

PERSIMMONS AUSTRALIA

2012/13 DOMESTIC MARKETING

FINAL REPORT



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JULY 2013

INTRODUCTION

This report is a review of the 2012-13 persimmons marketing campaign. All activities outlined in this document were recommended in the endorsed annual marketing plan for 2012-13.

An analysis of the programs has been made and recommendations have been put forth.

Analysis and recommendations in this report will be considered when drafting the 2013-14 persimmons annual marketing plan.

OBJECTIVES

The industry's marketing objectives as outlined in its current strategic industry plan 2008~2013 are:

1. To increase domestic consumer awareness / consumption
2. To improve supply chain relationships

TARGET MARKET

The target audiences identified are as follows:

3. Non users, occasional users
 - Younger consumers 20-35 years of age
 - Main grocery buyers
4. Frequent users
 - Primary grocery buyers predominantly females aged 35+
5. Stakeholders
 - Wholesalers, retailers such as Woolworths, Coles and IGA buyers and premium growers

MARKETING ACTIVITIES

The marketing program in a snapshot was as followed:

1. *Point of Sale*
 - Point of sale (POS) development and distribution featuring ambassador Poh Ling Yeow on the poster.
2. *Public Relations*
 - A PR campaign featuring quotes by ambassador Poh.
3. *Sampling and Merchandising*
 - A sampling and merchandising program in selected IGA stores in NSW.

- A merchandising program covering 39 green grocer stores in strategic locations in metropolitan QLD and VIC.
4. *Persimmons Australia Website*
 - The industry and consumer website was updated by Crossman Communications throughout the year.
 5. *Consumer Research*
 - Consumer research project determining the current levels of usage and attitudes towards persimmons; this was a combined R&D and marketing project.

1. Point of Sale

This year, based on a recommendation by HAL, the IAC decided to experiment with placing Poh Ling Yeow, the industry ambassador on the point of sale material. This resulted in a smaller scale PR program which is outlined further in this document.

Outcomes

A double sided A3 poster was developed featuring ambassador Poh on the front holding a persimmon. This was well received during the merchandising activity, with retailers happy to display the point of sale (POS) for us. The POS also had a link back to the industry / consumer website which encouraged traffic to the site.



Also developed and distributed was an A6 recipe pad featuring the delicious ‘*persimmon and herb chicken salad with toasted macadamias*’ recipe.

PERSIMMON & HERB CHICKEN SALAD

**SERVES: 4
PREP: 5 MINS**

Ingredients

2 persimmons
4 chicken breasts, chargrilled or barbequed
1 cup flat leaf parsley leaves
½ cup mint leaves
½ 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.

Things To Know

SEASON: March to June

SELECTION: Choose persimmons that are plump and glossy from pale to deep orange. Surface blemishes don't affect flavour and eating quality.

STORAGE: Store at room temperature for up to five days, do not refrigerate.

SERVING: Can be eaten peeled or unpeeled, cut or uncut.

Persimmons. Just Perfect. www.persimmonsaustralia.com.au

The POS was distributed through our contacts at the central markets nationally as well as through the merchandising program implemented by Retail Safari. Quantities were as follows:

Location	A3 Poster	A6 Recipe Pad
Brisbane Markets	250	250
Melbourne Markets	200	200
Sydney Markets	250	250
Perth Markets	50	50
Adelaide Markets	100	100
Persimmon Industry	50	100
Horticulture Australia	100	300
Retail Safari, VIC	26	52
Retail Safari, NSW	24	36
Retail Safari, QLD	26	52
TOTAL	1076	1390

Key Learning and Recommendations

Featuring Poh on the POS was a drawcard to the persimmon displays in the stores. Most of the retailers were more than happy to display the material as they knew it would be appealing to their customers. However, the feedback from the merchandising activity also stated that a more educational poster would be useful. The retailers felt that consumers needed more information about persimmons, how to select, store and use.

The aim of a poster is to attract attention while providing an appealing image for consumers; therefore, HAL would recommend reprinting the poster used in the 2012/13 program again for distribution in 2013/14. In place of the A6 recipe card, if the budget permits, a recipe information leaflet could be developed. This would contain a simple recipe along with information on how to select, store and use persimmons. This will be considered when costing up the POS design in the 2013/14 program.

