

- Final Report -

***Promoting Tasmanian Vegetables to Tasmanian Adults.***

MacTavish West Pty. Ltd.

June, 2011



**Project aims:** To provide suggestions and recommendations for promoting increased consumption of Tasmanian-grown vegetables to Tasmanian adults, in a healthy context; partly by consulting with food industry and target consumer groups in the North-West of Tasmania.

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## **Project activities:**

1. To establish a project steering committee comprised of EWT, DHHS and other relevant stakeholders and to liaise with the steering group regarding this project throughout its duration. To consult with leaders of other DHHS funded projects on Community Food Security prior to consultation with industry, to reduce overlap and consolidate the approach.
2. To consult with representatives of the Tasmanian consumer and vegetable production and retail base regarding past, current and planned promotional strategies and future interest in promoting to local consumers. In addition, to identify their needs and interest in collaborative activities and ventures with Eat Well Tasmania.
3. To consult with representative local North-West community group(s) re barriers for consumption of Tasmanian vegetables for adults in the region. In addition, to identify their needs and interest in collaborative activities and ventures with Eat Well Tasmania.
4. To make recommendations for appropriate mechanisms for ongoing consultation and communication with key industry sectors: growers, retailers, community groups.
5. To outline strategies used to increase vegetable consumption in other parts of the world and other states of Australia/New Zealand, aimed specifically at adults, and the success (and costs) of these, where available.
6. To provide a number of suggestions for strategies for a marketing and development programme, aimed at increasing consumption of Tasmanian vegetables by Tasmanian adults.
7. To discuss these with Eat Well to identify a number of selected options to take forward into a Business Case.
8. To develop a Business Case (using a Tas government model Business Case) for selected options, including estimated costings for action, and anticipated outputs. This to include an investment strategy which examines potential actions:
  - within existing resources – i.e. with no further government investment;
  - with a small amount (circa \$50K pa) of additional government investment
  - with, say, \$200K pa additional government investment, over a three year period.
  - also considering leverage of investment from other sectors.
9. To propose an event in the North-West in late 2011 to communicate the findings of this work with key stakeholders and industry representatives, with costings.

## **Executive summary:**

This report has surveyed recent vegetable consumption patterns in Tasmania, and the views of the over 1,100 Tasmanian respondents regarding motivators required to increase consumption. In addition, we have reviewed strategies to attempt to improve consumption levels globally, and nearer to home. We have discussed initiatives being undertaken by the vegetable production base and community groups to promote healthier eating and lifestyles. We have made recommendations for potential ways forward, and costed a number of selected options out for further activity after discussion with Eat Well Tasmania.

Accurate perception of what constitutes a serve of vegetables (whether it be by volume or weight) is low – circa 15-20%. Whilst self-recording of consumption may be hampered by the point above, people who eat some vegetables (either the recommended quantity less than 7 days per week, or less than the recommended quantity every day) believe they are already eating as much as they can; people who do not eat anywhere near enough are probably aware of this already and are resistant to change. Understanding of the benefits of increased consumption of vegetables is low. Women tend to eat more vegetables than men, older people tend to eat more vegetables than younger people. Knowledge, experience and opportunities for cooking a meal at home utilising vegetables is disjointed for many of the population, who rely on buying ready prepared foods. Despite a rapid rise in the popularity of cooking programmes on the television. Motivators to increase consumption of vegetables need to overcome barriers including perceived cost, lack of preparation time, dislike of flavour and lack of opportunity.

Behavioural change such as this takes time, and a long term view needs to be taken of goals for change. Other food choices which may be more convenient, more 'filling', which are perceived as being cheaper and more tasty are increasingly dominating food selections, which is an issue the whole of the fruit and vegetable industry is aware of and some are addressing in the form of more convenient solutions. One-to-one education, motivation to try new vegetables and to eat more vegetables has been shown to be effective in many cases, but with potentially unacceptable costs for the low or unsustained impact on consumption. Workplace modification in the form of revised recipes, menus and presentation have been shown to be effective in many cases. Access to a range of fresh, well priced vegetables is a significant factor for increased consumption, and there is some evidence this may be limiting in some areas of the NW coast of Tasmania. Health is a motivator, but one that is challenging to communicate: anti-smoking campaigns are effective because the causal link is easier to point to and the impact on health easier to demonstrate. However even this took decades of research before it was widely accepted.

Interventions which act on a whole population are expensive and difficult to evaluate, but may represent the best solution for reaching a wide range of people in a progressive way. Information on recommendations need to be simple, visual, uniform and endlessly repeated.

Changing the story does not build credibility or understanding. For people who eat vegetables, quality and provenance are important drivers for purchase.

The aim was to develop a Business Case for selected options which examined potential actions within existing resource allocation, and with specified amounts of additional activity. In addition, to look for potential resources which could be leveraged. The options selected include:

**Within existing resources:**

- **‘What’s in Season?’ Z-card:** \$8,240.00 for 2,000 copies (\$3,700.00 already committed on related activities).
- **2012 Calendar:** \$8,500.00 for 1,000 copies (\$3,700.00 already committed on related activities).
- **www info on farmers and produce:** no further costs.
- **Vegie Snack Packs for HOVER and Fruit & Vegetable month/week:** \$9,500.00 plus product costs (circa \$1.00 each) (\$9,500.00 already committed on activity).
- **2013 Calendar:** \$9,800.00 for 1,000 copies.
- **Development of opportunities from other actions:** \$750.00 per month for monitoring; additional costs for development as identified.
- **My Kitchen Rules or Masterchef:** \$1,500.00 plus any fees from production company (tba).

**With an additional \$50K investment:**

- **Activity to ‘sex-up’ Tasmanian vegetables** (‘we don’t have to be imported to be exotic’): \$10,000-\$15,000.00 for 3 months real, and longer virtual activity. Quick look-see via postcard and animation: \$2,500.00
- **Gofor2and5™ rollout (3 months radio/TV plus monitoring):** \$30,300.00 plus any required advert modification costs by 303 and in-store point of sale if required.
- **More focused, longer Vegetable Consumption Survey:** \$33,505.00 assuming telephone survey of 2,500 respondents from general demographic.
- **NW event:** Circa \$10,000.00 plus catering costs per head.

**With an additional \$200,000 investment:**

- This level of resource requirement could become necessary for a wider/longer roll-out of Gofor2and5™.

**Leverage from other sources** has been covered herein in terms of the Tasmanian Vegetable Council. No other sources have been unearthed at this stage.

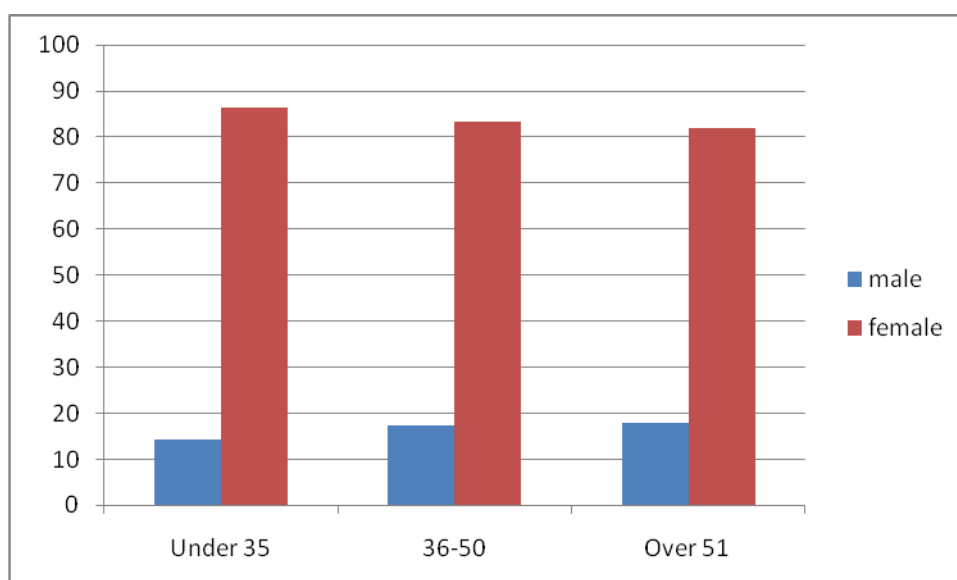
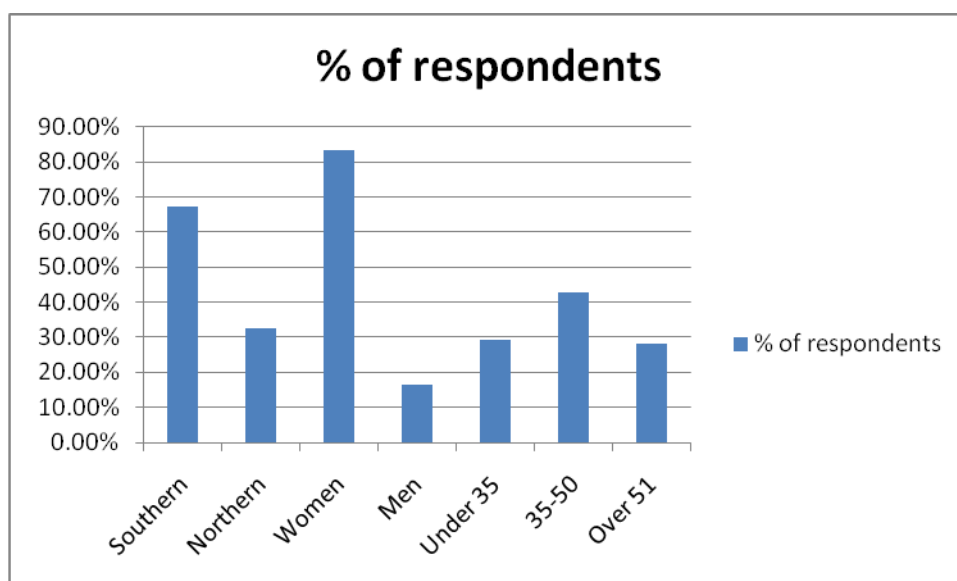
## **Results:**

1. **Steering committee.** Meetings on 17.02.11 and 18.04.11 with Eat Well Tasmania and the DHHS representatives, and 03.05.11 with Eat Well staff. Other feedback from the Eat Well board and Steering Group by email.

### **2A. Tasmanian vegetable consumption:**

The vegetable consumption habits of (over 1,100) Tasmanians was assessed via an online survey in March 2011 to elucidate the barriers for consumption of sufficient vegetables to meet recommended targets, and of Tasmanian-grown vegetables, if any. The full survey questionnaire (in final format) is presented in Appendix 1.

1,127 people completed this online survey over a month; 95+% of these were Tasmanian residents. We have compared the results from Northern (N and NW) Tasmanians who completed the online survey (356 people from postcodes 72xx, 73xx and 74xx) with Southern Tasmanians (735 people from postcodes 70xx and 71xx). More detailed questions were added/amended half-way through, relating to the age and gender of the respondents. Of the respondents (599) who answered the question relating to age, 175 were under 35, 256 were aged 36-50, and 168 were over 51. Of the 598 people who were answered the question about their gender, 499 were female and 99 were male.



**Executive Summary (all data):** Most people buy vegetables once or twice a week and purchase enough of each vegetable type for 5 meals. The exceptions are broccoli and green beans, which people purchase less of each time. Over 80% of people also purchase frozen vegetables, with less purchasing tinned/canned vegetables. 48% of people most often purchase from Woolworths, and 28% from Coles. Over 2/3rds of people also purchase from independent vegetable shops, and almost 20% from farmer's markets. Over 40% of people also grow their own vegetables.

Around 20% (1/5<sup>th</sup>) of respondents correctly identified 75grams (or around half a carrot) as the weight (in grams) of a serve of vegetables (according to Gofor2and5®). That means 80% of people don't know this. There is a need to think about a simpler way of expressing what a serve is. Despite this lack of knowledge, over 75% of people say they eat 5 serves of vegetables a day, more often than 3 days per week. 40% of people say they eat the

recommended amount more than 5 days per week. When asked why they don't eat 5 serves of vegetables every day, there was a strong response that people believe they already **are** eating enough vegies, and there was some confusion regarding whether one needs to eat 5 **different** vegies each day (which isn't a requirement, merely a desirable for variety of nutrients). The cost and quality of vegies was rarely mentioned, the big answers were time to prepare vegetables, and opportunity: popular meals were low on vegies (pasta, some Asian meals, other people's cooking or eating out, restaurant meals). Also fairly often the comment appeared that people lacked inspiration to find ways to make this amount of vegies appealing.

When asked what would stop them eating more vegetables each day, the strong view was that a) people already feel they eat enough; b) they can't see how they could eat more; and c) they lack the money, space in their fridge or stomach to eat more. Quite a few people said nothing would stop them. It would be interesting to find out if by simply completing this survey, what proportion of people are now eating more vegetables than they were before.

The things that would make people eat more vegetables include if they actually **wanted** to eat more healthily (54%), if they had more preparation time (51%), if they were diagnosed with a health problem or wanted to lose weight (25% ish each), or if they wanted their kids to eat more vegies (20%). Low motivators were saving money, taste and realising other people ate more.

There was a resounding YES! To the question about whether people would purchase Tasmanian-grown vegetables, with some caveats that availability is sometimes limiting. Signage pointing out local provenance for vegetables is important to over 90% of people.

Detailed results are shown below, but in summary:

**Differences between regions:**

- Northern Tasmanians may eat potatoes more often than Southern Tasmanians.
- Woolworths, independent vegetable shops or farmers markets are more likely to be frequented by Southern Tasmanians, and Coles, IGA or home grown vegies are more popular in the North.
- There are similar consumption trends between regions (or no notable differences).
- Northern Tasmanians feel slightly stronger about purchasing local produce than Southern Tasmanians.
- It appears that cost and quality of produce may be more significant reasons for current consumption patterns in the North.
- In terms of barriers for **increased** consumption, cost and quality of produce were seen as equally significant for both regions.



### Differences between Genders:

- Knowledge of the correct **weight** of a serve of vegies was greater in women than men, but widespread lack of knowledge of serving size measured in grams is apparent.
- Women consume the recommended quota of vegetables per day more days per week than men. This is consistent with published information.
- The barriers to consumption of vegetables for men were more likely to be cost and constraints relating to effort, whereas time and opportunity were bigger barriers for women (with some cost barriers).
- In terms of eating even **more** vegetables, men felt they already were eating sufficient vegetables, with cost cited as a barrier for increased consumption; women cite the barriers for **increased** consumption being inspiration (recipes etc.) and cost.
- Health would be the driver for men to increase consumption, whilst for women it would be less preparation time involved or weight loss. Other than this there were few differences between genders.
- Tasmanian-grown provenance for vegetables is more important to women than men, women value the quality and seasonality of produce. 'Locally-grown' is also more important to women than men.

### Differences related to age:

- Most people shop twice weekly or weekly.
- There were no clear trends in the correct knowledge of the weight of a serve of vegies, however the predominant answers were more than the recommended weight in all cases.
- People over 51 were more likely to eat 5 a day, 5 to 7 days per week than other age groups, thus potentially consuming more vegetables per week than younger people. This is also consistent with published information.
- Across all ages, busy-ness is perceived as a barrier limiting their current consumption of vegies; younger people cite their laziness and the cost of vegies as a greater barrier than older people.
- In terms of **increased** consumption of vegetables, all ages cite the cost of vegetables and the preparation time being a barrier, with 31-50 year olds citing family preferences as a limitation.
- In terms of motivation to increase vegetable consumption: for under 35's more convenient vegetable products and mechanisms to promote vegie consumption to children could be the solution; for 36-50 year olds health is the driver. Other than this there were few differences between genders.

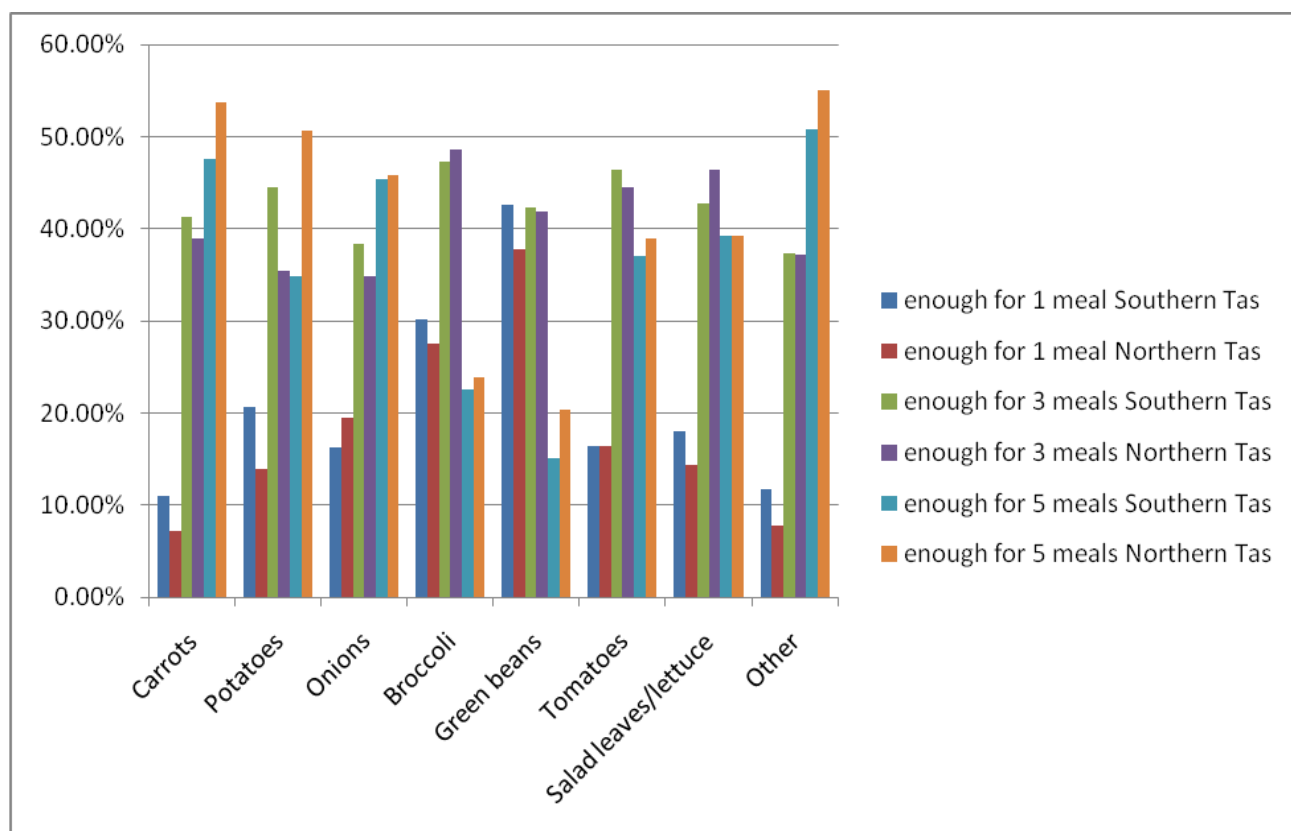
- Tasmanian-grown and 'local' produce is valued to all people, with cost being a limiting factor for under 50's; this produce is more valued for its quality and seasonality with increased age of respondent.

**Caveats and Comments:** The respondents of this survey were found by contacting people in the contact lists of Eat Well Tasmania staff, the DHHS, and MacTavish-West Pty. Ltd., as well as further circulation groups. The survey was also widely promoted in The Mercury and on Tasmanian radio – thus potentially drawing a larger pool of people. Although a number of surveys were completed by hand and collected by staff, these are not included in the comparative data presented below, which uses the online collected data only. Obviously this method of surveying people's attitudes selects for people who have access to a computer and the internet. It has been said by several people during the course of this survey that respondents would need to already be committed to the concept of eating well or being 'interested in vegetables' or whom feel undertaking online surveys is worthwhile in the first place. This may be true. Given that this survey of, potentially, selected people across Tasmania has still managed to unearth the paucity of correct information regarding the serving size for vegetables, and the barriers to consumption (time, effort, opportunity), plus the disinterest in eating more vegetables, it raises the question: How much harder will it be to increase knowledge and consumption in people who are not as connected to the internet or interested in eating well in the first place?

Note that twice as many people in the South completed the survey as those in the North/North West: this is consistent with population figures. The Australian Bureau of Statistics states that less Tasmanians use the internet on a daily basis than the majority of Australians, but that this figure is still close to 50% at least. A large proportion of respondents were female, and whilst this is not desirable, it has been estimated that women are responsible for over 83% of all consumer purchases, and 91% of general household purchases (Barletta, 2003; Sharpe, 2000). Note that this survey was undertaken in March, 2001; seasonal availability of produce may have affected the outcome for this reason.

