perception and behaviour in relation to fresh vegetables.

Colmar Brunton has been commissioned to conduct a monthly on-line tracking project following specified vegetables across a three year period; monthly trend analysis; and additional ad-hoc projects to assist in this understanding of consumers.

The following report is designed to supplement an online Interactive Research Tool (IRT) and details the findings of the monthly on-line tracking program and trends analysis components.

This wave's report (Wave 13, June 2014) focuses on:

- Green Beans
- Carrots
- Pumpkins
- Cauliflowers

**Essentially this is the fourth wave of tracking for these specific commodities. The current report will bring to light any change over the past twelve months.**

# Online Methodology.

- Respondents were recruited via an Online Panel. If the respondents met the recruitment requirements of sufficient vegetable consumption (monthly) they were asked to complete the online questionnaire.
- All respondents completed general demographic and consumption questions. If respondents purchased any of the specific commodities within the last month they would complete those questions. A minimum of N=300 respondents completed the commodity questionnaire.
- Topics covered in the questionnaire were vegetable purchase and consumption, category health, price and value perceptions, triggers and barriers to purchase and preparation and cooking preferences.
- An additional 2 ad-hoc questions are asked at the end of the questionnaire. The subjects of these questions are supplied by Horticulture Australia prior to each month to get feedback on topics of interest at that time.
- The questionnaire took 15 minutes to complete.
- Questions asked appear on the bottom of each page of this report. Unless stated otherwise, all scales were 0 -10 scales, with higher scores indicating greater agreement/liking/importance etc.

# Sample.

In total, 500 respondents completed the questionnaire. Respondents represented all States and Territories, as well as both metro and rural areas.

Demographic information about age and household structure was also collected to examine differences between life stages.

To qualify for the questionnaire, respondents...

- Were aged 18 years and over
- Purchased fresh vegetables at least once a month
- Purchased at least one of the monthly commodities (Bean, Carrot, Cauliflower or Pumpkin) within the last month
- Were the main or joint grocery buyer

| | Total N=500 | Bean N=305 | Carrot N=314 | Cauliflower N=309 | Pumpkin N=309 |
|---|---|---|---|---|---|
| **Gender** | | | | | |
| Male | 31% | 31% | 32% | 33% | 27% |
| Female | 69% | 69% | 68% | 67% | 73% |
| **Age** | | | | | |
| 18-24 y.o. | 8% | 7% | 9% | 9% | 7% |
| 25-34 y.o. | 24% | 25% | 25% | 23% | 21% |
| 35-44 y.o. | 19% | 19% | 18% | 17% | 18% |
| 45-54 y.o. | 19% | 18% | 16% | 19% | 21% |
| 55-64 y.o. | 19% | 20% | 19% | 19% | 20% |
| 65+ y.o. | 12% | 12% | 13% | 12% | 13% |
| **Household** | | | | | |
| Single Income no Kids | 16% | 17% | 15% | 13% | 15% |
| Double Income no Kids | 21% | 20% | 21% | 23% | 21% |
| Young Families | 22% | 22% | 24% | 21% | 19% |
| Established Families | 25% | 24% | 23% | 25% | 27% |
| Empty Nesters | 16% | 16% | 16% | 17% | 17% |
| **Location** | | | | | |
| New South Wales | 19% | 21% | 18% | 17% | 18% |
| Victoria | 19% | 22% | 17% | 20% | 21% |
| South Australia | 15% | 13% | 22% | 17% | 17% |
| Queensland | 17% | 19% | 13% | 16% | 19% |
| Western Australia | 18% | 16% | 16% | 17% | 14% |
| Tasmania | 7% | 5% | 9% | 9% | 7% |
| Australian Capital Territory | 3% | 4% | 4% | 3% | 4% |

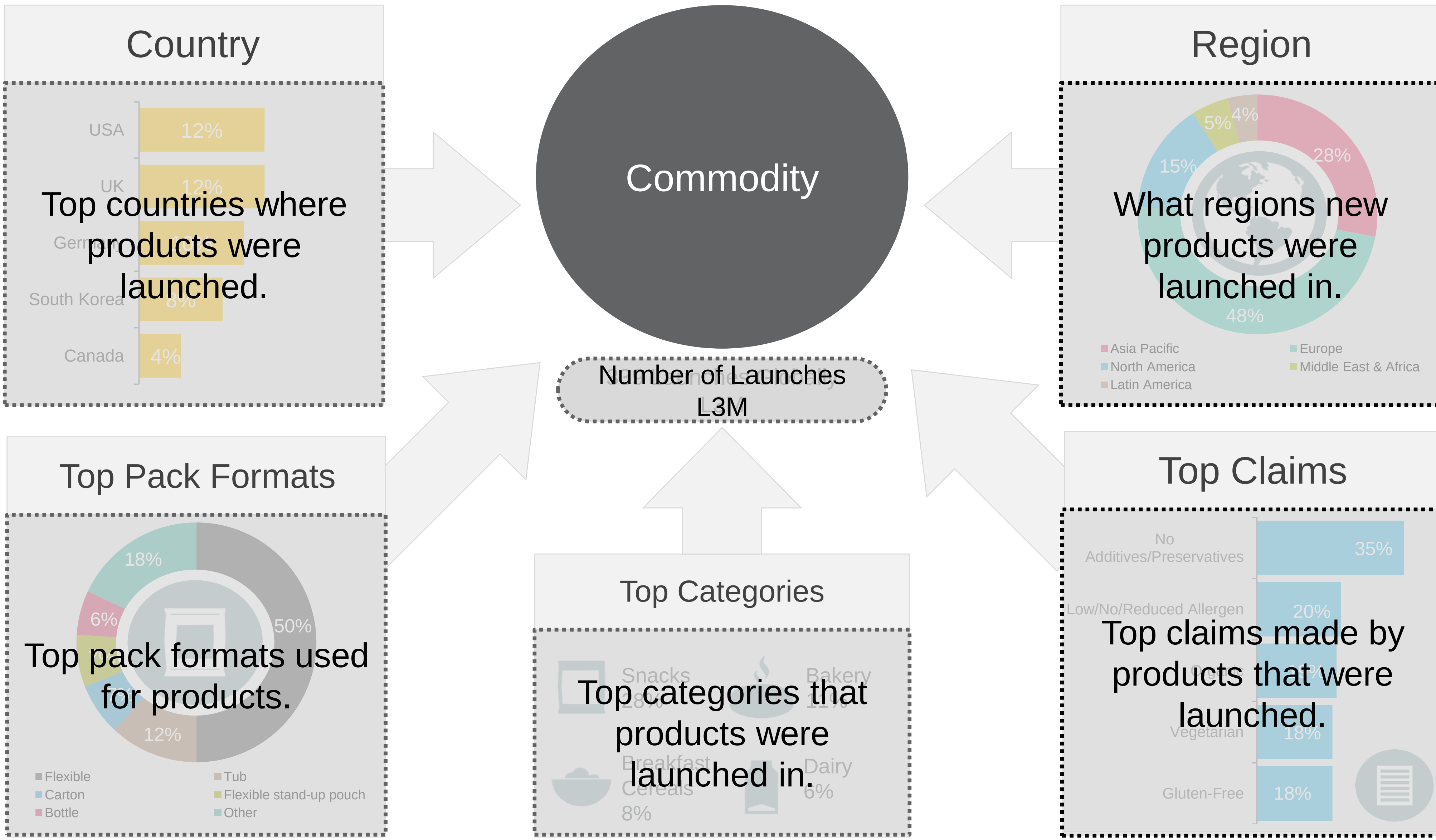
# Trends Research: Our Approach

- Colmar Brunton has used a combination of both desk research and in the field market research to explore the trends of each vegetable commodity being tracked this month.
- Our main source of secondary data for this report was collected from Mintel Global New Products Database (GNPD).
- This data source is used to analyse products launched around the globe in the last 3 months (L3M) that contained each vegetable being tracked as a core ingredient.
- Trends are determined at a global and regional level.
- Claims and pack types used for the launched products are explored and the relevant product categories are determined. Specific examples of products being launched around the globe that are particularly innovative are displayed for reference.
- Trend reports are provided monthly and will reflect the 4 commodities tracked in the preceding period.

Product Launches Last 3 Months (L3M)

# How to Read Summaries

See below for the format that will be used to summarise the trend data collected for each commodity.



# Wave 13:
# Executive Summary

# Beans Grower Action Plan

Consumers' satisfaction with, and likelihood to endorse beans is comparatively low compared to other vegetables

## 1.

### Insight:

Inconsistent quality remains a barrier to purchase for 14% of consumers

### Recommendation:

As most bean purchases are loose beans, consider providing grading systems similar to potatoes so consistency is evident between grade 1, 2, or 3 levels of quality

## 2.

### Insight:

Trend for increasing spend, and decreasing perceptions of value for money continuing

### Recommendation:

If price is driven by seasonality, clearly label as such so consumers are aware they are paying a premium to source viable product

## 3.

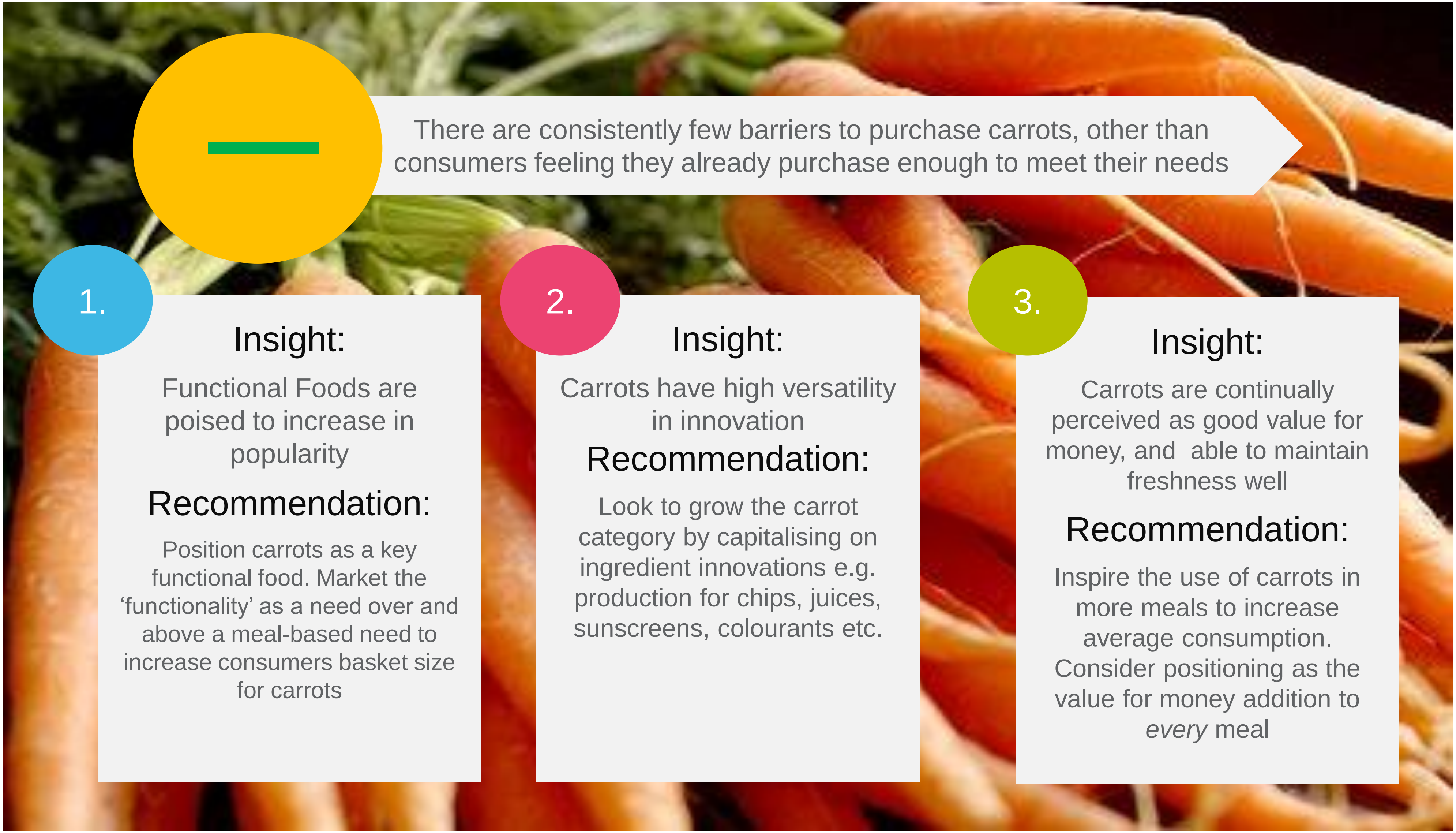
### Insight:

Seasonality appears to affect consumers perception of beans more than other vegetables

### Recommendation:

Consider a stronger move to packaging beans in a way that maintains freshness for longer periods and aids in maintaining consistent pricing

# Carrot Grower Action Plan



There are consistently few barriers to purchase carrots, other than consumers feeling they already purchase enough to meet their needs

**1.**

### Insight:

Functional Foods are poised to increase in popularity

### Recommendation:

Position carrots as a key functional food. Market the ‘functionality’ as a need over and above a meal-based need to increase consumers basket size for carrots

**2.**

### Insight:

Carrots have high versatility in innovation

### Recommendation:

Look to grow the carrot category by capitalising on ingredient innovations e.g. production for chips, juices, sunscreens, colourants etc.

**3.**

### Insight:

Carrots are continually perceived as good value for money, and able to maintain freshness well

### Recommendation:

Inspire the use of carrots in more meals to increase average consumption. Consider positioning as the value for money addition to *every* meal

# Cauliflower Grower Action Plan

There has been a decrease in the popularity of using cauliflower in modern Australian cuisine over the last three waves

1.

## Insight:

The ability to use cauliflower as an ingredient in other dishes or to complement food has decreased as a trigger to purchase, while its perceived lack of versatility has increased as a barrier

## Recommendation:

Specific recommendations of cauliflower's use, such as substituting pasta in spaghetti bolognaise, needs to be communicated to consumers

2.

## Insight:

Consumers expect cauliflower to stay fresh for almost 9 days, above average in the vegetable category. This expectation is well met

## Recommendation:

Market cauliflower as the "stay fresh all week" vegetable to encourage routine purchase as part of the weekly shop

3.

## Insight:

Cauliflower is perceived to be only fair value for money

## Recommendation:

With the increased focus on functional food trends, tie strong functional health benefits specifically to cauliflower to increase its perceived value for money

# Pumpkin Grower Action Plan

The number of consumers purchasing part pumpkins (half and quarter) has declined

### 1. Insight:

Gradual decrease in consumers expectations of freshness always being met

### Recommendation:

Industry should investigate if supply chain processes have changed, and if not re-educate consumers on correct pumpkin storage

### 2. Insight:

Perceptions of pumpkin being inconvenient to peel and prepare has increased

### Recommendation:

Provide practical preparation tips and facts at POS e.g. “did you know butternut can be peeled with a potato peeler?”

### 3. Insight:

20 new products containing pumpkin have been launched in the last quarter, predominately utilising pumpkin seeds

### Recommendation:

Continue encouraging innovation and further promote flexibility of using all parts of the pumpkin

# Fact Base

- Overall, Beans had low consumer sentiment, particularly for satisfaction, however there was consistent increased future purchase intent.
- Beans were purchased 3.6 times per month and consumed on average 7.4 occasions per month. Purchase consumption was consistent, however there was a decrease in consumption frequency compared with previous waves.
- Consumers typically purchased 600g of beans per shop, which was on trend with Wave 5 and 9. Individual beans were most often purchased. Recalled last spend had increased to $3.60 per shop, which saw a direct downturn in perceived value for money.
- Price tracking indicated a consistent price per kg; $5.98 nationally. There was a retail price range of $5.00 per kg, which was higher than February this year.
- Awareness of bean types was very low, with over half respondents unable to recall a type of bean. This was consistent with previous waves.
- Main triggers to future purchase were adding variety to their vegetable consumptions. Expense remained a key barrier to purchase.
- Consumers expected beans to remain fresh for a week after purchase. However, less consumers indicated that this freshness was regularly being met.

# Fact Base

- Importance to consumers and interest in new varieties was low for carrots, however satisfaction with carrots was on trend with commodity mean scores.
- On average carrots were purchased 4.1 times per month and consumed 15.0 times per month, which was on trend with Waves 5 and 9.
- Similar to previous waves, 1.2kg of carrots were the typically purchased amount. Recalled last spend was $2.30. Overall, consumers perceive carrots as good value for money.
- National pricing analysis revealed a decrease from February, with retail average for June at $1.95kg.
- Awareness of carrot types remained low. There was an increase in recall of baby carrots. Purple and orange also had high awareness.
- Key triggers to purchase were health and ease of preparation. A key barrier to purchase was that consumers already purchase enough for their needs.
- Carrots were expected to stay fresh for over 12 days. Nearly two thirds of consumers indicated this freshness was met most of the time.

# Fact Base



- Consumer sentiment (category health) remained particularly low, especially perceived importance of cauliflower and interest in new varieties, which was comparable to previous waves.

- On average consumers purchased cauliflower 2.9 times per month and consumed 7.7 times per month, which was in line with wave 9. Purchase was from mainstream retailers, particularly Woolworths.

- Cauliflower was mainly purchased in whole formats, with consumers recalling weight of purchase at 1kg. Recalled last spend was $3.10, which was considered only fair value for money.

- Price analysis revealed a national average retail price of $3.75 each, which was consistent with previous waves.

- Key triggers to purchase cauliflower were health and convenience. Expense remained the top barrier to future purchase.

- Cauliflowers were expected to stay fresh for over 8 days, which had slightly increased from previous waves. Expectations of freshness were typically met.

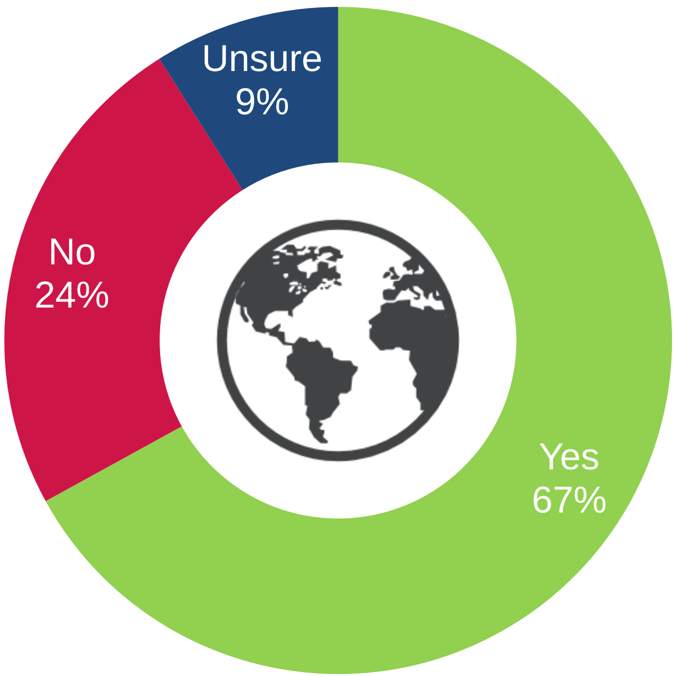
# Fact Base

- Consumer sentiment was in line with the commodity averages. However, there was lower than average increased future purchase intent.
- Pumpkins were purchased 2.9 times per month and consumed 8.4 times per month, consistent with previous waves.
- Pumpkins were typically purchased from mainstream retailers and specialist retailers. Consumers were purchasing on average 1.4kg per shop. Recalled last spend was $3.10 which was perceived to be good value for money.
- Half pumpkins were the most common format purchased.
- Price tracking showed that prices varied little by state or retailer, and the average price was $3.05/kg, lower than February 2014 prices.
- Triggers to purchase remained taste and giving variety to their vegetables. Expense and inconvenient preparation were primary barriers to purchase.
- Pumpkin was expected to stay fresh for over 12 days, consistent with previous waves. Overall, this freshness was typically met.

# Wave 13:
# Ad-Hoc Questions

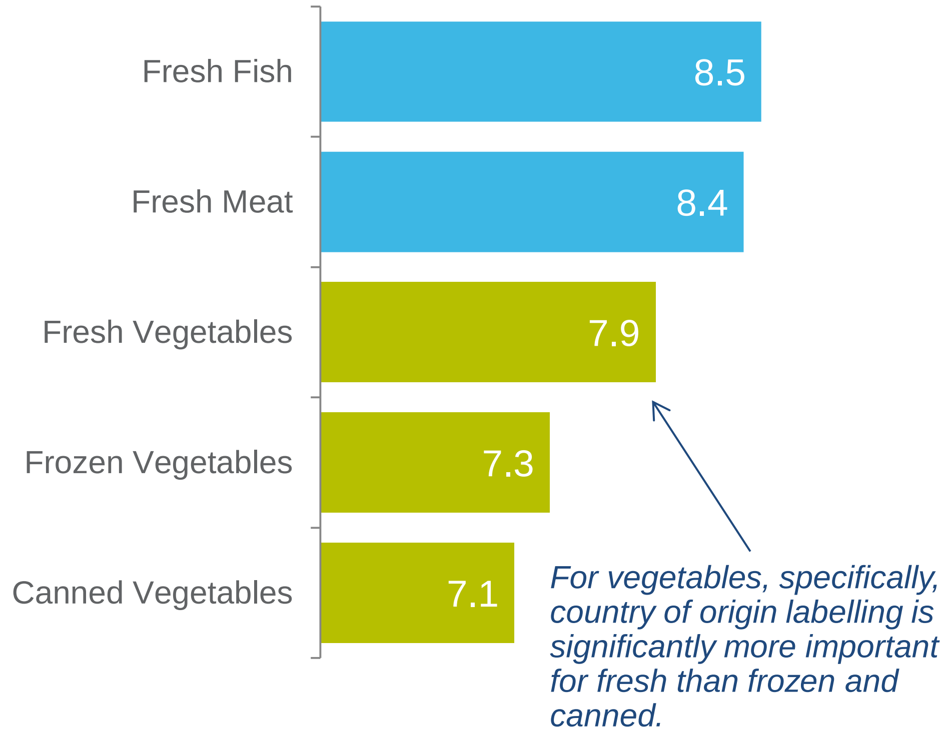
# Country of Origin Labelling

- The majority of consumers state that the country of origin influences their purchase. However 1 in 10 individuals were unsure. It is possible importance is product dependent.




Does country of origin influence your purchase decision?

- Vegetable consumers indicated that country of origin labelling was significantly more important to protein (fish and meat) than to vegetables



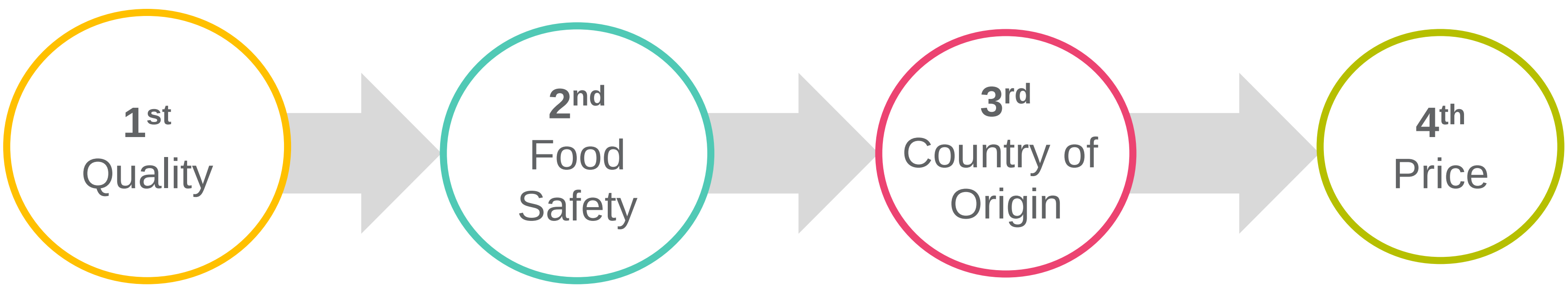

Importance of country of origin labelling

N=500
AHQ1. Does the Country of Origin of your food influence your purchasing decisions?
AHQ2. How important to you is the Country of Origin information and labelling for each of these types of foods…
*AHQ2 was a scale (0 -10 scales), with higher scores indicating greater importance*

# Importance of Food Attributes

- Consumers indicated that Quality is significantly more important than the other attributes. Although this needs to be investigated further, consumers may perceive that having a quality product is intimately tied with food safety and country of origin.

- As consumers are looking for quality first, they may be using price as a comparative, secondary measure.

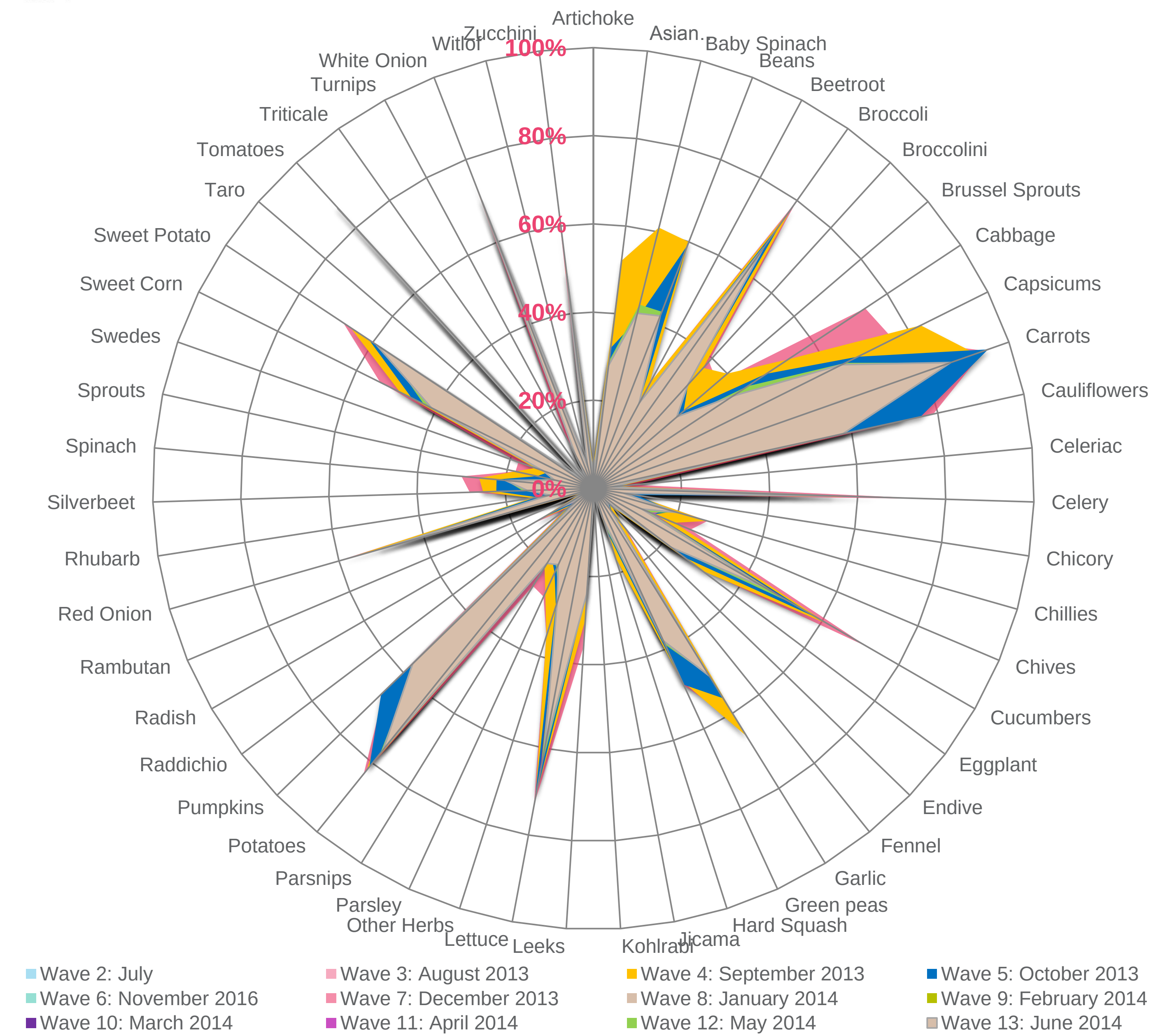



N=500
AHQ3. Rank the following in order of priority from most important to least important.

# Wave 13: Overall Vegetable Tracking

# Vegetables Purchased Last Month






- Vegetable purchase was consistent with recent months.
- September and October 2013 had the greatest vegetable purchase over the last 12 months.
- Tomatoes, carrots and potatoes were purchased most frequently over the past month. This was consistent with previous purchase trends.

Sample Wave 13 N=963

S8. Which of the following fresh vegetables have you purchased in the last month?

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# Category Health Explained

The following questions were asked to understand consumer sentiment about the vegetables, which can be tracked over time.

The Harvest Mean is the average of all commodities tracked thus far.

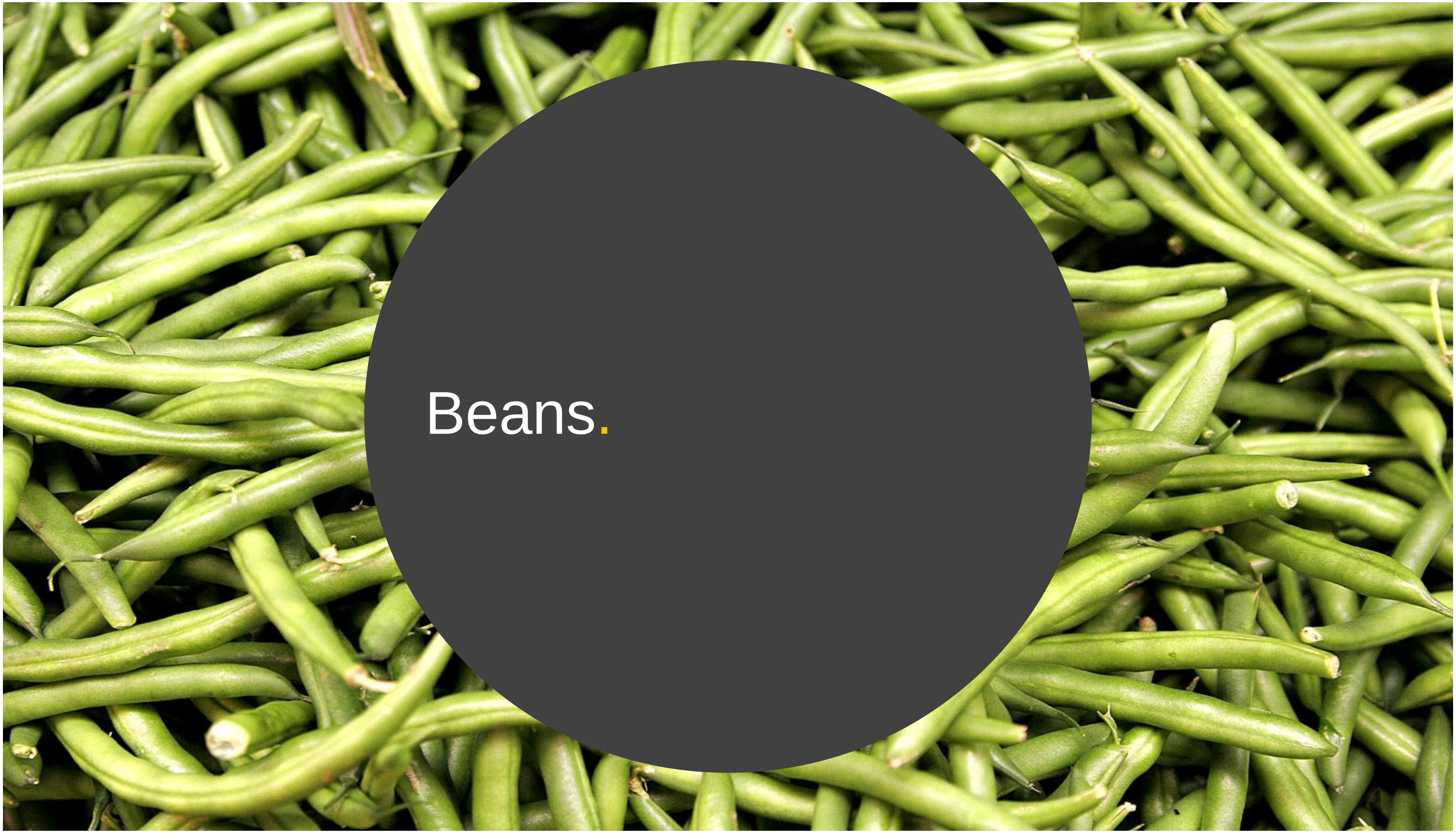
- How **important** to you is having a range of *commodity* available in the store where you usually shop?
- How **satisfied** or dissatisfied are you with the range of *commodity* currently available?
- How likely would you be to **recommend** *commodity* to your family and friends?
- How interested or disinterested are you in new *commodity* **varieties**?
- In the future, are you **likely to buy** *commodity* more, the same or less?