2. Public Relations

Public relations agency Crossman Communications were appointed to run the PR program for Persimmons Australia. Following is a breakdown of the campaign as well as outcomes and recommendations moving forward.

Campaign Summary: The challenge, goals, sharp thinking and KPIs.

The Challenge

- The persimmon industry is on a growth curve with demand building as consumer awareness of the fruit, its uses and versatility increases.
- However, the industry is still relatively new and niche – it has a limited marketing budget and competes within the fierce fresh food environment.
- In 2011/12, Crossman devised and delivered a highly successful campaign aimed at boosting recognition and purchase of the fruit, highlighting the two varieties, their unique features, health benefits and versatility.
- Securing Poh Ling Yeow as ambassador, new media materials, strategic media relations and grower outreach proved a winning combination with 101 media hits generated, double that of 2010.
- The challenge in 2012/13, therefore, was to build on this momentum to further increase awareness and trial of persimmons with no ‘new news’, a tight budget and no access to Poh for media interviews.

Campaign Goals

- Build awareness of Australian persimmons as a delectable exotic tropical fruit and strengthen the connection with Poh Ling Yeow as the industry ambassador.
- Educate consumers on the difference between Sweet Persimmons which can be eaten soft or crunchy and Original Persimmons which must be consumed when soft.
- Position Australian persimmons as an especially healthy fruit, perfect on their own as a treat or snack and an exciting ingredient in a multitude of everyday meals and dishes to impress.

- Generate broad-scale, mainstream positive media coverage and word of mouth support.
- Increase consumer demand for Australian persimmons.

Sharp Thinking

- To support the industry's trial of POS materials, Crossman secured Poh as the face of an in-store marketing campaign across independent grocers.
- Media need new materials and consumers needed a call to action so Crossman produced a fresh media kit including (see appendix A for a copy of the media kit):
 - A media release highlighting predictions for a bountiful crop and a challenge to consumers from Poh to 'give persimmons a go'. Information on the industry, the different varieties, the best ways to enjoy the fruit and health benefits were also highlighted.
 - Consumer tips and tricks and an industry fact sheet.
 - Delicious persimmons recipes developed by Poh in 2011/12 for use in 2012/13.
- A staggered, comprehensive media outreach program was undertaken to ensure all relevant media were targeted at the right time, with the right materials.
- A range of angles, including in season, health, recipe and industry features were pitched to television, radio, newspapers and supplements, magazines and online publications nationally.
- Key media were offered fruit for recipe development and photography, and product drops arranged accordingly.
- Crossman's crafting of interesting quotes within the media release and Poh's recipe introductions meant media could still quote Poh.
- Crossman also pitched and delivered a number of excellent grower features, despite not having the budget to do so, as a value-add for the industry, extending the depth and reach of the campaign.
- To keep stakeholders across the 2013 campaign, new materials and coverage were uploaded to the website throughout the season.
- In preparation for next season, Crossman also worked with Poh and the industry to deliver a new collection of persimmons recipes for use in the 2013/14 program. (See appendix B for a copy of the recipes).

Program KIPs

- Generate at least 80 positive stories about Australian persimmons
- Coverage to include at least 1 TV hit and 7 print/online features
- Achieve an average message rating of at least 3 out of 5 with each of the following scoring 1 point:
 - Persimmon season and/or persimmons are delectable, exotic and taste great
 - Two distinct varieties
 - Healthy treat
 - So many ways to enjoy them
 - Mention of Poh

- Achieve an audience reach of at least 15 million

Outcomes

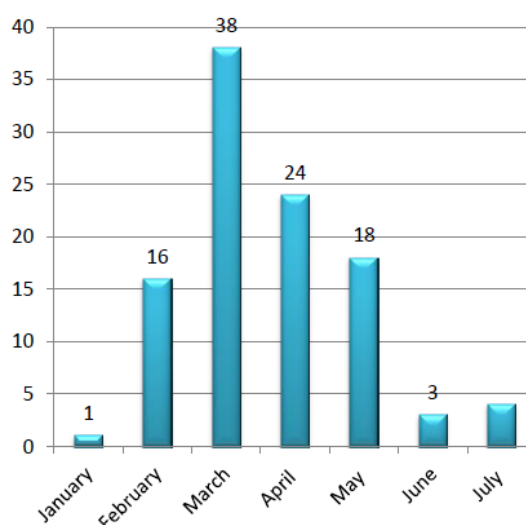
Brilliant Results - Summary

- 114 media hits across television, magazines, newspapers and supplements, radio and online.
- Persimmons and one of Poh's recipes featured by Dr Joanna on Channel Nine's *Today Show*. The segment scored a 5 star key message rating and was amplified through the high profile social media channels of *Today* and Dr Joanna herself.
- Extensive, high impact coverage across a range of glossy magazines including *MiNDFOOD*, *SA Gardens*, *Women's Health and Fitness*, *Get It Magazine*, *Home Ideas* and *Women's Fitness*.
- Beautiful front cover and grower feature secured in *Growcom*.

