

Australian Persimmon Industry

2007/08 Marketing Program

Final Report



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Introduction

The purpose of this report is to provide the Australian Persimmon Industry with an overview and evaluation of the HAL managed promotions campaign in 2007/08 funded from industry marketing levies.

Objectives:

The objective of the Australian Persimmon industry, as outlined in its five-year strategic plan is:

“To profitably and sustainably produce a quality product to meet the demand for sweet persimmons from a range of domestic and export markets and ensure the product is marketed and promoted to best advantage for growers.”

Objectives from Strategic Plan

Objective 4.

- Increase domestic consumption of persimmon by 30 percent over four seasons from 2004 to 2007.
 - *Strategy 4.1* Pursue all possible means of obtaining cost effective publicity in the food media and general media
 - *Strategy 4.2* Implement a professional promotional program on the Australian domestic market.
 - *Strategy 4.3* Encourage growers to become “ambassadors” for their fruit within their area/region and provide appropriate resources.

Objective 5

- Expand the volume of persimmon exported to 200,000 trays by 2007
 - *Strategy 5.1* Conduct preliminary research into market development opportunities using knowledge of current exporter. Identify barriers to developing these markets and prioritise.
 - *Strategy 5.2* Undertake research and development activities to overcome barriers to entering these markets.

Marketing Objectives

- To increase awareness of the Persimmon and position it as a fruit with a unique fresh taste, easy to enjoy and yet also maintain a high level of desirability.
- To successfully communicate the programs key messages including:
 - Normalizing the fruit whilst maintaining its uniqueness,
 - How to eat the fruit and tips such as how to select, store etc.
- To create demand among ‘new users’, increase consumption with ‘infrequent users’ and maintain loyalty with ‘frequent users’ of Australian Persimmons.
- To generate and secure positive Persimmon media coverage and ‘buzz’.
- To ultimately increase sales of Australian Persimmons.

Target Markets and Tactical Approaches:

The key target markets for the Australian Persimmons promotions campaign in 2007/08 were identified as:

1. Non users, lapsed and occasional users;
 - Younger consumers 20-35 years.
 - Adult, male/female primary grocery buyers 35+ years.
2. Frequent users;
 - Primary grocery buyers predominantly females aged 35+
3. Stakeholders;
 - Retailers such as independents, Woolworths, Coles buyers and Persimmon growers.

To reach these groups and achieve the above campaign objectives the following components were chosen:

1. Recipe development and photography
2. Point of Sale – development and distribution
3. In-store demonstrations
4. Retail education
 - a. Back room poster
 - b. Woolworths Market Fresh Report
5. Media relations
6. Consumer website and logo development

1. Recipe Development & Photography

Recipe developer and stylist Kate Brown and photographer Stuart Scott produced two recipes which will be used in the 2008/09 season.

Kate and Stuart were responsible for previous recipe development and photography for Persimmons, using them again will ensure consistency.

The two recipes developed are:

- Persimmon With Honeyed Yoghurt
- Persimmon and Herb Chicken Salad

Both recipes are healthy and easy to prepare and in the image Persimmons are the hero.

Ownership of the recipes and photography has been given to HAL following the photo shoot.

(See Attachment A for examples of the new recipes developed)

2. Point of Sale (POS)

In order to communicate the industry's key messages to consumers, point of sale material was developed as part of the 2007/08 domestic marketing program. The inspiring and informative point of sale was developed and distributed to Independents in Sydney and Melbourne as well as national markets.

A6 recipe pad

A new A6 recipe pad was developed in 2007/08 using the delicious recipe: *Low Fat Persimmon Muffins*, developed as part of the 2006/07 program. The recipe pad was double sided featuring the eye-catching recipe image on the front with the method on the back. It also contained information about the seasonality, storage and handling, as well as the newly developed Persimmon website in order to increase traffic to the site.

The pad also had a hole drilled in the top left hand corner to make it easier for retailers to display next to the fruit. This format eliminated the need for them to have a specific sized card holder next to the fruit displays.

Distribution

The point-of-sale material was distributed to key independent retailers in Sydney and Melbourne as well as markets in Sydney, Melbourne, Brisbane Perth and Adelaide early 2008.

Persimmon POS Distribution		
	Back Room Poster	A6 Recipe Pad
Sydney Markets	55	70
Melbourne Markets	55	40
Brisbane Markets	50	40
Adelaide Markets		20
Perth Markets		20
Sydney Independents	47	100
Melbourne Independents		20
Demonstrations / Industry		30
TOTAL	207	340

Harris Farm Markets in Sydney were very keen to receive copies of the point-of-sale material and distributed both the poster and the recipe pads to their 17 Sydney stores.

In order to reach key wholesalers and independents in the other states, we used the services of our marketing contacts at the central markets. Each state has their own reputable system of ensuring that the material goes directly to the wholesalers and independents that are currently selling persimmons.

By ensuring that we have eye catching point of sale, communicating the right messages and distributed in the most effective way to the right markets, we are confident that we can have a positive impact on sales.

(See Attachment B for examples of the POS)

3. In-store Demonstrations

To directly reach and communicate with consumers in-store demonstrations were secured at independent retail stores in key areas across Sydney, Brisbane and Melbourne. Suitable stores were hand selected according to their location and customer demographic. The aim of the demonstrations was to educate consumers, encourage trial and purchase of Australian persimmons.

In alignment with the budget four hour in-store demonstrations were carried out in 40 independent stores, during peak shopping times, in addition, key consumer feedback was gained at each demonstration.

All in-store demonstrations took place as close to the persimmon display as possible with the aim to maximise immediate sales. This location was predominately in front of or to the side of the fruits display.

Demonstration Kit

To ensure a professional appearance and a high level of attention at each in-store demonstration, a demonstration kit was developed which included the following inclusions:

- Australian persimmon recipe cards.
- General equipment for demonstration including gloves, platters, bowls, knife, toothpicks, napkins, apron, mobile table, branded banner stand and a demonstrator name tag.
- Customer feedback forms, including suitable questions to ask customers to ensure relevant market research data.
- Demonstrator feedback forms, including suitable questions to assess the success of each demonstration.

SYDNEY - In-store Demonstration Schedule	
Date/ Time	Store/ Location
Friday 14th March: 9am-1pm	Harris Farm Manly
Friday 14th March: 2pm-6pm	Harris Farm Spit Junction
Saturday 15th March: 9am-1pm	Leichhardt Fresh Fruit
Saturday 15th March: 2pm-6pm	Terrey Hills Fruit Market
Monday 17th March: 9am-1pm	Fruities North Sydney
Monday 17th March: 2pm-6pm	Harris Farm Mona Vale
Tuesday 18th March: 9am-1pm	Harris Farm Broadway
Tuesday 18th March: 2pm-6pm	Norton St Grocer Leichhardt
Wednesday 19th March: 9am-1pm	Metro Grocer Marrickville
Wednesday 19th March: 2pm-6pm	Ashfield Fruit World
Tuesday 25th March: 9am-1pm	Harris Farm North Strathfield
Tuesday 25th March: 2pm-6pm	Harris Farm Rhodes
Wednesday 26th March: 9am-1pm	Carlingford Fruit World
Thursday 27th March: 9am-1pm	Harris Farm Willoughby
Thursday 27th March: 2pm-6pm	Harris Farm St Ives
Friday 28th March: 10am-2pm	Norton St Grocer Bondi Junction
Friday 28th March: 3pm-7pm	Harris Farm Bondi Junction
Saturday 29th March: 9am-1pm	Bondi Road Fruitologist
Saturday 29th March: 2pm-6pm	Duffy Bros (Hillsdale Fruit)
Monday 31st March: 9am-1pm	Harris Farm Bondi Junction

MELBOURNE - In-store Demonstration Schedule	
Date/ Time	Store/ Location
Thursday 13th March: 9am-1pm	Piedmontes Supa IGA
Friday 14th March: 9am-1pm	Dom's Balaclava Fruit Market
Saturday 15th March: 9am-1pm	Cheltenham Fruit Supply
Saturday 15th March: 2pm-6pm	Sciicluna's of Mentone
Tuesday 18th March: 9am-1pm	Victoria Fruit Palace
Tuesday 18th March: 2pm-6pm	St Kilda IGA
Thursday 20th March: 9am-1pm	North Melbourne Supa IGA
Saturday 22nd March: 9am-1pm	Ashburton Fresh Fruit & Veg
Tuesday 25th March: 2pm-6pm	Basile Fresh Fruit
Friday 28th March 9am-1pm	Piedmontes Supa IGA

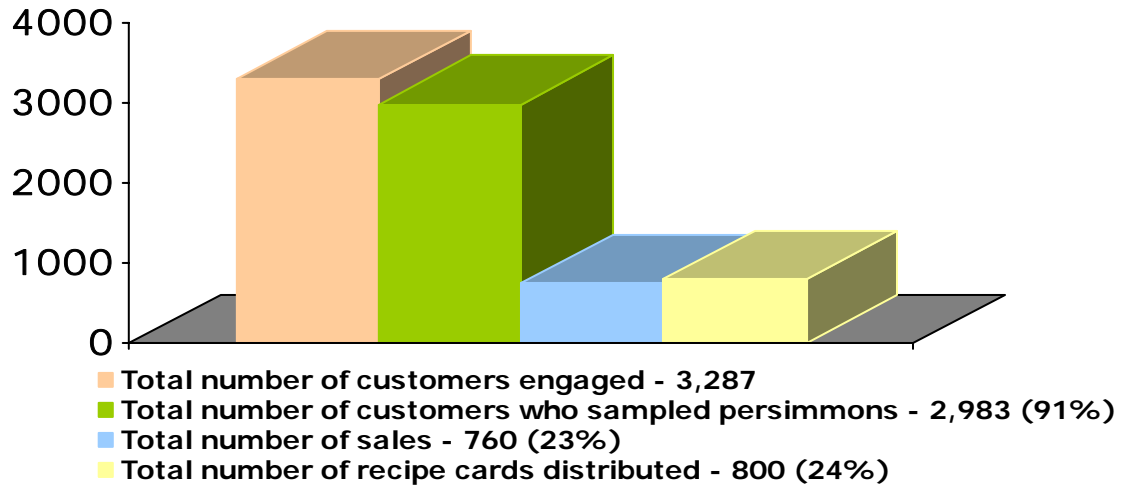
BRISBANE - In-store Demonstration Schedule	
Date/ Time	Store/ Location
Wednesday 2nd April: 9am-1pm	Clayfields Market Fresh
Wednesday 2nd April 2pm-6pm	Harvest on Hamilton
Thursday 3rd April: 9am-1pm	Charlie's Family Fruit Market
Thursday 3rd April – 2pm-6pm	Fruity Capers
Friday 4th April: 9am-1pm	All About Fruit
Friday 4th April: 2pm-6pm	Fine Fruit on James
Saturday 5th April: 9am-1pm	McWhirters Farmers Markets
Saturday 5th April: 2pm-6pm	Sirianni Fine Foods Supermarkets
Monday 7th April: 9am-1pm	Naturally Fruit
Monday 7th April: 2pm-6pm	McWhirters Farmers Markets

