

Project 1 Understanding consumers



The objective to move marketing of New Zealand summerfruit from broad spectrum to target audiences both in domestic and international markets.

The activities will identify how to differentiate our fruit to deliver high value long term.

- 1.1 demographics
- 1.2 new market segments
- 1.3 fruit acceptance
- 1.4 purchasing channels
- 1.5 packaging requirements
- 1.6 potential for nutraceutical-based products

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1.1 Demographics

- will use consumer research studies in New Zealand and target Asian markets, both current and new, to analyse the purchasing preferences and habits of consumers
- initially across all summerfruit, although there may be subsequent focus depending on results

Closely aligns with:

2.1 New Markets

Feeds into:

4.2 Bringing Forward New Genetic Material

Activities	Milestones	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
1.1 Demographics								
1.1.1	Consumer studies in NZ market	✓	✓	✓		✓		✓
1.1.2	Consumer studies in current export markets		✓	✓	✓		✓	
1.1.3	Consumer studies in new export markets		✓	✓	✓		✓	

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1.2 New Market Segments

- will identify key high return market segments that may be outside current target markets

for instance, there is potential for a market segment specific to health / nutritional benefits to exploit attributes such as the high levels of anthocyanins found in Central Otago cherries.¹

Based on results from: 1.1 Demographics

Closely aligns with: 1.6 Potential for development of nutraceutical-based products

¹ Otago University Study

Activities	Milestones	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
1.2 New market segments								
1.2.1	Investigate new high return markets in NZ		✓	✓	✓			
1.2.2	Investigate new high return markets in current export markets		✓	✓	✓			
1.2.3	Investigate new high return markets in new export markets		✓	✓	✓		✓	

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1.3 Fruit Acceptance

- will determine the consumer acceptance and weighting of sensory, visual, cosmetic and fruit size attributes in the new market segments identified
- will investigate attitudes to the health/nutritional benefits of summerfruit
- will initially focus on consumer trials of apricots and nectarines/peaches in new markets.

Closely aligns with: 4.2 Bringing Forward New Genetic Material

Activities	Milestones	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
1.3 Fruit acceptance								
1.3.1	Consumer trials with fruit in NZ		✓	✓	✓			
1.3.2	Consumer trials with apricots in four countries			✓	✓	✓		
1.3.3	Consumer trials with peaches and nectarines in three countries			✓	✓	✓		

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1.4 Purchasing Channels

- will investigate emerging purchasing channels and the impact or opportunities they create compared to current channels

Closely aligns with: 3 Innovative packaging, packing and transport systems

Activities	Milestones	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
1.4 Purchasing channels								
1.4.1	Assessment of new purchasing channels in NZ		✓	✓	✓			
1.4.2	Assessment of new purchasing channels in export markets		✓	✓	✓	✓	✓	
1.4.3	Trialling new channels in two markets with two summerfruit types				✓	✓	✓	✓
1.4.4	Adoption of industry-wide direct to consumer sales				✓	✓	✓	✓

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1.5 Packaging requirements

- will identify packaging and presentation requirements specific to the consumers and market segments identified in the other activities
- to understand better and meet the requirements among consumers for ecological packaging

Closely aligns with: 3 Innovative packaging, packing and transport systems

Activities	Milestones	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
1.5 Packaging requirements								
1.5.1	Study on consumer packaging in NZ for all summerfruit	✓	✓					
1.5.2	Packaging preferences in preferred export markets and summerfruit	✓	✓	✓		✓		✓
1.5.3	Consumer responses to new packaging in NZ		✓	✓			✓	
1.5.4	Consumer responses to new packaging in export markets		✓	✓	✓		✓	

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1.6 Nutraceutical potential

- will investigate the nutraceutical composition of summerfruit that are closely aligned with consumer requirements
- product development will be undertaken as appropriate and trials in model systems will be assessed for feasibility

Activities	Milestones	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
1.6 Nutraceutical potential								
1.6.1	Study on nutraceutical composition relevant to consumers' health perceptions			✓	✓			
1.6.2	Trials on efficacy commenced				✓	✓		
1.6.3	Product development					✓	✓	✓

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Outputs

- In-depth consumer analysis for the five summerfruit in a wider range of markets.
- Priority list of markets/summerfruit in Asia.
- New market segments and their attributes for specific countries.
- Information to determine how to focus on health/nutritional benefits.
- Greater understanding of consumers in New Zealand.
- Nutraceutical potential of high ranking summerfruit.

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
Budget (000)	\$75	\$450	\$1,067	\$809	\$587	\$450	\$263
	Total overall budget (000)						\$3,701