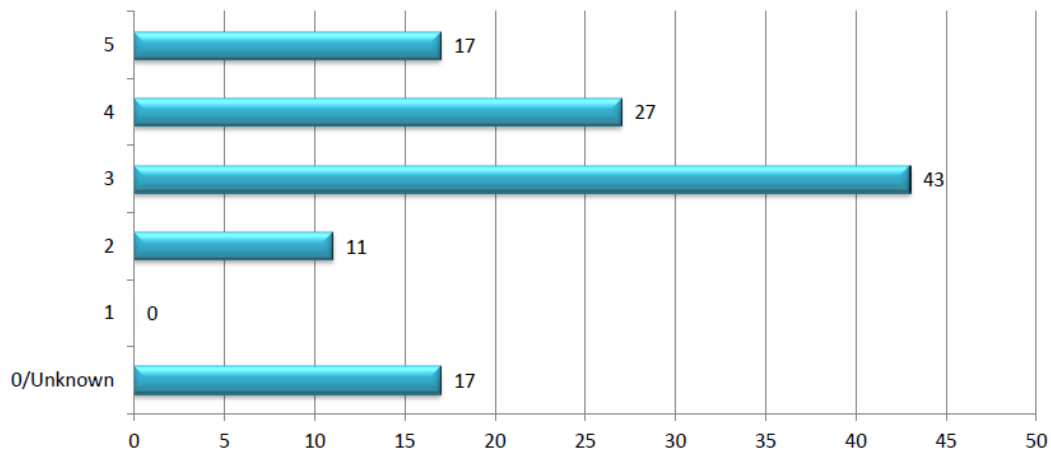
Media Coverage – Snapshot

Media Type	Hits
TV	1
Magazines	20
Newspapers & Supplements	23
Radio	3
Online	67
Total	114
Target	80

Month by Month



Message Rating



Every clip was rated on a scale from 0 to 5, with each of the following scoring 1 point:

- Persimmon season and/or persimmons are delectable, exotic and taste great
- Two distinct varieties
- Healthy treat
- So many ways to enjoy them
- Mention of Poh

The above graph shows how many pieces of coverage mentioned each of the key messages. For example, 43 of the articles featured three of the key messages above. A complete breakdown of the messages and mediums that they appeared in can be found in appendix C at the end of the report.

Key Success

- Extensive coverage was achieved across all media platforms with a total of 114 hits secured.
- Coverage was overwhelmingly positive and included multiple key messages around the season, the two varieties, and versatility and health benefits of persimmons.
- The 2012/13 PR campaign had the potential to reach 24.6 million pairs of eyes – 9.6 million over target.
- High-quality season launch and grower stories featured in both metropolitan and regional newspapers including *The Land*, *Sydney Morning Herald*, *The West Australian* along with *ABC News*, one of Australia's leading food websites *Good Food* and popular women's magazine *Woman's Day*.
- In season recipe features were secured in high profile outlets including *Yahoo!7*, *Canberra Weekly Magazine*, *Shesaid* and *Gold Coast Bulletin's Taste*

Evaluation of KPIs

KPI	Performance
<ul style="list-style-type: none"> • Generate at least 80 positive stories about Australian Persimmons 	<ul style="list-style-type: none"> • Overachieved by 24 with a total of 114 media hits secured
<ul style="list-style-type: none"> • Achieve an average message rating of at least 3 out of 5 	<ul style="list-style-type: none"> • Target blitzed – average message rating of 3.9 achieved, 0.9 over target
<ul style="list-style-type: none"> • Achieve an audience reach of at least 15 million 	<ul style="list-style-type: none"> • Overachieved with an estimated known audience reach of 24.6 million, 9.6 million over target