Summary

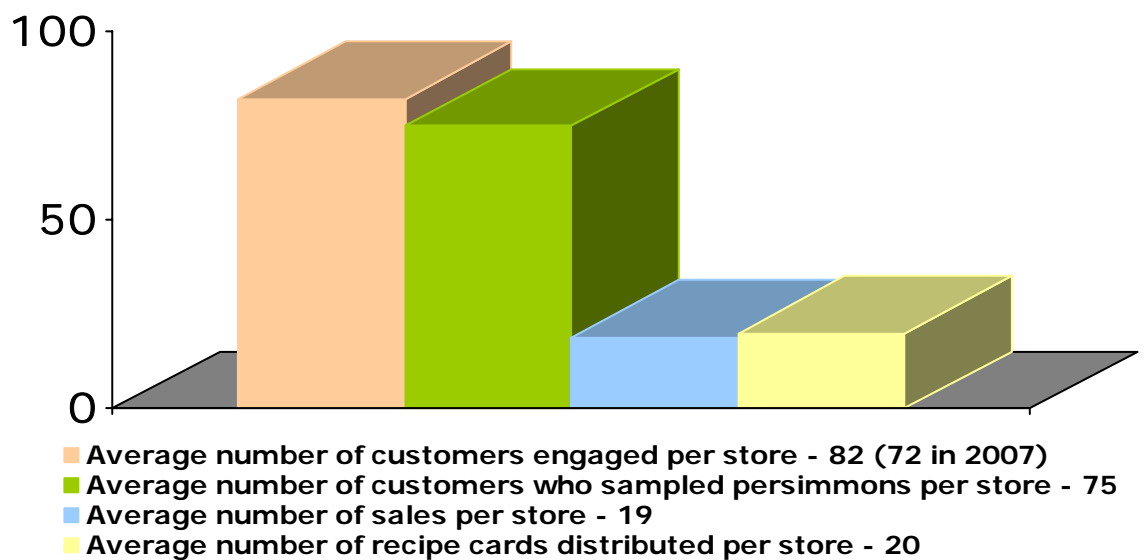
- Over 3,200 consumers were approached and spoken to about Australian persimmons as a result of the 40 demonstrations (In 2007, 2016 consumers were engaged with throughout 28 demonstrations).
- Approx 760 people purchased Australian persimmons (approx 1 in 4 resulted in direct purchases).
- Approx 800 recipe cards were distributed amongst consumers.

Demonstrator Feedback

Total figures



Average figures per demonstration



Demonstrator Feedback:

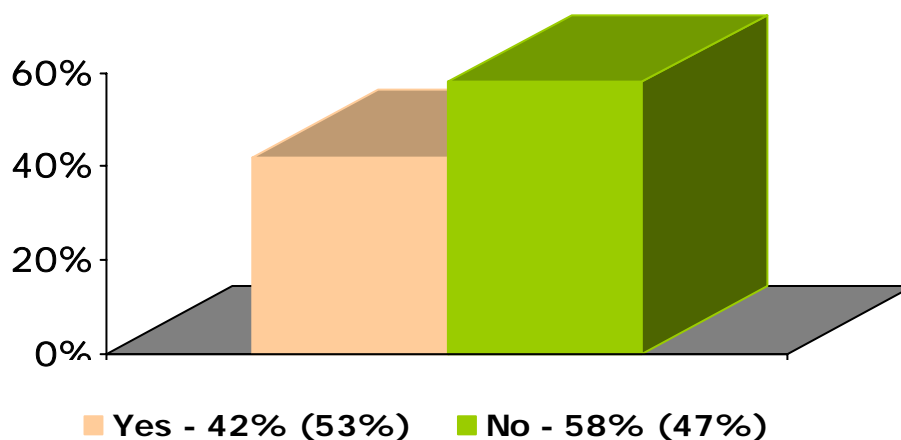
- “People were really happy about the fruit – they liked it very much”
- “The best part was watching people go directly to the display to buy some after tasting it”
- “Most of the consumers really liked the fruit. Some knew about them already but had never tried them. I would say 95% were positively surprised by the taste”
- “My best consumer was a 10 year old boy who kept coming up to get another sample, he said ‘they’re my favourite fruit now’ – made his dad buy some”
- “Generally really great feedback, lots of people willing to try new things”
- “Very few people knew about the fruit, but loved the sample”

Research:

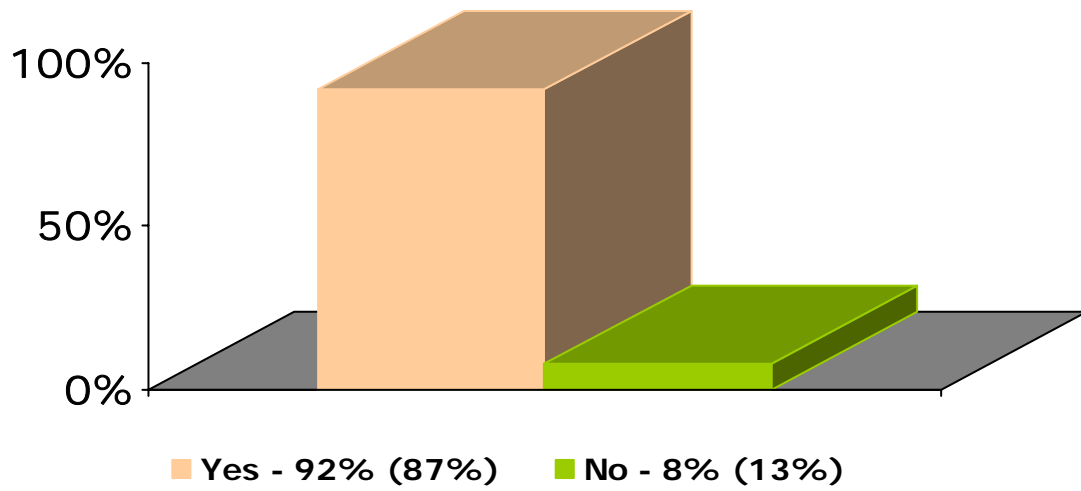
- To obtain consumer research on Australian persimmons the demonstrator conducted surveys across each demonstration.
- In total, 452 customers completed feedback forms across 40 in-store demonstrations (an average of 11.3 feedback forms per demonstration).
- The forms were designed to be non intrusive via an anonymous multiple choice questionnaire to ensure participation and accuracy of information collated.
- All raw data was tabulated and the statistical findings are detailed over the following pages. Comparisons to 2007 demonstrations are in brackets.

Consumer Feedback

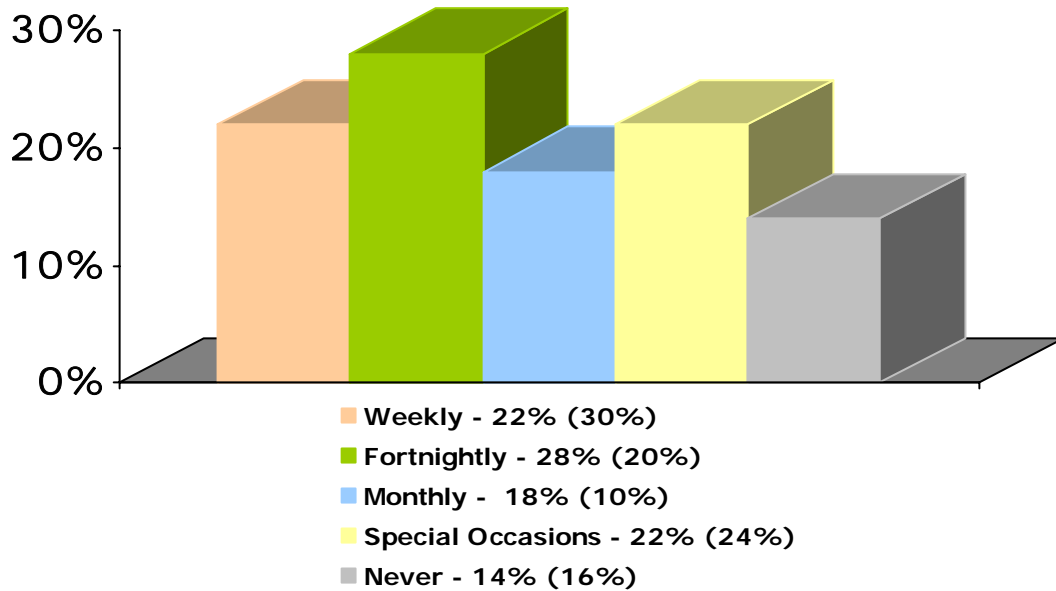
Q: Have you previously eaten persimmons?



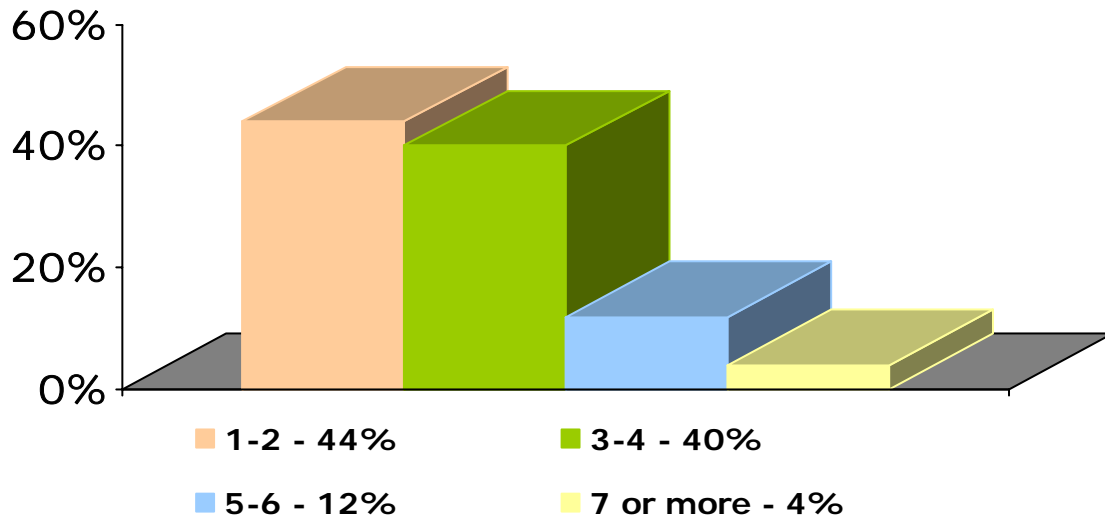
Q: Do you enjoy persimmons?



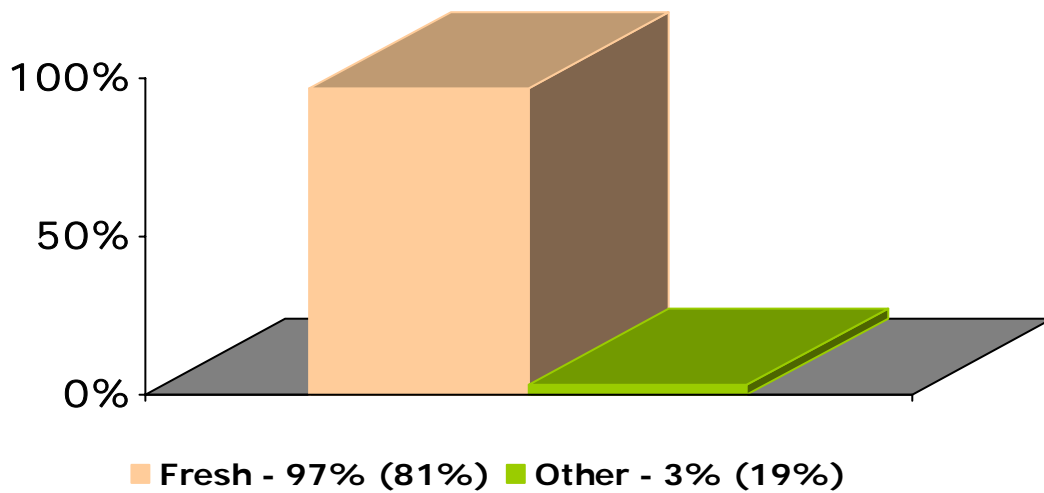
Q: How often do you/ would you purchase this fruit when in season?