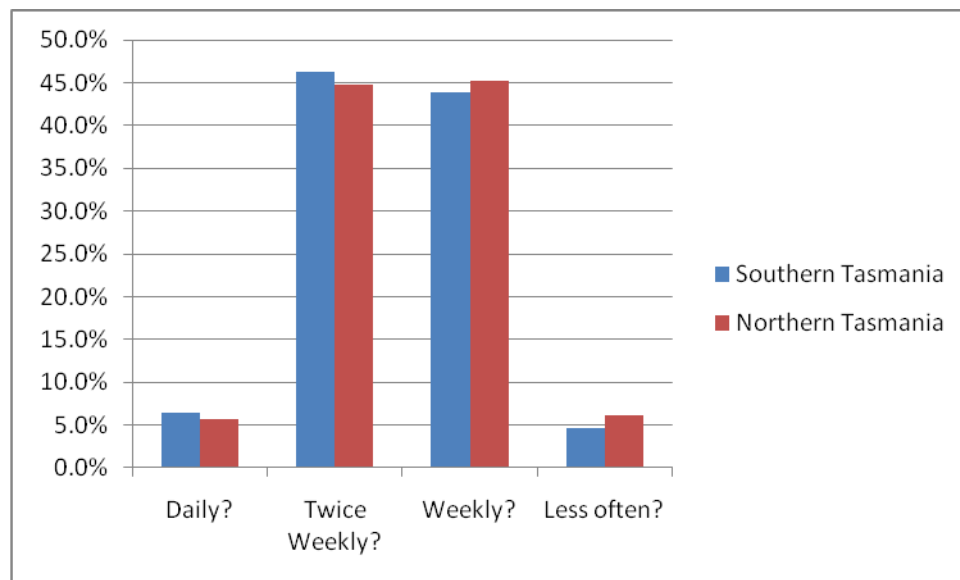
## Detailed responses:

**Question 1. Which vegetables do you buy (or harvest, if you grow your own) within a typical week (and what quantity?):**



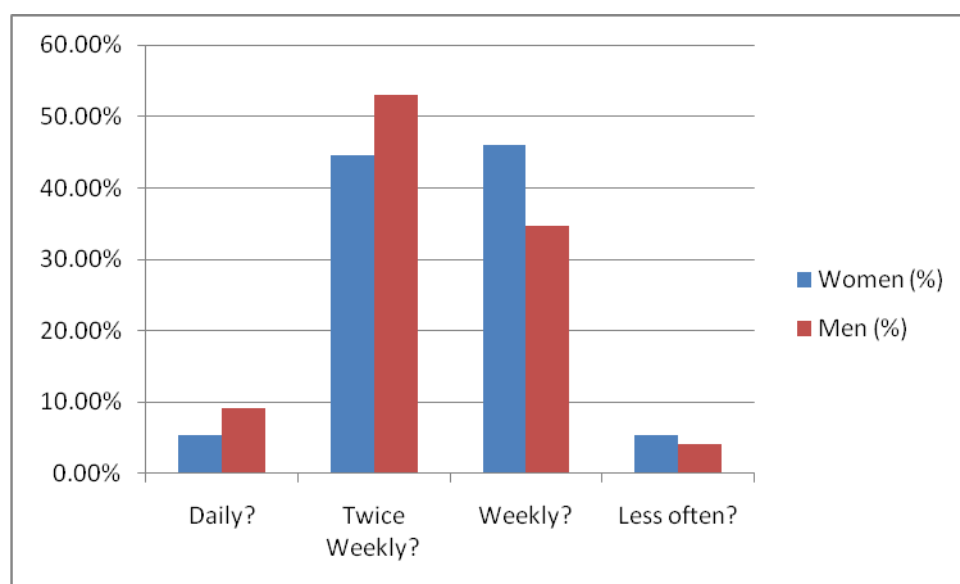
**Comments:** Apart from broccoli and green beans, most people buy enough vegetables for 3 or more meals per week. These two vegetables are less likely to be purchased in quantities enough for 5 meals per week. Northern Tasmanians are more likely to buy enough **potatoes** for 5 meals, and Southern Tasmanians are more likely to buy enough for 1 or 3 meals per week. The gender and age differences were not considered separately for this question.

## Question 2. How often do you buy vegetables?:



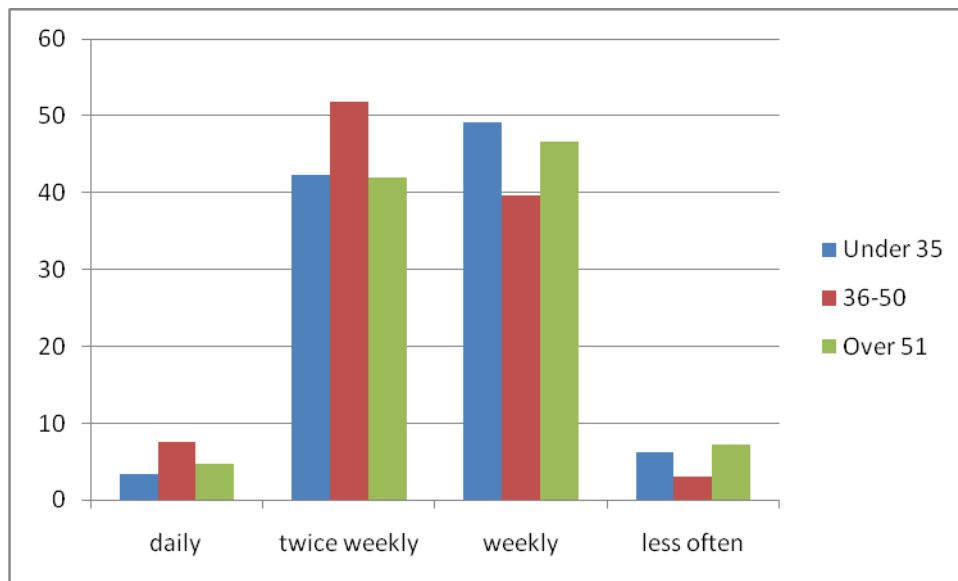
**Comments:** Most people buy (or harvest) vegetables once or twice a week, irrespective of where they live in Tasmania.

### Gender:



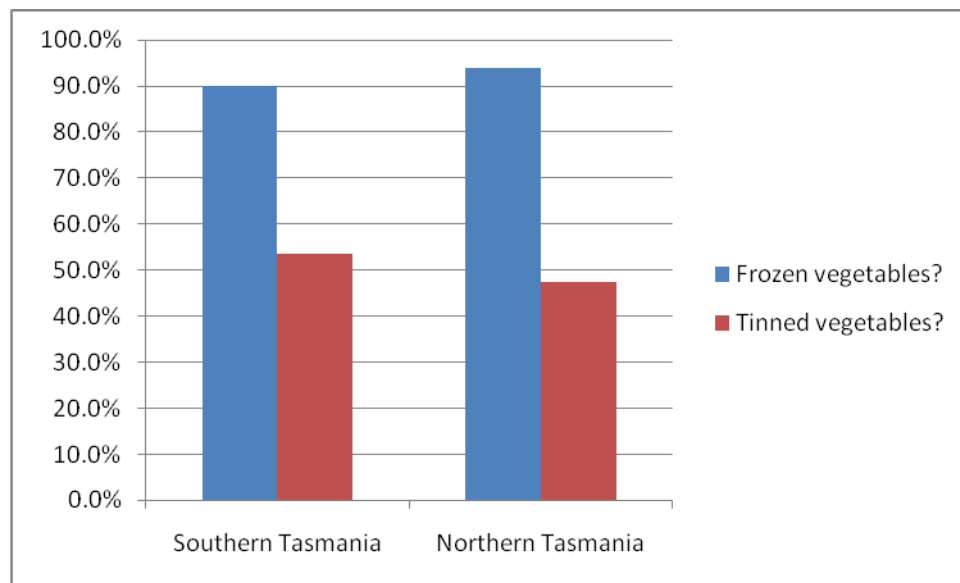
Men were more likely than women to shop daily or twice weekly; women were more likely than men to shop weekly; women shopped twice weekly or weekly in equal proportion, more or less.

**Age:**



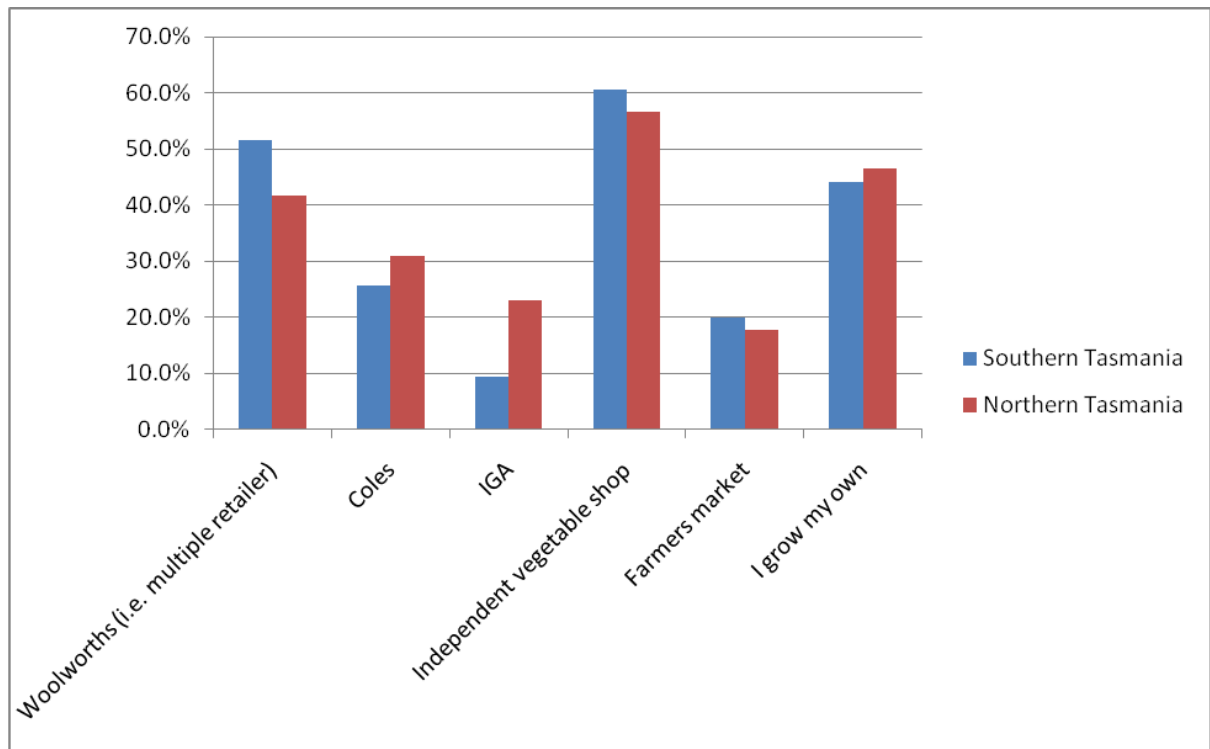
Most people shop twice weekly or weekly. 36-50 year olds were more likely to shop daily or twice weekly than older or younger people. The reverse is apparent for weekly shopping trips.

**Question 3. Do you also buy and eat frozen and tinned vegetables:**



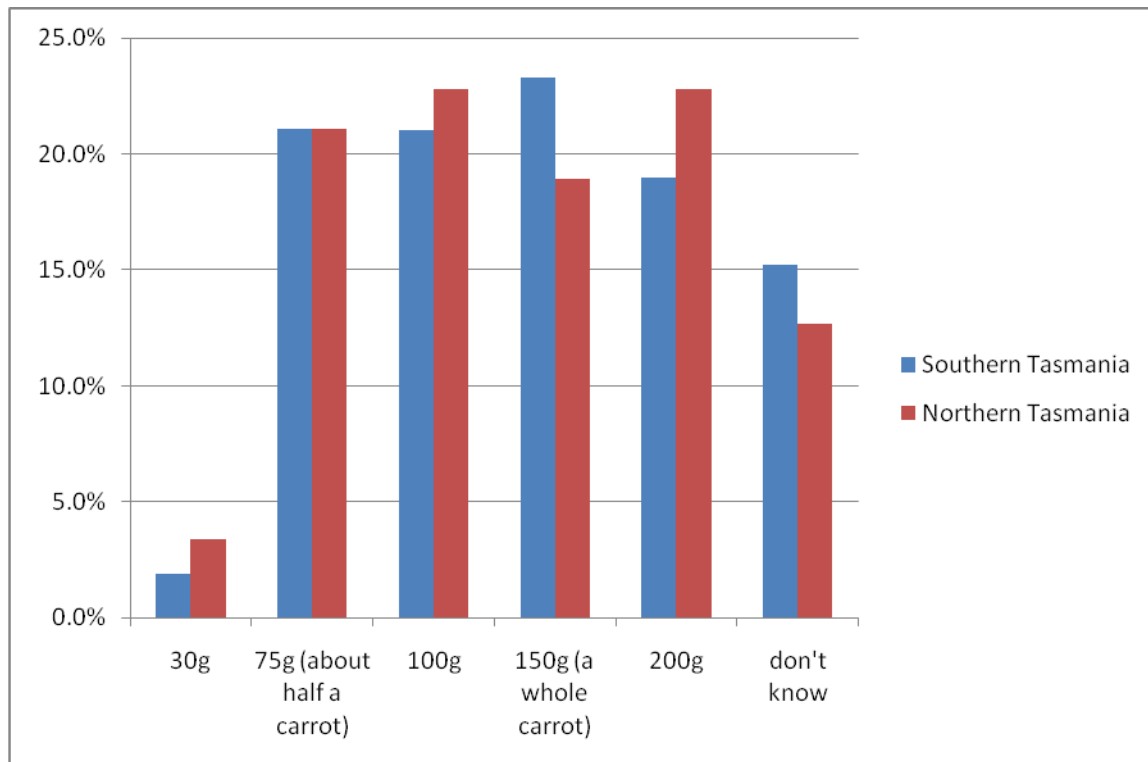
**Comments:** Frozen vegetables are more popular (more than 90% of people also use) than tinned vegetables (around 50% of people also use), but regional differences are not apparent. The gender and age differences were not considered separately for this question.

#### Question 4. Where do you buy your vegetables most of the time?:



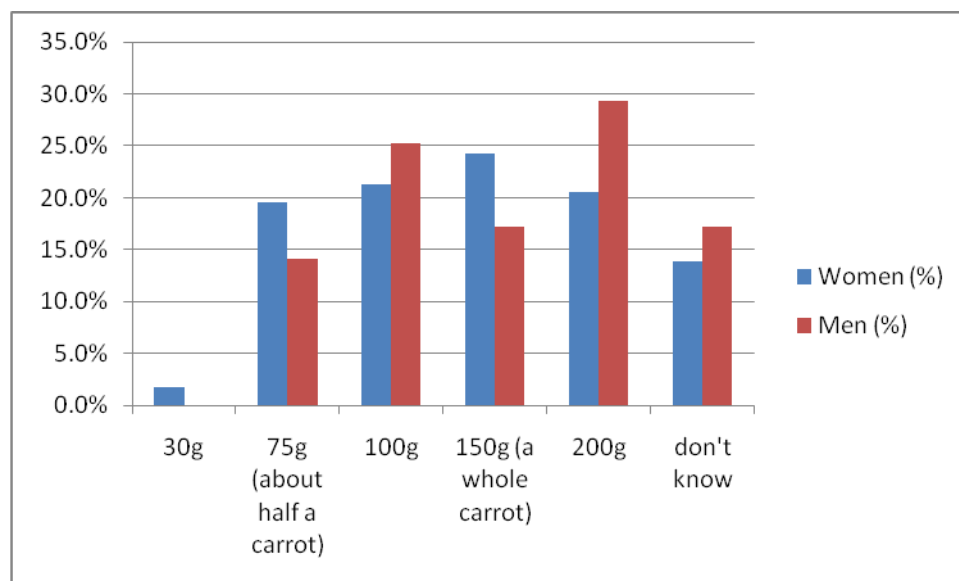
**Comments:** Woolworths, independent vegetable shops or farmers markets are more likely to be frequented by Southern Tasmanians, and Coles, IGA or home grown is more popular in the North. The gender and age differences were not considered separately for this question.

### Question 5: How much (in grams) do you think a serve of vegetables weighs?:



**Comments:** Around 20% (1/5<sup>th</sup>) of respondents in both regions correctly identified 75grams (or around half a carrot) as the weight (in grams) of a serve of vegetables (according to 'Go for 2 and 5'). That means 80% of people don't know this.

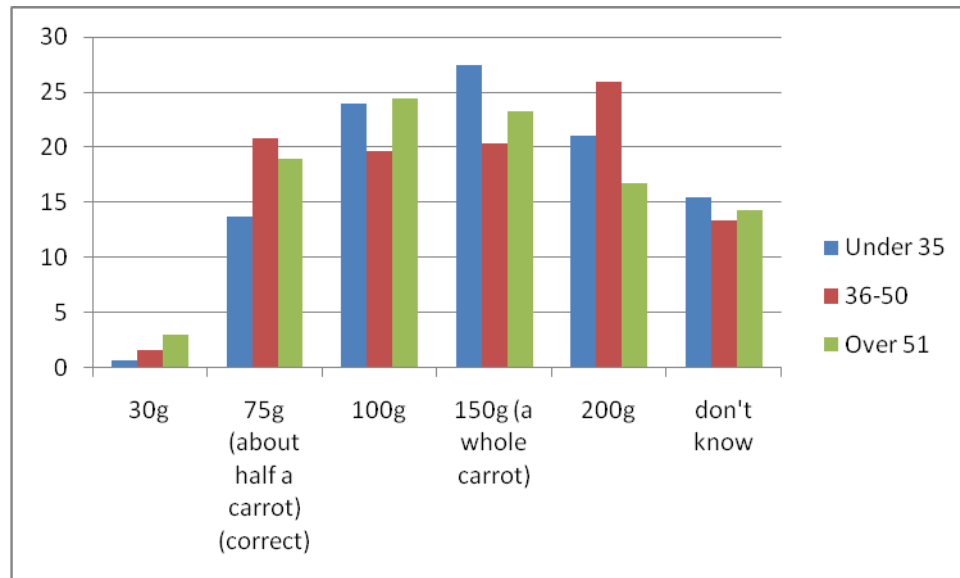
### Gender:





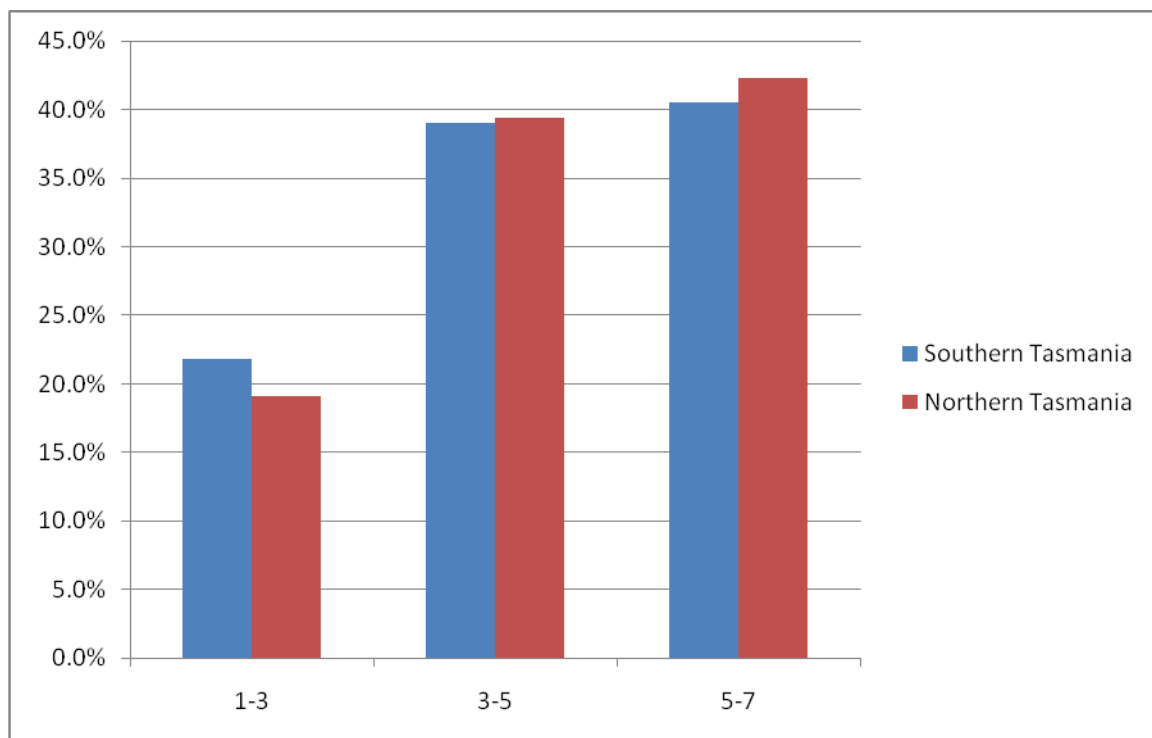
More women than men were correct (75g), but the lack of knowledge of serving size measured in grams is apparent. It is interesting that this is the technique used by food manufacturers to claim '1 serve of veges per pack' and the like.

**Age:**



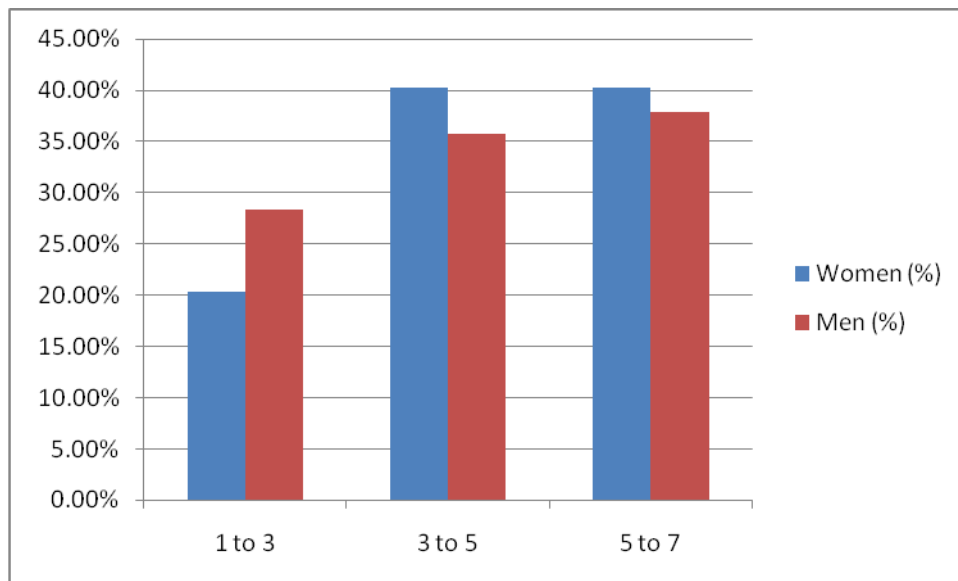
The largest proportion of under 35's thought the answer was 150g; for over 51's this was 100g and for 36-50 year olds it was 200g.