Key Learning and Recommendations

Issue	Recommendation
<ul style="list-style-type: none"> • Poh was used as the face of the industry through POS material but could not be used for media interviews • As a result, a range of excellent opportunities for high profile editorial exposure were missed 	<ul style="list-style-type: none"> • Increase the budget to ensure Poh has a more active, integrated role in next season's campaign so we can maximise impact and reach • Use consumer/POS research to help inform our approach to activities with Poh and positioning moving forward
<ul style="list-style-type: none"> • Media love to know about the growers behind industries but there is no budget for grower outreach • There are few growers willing or able to speak on behalf of the industry 	<ul style="list-style-type: none"> • If possible, allocate budget to grower outreach • Industry to work with Crossman before the season starts to identify growers in each region and brief them on key messages

Issue	Recommendation
<ul style="list-style-type: none"> • Due to budget restrictions we could not use media monitoring to track the whole campaign 	<ul style="list-style-type: none"> • Put more budget behind media monitoring to ensure all coverage is captured
<ul style="list-style-type: none"> • Poh highlighted the view that she feels consumers should be further educated on the 'fresh', 'eat like an apple' approach to persimmons 	<ul style="list-style-type: none"> • Work with the industry and use consumer research to drill down into key target markets and find the right message that will boost consumption and purchase frequency

3. Sampling and Merchandising

HAL commissioned retail agency Retail Safari to undertake the Sampling and Merchandising Program to educate store personnel, gather industry insights and ultimately increase sales of Australian Persimmons. Retail Education re-branded to become Retail Safari earlier this year.

The campaign for divided into two components:

1. *In Store Sampling*

- Infield dates: W/C 15th of April to 29th of April
- 6 IGA stores in NSW were selected to receive 2 sessions per store
- 12 sessions in total

2. *Merchandising and Retailer Education*

- Infield dates:
 - Phase 1 – 8 April
 - Phase 2 – 6th of May
- 84 calls in total
 - 39 Independent Green Grocers in VIC and QLD were selected to receive 2 calls per store
 - 6 IGA stores in NSW were selected to receive 1 call per store as an extension of the sampling session.

Outcomes

IGA Sampling

Objectives

1. Create and increase awareness amongst consumers of Persimmon being available in IGA supermarkets as well as promoting the key selling features of Australian Persimmons.
2. Invite consumers to “try before they buy”. Persimmons were served with a dollop of creamy vanilla yoghurt to drive inspiration.
3. Educate shoppers on Persimmon including selection and storage tips, promote recipe and usage ideas and distribute Persimmon recipe leaflets.
4. Suggest immediate purchase.
5. Install POS at end of the session.

Activity summary

- 5 IGA in NSW received 2 sessions/store *
- IGA Taren Point received 4 sessions
- Infield Dates: W/C 15th April to 29th of April 2013

**As a result of difficulties with rescheduling and store refusals, IGA Taren Point received 4 sessions as this is one of the top IGA stores in NSW*

Sampling statistics for IGA

- **12** sessions were completed
Approx. **960** shoppers sampled (av. **80** per session)
- On average **22** shoppers of an average 80 shoppers sampled **per session** went on to purchase Persimmons
- Conversion rate of **27%** based on average **80** consumers sampled per session (compared to 25% last year)

Consumer insights

- **83%*** of consumers have tried Persimmon before

**Compared to 26% in 2010 and 42% in 2012. Please note that the percentage above (83%) is only based on 12 sessions which may give a skewed result*

- **58%** of consumers said they will be purchasing Persimmon in the future whilst 42% were undecided

Fruit quality and price

- The majority of the fruit were rated as “good” (**59%**) whilst 33% were rated excellent
- The size of the fruit was rated “good” in **67%** of the stores and excellent in 33% of the stores.
- In 100% of the stores, the country of origin was Australia
- The price of the fruit varied from \$1.99-\$2.99 each

Price and stock feedback

- Approximately **67% of sampled consumers accepted the price** of Australian Persimmons as fair and reasonable. The remaining 33% indicated the price to be too expensive at \$2.99/each.
- **Stock issues were experienced in approx. 12%** of sessions*.