# Category Health



- Beans and Cauliflowers had lower consumer sentiment in June especially compared with the average commodities. Compared to the previous wave there has been a noticeable decline in consumer sentiment for beans, which may be because they out of peak season.
- Carrots held low importance for consumers and lacked interest in new varieties. Carrots could be perceived as a ‘staple’ and pantry stocking vegetable, where consumers lack engagement and innovation from the commodity.
- Pumpkin consumers sentiment was on trend with the other commodities tracked thus far. However there was a decline in increased future purchase intent compared to the previous wave and as the vegetable is entering peak season.

| | Beans | Carrot | Cauliflower | Pumpkin | Harvest Total Mean |
|---|---|---|---|---|---|
| Importance | 6.0 | 5.3 | 4.6 | 6.5 | 6.3 |
| Satisfaction | 5.9 | 6.6 | 6.2 | 6.6 | 6.6 |
| Endorsement | 6.3 | 6.6 | 6.3 | 6.7 | 6.7 |
| Interest (New Varieties) | 6.0 | 5.3 | 5.3 | 6.3 | 6.1 |
| Future Purchase | | | | | |
| More | 12% | 10% | 10% | 11% | 14% |
| Same | 86% | 89% | 89% | 89% | 85% |
| Less | 2% | 1% | 1% | 1% | 2% |


Beans.

# Purchase and Consumption Behaviour

Average Purchase **3.6** times per month

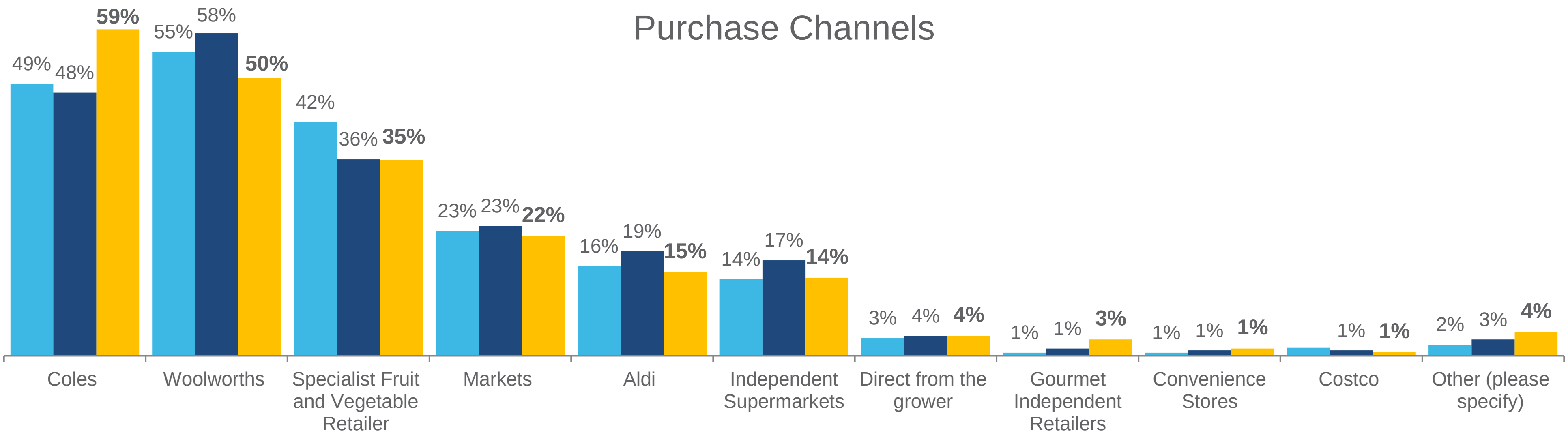
- 3.6 times, Wave 5
- 3.7 times, Wave 9

Average Consumption **7.4** times per month

- 8.3 times, Wave 5
- 8.4 times, Wave 9

⇛ Average purchase frequency is down slightly and on par with Wave 5 figures, while consumption frequency is down substantially from the previous Waves.

⇛ Purchase from Coles saw a significant increase in Wave 13. All other purchase channels remain relatively flat.




Q1. On average, how often do you purchase French and runner beans?
Q2. On average, how often do you consume French and runner beans?
Q5. From which of the following channels do you typically purchase French and runner beans?
Sample Wave 5 N=346, Wave 9 N=307, Wave13 N=305

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▼: Indicates LOWER score than current wave.
▲: Indicates HIGHER score than current wave.

# Average Spend and Price Sensitivity

**Average weight of purchase**

The typical consumer purchased **600g** of beans, which was consistent with the two previous waves.

— 600g, Wave 5
— 600g, Wave 9

**Recalled last spend**

Recalled last spend on bean purchase was **$3.60.** This represents a slight upward trend since Wave 5.

▼ $3.30, Wave 5
▼ $3.50, Wave 9

**Value for money**

Consumer's perceived value for money was relatively fair **(5.9/10)**, however this represents a gradual downward trend from Wave 5.

▲ 6.2/10, Wave 5
▲ 6.1/10, Wave 9

Q3. How much French and runner beans do you typically purchase when you shop for it?
Q3b. To the best of your memory how much did this cost on your most recent typically purchase?
Q4. Please indicate how Poor to Good Value you think this product is?
Sample Wave 5 N=346, Wave 9 N=307, Wave13 N=305

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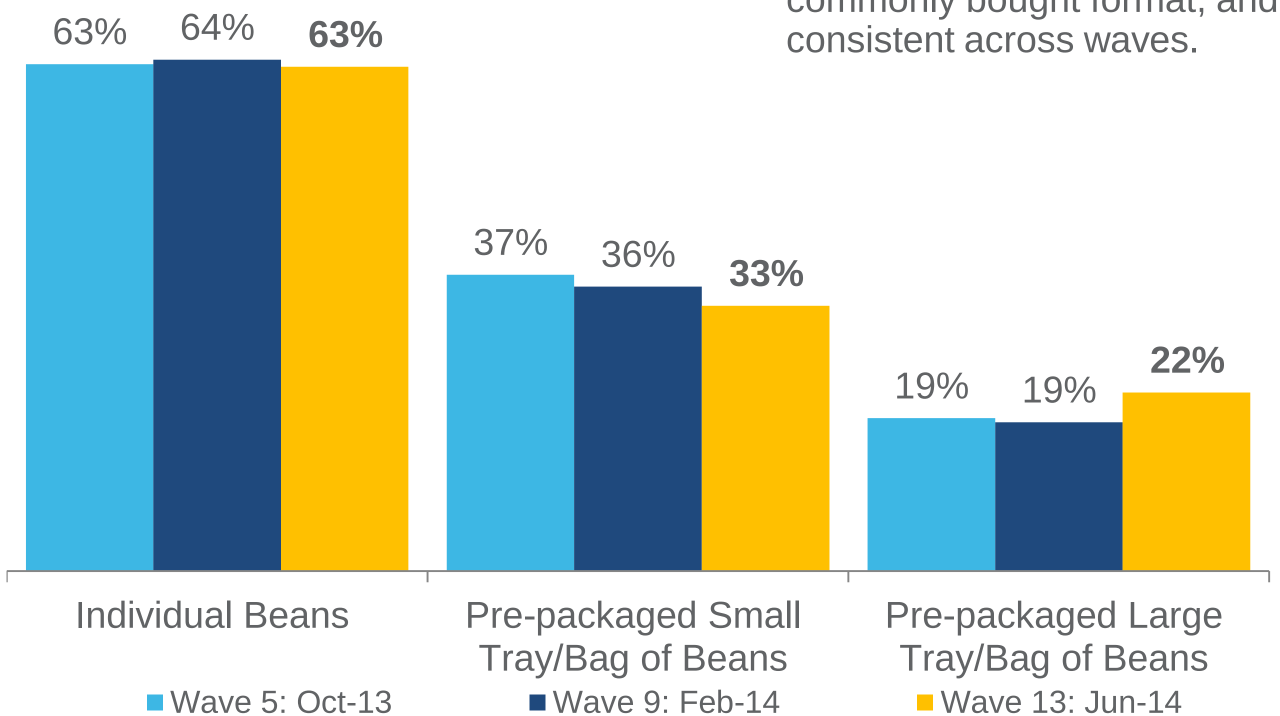
▼: Indicates LOWER score than current wave.
▲: Indicates HIGHER score than current wave.

# Pack Formats Purchased



⇛ Individual bean purchase is the most commonly bought format, and has remained consistent across waves.

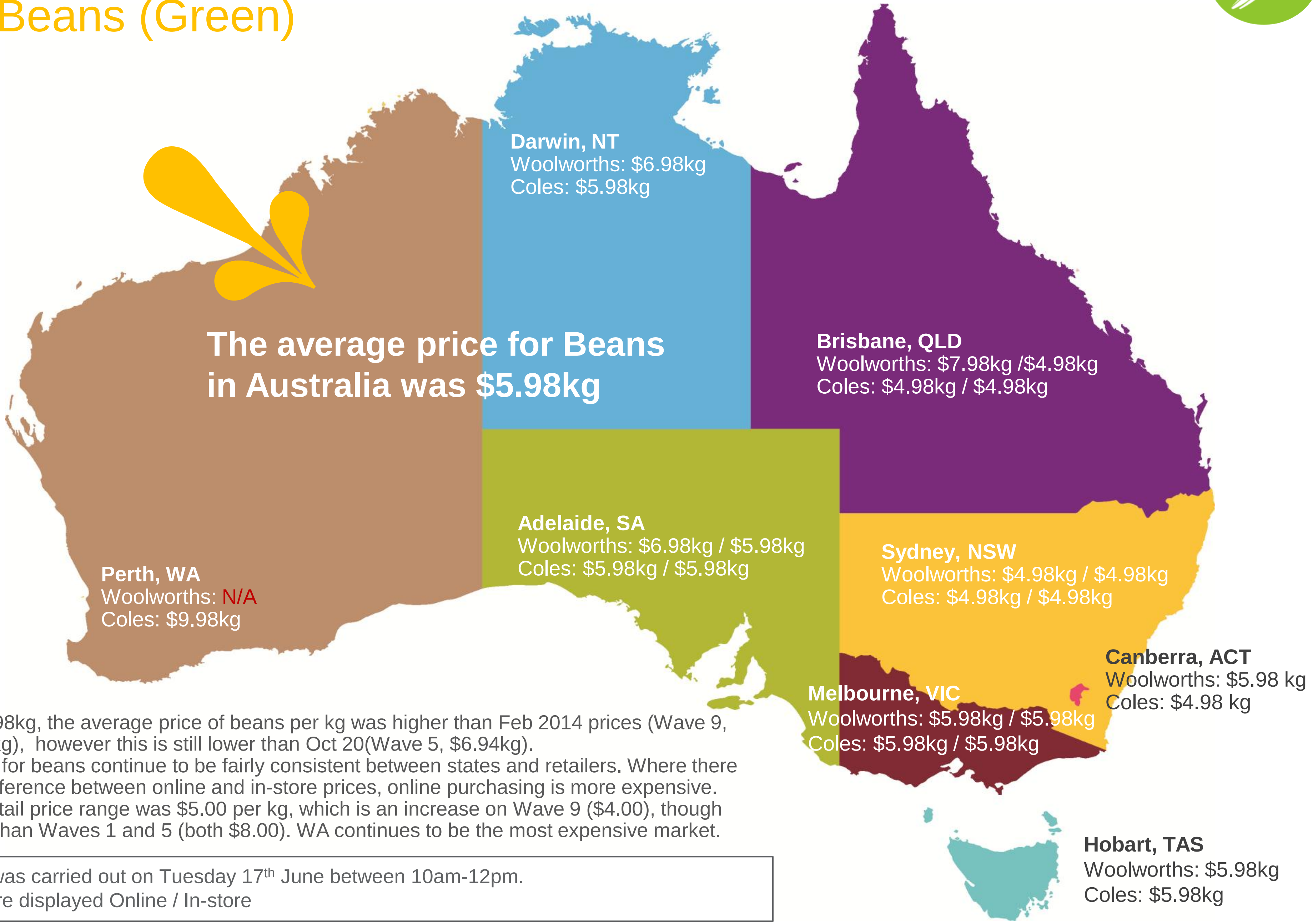



| Average number purchased | Individual Beans | Small Tray | Large Tray |
|---|---|---|---|
| Wave 5: October 2013 | 73.0 | 1.1 | 1.1 |
| Wave 9: February 2014 | 76.6 | 1.5 | 1.5 |
| Wave 13: June 2014 | 68.3 | 1.3 | 1.2 |

Q3a. How much French and runner beans does this typically equate to?
Sample Wave 5 N=346, Wave 9 N=307, Wave13 N=305

# Online and In-store Commodity Prices

## Beans (Green)

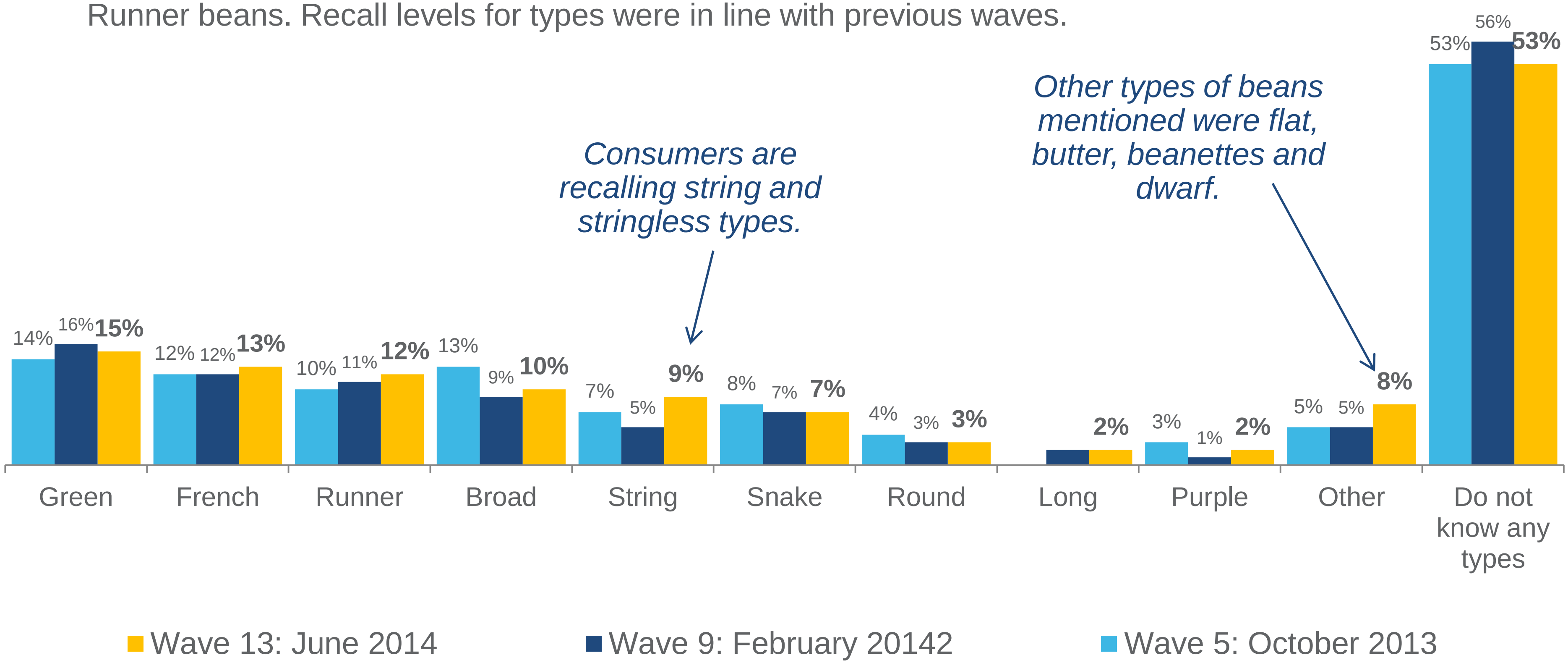



- At $5.98kg, the average price of beans per kg was higher than Feb 2014 prices (Wave 9, $5.88kg), however this is still lower than Oct 20(Wave 5, $6.94kg).
- Prices for beans continue to be fairly consistent between states and retailers. Where there is a difference between online and in-store prices, online purchasing is more expensive.
- The retail price range was $5.00 per kg, which is an increase on Wave 9 ($4.00), though lower than Waves 1 and 5 (both $8.00). WA continues to be the most expensive market.

Pricing was carried out on Tuesday 17th June between 10am-12pm.
Prices are displayed Online / In-store

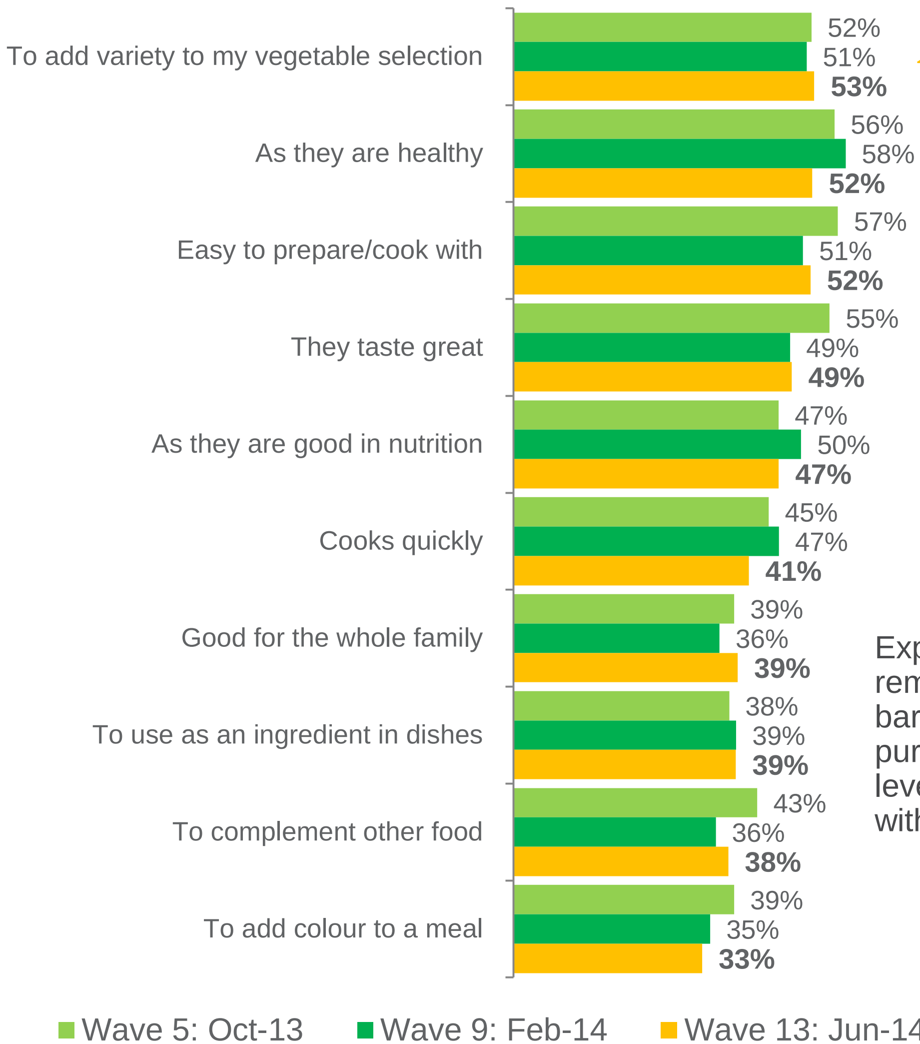
# Spontaneous Varietal Awareness

- Over half of the respondents were unable to recall any type of green bean, which was consistent with previous waves.
- Green beans were the most recalled variety, followed by French and Runner beans. Recall levels for types were in line with previous waves.



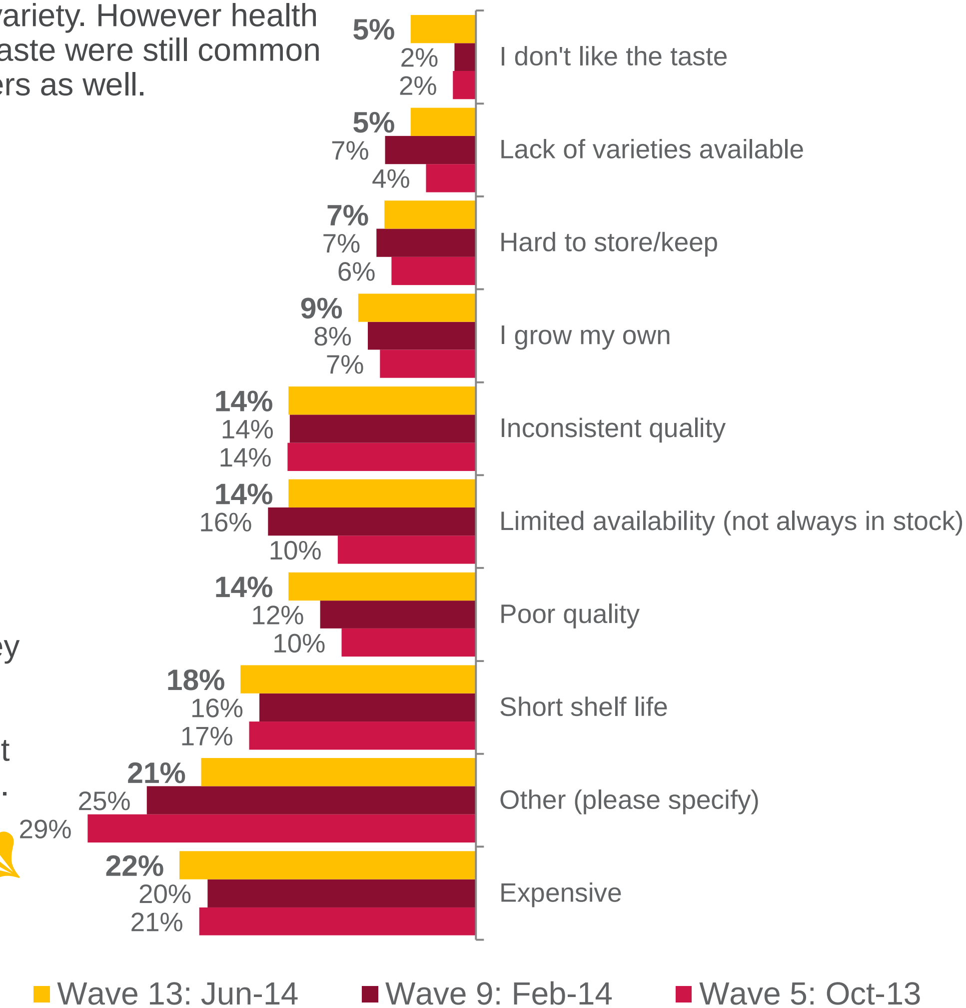

Q6a. What varieties/types of French and runner beans are you aware of? (unprompted)
Sample Wave 5 N=346, Wave 9 N=307, Wave13 N=305

# Triggers & Barriers to Purchase




The main trigger to purchase this month was to add variety. However health and taste were still common triggers as well.

Expense remained the key barrier to purchase, with levels consistent with past waves.




Q7. Which of the following reasons best describes why you purchase French and runner beans?
Q8. Which reason best describes why you don't buy French and runner beans more often?
Sample Wave 5 N=346, Wave 9 N=307, Wave13 N=305

# Cooking Cuisine & Occasions

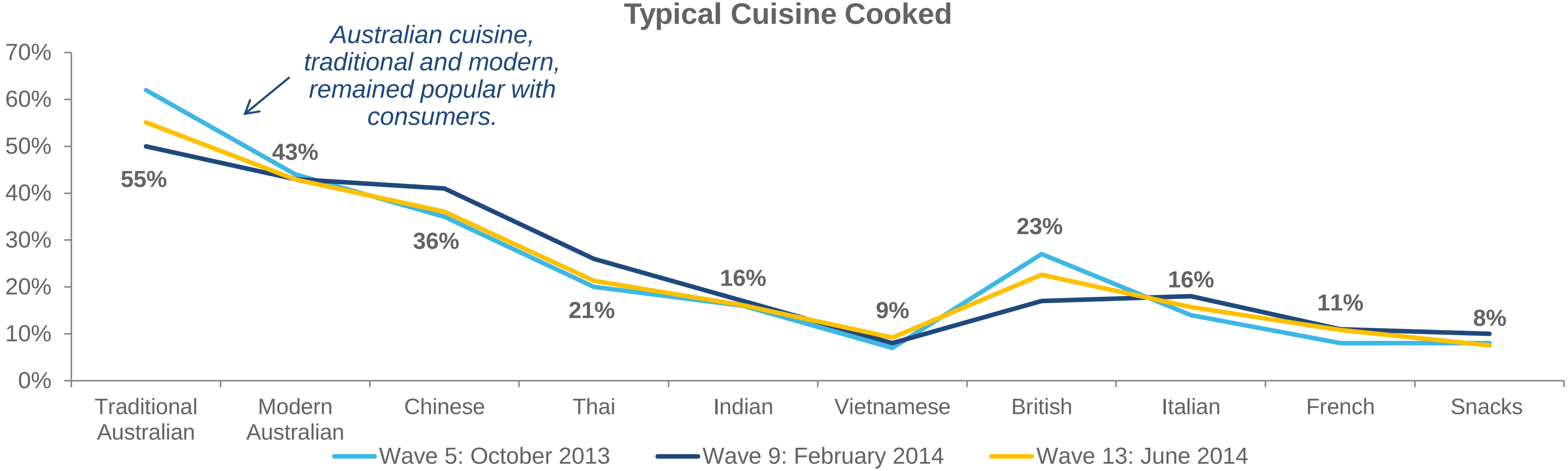


- Dinner remained the primary consumption occasion of beans.
- Australian cuisine (traditional and modern) were most commonly cooked.
- Compared with last wave there was a slight decrease in cooking Chinese and Thai cuisines.

## Wave 13 Top 5 Consumption Occasions

| | | | |
|---|---|---|---|
| Weekday dinner | **59%** | ▲ Wave 5 | ▲ Wave 9 |
| Family meals | **38%** | ▼ Wave 5 | ▼ Wave 9 |
| Weekend dinner | **36%** | ▲ Wave 5 | ▲ Wave 9 |
| Every-day meals | **32%** | ▲ Wave 5 | ▲ Wave 9 |
| Quick meals | **24%** | ▲ Wave 5 | – Wave 9 |

## Typical Cuisine Cooked




← Australian → ← Asian → ← European → Snacks

Sample Wave 5 N=346, Wave 9 N=307, Wave13 N=305
Q10. What cuisines do you cook/consume that use French and runner beans?
Q11. Which of the following occasions do you typically consume/use French and runner beans?

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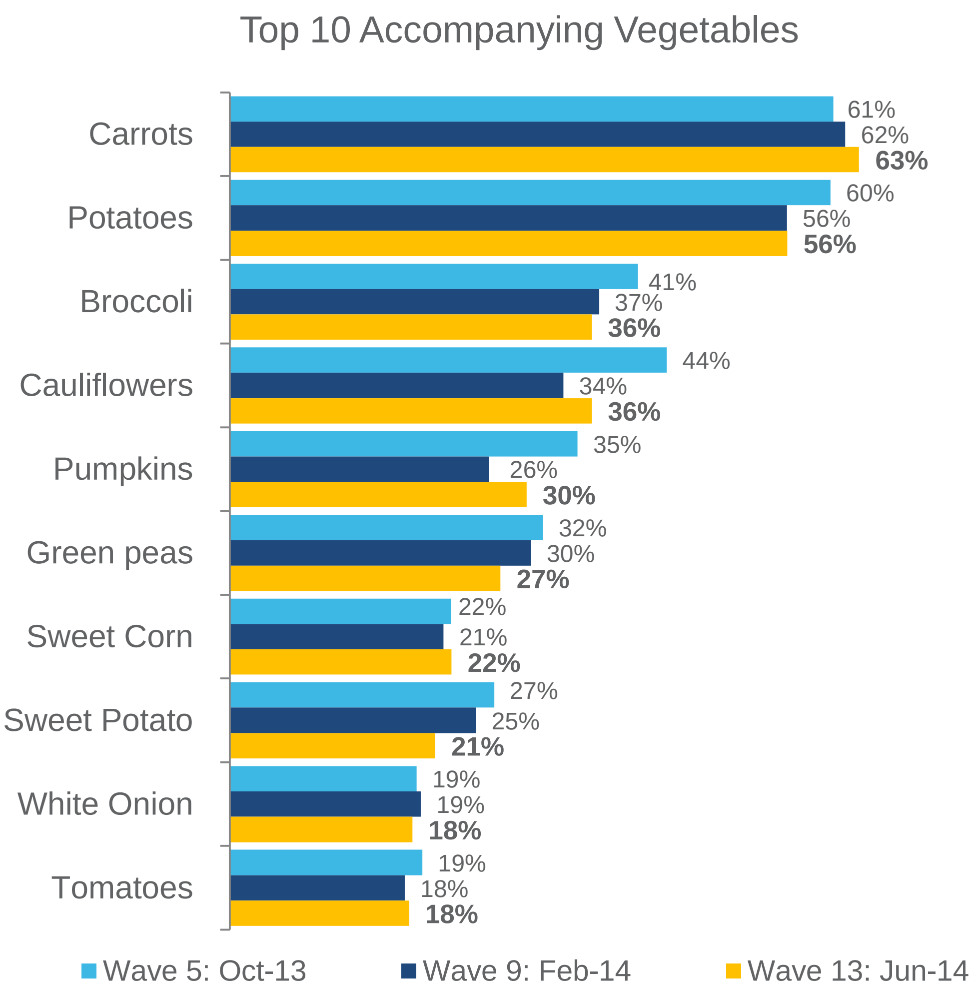
▼: Indicates LOWER score than current wave.
▲: Indicates HIGHER score than current wave.

# Cooking Preferences



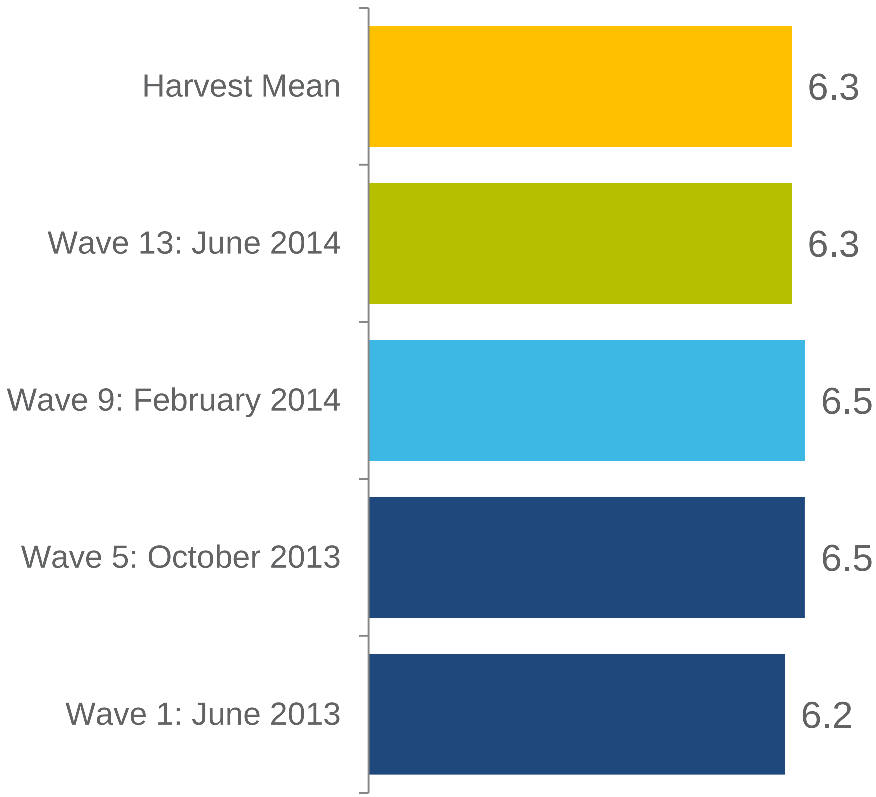

- Beans were primarily served with carrots and potatoes, consistent across the last three waves.
- Steaming and stir-frying remained the most common cooking techniques stated for green bean usage.

| Top 10 Cooking Styles | | | |
|---|---|---|---|
| | Wave 5 | Wave 9 | Wave 13 |
| **Steaming** | **52%** | **56%** | **53%** |
| **Stir frying** | **44%** | **50%** | **42%** |
| Boiling | 42% | 35% | 35% |
| Microwave | 27% | 27% | 23% |
| Blanche | 12% | 14% | 16% |
| Soup | 12% | 13% | 14% |
| Raw | 14% | 18% | 12% |
| Stewing | 9% | 12% | 10% |
| Sautéing | 9% | 14% | 9% |
| Frozen | 5% | 6% | 6% |

Sample Wave 5 N=346, Wave 9 N=307, Wave13 N=305
Q9. How do you typically cook French and runner beans?
Q10a. And when are you serving French and runner beans which of the following do you also serve together with this?

# Importance of Provenance

- Importance of bean provenance was consistent across waves and with the Harvest mean, indicating that consumers remain interested in where their beans are grown.