**Question 6. How many days each week do you eat the recommended 5 serves of vegetables?:**



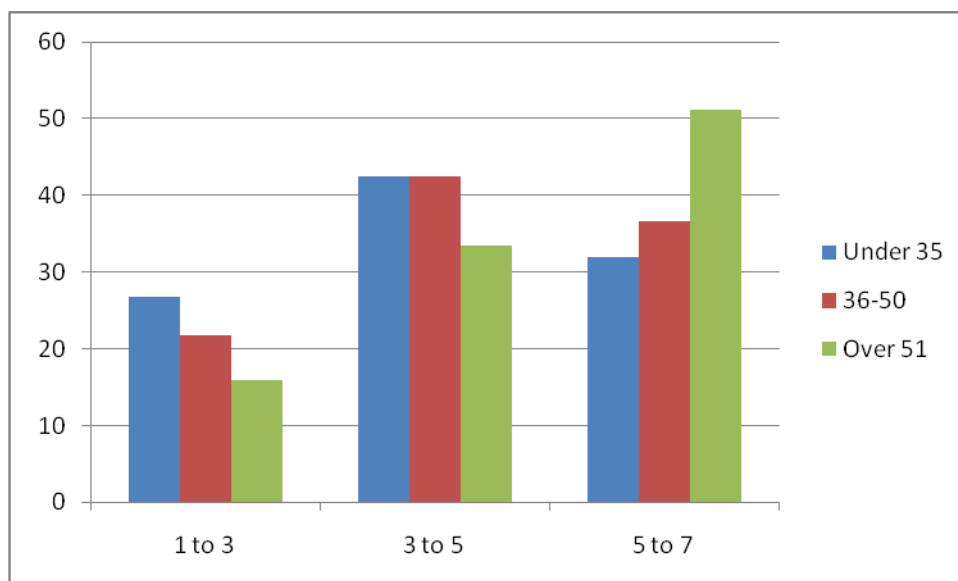
**Comments:** Over 75% of people eat 5 serves of vegetables a day more than 3 days per week. 40% eat the recommended amount more than 5 days per week. But given that so few know what a serve actually is – can we rely on this information?

### Gender:



Women consume 5 a day more days per week than men. This is consistent with published information.

### Age:



People over 51 were more likely to eat 5 a day, 5 to 7 days per week than other age groups, thus potentially consuming more vegetables per week than younger people. This is also consistent with published information.

## Question 7: What is the reason you don't eat 5 serves a day every day?

There was a strong response that people felt they already **were** eating enough vegies. There was some confusion from people thinking they need to eat 5 **different** vegies each day (which isn't actually a requirement, but is a recommendation). The cost and quality of vegies was rarely mentioned, the big answers were time to prepare, and opportunity: popular meals were low on vegies (pasta, some Asian meals, other people's cooking or eating out, restaurant meals). Also fairly often the comment appeared that people lacked inspiration to find things to make this amount of vegies appealing.

**Northern:** When **people from Northern Tasmania** were asked why they don't eat 5 serves each day, the most important words and phrases used were:

Afford Busy Constraints Convenience Cook Cost Couple of Days a  
Week Eat Eggs Expensive Fish Fit Friends Late Lazy Love Meal  
Prepare Quality Reason Serves Takeaway Think Travelling  
Vegetables Veggies Vegies Work Commitments

**Southern:** When **people from Southern Tasmania** were asked why they don't eat 5 serves each day, the most important words and phrases used were:

Bread Busy Buy Convenience Cook Cost Diet Dinner Eat Family  
Food Fruit Hard Lazy Meals Meat Not 5 Planning Poor  
Prepare Serves Shop Taste Travelling Vegetables Veggies  
Vegies

Comparison of the size and repetition of these words suggests cost and quality of produce were bigger barriers to consumption of vegies in the North, whereas cost was less of a barrier in the South. Other factors were similar: convenience, time constraints etc.

**Gender:** When **men** were asked why they don't eat 5 serves each day, the most important words and phrases used were:

Breakfast Busy Constraints Cost Diet Eat Energy Expensive  
Fruit Garden Household Lazy Meal Meat Pasta Prepare Run  
Serves Shop Vegetables Vegies Vegies

When **women** were asked the question 'Is there a reason you don't eat your 5 serves of vegetables each day, the most important words and phrases used in responses were:

Busy Convenience Cook Days a Week Diet Difficult Eat  
Expensive Family Fit Fresh Hard Home Late Lazy Meals Not Home  
Pasta Planning Prepare Takeaway Tired Toast Travelling  
Vegetables Vegies Vegies Work Commitments

Comparison of the size and repetition of these words suggests cost and constraints relating to effort were bigger barriers to consumption of vegies by men, whereas time and opportunity were bigger barriers for women (with some cost barriers).

**Age:**

**Under 35:** The most important words and phrases used in this answer were:

Busy Cook Eat Expensive Fit Food Hard Kids Lazy Meals  
Pasta Planning Prep Prepare Preparation Price of Fresh Reason Restrictions  
Serves Shop Taste Veg Veges Vegetables

**36-50:** The most important words and phrases used in this answer were:

Busy Buy Children Convenience Cook Cost Days a Week Diet  
Eat Family Feeding Food Grab Laziness Lunch Making Meal  
Menu Pasta Prepare Quality Produce Run Shop Vegetables  
Veggies Veggies Work

**Over 51:** The most important words and phrases used in this answer were:

Allow Answer Busy Buy Cook Eat Laziness Lots Lunch Meal  
Occasionally Pasta Preparation Quality Serves Tired Travelling  
Vegetables Veggies Vegies

Comparison of the size and repetition of these words suggests busy-ness as a barrier was equal across age groups, with perceived laziness and cost of vegies becoming less of a barrier with increased age. In other words: younger people cite their laziness and the cost of vegies as more of a barrier to greater consumption of vegies than older people.

**Question 8:** This was initially phrased as ‘What would stop you eating twice as many vegetables per day’, but half way through was changed to ‘What would stop you eating 2 more serves per day’?:

**Comments:** The strong view was that a) people already feel they eat enough; b) they can’t see how they could eat more; and c) they lack the money, space in the fridge or stomach to eat more. Quite a few people said nothing would stop them (we maybe need to find out if actually simply taking the first survey has affected anyones eating habits – are they eating more now simply because we suggested they could?).

**Northern:** When **people from Northern Tasmania** were asked what would stop them eating more vegetables, the most important words and phrases used were:

Capacity Convenience Cook Cost Eat Energy Factor Fit Fresh  
Garden Husband Ideas Meal Money Not Home Not Planning Plate Prepare  
Price Quality Reduce Room Variety Veg Veges Vegetables  
Vegies

**Southern:** When **people from Southern Tasmania** were asked were asked what would stop them eating more vegetables, the most important words and phrases used were:

Busy Children Consumption Convenience Cook Cost Diet Eat Energy  
Expensive Fit Food Fresh Intake Laziness Love Meals Money  
Prepare Price Quality Question Size Stop Doing Veges  
Vegetables

Comparison of the size and repetition of these words suggests cost and quality of produce were equal barriers to **increased** consumption of vegies in both regions, any differences between regions for this are difficult to fathom.

**Gender:** When **men** were asked this question, the most important words and phrases used were:

Cost Doing Ease Eat Energy Food Meal Preparation Price Serves a  
Day Vegetables Vegies

When **women** were asked this question, the 25 most important words and phrases used were:

Busy Convenience Cook Cost Easier Eat Fit Food Fresh Fruit  
and Veg Fussy Husband Ideas Laziness Love Meal Money Prepare  
Price Problem Quality Recipes Room on the Plate Variety Veges  
Vegetables

Comparison of the size and repetition of these words suggests men think they are already eating sufficient vegetables, with cost as a limiting factor for increased consumption, whereas women see the barriers to increased consumption being inspiration (recipes etc.) and cost.



**Age:**

**Under 35:** The most important words and phrases used in this answer were:

Constraints Convenience Cost Eat Extra Fresh Fussy Eater Husband  
Interesting Laziness Money Not Home Organisation Planning  
Preparation Recipes Salad Serves Tea Variety  
Vegetables Veggies

**35-51:** The most important words and phrases used in this answer were:

Capacity Convenience Cost Ease Eat Family Fit Fresh Garden  
Healthy Ideas Kids Love Meal Money Plate Prepare Quality Recipes Stop  
Variety Veg Veges Vegetables Vegetarian Veggies

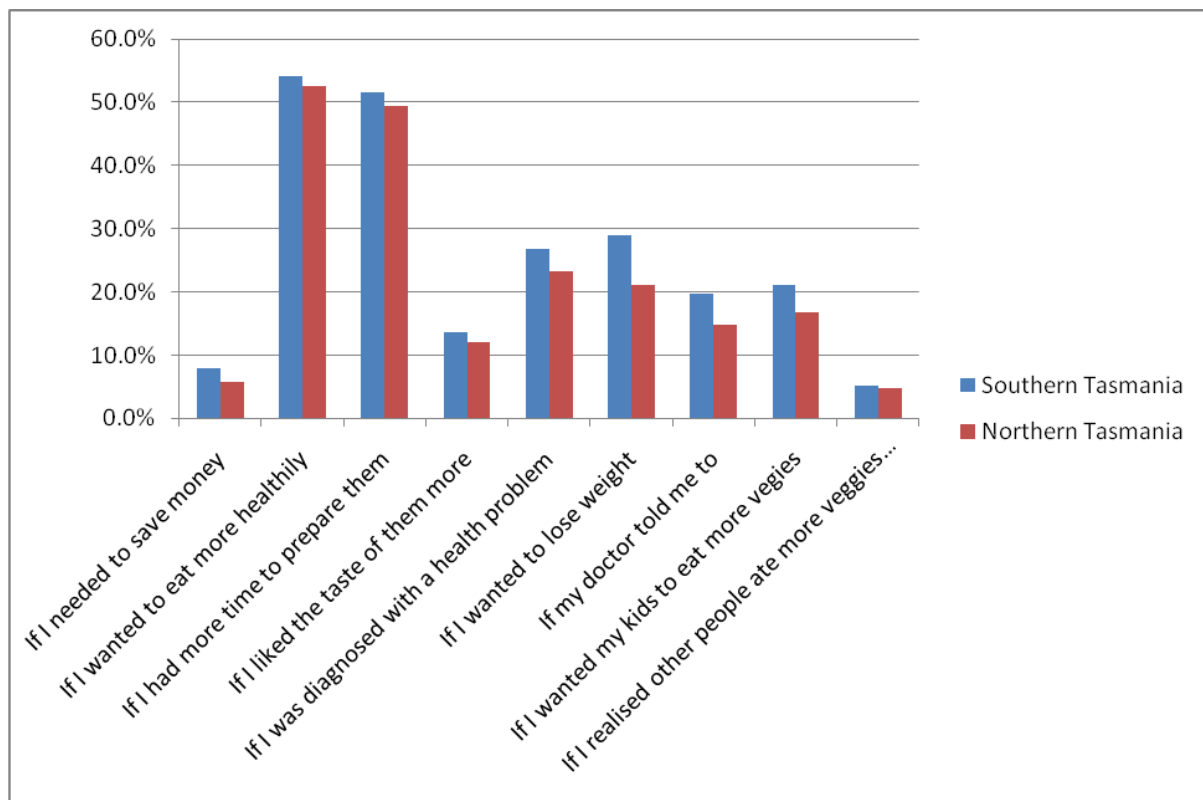
**Over 51:** The most important words and phrases used in this answer were:

Access to Fresh Commitments Cook Cost Eat Fit Food Health  
Husband Laziness Lunch Menu Prepare Price Quality Question Recommended  
Tiredness Variety Veg Vegetables Veggies

Comparison of the size and repetition of these words suggests all ages see cost of vegetables and the preparation time being a barrier for **increased** consumption, with 31-50 year olds citing family preferences as a limitation.

### Question 9: What would it take to motivate you to eat 2 additional serves of vegetables a day?

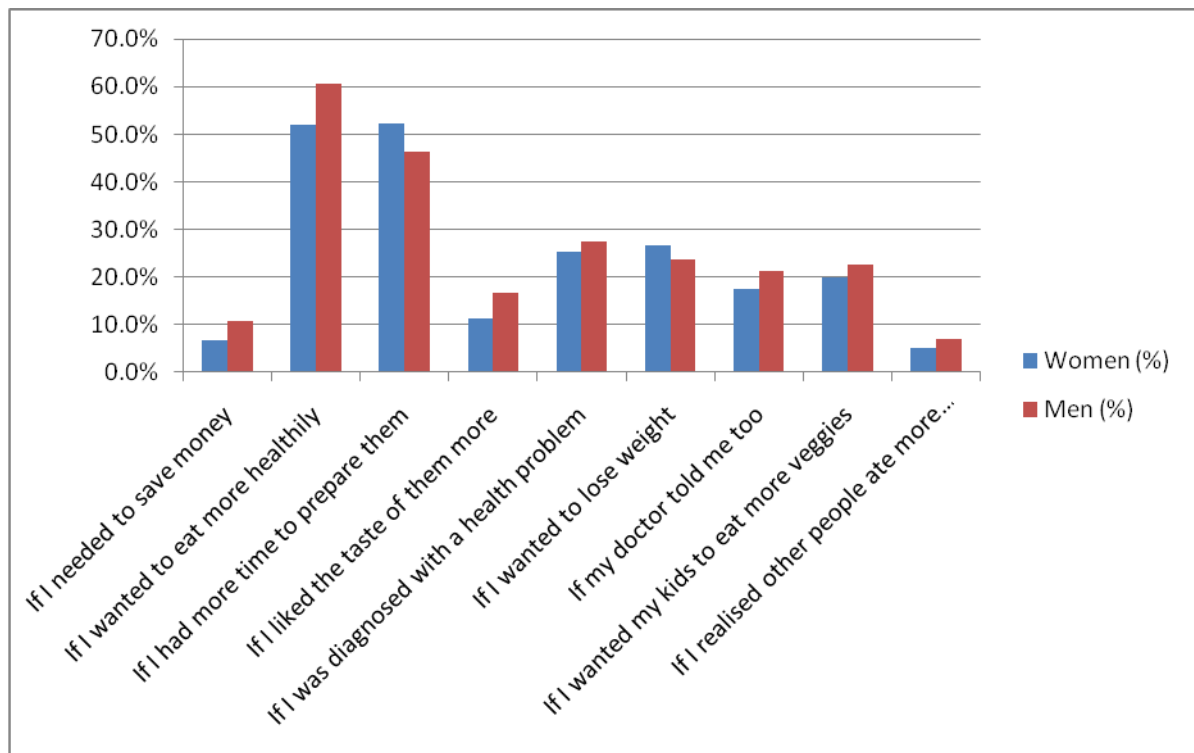
We added this question half way through (over half of respondents completed this question), to find out what motivation would assist people to decide to eat more vegetables (multiple answers were allowed).



**Comments:** People would eat more, if they actually **wanted** to eat more healthily (over 50%), if they had more preparation time (around 50%), if they were diagnosed with a health problem or wanted to lose weight (20-25% each), or if they wanted their kids to eat more veges (15-20%). Low motivators were saving money, taste and realising other people ate more. On the whole, Southern Tasmanians scored each option more highly than Northern Tasmanians, which could indicate the latter were less likely to change.

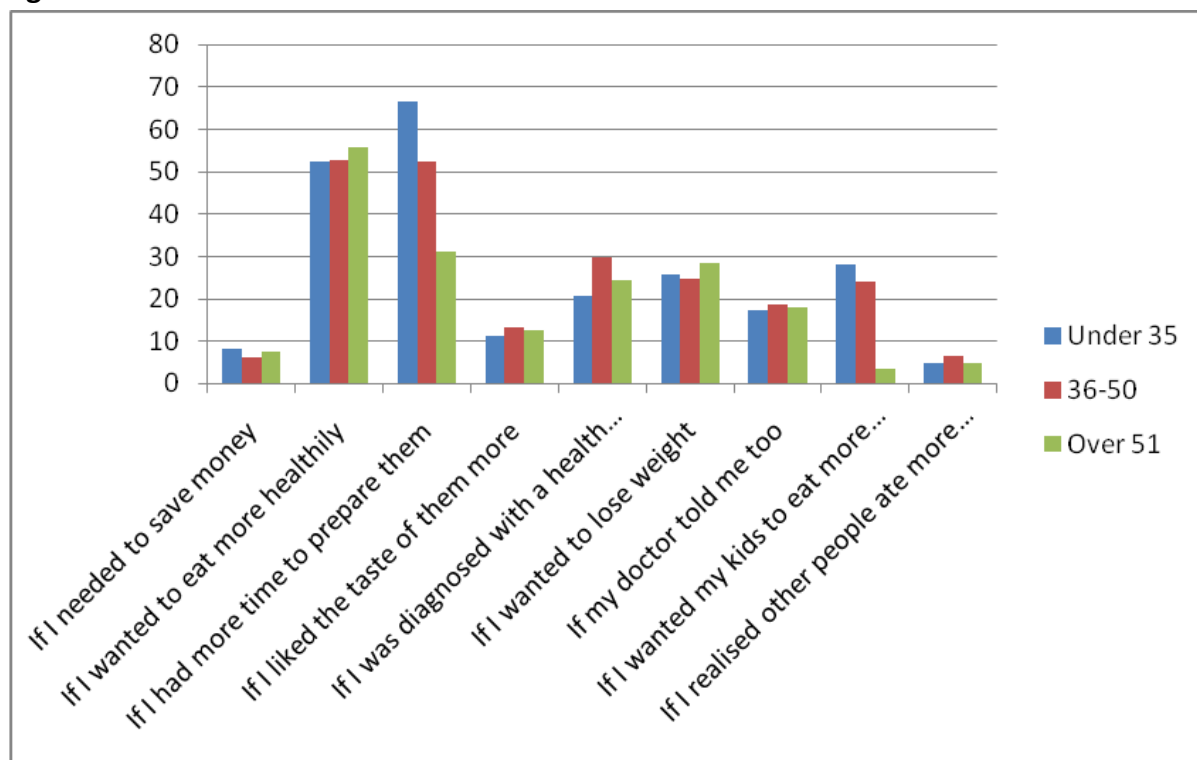
The theory around the first answer ('If I actually needed to save money'), was that if people actually compared the costs of vegetables per serve with other foods, they would realise eating more could save them considerable money. There is some information on this but this data needs to be regularly reviewed to stay relevant. When we filtered answers to questions about why people didn't eat the recommended 5 serves of vegetables every day, or what it would take to get them to eat more, less than 3% mentioned cost of vegetables. It may be that people are reluctant to cite this as a reason (even if it may be).

## Gender:



It would appear that men would be motivated to eat more vegetables **if** they wanted to be healthier, if they were diagnosed with a health condition or were under doctors orders (i.e. health would be the driver). Women could be motivated to eat more if they had more time (or possibly if vegetables required less preparation prior to cooking?) or wanted to lose weight. Other than this there were few differences between genders.

## Age:



Younger people cite preparation time as the major barrier to overcome, for 36-50 year olds health is the driver, and for under 35s a driver would be trying to get children to eat more vegetables. Other than this there were few differences between genders.

**Question 10: Do you, or would you, purchase Tasmanian-grown vegetables if available?:**

**Comments:** The answer was a resounding yes (99% of respondents), with some caveats that availability is sometimes limiting.

