

The
5+ADay Est. 2007
Charitable Trust

Summerfruit

Promotion Report
Dec 2020 – Jan 2021



Summerfruit Promotion

NZ Summerfruit promotions started in December and ran throughout January.

Beautiful Summerfruit was included in our Christmas Influencers campaign: **Create a Healthy Christmas Brunch**. The combined reach for this campaign equated to **over 1.7 million**, a PR value of **\$255,750** and an advertising value of **\$85,250**.

New Summerfruit **recipes** were developed and shared across **@5adaynz** social media platforms and our consumer website **www.5aday.co.nz**. A **plum giveaway** was posted and gained great engagement with Kiwis.

Fresh NZ Summerfruit is **promoted to children** through the Fruit in Schools initiative and our sponsorship of the **What Now television show**.

United Fresh platforms of **LinkedIn** and **FMCG** were leveraged to further promote Summerfruit.



Christmas Promotion

New Zealand summerfruit were sent to social media influencers as part of our 'Create a healthy Christmas Brunch' promotion. Influencers created unique dishes and shared the creations on their social media platforms with great results.



The Results

Social media

POSTS FROM PARTNERS

45

REACH

1,756,644

ENGAGEMENTS

2,261

AD VALUE

\$85,250

PR VALUE

\$255,750

Online

Voxy.co.nz

Fresh.co.nz

Scoop



Summerfruit on What Now



Christmas Promotion Influencer Posts



healthykelsii
38m

Who doesn't love summer fruit? The 5+ A Day Charitable Trust is committed to increasing the consumption of fresh fruit and vegetables in all Kiwis for better health and well-being by providing healthy recipe inspiration. One of my favourite ways to use fruit is to freeze it overnight and make delicious smoothie bowls the next morning! My whole family is obsessed with stonefruit at the moment so thought I'd share a recipe that is also something you could have for Christmas br...
See More





Facebook – @5adaynz

The largest social network with over 3.2 million active Kiwi users – Facebook is our hub for fresh inspiration and recipes for our 49,500 followers.

We shared and promoted new photos and recipes, serving suggestions and nutrition information related to New Zealand summerfruit.

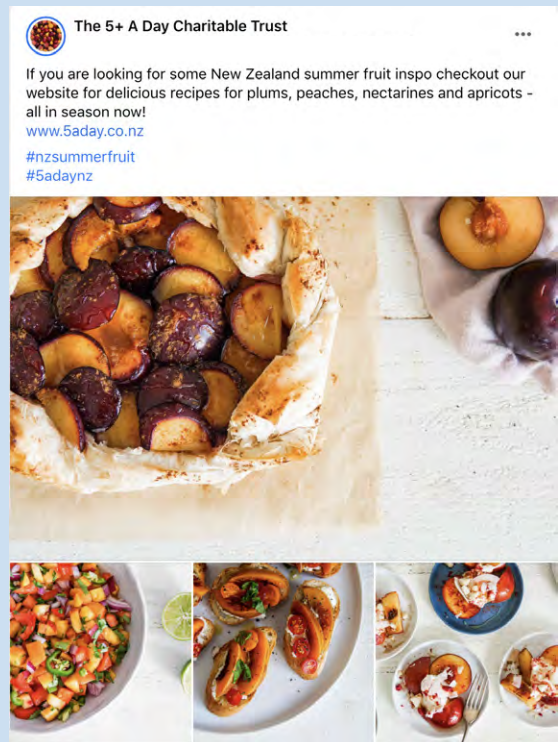
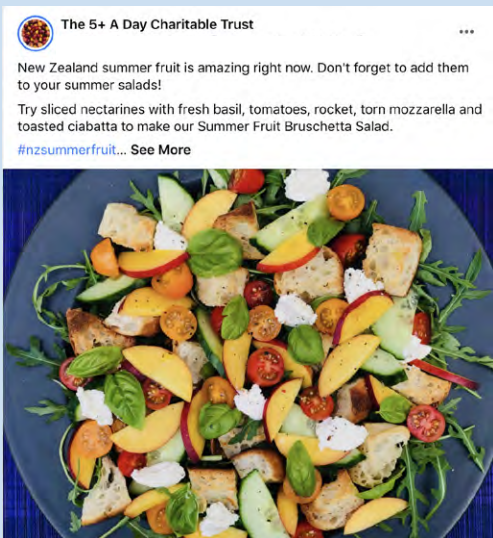
Summerfruit

REACH

44,845

ENGAGEMENT

2,820





Twitter – @5adaynz

The premier social hub for news and entertainment with **330 million** active users – We have over **1,400** followers on Twitter.

We use Twitter to provide short, sharp messages and facts relating to fruit and vegetables. We also direct our followers to our website where they can access recipes featuring summerfruit.