**Based on the stores which received a sampling session. The majority of sessions (8 out of 12) had to be rescheduled or replaced with another store due to no stock.*

Feedback

- Shoppers really enjoyed the sweet and mild taste
- Most consumers liked the taste but found them too expensive at \$2.99 each
- Many shoppers were interested in learning how to cook with Persimmons and thought the website with recipes was a great idea

Key Learning and Recommendations

IGA sampling – what worked

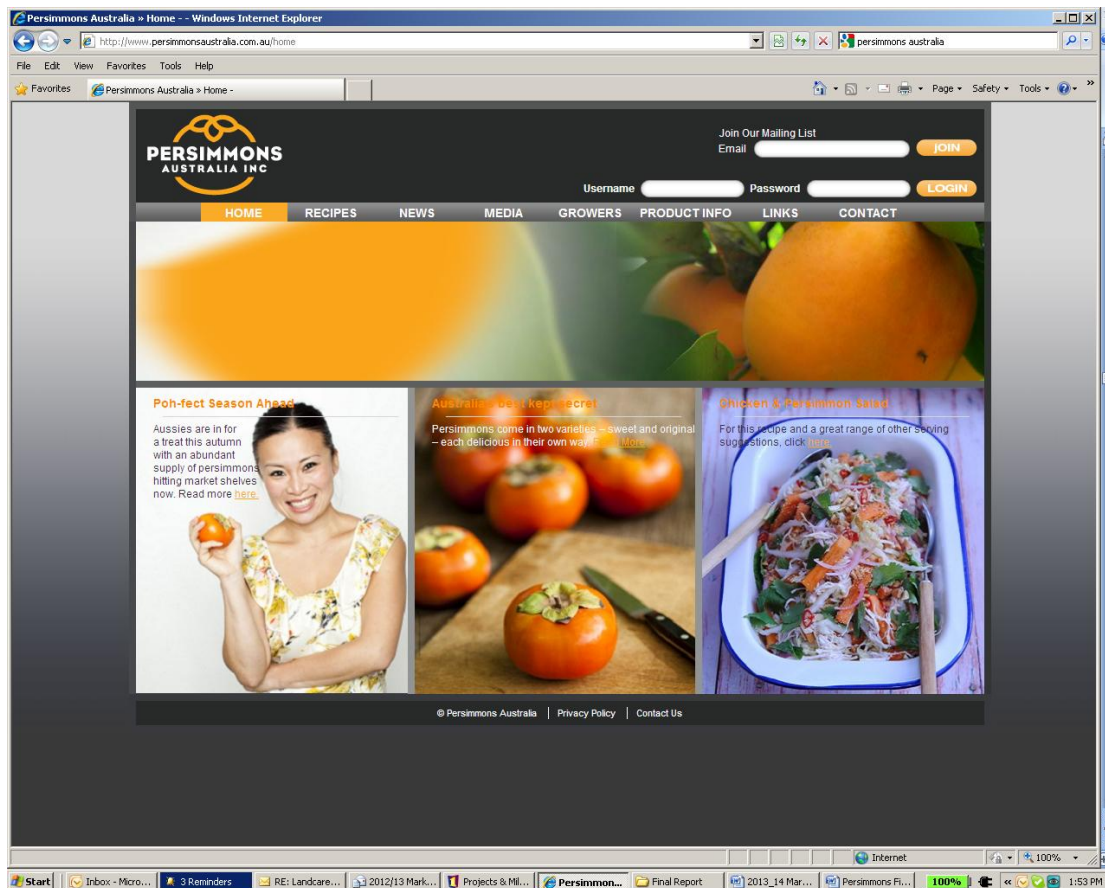
- The sampling component worked really well. Some shoppers expressed they had never tried Persimmon and were very surprised by the sweet taste and how much they liked it.
- Sampling together with vanilla yoghurt was very welcomed by consumers, as many had never thought of that combination before.
- The recipe leaflets were a great awareness and selling tool. Shoppers also responded favourably to the knowledge there was a website containing a wide range of information, advice and recipe ideas.

IGA sampling recommendations

- Unfortunately we did not have the support at store level which we had hoped for during this campaign. In many stores we encountered problems such as limited/no stock in store. Some stores had made an order but the Persimmons did not arrive in time and some stores refused to buy Persimmons as it was in the beginning of the season and stores found the price of the Persimmons too high. Some store managers mentioned to the demonstrators that they did not want to purchase Persimmons as they would have to sell it for \$2.99/each whilst Coles had a price promotion of \$1/each.
- Due to the stock issues, sessions had to be rescheduled to other stores in which we previously have seen good results and which we know are supportive of demonstrations.
- For future reference, it is important that we confirm the stores will stock Persimmons prior to scheduling. The majority of the initially selected IGA stores were not very receptive of receiving a sampling session and/or instalment of POS. For upcoming programs, it may be better to work with other chains such as Green Grocers to maximise the outcome of the campaign.