**Gender: Women** responded with the following words and phrases:

Absolutely Buy Cost Course Definately Definitely Eat

Expensive Food Fruit and Veg Good Quality Grow Our Own Grown Live

Locally Love Option Price Produce Season Shops

Vegetables

**Men** responded with:

Absolutely Buy Definitely Depends Grow Interstate Locally Grown

Markets Poorly Price Purchase Tasmanian Tassie

Men seem slightly less definite and women place caveats relating to quality and seasonality, which mean these issues are more important to them

Age:

Under 35:

Absolutely Buy Coles Cost Course Definately Definitely  
Freshness Live Price Produce Purchase Supermarket Tas Tasmanian  
Grown Tassie Veg Vegetables Vegies

36-50:

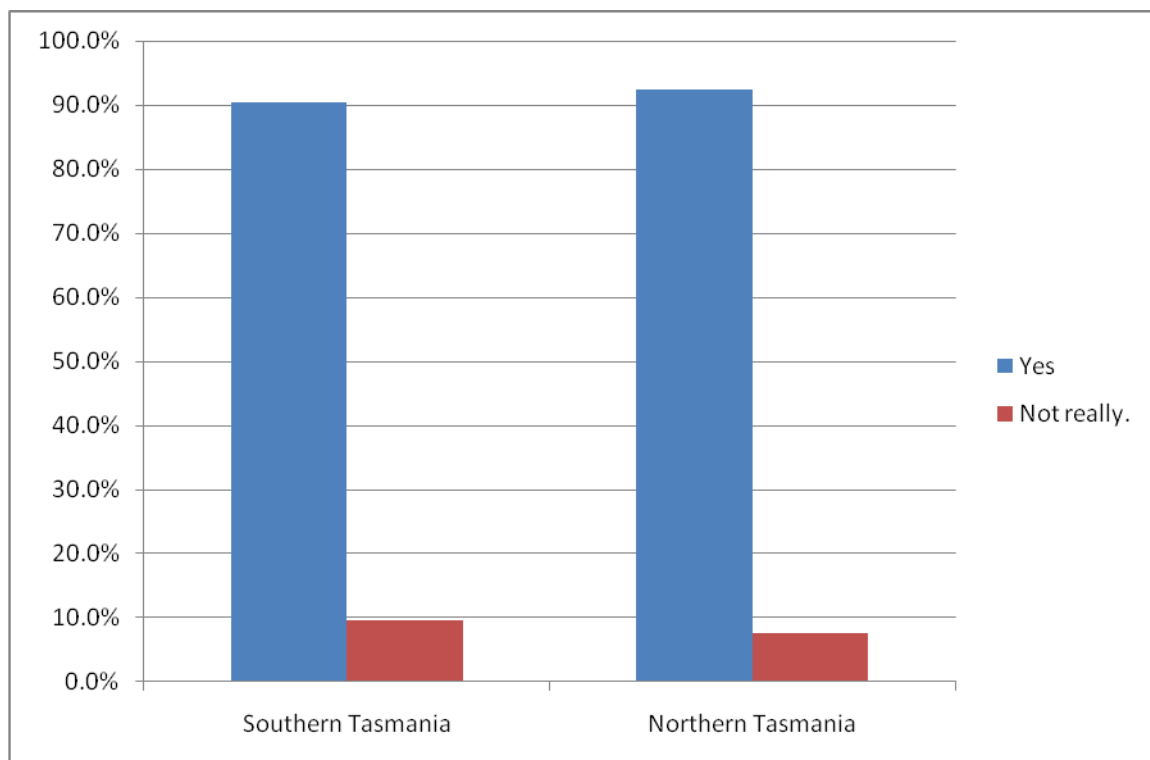
Absolutely Buy Cost Course Definitely Depends Eat  
Expensive Farmers Grow Grown Local Prefer Price  
Purchase Season Tasmania Tasmanian Veg Veggies

Over 51:

Absolutely Buy Definately Definitely Good Quality Grow  
Grown Mainland Markets Overseas Price Tasmanian Veg  
Vegetables

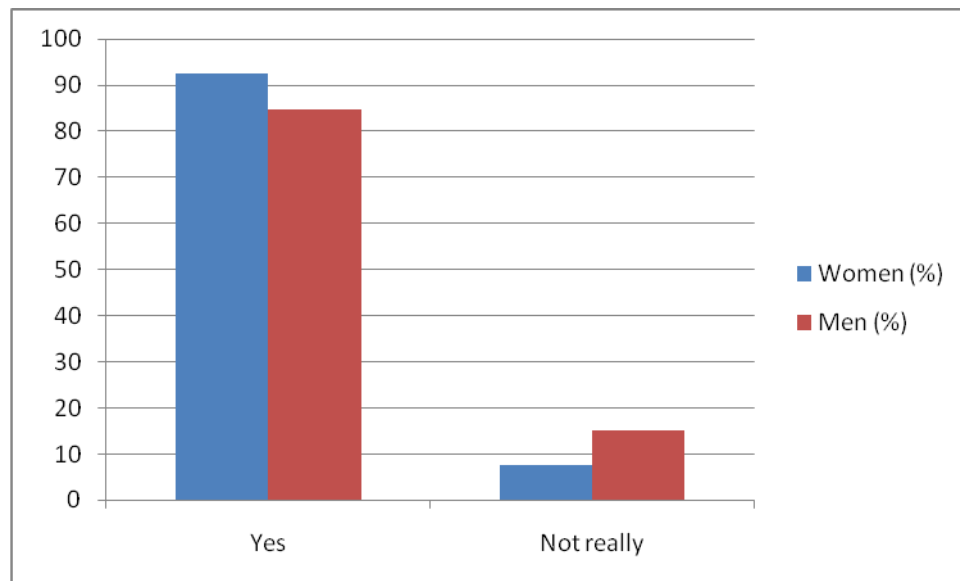
Younger people make resounding 'Yes' answers, with cost as a caveat; cost is increasingly a factor for 36-50 year olds, and quality and seasonality of produce become more important with increased age.

**Question 11: Is having local produce clearly identified in shops important to you?:**



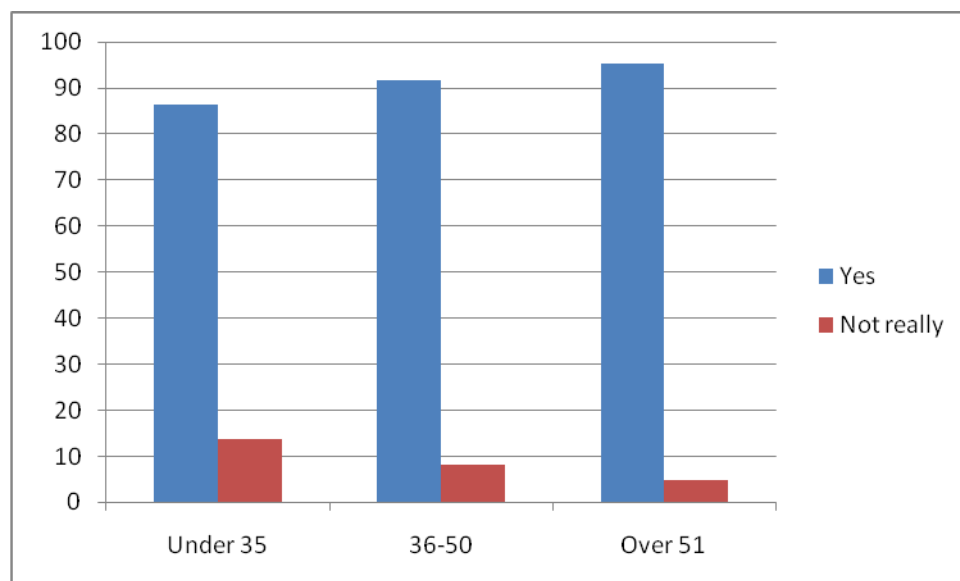
**Comments:** More than 90% of people said it was important to them. 9% of people said it wasn't really important. In conclusion then, Tasmanian-grown is important, more locally identified produce may be less important. Northern Tasmanians feel slightly stronger about this than Southern Tasmanians.

### Gender:



This supports the findings of the previous question, that local produce is more a driver for purchase by women than men.

### Age:



Local produce becomes more important with increased age, and we have seen previously that cost is less of an issue for these consumers.



## 2B. Consultation with the vegetable production and retail base.

Vegetable production in Tasmania is worth approximately \$238 million (ABS, 2009) from 14,000 ha and 371 properties (\$160 million at the farm gate: TFGA). A large proportion of the vegetable production base is situated in the Northern parts of Tasmania, with a number of large key growers such as Harvest Moon, Premium Fresh Tasmania and Simplot, for example. Key crops are green beans, carrots, onions and potatoes (70% of total vegetable value), with brassicas (broccoli, cauliflower), cucurbits (cucumbers, pumpkins, zucchinis), fruiting vegetables (capsicum, eggplant, tomatoes), herbs, lettuce and other root crops also dominating. Fruit production is also evident in the NW, with Perfecta Produce, Bellamy Organic apples etc.

With the withdrawal of McCain pea processing from NW Tasmania, and the increase in availability of irrigation water, there has been a refocus of energies aimed towards identifying new crops to grow and new markets to enter, by the production base and their representatives. Key groups are the Tasmanian Vegetable Industry Marketing Committee (TVIMC), led by Dr Michael Hart of the University of Tasmania, Tasmanian Institute of Agricultural Research (TIAR), and David Wells, also of TIAR, who is currently researching new markets. The TVIMC has recently undertaken development of promotional materials, including availability information and recipe cards, for promotion of green beans, broccoli, leeks, carrots, potatoes, and Swedes in Sydney greengrocers. It is possible that the information they have developed for promotion in Sydney markets will be made available here in Tasmania. The TVIMC ceases at the end of 2011, and as yet plans for 2012 are uncertain. In terms of contacting the Tasmanian vegetable production base, there is no one single port of call to be recommended. Each of the businesses are unique, and many compete in the same market sectors.

**The Vegetable Council**, part of the Tasmanian Farmers and Graziers Association ([www.tfga.com.au](http://www.tfga.com.au)) were contacted as part of this report, via their chairman Andrew Craigie (mob: 0418 144050). The Vegetable Council meet around 4 times pa; the author of this report attended and presented in early June on the potential for improved marketing of Tasmanian Vegetables and the opportunities of leveraging activity with Eat Well. This represents a potentially valuable opportunity for Eat Well to engage with this body for a united front for promotion. In conversation, Andrew mentioned that there are allocations of **‘tens of thousands of dollars’ which have been contributed by vegetable producers for marketing**, which are currently not being utilised and will need to be returned, if not. I suggest we work with the Vegetable Council on a united front to this end.

**Key representatives for specific produce are the best first points of contact; telephone is the best method of communication:**

- **Potatoes:**
  - **Harvest Moon;** Simon Drum Senior Manager. Ph. 03 6428 2505; Fax. 03 6428 2952; Mob. 0407 567 250; Email. [sdrum@harvestmoon.com.au](mailto:sdrum@harvestmoon.com.au)
  - **EatMoreSpuds;** GP & SJ Daly Pty. Ltd., Susie Daly, 55 Craigs Hill Rd., Dunalley 7177; Ph. 0362 535425; Mob: 0407 535 425; Email: [gerarddaly1@bigpond.com](mailto:gerarddaly1@bigpond.com)
  - **Simplot Australia Pty Limited;** Jeff Yost. Agricultural Services Business Development Manager, Ph: 0364 22 6510; Mob: 0418 350589; Email: [Jeff.Yost@Simplot.com.au](mailto:Jeff.Yost@Simplot.com.au)
  - **Many other businesses also** – contact Richard Bovill or David Wells as required.
- **Carrots:**
  - **Premium Fresh Tasmania;** Cherie Holloway Marketing manager, Ph: 03 6428 2253; Mob: 0409 797 689 Email: [Cherie.Holloway@PremiumFresh.com.au](mailto:Cherie.Holloway@PremiumFresh.com.au)  
**Although Cherie advised they do not supply Tasmania and may not be interested in joint ventures because of this.**
  - **Harvest Moon;** Simon Drum Senior Manager. Ph. 03 6428 2505; Fax. 03 6428 2952; Mob. 0407 567 250; Email. [sdrum@harvestmoon.com.au](mailto:sdrum@harvestmoon.com.au)
- **Green Beans:**
  - **Harvest Moon;** Simon Drum Senior Manager. Ph. 03 6428 2505; Fax. 03 6428 2952; Mob. 0407 567 250; Email. [sdrum@harvestmoon.com.au](mailto:sdrum@harvestmoon.com.au)
  - **McCain;** Les Murdoch, Ph: 06 6427 9731; Mob: 0418 140 309; Email: [Lmmurdoc@mccain.com.au](mailto:Lmmurdoc@mccain.com.au)
- **Broccoli:**
  - **Harvest Moon;** Simon Drum Senior Manager. Ph. 03 6428 2505; Fax. 03 6428 2952; Mob. 0407 567 250; Email. [sdrum@harvestmoon.com.au](mailto:sdrum@harvestmoon.com.au)
  - **Premium Fresh Tasmania;** Cherie Holloway Marketing manager, Ph: 03 6428 2253; Mob: 0409 797 689 Email: [Cherie.Holloway@PremiumFresh.com.au](mailto:Cherie.Holloway@PremiumFresh.com.au)
- **Brussels Sprouts:**
  - **Karis Investments Pty. Ltd.,** Karen Spaulding, Karis Investments (Tas) Pty. Ltd. PO Box 74 Don, Tasmania 7310; Mob: 0409 3833 44; email: [karen@karisinvestments.com.au](mailto:karen@karisinvestments.com.au)
- **Onions:**
  - **Premium Fresh Tasmania;** Cherie Holloway Marketing manager, Ph: 03 6428 2253; Mob: 0409 797 689 Email: [Cherie.Holloway@PremiumFresh.com.au](mailto:Cherie.Holloway@PremiumFresh.com.au)
  - **Tim Groom** (c/o Botanical Resources Australia), Email: [TGroom@pyrethrum.com.au](mailto:TGroom@pyrethrum.com.au)

- **Swedes:**
  - **Premium Fresh Tasmania;** Cherie Holloway Marketing manager, Ph: 03 6428 2253; Mob: 0409 797 689 Email: [Cherie.Holloway@PremiumFresh.com.au](mailto:Cherie.Holloway@PremiumFresh.com.au)
- **Leeks:**
  - **Milton Farms,** Melina Parker Ph 03 6428 2125; Email [melina.parker@miltonfarm.com.au](mailto:melina.parker@miltonfarm.com.au)
- **Salads:**
  - **Houston Farms,** 121 Backhouse Lane, Cambridge Tas. Alison Clark, Ph: 03 6248 5233; Mob: 0408 146 750; Email: [aclark@houstonsfarm.com.au](mailto:aclark@houstonsfarm.com.au)
- **Beetroot:**
  - **Forest Hill Farm (Tasmania) Pty. Ltd.** Chris Benson, 520 Wilmot Rd., Forth Tas. Ph: 03 6428 2416; Mob: 0417 052 429; Email: [foresthillfram@bigpond.com](mailto:foresthillfram@bigpond.com)
- **Tomatoes:**
  - **J & a Brandsema Pty. Ltd.,** Anthony J Brandsema, MD. 8 Brandsema St Turners Beach. Ph: 03 6428 2319; Mob: 0409 217 037; Email: [jbrandse@bigpond.net.au](mailto:jbrandse@bigpond.net.au)
- **General TVIMC matters:**
  - Michael Hart, Development Leader Vegetable Centre, Tasmanian Institute of Agricultural Research, PO Box 46, Kings Meadows TAS 7249, Ph: 03 6336 5202; Mob: 0408 542 024; Email: [michael.hart@utas.edu.au](mailto:michael.hart@utas.edu.au)
  - Greg Pinkard (TVIMC) Email: [gregory.pinkard@bigpond.com](mailto:gregory.pinkard@bigpond.com)
- **General TFGA/Vegetable Council matters:**
  - Andrew Craigie, Vegetable Council Chairperson, Mob: 0418 144 040; Email: [heathermoor@activ8.net.au](mailto:heathermoor@activ8.net.au)
- **General industry (Tas):**
  - Richard Bovill; Mob: 0408140017
  - David Wells, Tasmanian Institute of Agricultural Research; Mob: 0433 4428 20; Email: [David.Wells@utas.edu.au](mailto:David.Wells@utas.edu.au)
- **General industry (Australia):**
  - AUSVEG: [www.ausveg.com.au](http://www.ausveg.com.au)
  - Horticulture Australia Ltd. [www.horticulture.com.au](http://www.horticulture.com.au)
  - Produce Marketing Association (Aus-NZ): [www.pma-anz.com](http://www.pma-anz.com)

In addition, Harvest Moon has recently opened a new vegetable processing plant for broccoli and green beans in the NW. Much of the attention of Tasmanian vegetable producers is directed towards interstate and even international marketing, as a) the markets are larger and b) consumption of fresh produce in local markets is seen as being static and relatively minimal. The larger producers grow and pack produce for Woolworths and/or Coles, IGA and also sell produce to the wholesalers, from whom many of the independent fruit and vegetable shops will purchase through. In recent times, Aldi has developed its retail base and strengthened its fresh produce offer. The retailer in many cases specifies the variety, the size and quality specification, and will

set the price. Sales are driven by promotions (Buy One Get One Free, Two for One etc), with the GFC providing justification for their focus on price reduction. Most retailers include a wealth of recipes on their web sites and some in-store. The so-called Masterchef phenomenon has been attributed to the rise in interest in home cooking, and has been embraced by both major supermarkets. There is no doubt that this show focuses on protein within the dishes more than the vegetables, and that 'making vegetables sexy' is not one of their drivers. However, it certainly drives sales and will be an increasing focus for producers developing specific, novel varieties or products.

Most Tasmanian producers/packers have not in the past focused on the Tasmanian consumers, or on promoting their produce specifically, relying on demand for the produce itself, and retail incentives to drive sales. Although cherries, cheeses, meats, olives and wines are promoted with Tasmanian provenance and advertised/promoted brands, other fresh produce is not marketed in this way, and much of it lacks even a brand identity. Generally, the web, packaging and in-store presence for Tasmanian produce has been poorly developed, largely due to the focus on production and the affinity of producers to the farm (and the small, family oriented production base) – they spend more time there than speaking with consumers in-store. Which, for farmers, is perhaps as it should be. However, it explains the lack of marketing savvy and action. With the demonstrated interest in Tasmanian-grown produce (Eat Well survey), perhaps they feel that they have simply not needed to promote their produce locally. There is also the fact that many larger companies see larger benefit for marketing action interstate than locally, due to market size.

For most horticultural producers, it is simply a fact that 30-50% of the produce they grow, harvest and grade and/or wash is unsuitable for first grade, retail sale. Much of this produce becomes second grade, which is either sold at a reduced price to be made into juices for example, or is fed to cattle. Unlike in the UK, where producers have to pay to dispose of second and third grade produce, Tasmanian farmers generally don't have to pay for disposal, which could mean that this waste produce is less of an issue for them than it perhaps could/should be. It is possible that the glut of specific produce at particular parts of the year would require quite a large distribution scheme to make use of it before quality issues limited its use.

Consumer trends in fruit and vegetable purchasing have been reviewed recently by Nielsen (<http://www.pma-anz.com/userfiles/files/Y%20Kani,%20Nielsen,%20Fresh%20Event%202010.pdf>), showing a decline in purchasing of many of the 'traditional' vegetable types grown here in Tasmania, with an increase in other vegetables (mushrooms, salads, tomatoes); recommendations to drive growth were to increase consumption opportunities, add convenience and increase the perceived value of produce. Many Tasmanian growers are now undertaking some of these

changes, doing more on-farm processing, packing produce into more refrigerator-friendly multi-use packs, and the like.

Retail opportunities in the NW include:

- **Woolworths:**
  - Excluding Caltex/Woolworths and BWS stores, there are Woolworths stores in Devonport, Ulverstone, Burnie, Smithton, Wynyard and Deloraine.
  - Although Woolworths works with The Salvation Army to rescue waste food and turn it into meals for the needy, this only occurs in Moonah (Southern Tasmania).
- **Coles:**
  - There are Coles stores in Devonport, Ulverstone, Burnie. Given that there are half as many Coles as Woolworth's stores in the NW, the market share obtained by Coles in the NW (as judged by the Eat Well survey), was very impressive.
- **IGA:**
  - There are independent grocers as part of the IGA community in Devonport (4), Ulverstone (2), Burnie (2), Deloraine, Smithton, Somerset, Stanley, Forth, Strahan, Queenstown (2), Zeehan, Rosebery, Tullah, Savage River, Waratah, Marrawah, Redpa, Irishtown, Penguin and several smaller towns including on King Island. This could represent one of the better ways to potentially reach a wide range of people in smaller, disparate areas. IGA produce branded products including an organics range, and also donates back to community projects via their own branded produce. The TVIMC is apparently in discussion with IGA about promotional opportunities for Tasmanian vegetables.
  - IGA Supermarkets Tasmania head office; [info@igatas.com.au](mailto:info@igatas.com.au); Ph: 1300 557 652; Locked Bag 4, Launceston Tasmania 7250.
- **Independent vegetable shops:**
  - In most of the larger towns there are a number of fruit and vegetable shops, with some interspersed on the main roads between towns.
- **Farmers markets** which occur biweekly or monthly in Burnie, Devonport, Wynyard, Latrobe, Penguin, Don, Forth, Sheffield and Northdown.
- **Fruit and Vegetable mobile vans:** I am told these are in operation, but I haven't got independent collaboration of this, nor any details of routes, frequency.
- **Community gardens:** Eat Well Tasmania is well versed in the listing of these gardens.

**Other consumer facing events in the region include:**

- Taste the Harvest Food & Wine festival, Devonport (March)
- Savour Tasmania (May)
- Plus others related to community gardens.
- Festival in the Park, February 26<sup>th</sup>, 2012 in Ulverstone.

### **Summary of current conditions in the NW Tasmanian environment (and more generally):**

- Static or decreasing vegetable consumption (general)
- Reduction in vegetable purchasing of key Tasmanian-grown vegetables (general)
- Increased diversification of production from traditional crops (specific)
- Increased sale of pre-pack and more convenient vegetable formats (general)
- High interest in local-grown produce (specific)
- Reliance on independent fruit and vegetable outlets in less built up areas (specific).
- Low level of branding and packaging of local produce; but increasing interest in this (specific)
- Masterchef-led consumer interest in new ingredients and home cooking (general)
- High level of home grown vegies, increased community gardens (specific)
- Little population change, no new retail opportunities (specific)
- More 'gourmet' style food opportunities, such as Savour (specific)
- Ever-increasing competition from other foods with brands, marketing and advertising spend (general)

### **3. Consultation with local North-West (and other) community group(s).**

**Cradle Coast Authority:** Bev Hayhurst (Healthy Communities Coordinator for the Cradle Coast Authority, Burnie), advised that the target audience for their Healthy Communities Initiative (HCI) are adults in low socioeconomic areas, not in paid employment. The HCI has linked with 9 Councils for a 6 month pilot of 24 activities proposed by different groups, aimed at improving activity and nutrition (information supplied to Eat Well). The CCA has recently submitted a proposal for a further 2 years of funding, for 84 activities. The pilot activities include largely activity, but also healthy eating activities. Attendance at these activities has been good, with some of the activities being more sustained than others. As a means of obtaining more data for the Eat Well Veg Eating Survey from target groups, we have contacted Community Service staff on the 9 Councils, people who know their target audience well, and may be a good source of info about barriers to uptake for eating vegetables by these people.