Q: How many would you normally buy at once?



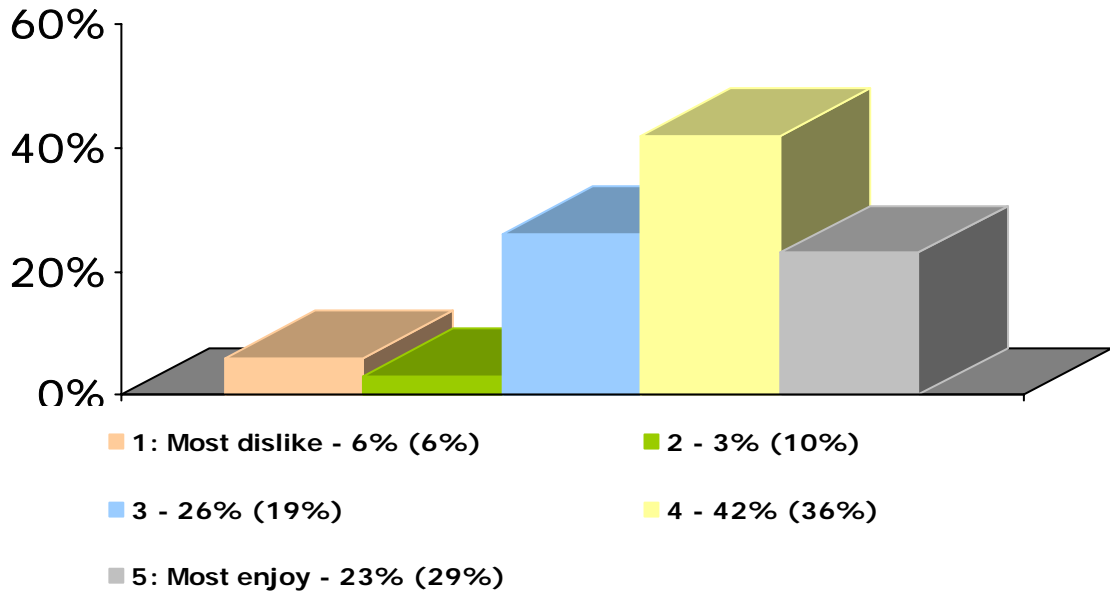
Q: How do you eat your persimmons?



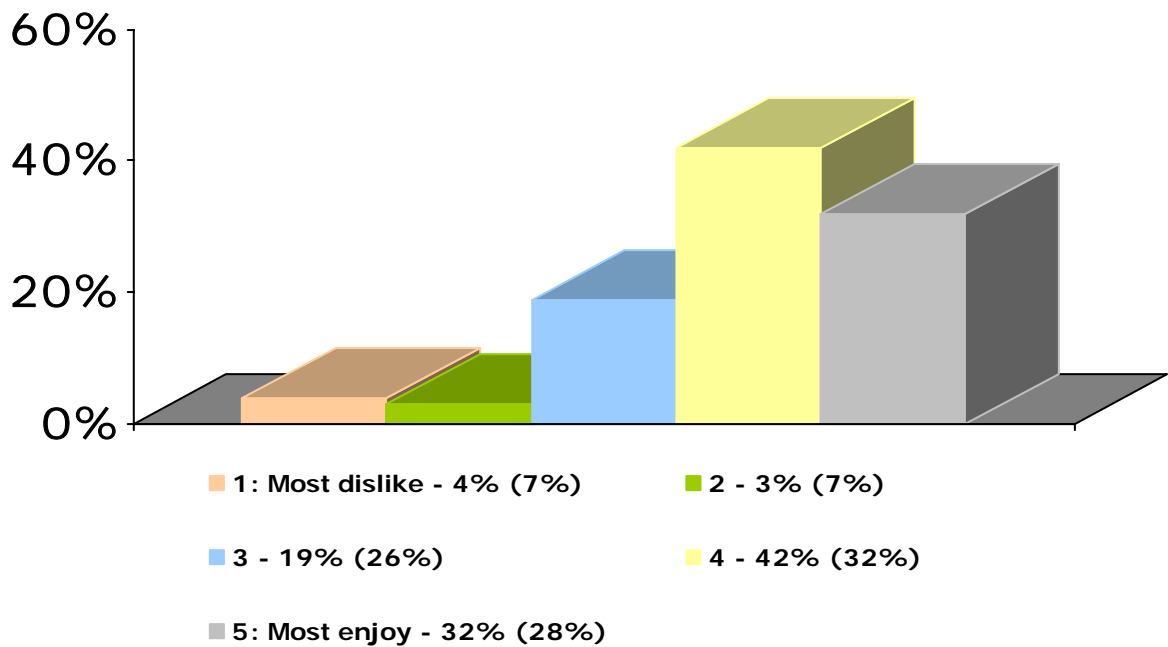
Other included:

- Baked
- With chicken noodles
- With spaghetti

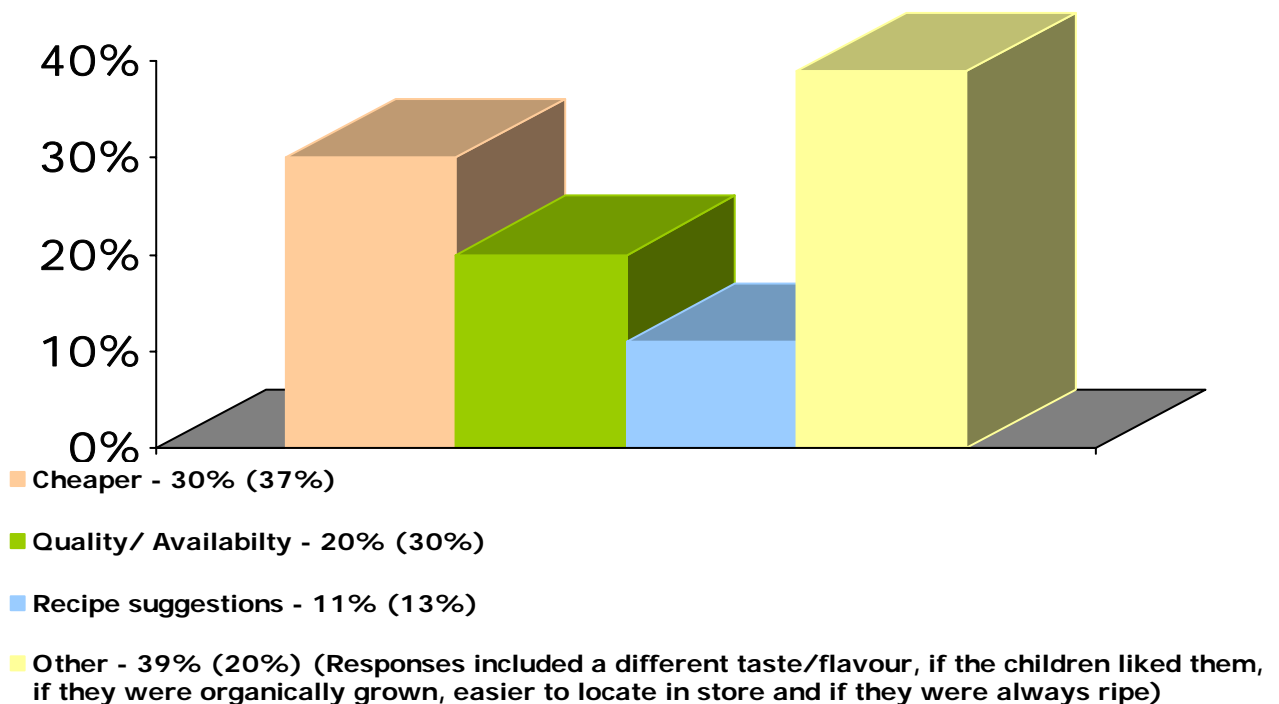
Q: How do you rank the taste of persimmons?



Q: How do you rank the texture of persimmons?



Q: What would entice you to purchase persimmons more frequently?



Consumer Feedback

Q: Other general comments about Australian persimmons

A: Many people thought that Australian persimmons were very sweet, fresh and generally loved them. Other answers were varied and included:

Positive

- “Delicious”
- “Ideal fruit for kids”
- “Unusual fruit – love the colour”
- “Great in Asian inspired dishes”
- “Will try the recipe”
- “Superb fruit”
- “Awesome taste”
- “A nice surprise”
- “Nice flavour and texture”
- “My favourite fruit”
- “Very refreshing”
- “I eat them every morning for breakfast”
- “Exceptional quality”
- “wonderful fruit”
- “They are heaven”
- “Delicious – great in a fruit salad”
- “I like trying new fruits”
- “I grew persimmons in my backyard, so I have pretty much eaten fresh persimmons my entire life”
- “The crisp variety is astounding – so sweet and delicious”

Other

- “Too sweet”
- “Enjoyed the taste but not the texture”
- “Price per fruit is out of my budget”
- “Dislike the flavour”
- “I can’t stand the red ones”
- “Not much flavour”
- “Different”
- “Tastes like flavourless peach”
- “Not juicy enough”
- “A bit too bland for my taste”
- “Often, people at the checkout are not sure of their name or location in store”
- “Prefer soft ones”
- “Prefer the hard ones”
- “Not much flavour – but interesting”
- “Don’t like the soft ones, they stick to the teeth”
- “Not crazy about them”
- “Not really something I would buy – but unusual”
- “Aren’t they a type of grapefruit”

2006/07 & 2007/08 Comparison



4. Retail Education

It was decided to implement retail education activities as part of the 2007/08 program as there was a need to educate the key retail stores and independents on the most appropriate way to store and display persimmons in order to have the best quality fruit provided to consumers.