Summerfruit

IMPRESSIONS

6,680

ENGAGEMENT

144

5adaynz @5adaynz

Lunch today is grilled nectarines on pita with hummus. Added a handful of rocket & nuts for texture
#NZsummerfruit @YummyFruitCoNZ #5adaynz #NZnectarines



5adaynz @5adaynz

Looking like Christmas at the Clevedon Market #NZcherries #5adaynz



5adaynz @5adaynz

Great photos sent by @SummerfruitNZ of the nectarine harvest. Plenty of fruit heading to stores near all of us #NZsummerfruit #5adaynz #supportlocal



5adaynz @5adaynz

We hope you are enjoying the NZ summerfruit season with all fruit now available in store! #NZsummerfruit #5adaynz #supportlocal



5adaynz @5adaynz

Wishing all our friends and followers safe and happy holidays filled with the best of NZ fruit & vegetables! 🍓🍓🍓🍓



5adaynz @5adaynz

We have a giveaway running on our @5adaynz facebook page - beautiful Hawke's Bay plums courtesy of #russellsplums Hard to beat super sweet #NZsummerfruit #5adaynz #NZplums



5adaynz @5adaynz

Perfect salad weather and today's pick is Nectarine Panzanella. We're loving Summerfruit season #5adaynz #NZsummerfruit 🍓





Instagram – @5adaynz

Instagram is the fastest growing social network and currently has 1 billion global users, **1.5m of them in New Zealand**. We share original photos and videos to over **9,700 fans** so they can keep life fresh.



DID YOU KNOW?
70% of Instagram users check Instagram at least once a day.

Summerfruit

POSTS

REACH

19,068

ENGAGEMENT

1,030

IMPRESSIONS

20,927

STORIES

REACH

2,187

IMPRESSIONS

2,188





Pinterest – @5adaynz

Pinterest has **250 million** active users worldwide. Our Pinterest page is a forum for our fruit and vegetable fans to pin our fresh seasonal recipes. We have over **2,100 followers**.

We shared our summerfruit recipes with our Pinterest community. These recipes are also available for Pinterest users searching for summerfruit.

Summerfruit

CAMPAIGN AUDIENCE

6.5k

IMPRESSIONS

10.5k



👁 6 ⚡ 0 ➦ 0

Nectarine Panzanella Salad



👁 1 ⚡ 0 ➦ 0

Apricot Tart



👁 3 ⚡ 0 ➦ 0

Spiced Plum Chutney



👁 2 ⚡ 0 ➦ 0

Passionfruit & Peach Salsa

United Fresh Platforms

United Fresh supports the 5+ A Day Charitable Trust on business-to-business platforms which strengthens the consumer-facing work 5+ A Day carries out.



LinkedIn – United Fresh New Zealand Incorporated

LinkedIn is the social network for professionals with over 2.2 million users in NZ. It provides United Fresh with an avenue to connect with the produce industry & wider business community. We have over 700 followers.



FMCG

NZ summerfruit featured in the November/December edition of the FMCG magazine, in print and online.

[fresh produce]

BEST IN SEASON

All new season summer berries including raspberries, blackberries and blueberries will be available from November. Strawberries have been plentiful in the lead up to Christmas and beyond. New Zealand Navel oranges cut off in December but high fibre, vitamin oranges which have excellent juice content become available. In the New Year, avocados start to arrive and the popular vegetable is around for a short window from January to April.

everyone else producing any more berries. To avoid this, do not refrigerate tomatoes.

Strawberries

Strawberries are in season now and hit an intense peak in mid-November/early December. Consumer demand for them drops off at this time so, to ensure you keep a good stock supply during peak season, especially in the week before Christmas.

What to look for: Choose bright red, plump strawberries with fresh green leaves. They don't continue to ripen after they are picked so what you see is what you get.

Storage/handling:

Strawberries are highly perishable and need to be handled very carefully. They should be kept in a cool refrigerator when possible, unless you are moving large volumes and so washing regularly.

Summerfruit

Signify New Zealand summerfruit, including apricots, peaches, nectarines, plums and lightly seasonal cherries all begin to become available in December. The majority of fruit comes from just two regions – the Hawke's Bay and Central Otago and grows in those areas under pressure to manage harvesting well in order to deal with the large volumes of fruit.

What to look for:

Select fruit that is firm, plump, unblemished and unbruised. Unlike other summerfruit, cherries do not continue to ripen once harvested. They should be firm, heavy for their size with good coloration, glossy skin and fresh stems.

Storage/handling:

Summerfruit is incredibly delicate and needs to be handled carefully and correctly. All summerfruit can be stored at 0°C and all except cherries can be refrigerated between 10-13°C. Cherries should be kept refrigerated even when displayed. To view a comprehensive guide on how to handle and store summerfruit visit <https://www.summerfruit.co.nz/publications/>



Potatoes

Potatoes are grown and harvested year-round in New Zealand around 520,000 tonnes or 1 billion potatoes are grown annually. They are one of our most popular vegetables and make a significant contribution to New Zealand's food and fibre production in terms of crop.

What to look for: Look for clean, smooth, firm-textured potatoes with no cuts, lesions, discoloration or greening.

Storage/handling:

Store potatoes in a cool, dark, dry and well-ventilated location.



Tomatoes

Tomatoes are in the same category as potatoes when it comes to popularity and annual household spend. Prices are higher in winter and begin to fall in spring, with lower prices available over the summer months. Consumers can be persuaded to buy multiple pack types and varieties to accommodate individual preferences if they are merchandised well.

What to look for:

Tomatoes should be plump and heavy with smooth skin and no soft spots. Offer a range of varieties as there are plenty to choose from including cherry, Roma, blackberry, vine and plum.

Storage/handling:

Tomatoes produce a natural enzyme as they ripen and if they are refrigerated the

"STRAWBERRIES ARE HIGHLY PERISHABLE AND NEED TO BE HANDLED VERY CAREFULLY."



The 5+ A Day Charitable Trust, PO Box 66047, Beach Haven, Auckland 0749
Ph: 09 480 5057 Web: www.5aday.co.nz

