

# supporting & enhancing all vegetable promotion together we can increase consumption

GROUP DELIVERING	STYLE	TARGET AUDIENCE	EXAMPLE OF MESSAGES DELIVERED
<p><b>Retailers, Wholesalers and Growers.</b>  <small>(Vegetables.co.nz 'public signature' of Vegfed activities doubles as website address, generic so as not to compete with specific brands.)</small></p> <p style="text-align: center;">complements</p> <p>Consultation with all groups who have a vested interest in increasing vegetable consumption showed <b>clearly</b> no one else intends delivering product specific or generic <b>fresh vegetable</b> messages.</p> <p style="text-align: center;">complements</p>	<p>Brand Marketing and Advertising.</p>	<p><b>Consumers.</b></p>	<p>This level tends to focus on brand marketing or specifics of a particular product, such as price and / or characteristics that set one brand apart, e.g. \$3.99kg or 'packed in ice.'</p> <p>Product range or retail outlet characteristics, e.g. freshness, are also delivered.</p>
<p>(The five colour boxes of vegetables.co.nz represent the five colour groups of 5+ A Day the colour way.)</p> <p><b>5+ A Day and Health Agencies</b>            e.g. Cancer Society, Heart Foundation, etc.</p>	<p>Mix of Brand and Social Marketing. Resource and information source.</p>	<p><b>Key Influencers.</b>            Research showed that chef tutors, health professionals and agencies, educators, retailers and food writers all want good quality material to help them promote vegetables. 'Producing the bullets for other people to fire' is an analogy that succinctly sums up the vegetables.co.nz strategy.</p> <p><b>General Public.</b>            Generally via key influencers.</p>	<p>Fresh vegetable specific messages, with a strong focus on taste and delivery of inspirational use ideas.</p> <p>Characteristics of vegetables - taste, nutrition, storage, selection, preparation, cooking, recipes, serving suggestions.</p>
<p><b>5+ A Day and Health Agencies</b>            e.g. Cancer Society, Heart Foundation, etc.</p>	<p>Social Marketing, Public Awareness and Behaviour Change.</p>	<p><b>General Public.</b>  <b>Key Influencers.</b></p>	<p>These form an umbrella role and tend to take a non-specific approach, focusing on the generics of fruit and vegetable consumption.</p> <p>Usually have a strong health focus with messages influenced by the World Health Organisation.</p>