The following two activities were negotiated in order to meet this objective:

a) Back Room Poster

After lengthy negotiations with the Category Managers at both Coles and Woolworths, both retailers agreed to display the below combined back-room poster in their stores.

australian custard apples
the tropical fruit...
...with a soft, sweet difference

Seasonality

- March – October

Storage

- Custard Apples ripen at an ideal temperature range of between 18-24 degrees
- Store at 18-22 degrees for up to 5 days only, longer than this and chill injury occurs
- Fruit will not ripen below 14 degrees. Fruit stored in temperatures that are too cool can result in blackening of the fruit, which then becomes inedible
- During winter, store fruit in a warm area
- Shelf life is quite short

Display

- Custard Apples should not be displayed in the cooler display shelves

Selection

- A Custard Apple is ripe when you gently squeeze it and it gives slightly under your hand, but still green in colour
- Custard Apples can be bought ready to eat, or still hard to touch, allow to ripen over the next few days after purchase
- Custard Apples are ready to eat when soft like a ripe avocado

When to eat

- Custard Apples should be eaten soft when the fruit is still green
- Once ripe, a Custard Apple is at its prime for 2-3 days
- To eat, simply cut in half and scoop out the white flesh, the Custard Apple should be moist with a pleasant sweet aroma

Fruit Blackening – Causes of blackening:

- The fruit being picked too early – immature fruit
- Fruit being cool stored for too long and at too cool a temperature
- The natural progression of the fruit – once it has ripened it starts to change colour from dull green to black within 3 to 4 days
- This blackening process will be faster if the ripe fruit is stored in cool conditions for too long

African Pride (AP) & Pinks Mammoth (PM)

AP - GOOD TO DISPLAY PM - GOOD TO DISPLAY

AP - MUST BE KEPT REFRIGERATED TO PREVENT BLACKENING TO TURN BLACK LIKE THIS AP - MUST BE KEPT REFRIGERATED TO PREVENT BLACKENING TO TURN BLACK LIKE THIS

australian sweet persimmons

The delicious crunchy tropical fruit

Seasonality

- Late February – mid June

Storage

- Australian Sweet Persimmons are best kept at room temperature. DO NOT REFRIGERATE as this can reduce shelf life
- Avoid storing next to ethylene producing fruit such as bananas and tomatoes as fruit softens too fast

Selection

- Sweet Persimmons can be eaten when crisp and crunchy or when soft depending on consumer preference
- Sweet Persimmon peel is edible
- The fruit can range in colour from light yellow-orange to a deep red-orange, depending upon variety and stage of the season
- Despite being firm to touch, handle Sweet Persimmons with care as the thin skin is delicate and bruises easily
- Surface blemishes do not affect the flavour or eating quality
- For best sales, keep fruit display fresh and well rotated

WHOLE

HALF

Australian Custard Apple growers association

For more information on Custard Apples please visit www.custardapple.com.au
© Horticulture Australia 2007

Persimmons

For more information on Australian Sweet Persimmons please visit www.persimmonsaustralia.com.au
© Horticulture Australia 2007

Due to budget constraints and following feedback from the key retailers, it was decided to develop a single poster between the Persimmon and Custard Apple industries. The key retailers felt that having a combined poster would save space in their stores and as a result, each store would be more willing to display the material.

The A2 sized poster communicates the key storage and display points and the seasonality - topics which both industries have been trying to communicate to retailers for a long period of time. The Persimmon section also provides visual examples of what is classified as fruit that is suitable to display, as well as showing a whole and cut fruit.

Glenn Egan, the Category Manger at Coles agreed to fund the distribution of the poster to their 760 national stores; the posters were bundled up into required amounts per state and were sent to the Coles head office in Victoria for distribution.

Woolworths now have a new electronic system called 'store net' which removes the need for them to display material in their back rooms. John Grove, the Woolworths Category Manager advised that he used the poster to communicate the key messages to the staff via this new on-line system. John also advised that they will print out copies when required so a separate version of the poster which could be printed in-house was developed and sent through to them.

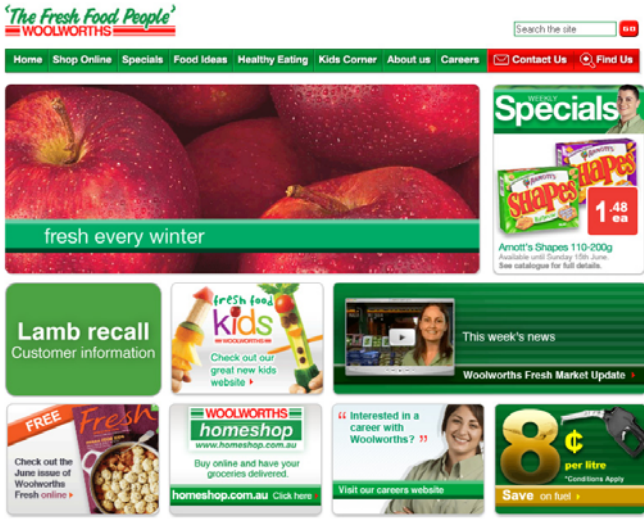
The poster was distributed to approximately 47 key Sydney independent stores directly as well as HAL's contacts at Sydney, Melbourne and Brisbane markets in total an additional 207 copies of the poster were distributed amongst independents and wholesalers in these three markets. This ensured that persimmons are also being represented across all chains of distribution.

b) Woolworths Market Fresh Report

In order to inform consumers about what is happening across Australia in the Fresh markets, Woolworths have developed a 'Market Fresh Report' which airs every week on channel 7 and 9. From what's in season, to how the weather is affecting crops - every week their Market Fresh Report gives consumers all the latest information.

Woolworths featured Australian Persimmons on their Market Fresh Report on Thursday 10th and Friday 11th April 2008. The advertisement went to air on channel 7 and 9 during the national nightly news as well as during the popular morning programs. The key messages of selection, handling and storage were covered as well as information on the growing regions.

The segment was also online at www.woolworths.com.au under the Market Fresh Report section:



The screenshot shows the Woolworths website homepage. At the top, there is a search bar and navigation links for Home, Shop Online, Specials, Food Ideas, Healthy Eating, Kids Corner, About us, and Careers. Below the navigation is a large banner for 'fresh every winter' featuring persimmons. To the right of this banner is a 'Specials' section for 'Amott's Shappes 110-200g' priced at 1.49 ea. Below the main banner are several smaller promotional tiles: 'Lamb recall Customer information', 'fresh food kids', 'This week's news Woolworths Fresh Market Update', 'FREE Fresh', 'Woolworths homeshop', 'Interested in a career with Woolworths?', and 'Save on fuel'. An arrow points from the 'This week's news' tile to the text 'Click through to the Woolworth's Market Fresh Report'.

Click through to the Woolworth's Market Fresh Report

Vendors | Woolworths Limited | Privacy
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This activity provided the persimmon industry with fantastic national coverage through television and online.

5. Media Relations

Situation

The persimmon PR program was two pronged including both media and consumer elements designed to engage directly with the public. The program aim was to secure maximum national media coverage across the gamut of media. The campaign was designed to build on previous years and to convert non users to users.

Objectives

- To negotiate and source maximum quality editorial media coverage across the gamut of media publications.
- To position Australian persimmons as ideal for all the family, on their own or in a recipe.
- To develop and reiterate the program's key messages across all elements of the program.
- To ultimately drive sales of Australian persimmons.

Target Audiences

- Non users, lapsed and occasional users
 - Younger consumers aged 20-35 years
 - Adult male/female primary grocery buyers 35+
- Frequent users
 - Primary grocery buyers predominantly females 35+

Program Overview

- a) Tropical Fruit Workshop
- b) Media Relations
 - Target Audience
 - Media Material Development
 - Media Coverage

a) Tropical Fruit Workshop

A workshop was recommended for persimmons, custard apples, and papaya / papaw. Having a combined event proved cost effective and invaluable for the food media to further engage them and increase their knowledge/ skills making them more comfortable working with these fruits.

The aim of the workshop was to:

- Provide media with the opportunity to be 'hands on' with the tropical fruits, therefore giving them more confidence and experience in using them.
- Unlock any uncertainty and to educate and excite media to use these fruits.

Event: Tropical Fruit Workshop - Taste, Touch, Experience...

When: 18 March 2008

Where: Simon Johnson Test Kitchen, Pyrmont (classroom with facilities)

What:

- Nominated spokesperson from each industry to attend and meet media and answer any questions about current issues.
- Purpose of presentation to enable media to become more familiar with all three fruits, encouraging them to use in recipe development and to learn from the industry spokespeople.
- Presentation/ education was followed by two course lunch – one course devised by each celebrity chef ambassador, Martin Boetz (Longrain Restaurant) and Christine Manfield (Universal Restaurant).

Who: Guests who attended included food media, recipe developers and stylists.

Over 20 media attended the workshop including representatives from:

- Australian Good Taste
- Super Food Ideas
- Delicious
- Australian Table
- New Idea
- Australian Women's Weekly
- Woman's Day/ Everyday Foods
- Weight Watchers Magazine
- Woolworths Fresh Magazine
- Natural Vegetarian and Health
- Recipes +
- Mindfood
- Numerous freelance recipe developers and food stylists

Event formalities:

- All guests were provided with all fruits enabling them to taste, touch and experience during the workshop.
- The PR agency detailed to guests the formalities for the event and introduced Christine Manfield (Universal Restaurant) who commenced the workshop demonstrating Papaya and Papaw.
- Stephen Jeffers from Persimmons Australia was interviewed in a Q&A session giving media a chance to ask about current issues. Martin Boetz then (Executive Chef Longrain) served Duck with Persimmon.
- Martin Boetz wound up the event showcasing a delicious Persimmon Sorbet.

Media gifts: media were provided with a gift basket containing persimmons, custard apples, papaw and papaya as well as media materials, a CD of images and Martin Boetz and Christine Manfield's recipes. Following the event, media gifts were couriered to media who couldn't attend

Media feedback post event:

Many thanks indeed for the Tropical Fruit Workshop yesterday. It was very informative day with Growers in attendance to answer questions, tasting and discussion of the fruits, and fabulous recipes and tastings by star chefs Chris Manfield and Martin Boetz. Also a great goodie basket too. Please convey my congratulations to everyone concerned!

Barbara Lowery (ABC Radio and freelance recipe writer)

Many thanks for a fantastic workshop. I got so much out of it. As I told you, I have never bought a persimmon and I thought they were really yummy. I think that the main reason I have never bought one is I simply did not know what to do with it. The same goes for custard apples, papaw and papaya. Just to have Martin show us how to cut a custard apple was all new to me. And the food was divine. Thank you for inviting me to such a terrific event and for the gorgeous basket of fruit.

Dixie Elliott (Food editor, Mindfood and freelance recipe developer)

Thanks so much for the invitation to attend the fruit workshop last week. I had a great time, very informative.

Mandy Sinclair (Food writer, Australian Table)

Thanks so much for the invite to this workshop. It was really well organised and most informative. It's also good to touch base with the growers.

Annette Forrest (Food consultant and stylist – contributor to Super Food Ideas)

I wanted to tell you what a good time I had at the event yesterday. It was very informative and the food was great.

Julie Lee (Australian Good Taste)

Thanks for having me along, it was great. I was inspired and learnt a lot, all the team in the office enjoyed the basket of goodies too!

Belinda Farlow (Test Kitchen Manager, Australian Women's Weekly)

The workshop was one of the best do's I've been to for a while. Yummy morsels and great info. Well done you (& the team)!

Christine Sheppard (Food editor, Woolworths Fresh Magazine)

(See Attachment C for pictures from the event)

b) Media Relations

The PR agency conducted media relations with attending Sydney media via the fruit workshop. Media materials were developed and provided to media which included:

- A persimmon media release highlighting the start of the season
- Update of persimmon fact sheet
- New recipe sheets
- Produce and recipe photography

(See Attachment D for an example of the media kit content)

Above and beyond the tropical fruit workshop, personalised one to one media relations with long and short lead media was conducted on a national basis.