Although Bev was aware of other initiatives for healthy lifestyle from Diabetes Australia, the Government's 'Swap-it' schemes and even 'Gofor2and5®', there was no interaction with these groups, nor was there any sharing of resources. The Cradle Coast Authority currently don't conduct any surveys at their activities in terms of impact on lifestyle choices before, during or after the activities. Perhaps a simple, pictorial survey could be undertaken at these events and subsequently to see what impact it has on vegetable consumption (perhaps by Nutrition students from the University?). Other suggestions were for some very simple (3-4 ingredient) recipes for using vegetables to be produced, and to develop some initiatives which combined

info on health eating, demonstrations of cooking (perhaps from other members of the community rather than chefs), and tours of local production enterprises. Bev was very keen to work with Eat Well on the subsequent activities already planned and other activities. Bev expressed a lot of interest in jointly supported activities, and also in perhaps undertaking an event at Agfest 2012 or similar to promote healthy eating and activity.

**Waratah-Wynyard Council:** Richard Muir Wilson, a Community Development Officer, spoke about a few of the initiatives being undertaken at the moment, namely teaching 12-15 pensioners about bottling and preserving produce. We spoke about the challenges of reaching the target group for most interventions, their reluctance to respond to media or virtually any intervention, apart from a personal invitation from someone like himself. He saw the barriers to consumption of vegetables in the target group to be largely the fact that they don't cook, and are disconnected from the whole growing/cooking/eating links. People tend to buy frozen foods and bulk bread, and cook only in microwaves. He saw opportunities distributing fruit at sports events, and perhaps teaming up with sports clubs including tennis, netball, golf, basket ball and martial arts. He had recently had several boxes of apples donated, and had distributed these at a skate park, but was left holding some of the fruit. Although there are fruit and vegetable vans which circulate the NW areas, none of these distribute recipe cards or provide healthy eating information.

**Latrobe Council** Glenys Nicholls, discussed with me a number of the initiatives taking place in her area, for example BBQs at Bell Parade and Shearwater where chefs provided recipes for food cooked, which people expressed a high level of interest in trying again at home, and HCI activities relating to exercise. There was currently no follow up with participants. Glenys is undertaking a research project for her Bachelor of Environmental Health Science next year, on food security.

**Central Coast Council (Ulverstone)** Mel Knuckey, youth officer. Mel has been involved in a number of programme based activities relating to health and well being, such as healthy cooking demonstrations. Although there are no in-house resources, the people running sessions have some resources to hand out. They have not engaged at all with Gofor2and5®. Move Well Eat Well is active in all but 2 schools in the region. The Child Health Nurses have one on one contact with people in the target group. Mel cited the Festival in the Park in February (26<sup>th</sup>, 2012) in Ulverstone as a potential good opportunity to reach 5,000 people.

**West Coast Council,** Belinda Pumpa, Community Service Manager (Queenstown). Belinda mentioned the limited choices for purchasing fruits and vegetables in the region. Produce in IGA is felt to be less fresh than it could be. There is a vegetable van visiting Rosebery once per week from Burnie, but it does not come further South. Belinda personally drives to Burnie every three weeks for grocery shopping, which necessitates eating salad vegies over

the subsequent 3-4 days, moving onto fresh cooked vegies, and then falling back on frozen produce for the rest of the time. The challenges pensioners or those without access to a vehicle face for this type of shopping were discussed. Belinda feels a lot of people don't know how to cook vegetables as they haven't grown up cooking meals from scratch, some mothers were not even aware they could make their own baby food. Belinda felt good portals for communication included the Senior Citizens Clubs, the information boards in doctors surgeries and supermarket windows. Although there are some activities for the HCI in progress, they have had a challenge finding suitable instructors. Belinda pointed out the differences in the towns: Zeehan and Rosebery have Neighbourhood Centre Houses, a Child and Family Centre is soon to be developed in Queenstown. Although there are not many staff for Community Health & Wellbeing, Belinda felt they could support activities in this area. She felt the key target group, who were probably not the functional working families but the more socially disadvantaged families, were the most difficult to get attendance at events. There are 2 family support workers who work in all towns, transport is provided and they would be happy to promote events.

**Produce to the People:** Penelope Dodd works in the NW region, providing a conduit for people to donate their excess home-grown produce, boxing this up and distributing it to needy people (individuals, youth shelters etc) via agencies (charities). A key part of the strategy behind her approach is the goodwill engendered in the supplier, by sharing produce. She has received some produce from farmers, for example when the retailers have rejected or not purchased a load. She has also spoken with farmers at Sisters Creek re going through fields after commercial harvest to harvest further vegies. Penelope is working on a number of ideas for further activity (and funding), including establishing a vegie box scheme with recipes which can be accessed via an independent exchange point (to reduce the stigma of people accessing such things via an agency). She also wants to develop a portal for basic cooking skills tailored perhaps to young adults, young mums etc. She mentioned involvement from youth in the Green Jobs Care programme, and other opportunities for engaging youth (for example with building community garden infrastructures). The problem as she saw it was that community gardens are often heavily influenced by older people, and there was little route for younger people to engage with them. In terms of engaging with the fresh production base, Penelope saw an opportunity for producers to provide more of the story behind who they are, what they do and where they grow produce, perhaps via farm gate tours. There could also be more involvement from producers in the community gardens schemes, as currently produce is purchased from nurseries. One route could be for producer(s) groups to provide sponsorship to Produce to the People, in the form of cash donations, **or** in the form of providing skilled input to programmes such as the community gardens and volunteering in schools etc. We calculated that if 10 companies provided \$5,000 each, this would provide 2 part-time staff to assist in



dissemination of produce (and information) and developing resources. Alternatively, perhaps producers could supply some of the information which could go out with the vegie boxes or be made available to other activities.

**Second Bite:** This is an Australia-wide scheme, in Southern Tasmania for the last 2 years, providing a conduit for unsold produce from supermarkets to be channelled to the needy via agencies. Pat Burton is the Tasmanian manager. In recent months, one large Tasmanian producer has also supplied fresh produce; and there are strategies in place to expand into the NW, perhaps via collaborations with activities such as Produce to the People. They supply only fresh produce: fruit and vegetables, milk, fruit juice, meat, bread and eggs. Agencies they work with include Anglicare, St Vincent de Paul and CentreCare, and the food goes to individuals, shelters, rehabilitation centres and soup vans, plus TATCH houses. They are in the throes of developing supporting information including recipes to go into hampers and are working with Anglicare and Department of Health on a Food Angels programme with the Commercial Nutrition Unit, where SecondBite food is the basis of the programme. Pat mentioned that case workers for this activity are in a very good position to identify nutritionally needy people, and can then ensure they source food boxes/information prior to visiting them. Although produce direct from producers makes up 30% of the food they distribute, if they had more fresh fruit and vegetables they could distribute more. Other, smaller groups were more worried about being left with undistributed fresh produce. SecondBite distributes 9-10 tonnes of produce per month in Southern Tasmania. They are targeting surplus produce, they are not asking for donations, and they are more than happy with second grade produce. They currently do not provide any information on cooking skills, and believe that the agencies they supply to probably don't supply this either. They are very happy to work collaboratively with other activities, and Pat certainly believed in Tasmania it was the only way forward. A new manager (Chris Hadley) has been appointed and will be in place shortly.

**Tasmanian Food Security Strategy** The Tasmanian Food Security Council is developing a draft Tasmanian Food Security Strategy (TFSS). The draft Strategy is part of the Tasmanian Government's response to *A Social Inclusion Strategy for Tasmania* and will be informed by the Tasmanian Food and Nutrition Policy (TFNP). The Council is planning consultation regarding the draft TFSS late this year. The draft TFSS will provide a blue print for action to work toward a Tasmania where everyone has access to quality, healthy, safe, culturally appropriate and affordable food.

Each of the 8 initiatives funded by the Tasmanian Food Security Fund has developed a factsheet summarising their initiative:

[http://www.dpac.tas.gov.au/divisions/siu/committees/tasmania\\_food\\_security\\_council](http://www.dpac.tas.gov.au/divisions/siu/committees/tasmania_food_security_council)

**General consensus from discussions:** Almost universally the belief is that the low rate of consumption of vegetables is due to the disjunction or disconnection between growing, cooking and eating. The difficulty of engaging the true, NW target market individual was also felt, and the personal approach is imperative in engagement and contact. Despite the plethora of available recipes on the internet and other sources, there was across-the-board expression of the need for more, simple recipes, and some form of peer-to-peer conduit for simple cooking instruction; some of the HCI activities were addressing this. The NW region, particularly the West Coast and the far North-West is poorly supplied with national retailers, relying on independent grocers and few specialist fruit and vegetable retailers. The actual quality (freshness) and price of vegetables in this region could require assessment. In the absence of this information, one is left guessing that frozen vegetables play a more important role in the diet.

There are indications that the fresh producer base are starting to supply produce to charitable distribution schemes directly, and there is probably a lot more scope for this. There is also the need to transport this produce from where it is grown to distribution centres, and this is not free, generally. There would seem to be opportunity for wider engagement from producers supplying facts relating to their production methods, approach, sites and people, and potentially wider engagement potential for them to share their skills and resources with community gardens and other activities.

What is clear, is that there are many people out there trying to improve the situation. Some are trying to improve health ('Swap-it'), some to specifically target community spirit and consumption of fruit and vegetables (community gardens and many of the council-funded activities), and some to inform (Diabetes Australia). All of them cite financial resources as the major limitation. Even with improved access to vegetables (for example the Tasmanian Food Security Fund vegie bags at Clarendon Vale), there is evidence that further assistance is required in the form of recipes and even cooking demonstrations. Whilst a one size fits all approach may not be suitable for the dispersed distribution of Tasmanians who are not consuming sufficient vegetables, it is tempting to suggest that some combined activities and pooling of resources such as information, recipes and opportunities to engage with groups such as the local production base, could be worthwhile.

#### **4. Recommendations for ongoing consultation and communication with key industry sectors: growers, retailers, community groups.**

**Growers:** The vegetable producing body may be accessed via the Tasmanian Vegetable Council (contact: Andrew Craigie), and they have indicated **strong interest** in engaging with Eat Well and **pooling combined resources** (potentially: \$tens of thousands) for promotion of Tasmanian vegetables. It needs to be remembered that individual growers are just that: individual companies. Addressing a representative body for the whole industry is the only recommended way forward for pooling promotional resources for vegetables as a whole. In terms of accessing individual companies for the purposes of developing an Eat Well calendar, or developing specific promotions for a retailer (for example), the individual companies should be contacted in the first instance (contact details are provided above).

##### **Recommendations:**

- Engage with the Tasmanian Vegetable Council to discuss opportunities for strategic promotion across sectors and for both producers and consumers.
- On an individual project basis, I recommend an approach from one person to a wide range of growers and the industry bodies to get support and engagement.

**Retailers:** There is fierce competition between retailers, and in Tasmania particularly, a wide range of outlets are used to access fruit and vegetables, many of them independent. There are also many (potentially conflicting) agendas coming into play when specific promotions are developed by national retailers. The challenge for approaching a national retailer, is that they are poorly represented in the key target area: the NW coast.

##### **Recommendations:**

- Use opportunities arising from the development of the Eat Well Calendar 2012 to drive discussions re promotions (perhaps with IGA, as suggested by Eat Well), but ensure the grower base are on board first and make all contacts with retailers at Head Office level. The key incentives for the retailer (in terms of financial return) need to be clearly understood and explained.
- Identify and work with more transient retailers such as the mobile vegetable vans for one-off measures to test incentives and activities.

**Community Groups:** The challenge is to embrace the full gamut of activities taking place across the Healthy Communities Initiative, the Tasmanian Food Security Fund, Snack and Community Gardens, SecondBite and similar activities, as well as the agency-led programmes such as Meals on Wheels and more local, ongoing activities. There are a plethora of different, active agendas. Key messages are the need to bring back the connection between produce and food, via cooking

and to deliver the skills and information (and produce) with which to do this. The other issue is overcoming barriers to behavioural change, which are very, very difficult to change.

With its healthy eating mandate, Eat Well could be well placed to facilitate a vehicle (event, website etc) which could streamline controlled information such as recipes and nutritional information for access by organisers of a range of diverse activities.

- Develop a **portal** which collects and collates information on contact points for a range of activities which have healthy eating messages and activities at their core and which are funded by diverse sectors including the Tasmanian Food Security Fund, the Healthy Communities Initiatives, agencies and commercial activities (SecondBite etc).
- Collate approved nutritional and simple recipe information into user-friendly 'soundbites' which can be accessed easily via the internet for either download or printing, and disseminate/advertise this as a one-stop-shop for the diverse activities taking place.
- An event, hosted by Eat Well, could be the ideal means to advertise this portal, and to engage with the diverse community groups working in this arena.
- Update this information, particularly relating to seasonality, recipes regularly and push this information out.
- A modern social marketing programme, engaging with web-based communication streams such as Facebook may be the most cost effective vehicle for undertaking this, with the potential add-on of getting some of this information directly to the target audience and promoting action at the individual level (if it's done right).

## 5. Strategies used to increase vegetable consumption in adults, in other parts of the world and other states of Australia/New Zealand.

The World Health Organisation lists **insufficient consumption of fruit and vegetables** as one of the top 5 risk factors of death from non-communicable disease. Obesity, high blood pressure, high cholesterol are also 3 of the top 5 (with physical activity being the 5<sup>th</sup>). Interestingly, increased consumption of fruit and vegetables reduces obesity, high cholesterol and high blood pressure: thus insufficient fruit and vegetable consumption can impact on 4 of the top 5 risk factors of death from non-communicable disease. The need to eat more fruit and vegetables is not an academic issue, or a wish list. Yet many of the reviews of programmes such as Gofor2and5<sup>®</sup> have cited lack of understanding of where the recommendations came from as a reason consumers gave for not engaging with, or believing that the recommendations are an imperative, and are not simply aspirational. Although detailed reviews of the research for increasing consumption of fruit and vegetables were available from Australian Government sources (e.g. 'An intervention portfolio to promote fruit and vegetable consumption Part 2 - Review of Interventions', Public Health Planning and Practice Improvement, 2000), many of which led to the original Gofor2and5<sup>®</sup> programmes, we have sought to review research from the last 10 years predominantly. A thorough literature review of global interventions to increase consumption of (fruit and) vegetables **in adults** has been undertaken, focusing specifically on the last 10 years and review papers where possible.

Key findings are summarised below:

### Barriers:

- A South Australian study showed there were significant perceived barriers to adopting a vegetarian diet, namely an enjoyment of eating meat and an unwillingness to alter eating habits (survey of 601 randomly selected residents) (Lea and Worsley, 2002). Family food preferences were shown to be more important to women than men.
- People with better access to supermarkets and other retail stores with good fruit and vegetable displays tend to have healthier diets; in rural, minority and lower-income neighbourhoods, convenience stores and other small corner stores are more prevalent than supermarkets. These stores generally stock little or no produce, and may charge more for what is sold. Potential interventions include training small store owners on how to select, store and present produce, or provide an initiative for stores to improve this offer (CD Guide).
- In the USA (New Orleans), proximity to a store selling FAV was positively correlated with increased vegetable consumption (not fruit). Every 1m increase in shelf-space increased

intake by 0.3 serves per day, which highlights the importance of small stores in neighbourhoods (Bodor et al., '07). Urban communities in New York City had less access to FAV due to lack of supermarkets (Hosler et al., '08).

- A survey of (48) 18-23 year olds found that 46% eat alone, and 63% ate with no advance thinking of their meal choice, suggesting these were barriers to consumption of vegetables (Laska *et al.*, 2010).
- An Australian study of 1,580 adult women identified time pressures as the barrier to healthy eating in 41% of people, and a barrier for physical activity in 73% of women (Welch *et al.*, 2008).
- The greatest barrier to increased consumption of fruit and vegetables in Austria was determined to be the perception that current individual **consumption was already sufficient**; price was not seen as a barrier and taste was the primary reason for consumption (Schatzer *et al.*, 2009).
- In a survey of 426 older adults, significantly higher intakes of fruit and vegetables were associated with an increased liking of fruit and veg, an increased awareness of the recommendations and a willingness to change (Appleton *et al.*, 2010).

#### Assessment Tools:

- There was good correlation between 7 day food diaries and the FACET (five-a-day community evaluation tool) questionnaire regarding **actual** intakes (Ashfield-Watt et al., '07).
- Simple questionnaires over-estimate FAV consumption by relying on portions rather than weight of a serve (Cox et al 1998).
- People are quite accurate at assessing how healthy their diets are (Kearney et al., '01).
- An Australian survey (511 respondents, Victoria) showed strong support for country of origin labelling and communication campaigns to improve consumption (Worsley et al., 2011).

#### Interventions:

- Lectures on healthiness of FAV, leaflets, refrigerator reminder boards, recipes, tasting sessions, self-monitoring diary plus recommendations to use fruit as a snack and increase vegies with main meals (fruit as a dessert was favoured), admittedly in a population who had expressed interest in increasing FAV consumption, led to almost 50% increase in FAV grams/day which was maintained over 12 months (Cox et al., 1998).
- Promotions of international dishes with recipes and tastings did not improve FAV consumption but recipes were rated highly (Cox et al., 1998).
- Consistent positive effects were seen in studies involving face-to-face education or counseling, but interventions using telephone contacts or computer-tailored information appeared to be a reasonable alternative (Pomerleau et al., 2005).

- Church-based programmes, child care centre policies and multisectoral community approaches also show promise (Glanz and Yaroch, 2004).
- An Australian study (1,136 women selected from Australian electoral role) found that behaviour including organisation, forward-planning, enjoyment of and high perceived value of meal shopping, preparation and consumption are associated with healthier intakes of fruits and vegetables (Crawford et al., 2006), not surprisingly. This could suggest that shopping behaviour changes as a result of television shows such as Masterchef (which report increased sales of featured ingredients in the days following viewing) could influence eating patterns.
- In a review of 22 interventions to increase physical activity 50% showed no effect; self regulation constructs (planning, scheduling and self-organisation) had most effect (Rhodes and Pfaeffli, 2010). Innovation and increased fidelity of interventions are needed.
- In Brazil, an education and environmental intervention in workplace cafes (menu plans, food presentation and motivational strategies) rolled out to 2,510 workers in 29 companies led to a 15% increase in fruit and vegetable **availability** (Bandoni *et al.*, 2010).

#### Smoking:

- In a UK study (intervention in deprived areas), smoking was highly correlated with low consumption of fruit and vegetables (FAV), **however**, intervention led to **reduced** FAV consumption in smokers! (Ashfield-Watt et al., '07).

#### Serving size:

- A serving was described as being the size of a fist (Bodor et al., '07).
- It is the increase in portion size and the increase in energy dense foods which combined have led to the obesity epidemic (Rolls '10).
- Australian awareness of fruit serving size (1 piece) was good (42%), but of vegetables (1/2 a cup) was lower (14.5%) (Pollard et al., 2008a).
- The correct Australian recommendations for serving sizes for fruit and vegetables are presented in Appendix 2.

#### Purchasing:

- There is moderate evidence for the efficacy of in-store interventions for influencing eating behaviour. These can include point of purchase information, reduced prices and coupons, increased availability, variety and convenience, and promotion and advertising (Glanz and Yaroch, 2004).

#### Awareness:

- Older people and non-smokers ate more fruit and vegetables before the intervention. Although there was improved agreement that fruit and vegetables were conducive to

good health, a reported increase in access to fruit and vegetables, and improved knowledge of 5-a-day, there was no improvement in consumption (Ashfield-Watt et al., '07).

- The people least likely to make a conscious effort to eat healthily were: male, younger, more educated, normal weight, smokers, with highest fat intake, lowest FAV intake (Kearney et al., 2001); much of this data was supported in an Australian study Pollard et al., 2008a).
- Greater availability of produce and perceived access to fruits and vegetables was significantly associated with higher increases in fruit and vegetable consumption (Caldwell et al., 2008).
- In a survey of American low income women, it was concluded that the population would benefit from an improved understanding of what constitutes a balanced diet, with a greater emphasis on a more central role for fruits and vegetables (Hampson et al., 2009).
- Vegetable intake was higher in women and increased with age, an Australian study reported (Pollard *et al.*, 2008a).
- Australian Supermarkets as a channel for communicating the value for money, the taste and convenience and the health benefits of nutritional food were evaluated by Lewis (2000) in Victoria. The activities in-store included cooking demonstration, recipe handouts at a small chain of independent supermarkets, and were linked with supermarket product discount promotions in conjunction with food companies. The conclusions were that there was low consumer awareness of the promotion and a lack of change; the need for good communication and buy-in from Head Office was noted.

#### **Challenges:**

- In an Irish study including N Ireland, over half the population already felt their diet was healthy enough, even if it wasn't (Kearney et al., '01), and thus they don't see dietary advice as personally relevant. Awareness of the need to change the diet is crucial to success (not this was a finding in the Eat Well veg eating survey also).
- To persuade people in low economic areas to change, it is necessary to convince them that healthy food can be low-cost, convenient and palatable to children (Hampson et al., 2009).
- Other suggested recommendations include understanding components of the consumer food choice attributes (taste, texture, form, price, convenience, quality and safety) and innovation and development of fruit and vegetable based products (Pollard et al., 2008b).

#### **Cost effectiveness:**

- In a review of 23 interventions to improve fruit and vegetable consumption, disability-adjusted life years (DALYs), costs of the intervention, and cost savings from averting disease treatment were compared (Cobiac et al., 2010). Interventions which rely on dietary counselling, telephone contact, worksite promotion or other methods to



encourage change in dietary behaviour were seen as being neither highly effective nor cost effective. Around 20% of interventions cost less than the A\$50,000 per DALY cost-effectiveness threshold, even the most effective intervention averted only 5% of the disease burden attributed to insufficient fruit and vegetable intake.