AUSTRALIAN MADE

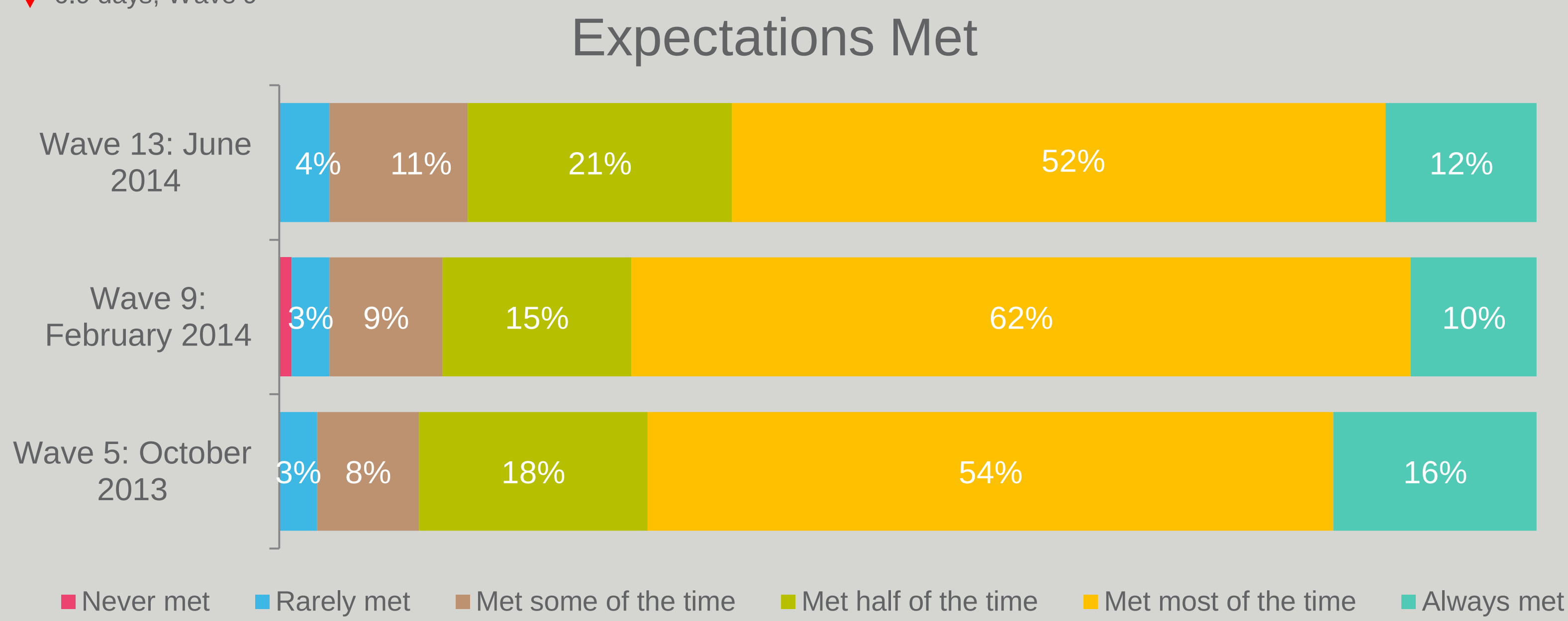
Q14. When purchasing <commodity>, how important is Provenance to you?
Sample Wave 5 N=346, Wave 9 N=307, Wave13 N=305

# Freshness and Longevity

Expected To stay fresh for **7.2** days

▲ 7.6 days, Wave 5
▼ 6.9 days, Wave 9

- Expected freshness remained consistent with previous waves, and consumers expect beans to remain fresh for a week once purchased.
- However, there was a trend away from expectations of freshness being met, with more consumers indicating that freshness was only met half the time.




Q12. How long do you expect French and runner beans to stay fresh for, once you have purchased it?
Q13. How often is this length of freshness met when you buy French and runner beans?
Sample Wave 5 N=346, Wave 9 N=307, Wave13 N=305

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▼: Indicates LOWER score than current wave.
▲: Indicates HIGHER score than current wave.

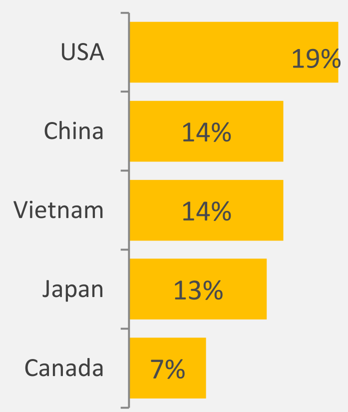
# French & Runner Bean Product Launch Trends.

# Bean Global NPDs

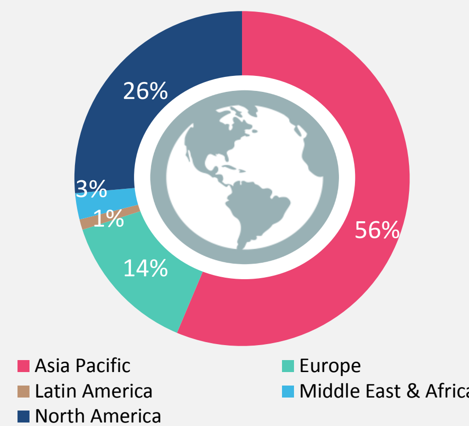
## April – June 2014

197 products containing green beans were launched globally in the last three months. Asia Pacific and North America were key regions for launches. Meals and baked goods were top categories with health and convenience claims utilised most.

### Country

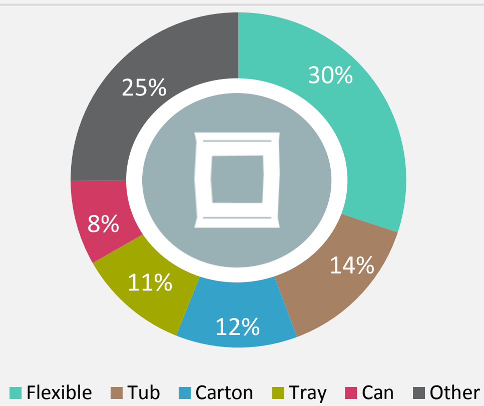



### Region




197 Global NPDs

### Top Pack Formats




### Categories

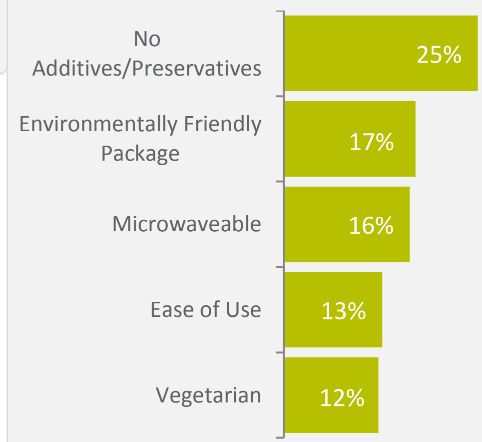
Meals 21%

Bakery 17%

Snacks 11%

Dessert & Ice Cream 7%

### Top Claims



# French & Runner Beans Product Launches:
## Last 3 Months (April – June 2014)
## Summary

- A total of 197 products containing French and Runner beans as an ingredient were launched globally in the last 3 months, which is consistent with previous trends.
- There were no products launched in Australia in the past three month.
- Asia Pacific (56%) and North America (26%) continued to be the top two regions for product launches.
- Flexible (30%) and tub (12%) packaging formats are consistently used for bean products launched.
- The top categories for product launches were meals (21%), baked goods (17%) and snacks (11%), consistent with top 3 launches in previous waves.
- The core claims used for these launches globally were no additives/preservatives (25%), environmentally friendly packaging (17%) and microwavable (16%).
- The most innovative launches were green bean porridge from Vietnam (Examples of these products can be found in upcoming slides) .

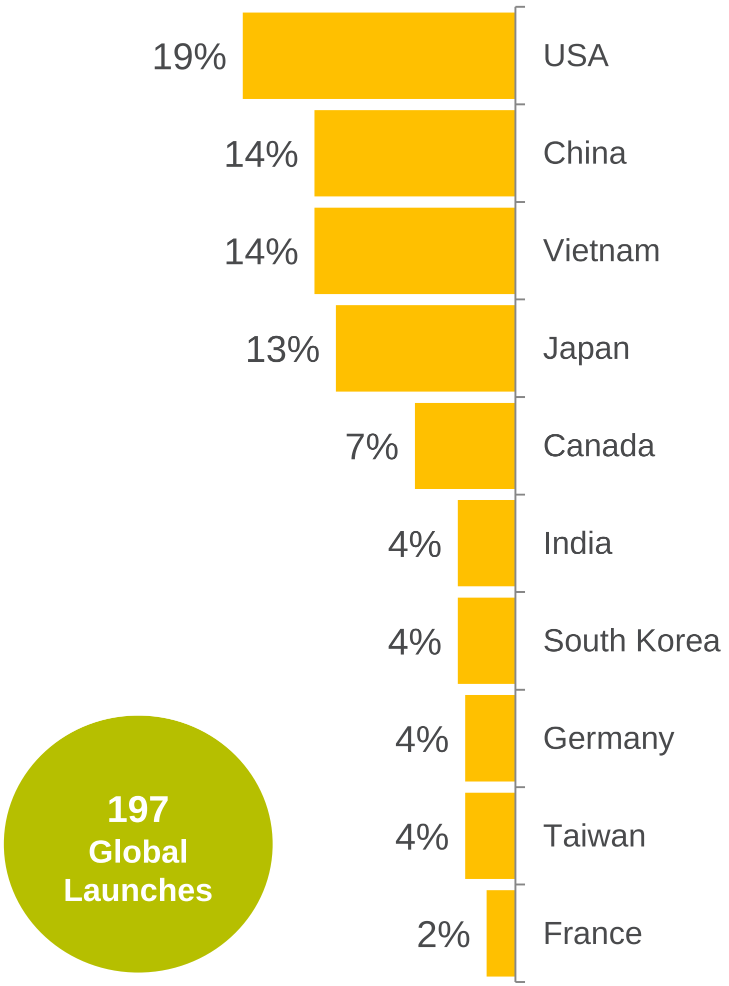
Source: Mintel (2014)

# French & Runner Bean Launches

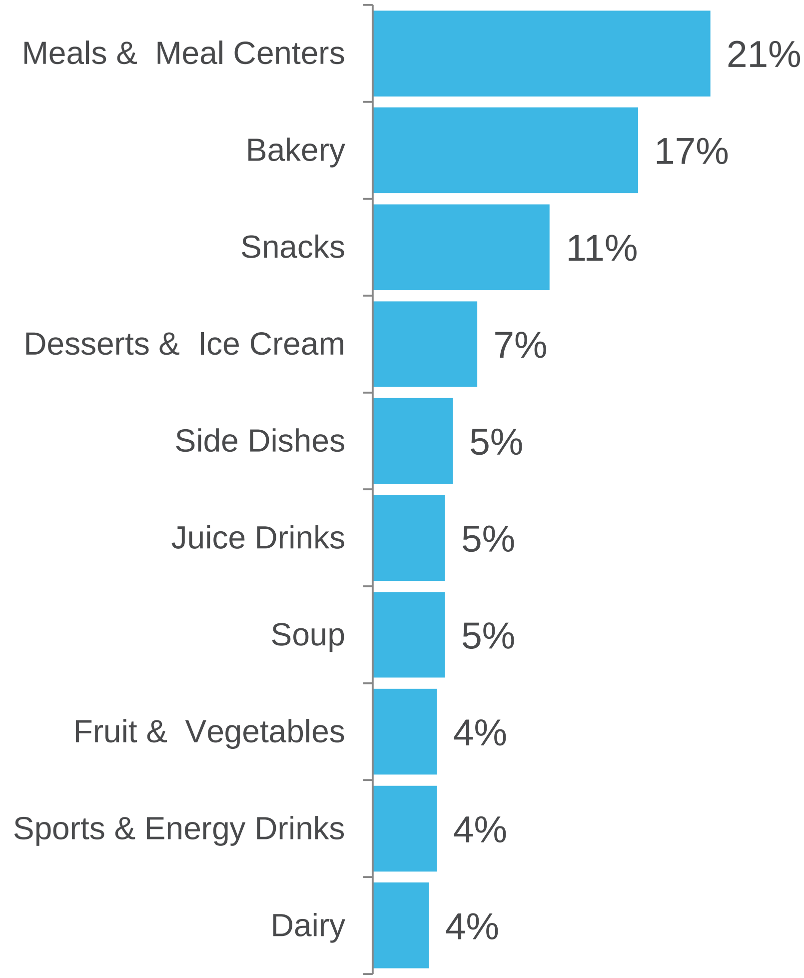
## Country, Region & Categories

- USA was the key country for green bean product launches.
- Meals, bakery and snack products were the top categories for launches, consistent with previous trends.

### Top Launch Countries




### Top Launch Categories

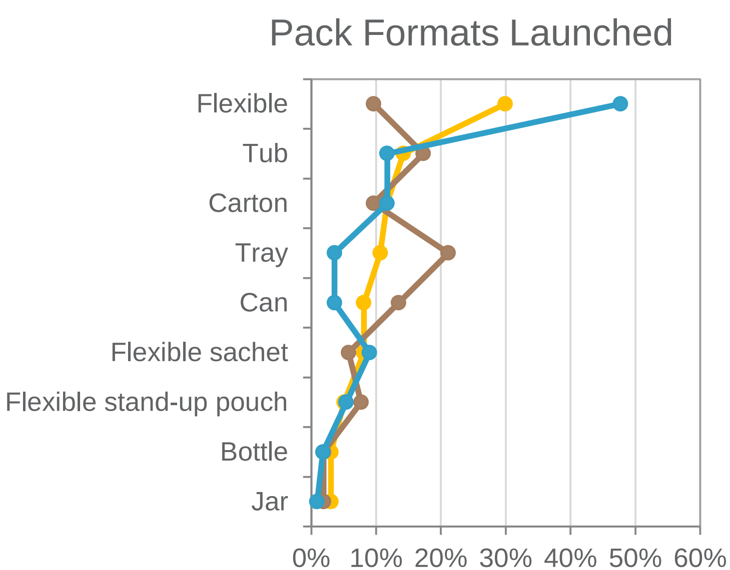


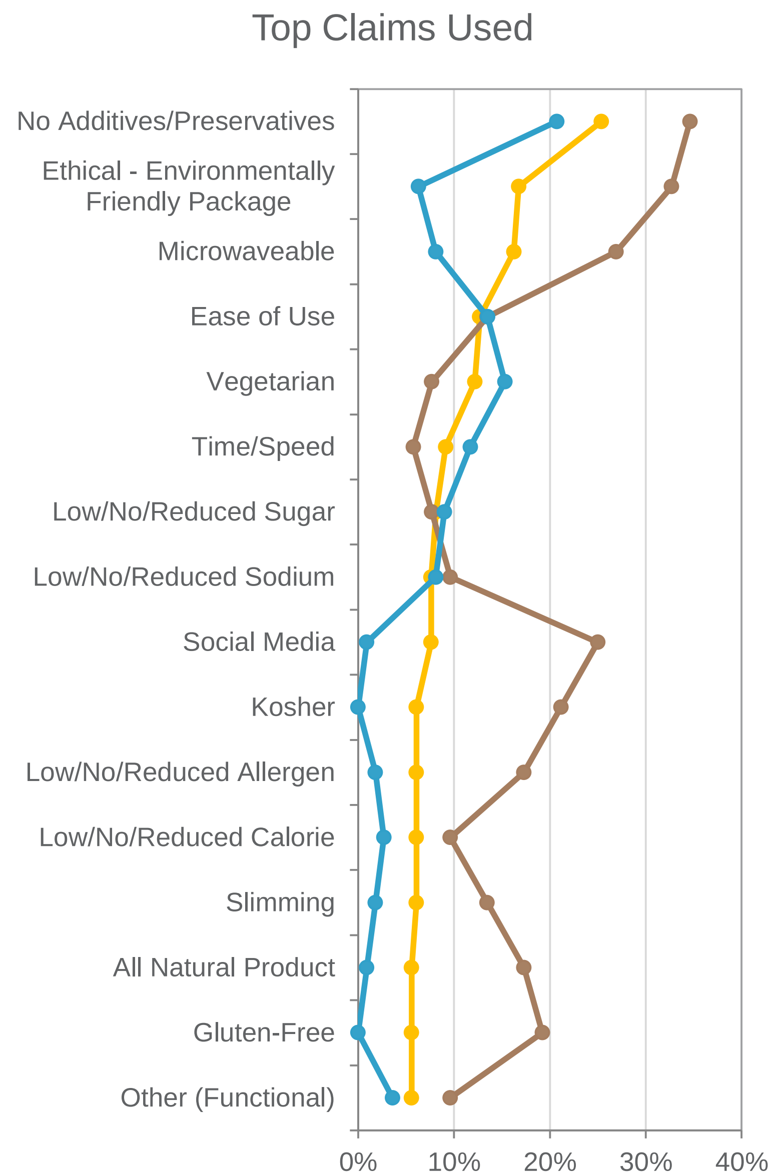

Number of Global Beans NPDs for the L3M N=197

# French & Runner Bean SKUs

## Top Claims & Pack Formats Used

- Health and convenience were the key claims used globally. Claims that were common in North America were less popular in Asia and vice versa.
- Globally the top pack formats used product launches was flexible packaging and tubs, consistent with previous trends.




Number of Global NPDs for the L3M N=197
Only regions with n >30 are displayed

# Innovative French & Runner Bean Launches:
## L3M (April – June 2014)

### Phuc Long Instant Green Bean Powder Drink (Vietnam)

Phuc Long Che Dau Xanh Uong Lien (Instant Green Bean Powder Drink) contains peanut, coconut and vanilla. This product retails in a 260g pack containing 6 x 45g sachets.


**Claims:**
Time/Speed

### Aurrera Vegetable Salad (Mexico)

Aurrera Ensalada de Legumbres (Vegetable Salad) is now available. The product retails in a 430g recyclable can.


**Claims:**
Ethical - Environmentally Friendly Package

### Vina Bich Chi Instant Green Bean Porridge (Vietnam)

Vina Bich Chi Chao Dau Xanh An Lien (Green Bean Porridge) has been repackaged. This product is suitable for both vegetarians and non-vegetarians, and retails in a 60g pack.


**Claims:**
Vegetarian

### Nokyo Yasai Days Vegetable Juice (Japan)

Nokyo Yasai Days Vegetable Juice has been reformulated and repackaged. It is made with carrot base and 36 types of vegetables.One glass serving is said to supply a day's required amount of vegetables.


**Claims:**
Low/No/Reduced Sodium, Ethical - Environmentally Friendly Package, Low/No/Reduced Sugar

Source: Mintel (2014)

# Innovative French & Runner Bean Launches:

## L3M (April – June 2014)

### Gia Bao Coconut Flavoured Green Bean Cake (Vietnam)

Gia Bao Banh Dua Dau Xanh (Coconut Flavoured Green Bean Cake) has been repackaged in a newly designed 370g pack. This ready-to-eat product is free from animal fat and uses 100% vegetable oil.


**Claims:**
Ease of Use

### Philadelphia Garden Vegetable Cream Cheese Spread (USA)

Philadelphia Garden Vegetable Cream Cheese Spread has been reformulated containing more real vegetables. This kosher certified product is made with fresh milk, and a mix of crisp garden vegetables, and contains 80 calories per two tablespoons. It is free from artificial flavors, and retails in an 8-oz. pack.


**Claims:**
No Additives/Preservatives, Kosher

### Thuy Ta Kem Coconut Green Bean Ice Cream (Vietnam)

Thuy Ta Kem Kem Dua Dau Xanh (Coconut Green Bean Ice Cream) is now available. This product retails in a 63g pack.

**Claims:**
None available.

### Renaissance Food Group Crudite Tray (USA)

Renaissance Food Group Crudite Tray is now available. The product retails in a 48-oz. pack including an 8-oz. Marzetti ranch veggie dip pack.

**Claims:**
None available.

Source: Mintel (2014)

# Innovative French & Runner Bean Launches:

## L3M (April – June 2014)

### Waitrose Asian Fusion Vegetable Curry Puffs (UK)

Waitrose Asian Fusion Vegetable Curry Puffs contains a crisp, golden pastry filled with a spicy mix of carrot, white radish, bean sprouts, lemon grass, galangal and coconut. This medium spicy product is suitable for vegetarians, and retails in a 150g partly recyclable pack containing six pieces.

**Claims:**
Vegetarian, Ethical - Environmentally Friendly Package

### Knp Khoi Nguyen Phu Green Bean Milk Candy (Vietnam)

Knp Khoi Nguyen Phu Keo Sua Dau Xanh (Green Bean Milk Candy) is now available. This special quality product is said to be tasty and delicious, and retails in a 500g pack.


**Claims:**
None available.

### Kinh Do Fresh Bread with Green Bean Paste Filling (Vietnam)

Kinh Do Bánh Mì Tuoi Nhan Dau Xanh (Fresh Bread with Green Bean Paste Filling) is described to be nutritious with a high volume of energy. The product retails in a 90g pack.

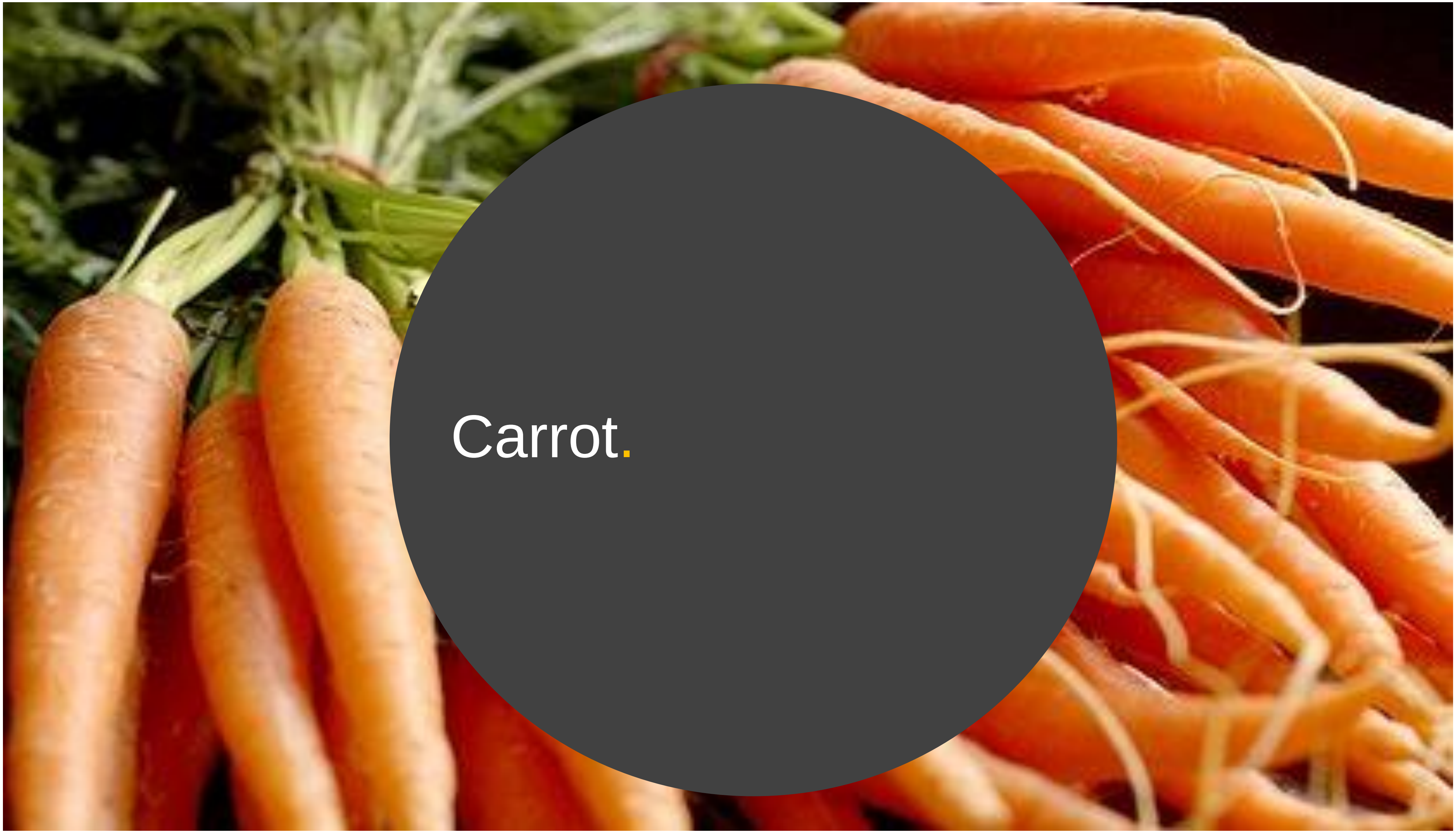
**Claims:**
None available.

### PPS Green Bean Vermicelli (Vietnam)

PPS Mien Dau Xanh (Green Bean Vermicelli) has been repackaged with an updated design. These noodles are claimed to be ideal for frying or in hotpot and contain no artificial colours or preservatives. This product retails in a 300g pack.

**Claims:**
No Additives/Preservatives

Source: Mintel (2014)


Carrot.

# Purchase and Consumption Behaviour

Average Purchase **4.1** times per month

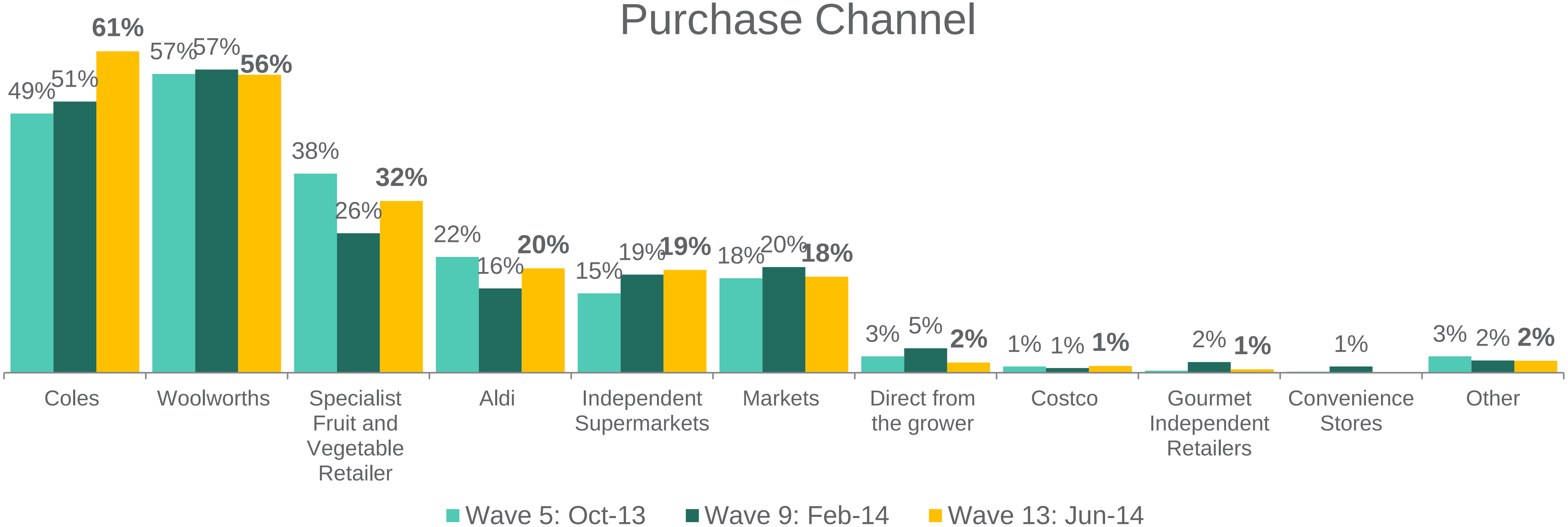
▼ 3.9 times, Wave 5
▲ 4.3 times, Wave 9

Average Consumption **15.0** times per month

▼ 14.5 times, Wave 5
▼ 14.2 times, Wave 9

- Consumption frequency of carrots has increased in Wave 13, while purchase frequency remains relatively stable.
- Coles has become a key purchase channel for carrots, taking out top position in Wave 13.
- Purchase from Independent Supermarkets is trending upward.

## Purchase Channel




Q1. On average, how often do you purchase carrot?
Q2. On average, how often do you consume carrot?
Q5. From which of the following channels do you typically purchase carrot?
Sample Wave 5 N=520, Wave 9 N=345, Wave 13 N=314

colmar brunton.

▼: Indicates LOWER score than current wave.
▲: Indicates HIGHER score than current wave.

# Average Spend and Price Sensitivity

## Average weight of purchase

The typical consumer purchased **1.3kg** of carrots, which was in line with previous waves.

▼ 1.2kg, Wave 5
▼ 1.2kg, Wave 9

## Recalled last spend

Recalled last spend on carrots was **$2.30.** This was lower than previous waves.

▲ $2.40, Wave 5
▲ $2.50, Wave 9

## Value for money

Consumer's perceived value for money was good **(7.3/10)** and on trend with previous waves.

— 7.3/10, Wave 5
— 7.3/10, Wave 9

Q3. How much carrot do you typically purchase when you shop for it?
Q3b. To the best of your memory how much did this cost on your most recent typically purchase?
Q4. Please indicate how Poor to Good Value you think this product is? 0-10 scale
Sample Wave 5 N=520, Wave 9 N=345, Wave 13 N=314

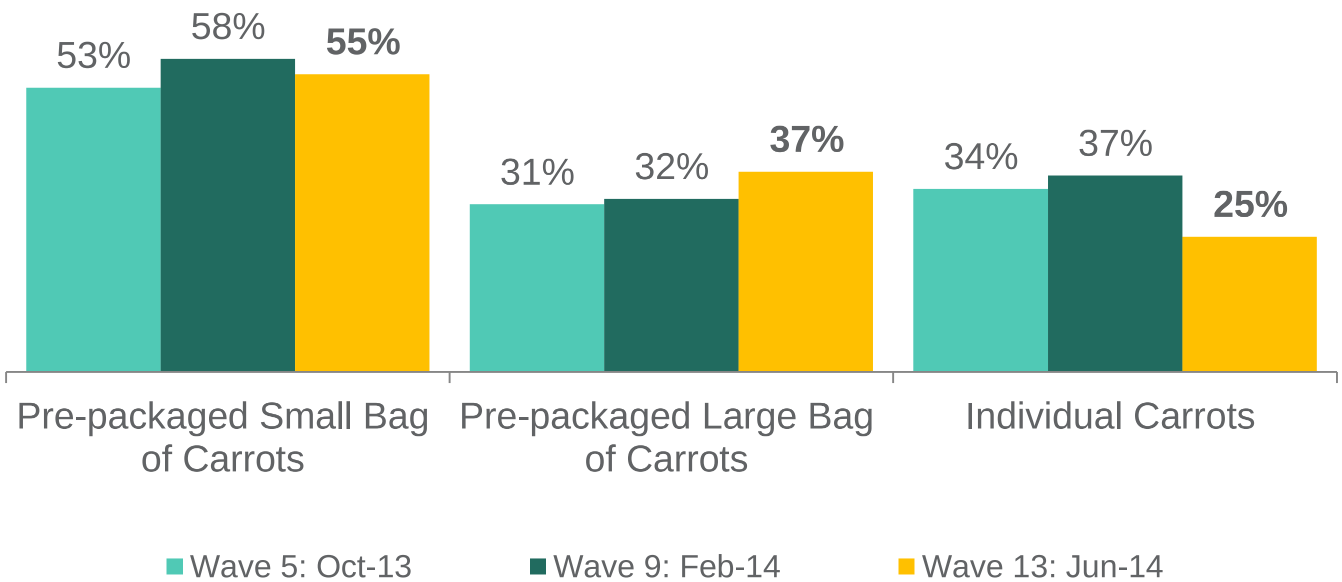


▼: Indicates LOWER score than current wave.
▲: Indicates HIGHER score than current wave.

# Pack Formats Purchased



⇛ In Wave 13, individual carrot purchases are down, large bag purchases are slightly up, while small packs remain consistent.