Secured a total of 39 clips with an audience reach of over 3,805,419 (excl some radio and online figures)			
	PUBLICATION	DATE	CIRCULATION
1	Inner West Courier	04/03/2008	76,775
2	Fraser Coast Chronicle	12/03/2008	10,194
3	The Sunday Telegraph	16/03/2008	668,500
4	The West Australian	20/03/2008	200,317
5	The City Weekly	27/03/2008	40,335
6	Orion Magazine	April issue	10,000
7	Harris Farm Newsletter	April issue	20,000
8	Century 21 Property Management Newsletter	April issue	200,000
9	Inner West Courier	08/04/2008	76,775
10	North Side Courier	09/04/2008	79,642
11	The Daily Mercury	12/04/2008	16,262
12	Goldfields Express	18/04/2008	13,500
13	Sydney Morning Herald	20/04/2008	211,700
14	North West Telegraph	23/04/2008	12,600
15	Sydney Morning Herald – Spectrum	23/04/2008	211,700
16	Fernwood	April/May issue	70,000
17	The Australian Women’s Weekly	May issue	605,039
18	TEN 9am with David & Kim	02/05/2008	150,000
19	Time Out Sydney	13/05/2008	10,000
20	Sydney Morning Herald – Good Living Winter + Food	19/05/2008	211,700
21	The Canberra Times	28/05/2008	33,935
22	Luxury Style	June issue	5,000
23	Brisbane Style	June issue	10,000
24	Adelaide Matters	June issue	108,657
25	Australian Gourmet Traveller	June issue	74,393
26	Herald Sun	03/06/08	535,000
27	Scoop Magazine – WA	Autumn issue	19,700
28	Mindfood	July issue	30,000
29	Gardening Australia	July 2008	93,695

	ONLINE & RADIO	DATE
30	food4media.com	06/03/2008
31	cookingdownunder.com	07/03/2008
32	calorieking.com.au	19/03/2008
33	ABC Radio Breakfast Show	21/03/2008
34	harrisfarm.com.au	19/03/2008
35	thefoodcoach.com.au	02/04/2008
36	gourmettarts.com	28/04/2008
37	ABC Radio Nightlife	01/05/2008
38	ABC Radio Sunshine & Cooloola Coasts QLD	21/05/2008
39	cusine.com.au	29/05/2008

Following is the anticipated coverage that the PR agency advise will be appearing in the coming months.

Australian Persimmon Anticipated Coverage		
PUBLICATION	DATE	CIRCULATION
40 Daily News (Warwick)	June	3,139
41 Newcastle Herald	June	51,000
42 The Gold Coast Bulletin	June	47,087
43 Brisbane News	June	119,985
44 Bendigo Advertiser	June	35,000
45 femail.com.au	June	NA
		256,211

6. Consumer Website and Logo Development

New Website

The new website for the Australian Persimmon industry has been completed!

The URL www.persimmonsaustralia.com.au was decided to be the most appropriate. The site is predominantly aimed at consumers however does contain a grower section providing access to relevant industry documents and contact details.

A single username and password is required to access this section:

Username: Persimmons

Password: Australia

The site contains information on storage, selection and handling as well as delicious ways to enjoy Australian Persimmons. There is also a section on the site for media articles and press releases to be stored, this will not only be interesting for consumers but will benefit any media who are keen to learn more about Australian Persimmons.

In total there have been 1048 unique visitors to the website between its launch in November 2007 to June 2008. The visitors have come from a range of 18 different countries and are arriving at the site by searching a number of different keywords – *persimmons, persimmons Australia, persimmon recipe, how to eat a persimmon and persimmon nutrition.*

New Logo

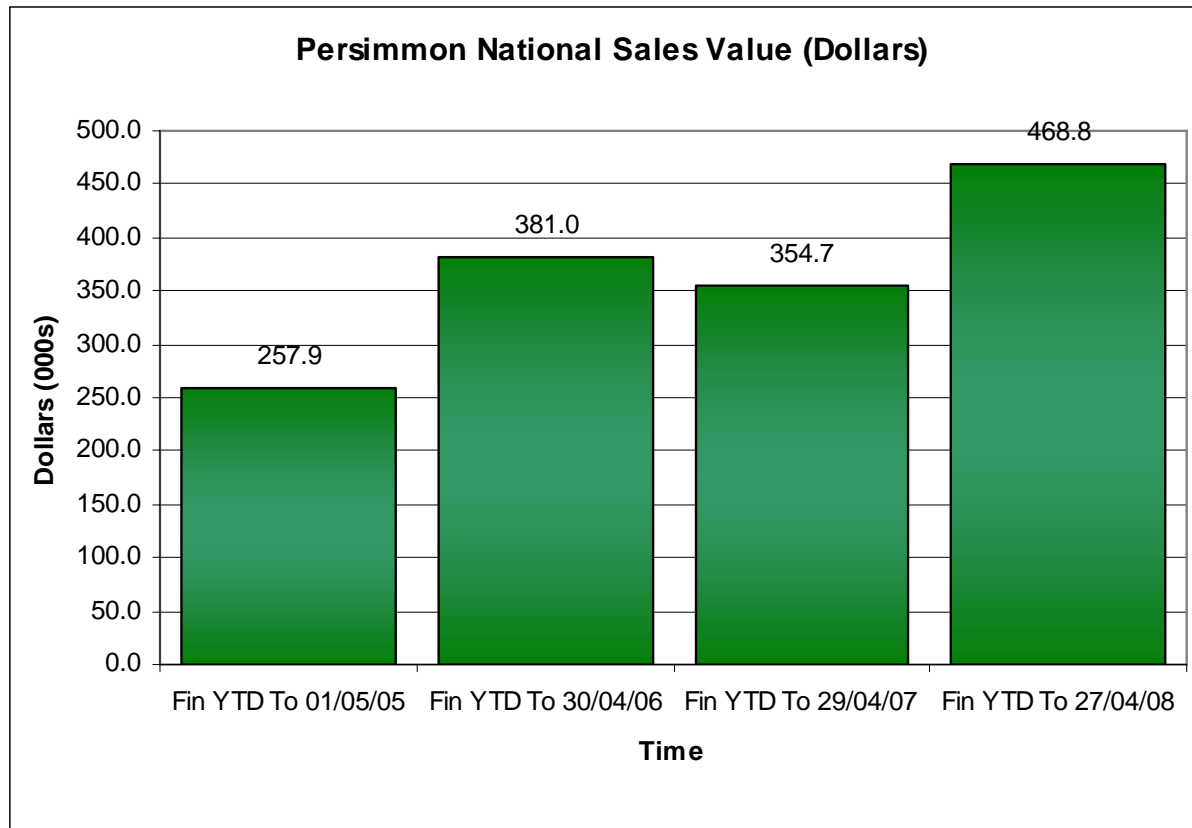
A new industry logo has been developed and is situated on the new website as well as on the back-room poster. The new logo represents the fruit clearly highlighting the features of Australian Persimmons. It will be placed on all newly developed point-of-sale material to create consistency and brand recognition for Persimmons Australia.



Scan Data

The following slides were developed from the scan data purchased from a key retailer by HAL.

Slide 1



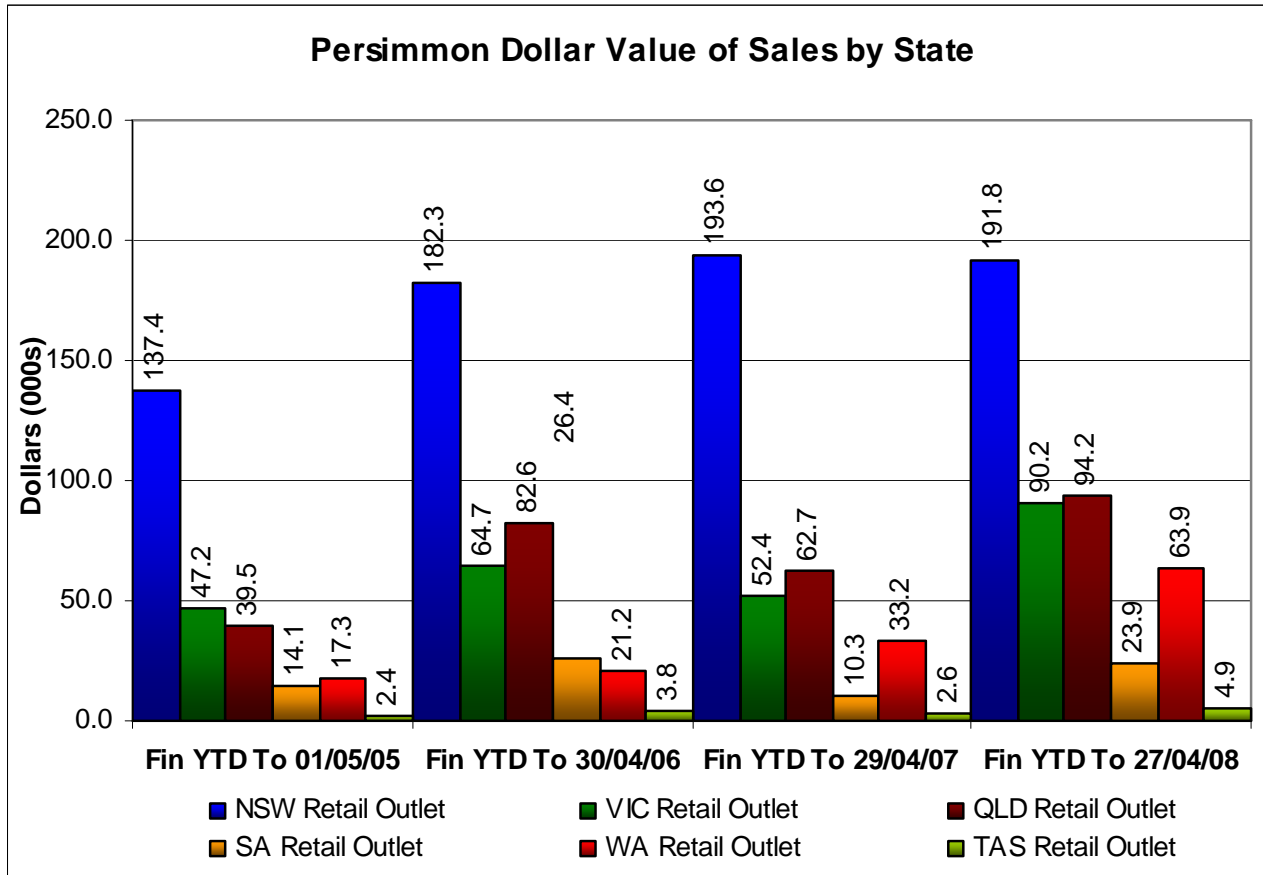
This slide shows the national Persimmon sales value from 2005 – 2008.

General steady increases in value have occurred since the 2005 season.

2008 saw a good season for Persimmon domestic retail trade values.

If the benefits of this rise are making their way back to the industry and growers sustainability may be increased working into future seasons.