- Of the studies reviewed, the most effective in terms of increased consumption in a low income population were farmers market and supermarket vouchers (Herman, 2008).

### **Recommendations from several research papers:**

- Interventions should be a collaboration between retailers, education, primary care teams, employers and the local media, establishing community networks (Ashfield-Watt et al., '07).
- Promote fruit and vegetables separately, as increasing fruit consumption is so much easier than increasing vegetable consumption (several studies including Glasson *et al.*, 2010; Kearney et al., '01; Naska et al., '00; Pollard et al., 2008a). Glasson (2010) went on to indicate that the messages for serving sizes of fruit and vegetables **in Australia** needed to be simpler.
- Advise people to eat large portions of low energy density fruit and vegetables (e.g. salads) prior to a meal, and to maintain (or reduce) overall portion size (Rolls, '10).
- Advise people to increase the frequency of consumption of fruit and vegetables as a way to increase overall consumption (Ashfield-Watt et al., '03).
- People who had a veg garden had increased fruit and vegetable consumption (Kamphuls et al., '06).
- Personalised programmes and promotion of the Mediterranean Diet was seen as effective (Piscopo '09).
- Get unambiguous recommendations around pulses, potatoes and nuts (Naska et al., '00).
- To increase consumption at work, train (in flavour and preparation methods) and work with canteen cooks (in mines, military, banks and hospitals) to increase fruit and vegetables in cooked meals and presentation generally, by focusing on accessibility and appeal rather than promoting healthier menu items through nutritional labelling (Lassen et al., '03 and '06; Lachat et al., 2009). For example adding more veg to stews, casseroles and pies; mix vegies into roasted potatoes and rice, introducing vegetarian meals, mixed rich salads, salads generally, and (especially in male dominated working environments), providing peeled carrots as a snack.
- Community based intervention and activity most effective: cooking classes, lessons in label reading, healthy shopping choices, 4-16 weeks intervention and the importance of surveying the group (and the control group) before, after and after a period of time after the intervention (Caldwell et al., '08).

- Recommendations from Cobiac *et al.*, 2010 include evaluating interventions which address whole populations, for example from changing policies which influence price or availability of fruit and vegetables to see if they are more cost effective; however the difficulty of evaluating such interventions is recognised.
- Dixon *et al.*, (2004) made recommendations to improve education on the number and size of serves recommended, but also to advise on vegetable choices appropriate to other foods consumed (meat and carbohydrates), promoting the appeal of sensory attributes of the vegetables.
- Initiatives which have been identified as having been used successfully (but with no definition of this success) in Australia before, on adults (Be Active, Eat Well, 2002) include:
  - Local food produce festivals and farmers markets
  - Supermarket cooking and tasting demonstrations
  - Supermarkets to feature nutritional products
  - A code of practice for restaurants and takeaways re servings of fruit and vegetables, menus and with an award scheme
  - Newspaper and radio coverage of information on healthy eating
  - A Best Vegetable Garden award
  - Recycling and sale of local produce via church fetes.

Part 2 of an Australian review of many different intervention strategies related to fruit and vegetables (An intervention portfolio to promote fruit and vegetable consumption Part 2 - Review of Interventions', Public Health Planning and Practice Improvement, 2000) lists different 'settings' where interventions can be undertaken:

- **Social marketing**
- **Schools**
- **Work-sites**
- **Food service**
- **Community**
- **Health sector**
- **Food supply**

This document has not been reviewed in detail, preceding as it does much of the activity and research reviewed for this report, or already covered elsewhere.

There has been an upsurge in 'new' social marketing which is evolving rapidly in the age of Facebook and Twitter. This development may change the cost and the results of a campaign, but may also call for new approaches. With the rise in iphone apps to promote purchasing activity, in-store promotions and targeted campaigns need to be re-examined.

**Go for2and5 (Australia):** <http://www.gofor2and5.com.au/>



Including specific campaigns such as Fruit n Veg Month and Crunch & Sip® at school.

The Australian Gofor2and5® campaign arose in Western Australia. Pollard (2007, 2008a,b) has reviewed the background and success of this programme. Access to, and daily consumption of recommended fruit and vegetable targets were identified as priority health determinants, and the need for widespread engagement and commitment from influential diverse stakeholders to effect real change was recognised (Miller and Pollard, 2005; Pollard, 2008b). It was acknowledged that consumption is influenced by supply, cost and individual eating behaviours. The WA Department of Health developed a detailed 'Eat Well WA – Fruit and Vegetable Strategy' which involved a social marketing campaign aimed to overcome:

- the barriers to change for personal and family eating habits (which are difficult to change)
- the false impression that people are already eating enough
- the perceived high cost, particularly of fruit
- inconsistencies in prices of fruit and vegetables
- a lack of skills preparing tasty fruit and vegetable dishes
- perceptions that fruit and vegetables are time consuming to prepare
- concerns and pesticide residues and genetically modified foods
- lack of supply, limited supply and poor quality (and high cost) of produce.

They identified a need to:

- Increase consumer awareness of the benefits of eating more fruit and vegetables alongside the motivation and the skills to do so.
- Increase fruit and vegetable production and availability.
- Understand consumer food choice attributes.
- Develop innovative fruit and vegetable-based food products.
- Increase opportunities for consumption in different settings, for example at work.
- A need to implement and evaluate educational campaigns.

Two key portfolios of activity were identified: **access to fruit and vegetables** and **consumption of 2 serves of fruit and 5 serves of vegetables**. Stakeholders (retailers,

hospitality, producers, education, transport, health, consumers) were consulted to capture possible interventions, including:

- public policy development
- legislation and regulations
- resource allocation
- engineering
- technical interventions
- incentives (financial and others)
- service development and delivery
- education and skills development
- consumer and social marketing
- collaboration and partnership building
- community and organisation development.

For each proposed intervention, stakeholders scored each one based on expected effectiveness, equity, feasibility, acceptability, timing and sustainability.

To improve **access to fruit and vegetables**, the following high ranking interventions were identified:

- **Policy interventions**
  - Public Policy development:
    - Develop and support fruit and vegetable consumption guidelines and position statements
    - Develop and support nutrition policies promoting fruit and vegetables in schools
  - Legislation and regulation:
    - Advocate for legislation for restriction of food advertising directed at children
  - Community and organisational development:
    - Support local initiatives and organisation to develop and implement food and nutrition policies and improve access to fruit and vegetables.
    - Encourage the development of retailer training policies for handling fruit and vegetables.
- **Programme interventions**
  - Incentives (financial and non-financial):
    - Support award schemes that increase access to fruit and vegetables for consumers
      - Worksites
      - Childcare and schools
      - Hospitality

- Supplier/retailer and transport operator accreditation/incentive schemes
  - Product awards (e.g. nutrition awards)
- Service development and delivery:
  - Support the promotion of fruit and vegetables in hospitality and catering training
  - Support ongoing systems and food safety training and approved supply programmes
- Communication (including social marketing):
  - Support dissemination of FSANZ policies and promotional materials relating to fruit and vegetables
  - Provide consumers with promotional materials on best conditions for storing fresh foods through retail outlets
- Collaboration partnerships (community and intersectoral):
  - Support welfare agencies in the provision of fruit and vegetables (e.g. FoodBank).
- **Infrastructure support**
  - Identification and surveillance determinants
    - Collect and analyse information to assess fruit and vegetable supply, cost, quality, access, sales/marketing (e.g. Market basket survey)
  - Information systems
    - Develop systems to improve communication of fruit and vegetable marketing and information through the supply chain (e.g. price, quality, volume statistics)
  - Research and development capacity
    - Identify fruit and vegetable supply issues in rural and regional development plans and make recommendations for action
    - Identify and test assumptions about critical factors impacting on price, quality and access to fruit and vegetables – remote, rural and urban
  - Plant and equipment
    - Advocate for appropriate fruit and vegetable storage facilities in remote community stores
  - Leadership
    - Establishment of a WA Taskforce on Equity in Food Access.

To improve **consumption of 2 serves of fruit and 5 serves of vegetables per day**, the following high ranking interventions were identified:

- **Policy interventions**
  - Public Policy development:

- Encourage whole of government organisations' policies to support fruit and vegetable consumption
- Resources allocation:
  - Support Department of Health resources allocated to support fruit and vegetable mass media campaign: TV, radio, press, publications, point of sale, school activities, sponsorships, retailer and food service promotions.
- Community and organisational development:
  - Encourage the development of school/childcare food and nutrition policies and canteen foodservice guidelines.
- **Programme interventions**
  - Increase the emphasis on the nutrition components in teacher training
  - Address barriers to conducting school visits to fruit and vegetable production sites and markets
- Communication (including social marketing):
  - Support statewide fruit and vegetable campaigns consistent with Australian dietary guidelines recommendations e.g. retailer point-of-sale promotions, co-promotion and branding (e.g. Gofor2and5®).
  - Increase public awareness of individuals health and economic benefits of eating more fruit and vegetables.
- Collaboration partnerships (community and intersectoral):
  - Promote fruit and vegetable tastings and demonstrations
- **Infrastructure support**
  - Identification and surveillance determinants
    - Collect and analyse information to assess consumption and consumer attitudes to fruit and vegetable
  - Information systems
    - Disseminate research (e.g. publish food consumption and trends)
  - Research and development capacity
    - Research best practice programs to increase fruit and vegetable consumption
    - Release fruit and vegetable guidelines.

Information taken from Pollard *et al.*, 2008b and also 'An intervention portfolio to promote fruit and vegetable consumption Part 1 – the process and portfolio', Public Health Planning and Practice Improvement.

The Go for 2&5® Campaign is now national, and represents a collaborative effort between government at all levels and the private sector: the Australian Government, and State and Territory governments (with the exception of Victoria), and the private sector through Horticulture Australia Limited who sublicense industry and other non-government

organisations. A number of horticultural industry bodies have also undertaken campaign activities through Horticulture Australia Limited at a national level including, Apple and Pear Australia, Avocados Australia Limited, The Australian Mushroom Growers Association, The Australian Table Grape Association, and Summerfruit Australia Limited.

### Evaluations of Gofor2and5®

The Eat Well Australian Strategic Plan 2000-2010 states that Australian consume an average of 4-5 of the recommended 7 serves of fruit and vegetables per day, with some groups consuming less. According to the Third Report of the Chief Health Officer of Queensland (2010), the mean consumption of fruit was 1.8 and of vegetables 2.6 serves per day; only 8.4% of Queensland adults (5.0% of males and 11.7% of females) reported meeting or exceeding the 2 and 5 serves per day recommendations.

6 months into the social marketing campaign WA launched via Gofor2and5® in 2002, a survey found that people over 40 were more likely to know a serving of vegetables was half a cup; awareness of the campaign led to an increase in reporting of vegetable intake. A more detailed review of the complete campaign (up to 2006), representing surveys of almost 23,000 adults (Pollard, 2007), found that there was increased awareness of the recommended daily serving sizes. Evaluations of the campaign preceded activity, and were continued regularly throughout and after (up to 12 months after) the campaign, via telephone surveys of 30 people per week for 33 months. These showed that an increase in knowledge increased rapidly and was sustained, reaching maximum increased levels of +20-27%. However, the actual increase in vegetable consumption was modest at most, with an increase of 5% at most, and only around half a serve per day after 3 years. Men, who had initially lower fruit and vegetable intake, reported an increase in serves of fruit and vegetables consumed per day: fruit (0.2 serve per day) and vegetables (0.6 serves per day) between 2001 and 2005.

Evaluation of the Gofor2and5® campaign in NSW was reported on officially in 2007. The aims had been to raise awareness of the recommendations and to promote the positive attributes of fruit and vegetables, and knowledge of the health benefits. Vegie Man had been used, as was Dame Edna Everidge in terms of identifying self assessment of what a serve is. A TV campaign to 'fit a few more vegies in your day' was undertaken in the press, with multilingual recipes and 199 demonstrations in May 2007. The campaign tracking was undertaken by post on 700 people preceding the campaign (Feb 2007) and immediately after the campaign (May 2007). The respondents were selected to be **skewed towards women** to ensure the main food purchasers in the household were targeted. They found an increase in 22% of awareness of fruit and vegetable advertising, a 30% increase in indicated willingness by children to eat fruit and vegetables, and 20% of people accessed the internet for information. There was an increase in the awareness of the recommendations for

consuming vegetables, and an 8% increase in people who 'strongly agreed' they liked the **taste** of vegetables. There were significant increases in awareness of the consequences of not eating enough fruit and vegetables on high cholesterol and being overweight. At completion, 44% of people indicated they were aware they should eat more vegetables, and 41% had tried to do this. There was a 15% increase in people reporting knowledge of the 5 a day aim, and a 4% increase in people reporting they consumed this much, as well as a 10% increase in people eating 4 serves per day. Fruit and vegetable consumption generally remained unchanged between the bench mark and follow-up (however there was little expectation of this as it is a long term goal), but more people agreed they enjoyed the taste. There was a recognised need to sustain the action for at least 3 years, and to focus more on vegetables.

Gofor2and5® in South Australia had adults as the target, and aimed to emphasise local, seasonal fruit and vegetable taste and enjoyment. They wanted to promote the health, social, economic and environmental benefits of eating more fruit and vegetables and to link with the nationally co-ordinated approach. Their initial conclusions were that people already think they eat enough, and find it hard to eat 5 serves of vegetables per day (currently consuming 2.5 serves per day). This campaign started in April 2005 for 2 years, in conjunction with the South Australian Fruit and Vegetable Coalition.

In a detailed review of the impact of the WA Gofor2and5® scheme, Carter *et al.* (2010) found that understanding of what 5 serves of vegetables involved was suboptimal, with widespread overestimation, contributing to the belief that Gofor2and5® was unrealistic. People did not know where the 2 and 5 recommendations came from, and did not believe it would confer greater health benefits compared with 1 fruit and 3 vegetables, for example. People assumed Gofro2and5® was aspirational, and needed convincing about the case and education about what a serve is.

Much use of social marketing has been made by the various Gofor2and5® campaigns. As a basis for comparison, 37% of unsuccessful and 46% of successful smoking quitters cited TV commercials as contributors to their decision to try quitting; 'Sponge' (<http://blogsofbainbridge.typepad.com/ntc/australia/>) was seen as by far the strongest anti-smoking commercial in a comparison of many over the last 10-15 years (Brennan *et al.*, 2007).

#### **Other initiatives:**

**The Australian Fruit and Vegetable Coalition (AFVC)** In November 2003, the AFVC was established by the National Public Health Partnership's nutrition committee the Strategic Inter-Governmental Nutrition Alliance (SIGNAL). This national partnership of industry,



government and non-government organisations aimed to increase fruit and vegetable consumption of the Australian population by at least one serve over five years. AFVC membership includes: Agriculture, Fisheries and Forestry – Australia; Australian Food and Grocery Council; Australian Government Department of Health and Ageing, Australian Retailers Association; Cancer Council Australia; Central Markets Association of Australia; Dietitians Association of Australia; Horticulture Australia Limited (HAL); National Heart Foundation of Australia and SIGNAL. Secretariat for the Coalition is provided through HAL.

**Building a Healthy, Active Australia** Increasing fruit and vegetable consumption is a fundamental component of Healthy Weight 2008: Australia's Future – the report of the National Obesity Task force, and is a key component of the World Health Organisation's global strategy on Diet, Physical Activity and Health.

**Swap It Don't Stop It** <http://swapit.gov.au/>



This is a recently launched campaign (March, 2011). It urges people to lose weight by making “healthier lifestyle choices to reduce their risk of heart disease, type 2 diabetes and some cancers.” On television, in print and on the radio, Eric will urge Australians to make some simple lifestyle changes to become healthier – for instance swap big for small (portion control); swap often for sometimes (occasional treats); swap fried for fresh (nutritional quality); swap sitting for moving (physical activity); and swap watching for playing (physical activity). Time will tell the impact of this campaign.

**Produce Marketing Association Australia-New Zealand** (<http://www.pma-anz.com/>)

This group, which represent the whole production base in Aus and NZ recently launched their intention to funnel their resources into promotion of a **Fruit & Vegetable Week** between the **14<sup>th</sup> and 20<sup>th</sup> of November, 2011**. Part of their promotion will include the soon

to be launched *push* to promote increased consumption of vegetables by Joe Cross via his film 'Fat, sick & nearly dead' (<http://www.fatsickandnearlydead.com/>) which largely focuses on juicing but also incorporates whole foods (<http://jointhereboot.com/>). This specific activity seems to be quite merchandised via Breville and Joe Cross's own business, but the clear message received by the industry has been that this potentially represents a portal via which increased consumption of fruit and vegetables could be promoted. Other activities are being organised, and the group have also aligned with Maggie and Saskia Beer. The PMA are looking for sponsorship funds to enable their media activities.

**New Zealand:** <http://www.5aday.co.nz/>



The 5+ A Day Charitable Trust was formed to clearly define our 'Social Responsibilities' activities. The objective is to encourage all Kiwis to eat and enjoy five or more servings of fresh fruit and vegetables every day for better health, taste and variety. The beneficiaries of the Trust are the children of New Zealand.

The 5+ A Day programme has become well respected since launching in 1994 and is one of the most recognised food/health brands in New Zealand today. Awareness of 5+ A Day is high amongst our target audiences of household shoppers at 90% and 93% for children\*. The core activity of the 5+ A Day programme is developing educational resources for educators in early childhood centres, primary and intermediate schools. The resources are curriculum linked for ease of use to promote healthy eating and fruit and vegetables.



A serving is about a handful – this is why we have a hand in our logo to measure serving size. Everyone uses their own hand to measure their servings. This means a serving for an adult is a lot bigger than a serving for a small child.

- Research conducted in 2010 shows 78% of Kiwi's are familiar with the 5+ A Day message with 41% of the population actually eating 5+ A Day. This is up from 31% in 1995. The aim now is to get 50% of New Zealanders eating 5+ A Day fresh fruit and vegetables by 2015 for better health, taste and variety.
- A family of four can purchase a week's worth of fruit and vegetables for as little as 28 cents a serving\*\*.

*\*Colmar Brunton research conducted for 5+ A Day in May 2010 (unprompted awareness)*

*\*\*Shopping done at two Auckland supermarkets in August 2010*

Promotion activities for fresh vegetables are overseen by the fresh vegetable promotions committee. This committee is made up of representatives from the Fresh Vegetable Product Group, the Potato Product Group, and Fresh Tomatoes Product Group. Promotion activities undertaken by this committee are generic in that promotion is for fresh vegetables generally rather than being crop specific. The main promotion tool is the fresh vegetables website at [www.vegetables.co.nz](http://www.vegetables.co.nz).

The promotion of vegetables in New Zealand is undertaken in a three tier manner. Planning ensures strategies are complimentary.

### **5+ A Day and Health Agencies**

Generic fruit and vegetable - tends to be health focused

1. Eat more fruit and vegetables
2. 5+ A Day the Colour Way

### **HortNZ Promotion [vegetables.co.nz](http://www.vegetables.co.nz)**

Generic vegetable and category specific - primary focus on taste and inspiration

1. Recipe ideas
2. Storage tips
3. Nutrition
4. Preparation

### **Wholesalers, retailers and growers**

Product specific - tends to be product/brand differentiation

1. Price
2. Packed on ice
3. Fresh to you daily

**Summary:** The key points which emerge from the literature and from evaluation of interventions such as Gofor2and5®, and the Eat Well Vegetable Consumption Survey include:

- Accurate perception of what a serve of vegetables is (whether it be by volume or weight) are low – circa 15-20%.
- Whilst self-recording of consumption may be hampered by the point above, people who eat some vegetables (either the recommended quantity less than 7 days per week, or less than the recommended quantity every day) believe they are already eating as much as they can; people who do not eat anywhere near enough are probably aware of this already and are resistant to change.

- Understanding of the benefits of increased consumption of vegetables is low.
- Women tend to eat more vegetables than men, older people tend to eat more vegetables than younger people.
- Knowledge, experience and opportunities for cooking a meal at home utilising vegetables is disjointed for many of the population, who rely on buying ready prepared foods. Despite a rapid rise in the popularity of cooking programmes on the television.
- Motivators to increase consumption of vegetables need to overcome barriers including perceived cost, lack of preparation time, dislike of flavour and lack of opportunity.
- Behavioural change such as this takes time, and a long term view needs to be taken of goals for change.
- Other food choices which may be more convenient, more 'filling', which are perceived as being cheaper and more tasty are increasingly dominating food selections, which is an issue the whole of the fruit and vegetable industry is aware of and some are addressing in the form of more convenient solutions.
- One-to-one education, motivation to try new vegetables and to eat more vegetables has been shown to be effective in many cases, but with potentially unacceptable costs for the low or unsustained impact on consumption.
- Workplace modification in the form of revised recipes, menus and presentation have been shown to be effective in many cases.
- Access to a range of fresh, well priced vegetables is a significant factor for increased consumption, and there is some evidence this may be limiting in some areas of the NW coast of Tasmania.
- Health is a motivator, but one that is challenging to communicate: anti-smoking campaigns are effective because the causal link is easier to point to and the impact on health easier to demonstrate. However even this took decades of research before it was widely accepted.
- Interventions which act on a whole population are expensive and difficult to evaluate, but may represent the best solution for reaching a wide range of people in a progressive way.
- Information on recommendations need to be simple, visual, uniform and endlessly repeated. Changing the story does not build credibility or understanding.
- For people who eat vegetables, quality and provenance are important drivers for purchase.

## 6. Strategies for a development programme.

This and other studies have identified a need to:

- Increase consumer awareness of the benefits of eating more fruit and vegetables alongside the motivation and the skills to do so.
- Increase fruit and vegetable availability.
- Understand consumer food choice attributes.
- Develop innovative/more convenient fruit and vegetable-based food products.
- Increase opportunities for consumption in different settings, for example at work.
- Implement and evaluate educational campaigns.