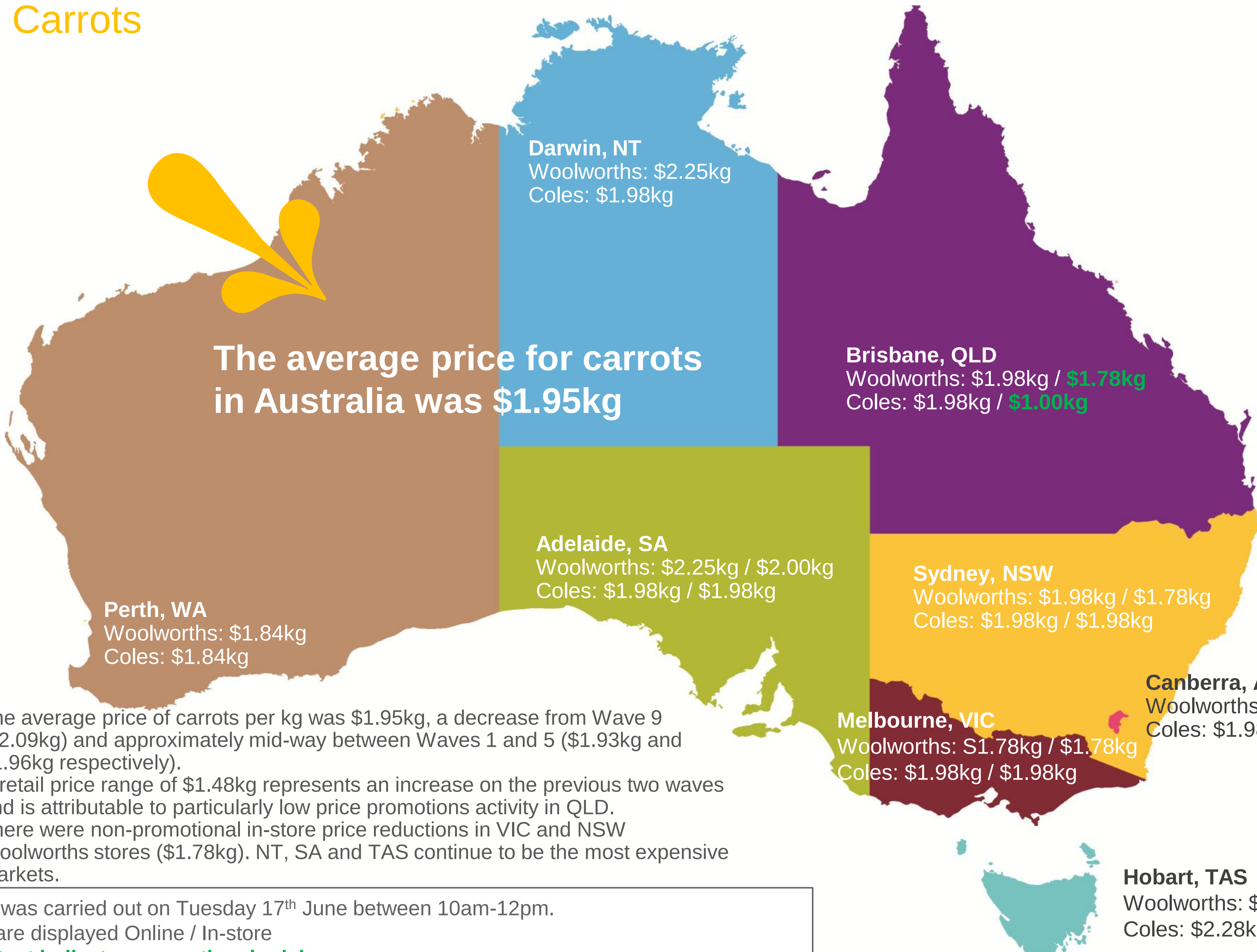

| Average number purchased | Small Bag | Individual Carrots | Large Bag |
|---|---|---|---|
| Wave 5: October 2013 | 1.6 | 6.2 | 1.7 |
| Wave 9: February 2014 | 1.8 | 5.4 | 1.7 |
| Wave 13: June 2014 | 1.5 | 5.5 | 1.5 |

Q3a. How much carrot does this typically equate to?
Wave 5 N=520, Wave 9 N=345, Wave 13 N=314

# Online and In-store Commodity Prices

## Carrots



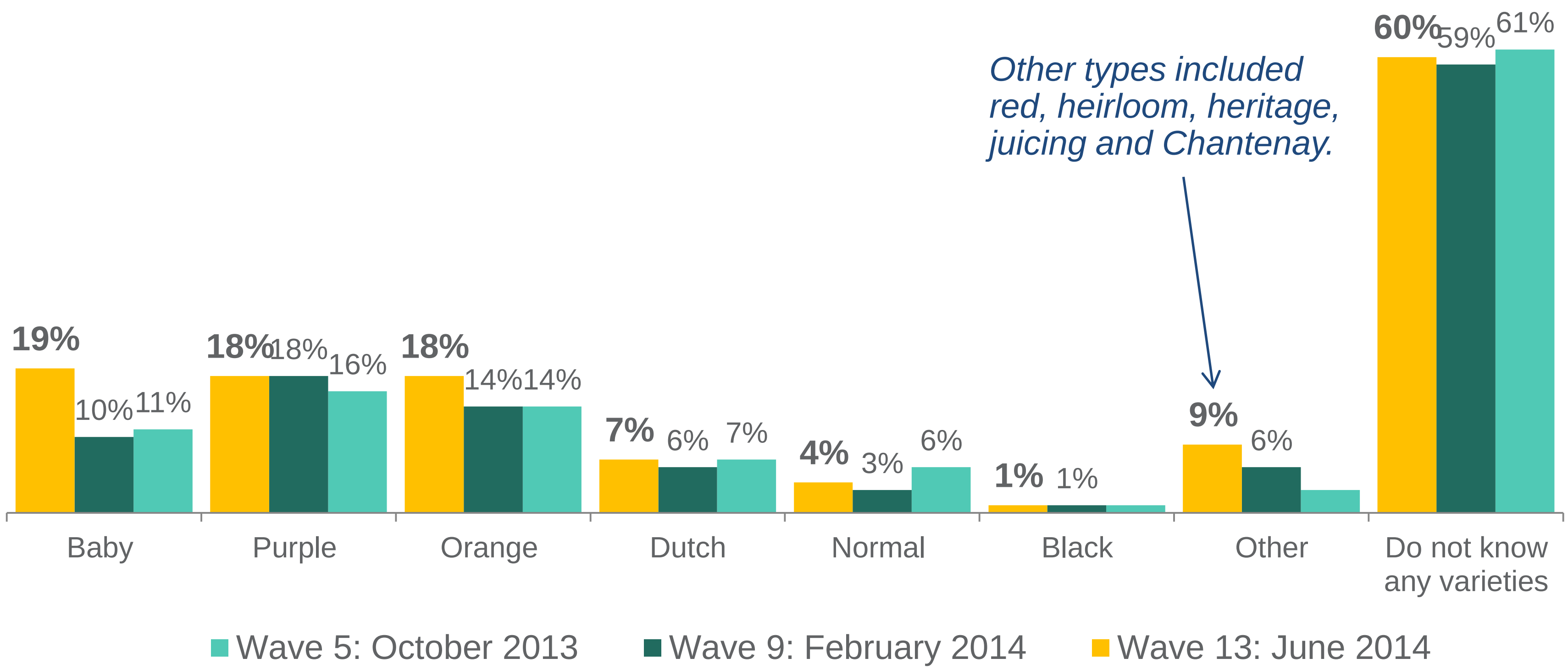



- The average price of carrots per kg was $1.95kg, a decrease from Wave 9 ($2.09kg) and approximately mid-way between Waves 1 and 5 ($1.93kg and $1.96kg respectively).
- A retail price range of $1.48kg represents an increase on the previous two waves and is attributable to particularly low price promotions activity in QLD.
- There were non-promotional in-store price reductions in VIC and NSW Woolworths stores ($1.78kg). NT, SA and TAS continue to be the most expensive markets.

Pricing was carried out on Tuesday 17th June between 10am-12pm.
Prices are displayed Online / In-store
**Green text indicates promotional pricing**

# Spontaneous Varietal Awareness

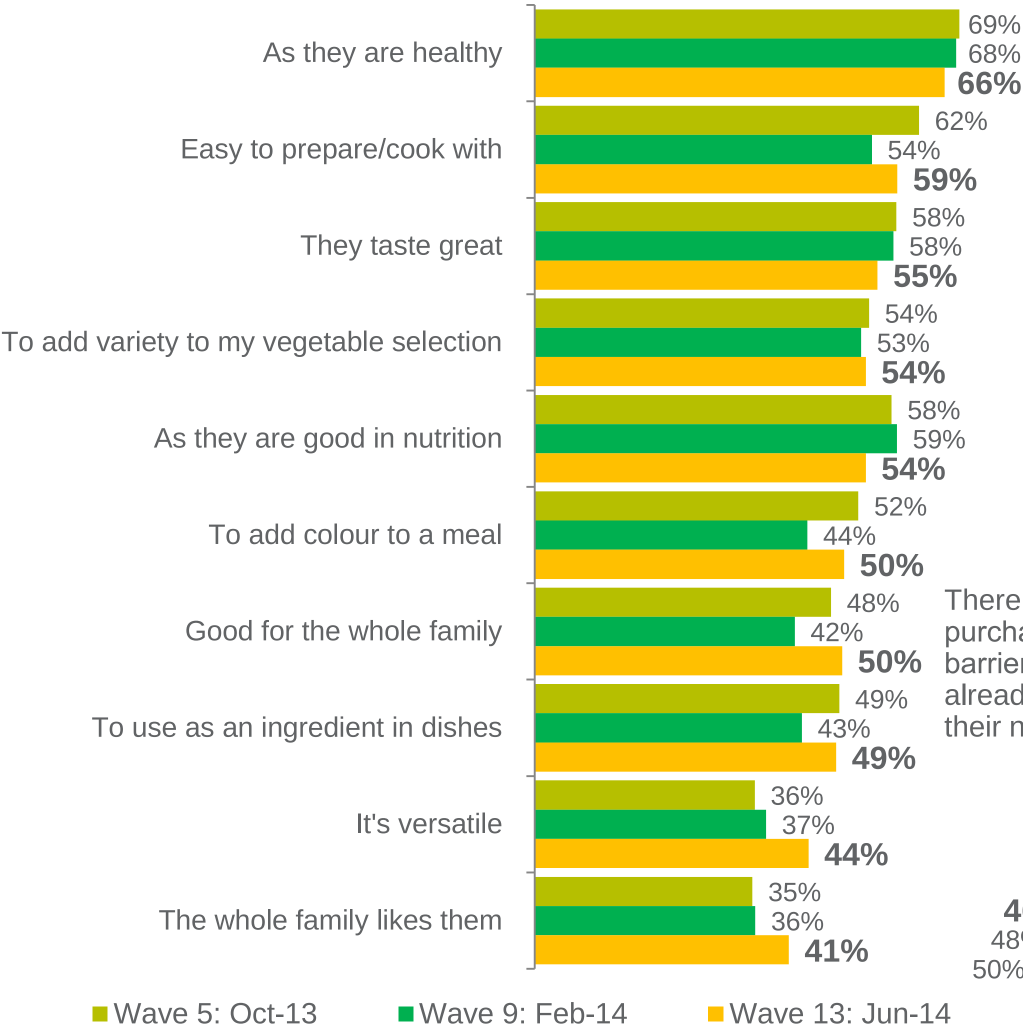
- There was a considerable increase in the recall of baby carrots this month. There was also an increase in the number of consumers recalling types of carrots not based on colour alone, such as Heritage and Chantenay.
- However, the majority of consumers we unable to recall a specific type of carrot, which was consistent with previous waves.




Q6a. What varieties/types of carrot are you aware of? (unprompted)
Sample Wave 5 N=520, Wave 9 N=345, Wave 13 N=314

# Triggers & Barriers to Purchase

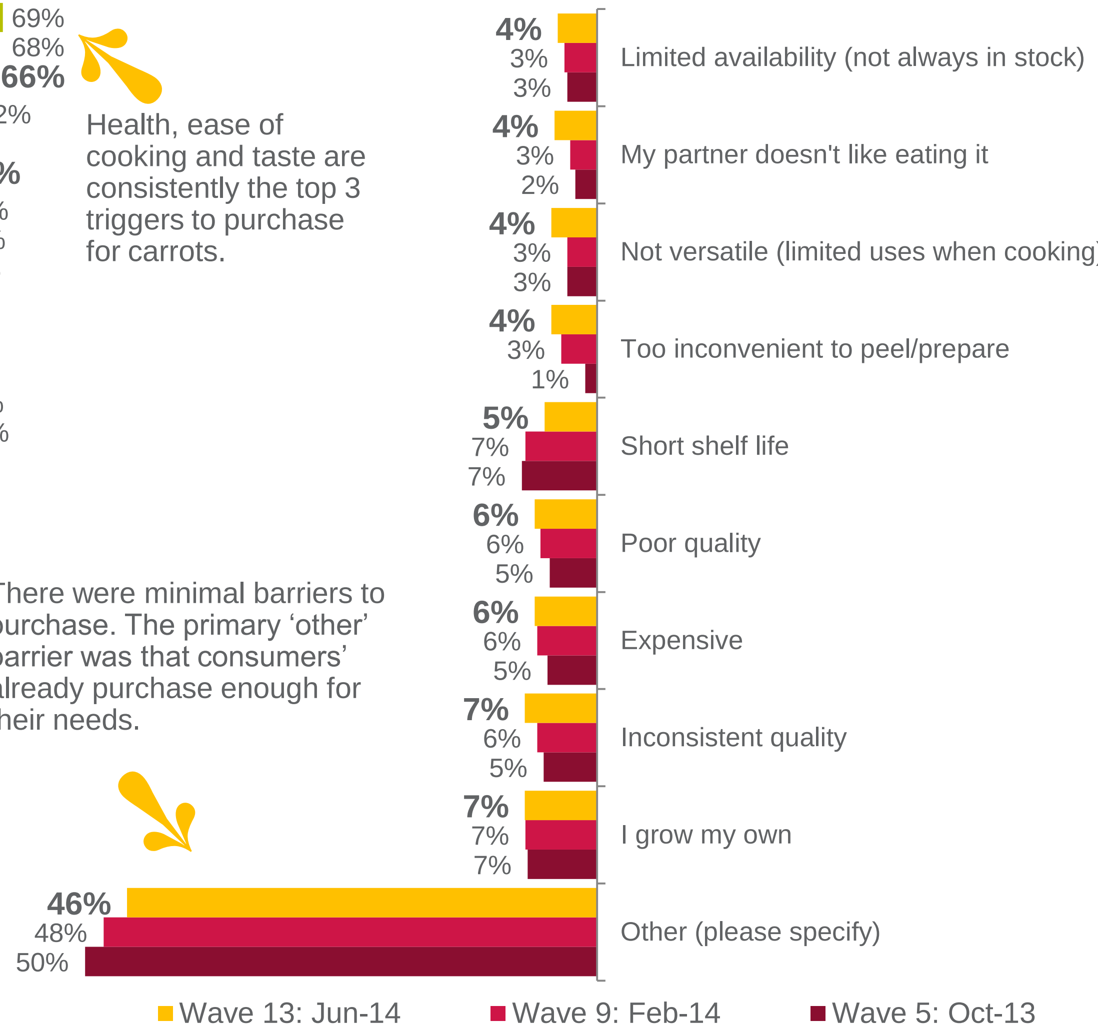
## Triggers




Health, ease of cooking and taste are consistently the top 3 triggers to purchase for carrots.

There were minimal barriers to purchase. The primary 'other' barrier was that consumers' already purchase enough for their needs.

## Barriers




Q7. Which of the following reasons best describes why you purchase carrot?
Q8. Which reason best describes why you don't buy carrot more often?
Sample Wave 5 N=520, Wave 9 N=345, Wave 13 N=314

# Cooking Cuisine & Occasions

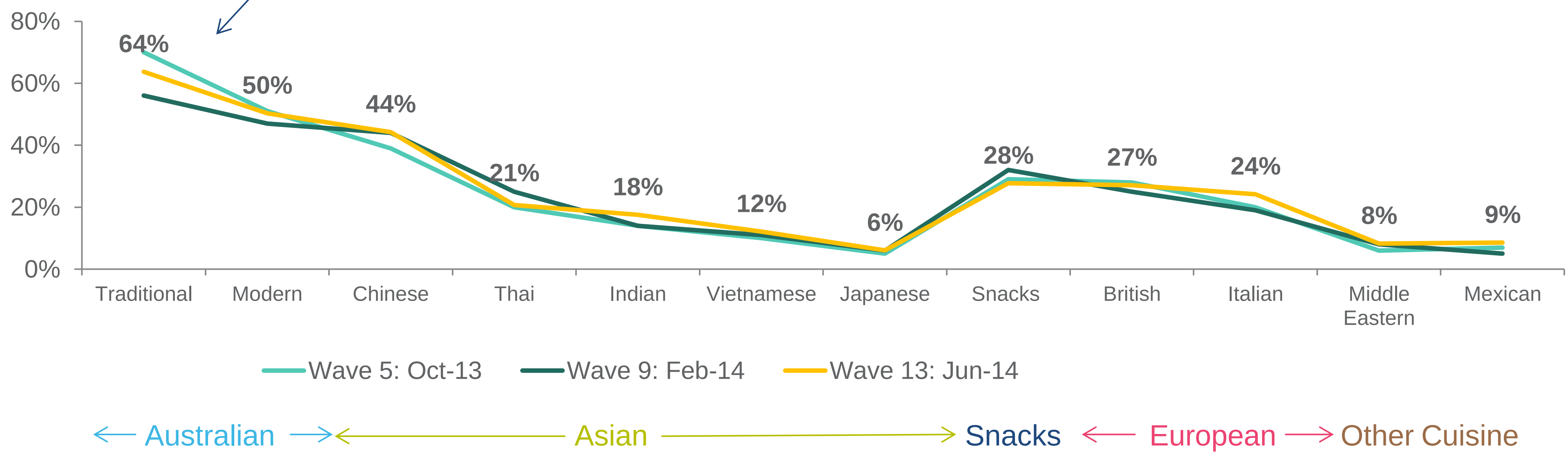
- Overall, cuisine choice was relatively consistent between waves.
- Most consumption occasions for carrots have increased in Wave 13 versus previous waves, with Weekday Dinner the most common occurrence.

## Wave 13 Top 5 Consumption Occasions

| | | | |
|---|---|---|---|
| Weekday Dinner | 62% | ▼ Wave 5 | ▼ Wave 9 |
| Family meals | 46% | ▼ Wave 5 | ▼ Wave 9 |
| Every-day | 46% | — Wave 5 | ▼ Wave 9 |
| Weekend Dinner | 46% | ▲ Wave 5 | ▼ Wave 9 |
| Quick Meals | 30% | ▼ Wave 5 | ▲ Wave 9 |

*A dip in Traditional Australian cooking in Wave 9 has rebounded in Wave 13.*

Typical Cuisine Cooked



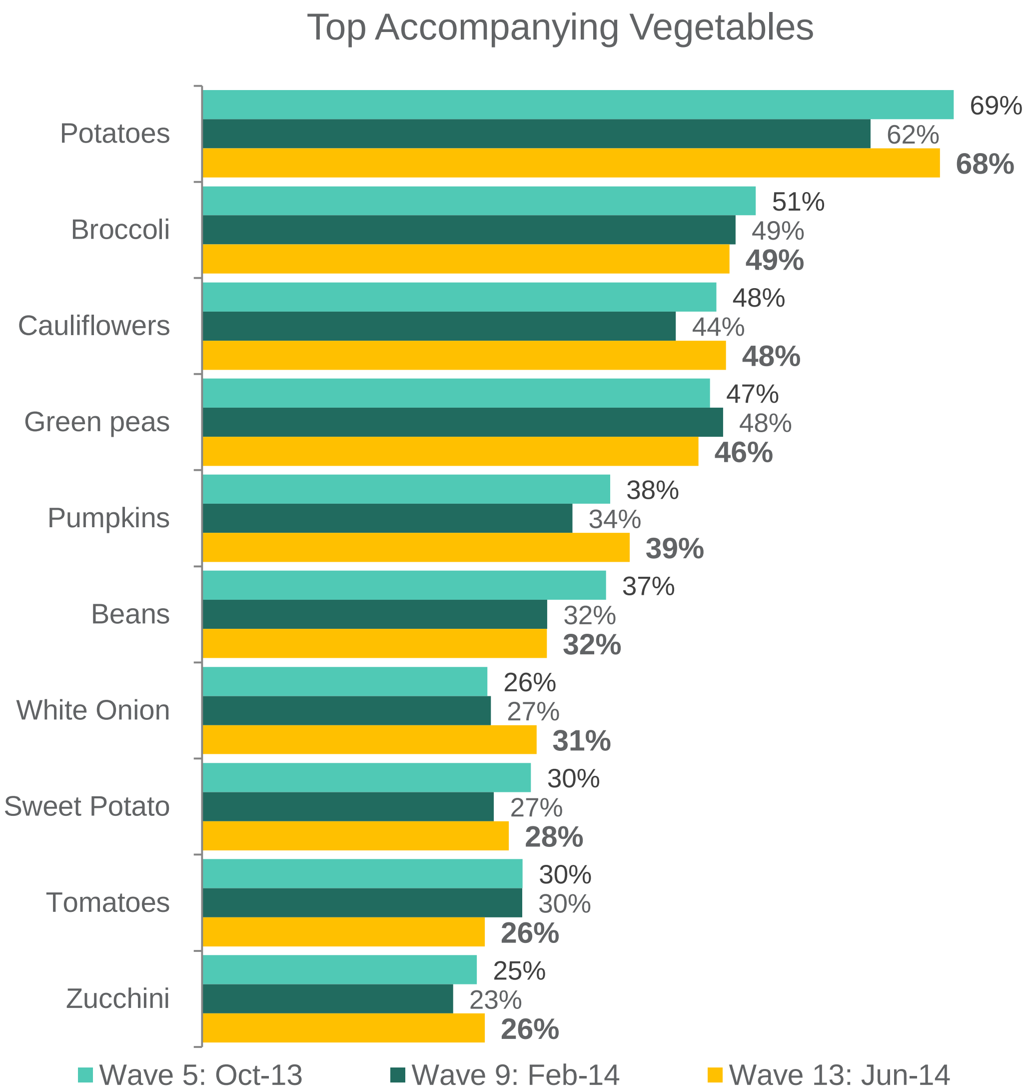

Q10. What cuisines do you cook/consume that use carrot?
Q11. Which of the following occasions do you typically consume/use carrot?
Sample Wave 5 N=520, Wave 9 N=345, Wave 13 N=314
* Indicates significantly higher scores between Waves

colmar brunton.

▼: Indicates LOWER score than current wave.
▲: Indicates HIGHER score than current wave.

# Cooking Preferences






- Carrots were typically consumed with Potatoes, Broccoli and Cauliflowers.
- There was a notable increase in the frequency of Stir frying, Stewing (slow cooking) and Baking in Wave 13.

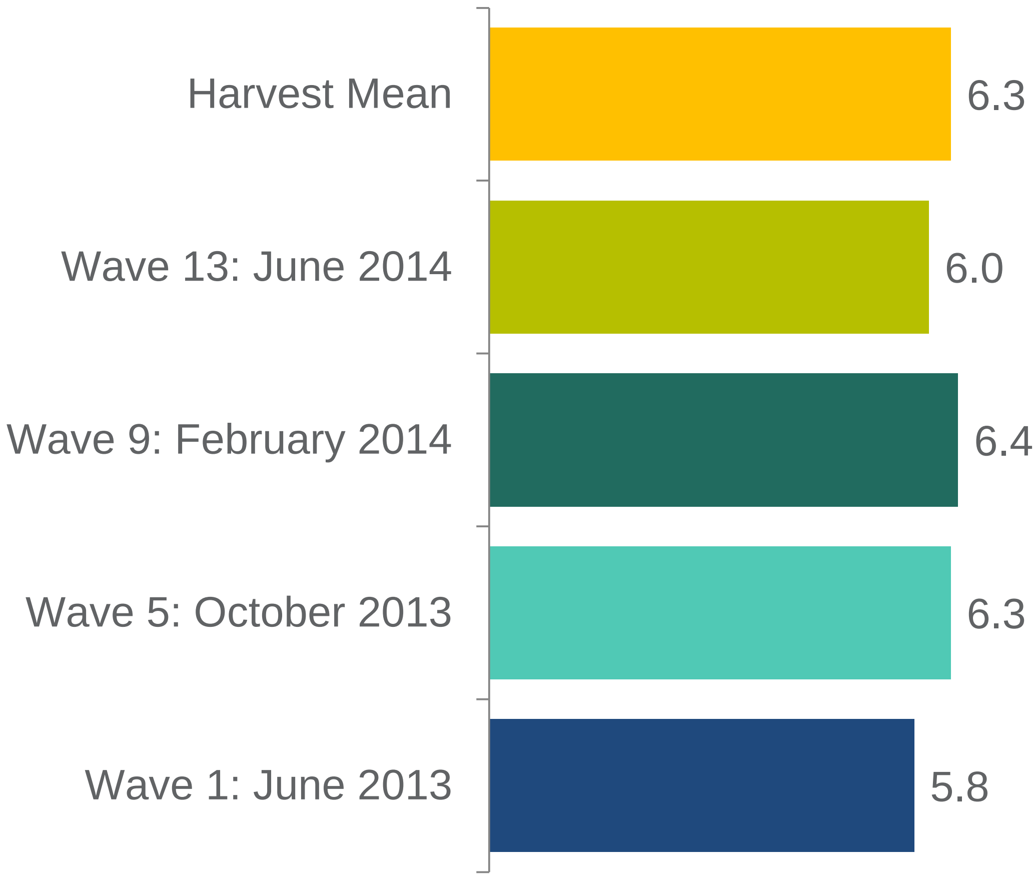
**Top 10 Cooking Styles**

| | Wave 5 | Wave 9 | Wave 13 |
|---|---|---|---|
| **Stir frying** | **47%** | **46%** | **52%** |
| Steaming | 48% | 54% | 51% |
| Roasting | 48% | 48% | 50% |
| Raw | 44% | 46% | 42% |
| Boiling | 46% | 39% | 41% |
| Soup | 34% | 32% | 37% |
| **Stewing (slow cooking)** | **26%** | **25%** | **33%** |
| **Baking** | **27%** | **23%** | **31%** |
| Microwave | 28% | 27% | 27% |
| Mashing | 11% | 13% | 11% |

Q9. How do you typically cook carrot?
Q10a. And when are you serving carrot which of the following do you also serve together with this?
Sample Wave 5 N=520, Wave 9 N=345, Wave 13 N=314

# Importance of Provenance

- Importance of provenance in Wave 13 has dipped below the Harvest Mean and previous waves, and is closer to Wave 1 figures.




Q14. When purchasing <commodity>, how important is Provenance to you?
Sample Wave 5 N=520, Wave 9 N=345, Wave 13 N=314

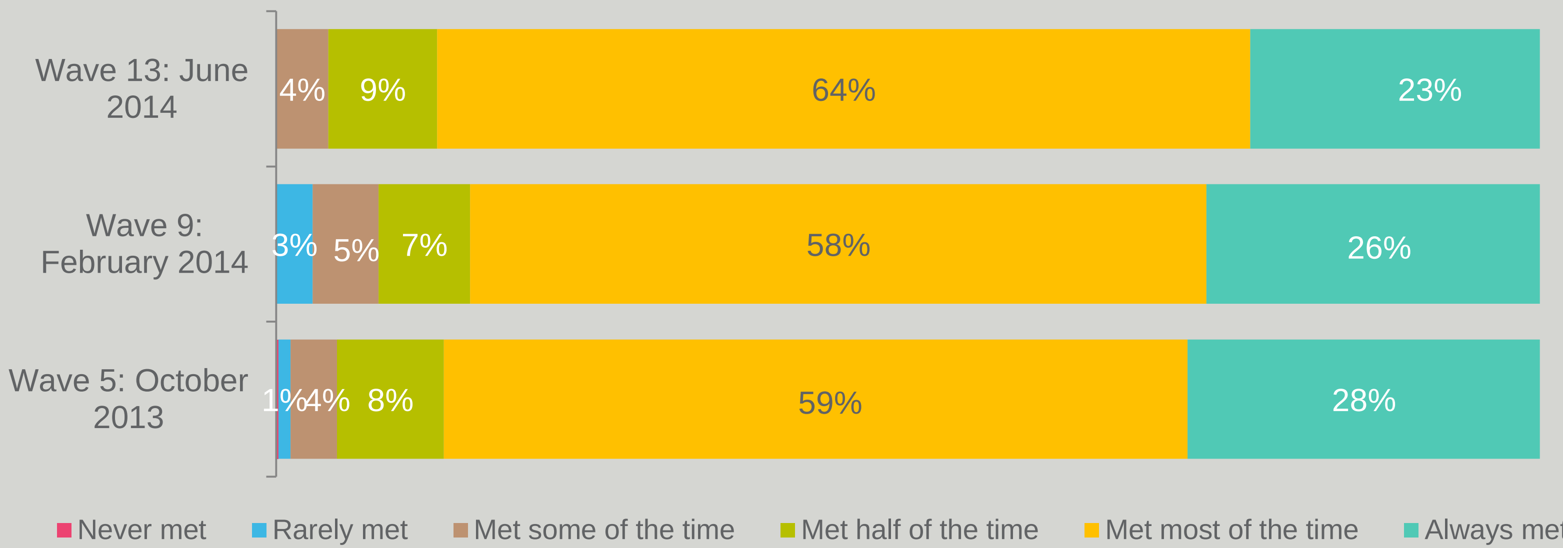
# Freshness and Longevity

Expected to stay fresh for **12.5** days

▼ 12.4 days, Wave 5
▼ 11.9 days, Wave 9

- Carrots were expected to stay fresh for 12.5 days on average, which was higher than both Waves 5 and 9.
- Just under a quarter felt that their expectations of freshness were 'always met', while roughly two thirds felt it was 'met most of the time'.

## Expectations Met




Q12. How long do you expect carrots to stay fresh for, once you have purchased it?
Q13. How often is this length of freshness met when you buy carrots?
Sample Wave 5 N=520, Wave 9 N=345, Wave 13 N=314

colmar brunton.

▼: Indicates LOWER score than current wave.
▲: Indicates HIGHER score than current wave.

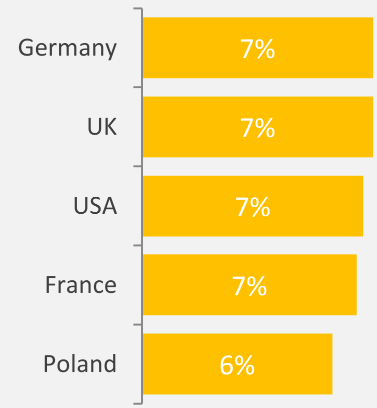
# Carrot Product Launch Trends.

# Carrot Global NPDs

## April – June 2014

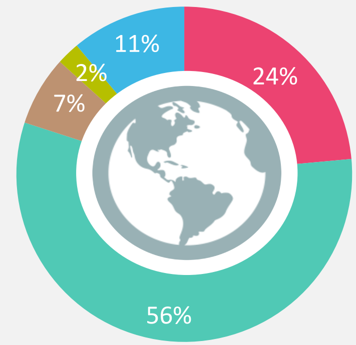
There were 1979 global new products launched over the last 3 months that contained carrot as an ingredient.
The majority of these launches occurred in Europe. Flexible packaging was most common and the key launch category was meals and meal centres.

## Country

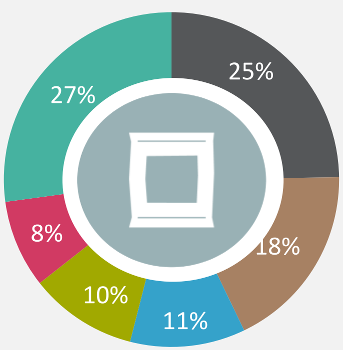



1979 Global NPDs

## Region




## Top Pack Formats




## Categories

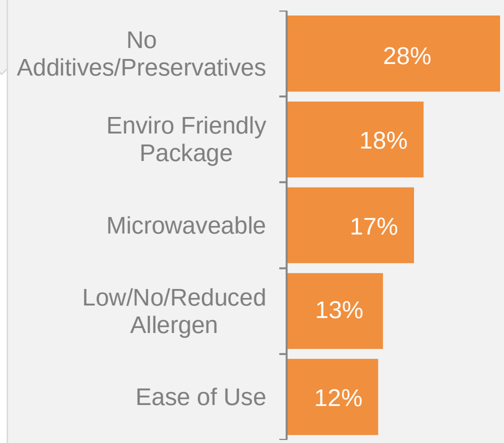
Meals 20%

Juice Drinks 9%

Dairy 9%

Sauces 8%

## Top Claims



# Carrot Product Launches:
## Last 3 Months (April – June 2014)
## Summary

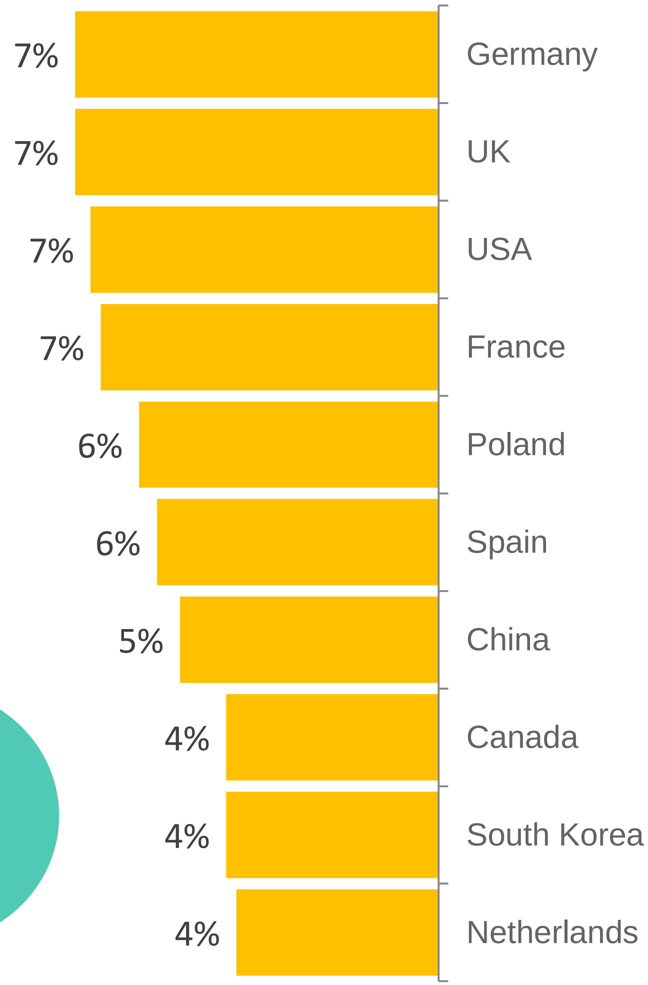
- A total of 1979 products were launched globally in the last 3 months containing carrot as an ingredient. This was somewhat higher than previous trends.
- There were 37 carrot-containing products launched in Australia in the last quarter, which was higher than the previous quarter. See upcoming  slides for examples of Australian launches.
- Europe and the Asia Pacific were the 2 top regions where these products were launched (56% and 24% respectively and on trend with previous quarters). However, this was diversified across countries.
- Pack formats typically used were flexible formats (25%) and tubs (18%).
- The top categories for product launches were meals (20%), juice drinks (9%) and diary (9%).
- The top claims used for launches globally were around health; no additives/preservatives (28%), environmentally friendly packaging (18%) and low allergens (13%), consistent with previous trends.
- The most innovative launches found were; Carrot Crisps in Portugal. Examples of these products can be found at the end of the carrot trend report.