Slide 2



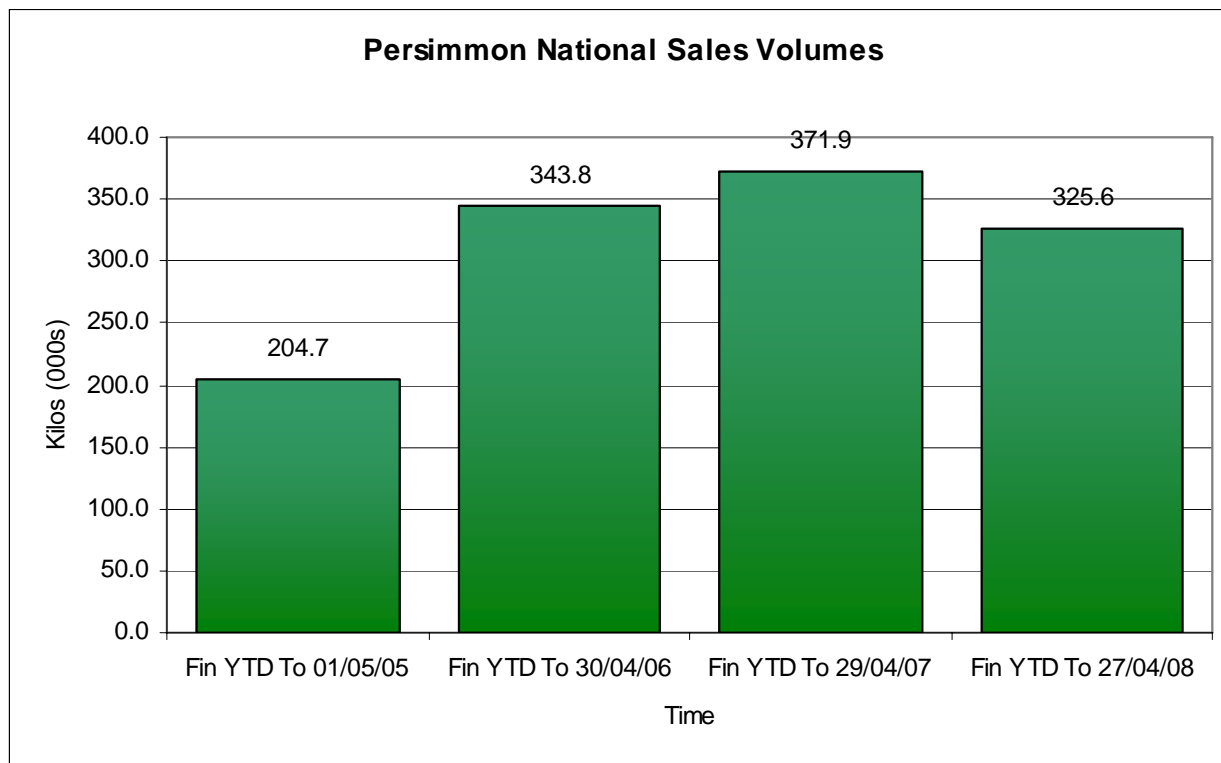
This slide shows the sales value of Persimmons by state from 2005 – 2008.

In the period NSW continued to produce the greatest retail sales value of Persimmons which is partly a result of state population influences.

WA has seen a solid rise in sales value which indicates a growing preference for the product in this state.

Other states have had steady or cyclical sales results with all having an overall increase into 2008 of sales dollar values.

Slide 3

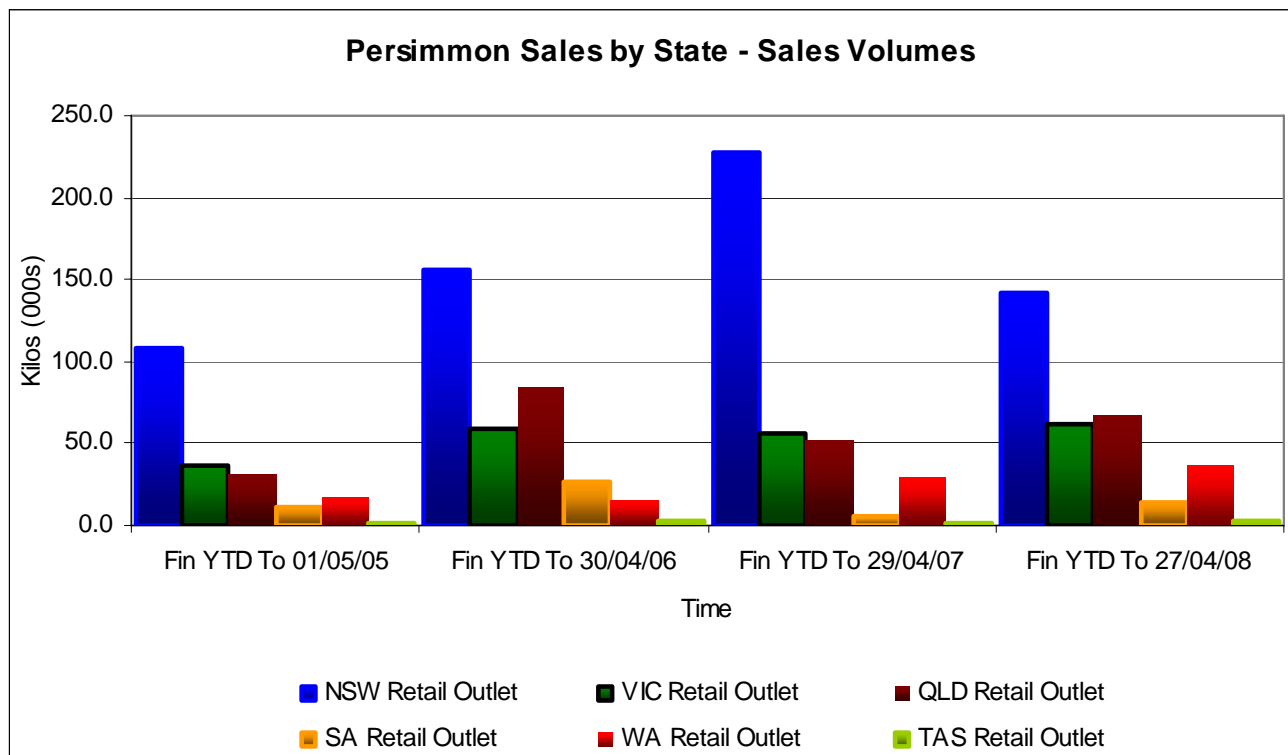


This slide shows the national Persimmon sales volumes in Kilos from 2005 – 2008.

2006/07 saw the greatest volume of sales in the represented retail outlets.

2007-2008 saw a reduced sales volume however total sales value and prices nationally have risen in the same period indicating that consumers are paying more for less product purchased.

Slide 4

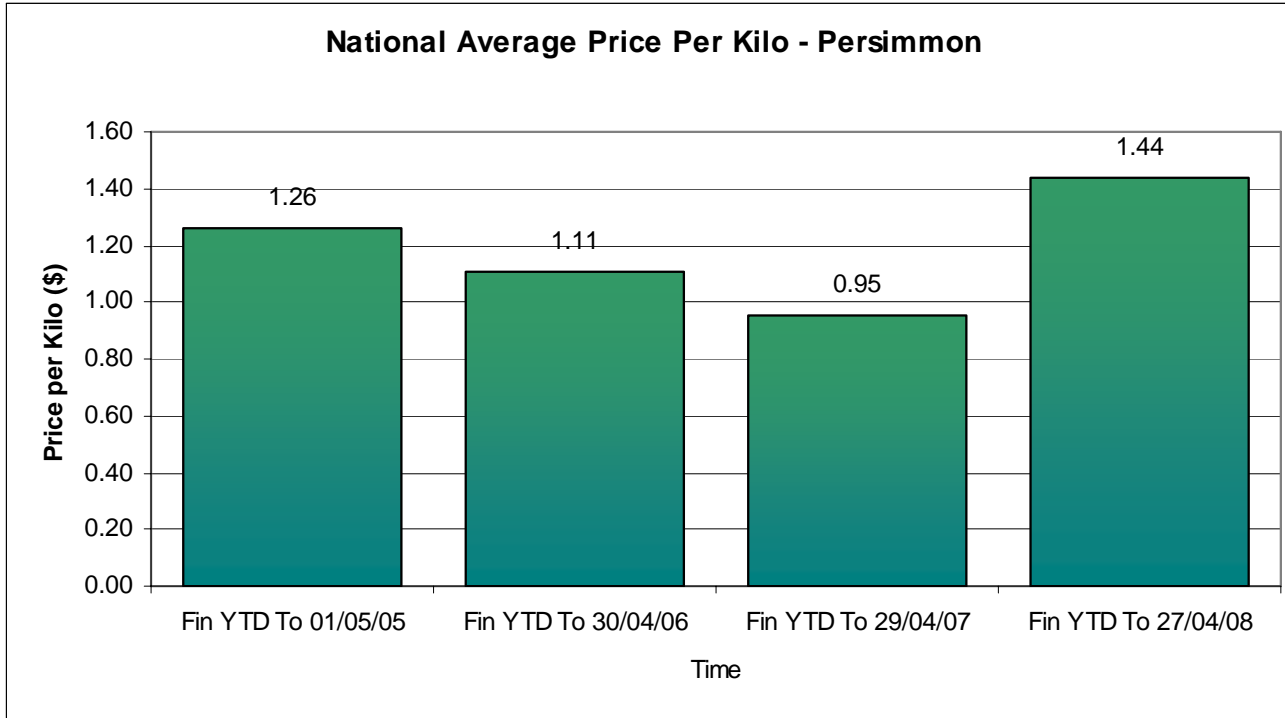


This slide shows the volume of Persimmons sold per state from 2005 – 2008.

NSW has sold over 25% less product in volume yet the value of sales has remained steady for the state between 2006-07 and 2007-08.

Other states have also seen sales value rises above the percentage volume rises indicating on average a higher relative sales value for the equivalent sales volume during the 2005-2008 period.

Slide 5



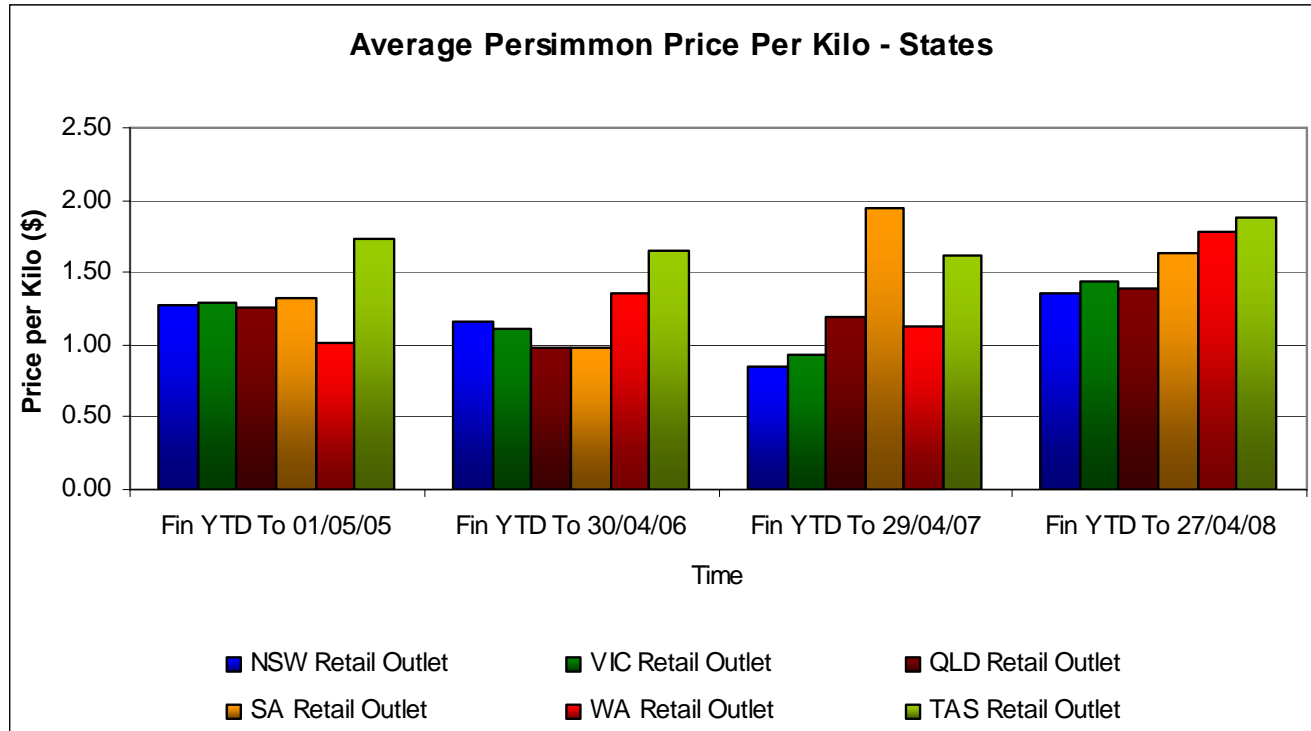
This slide shows the national average price per kilo from 2005 – 2008.