If we take the lead of the WA inaugural Gofor2and5® strategy, which was the basis of much consultation in an arena which has not changed significantly in the interim 11 years, but mold this into a strategy which focuses on Tasmanian-grown vegetables and adults, we should focus on two key approaches:

1. **Improve access to Tasmanian vegetables**
2. **Improve consumption of vegetables.**

1). To improve **access to Tasmanian vegetables**, we might:

- **Policy interventions** (✓ indicates activity already underway or done by Eat Well or other groups in Tasmania or nationally)
  - Public Policy development:
    - Support fruit and vegetable consumption guidelines and position statements ✓
    - Support nutrition policies promoting fruit and vegetables in schools ✓
  - Legislation and regulation:
    - Advocate for legislation for restriction of food advertising directed at children ✓
  - Community and organisational development:
    - Support local initiatives and organisation to develop and implement food and nutrition policies and improve access to fruit and vegetables ✓ **More could be done to engage with the production base.**
    - Encourage the development of retailer training policies for handling fruit and vegetables – **especially in independent retailers in the target area**
- **Programme interventions**
  - Incentives (financial and non-financial):

- Support award schemes that increase access to fruit and vegetables for consumers
    - Worksites – **More could definitely be done here.**
    - Childcare and schools ✓
    - Hospitality - **More could definitely be done here.**
    - Supplier/retailer and transport operator accreditation/incentive schemes - **More could definitely be done here, especially with independent retailers.**
    - Product awards (e.g. nutrition awards) - **More could definitely be done here, especially with producers, and with flavour of produce.**
  - Service development and delivery:
    - Support the promotion of Tasmanian vegetables in hospitality and catering training - **More could definitely be done here, especially with producers, and with flavour of produce.**
    - Support ongoing systems and food safety training and approved supply programmes ✓
  - Communication (including social marketing):
    - Support dissemination of FSANZ policies and promotional materials relating to vegetables ✓ **We could really get onto ‘Swap It Don’t Stop It’ with an active Tasmanian focus on Facebook**
    - Provide consumers with promotional materials on best conditions for storing fresh foods through retail outlets ✓ **via TVIMC.**
  - Collaboration partnerships (community and intersectoral):
    - Support welfare agencies in the provision of fruit and vegetables (e.g. SecondBite and Produce to the People) ✓ **Encourage more producers to support this and sponsor the activity.**
- **Infrastructure support**
  - Identification and surveillance determinants
    - Collect and analyse information to assess fruit and vegetable supply, cost, quality, access, sales/marketing (e.g. Market basket survey) – **This needs to be undertaken, especially in the NW coast.**
  - Information systems
    - Develop systems to improve communication of fruit and vegetable marketing and information through the supply chain (e.g. price, quality, volume statistics) ✓
  - Research and development capacity

- Identify fruit and vegetable supply issues in rural and regional development plans and make recommendations for action - **This needs to be undertaken, especially in the NW coast.**
- Identify and test assumptions about critical factors impacting on price, quality and access to fruit and vegetables – remote, rural and urban - **This needs to be undertaken, especially in the NW coast.**
- Plant and equipment
  - Advocate for appropriate fruit and vegetable storage facilities in remote community stores – **The need for this is not clear on the NW coast, needs to be considered.**
- Leadership
  - Establishment of a Taskforce on Equity in Food Access ✓ **via the Tasmanian Food Security Fund.**

2) To improve **consumption of 5 serves of vegetables per day**, we might:

- **Policy interventions**

- Public Policy development:
  - Encourage whole of government organisations' policies to support fruit and vegetable consumption ✓
- Resources allocation:
  - Support national resources allocated to support 'Swap It Don't Stop It'
- Community and organisational development:
  - Encourage the development of school/childcare food and nutrition policies and canteen foodservice guidelines ✓

- **Programme interventions**

- Increase the emphasis on the nutrition components in teacher training ✓ **With the strength of the University of Tasmania School of Human Life Sciences and the Faculty of Science, we should ensure there is joined up communication re this point.**
- Address barriers to conducting school visits to fruit and vegetable production sites and markets – **More could be done here.**
- Communication (including social marketing):
  - Support statewide fruit and vegetable campaigns consistent with Australian dietary guidelines recommendations e.g. retailer point-of-sale promotions, co-promotion and branding (e.g. Gofor2and5®) - **More could be done here with Eat Well and the Vegetable Council of Tasmania.**
  - Increase public awareness of individuals health and economic benefits of eating more fruit and vegetables – **more could be done here, but probably at the national level?**

- Collaboration partnerships (community and intersectoral):
  - Promote fruit and vegetable tastings and demonstrations - **More could be done here with Eat Well and the Vegetable Council of Tasmania.**
- **Infrastructure support**
  - Identification and surveillance determinants
    - Collect and analyse information to assess consumption and consumer attitudes to fruit and vegetables – **More could be done here via a more detailed survey on behalf of Eat Well, aimed at examining attitudes.**
  - Information systems
    - Disseminate research (e.g. publish food consumption and trends) – **via the Eat Well website.**
  - Research and development capacity
    - Research best practice programs to increase fruit and vegetable consumption ✓
    - Release fruit and vegetable guidelines ✓ - **But I would strengthen the argument to make them more visual and simple, like the NZ guidelines.**



## 7. Suggestions for the Business Case.

- 1) **Engage:** with the Tasmanian Vegetable Council via their meeting in June to discuss opportunities for strategic promotion across sectors and for both producers and consumers. We could:
  - a. Discuss the potential for a statewide vegetable promotion campaign with the Tasmanian Vegetable Council e.g. retailer point-of-sale promotions, co-promotion and branding (for example the vegie snack pack bags we discussed). This could involved opportunities for tastings and demonstrations at events or in-store.
  - b. Identify a number of producers who are willing to work with community groups and local initiatives (or the Eat Well calendar) to illustrate production practices and host tours.
  - c. Encourage Tasmanian producers to sponsor and support SecondBite and Produce to the People.
  - d. Discover the barriers to conducting school and community visits to vegetable production sites and markets, and see if these can be overcome.
- 2) **Review:** Collect and analyse information in key target areas, especially those not serviced by a national retailer on:
  - a. Fruit and vegetable supply, cost, quality, access, (e.g. market basket survey);
  - b. Fruit and vegetable supply issues (if any);
  - c. Identify critical factors impacting on price, quality and access to fruit and vegetables
  - d. Access to appropriate fruit and vegetable storage facilities in remote community stores
- 3) **Eat Well could:**
  - a. Develop an Award for independent retailers to aspire to based around improved offer and presentation of Tasmanian-grown fresh vegetables.
  - b. Develop an Award for producers to compete on the basis of flavour and/or nutritional quality of their produce (there is a large amount of interest in proving Tasmanian carrots are tastier than those grown elsewhere, for example).
  - c. Promote these awards and the results with Tasmanian restaurants and caterers to encourage uptake.
  - d. Develop an active, Tasmanian Eat Well Facebook page supporting 'Swap It Don't Stop It' and encouraging consumer and producer and community groups to add to this.
  - e. Develop a **portal** which collects and collates information on contact points for a range of activities which have healthy eating messages and activities at

their core and which are funded by diverse sectors including the Tasmanian Food Security Fund, the Healthy Communities Initiatives, agencies and commercial activities (SecondBite etc).

- f. Use this portal for providing resources such as approved nutritional and simple recipes, buying and storage recommendations produced by Tasmanian and national vegetable producers in user-friendly 'soundbites' which can be accessed easily for either download or printing, and disseminate/advertise this as a one-stop-shop for the diverse activities taking place. Update these regularly.
- g. Collect and analyse information to assess consumption and consumer attitudes to vegetables in Tasmania, by extending and relaunching the Eat Well Vegetable Consumption Survey or similar.
- h. Lobby at the national level to make serving sizes and recommendations for consumption of fruit and vegetables more visual and simple, along the NZ 5+aday lines.
- i. Make a presentation at the National Food Futures\* conference in Hobart – either of the whole strategy (when complete) or the Vegetable Consumption Survey, or both.

\*The 2<sup>nd</sup> National Food Futures conference is being held in Hobart on the 22<sup>nd</sup> and 23<sup>rd</sup> November. The conference will aim to continue the theme of 'joined up food policy', recognising that food production, food access and healthy eating are strongly linked and need overarching policy and leadership to achieve better health outcomes. A call for abstracts is now open. It is an excellent opportunity to showcase some of our exciting Tasmanian initiatives on a national stage. Abstract submission closes on the 19<sup>th</sup> June. For more information go to <http://www.phaa.net.au/2ndFoodConference.php>

## 8. The Business Case.

Strategies selected by Eat Well for the Business Case include:

1. Tasmanian Vegetable Council engagement
  - a. Developing a pocket guide/keycard 'What's in Season' guide for Tasmanian fruit and vegetable produce – and printing
  - b. Promote buy-in for joint Gofor2and5 activity
  - c. Vegie snack pack bags
  - d. Calendar for 2012
  - e. Www info on farmers and produce
  - f. Co-ordinated activity to 'sex-up' vegetables.
2. Gofor2and5™ activity – media strategy & costs, development of improved serving size visualisation, marketing materials.
3. Vegie snack pack pilot with HOVER 2011-2012.
4. Calendar for 2013.
5. Development of opportunities from other actions (Food Security Council Fund etc.) regarding supply of produce to marginal areas, and follow up if there is a gap (e,g, market basket surveys etc.).
6. Examine potential for engagement with My Kitchen Rules or Masterchef re promoting vegetable cooking skills and unique/unusual vegetables.
7. A more focused larger scale vegetable consumption survey.

For each of these actions, a standard approach will be undertaken:

Opportunity
Assumptions and constraints
Proposed activities
Activity costs
Summary and next steps

## 1. Tasmanian Vegetable Council engagement

- a. Developing a pocket guide/keycard 'Whats in Season' guide for Tasmanian fruit and vegetable produce – and printing
- b. Promote buy-in for joint Gofor2and5 activity
- c. Vegie snack pack bags
- d. Calendar for 2012
- e. Www info on farmers and produce
- f. Co-ordinated activity to 'sex-up' vegetables

<b>Opportunity</b>	To jointly leverage funds for wider dissemination of the message and to facilitate both groups aims: to increase consumption and sales.
<b>Assumptions and constraints</b>	<p>We have assumed the Tas Veg Council is representative of the Tas vegetable industry, although we know some larger companies and potentially many smaller companies are not part of this. We have assumed they would be interested in a cohesive marketing strategy aimed at social marketing to increase consumption.</p> <p>We are constrained by the facts that the veg industry has many issues facing it at present, including removal of pesticides, production in the face of natural disaster and in an arena of potentially greater water availability (via irrigation systems in Tasmania). This all potentially draws on their resources and focus.</p>
<b>Proposed activities</b>	<p><b>a. Developing a pocket guide/keycard 'Whats in Season' guide for Tasmanian fruit and vegetable produce – and printing</b></p> <ul style="list-style-type: none"> <li>• Select fruit and vegetables for each month, source pictures, growers and nutritional information.</li> <li>• Source existing info from TVC and VIMC (underway).</li> <li>• Contract designer to produce guide (underway).</li> <li>• Printing costs (underway).</li> </ul> <p><b>b. Promote buy-in for joint Gofor2and5 activity</b></p> <ul style="list-style-type: none"> <li>• Once a programme is identified and costed, source support.</li> <li>• Query their intentions re promotion.</li> <li>• See relevant section below.</li> </ul> <p><b>c. Vegie snack pack bags</b></p> <ul style="list-style-type: none"> <li>• Seek referrals for specific growers (underway).</li> <li>• Query their intentions re promotion.</li> <li>• See relevant section below.</li> </ul> <p><b>d. Calendar for 2012/2013</b></p> <ul style="list-style-type: none"> <li>• Seek referrals for specific growers and info already to hand (underway).</li> <li>• See relevant sections below.</li> <li>• Identify new idea for 2013 and seek support and buy-in.</li> </ul> <p><b>e. Www info on farmers and produce</b></p> <ul style="list-style-type: none"> <li>• Identify current web sites managed by growers.</li> <li>• Establish information and seek/commission pictures (underway).</li> <li>• Upload info to Eat Well and make available for growers as well.</li> </ul>

	<ul style="list-style-type: none"> <li>• Encourage co-linking and social marketing to disseminate.</li> </ul> <p><b>f. Co-ordinated (virtual) activity to 'sex-up' vegetables</b></p> <ul style="list-style-type: none"> <li>• Identify funky marketing theme (such as Nenita's 'Vegetables don't have to be imported to be exotic', or 'FunkyVeg' or 'Notboring' or 'latevegies' – the latter a play on 'hate' and 'ate') and obtain relevant domain names (or Facebook pages). Try to keep this as potentially mainstream as possible; target market young adults (suggestion).</li> <li>• Obtain design suggestions for simple logo and website/facebook or postcard page.</li> <li>• Obtain initial animation of vegetables doing exotic things. A series of these may be required down the track.</li> <li>• Run a series of campaigns such as photography/recipe campaigns, travel blogs (weird places where I ate vegies) etc and aim to be relevant to the facebook generation. More info on this can be found at <a href="http://www.morrisyoureyeonthefuture.com/fresh.html">http://www.morrisyoureyeonthefuture.com/fresh.html</a></li> <li>• Keeping this content virtual will reduce costs and potentially enable wider pick up. The aim is to promote this to Tasmanians, but to focus too closely on this will reduce the potential wider impact and the potential likelihood of success even here, in my opinion.</li> <li>• Potential add-ons include developing posters and disseminating on buses or bus shelters to drive people to the web page.</li> </ul>
<b>Activity costs</b>	<p><b>A1. Pocket guide</b></p> <p><b>Info:</b> Underway as part of 2012 Calendar; 50% of \$7,400.00</p> <p><b>Design costs:</b></p> <ul style="list-style-type: none"> <li>• <b>KwikKopy:</b> assume 1 day: \$880.00</li> <li>• <b>Flying Colours Printing:</b> included in print costs.</li> </ul> <p><b>Printing costs:</b></p> <ul style="list-style-type: none"> <li>• <b>KwikKopy (Hobart)</b></li> <li>• 20 pageA5 folded to A6 &amp; stapled 120gsm: \$3-\$4 per copy; 500 or 100 copies respectively.</li> <li>• <b>Flying Colours Printing (Launceston, recycled paper)</b></li> <li>• 20 pageA5 folded to A6 &amp; stapled + cover paper: 120gsm: \$1.80ea/2,000 up to \$6ea/500.</li> <li>• 36 pageA5 folded to A6 &amp; stapled + cover paper: 120gsm: \$2.36ea/2,000 up to \$7.35ea/500. Spiral binding almost doubles costs/copy.</li> <li>• <b>Avis printing (Melb):</b> 40 x A6 size printed pages, printed in full colour throughout. Cover: White 250gsm white offset board (recycled Carbon Neutral), text pages on 150gsm white offset, recycled carbon neutral paper. Folded, collated and saddle stitched. \$1.80ea/2,500 up to \$4.89ea/500 plus delivery costs.</li> <li>• <b>Uniprint (Hobart):</b> 20 x A6 printed pages, self-covered,</li> </ul>

saddlewired binding. \$1.25 each for 500 copies.

**A2. Keycard sized 'What's in Season' guide (so-called 'Z card'):**

**Info:** Underway as part of 2012 Calendar; 50% of \$7,400.00

**Design costs:**

- ***Flying Colours Printing:*** included in print costs.

**Printing costs:**

- ***Flying Colours Printing (Launceston):*** Z card brochure card, 54 x 85mm, fullcolour, varnished front. \$7.45ea/500 down to \$2.27 ea/2,000 units.
- ***Avis printing (Melb):*** tba

**Total for either option: \$3,700.00 + printing costs**

**b. Promote buy-in for joint Gofor2and5 activity**

- See relevant section below.

**c. Vegie snack pack bags**

- See relevant section below.

**d. Calendar for 2012**

**Info/concepts:** 2012 underway as part of Pocket Guide 50% of \$7,400.00.

**Printing:**

- KwikKopy: \$10 each for 2,000 full colour 13 pp.
- Flying Colours Printing: 24 pp + 4pp cover: \$4.80 each for 1,000.  
CD calendar: \$4.60 each for 1,000.

**Total: \$3,700.00 + printing costs**

**e. www info on farmers and produce**

**Info:** Underway as part of Pocket Guide and 2012 Calendar (already in budgets above).

**Admin costs** for www uploads and maintenance: ongoing Eat Well activity?

**Total: ongoing costs. \$Nil.**

**f. Co-ordinated (virtual) activity to 'sex-up' vegetables**

- Develop marketing brief and plan and obtain/submit suggestions: \$3,000.00
- Facebook page: free
- Domain names: \$70 pa plus hosting fees.
- Simple logo & style guide & **postcard** design: \$1,500.00
- Design of posters/banners for web page/buses: \$2,500.00
- Option: More complex marketing input: \$5,000 (estimate,

	<p>depending on aims this could be \$25,000)</p> <ul style="list-style-type: none"> <li>• Admin costs for www uploads and maintenance: ongoing Eat Well activity?</li> <li>• Animated cartoon of non-imported vegies doing exotic things: to select from \$1,000.00 to tba higher costs.</li> <li>• Additional activity potential: 'Notboring' or 'boring vegies doing exotic things' posters in doctors surgeries and on bus shelters around the cities in Tasmania: rates range from \$10 (inner)-\$300(external) per bus per month (suggest inner poster in 20 buses in Hobart, Launceston, Burnie and Devonport and one external bus in Burnie for 3 months). This has the greatest potential of accessing Tasmanian target market, in my opinion: \$3,300.00</li> <li>• <b><u>Total: \$10,000-\$15,000 for 3 month focus (real) and longer virtual activity.</u></b></li> <li>• Costs to design and produce postcards featuring 'Vegetables don't need to be exotic' mock-ups: circa \$1,500.00 (included above).</li> </ul>
<b>Summary and next steps</b>	<ul style="list-style-type: none"> <li><b>a. Pocket guide or Keycard 'Whats in Season' guide</b> Decide on format/quote; source info; collate and print; plan dissemination activities.</li> <li><b>b. Promote buy-in for joint Gofor2and5 activity</b> See relevant section below.</li> <li><b>c. Vegie snack pack bags</b> See relevant section below.</li> <li><b>d. Calendar for 2012</b> Source info, collate and print.</li> <li><b>e. www info on farmers and produce</b> Source info and establish route to www.</li> <li><b>f. Co-ordinated (virtual) activity to 'sex-up' vegetables</b> Decide on budget, approach, plan and commission activity, disseminate and maintain.</li> </ul>

## 2.Gofor2and5™ activity – media strategy & costs, development of improved serving size visualisation, marketing materials.

<b>Opportunity</b>	There has never been a Tasmanian roll-out of Gofor2and5™. The awareness of serving size in Tasmania is low (20% of respondents in Eat Well survey) and this has been shown to improve as a result of Gofor2and5™ in other states.
<b>Assumptions and constraints</b>	Marketing materials are available from Gofor2and5™ activity and that there are options for magazines, posters and television already ready to go; the website has not been updated for several years and I have in hand more recent samples of Point of Sale (POS) materials and serving size visualisation which SA Health devised. We have assumed that the Gofor2and5™ activity would still be relevant, whereas new campaigns have been launched subsequently ('Swap it, don't Stop it', for example).
<b>Proposed activities</b>	<p>The communication strategies Gofor2and5™ utilised included:</p> <ul style="list-style-type: none"> <li>• Shopping trolley ads and in-store recipe cards (these were seen as very effective by the campaign)</li> <li>• Magazine/Newspaper ads</li> <li>• TV ads/radio ads</li> <li>• Publications: booklets and posters</li> </ul> <p>The standard approach for this type of intervention has been to monitor the degree of awareness in the general populous of a select group (by telephone interview), to undertake the intervention for, say 12 weeks, and then to monitor the degree of awareness and any specific (claimed) change in behaviour as a result.</p>
<b>Activity costs</b>	<p>The separate items to be costed out include:</p> <p><b>Access to the materials</b> and the logo.</p> <ul style="list-style-type: none"> <li>• <i>Gofor2and5™ materials: <b>Free of charge, subject only to license agreement use of copyright for a</b></i></li> </ul>



***period of time and for different materials.***

**Modification/Production** of any publications (i.e. printing): **tba** (via 303 Group, WA). This would involve addition of Tasmanian logos, voice over talent for ads, etc. Possibility of using NZ 5+aday serving size illustration has been requested.

**Advertising space** and media campaign costs.

- ***In-store:*** *tba via 303 Group. If few modifications required, point of sale is ready to go.*
- ***Newspaper:*** *\$2,500.00 for quarter page, Mon-Fri The Mercury.*
- ***TV:*** *Southern Cross, 7mate and 7two: Daytime 15sec av \$70; 30 sec av \$120 or \$2,400 per month for statewide package for 3 months throughout day (15sec) (52% of commercial share state-wide).*
- ***Southern Cross/WIN*** *production of new commercial: \$500.00*
- ***WIN, Go! And Gem:*** *Airing (60 times/day/month, 15 sec commercial): \$895.00 per month. Other options available.*
- ***TV*** *assume \$1,000 per month can be negotiated plus production costs.*
- ***Radio:*** *A 'Call to Action' campaign with an aim of generating website traffic, 6 broadcast hits/day and could cost \$1,000-\$2,000 per week, which could increase depending on what time of day the broadcasts were to be made (audience selection). Assume \$1,000.00/week (7HOFM, LAFM).*

**Monitoring** of awareness prior to (during) and after the campaign: This can be done by telephone (more expensive) or internet. All agencies proffered that 1,000 respondents/survey was a recommended target, not more.