Source: Mintel (2014)

# Carrot Launches
## Country, Region & Categories

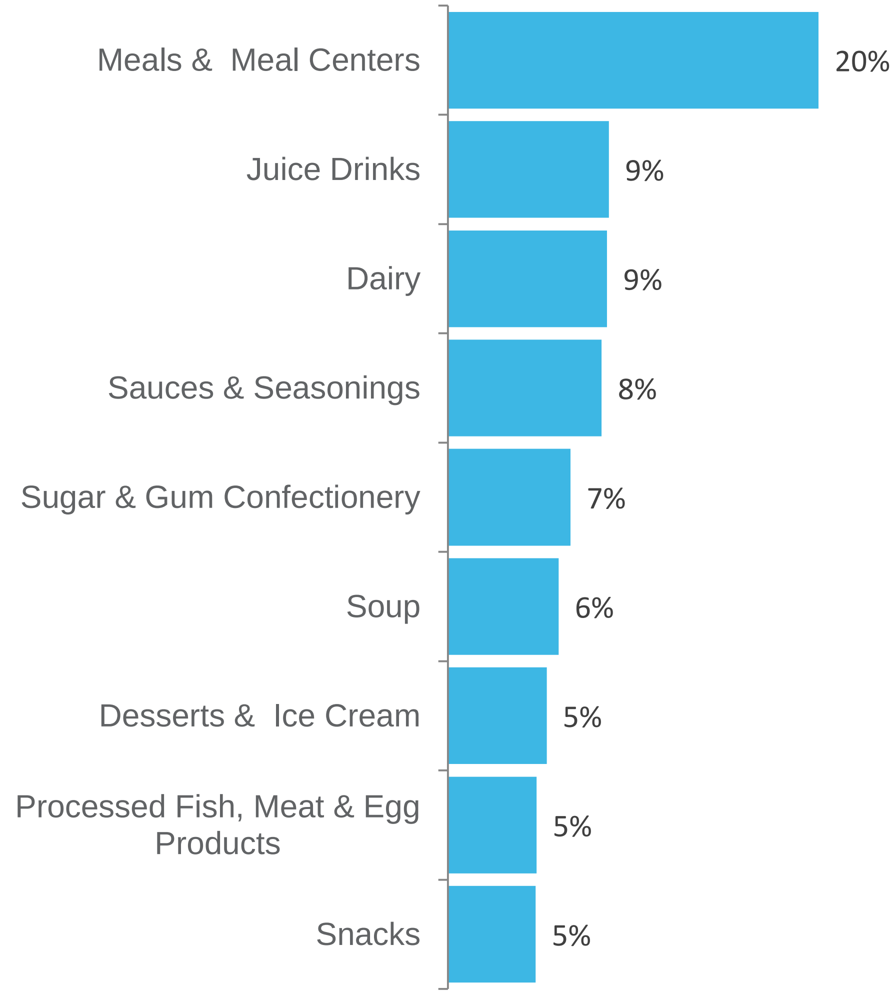
- The most active countries for launches in the last three months were Germany, UK and USA.
- Meals remained the most common category for launches, followed by juice drinks and dairy.

### Top Launch Countries




**1979 Global Launches**

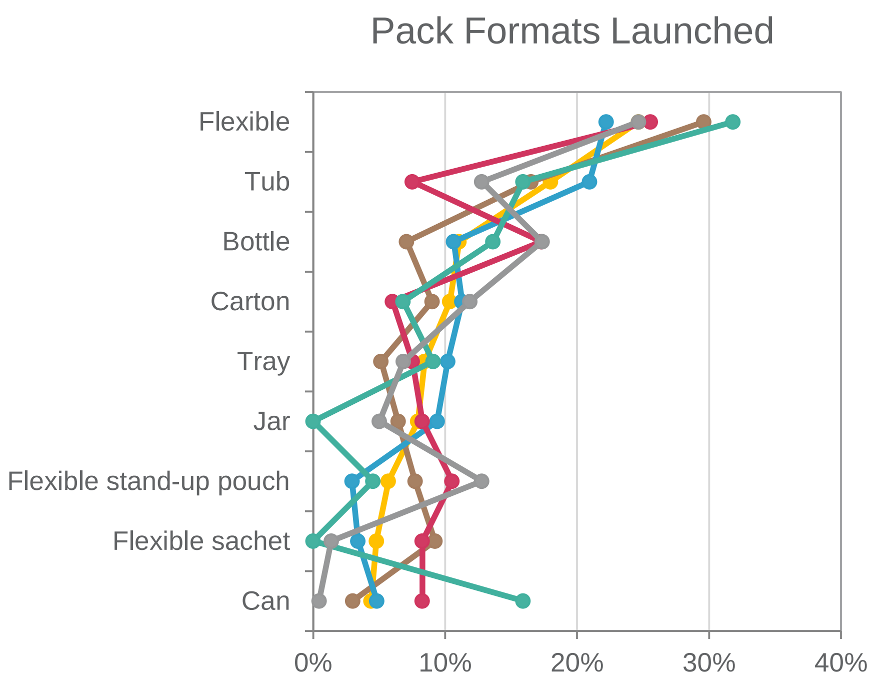
### Top Launch Categories

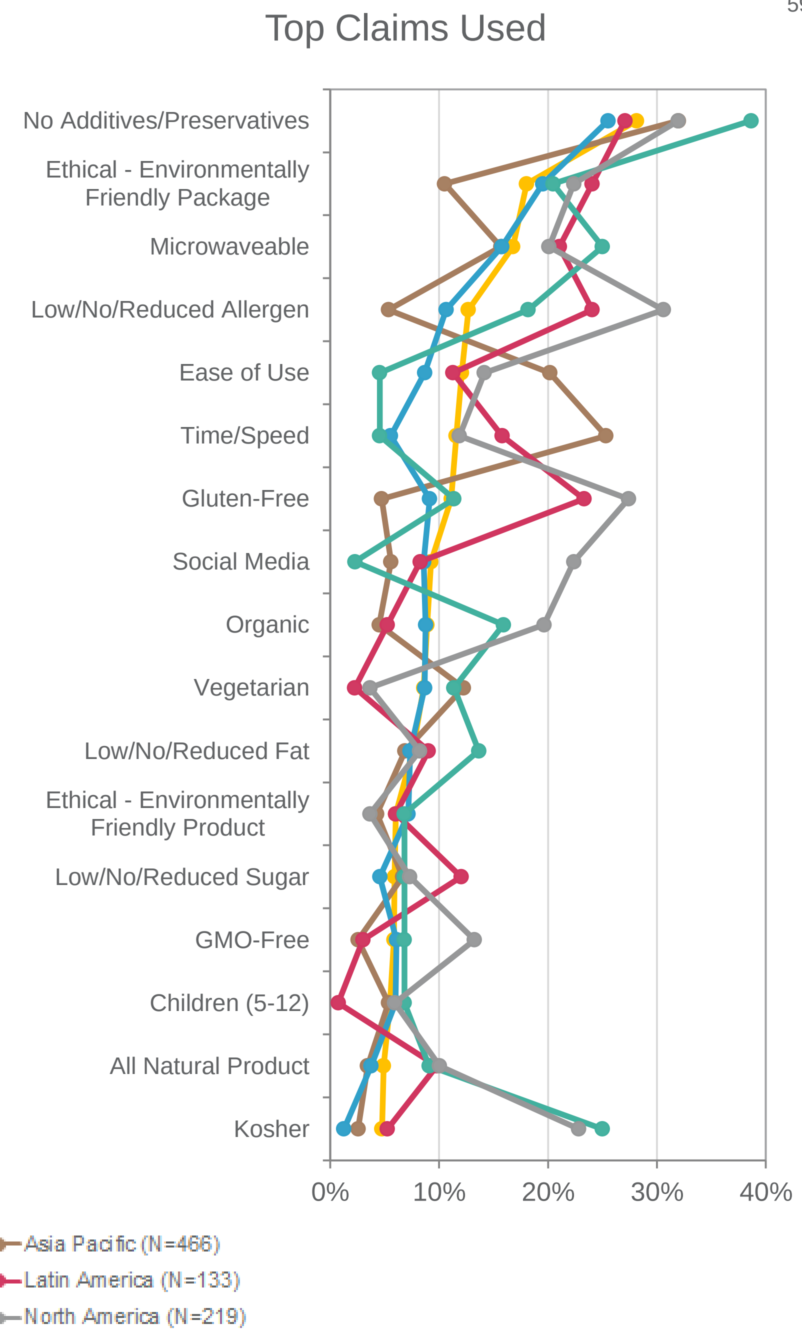



Number of Global Carrot NPD for the L3M N=1979

# Carrot Launches
## Top Claims & Pack Formats Used

- Flexible packaging and tubs were the most common pack formats.
- Key claims used were situated around health, including no additives, ethical, environmentally friendly. These claims were more commonly used in the Middle East and North America.




Number of Global Carrot NPD for the L3M N=1979

# Innovative Carrot Launches:
## L3M (April – June 2014)

### Vitafusion MultiVites Complete Multivitamin (USA)

Vitafusion MultiVites Complete Multivitamin Plus Heart Support Gummies offer an essential daily formula that support heart health with an excellent source of omega-3 DHA, vitamin B6, high potency vitamin B12, folic acid and niacin. They also contain as much vitamin C as a tangerine.


**Claims:**
Skin, Nails & Hair (Functional), Cardiovascular (Functional), Digestive (Functional)

### Song Pai Refreshing Pickles (China)

Song Pai Shuang Kou Cai (Refreshing Pickles) are green food certified. This product retails in a 300g pack.


**Claims:**
No Additives/Preservatives, Social Media, Vegetarian, Microwaveable

### Vladam Carrot and Apricot Juice with Pulp (Ukraine)

Vladam Sik Morkovno-Abrykosovyy z Myakottyu (Carrot and Apricot Juice with Pulp) is free from GMOs. This product retails in a 1.85L pack.


**Claims:**
GMO-Free

### Plum Organics Pear, Blueberry & Purple Carrot Organic Baby Food (Canada)

Plum Organics Pear, Blueberry & Purple Carrot Organic Baby Food (Stage 2) is suitable for babies between six months and up. This USDA organic certified baby food is free from genetically modified ingredients and artificial ingredients. It is made with unsweetened and unsalted ingredients. The kosher certified product retails in a 128ml BPA-free pack.


**Claims:**
No Additives/Preservatives, GMO-Free, Kosher, Low/No/Reduced Sugar, Organic, Low/No/Reduced Sodium, Babies & Toddlers (0-4)

Source: Mintel (2014)

# Innovative Carrot Launches:
## L3M (April – June 2014)

### Tine Yoghurt Summer Fresh Yogurt Assortment (Norway)

Tine Yoghurt Sommer Frisk (Summer Fresh Yogurt Assortment) has been relaunched. This assortment now contains: two strawberry yogurts; two cherry yogurts; two rhubarb yogurts; and two coconut yogurts. The pasteurised and homogenised product retails in a newly designed 8 x 150g pack that features the Nyt Norge logo.


**Claims:**
Seasonal

### Toro Mild Fish Soup with Six Vegetables (Norway)

Toro Mild Fiskesuppe med 6 Grønnsaker (Mild Fish Soup with Six Vegetables) contains no palm oil, MSG or preservatives, and has a low level of salt. It just requires the addition of milk, and is said to be ready in ten minutes. It retails in a family format 90g pack containing four portions, and features a recipe suggestion.


**Claims:**
Ease of Use, No Additives/Preservatives, Low/No/Reduced Sodium

### Tedi Carrot, Apple, Pineapple & Mango Nectar (Turkey)

Tedi Havuc + Elma + Ananas + Mango Nektari (Carrot, Apple, Pineapple & Mango Nectar) is made with vitamins A and C and contains fibre and natural colouring provided by carrots. This pasteurised product is partially produced from concentrate and has a minimum of 42% fruit and vegetable content. It is retailed in a 200ml pack.


**Claims:**
Children (5-12)

### Indigo Kitchen Carrot Cupcake Mix (Canada)

Indigo Kitchen Carrot Cupcake Mix is made with citrusy cream cheese frosting and candied ginger. The product retails in a 631g pack featuring cooking instructions.


**Claims:**
N/A

Source: Mintel (2014)

# Innovative Carrot Launches:
## L3M (April – June 2014)

### Kiddylicious Carrot Crisps (Portugal)

Kiddylicious Chips de Cenoura (Carrot Crisps) are free from additives, sugar, milk, lactose, nuts, seeds, wheat, gluten and salt. The bites are said to be made with the equivalent of a whole carrot and are suitable for vegetarians. This product is intended for children 12 months of age and older, and retails in a pack containing four 14g bags.


**Claims:**
Low/No/Reduced Lactose, No Additives/Preservatives, Low/No/Reduced Allergen, Low/No/Reduced Sugar, Gluten-Free, Low/No/Reduced Sodium, Vegetarian, Babies & Toddlers (0-4), Children (5-12)

### NaturGreen Pumpkins and Coriander Creamy Soup (Finland)

NaturGreen Kurpitsansiemen & Korianterikeitto (Pumpkins and Coriander Creamy Soup) is free from gluten and lactose. The organic product retails in a 50cl pack, which is free from bisphenol and phthalate and features a Facebook logo.


**Claims:**
Low/No/Reduced Lactose, Organic, Social Media, Low/No/Reduced Allergen, Gluten-Free

### Mr. Veggy Vegetable Burger (Brazil)

Mr. Veggy Hambúrguer de Legumes (Vegetable Burger) has been repackaged. The all natural, vegetarian product free from added preservatives and retails in a 400g recyclable pack.


**Claims:**
No Additives/Preservatives, All Natural Product, Vegetarian, Ethical - Environmentally Friendly Package

### Tyrrell's Veg Crisps (Greece)

Tyrrell's Veg Crisps have been prepared from beetroot, parsnip and carrot with a pinch of sea salt. The vegan crisps are free from gluten and artificial ingredients. The product retails in a 150g pack.


**Claims:**
No Animal Ingredients, Gluten-Free, All Natural Product, Low/No/Reduced Allergen, Vegan

Source: Mintel (2014)

# Top Australian Carrot Launches:
## L3M (April – June 2014)

**Only Organic Carrots, Red Lentils & Cheddar**


**Mug Shot Chinese Style Noodles**


**Natio Renew Line & Wrinkle Neck & Décolletage Cream**


**Yummy Earth Organic Super Sour Pops**

**Sun Rice Chinese Beef & Black Bean with Rice**


**Happy Puffs Organic Purple Carrot & Blueberry Rice Puffs**


**Edgell Peas, Corn & Carrots**

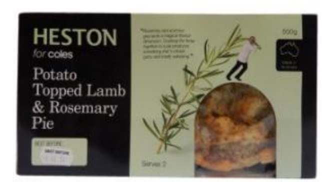

**Woolworths Select Australian Grown Baby Leaf Mix**


**Asiana Selection Cocktail Spring Rolls**


**My Yummy Lunchbox Mango, Pumpkin & Carrot Cookies**


**La Gina La Zuppa Curry Laksa Soup**


**Heston For Coles Potato Topped Lamb & Rosemary Pie**




Source: Mintel (2014)


Cauliflower.

# Purchase and Consumption Behaviour

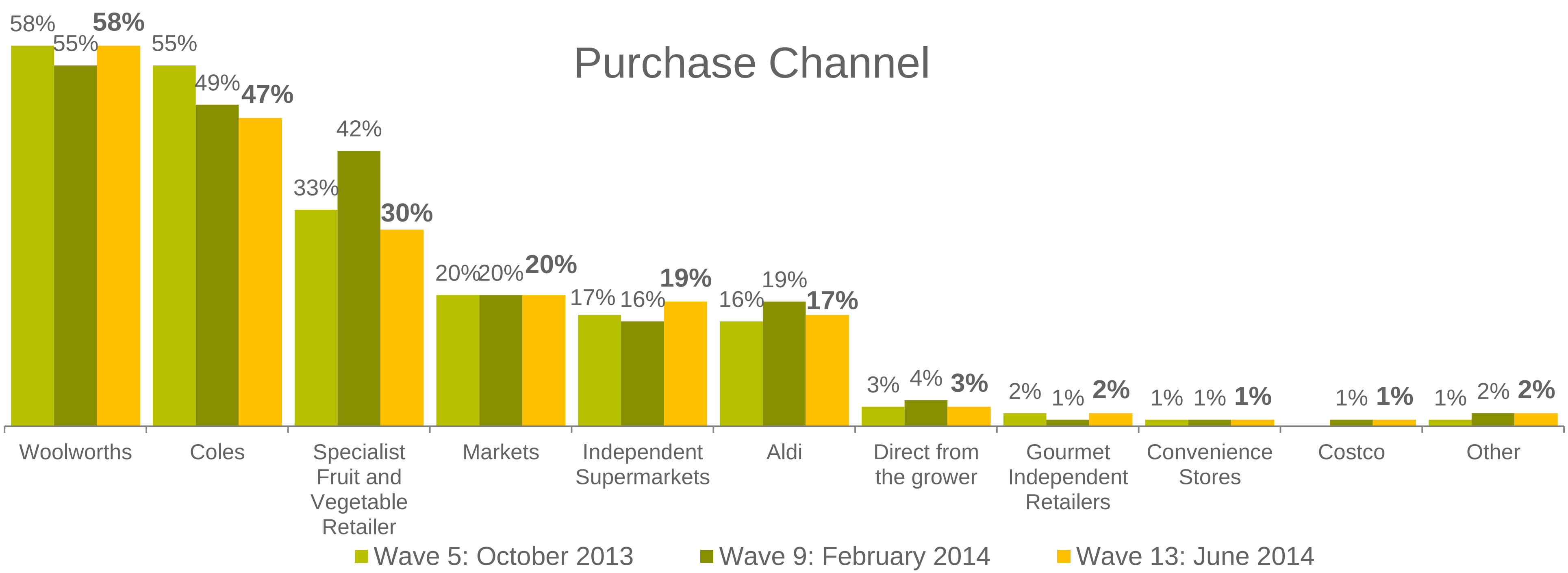
Average Purchase **2.9** times per month

▲ 3.0 times, Wave 9
▲ 3.2 times, Wave 5

Average Consumption **7.7** times per month

▲ 7.8 times, Wave 9
▲ 8.5 times, Wave 5

- Purchase and consumption frequency was relatively consistent with previous waves.
- Key purchase channels were mainstream retailers, however there has been a directional downturn of purchase from Coles.
- Over the last three waves the greatest fluctuation in purchase channel was through specialist retailers.




Q1. On average, how often do you purchase cauliflower?
Q2. On average, how often do you consume cauliflower?
Q5. From which of the following channels do you typically purchase cauliflower?
Sample Wave 5 N=448, Wave 9 N=316 & Wave 13 N=309

colmar brunton.

▼: Indicates LOWER score than current wave.
▲: Indicates HIGHER score than current wave.

# Average Spend & Price Sensitivity

**Average weight of purchase**

The typical consumer purchased **1.0kg** of cauliflower, consistent with all previous waves.

— 1.0kg, Wave 5

— 1.0kg, Wave 9

**Recalled last spend**

Recalled last spend on cauliflower was **$3.10.** This was in above Wave 5 but below Wave 9.

▼ $2.90, Wave 5

▲ $3.20, Wave 9

**Value for money**

Consumers' perceived value for money was fair **(6.0/10).** This was directionally lower than previous waves.

▲ 6.4/10, Wave 5

▲ 6.1/10, Wave 9

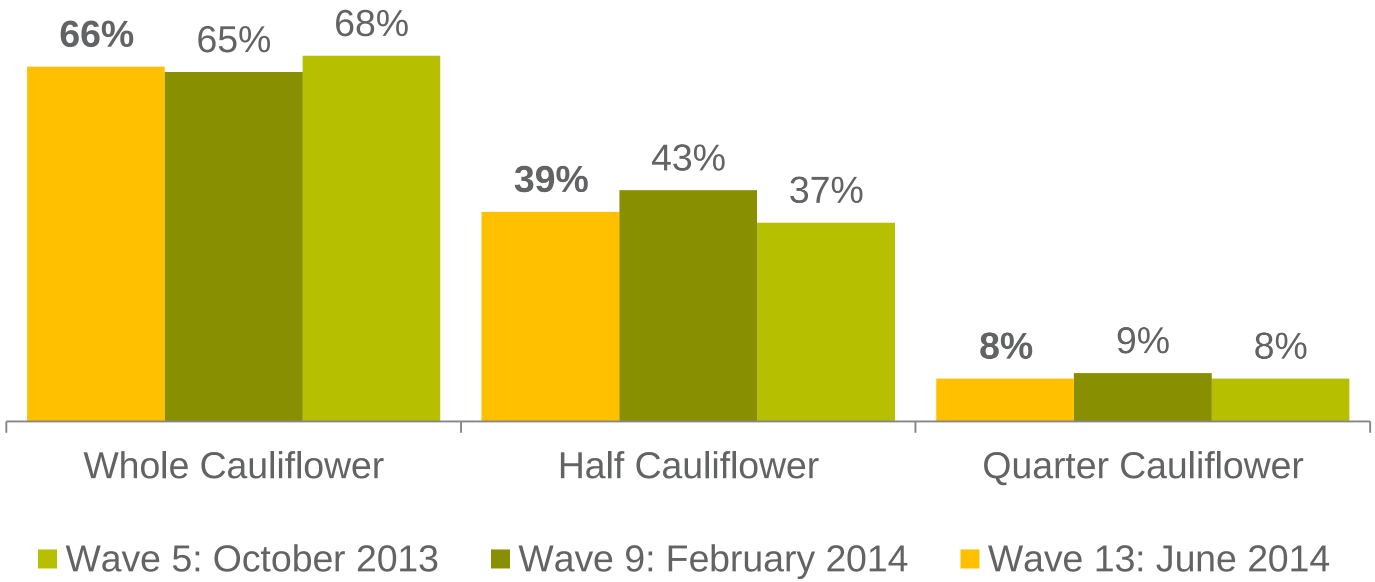
Q3. How much cauliflower do you typically purchase when you shop for it?
Q3b. To the best of your memory how much did this cost on your most recent typically purchase?
Q4. Please indicate how Poor to Good Value you think this product is? 0-10 scale
Sample Wave 5 N=448, Wave 9 N=316 & Wave 13 N=309

colmar brunton.

▼: Indicates LOWER score than current wave.
▲: Indicates HIGHER score than current wave.

# Pack Formats Purchased

Whole cauliflower is consistently the main purchase format, typically one head is purchased per shop.

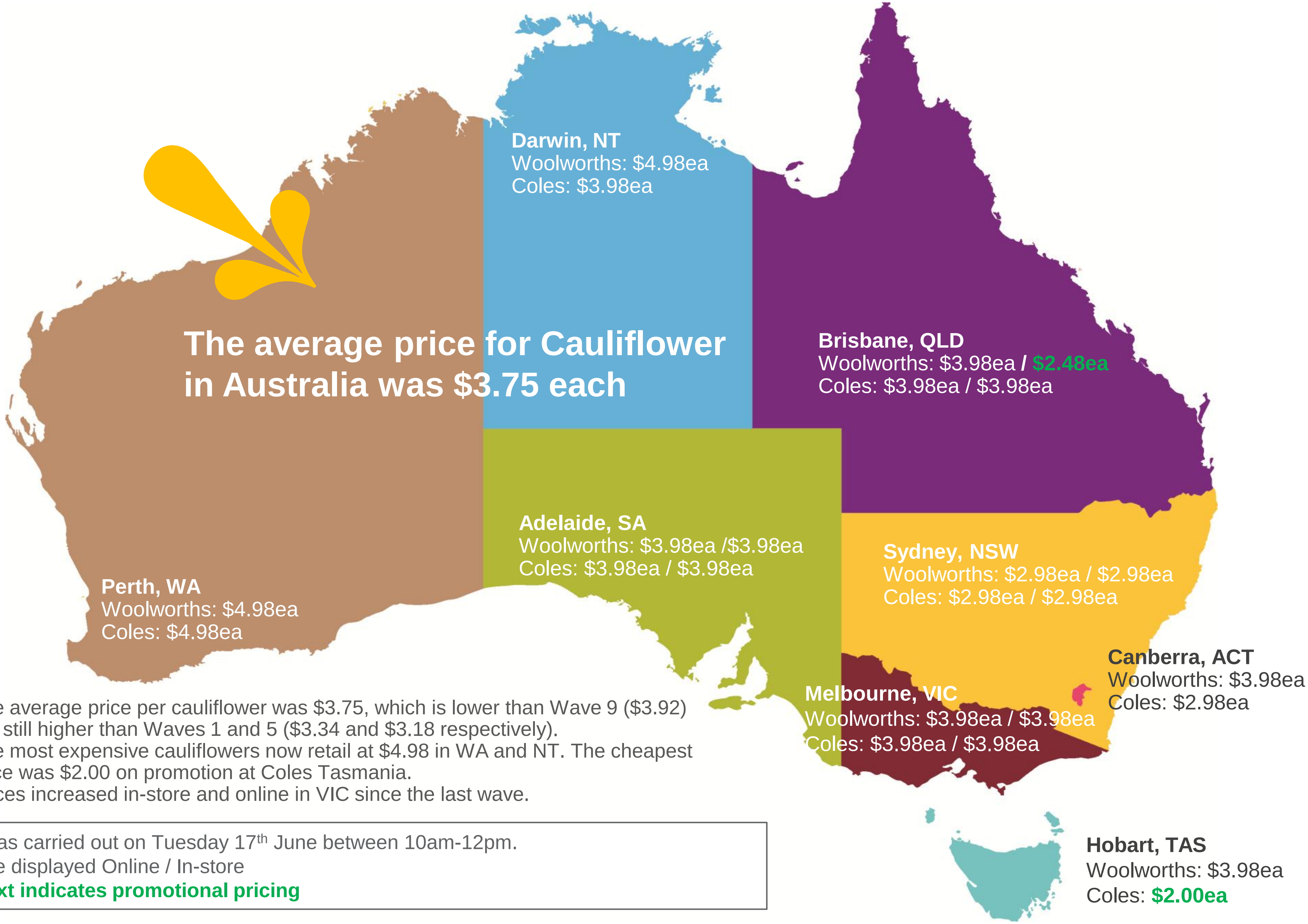



| Average number purchased | Whole | Half | Quarter |
|---|---|---|---|
| Wave 5: October 2013 | 1.2 | 1.2 | 1.8 |
| Wave 9: February 2014 | 1.2 | 1.2 | 2.2 |
| Wave 13: June 2014 | 1.1 | 1.1 | 1.7 |

Q3a. How much cauliflower does this typically equate to?

# Online and In-store Commodity Prices



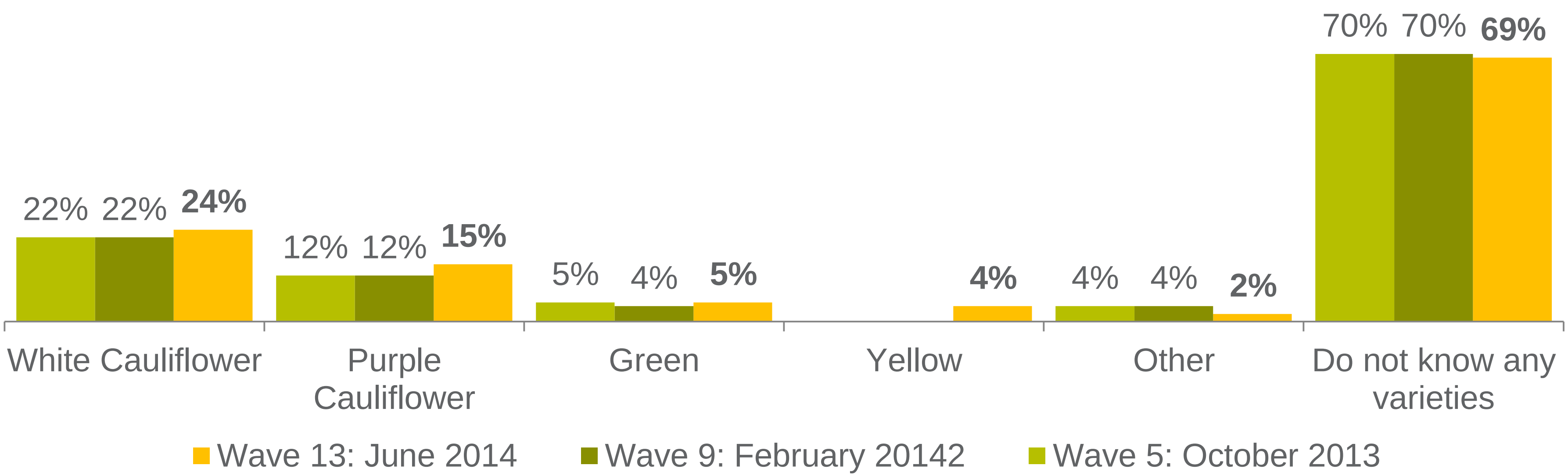



- The average price per cauliflower was $3.75, which is lower than Wave 9 ($3.92) but still higher than Waves 1 and 5 ($3.34 and $3.18 respectively).
- The most expensive cauliflowers now retail at $4.98 in WA and NT. The cheapest price was $2.00 on promotion at Coles Tasmania.
- Prices increased in-store and online in VIC since the last wave.

Pricing was carried out on Tuesday 17th June between 10am-12pm.
Prices are displayed Online / In-store
**Green text indicates promotional pricing**

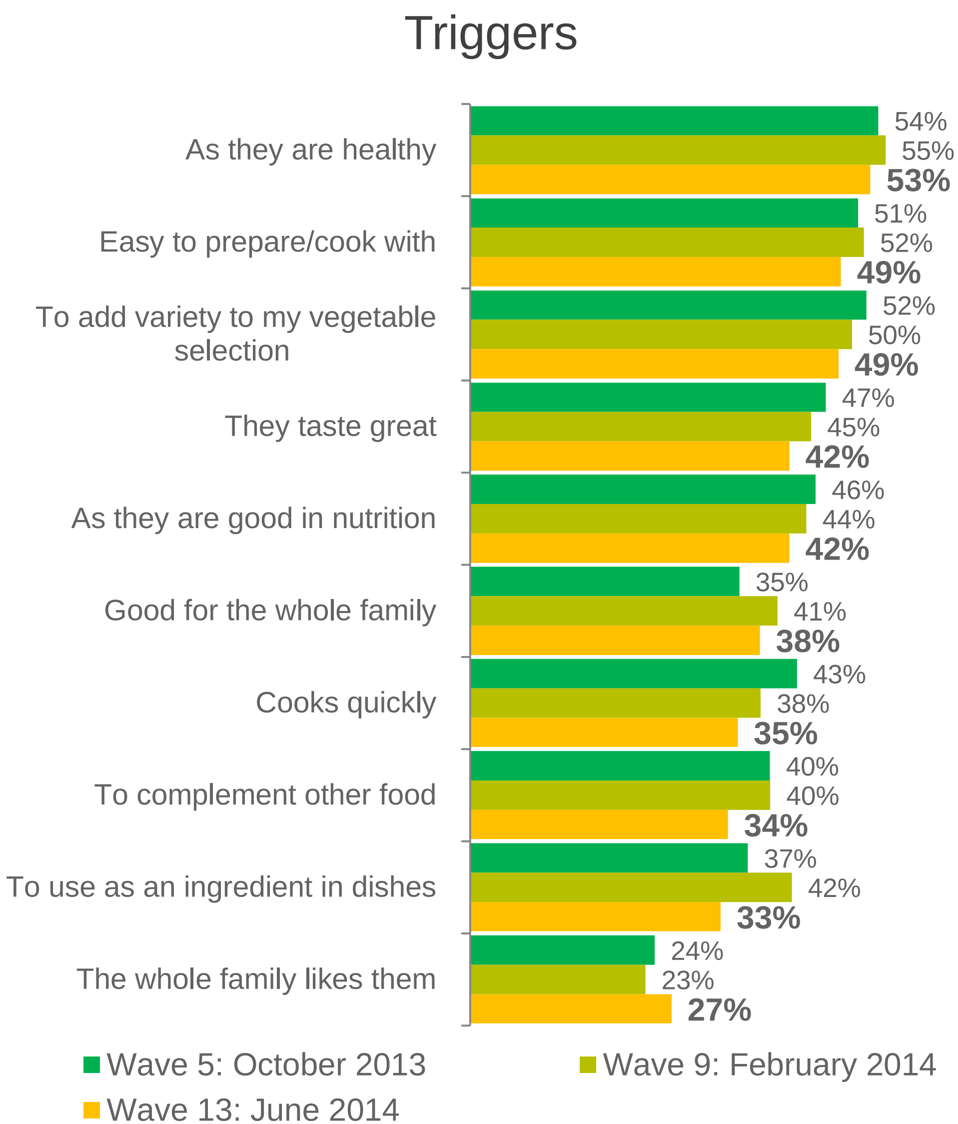
# Spontaneous Varietal Awareness

- Low recall of varieties was consistent with previous trends, with the majority of consumers unable to recall a type.
- Colour remained the primary driver of awareness, with white and purple types most recalled.