In following on from prior slides this graph shows conclusively that price per kilogram of Persimmon has increased within the 2007-08 year.

Price jumped by 51% from the 2006-07 to the 2007-08 year.

However it should also be noted that the price per kilo had reduced from a prior high in 2005 of \$1.26 per kilo.

Slide 6

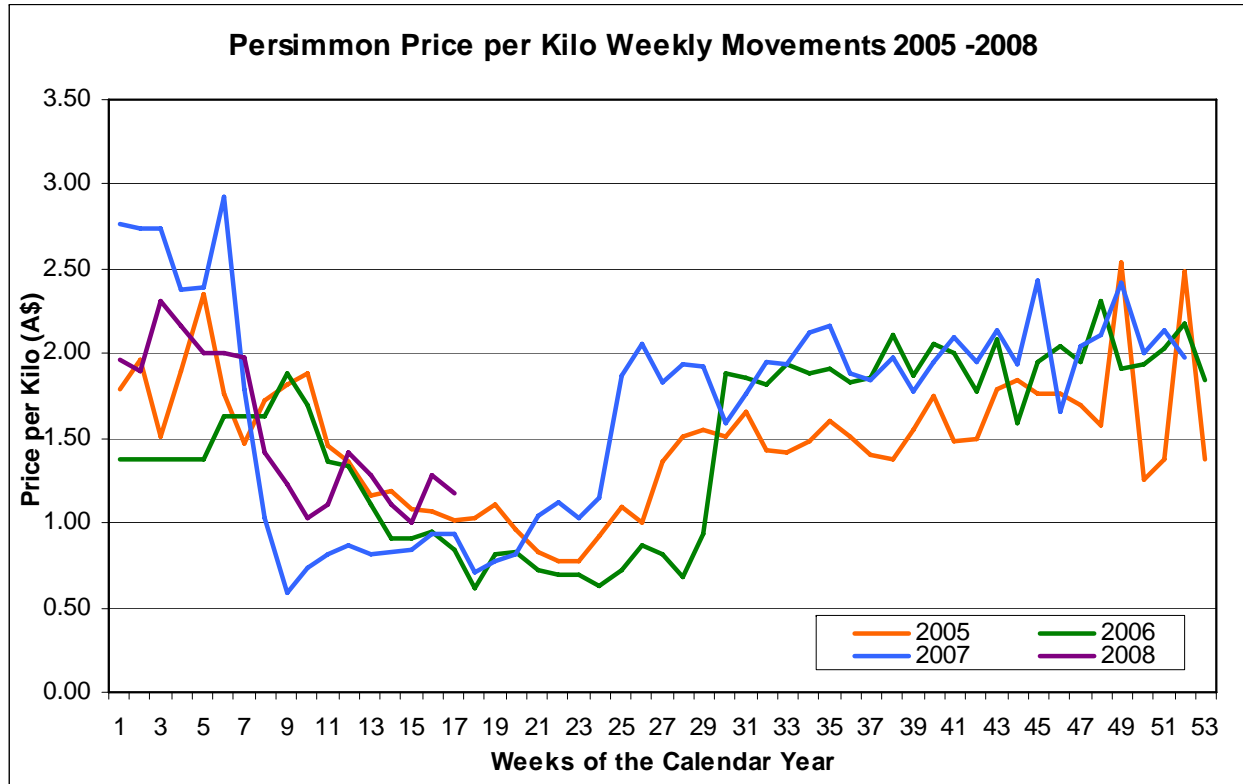


This slide displays the average price per kilo across the different states between 2005 – 2008.

WA has seen the highest net change in price per kilo since 2005-08 of 75% whereas NSW, VIC, and QLD have in 2008 averaged to rise approximately 7% above 2005 prices and 43% since 2006-07.

SA was the only state showing a price reduction since 2006-07 the season.

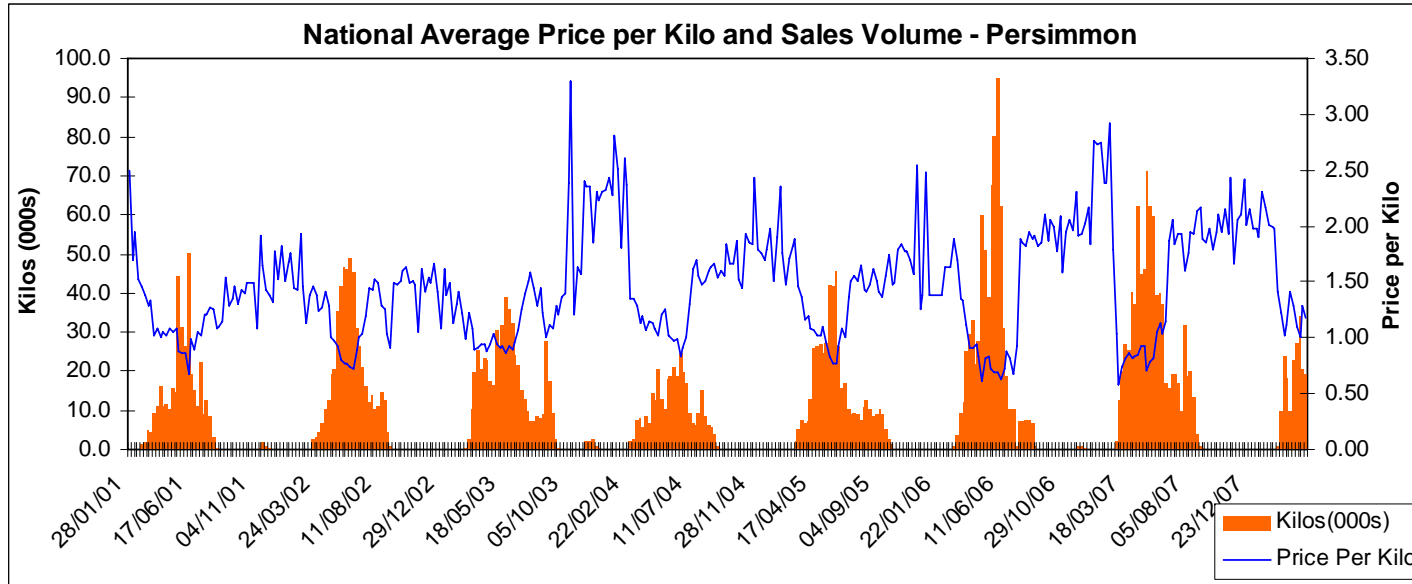
Slide 7



This slide shows the national average price per kilo on a weekly basis for the calendar years 2005, 2006, 2007 and comparative year to date 2008.

To date 2008 is ranging between the prior year price barriers and potentially on the higher side as the volume of product drops. Early indicators are that price will be around 2006/2007 levels or higher for the majority for the 2008 season.

Slide 8



This slide shows the national average price per kilo of Persimmons from January 2005 – April 2008.

The cyclical price movements of prior seasons may be used to indicate market price timing in the domestic market based on the volume of supplies.

At the time of reporting price looks ready to range upwards as volume of supply continues.

Key Lessons and Recommendations

Horticulture Australia is really pleased with the outcome of the 2008 domestic marketing program.

There were 45 media clips achieved, reaching an audience of over 4 million!!

The in-store demonstrations resulted in over 3,200 consumers being engaged about persimmons, with 58% of people being given the opportunity to try a persimmon for the first time.

At the tropical fruit workshop key media were introduced to Stephen Jeffers, Chairman of Persimmons Australia Inc. for the first time and participated in a workshop to learn more about the fruit. Feedback from media was overwhelmingly positive and the event has helped media to become more comfortable with the fruit and therefore use more in their publications.

The activity recommendations for the 2008/09 program are as follows:

Media Relations:

Horticulture Australia recommends that the Public Relations component of the marketing program be pitched out to a new agency to ensure that Persimmons Australia Inc. is receiving the most cost effective program possible. This was agreed with at the last IAC meeting.

Part of the PR program will include:

- Media relations
- Recipe development

Retail Education:

HAL has confirmed with Coles that they do not require more copies of the back-room poster, due to Woolworths using an electronic copy in their stores; they will not require any hard-copies. A new allocation will be printed for distribution to new independent stores.

In order to communicate with the staff who currently work in the retail stores, HAL suggests an education program be implemented where we speak with them face to face. Initially, this activity can be trialled in stores in NSW and if successful could be expanded to include other states in following years. By doing this activity in conjunction with other industries with similar seasons, HAL can assure Persimmons Australia Inc. that the costs will be considerably reduced than if attempted on their own. In addition, the variety of the different products will keep the sessions interesting for the staff involved.

Point-of-Sale:

One of the new recipes developed during this year will be used to create a new recipe pad to be distributed to the central markets nationally as well as key independent stores in Sydney. The same format used for the Low Fat Persimmon Muffin recipe pad will be used in order to make it as easy as possible for retailers. Point-of-sale is valuable in catching the attention of consumers when they are in the supermarkets ready to make a purchase. If we can ensure that the point-of-sale is

eye catching and contains valuable information as well as a healthy, easy recipe, we are more likely to increase the sales of Persimmons.

In-store Demonstrations:

Due to the demonstrations being so successful in the 2007/08 season, HAL recommends the Australian Persimmon industry conduct demonstrations once again in the 2008/09 program. This helps to reach and persuade consumers at point-of-purchase. We have the opportunity to encourage those who may not have tried them before to give them a go.

Website

Further developing the site to ensure that visitors are receiving new images / information when they re-visit the site. The newly developed media materials, recipes and industry information will also be uploaded onto the site.

