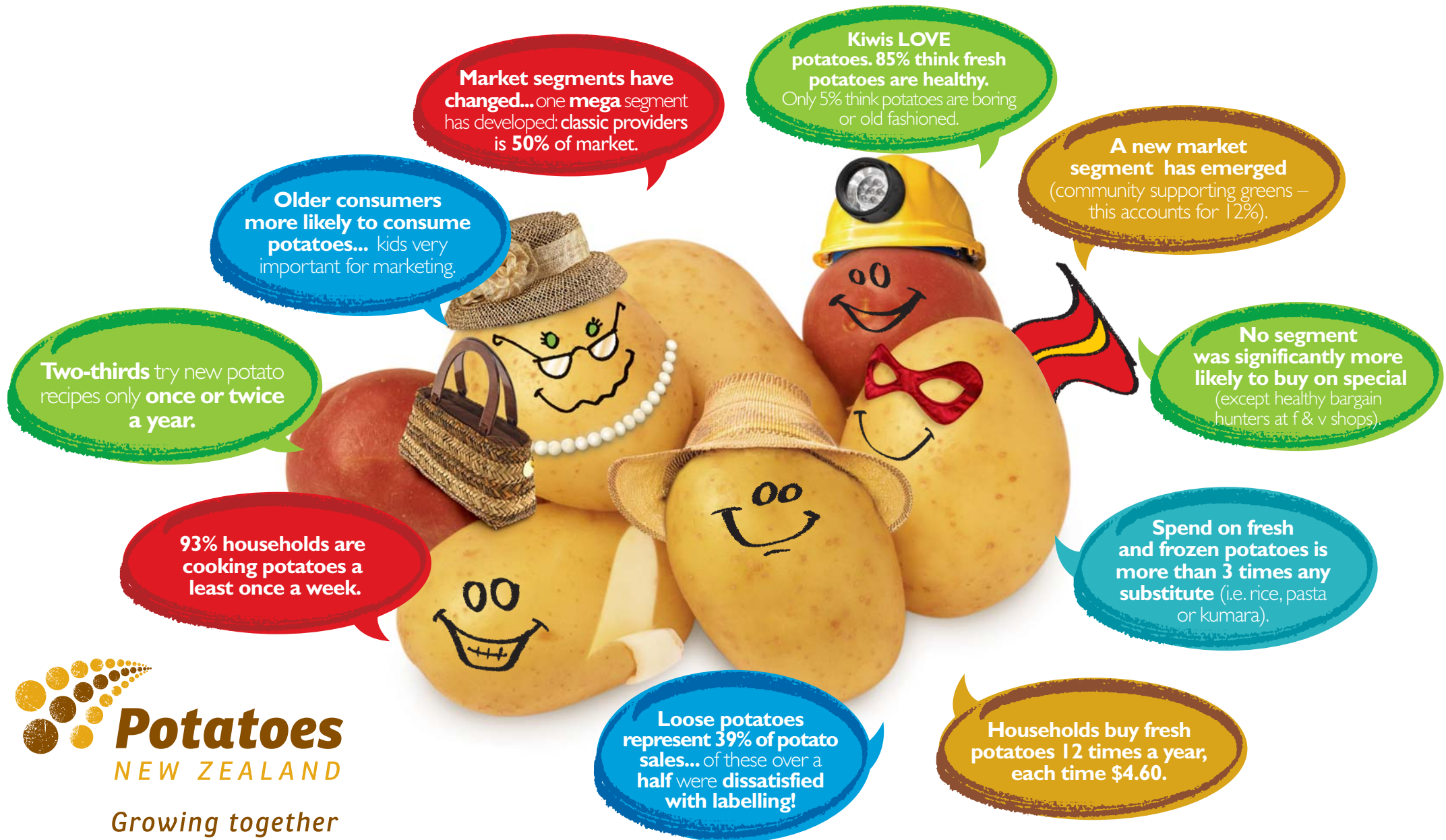


10 things you need to know about potato consumers to grow your industry



There are heaps more facts like this - get the full report

www.potatoesnz.co.nz

Promotion Strategy



Growing together

Adapting our activities to reflect the latest consumer research



Potatoes NZ Consumer Research was conducted by The Nielsen Company in June 2010.

The research was collected, from over 1,000 households, actual purchase information together with household's attitudes and perceptions.

The research is presented in four reports which may be downloaded from www.potatoesnz.co.nz

Executive Summary

Key insights and Insights

Media Usage

Chip Survey Results

A full tummy is only one potato away.



To unify the industry with a common goal of increasing consumption.

- Our new research will be shared with all our industry partners.

Bake a potato, make a meal!



To promote versatility to inspire consumption.

- The most challenging area for us
 - Potatoes are purchased because they are versatile
 - Many consumers are bored
 - Very few try new recipes - it appears that there is apathy to cooking!
- We will reposition inspiration from "recipes" needing skill, time and effort to "quick you-can-do-it tips".

Get to know me from the inside.



To improve the potato purchase experience:

- We have a lot of work to do in this area:
 - Labelling of loose product must be improved
 - NZ grown (local) needs to be highlighted
 - We must communicate where you find the variety information on pack.

It's always time for potatoes!



To get positive potato stories in the media.

- PR will remain a core focus of all our strategies.

Objective

To increase potato consumption by empowering consumers, key influencers, growers and industry partners.

Kiwis love me and my family.



To better understand our market.

- We will use home scan data to monitor changes in purchase behaviour.



To improve the status of chips.

- Consumers need to know which operators are trained and selling healthier chips.
- We will continue to promote oven baked fries as a great food choice.

I need very little water to grow.



To position potatoes as a fun, exciting and socially responsible food choice.

- Work with children will continue to be a priority.
- The relatively speedy emergence of the new segment Community Supporting Greens indicates that promoting potatoes as being socially responsible should become a primary message.

I'm a nutritional goldmine.



To clarify and strengthen the nutritional status.

- We have made headway in this area and whilst we should continue to promote how good potatoes are, nutrition is...
 - not so important for our largest segment 50% of classic providers - it does not need to be a primary message
 - a driver for two groups (combined 33%) - each of these groups requiring slightly different emphasis (economy and sustainability respectively).

Potatoes are also included as part of the promotion strategy of the Horticulture NZ generic vegetable campaign (vegetables.co.nz).

For more consumer information visit www.potatoes.co.nz

For industry information visit www.potatoesnz.co.nz