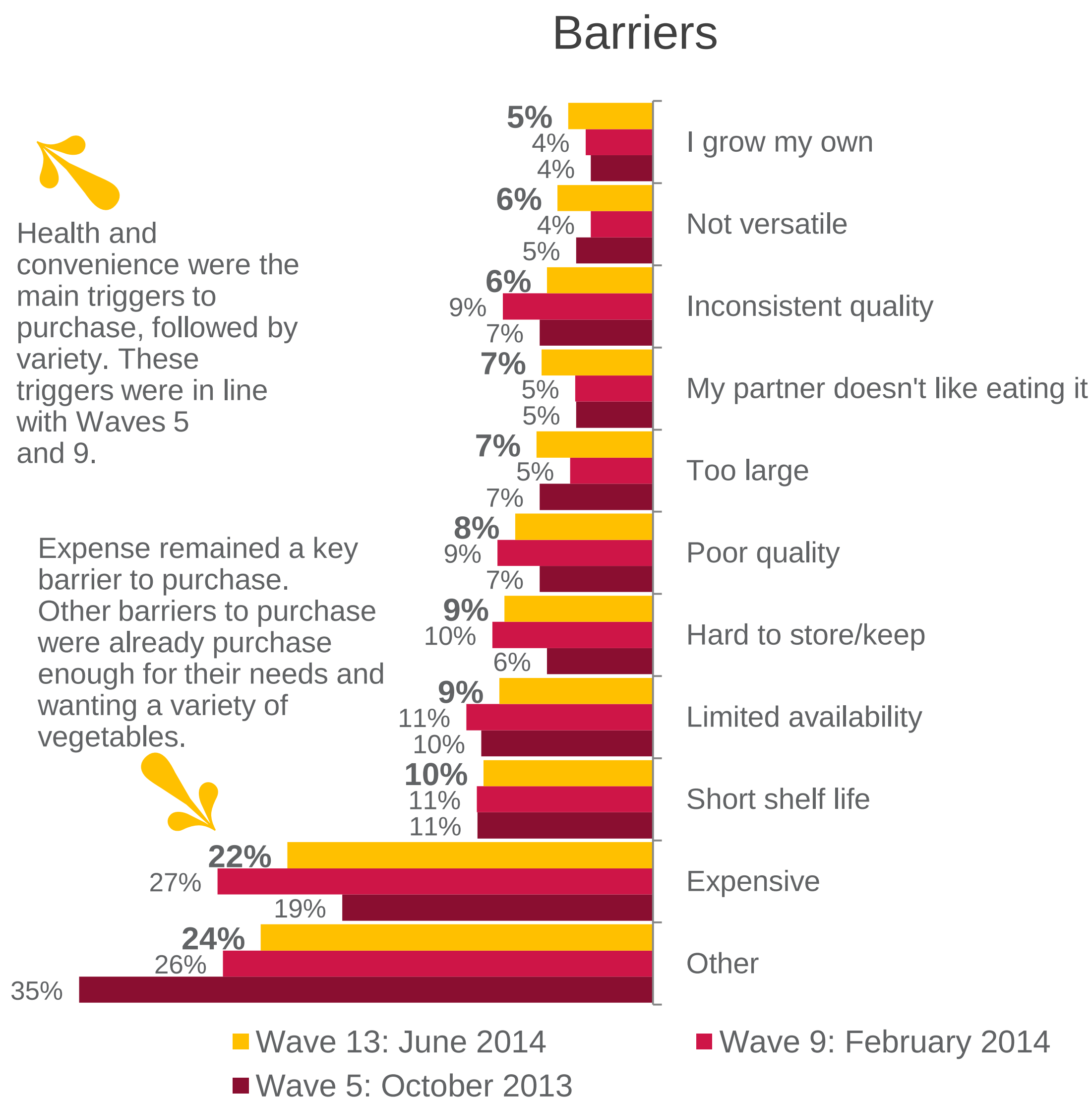

Q6a. What varieties of cauliflower are you aware of? (unprompted)
Sample Wave 5 N=448, Wave 9 N=316 & Wave 13 N=309

# Triggers & Barriers to Purchase




Health and convenience were the main triggers to purchase, followed by variety. These triggers were in line with Waves 5 and 9.

Expense remained a key barrier to purchase. Other barriers to purchase were already purchase enough for their needs and wanting a variety of vegetables.




Q7. Which of the following reasons best describes why you purchase cauliflower?
Q8. Which reason best describes why you don't buy cauliflower more often?
Sample Wave 5 N=448, Wave 9 N=316 & Wave 13 N=309

# Cooking Cuisine and Occasions

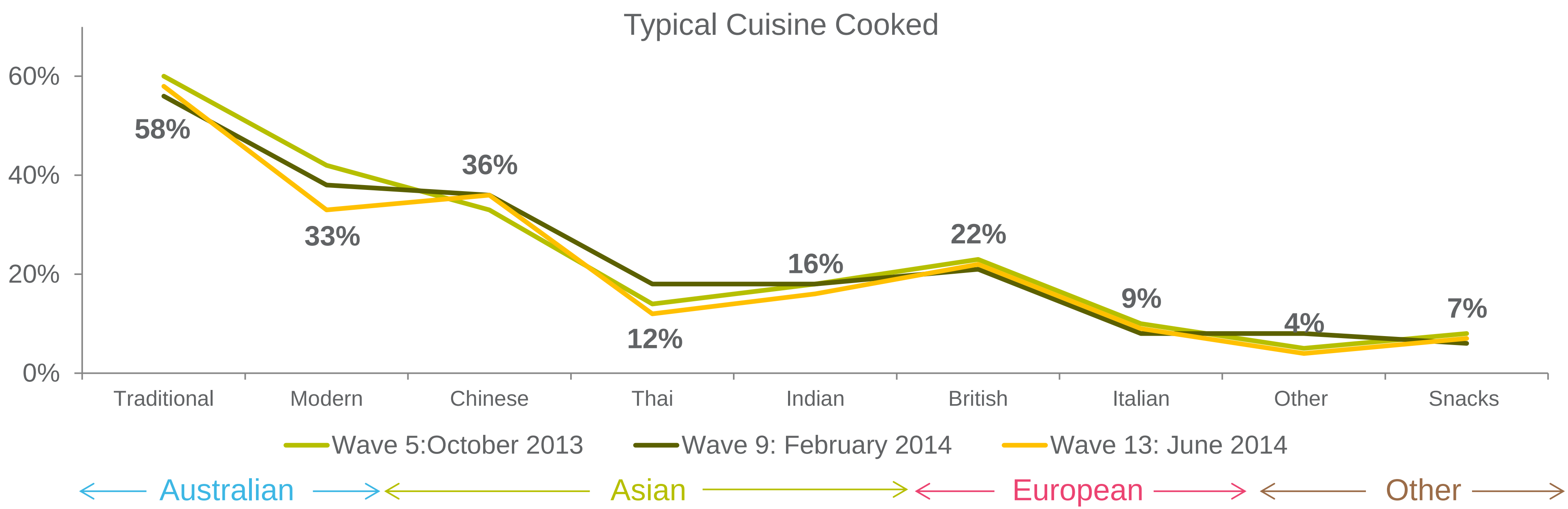


⇛ Traditional Australian cuisine remained the most popular cuisine for Cauliflower. There was a decrease in the popularity of Modern Australian cuisine over the last three waves.

⇛ Dinner remained the most popular meal occasions for consumption, primarily over weekdays.

## Wave 13 Top 5 Consumption Occasions

| Occasion | Wave 13 | Wave 5 | Wave 9 |
|---|---|---|---|
| Weekday dinner | 60% | ▲ | — |
| Family meals | 39% | ▼ | ▼ |
| Weekend dinner | 38% | ▲ | ▲ |
| Every-day meals | 29% | ▲ | ▼ |
| Quick meals | 18% | ▲ | ▲ |




Q10. What cuisines do you cook/consume that use cauliflower?
Q11. Which of the following occasions do you typically consume/use cauliflower?
Sample Wave 5 N=448, Wave 9 N=316 & Wave 13 N=309

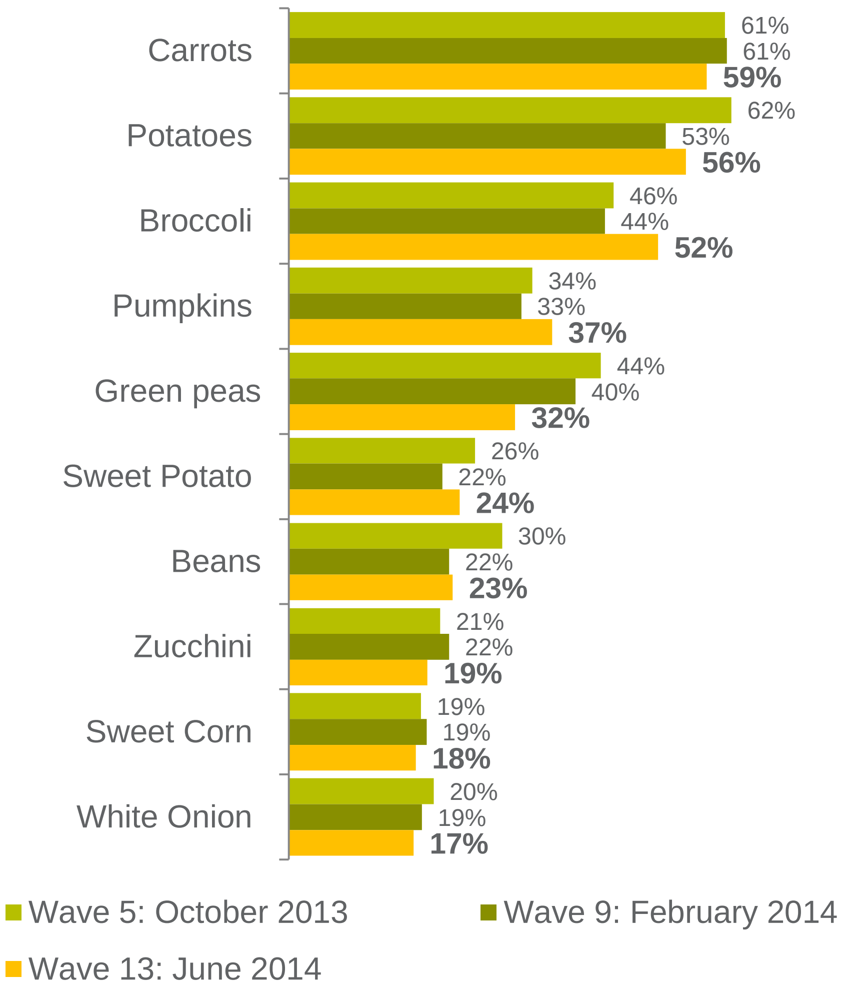


▼: Indicates LOWER score than current wave.
▲: Indicates HIGHER score than current wave.

# Cooking Preference



## Top 10 Accompanying Vegetables




- Cauliflower was consistently served with carrots and potatoes. The current wave saw an increase in accompaniment with broccoli, however less likely to be served with green peas.
- Steaming and boiling remained the most common cooking techniques. This wave consumers were less likely to microwave and stir-fry cauliflower.

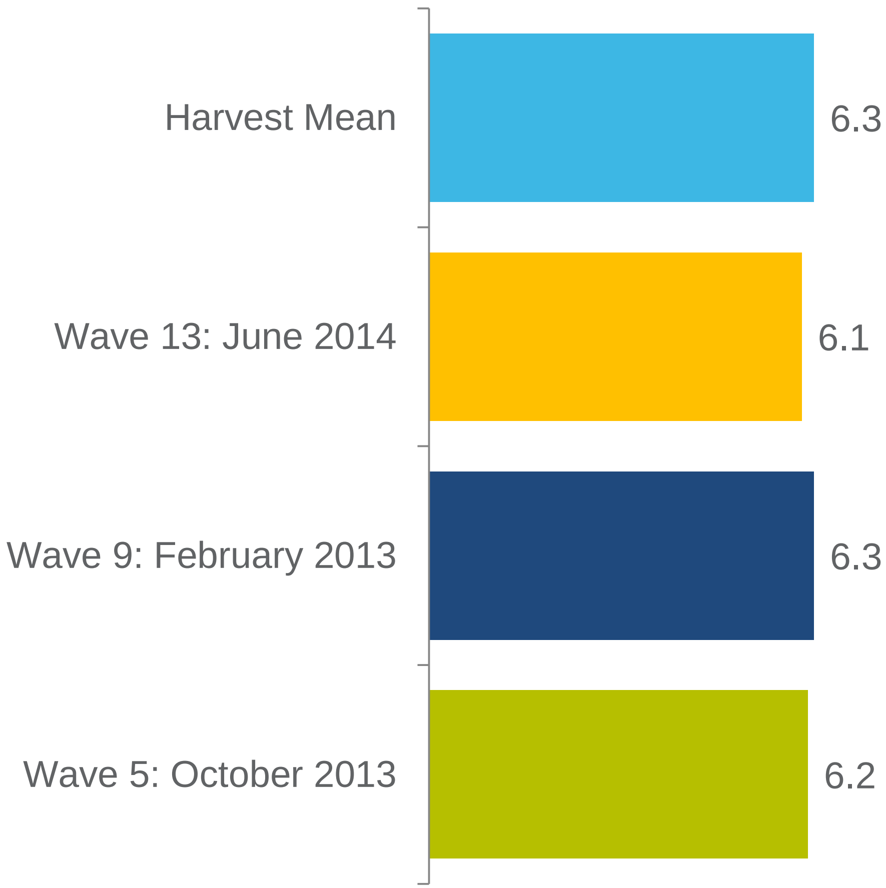
**Top 10 Cooking Styles**

| | Wave 5 | Wave 9 | Wave 13 |
|---|---|---|---|
| Steaming | 55% | 55% | 53% |
| Boiling | 43% | 40% | 40% |
| Stir frying | 36% | 42% | 36% |
| Soup | 21% | 21% | 26% |
| Microwave | 28% | 28% | 20% |
| Baking | 17% | 15% | 12% |
| Roasting | 7% | 9% | 11% |
| Stewing (slow cooking) | 10% | 11% | 10% |
| Raw | 10% | 11% | 10% |
| Sautéing | 6% | 9% | 9% |

Q9. How do you typically cook cauliflower?
Q10a. And when are you serving cauliflower which of the following do you also serve together with this?
Sample Wave 5 N=448, Wave 9 N=316 & Wave 13 N=309

# Importance of Provenance

⇛ Provenance was in line with the previous two waves, however this was consistently lower than the Harvest mean.




Q14. When purchasing <commodity>, how important is Provenance to you?
Sample Wave 5 N=448, Wave 9 N=316 & Wave 13 N=309

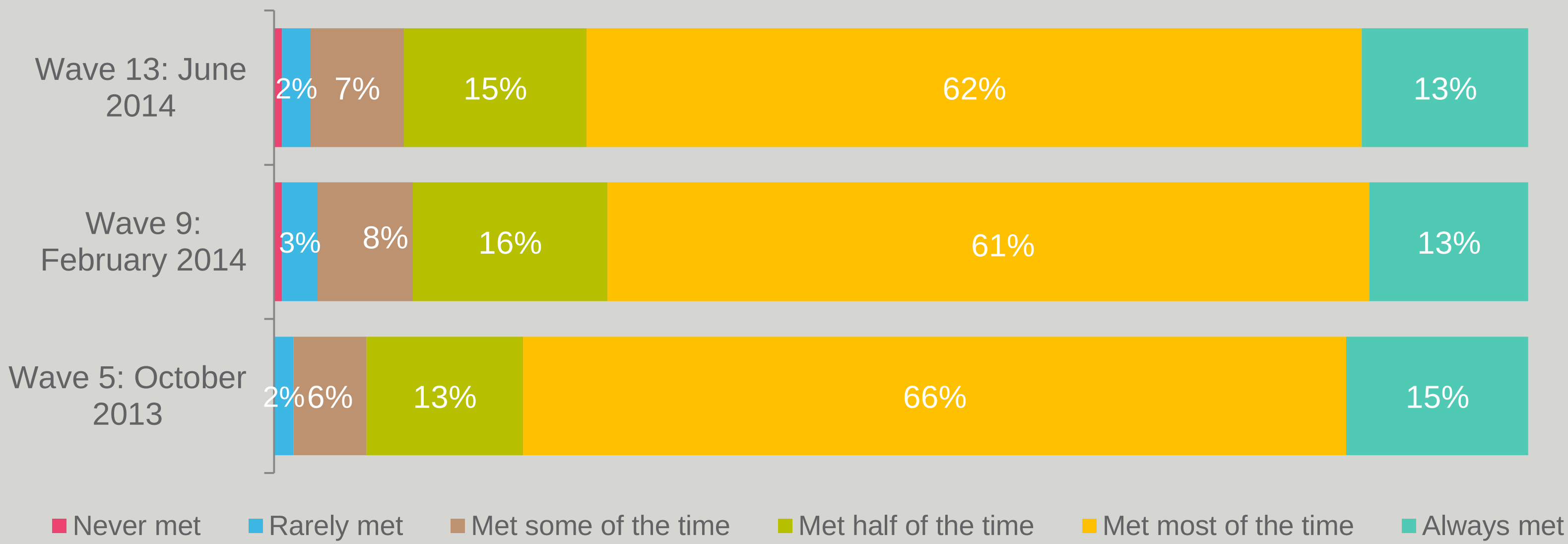
# Freshness and Longevity

Expected to stay fresh for **8.9** days

▼ 8.6 days, Wave 5
▼ 8.5 days, Wave 9

- There was an increase in freshness longevity in June 2014 relative to previous waves.
- Expectations of freshness being met remained consistent with previous waves. Freshness was met for the majority of consumers most of the time.

## Expectations Met




Q12. How long do you expect cauliflower to stay fresh for, once you have purchased it?
Q13. How often is this length of freshness met when you buy cauliflower?
Sample Wave 5 N=448, Wave 9 N=316 & Wave 13 N=309



▼: Indicates LOWER score than current wave.
▲: Indicates HIGHER score than current wave.

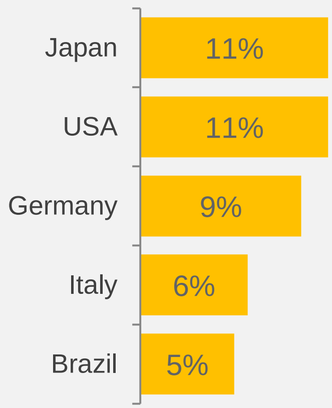
# Cauliflower Product Launch Trends.

# Cauliflower Global NPDs

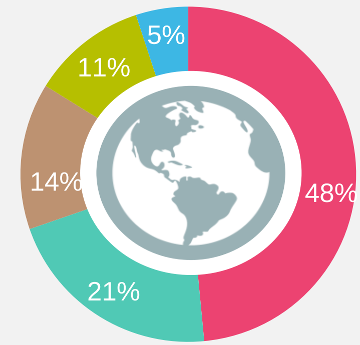
## April - June 2014

There were 132 products launched in the past three months that contained cauliflower. Europe and Asia Pacific were the main regions for launches, with Japan and USA the key countries. Flexible packaging remained the most common format. Launches were predominately in fruit and vegetable, meals and sauces categories.

### Country



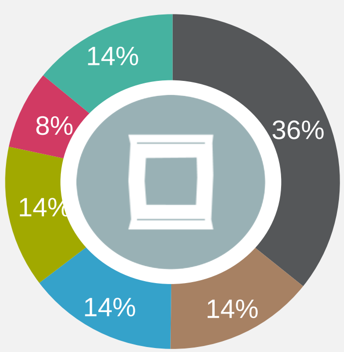

### Region




Europe
North America
Middle East & Africa
Asia Pacific
Latin America

132 Global NPDs

### Top Pack Formats




Flexible
Tray
Flexible stand-up pouch
Carton
Jar
Other

### Categories

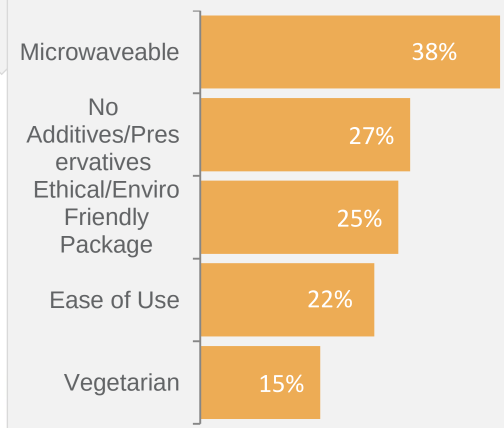
Fruit & Vegetables 31%

Meals & Meal Centres 18%

Sauces & Seasonings 17%

Juice Drinks 11%

### Top Claims



# Cauliflower Product Launches:
## Last 3 Months (April - June 2014)
## Summary

- There were 132 products launched over the past 3 months that contained cauliflower as an ingredient. This was an increase in launches compared with the  last few months.
- There was only 1 cauliflower product launched in Australia in the last 3 months (Only Organic Cauliflower, Broccoli and Cheddar baby food).
- Half of the products were launched in Europe (48%), with Germany, Japan and USA as key launch countries.
- Flexible (36%), tray (14%) and jar (14%) packaging were the top 3 pack formats, consistent with previous trends.
- The top categories for launches were fruit and vegetables (31%), meals and meal centres (18%) and sauces and seasonings (17%).
- Convenience and health claims were typically used on products, including microwaveable (38%) and “no-added” (27%), environmentally friendly packaging (25%). These have been consistent with all previous waves tracked for cauliflower products.
- The most innovative product launched in the past three months was Nichirei Obento Wo Irodoru Three Salads in Japan (see following slides for examples of product launches).

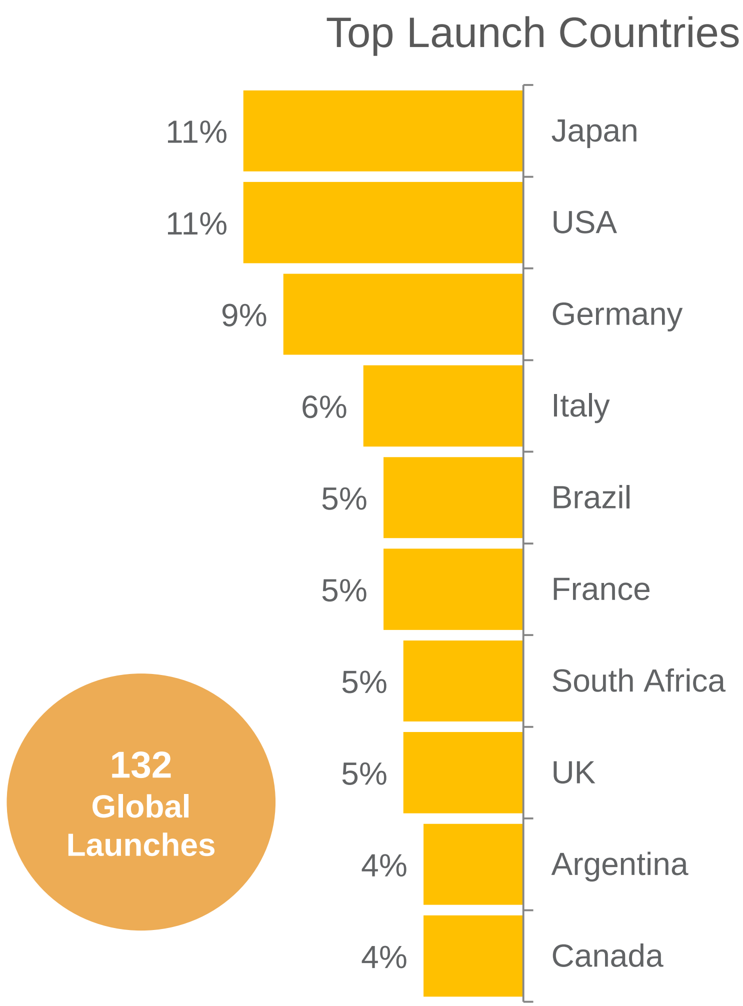


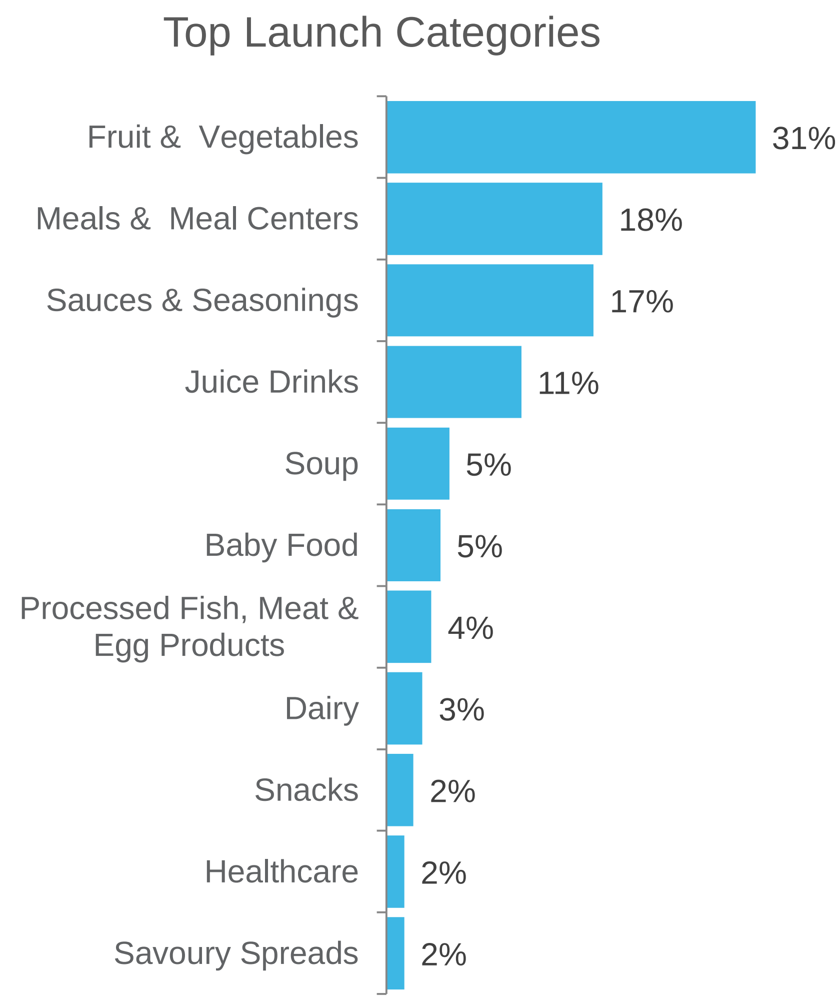
Source: Mintel (2014)

# Cauliflower SKUs

## Country, Region & Categories

- The key three countries for cauliflower launches and innovation were[78] Japan, USA and Germany,
- Products containing cauliflower were launched across multiple categories including fruit and vegetables, meals and sauces.



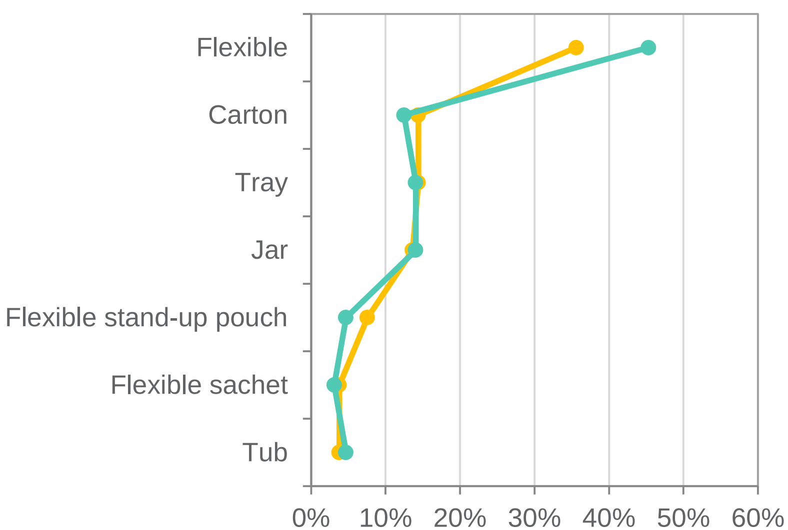

Number of Global Cauliflower NPDs for the L3M N=132

# Cauliflower Launches

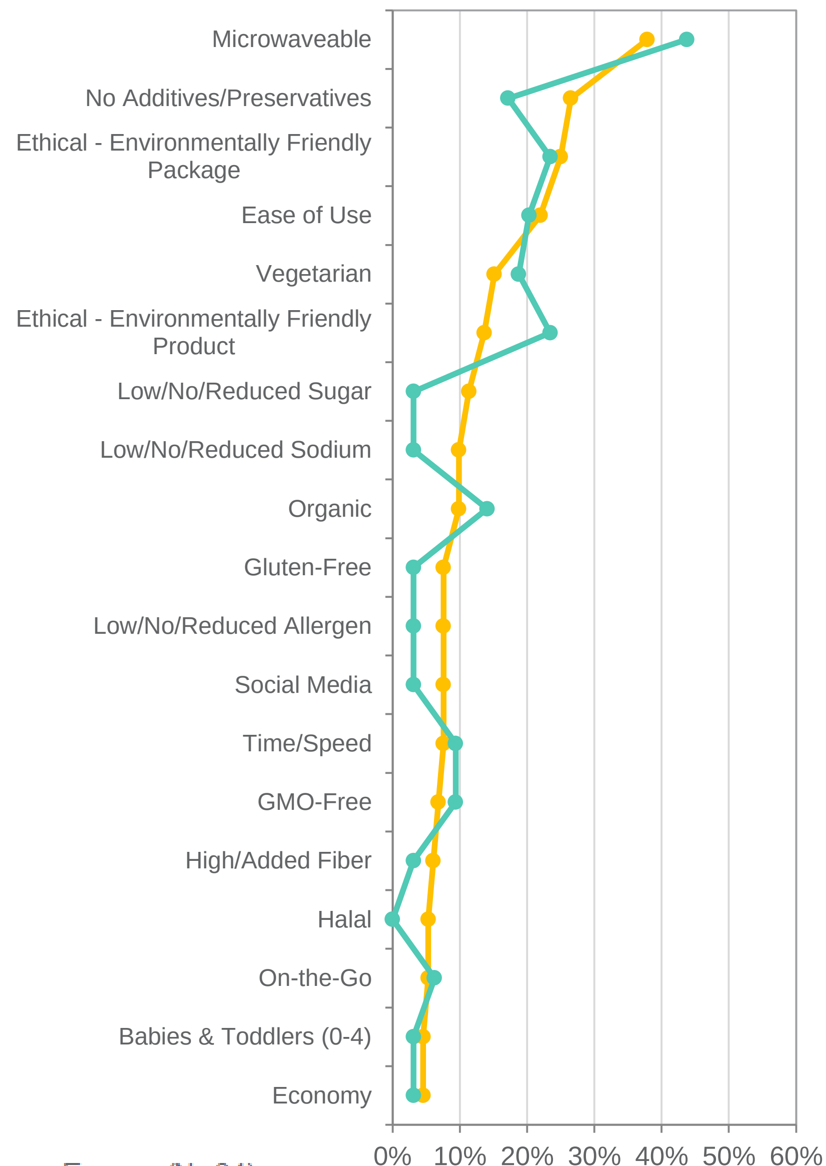
## Top Claims & Pack Formats Used

- Flexible packaging was the predominant format type for products launched in the last three months. Cartons, trays and jars were also common formats.
- Convenience and health claims were most popular over the last three months. Nearly half of all products launched claimed that they were microwavable.

Pack Formats Launched




Top Claims Used




Global (N=132) Europe (N=64)

Number of Global Cauliflower NPDs for the L3M N=132
Only shown for global and Europe as sample (other regions sample size for launches were N<30)

# Innovative Cauliflower Launches:
## L3M (April – June 2014)

### Wildebraam Piccalilli Pickled Vegetable Relish (South Africa)

Wildebraam Piccalilli Pickled Vegetable Relish is handmade on the farm and contains no added preservatives. This relish can be served on ploughman's platter, roast beef or as a side salad. The product retails in a 430g jar.


**Claims:**
No Additives/Preservatives

### Safeway Farms Bacon and Bleu Chopped Salad Kit (USA)

Safeway Farms Bacon and Bleu Chopped Salad Kit includes romaine, iceberg, cabbage, diced broccoli, celery, carrots, radishes, cauliflower, bacon crumbles, blue cheese crumbles and blue cheese dressing. This washed and ready to eat product is an excellent source of vitamins A and C.


**Claims:**
Ease of Use

### Kagome Yasai Ichinichi Kore Ippon Vegetable Juice (Japan)

Kagome Yasai Ichinichi Kore Ippon Vegetable Juice has been repackaged. It is made with 30 types of vegetables weighing 350g. It is free from added sugar, salt and flavouring, and retails in a recyclable 190g can. Launched on March 4, 2014. RRP not available.


**Claims:**
High/Added Fiber, Low/No/Reduced Sodium, Ethical - Environmentally Friendly Package, Low/No/Reduced Sugar, No Additives/Preservatives

### Findus Salto Traditional Vegetable Stew (Spain)

Findus Salto Menestra Tradicional (Traditional Vegetable Stew) has been relaunched under a new brand name having been previously known under the Findus Verdeliss brand name. This traditional stew is free from artificial colours and preservatives, can be microwaved.