Proposed Budget for 2008/09

Project Number	Project Description	Detail	Budget
PR085XX	2008/09 PR, Recipe Development and POS	To potentially include: 1. Media Relations - media release / kit to be distributed to key food / lifestyle media. 2. POS – Development of another A6 recipe pad, to be distributed to 50 key independent stores in Sydney and national markets. 3. Recipe development – 2 new recipes to be used in the 2009/10 season.	\$18,000
PR085XX	In-store Demonstrations	To include: 1. 40 in store demonstrations to take place in independents in Sydney, Melbourne and Brisbane. A banner to also be used during the demos. To include equipment, as well as consumer and demonstrator research to provide feedback to industry.	\$20,000
PR085XX	Retail Education	To include: 1. Participation in the retail education program where 55 stores will be visited across 3 states and the staff will be liaised with rather than just the store manager or category manager, through Coles and WW stores only. Will be done in conjunction with Custard Apples and Papaya. 2. Printing of the back-room poster for distribution to key independent stores and for use in the above in-store retail education activity.	\$6,000
PR085XX	Website Updates	To include: Refreshing of the current Persimmons Australia Inc website to ensure updated information is available to repeat visitors.	\$2,000
	TOTAL MARKETING		\$46,000

Attachment A – Recipes and Images

PERSIMMON WITH HONEYED YOGHURT



Serves : 4

Prep time: 5 min

Ingredients:

4 persimmons (Fuyu variety)

1 cup Greek yoghurt

1/4 cup honey

1 tablespoon lemon thyme leaves

OR

1 tablespoon lavender

Method:

- Slice persimmons into wedges and divide between 4 bowls.
- Dollop with Greek yoghurt, drizzle with honey.
- Scatter with thyme or lavender flowers, serve.

PERSIMMON & HERB CHICKEN SALAD



Serves: 4

Prep time: 5 min

Ingredients:

2 persimmons (Fuyu variety)

4 chicken breasts, chargrilled or barbequed

1 cup flat leaf parsley leaves

½ cup mint leaves

1/3 cup toasted macadamias, roughly chopped

cracked pepper to serve

Dressing:

½ cup Greek yoghurt

1 tablespoon lemon juice

1 tablespoon water

½ teaspoon rosemary, finely chopped

½ teaspoon thyme leaves, chopped

Method:

- Cut persimmons in half and thinly slice. Slice chicken breasts.
- In a large bowl toss together persimmon, parsley and mint.
- Divide salad between 4 plates and top with sliced chicken.
- In a small bowl combine all dressing ingredients. Spoon over salad, season with cracked pepper and serve.

Attachment B – Point-of-Sale Samples

A6 Recipe Pad



Low Fat Persimmon Muffins

Serves: 12

Ingredients:

- 1 1/2 cups wholemeal plain flour
- 1 cup plain flour
- 1/2 cup sulfonias
- 2 teaspoons baking powder
- 2 teaspoons bicarbonate soda
- 1/2 teaspoon cinnamon
- 1 large egg, lightly beaten
- 1 1/2 tablespoons vegetable oil
- 3/4 cup honey
- 1 cup ripe persimmon pulp, mashed

Method:

- Preheat the oven to 180 C. Grease a 12-hole (1/2 cup capacity) muffin pan.
- In a large mixing bowl, combine all dry ingredients. In a small bowl combine all wet ingredients.
- Add wet ingredients to dry ingredients. Gently fold together until just combined. Over-mixing will create a tough muffin.
- Spoon into muffin pan, bake for 15-18 mins or until the tops bounce back. Serve warm or cooled.

Season: March to June

Selection: When choosing persimmons, ensure they are crisp and crunchy, have a green flower shaped cap and no bruising. The colour of the fruit can vary from pale orange to a deep red-orange.

Storage: Store at room temperature for up to five days. Do not store in the fridge, as this will make the fruit soften and ripen prematurely.

Serving: Persimmons can be eaten peeled or unpeeled, cut or uncut.



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Attachment C – Pictures from the Tropical Fruit Workshop

Media gift baskets given to those that attended as well as the ones that could not make it on the day, contained a lovely assortment of Persimmons, Custard Apples and Papaya / Papaw:



Banners promoting each industry involved in the event, they were placed in the courtyard:



Stephen Jeffers (Persimmons Australia Inc), Patti Stacey (ACAGA) and Gerard Kath (Papaya Australia):



Martin Boetz, Longrain (Custard Apple ambassador – also prepared scrumptious Persimmon dishes) and Christine Manfield, Universal (Papaya ambassador)



Stephen Jeffers talks to the group about the Persimmon industry and the difference between astringent and non-astringent Persimmons:



Attachment D – Media Kit Content

MEDIA RELEASE

February 2008

BRIGHT AND BACK FOR AUTUMN – AUSTRALIAN FRESH PERSIMMONS

Fresh Australian sweet persimmons are fast becoming a fashionable choice amongst fruit and vegetable buyers in autumn with the fresh crisp and crunchy delectable taste just pure pleasure. With their versatility in the kitchen and the natural sweet tasting goodness it's not hard to see why they are climbing up the popularity ladder!

The adaptability of this bright red-orange, sweet delight in the kitchen makes it an ideal pairing to sweet or savoury, hot and cold dishes, as well as a compliment to many snacks and finger foods. Perfect for Asian fusion cooking, you can make an impression on your guests by serving up rice paper rolls with prawns and persimmon with a homemade Asian dipping sauce.

You could also seduce the taste buds by adding grated or mashed persimmons to a low fat muffin mix or substitute other fruits when making home cooked persimmon pie or persimmon bread. For a healthy twist on breakfast, why not add chopped or blended persimmons to low fat waffles, pancakes or French toast.

The astringent variety of persimmons are perfect for a cheap and easy way to make your own sorbet. Make sure the fruit is well ripened, pop in the freezer, then when frozen slice the top off and spoon the frozen pulp right out of the skin – you can sprinkle some lemon or sea salt for added taste!

Don't forget, when selecting persimmons, the fruit should be brightly coloured, glossy and firm. The green calyx (the flower shaped cap) will become easy to remove as the fruit ripens. The appealing exterior hides a surprising centre – a unique star pattern, which is only visible when the fruit is cut horizontally.

Australians were introduced to persimmons in 1977 but this beautiful fruit has been grown in Southeast Asia for thousands of years. They are believed to have originated in China, and are also considered a native to Japan, Korea, Burma and the Himalaya. Persimmons grow in most states of Australia, as the fruit prefers sub-tropical to mild climates, meaning they are perfectly suited to the Australian conditions.

Persimmons on a nutritional level, fair much better than many other fruits. They have high levels of vitamins A and C, as well as potassium, phosphorus and beta-carotene. These brightly orange glowing fruits contain virtually no fat – which makes them great snacks, that won't go straight to your hips!

Available late February to June in supermarkets and all good grocers, they're so beautiful you simply have to buy a few and indulge in pure pleasure.

PERSIMMONS – THE TASTE OF PURE PLEASURE

There are two main varieties of Persimmons, astringent and non-astringent.

Non-astringent Persimmons:



- Also known as sweet persimmons, this variety will remain firm as they ripen, unlike the astringent variety.
- Varieties include Jiro and Fuyu. Fuyu persimmons are the majority commercially grown persimmons in Australia.
- Sweet persimmons are usually round with a slightly flattened top and are best eaten when hard and crunchy. They are not bitter before ripening like astringent varieties so can be eaten slightly under ripe.

Astringent Persimmons:

- Astringent persimmons are usually heart to oblong shaped and start off firm but soften as they ripen.
- They include varieties such as Hachiya (also known as “nightingale”), and Tanenashi Saijo.
- Astringent persimmons must be eaten when fully ripe as the unripe fruit is very bitter and sucks all the moisture out of your mouth, when ripe they are soft to touch and juicy.

Selection, Storage and Serving

Selection:

- When choosing persimmons, ensure they have a green, semi-pliable calyx (the flowered shaped cap).
- Look for vibrant, lustrous, and colourful fruit with no bruising. Some blemishes may be visible on the skin, but this will not affect the quality of the fruit.
- Persimmons should be firm to the touch but bruise easily, so handle with care.

Storage:

- Store persimmons at room temperature for up to five days.
- Do not store your persimmons in the fridge as this will make them soften and ripen prematurely.
- Persimmons can be frozen for up to 8 months. Freeze them whole or remove the pulp and freeze on its own.

Serving:

- Persimmons can be eaten peeled or unpeeled.
- Generally, persimmons are seedless, although some may contain large smooth seeds. The only inedible parts of the fruit are the seeds and the calyx.
- There are two main ways to cut persimmons, the first involves removing the calyx with a sharp utility knife at a 45 degree angle and then cutting the fruit into quarters (pictured above).
- The second method would be to hold the persimmon on its side and cut slices to reveal the star pattern in the fruit (pictured below).





- Persimmons make excellent dried fruit. They can be peeled or unpeeled and dried whole or cut into slices and dried.

Serving suggestions:

Persimmons are perfect to use as an ingredient, whether in hot, cold, sweet or savoury dishes, the flavour is not overpowering making it subtle, sweet and delicious.

- Diced or pureed persimmon can be included in the mix for muffins, cakes, cookies or persimmon bread.
- Place a ripe astringent persimmon into the freezer, then slice off the top and scoop the frozen pulp right out of the skin for a natural sorbet. Add a sprinkle of sea salt or lemon zest for a hit of acidity.
- For breakfast and add chopped or blended sweet persimmon to your pancakes, waffles or French toast.
- Blend persimmon with low fat milk, honey and ice cubes to make delicious smoothies or with juices for a healthy and fresh beverage.
- Add lemon juice, cream or sugar before spooning the flesh from the skin.
- Add a persimmon to school lunch boxes as you would any other fruit.

Avg food value per 100g	
Calories	77
Moisture	78.6 g
Protein	0.7 g
Fat	0.4 g
Carbohydrates	19.6 g
Calcium	18 mg
Phosphorus	26 mg
Iron	0.4 mg
Sodium	6 mg
Potassium	146 mg
Magnesium	8 mg
Thiamine	0.02 mg
Riboflavin	0.06 mg
Niacin	0.4 mg
Ascorbic Acid	11 mg
Zinc	0.1 mg
Selenium	0.2 mg
Vitamin A	178 mg
B- Carotene	1070 mg
Vitamin B6	0.02 mg
Folate	8 mg
Vitamin C	10 mg

Sources: Wikipedia, NewCROP™
Above relates to edible fruit portion.

Persimmons	
Vitamin A	✓
Vitamin C	✓
Potassium	✓
Phosphorus	✓
Beta-Carotene	✓
Folate	✓
Iron	✓

Health and Nutrition

- See the tables for nutritional information.

Did you know...

- Persimmons are high in food values and are thought to assist in reducing the risk of atherosclerosis (clotting of the arteries).
- In some countries, surplus persimmons are converted into use as molasses and in the making of cider, beer and wine. The roasted seeds can even be used as a substitute for coffee.
- For many years before 1900, persimmons were the most important and popular fruit in Japan and still to this day it is one of the most highly consumed fruits in Asia.
- Persimmons are a member of the Diospyros family meaning "divine food". They have been grown in China for thousands of years and from there spread through southeast Asia, Japan and the rest of the world.
- The colour ranges from a light yellow-orange to a bright red-orange and vary in shape from round to elongated and heart-shaped.
- Grown in most states of Australia, with major regions in southeast and sub-tropical QLD, NSW, Mildura, Shepparton, SA and southwest WA.