- ***EMRS (Tas):*** *5 min (telephone?) survey, 1,000 people each time: before, during and after the campaign, plus reporting: \$44,000.00*
- ***Inresearch (Vic):*** *10 closed and 1 open question telephone survey, 1,000 people each time: before, during and after the campaign, plus*

	<p>reporting: \$26,600.00 approx.</p> <ul style="list-style-type: none"> <li>• <u>Inresearch (Vic)</u>: 10 closed and 1 open question <u>internet</u> survey, 1,000 people each time: before, during and after the campaign, plus reporting: \$14,800.00 aprox.</li> <li>• <u>Brand Story (NSW)</u>: telephone recommended for Tas. 10 minute <u>internet</u> survey 250 ppl: \$5,000.00. 10 minute <u>telephone</u> survey 1,200 respondents: \$25,000.00 (\$27,000 for lower socio-economic demographic). To monitor prior to and subsequent to campaign, costs need to be doubled.</li> </ul> <p><b><u>Total Costs: Assume 3 month campaign via radio and TV, Inresearch used for monitoring via internet: \$30,300.00</u></b></p> <p>Caveats: additional charges apply if we modify point of sale materials and are required to pay for in-store positioning, if we print A3 or A4 posters for doctors surgeries etc and distribute, and if we undertake newspaper ads (which seem exorbitant but are probably negotiable).</p>
<b>Summary and next steps</b>	<p>Decide on approach, organise access to materials and commission campaign. Benchmark awareness pre-campaign and define goalposts for subsequent assessment.</p> <p>SUGGESTION: Given the relatively low proven impact of Gofpr2and5™ on <b>increased consumption</b> of vegetables (compared with awareness of campaign and stated claims to attempts to increase consumption), and that it has been undertaken for over 10 years in Australia already, there could be an argument for developing a unique Eat Well 'Just eat more vegies' or 'Vegies don't need to be exotic' campaign, and undertaking as above. Additional costs approx \$10,000.00 for design of posters.</p>

### 3.Vegie snack pack pilot with HOVER 2011-2012

<b>Opportunity</b>	To develop Eat Well branded vegetable snack items to retail in HOVER vending machines or at an Eat Well activity such as the NW event.
<b>Assumptions and constraints</b>	We have assumed a refrigerated vending machine capable of supplying food products is available (we are in contact with Isle Vending Tasmania whom have units in call centres and Launceston hospitals). The limitation is the shelf-life of the products (needs to be 10days): batch processing being more cost effective than continuous availability. We have assumed it is desired that Tasmanian-grown vegetables are used, and that within-Tasmania production of packaged products is required.
<b>Proposed activities</b>	<ul style="list-style-type: none"> <li>• Identify product options in terms of product, sourcing, packaging and distribution.</li> <li>• Design of packaging.</li> <li>• Obtain mock-up samples for Eat Well to approve.</li> <li>• Production runs and distribution (These need only be circa 14 bags per week for each vending machine to start with).</li> <li>• Monitoring uptake: suggest looking at sales data.</li> </ul>
<b>Activity costs</b>	<ul style="list-style-type: none"> <li>• Identify product options in terms of product, sourcing, packaging and distribution: \$9,500.00 (including packaging design costs).</li> <li>• Production runs and distribution: circa \$0.80-\$1.00 per unit (estimate).</li> <li>• Monitoring uptake (optional): this could occur via sales data.</li> <li>• <b><u>Total: \$9,500.00 plus production of units.</u></b></li> </ul>
<b>Summary and next steps</b>	Underway. Aiming for choice of ready-to-go salads for Fruit & Vegetable Month (August), and development of unique Eat Well Vegie snack bags for October launch and Fruit & Vegetable week via schools etc and Food Futures

Conference (November) (22-23 <sup>rd</sup> November).
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## 4. Calendar for 2013

<b>Opportunity</b>	Building on from the 2012 calendar and incorporating greater buy-in from Tasmanian healthy food producers, develop a novel and funky Calendar idea which will drive interest in healthy eating and Eat Well Tasmania.
<b>Assumptions and constraints</b>	We are assuming that our activities in 2012 will lead to greater involvement and opportunity for engagement from various industry parties. We are assuming other institutes will also all be developing Calendars and we want to stand out and be memorable and sought after.
<b>Proposed activities</b>	<ul style="list-style-type: none"> <li>• Develop concepts for board approval.</li> <li>• Seek buy-in and engagement from relevant industry partners.</li> <li>• Obtain quotes and oversee production and distribution.</li> </ul>
<b>Activity costs</b>	<p><b>Develop concepts</b>, seek buy-in and engagement from relevant industry partners, obtain design and production quotes and oversee production and distribution: \$5,000.00</p> <p><b>Printing &amp; design costs:</b></p> <ul style="list-style-type: none"> <li>• KwikKopy: \$10 each for 2,000 full colour 13 pp.</li> <li>• Flying Colours Printing: 24 pp + 4pp cover: \$4.80 each for 1,000. CD calendar: \$4.60 each for 1,000.</li> </ul> <p><b><u>Total: \$5,000.00 + printing costs</u></b></p>
<b>Summary and next steps</b>	Observe development of industry relationships with Eat Well over next 6-12 months. Action plans as and when relevant.

**5.Development of opportunities from other actions (Food Security Council Fund etc.) regarding supply of produce to marginal areas, and follow up if there is a gap (e,g, market basket surveys etc.).**

<b>Opportunity</b>	There are a number of actions currently being undertaken in Tasmania (Tasmanian Food Security Council, Tasmanian Food Access Research Coalition, UTAS IRD Community Food Production Consultancy on behalf of the Food security Council, Healthy Community Initiatives), identifying access to safe supplies of food, and healthy eating/living initiatives. We presume these will identify answers to several of the questions raised by this report (Section 5), but need to ensure this occurs.
<b>Assumptions and constraints</b>	We assume timely and public reporting of actions funded by government will ensue. We assume these reports will cover in sufficient detail the methodologies and results to enable gaps to be identified, where and if present. We assume the Department of Health is aware of all relevant initiatives.
<b>Proposed activities</b>	Monitor release of, and assess reports from, the various relevant activities and measure against identified requirements for securing access to healthy foods as outlined in this report (Section 5), and other issues as identified by Eat Well Tasmania.  Identify requirements to fill any gaps and identify resources required.
<b>Activity costs</b>	Ongoing monitoring and assessment: Monthly costs of \$750.00.
<b>Summary and next steps</b>	Prepare a list of relevant activities and dates for milestone reports and completion.

**6.Examine potential for engagement with My Kitchen Rules or Masterchef re promoting vegetable cooking skills and unique/unusual vegetables.**

<b>Opportunity</b>	My Kitchen Rules (MKR) (Channel 7) and Masterchef (Channel Ten) Australia have revolutionised home cooking and shopping patterns in recent years. Products featured in these shows need to be stocked at over 7 times the normal levels in the days subsequent to airing. Groups often have 'challenges' and thus a 'Tasmanian Produce Box or Basket' could appeal to the production team. There is both a process and a substantial cost for product placement.
<b>Assumptions and constraints</b>	That we can attract attention, and information from the production teams for the shows. Constraints are the competing suppliers of produce who all want to be on the show. The provenance of the produce may drive interest (especially if we could attract them to cook here), but this also raises the bar in terms of difficulty and perhaps cost. Buy-in from local industry would be imperative.
<b>Proposed activities</b>	Contact production teams for both shows to find out the process and costs involved (done). Suggest concept boxes and ideas based around Tasmanian fruit and vegetables (done). Go forth from there in terms of agreements, defining the partners involved etc.
<b>Activity costs</b>	Initial contact: underway. Organisation of concepts and ongoing involvement: \$1500.00 per month, subject to confirmation. Direct costs: To be advised.
<b>Summary and next steps</b>	To be advised once information is received.

## 7.A more focused larger scale vegetable consumption survey.

<b>Opportunity</b>	The original Eat Well Vegetable Consumption Survey unearthed over 1,100 respondents in around 1 month. Significant insight was achieved, but it is possible the seriously vegetable deficient population of Tasmania was not penetrated.
<b>Assumptions and constraints</b>	There are limits to the information one can access easily from people: whether anonymously or not. There are also caveats that what people <b>say</b> , is not necessarily what they <b>do</b> . Gaining information such as this is a numbers game: the more people contacted the more clear the trend becomes, however the wider spread the demographic profile, the broader the answers will fall. Surveys can be undertaken in person, by mail, on the telephone or via the internet: different costs are incurred in each case.
<b>Proposed activities</b>	Define the aim of the survey; define and refine the questions and potential responses with experts on the Eat Well board. Decide on the demographic and population we wish to question, and the number of respondents and time period. Identify the agency to present and report on the questionnaire. Undertake and report.
<b>Activity costs</b>	<p><b>Survey question development and management of survey:</b> \$6,000.00</p> <p><b>Third party agency presentation to consumers &amp; reporting:</b></p> <ul style="list-style-type: none"> <li>• <b>EMRS:</b> 1,000 respondents from general demographic, 5 minute survey (telephone): \$16,300; 10 minute survey (telephone): \$21,500.00, includes reporting.</li> <li>• <b>Inresearch:</b> 2,500 respondents from general demographic, 10 closed and 1 open questions plus reporting: \$13,130 (online); \$27,505.00 (telephone).</li> <li>• <b>Brand Story:</b> 1,200 respondents from general demographic, 10minute survey plus reporting:</li> </ul>



	<p><i>\$25,000.00 (telephone), \$5,000 for 250 online respondents.</i></p> <p><b><u>Total costs: \$33,505.00 assuming Inresearch and telephone survey.</u></b></p>
<b>Summary and next steps</b>	Decide on aims, demographic, timeframe and budget. Proceed.

## Summary of Business Case activities:

The aim was to develop a Business Case for selected options which examined potential actions:

### Within existing resources:

- **‘What’s in Season?’ Z-card:** \$8,240.00 for 2,000 copies (\$3,700.00 already committed on related activities).
- **2012 Calendar:** \$8,500.00 for 1,000 copies (\$3,700.00 already committed on related activities).
- **www info on farmers and produce:** no further costs.
- **Veggie Snack Packs for HOVER and Fruit & Vegetable month/week:** \$9,500.00 plus product costs (circa \$1.00 each) (\$9,500.00 already committed on activity).
- **2013 Calendar:** \$9,800.00 for 1,000 copies.
- **Development of opportunities from other actions:** \$750.00 per month for monitoring; additional costs for development as identified.
- **My Kitchen Rules or Masterchef:** \$1,500.00 plus any fees from production company (tba).

### With an additional \$50K investment:

- **Activity to ‘sex-up’ Tasmanian vegetables** (‘we don’t have to be imported to be exotic’): \$10,000-\$15,000.00 for 3 months real, and longer virtual activity. Quick look-see via postcard and animation: \$2,500.00
- **Gofor2and5™ rollout (3 months radio/TV plus monitoring):** \$30,300.00 plus any required advert modification costs by 303 and in-store point of sale if required.
- **More focused, longer Vegetable Consumption Survey:** \$33,505.00 assuming telephone survey of 2,500 respondents from general demographic.

- **NW event:** Circa \$10,000.00 plus catering costs per head.

**With an additional \$200,000 investment:**

- This level of resource requirement could become necessary for a wider/longer roll-out of Gofor2and5™.

**Leverage from other sources** has been covered herein in terms of the Tasmanian Vegetable Council. No other sources have been unearthed at this stage.

## 9. Business Case Launch Event.

**Aims:** Eat Well Tasmania will hold the AGM, launch this Business Case, the 2012 Calendar, the Vegie Snack Packs, potentially launch (or drive interest in) a Gofor2and5™ campaign, and drum up interest in **Fruit & Vegetable Week** at an event in Launceston in October. A live web cam (if desired) can transmit events to people unable to attend (who can either view this via the internet or by attending a similar venue in Hobart, whichever you prefer).

**Date:** Suggest: week commencing 17<sup>th</sup> October **Please confirm date ASAP.**

**Time:** 11.00 am start for a 2.30pm completion.

**Food:** Lunch (salad sandwiches, fresh fruits and vegetables, orange juice and water, served at each table during proceedings).

**Venue:** Tramsheds, Launceston. The Tram Room (100-200 people)

**Title:** Suggest: *Just eat more Vegies: Eat Well Tasmania's aims for Tasmanian adults.*

**Programme:** *(suggest people sitting cabaret style around tables).*

10.30-11.00am Registration and coffee/tea and morning tea.

11.00-11.10 am Introduction (Nenita Orsino) – setting the scene on the background to the work and introducing the event and the next speaker.

11.10:11.55am Outline of Findings and Recommendations from Business Case (Hazel MacTavish-West), questions and introduction of keynote speaker

11.55 – 12.15pm Keynote address (tba). Suggest vegetable industry representative (TFGA?, Houstons?) talking about challenges for production, marketing and sales in the face of diminishing interest in fruits and vegetables.

12.15-12.30pm Lunch is served to tables, comfort break.

12.30 – 1.15pm Eat Well Tasmania AGM.

1.15-1.45pm Launch of Calendar highlighting farmers stories (Tess Oddie) including introduction to 3 of the featured farmers (suggest having each of the pages of the calendar rotating on the projector backdrop; and a display from the October and November farmers), including each farmer speaking for 5 minutes.

1.45-2.00pm: Outline of HOVER activities in fruit and vegetable month, and plans for Fruit & vegetable week (Nov) via the Eat Well Vegie Snack Pack (Collette) including an example vending machine filled with snacks which everyone can access for free.

2.00-2.15pm: Introduction to the Gofor2and5™ campaign **or** the Fruit and Vegetable week activities and events (Nenita Orsino and H MacTavish-West?).

2.15pm Close of the event and invitations to get involved (Nenita Orsino). Invitation to complete personal pledge form to eat more fruits and vegetables.

**Invited Speakers:**

- Eat Well Board member
- Industry representative
- 3 farmers
- Andrew Craigie (Veg Council) or similar
- Possible PMA representative.

**Invited attendees:**

- Eat Well Tasmania Board
- DHHS representatives
- Tasmanian Government representatives
- UTas: School of Human Life Sciences, IRD, TIAR.
- DSTO
- CSIRO
- Vegetable Industry representatives: TFGA, Veg Council, VIMC, PMA.
- Individual vegetable producers: Harvest Moon, Premium Fresh Tasmania, Houstons, Brandsemas etc.
- Councils and HCI representatives
- TFGA/Farmers
- Education and Health representatives at community level.
- Tasmanian Women in Agriculture.

**Handouts:**

- Eco-friendly paper (?) bag/box with summary of report, Vegie Snack Pack, Calendar (?) or order form; membership application form, sponsorship invitation form, personal pledge form to eat more fruits and vegetables, Gofor2and5™ goodies.

**Costs:**

Organisational third party fees: \$4,400.00 (underway).

Venue/sound system:

- Tram Room: \$350/day; Roof mounted projector: \$120; WiFi internet: \$20.
- Web cam and establishment of links for online viewing of events to registered participants: to be advised.

Catering:

- \$21.00 per head for morning tea on arrival, and lunch: sandwiches, fruit and vegetables, tea and coffee only (suggest 100 attendees) – note we will need to discuss menu.
- Third party speaker's travel and fees max: \$3,000.00 – optional and only if required; should be much less.

**Total costs: \$7,400.00max plus \$490.00 plus web casting costs plus catering tba depending on numbers required.**

## Appendix 1.



### Vegetable Consumption Tasmania – Survey 2011.

This survey is being undertaken on behalf of Eat Well Tasmania ([www.EatWelltas.com.au](http://www.EatWelltas.com.au)) and [eatmorebroccoli.com](http://eatmorebroccoli.com) to find out what the barriers to consuming enough vegetables to meet recommended targets, and consumption of Tasmanian-grown vegetables are, if any.

We appreciate your anonymous responses, but we do need to know which postcode and country you live in. There are only 12 questions and a few questions about you, and thanks for your help.

#### 1. Which vegetables do you buy (or harvest, if you grow your own) within a typical week (and what quantity?)

	enough for 1 meal	enough for 3 meals	enough for 5 meals
Carrots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Potatoes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broccoli	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green beans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tomatoes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salad leaves/lettuce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### 2. How often do you buy vegetables?

- ☐ Daily?
- ☐ Twice Weekly?
- ☐ Weekly?
- ☐ Less often?

#### 3. Do you also buy and eat...

- ☐ Frozen vegetables?
- ☐ Tinned vegetables?

#### 4. Where do you buy your vegetables most of the time?

- ☐ Woolworths (i.e. multiple retailer)
- ☐ Coles

Confidential report.

- ☐ IGA
- ☐ Independent vegetable shop
- ☐ Farmers market
- ☐ I grow my own

**5. How much (in grams) do you think a serve of vegetables weighs?**

- ☐ 30g
- ☐ 75g (about half a carrot)
- ☐ 100g
- ☐ 150g (a whole carrot)
- ☐ 200g
- ☐ don't know

**6. How many days each week do you eat the recommended 5 serves of vegetables?**

- ☐ 1-3
- ☐ 3-5
- ☐ 5-7

**7. If you don't, is there a reason you don't eat your 5 serves of vegetables each day?**

Write your answer here:

**8. If we suggested you eat, say 2 serves more each day of vegetables, what would stop you doing it?**

Write your answer here:

**9. What would it take to motivate you to eat 2 additional serves of vegetables a day?**

- ☐ If I needed to save money
- ☐ If I wanted to eat more healthily
- ☐ If I had more time to prepare them
- ☐ If I liked the taste of them more
- ☐ If I was diagnosed with a health problem
- ☐ If I wanted to lose weight
- ☐ If my doctor told me to
- ☐ If I wanted my kids to eat more vegies
- ☐ If I realised other people ate more vegies than me

Confidential report.

**10. Do you, or would you, purchase Tasmanian-grown vegetables if available?**

Write your answer here:

**11. Is having local produce clearly identified in shops important to you?**

- ☐ Yes
- ☐ Not really.

**12. Are you**

- ☐ Male
- ☐ Female

**13. Where do you fit on this age range?**

- ☐ Under 20
- ☐ 21-35
- ☐ 36-50
- ☐ 51-65
- ☐ 66-80
- ☐ over 80 (well done, you've obviously eaten plenty of vegies!)

**14. We need to record your postcode and country.**

ZIP/Postal Code:

Country:

**Thanks for your time – please now either:**

1. Scan and email to: [hazel@mactavishwest.com.au](mailto:hazel@mactavishwest.com.au) OR:
2. Fax to: (03) 6223 1244 OR:
3. Post to: Eat Well Tasmania. GPO Box 1365 Hobart TASMANIA, 7001. AUSTRALIA.

**If you are a Tasmanian resident, and you provide your return address, we will post you a small gift for taking the time to send the completed survey back.**



## Appendix 2. Australian recommended serves and serving sizes ([www.health.gov.au](http://www.health.gov.au))

### Vegetables and legumes (choose a variety)

- Starchy vegetables: 1 medium potato/yam, ½ medium sweet potato, 1 medium parsnip
- Dark green leafy vegetables: ½ cup cabbage, spinach, silverbeet, broccoli, cauliflower or brussel sprouts
- Legumes and other vegetables: 1 cup lettuce or salad vegetables; ½ cup broad beans, lentils, peas, green beans, zucchini, mushrooms, tomatoes, capsicum, cucumber, sweetcorn, turnips, sprouts, celery, eggplant etc

### Fruit

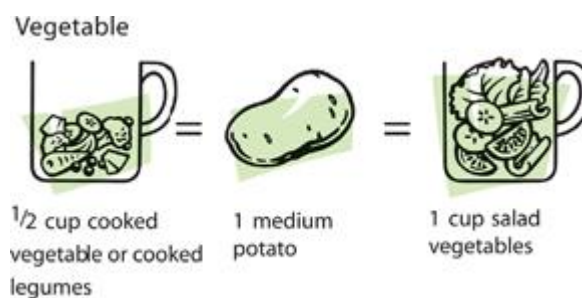
- 1 piece medium sized fruit (eg apple, orange, mango, banana, pear, etc)
- 2 pieces of smaller fruit eg apricots, kiwi, plum, figs, etc, about 8 strawberries, about 20 grapes or cherries, ½ cup (125ml) fruit juice (sugar free), ¼ medium melon (eg. rockmelon)
- Dried fruit eg 4 dried apricots or 1½ tablespoon sultanas
- 1 cup diced pieces/canned fruit

### Gofor2and5® says:

#### Vegetables

One serve of vegetables is 75 grams or:

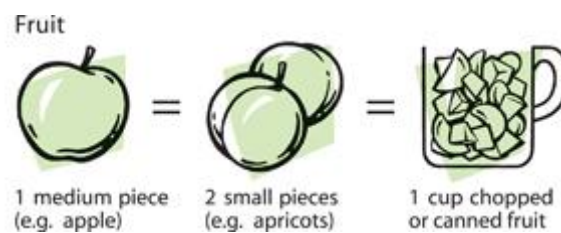
- ½ cup cooked vegetables
- 1 medium potato
- 1 cup salad vegetables
- ½ cup cooked legumes (dried beans, peas or lentils)



## Fruit

One serve of fruit is 150 grams of fresh fruit or

- 1 medium-sized piece (eg. apple)
- 2 smaller pieces (eg apricots)
- 1 cup canned or chopped fruit
- ½ cup (125mL) 100% fruit juice
- 1½ tablespoon dried fruit (eg. Sultanas or 4 dried apricot halves)



Choose fresh fruit instead of fruit juice or dried fruit. Juices have lower fibre content than fresh fruit. Dried fruit, if eaten in large quantities, can contribute to tooth decay because it contains a concentrated form of sugar that stick to your teeth.

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