**Claims:**
No Additives/Preservatives, Low/No/Reduced Sodium, Vegetarian, Low/No/Reduced Transfat

Source: Mintel (2014)

# Innovative Cauliflower Launches:
## L3M (April – June 2014)

### Nichirei Obento Wo Irodoru Three Salads (Japan)

Nichirei Obento Wo Irodoru Three Salads feature potato salad pumpkin salad and broccoli, cauliflower and tuna corn salad. The product is made with colourful vegetables and is suitable for lunchboxes.


**Claims:**
No Additives/Preservatives, Ethical - Environmentally Friendly Package, Low/No/Reduced Fat, Time/Speed, Ease of Use, Vegetarian, Low/No/Reduced Sugar

### ICA Remoulade Sauce (Sweden)

ICA Remoulad Sås (Remoulade Sauce) is said to be perfect for breaded fish or roast beef. The product retails in a 230g recyclable pack featuring a serving suggestion.


**Claims:**
Ease of Use, Ethical - Environmentally Friendly Package

### Thiriet Bio Les Légumes Cuisinés Cauliflower & Broccolli Patties (France)

Thiriet Bio Les Légumes Cuisinés Galettes Patties Choux-Fleurs Brocolis (Cauliflower & Broccoli Vegetable Patties) are easy to prepare and can be pan-fried in eight minutes or baked in 14-15 minutes. No chemical substances were used in the organic cultivation process and the patties were made with respect for the environment.


**Claims:**
Ethical - Environmentally Friendly Package, Slimming, Microwaveable, Ethical - Charity, Social Media, Cardiovascular (Functional)

### Marchio Traiteur Fish and Vegetables with Aioli Sauce (France)

Marchio Traiteur Aioli (Fish and Vegetables with Aioli Sauce) is now available. This product retails in a 500g pack.
.


**Claims:**
N/A

Source: Mintel (2014)

# Innovative Cauliflower Launches:
## L3M (April – June 2014)

### Farley's Heinz Dinners Cauliflower & Broccoli Cheese (India)

Farley's Heinz Dinners Cauliflower & Broccoli Cheese has been repackaged with an updated design. This baby food is enriched with 1/3 of baby's key vitamins and minerals essential for growth and development, contains calcium and vitamin D to help build strong bones and teeth, and is free from gluten.


**Claims:**
No Additives/Preservatives, Vitamin/Mineral Fortified, Low/No/Reduced Allergen, Other (Functional), Ethical - Environmentally Friendly Package, On-the-Go, Low/No/Reduced Sugar, Ease of Use, Gluten-Free, Vegetarian, Babies & Toddlers (

### Lands Beste Piccalilly (Japan)

Lands Best Piccalilly is a purely natural artisan product for meat, cheese, rice and bean dishes. The condiment is free from gluten and retails in a 170g recyclable pack.


**Claims:**
Gluten-Free, Low/No/Reduced Allergen, Ethical - Environmentally Friendly Package

### Shef Kukhar Korean Style Cauliflower Pickle (Ukraine)

Shef Kukhar Tsvitna Kapusta Po-Koreys'ki (Korean Style Cauliflower Pickle) is free of GMO. The product retails in a 200g pack.


**Claims:**
GMO-Free

### Woolworths Food Cheezy Veg (South Africa)

Woolworths Food Cheezy Veg consists of cheese sauce with hidden veggies. It can be simply added to macaroni or rice. The microwaveable product is halal certified, ready to eat and has been developed with toddlers' delicate palate in mind. It is suitable for vegetarian diets with milk.


**Claims:**
Ease of Use, Other (Functional), Microwaveable, Halal, Vegetarian, Babies & Toddlers (0-4)

Source: Mintel (2014)

# Australian Cauliflower Launches:
## L3M (April – June 2014)

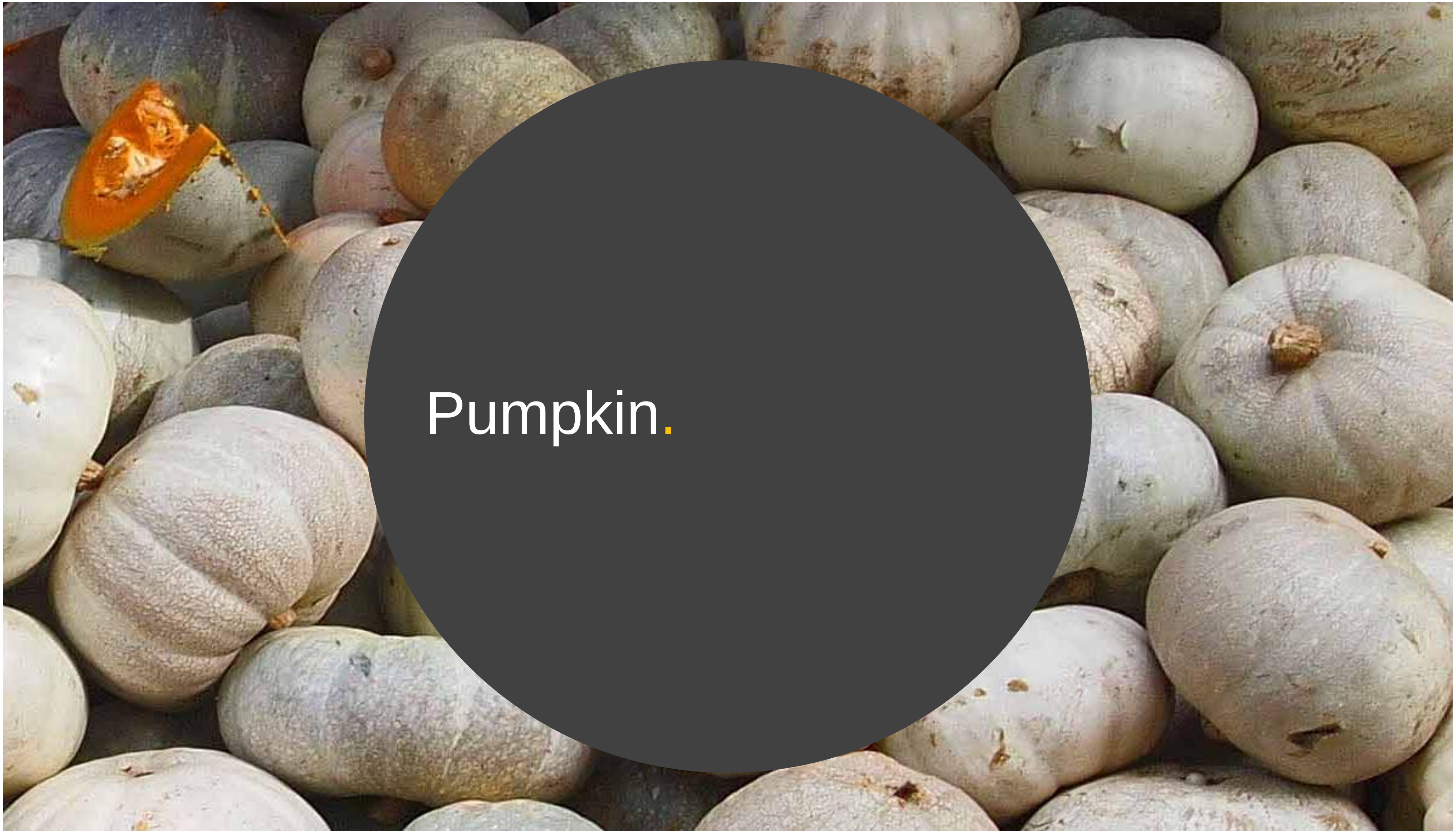


### Only Organic Cauliflower, Broccoli & Cheddar

Only Organic Cauliflower, Broccoli & Cheddar is suitable for babies from the age of six months onwards, and consists of broccoli and cauliflower served with a traditional cheese sauce. This organic certified product is made with New Zealand cheddar, and has a perfect fork mash texture.


**Claims:**
Ease of Use, No Additives/Preservatives, Vegetarian, Babies & Toddlers (0-4), Organic

Source: Mintel (2014)


Pumpkin.

# Purchase and Consumption Behaviour

Average Purchase **2.9** times per month

▲ 3.1 times, Wave 5

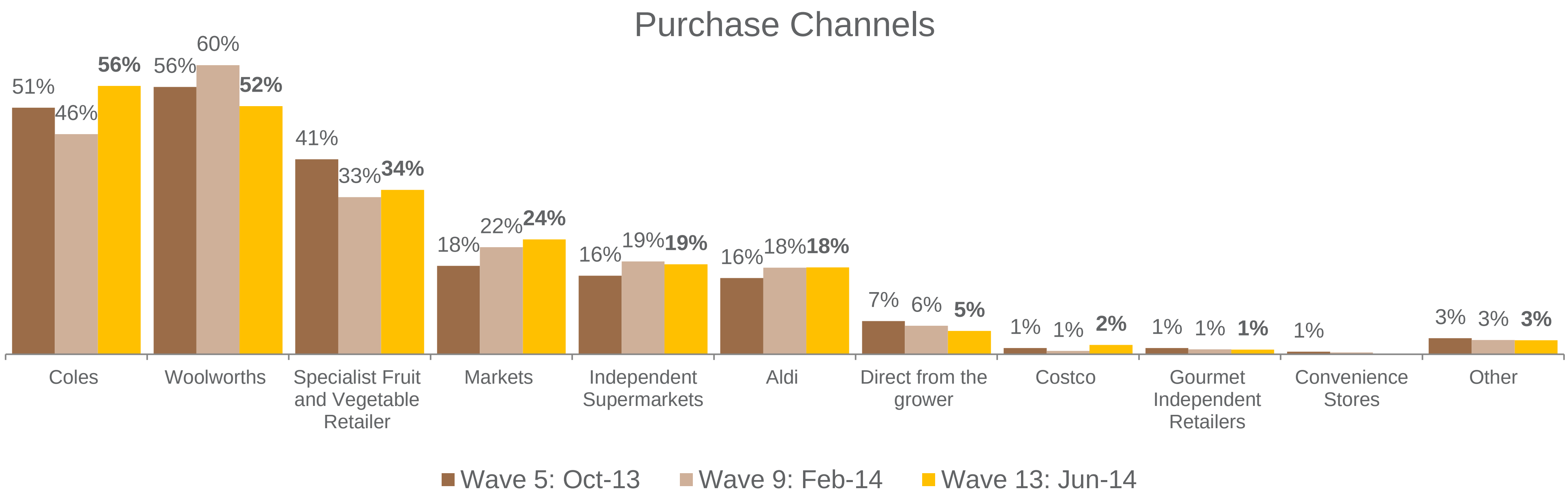
▲ 3.2 times, Wave 9

Average Consumption **8.4** times per month

▲ 9.1 times, Wave 5

▲ 8.5 times, Wave 9

- ⇛ Average purchase and consumption frequency are down slightly from previous waves.
- ⇛ Wave 13 saw a slight trend upward on purchase of pumpkins from markets.




Q1. On average, how often do you purchase pumpkin?
Q2. On average, how often do you consume pumpkin?
Q5. From which of the following channels do you typically purchase pumpkin?
Wave 5 N=391 Wave 9 N=305 Wave 13 N=309

colmar brunton.

▼: Indicates LOWER score than current wave.
▲: Indicates HIGHER score than current wave.

# Average Spend & Price Sensitivity

## Average weight of purchase

The average consumer typically purchased **1.4kg** of pumpkin, slightly less than Waves 5 and 9.

▲ 1.5kg, Wave 5
▲ 1.5kg, Wave 9

## Recalled last spend

Recalled last spend on pumpkin was **$3.10**, slightly lower than previous months tracked.

▲ $3.30, Wave 5
▲ $3.50, Wave 9

## Value for money

Consumers' perceived value for money was relatively good **(6.5/10)**. This is higher than the previous wave, however still lower compared to Wave 5.

▲ 6.7/10, Wave 5
▼ 6.4/10, Wave 9

Q3. How much pumpkin do you typically purchase when you shop for it?
Q3b. To the best of your memory how much did this cost on your most recent typically purchase?
Q4. Please indicate how Poor to Good Value you think this product is? (0-10 scale)
Wave 5 N=391 Wave 9 N=305 Wave 13 N=309

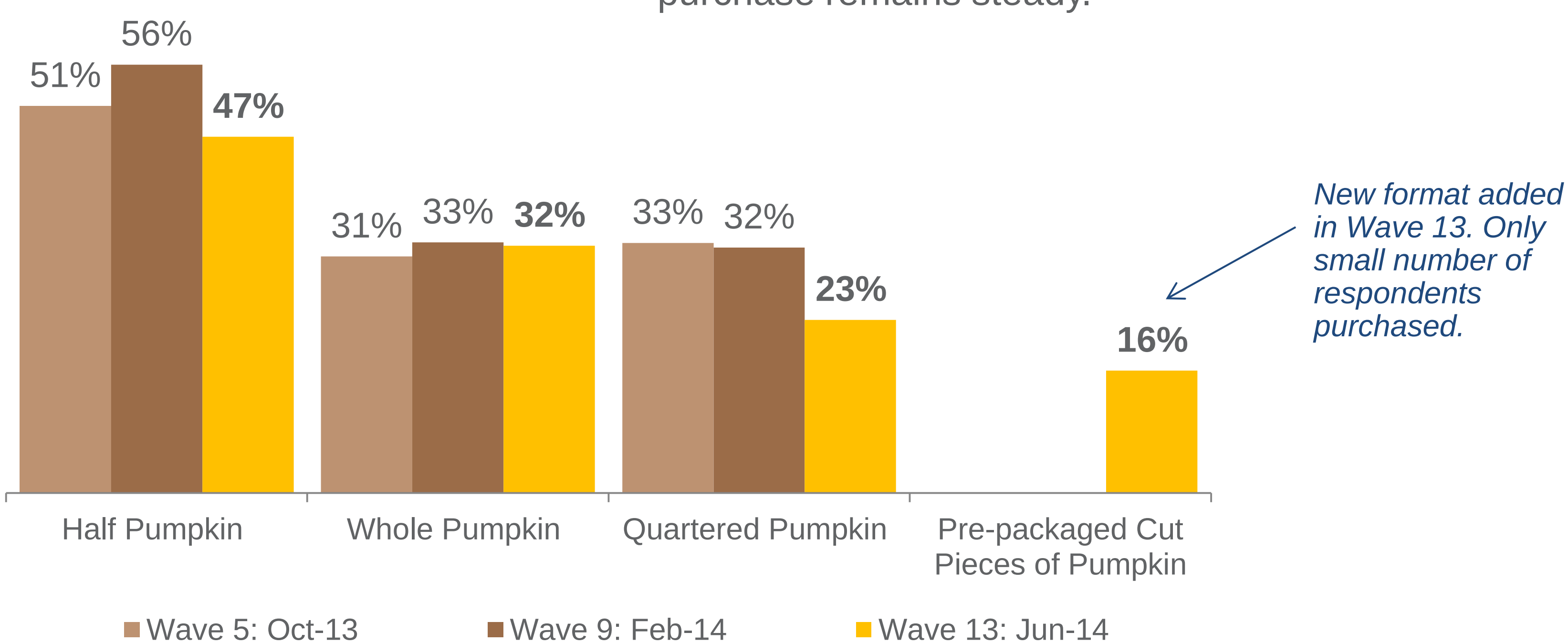


▼: Indicates LOWER score than current wave.
▲: Indicates HIGHER score than current wave.

# Pack Formats Purchased



⇛ Purchases of half pumpkin and quartered pumpkin are down in Wave 13, while Whole Pumpkin purchase remains steady.



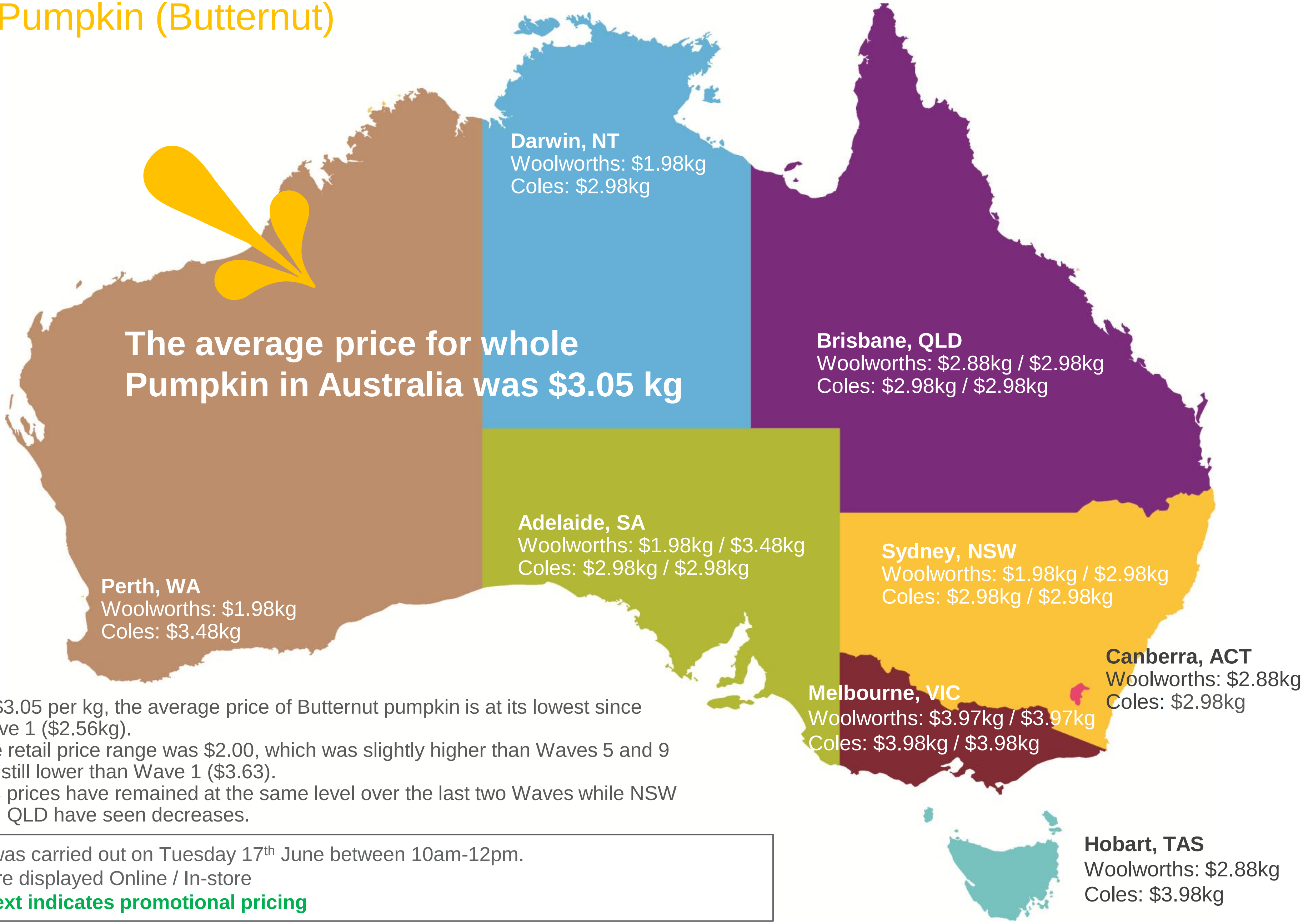

| Average number purchased | Half Pumpkin | Whole Pumpkin | Quartered Pumpkin | Pre-packaged Cut Pieces |
|---|---|---|---|---|
| Wave 5: October 2013 | 1.1 | 1.4 | 1.4 | - |
| Wave 9: February 2014 | 1.2 | 1.2 | 1.2 | - |
| Wave 13: June 2014 | 1.2 | 1.1 | 1.4 | 1.5 |

colmar brunton.

Q3a. How much pumpkin does this typically equate to?
Wave 5 N=391 Wave 9 N=305 Wave 13 N=309

# Online and In-store Commodity Prices

## Pumpkin (Butternut)

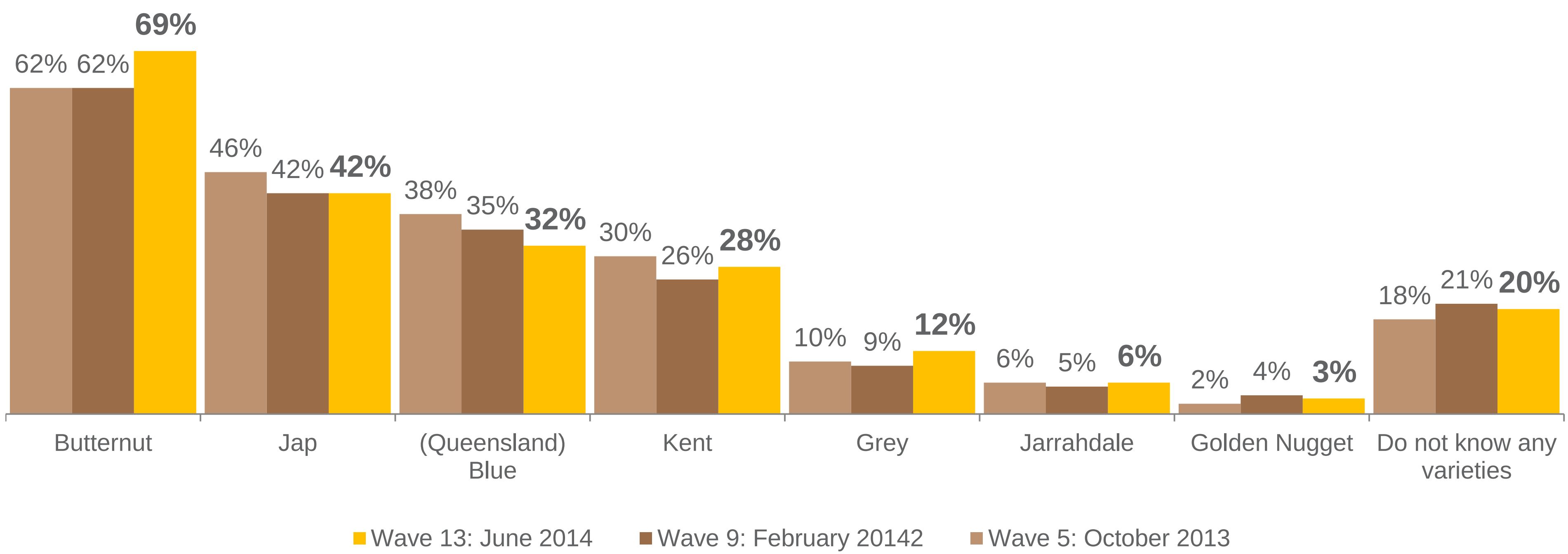



- At $3.05 per kg, the average price of Butternut pumpkin is at its lowest since Wave 1 ($2.56kg).
- The retail price range was $2.00, which was slightly higher than Waves 5 and 9 but still lower than Wave 1 ($3.63).
- VIC prices have remained at the same level over the last two Waves while NSW and QLD have seen decreases.

Pricing was carried out on Tuesday 17th June between 10am-12pm.
Prices are displayed Online / In-store
**Green text indicates promotional pricing**

# Spontaneous Varietal Awareness

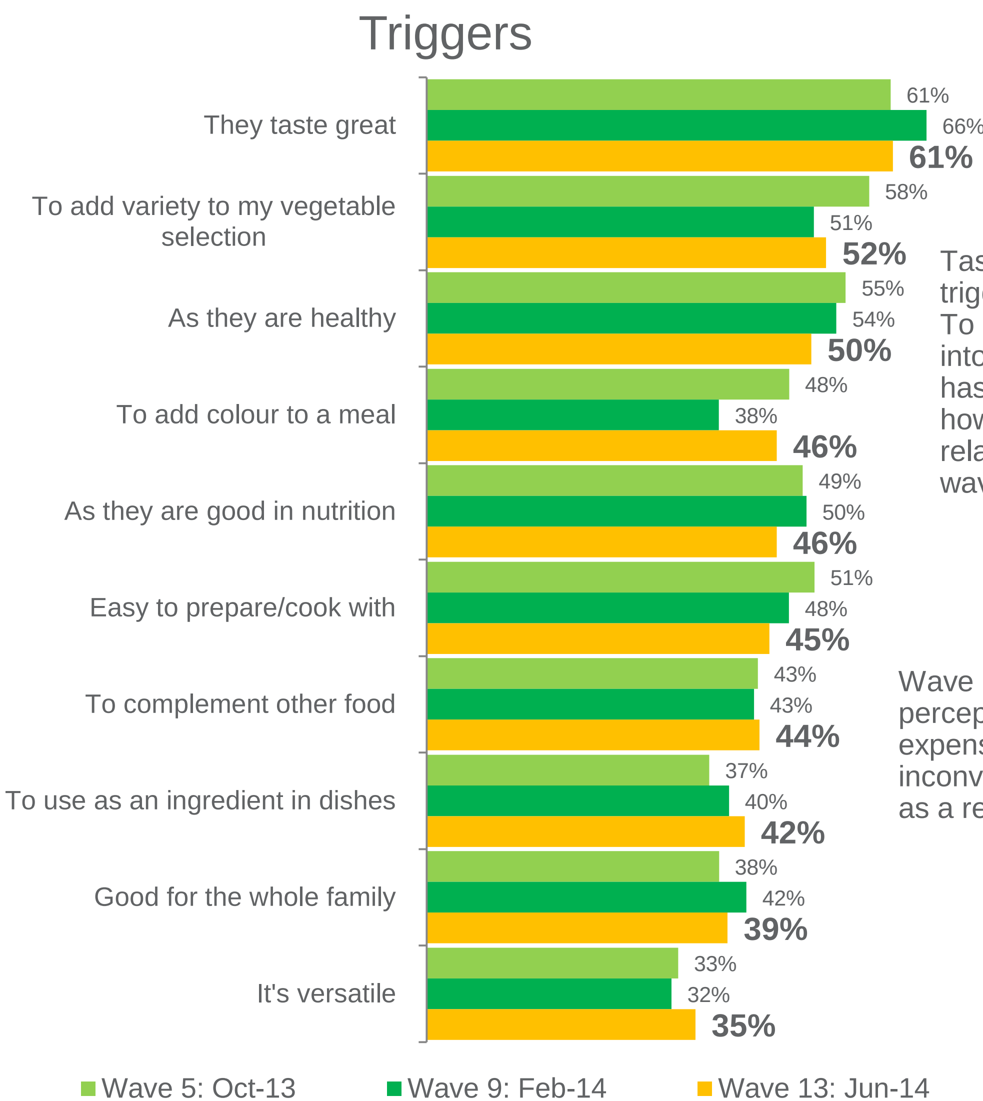
- The current wave indicated an increase in the recall of Butternut pumpkin and Grey types. The recall of other pumpkin types remained relatively consistent across waves.
- One fifth of respondents were unable to recall a type of pumpkin.





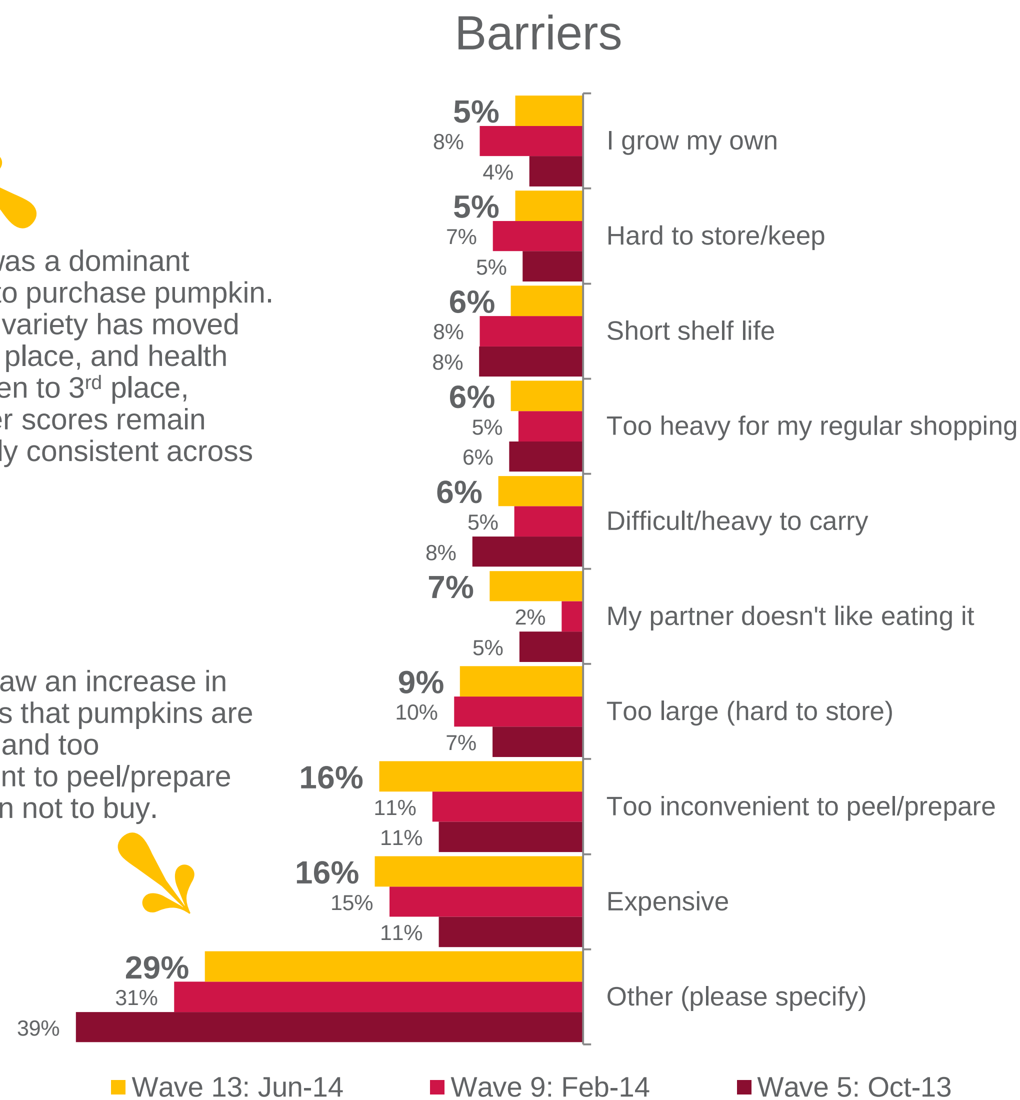

Q6a. What varieties of pumpkin are you aware of? (unprompted)
Wave 1 N=513 Wave 5 N=391 Wave 9 N=305

# Triggers & Barriers to Purchase




Taste was a dominant trigger to purchase pumpkin. To add variety has moved into 2nd place, and health has fallen to 3rd place, however scores remain relatively consistent across waves.

Wave 13 saw an increase in perceptions that pumpkins are expensive and too inconvenient to peel/prepare as a reason not to buy.




Q7. Which of the following reasons best describes why you purchase pumpkin?
Q8. Which reason best describes why you don't buy pumpkin more often?
Wave 5 N=391 Wave 9 N=305 Wave 13 N=309

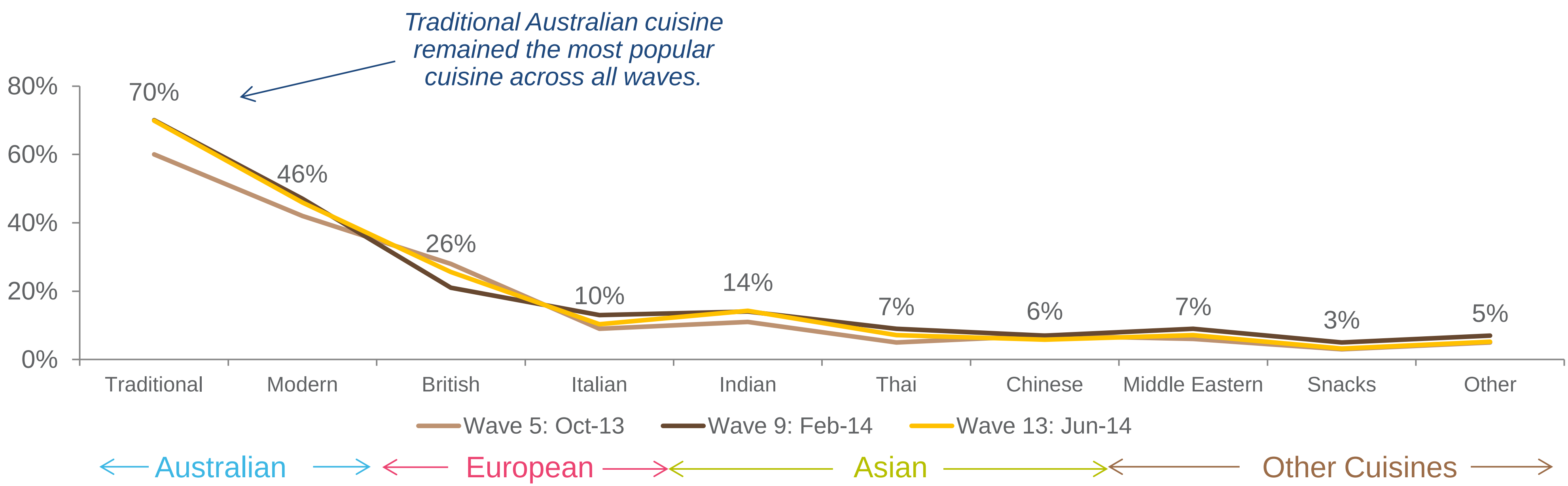
# Cooking Preferences & Occasions

- Australian cuisine, both traditional and modern, were the typical cuisines cooked using pumpkin. There was little variability in cuisines cooked between waves.
- Weekday dinners, weekend dinners and family meals were the main consumption occasions.

## Wave 13 Top 5 Consumption Occasions

| | | | |
|---|---|---|---|
| Weekday dinner | **64%** | ▼ Wave 5 | — Wave 9 |
| Weekend dinner | **50%** | ▲ Wave 5 | ▲ Wave 9 |
| Family meals | **45%** | ▼ Wave 5 | ▲ Wave 9 |
| Every-day meals | **30%** | ▲ Wave 5 | ▼ Wave 9 |
| Quick meals | **16%** | — Wave 5 | ▲ Wave 9 |

Typical Cuisine Cooked



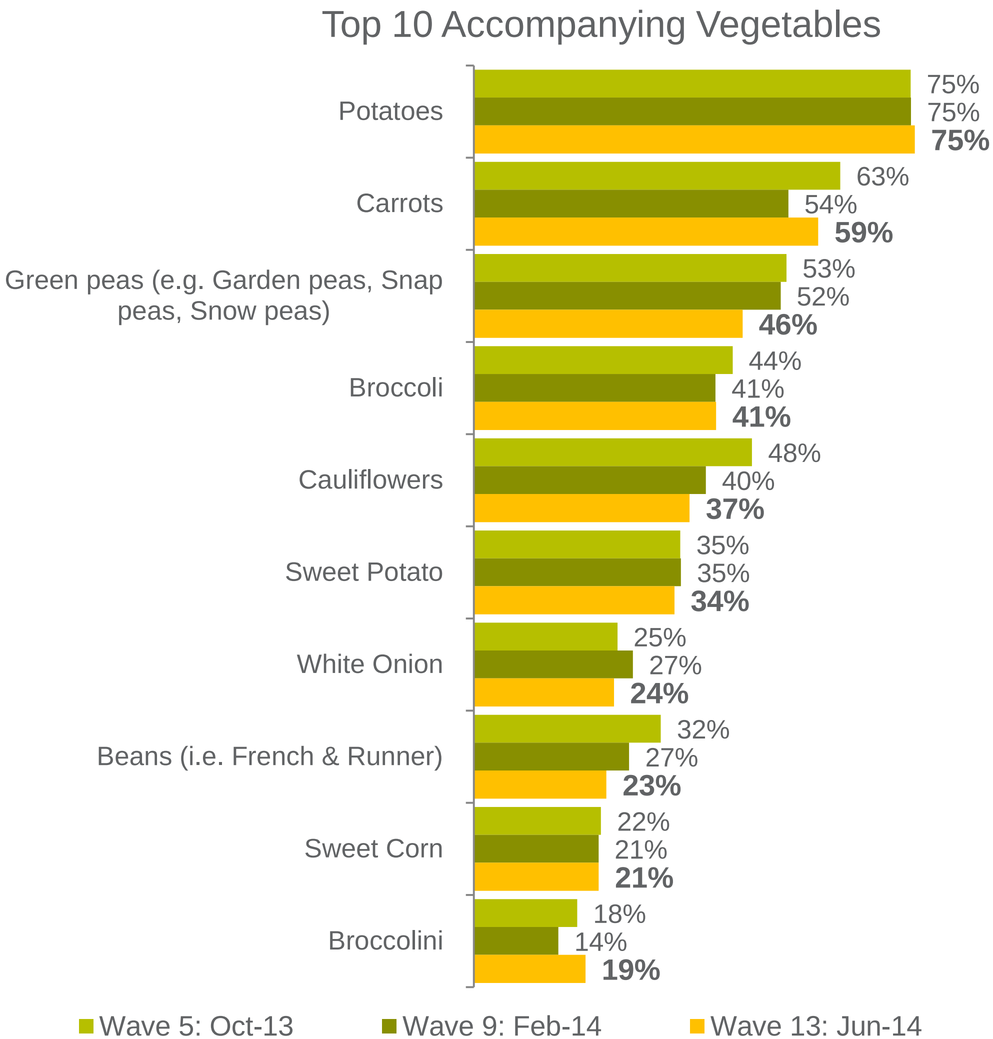

Q10. What cuisines do you cook/consume that use pumpkin?
Q11. Which of the following occasions do you typically consume/use pumpkin?
* Indicates significant difference between waves.
Wave 5 N=391 Wave 9 N=305 Wave 13 N=309

colmar brunton.

▼: Indicates LOWER score than current wave.
▲: Indicates HIGHER score than current wave.

# Cooking Preferences & Occasions:






- Consumption with potatoes remains consistent, while with carrots has increased, and with green peas has decreased.
- Roasting and with soup remain the top cooking styles, and have increased from the previous wave.

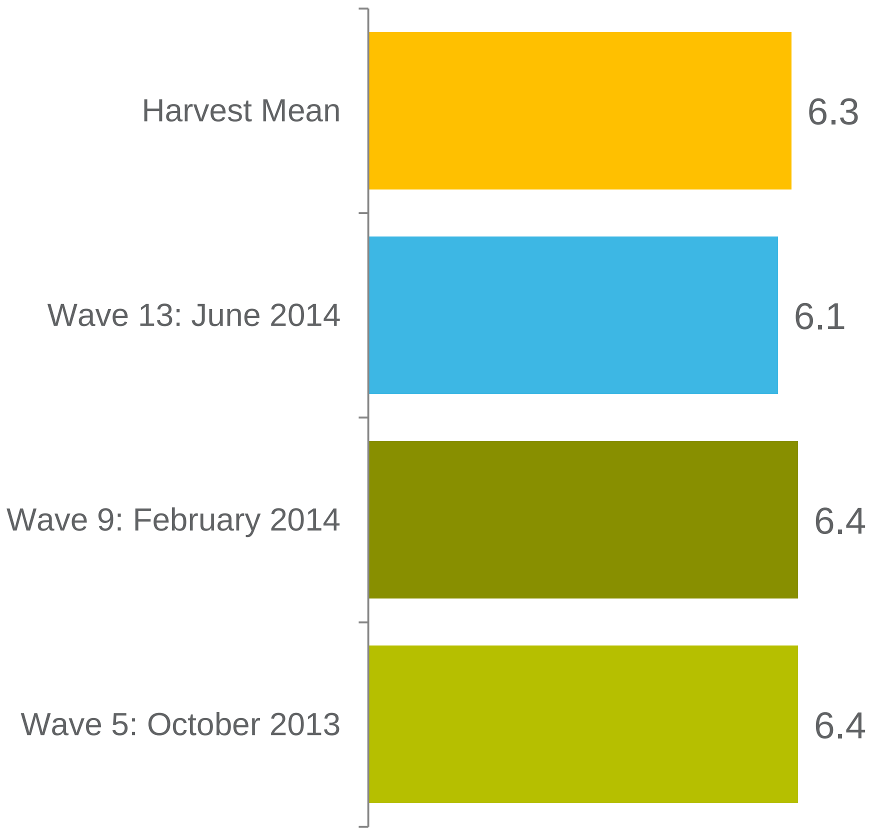
**Top 10 Cooking Styles**

| | Wave 5 | Wave 9 | Wave 13 |
|---|---|---|---|
| **Roasting** | **64%** | **69%** | **72%** |
| **Soup** | **49%** | **47%** | **55%** |
| **Mashing** | 46% | 45% | 44% |
| **Baking** | 47% | 44% | 40% |
| **Boiling** | 39% | 39% | 35% |
| **Steaming** | 39% | 40% | 33% |
| **Stewing** | 16% | 19% | 20% |
| **Microwave** | 20% | 20% | 20% |
| **Puree** | 12% | 12% | 14% |
| **Blend** | 5% | 7% | 8% |

Q9. How do you typically cook pumpkin?
Q10a. And when are you serving pumpkin which of the following do you also serve together with this?
* Indicates significant difference between waves.
Wave 5 N=391 Wave 9 N=305 Wave 13 N=309

# Importance of Provenance

- Current importance of provenance was on par with Wave 1 (6.1/10), however represents a decrease comparative to the Harvest mean, and from Waves 5 and 9. This may indicate that during peak season (winter) provenance is less important to consumers compared to when the commodity is out of season.




AUSTRALIAN MADE®

Q14. When purchasing <commodity>, how important is Provenance to you?
Wave 5 N=391 Wave 9 N=305 Wave 13 N=309

# Freshness and Longevity

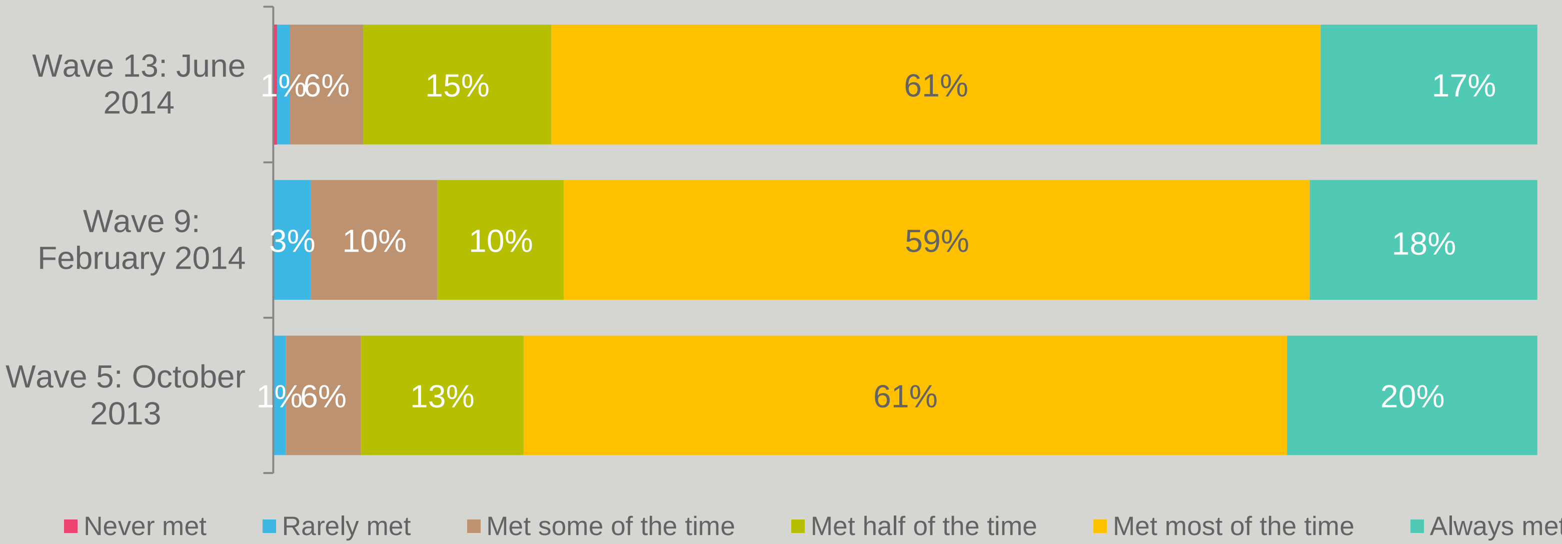
Expected to stay fresh for **12.5** days

12.7 days, Wave 5

12.2 days, Wave 9

- Pumpkin was expected to stay fresh for 12.5 days, which has slightly increased from Wave 9, however still lower compared to Wave 5.
- Consumer expectations of pumpkin freshness were generally met, however we see a larger portion stating that pumpkin freshness was met half of the time (15%).

## Expectations Met




Q12. How long do you expect pumpkin to stay fresh for, once you have purchased it?
Q13. How often is this length of freshness met when you buy pumpkin?
Wave 5 N=391 Wave 9 N=305 Wave 13 N=309

colmar brunton.

▼: Indicates LOWER score than current wave.
▲: Indicates HIGHER score than current wave.

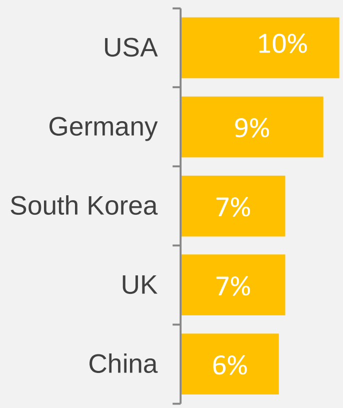
# Pumpkin Product Launch Trends.

# Pumpkin Global NPDs

## April – June 2014

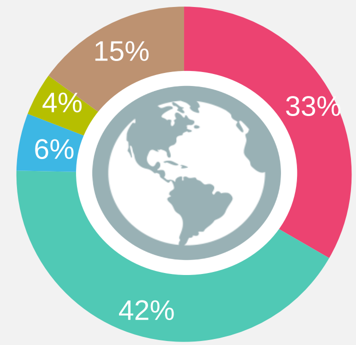
There were 507 new products launched over the last 3 months.

## Country

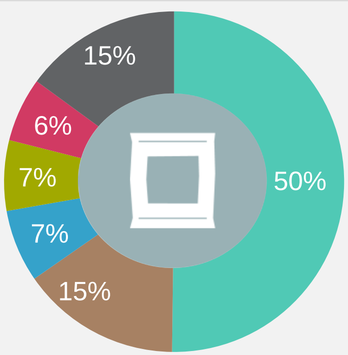



507 Global NPDs

## Region




## Top Pack Formats




## Categories

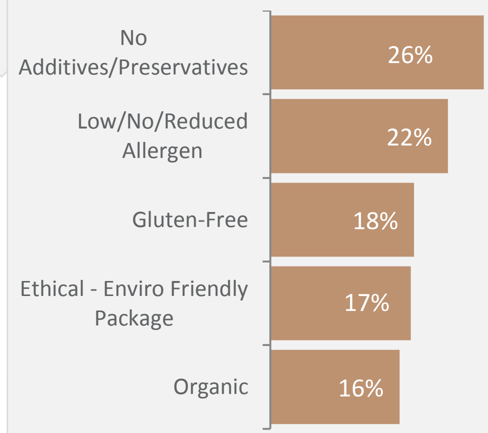
Snacks 27%

Bakery 15%

Breakfast Cereals 12%

Confectionary 5%

## Top Claims



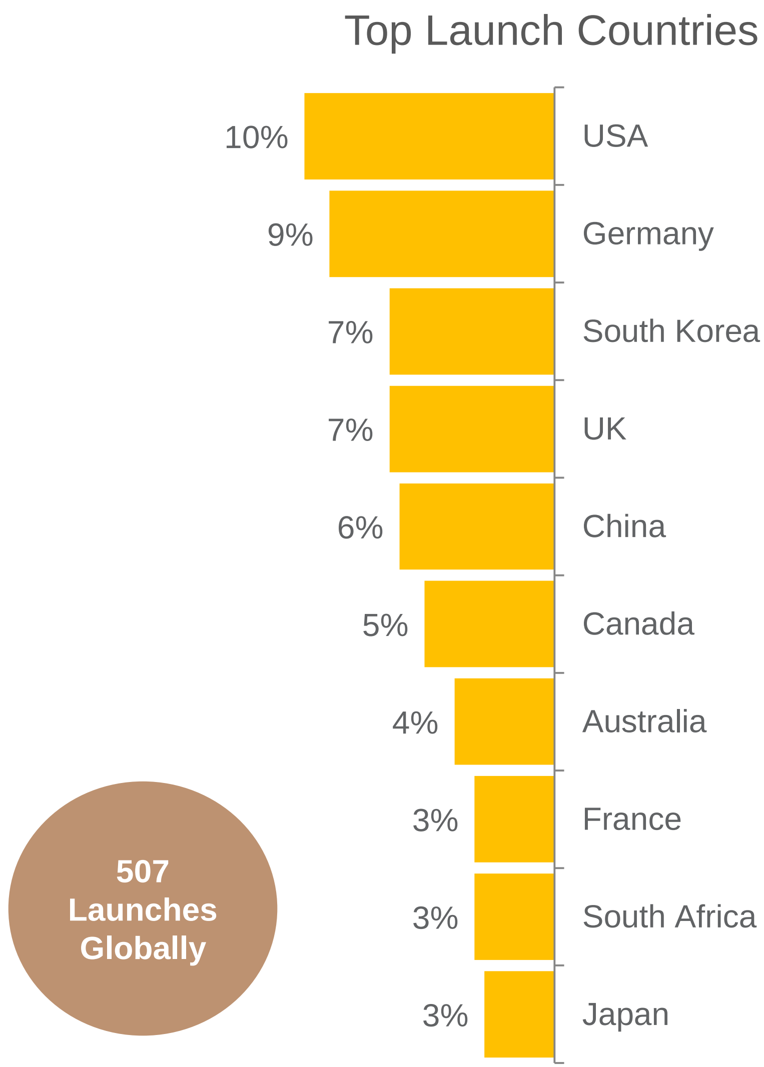
# Pumpkin Product Launches:
## Last 3 Months (April - June 2014)
## Summary

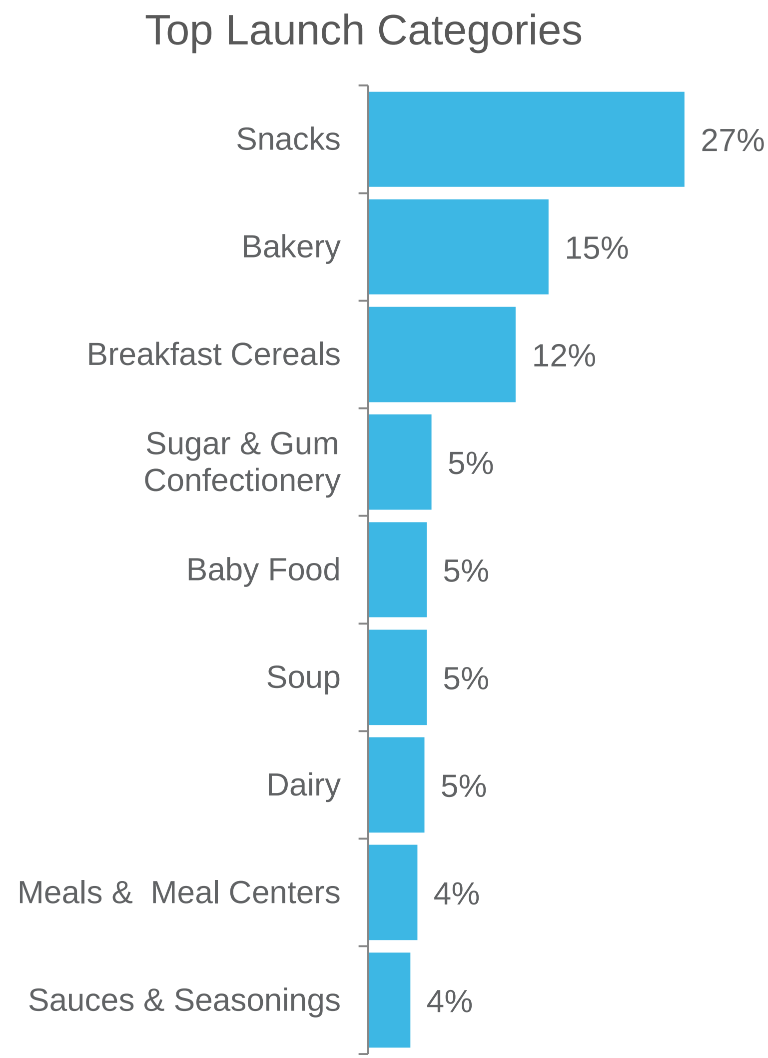
- A total of 507 products containing pumpkin as an ingredient were launched globally in the last 3 months, on trend with the previous quarter, and very consistent with previous trends.
- There were 20 pumpkin launches in Australia this quarter.
- Europe (42%) and Asia Pacific (33%) were the top regions for launches. This is consistent with previous trends. Key countries for innovation were USA (10%) and Germany (9%).
- Flexible packaging (incl. standing flexible) was the dominant pack format used for launches (65%).
- Top categories for product launches were snacks (27%), bakery goods (15%) and breakfast cereals (12%).
- Core claims for product launches globally were consistently based around health (e.g. no additives/preservatives 26%, low allergen 22% and gluten-free 18%), all on trend with previous waves.
- The most innovative launches found were; S&P Pumpkin Cream from Spain (examples of these products can be found at the end of the pumpkin trend report).

Source: Mintel (2014)

# Pumpkin Launches
## Country & Categories

- The most active countries for launches in the last 3 months were the USA and Germany.
- Snacks remained the key category for launches. Bakery and breakfast cereals were also common launches.



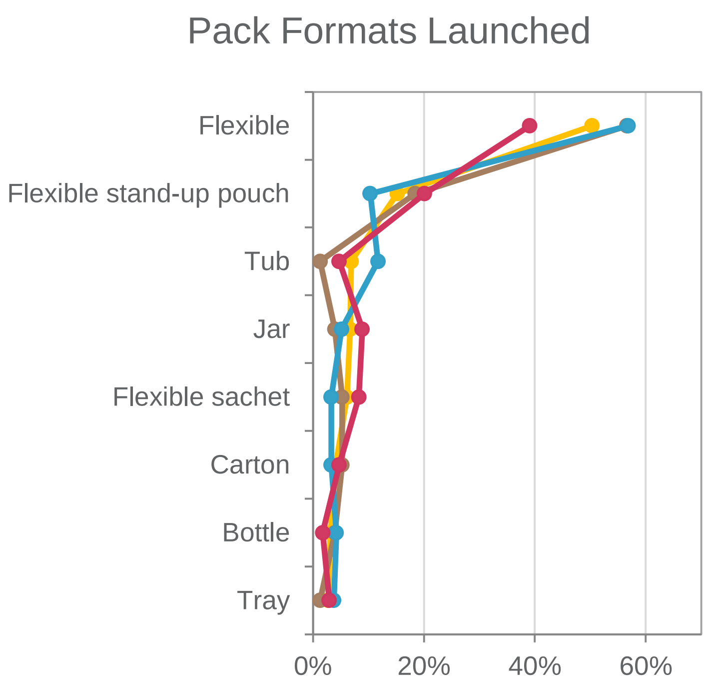



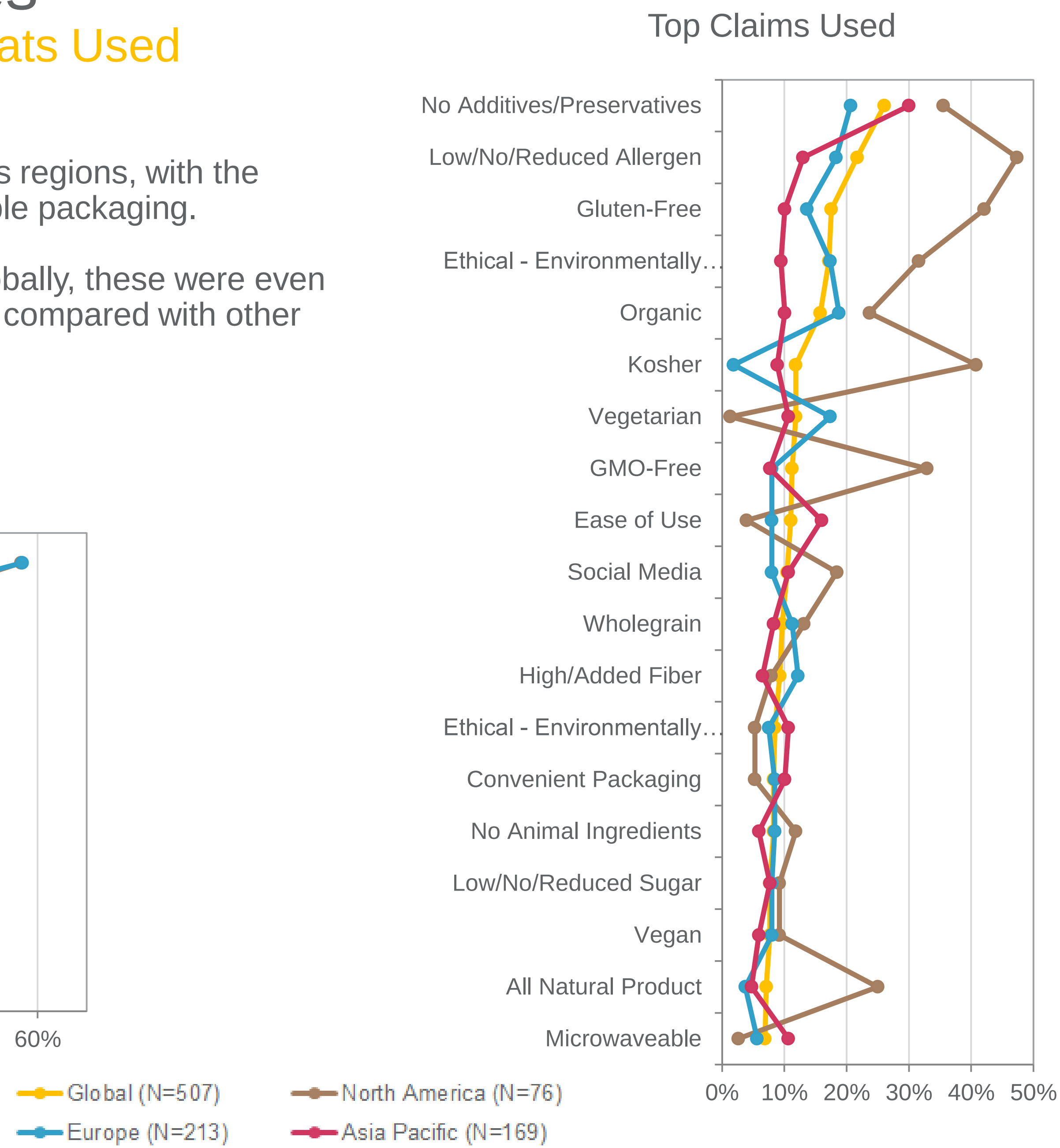

Number of Global Pumpkin NPD for the L3M N=507

# Pumpkin Launches

## Top Claims & Pack Formats Used

- Pack formats were consistent across regions, with the primary format of choice being flexible packaging.
- Health were the key claims used globally, these were even more predominant in North America compared with other regions.




Number of Global Pumpkin NPD for the L3M N=508
Only regions with n >30 are displayed

# Innovative Pumpkin Launches:
## L3M (April – June 2014)

### Thoughtful Food Giddy Up & Go Seriously Seedy Granola (USA)

Thoughtful Food Giddy Up & Go Seriously Seedy Granola is now available in a new 1.5-oz. pack, featuring Facebook logo. The vegan product is USDA organic certified and does not contain gluten or dairy.


**Claims:**
Low/No/Reduced Allergen, Social Media, Gluten-Free, Vegan, On-the-Go, Organic, No Animal Ingredients

### Yarmarka Gotovye Retsepty Italian Style Pasta with Pumpkin (Russia)

Yarmarka Gotovye Retsepty Pasta s Tykvoy po-Italyanski (Italian Style Pasta with Pumpkin) is made with high quality natural ingredients, such as couscous, pumpkin, onion, parsley, garlic and nutmeg. This 100% natural product is easy to prepare and is free from preservatives and GMO. It retails in a 250g pack, sufficient for four servings.


**Claims:**
Ease of Use, No Additives/Preservatives, All Natural Product, GMO-Free

### Ecoficus Organic Fig Bread with Cranberry and Pumpkin Seeds (Netherlands)

Ecoficus Bio Vijgenbroodje met Cranberry en Pompoenpitten (Organic Fig Bread with Cranberry and Pumpkin Seeds) is a 100% natural product . It is claimed to be delicious together with cheese, in yoghurt, or as a healthy snack, and it retails in a 100g pack displaying the EU Leaf symbol.


**Claims:**
Organic, All Natural Product

### Hanjin Korea Traditional Macaroni Pumpkin Honey Snack (South Korea)

Hanjin Korea Traditional Macaroni Pumpkin Honey Snack is filled with pumpkin powder and honey. This product can be roasted for a better flavour, and retails in a 100g pack.

**Claims:**
N/A

Source: Mintel (2014)

# Innovative Pumpkin Launches:
## L3M (April – June 2014)

### Plum Organics Banana & Pumpkin Organic Baby Food (Canda)

Plum Organics Banana & Pumpkin Organic Baby Food (Stage 2) is suitable for babies between six months and up. This USDA organic certified baby food is free from genetically modified ingredients and artificial ingredients. It is made with unsweetened and unsalted ingredients. The kosher certified product retails in a 128ml BPA-free pack.


**Claims:**
No Additives/Preservatives, GMO-Free, Kosher, Low/No/Reduced Sugar, Organic, Low/No/Reduced Sodium, Babies & Toddlers (0-4)

### Bio Sonne Organic Vital Biscuits with Pumpkin Seeds (Germany)

Bio Sonne Bio Vital Gebäck mit Kürbiskernen (Organic Vital Biscuits with Pumpkin Seeds) are now available. The product retails in a 200g pack.


**Claims:**
Organic

### Yummy Earth Organic Candy Drops (South Korea)

Yummy Earth Organic Candy Drops are made with planet friendly ingredients and come in four different flavours: Pomegranate Pucker, Mango Tango, Wet-Face Watermelon, Too Berry Blueberry. This kosher and USDA organic certified product contains only 14 calories per drop. .


**Claims:**
Ethical - Environmentally Friendly Package, Organic, Kosher, Ethical - Environmentally Friendly Product, Low/No/Reduced Calorie

### Gebauer's Pumpkin Seed Pesto (Germany)

Gebauer's Kürbiskern Pesto (Pumpkin Seed Pesto) is described as distinctive and spicy. The product retails in a 100g pack.


**Claims:**
Seasonal

Source: Mintel (2014)

# Innovative Pumpkin Launches:
## L3M (April – June 2014)

### Don Felipe Dried Tagliatelle with Pumpkin (Argentina)

Don Felipe Fideos Secos Tallarines con Calabaza (Dried Tagliatelle with Pumpkin) is new to the range. The product can be cooked in 5 minutes, and retails in a 500g pack featuring a recipe suggestion.


**Claims:**
N/A

### Ai Tsao Farmer Mugwort Flavoured Pumpkin Seeds (Taiwan)

Ai Tso Farmer Mugwort Flavoured Pumpkin Seeds feature thin shells and a full body. The natural, healthy product contains no chemical colourants or preservatives, and retails in a 400g pack.


**Claims:**
No Additives/Preservatives

### Salses Fruits, S&P Pumpkin Cream (Spain)

Salses Fruits, S&P Crema de Carbassa (Pumpkin Cream) has been made with selected natural ingredients and following a traditional recipe. This handmade cream retails in a 750ml pack that features the Km 0 logo for locally sourced products.


**Claims:**
N/A

### Kobeya Hokkaido Pumpkin Pudding Danish Pastry (Japan)

Kobeya Hokkaido Pumpkin Pudding Danish Pastry is a danish pastry with rich and smooth pumpkin pudding-like cream. Launched on May 1, 2014. RRP unavailable.


**Claims:**
N/A

Source: Mintel (2014)

# Top Australian Pumpkin Launches:
## L3M (April – June 2014)

**My Yummy Lunchbox Mango, Pumpkin & Carrot Cookies**


**Abbott's Village Bakery Orchard Fruits & Seeds Bread**

**Latina Fresh Roasted Pumpkin, Leek & Sage Cappelletti**


**Thisit Foods Anti-Oxidant, Nuts & Seeds**


**Organic Bubs Pumpkin & Kumera Cous Cous**


**Ellie's A' La Carte Cannelloni Pumpkin Ricotta**

**The Muesli Classic Muesli**


**Nice & Natural Superfruits Raspberry & Pomegranate Bar**


Source: Mintel (2014)

# In the Media.

# General Vegetable News
## (April – June 2014)

- ‘Functional food’ is emerging as a new buzz word for the food and beverage industry. Recent articles have been published (from Retail World and Australian Food News) that the popularity of functional beverages will soar over the next 5 years.
- Functional foods are those that claim to provide a specific health benefit, such as carrots contain beta-carotene which can decrease the risk of cardiovascular disease.
- After the Reverse Trade Mission in Cairns at the AUSVEG National Convention farmers have started sending shipments of vegetables to Asia.

www.abc.net.au

# Commodity News

## (April – June 2014)



- Colourful cauliflowers have become increasingly available – in colours such as green, orange and purple.
- New variations of cauliflower have been created– such as the 'broccoflower' – a hybrid of broccoli and cauliflower.

http://www.garden-nz.co.nz/

- Cauliflower beneficial for fertility – as it contains a high level of 'di-indolylmethane' – which assists with hormonal balance related with fertility issues.

https://woolworthsbabyandtoddlerclub.com.au

- A new, unique variety of a pumpkin has been developed at a pumpkin festival in NSW.
- The pumpkin developed has been entitled: 'Collector Gold' pumpkin, using seeds grown in NSW.

http://www.abc.net.au/

- Carrot oil has been proven to be effective in treating dry hair, and enhancing thickness of hair
- The Vitamin A found in carrot seed oil boosts sun protection

http://news.health.com

- Carrots have been found to be an anti-cancer fighting vegetable
- The 'polyacetylenes' – natural compound found in carrots – have been found to fight inflammation and cancer

http://www.express.co.uk

- Beans found to lower cholesterol
- A single serving of beans has been proven to cut down cholesterol by 5% over 6 weeks
- Beans contain essential vitamins and minerals – magnesium, calcium, fibres that reduce cholesterol, and a low GI index.

http://globalnews.ca

# Thanks.