4. Persimmons Australia Website

The consumer / industry website was updated throughout the program by Crossman Communications. All the new POS and media materials were placed on the site, as well as the new recipes developed by Ambassador Poh.



5. Consumer Research

Background

- 2013 marks the start of a new research phase for the persimmon industry. Previous research had been conducted in 2005, 2009 and 2010.
- Each piece of research conducted previously was consulted, and helped design the 2013 methodology. However, each of the research pieces appear to have been conducted in isolation of each other making tracking and benchmark of changes and improvements not possible.

Below is a summary of the research objectives by year:

- 2006: Measured awareness, knowledge, usage, barriers and motivations to purchase.
- 2009: Determine Australians knowledge of the different varietal types of persimmons available.
- 2009: Wholesaler research into a name change and branding.
- 2010: Estimated the market split astringent and non-astringent persimmons.

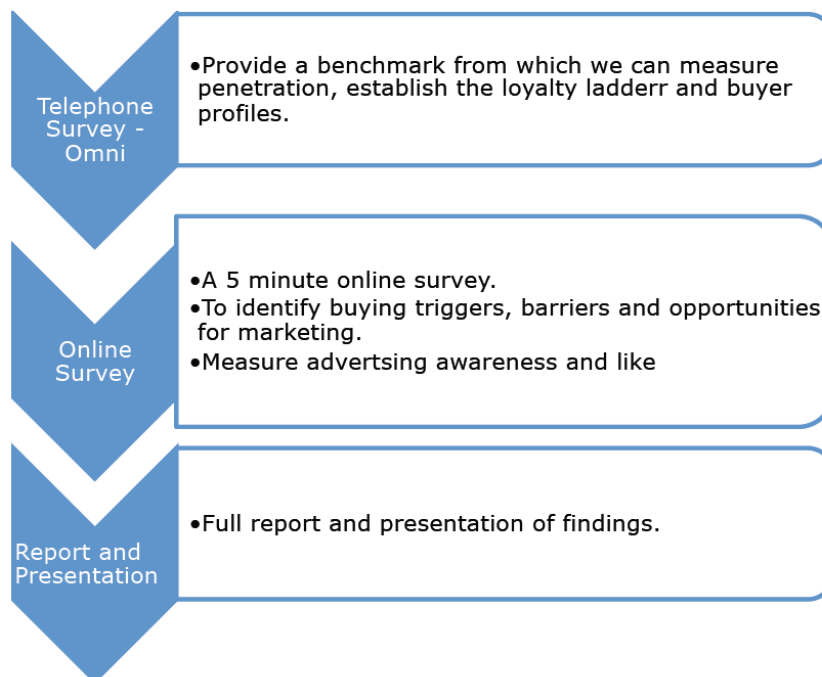
Other notables from past years:

- 2012: Development of two pieces of communication material (POS)

Research Objectives

1. Measure category and varietal awareness of persimmons.
2. Better understand consumers knowledge of persimmons – usage knowledge and health benefits.
3. Determine consumer’s perceptions of where persimmons fit within the fresh fruit category.
4. Better understand the purchase triggers and barriers and how we can overcome the barriers.
5. Measure how frequently consumers are buying persimmons and determine what has to be achieved to increase purchase frequency.
6. Profile both consumers by frequency of purchase and type of purchase.
7. Measure relateness/appeal of the PR campaign amongst current consumers and non-consumers of persimmons.
8. Feed the thinking for the development of the next 3-year strategic plan

Research Plan



A 5 minute online survey was used. The online methodology is cost effective and also provided the flexibility of showing research respondents the visual aids from this year’s PR campaign.

The online would be fielded among a national sample of 600 people aged 18-64. The breakdown by state is as follows:

- NSW -200
- VIC - 200
- QLD – 200

Timing

Task	Timing
Omnibus questionnaire in field	Saturday 6 th – Sunday 7 th July
Data processing and reporting for omni results	Monday 8 th – Thursday 11 th July
Delivery omnibus results	Friday 12 th July
Questionnaire sign off	Friday 5 th July
Questionnaire scripting	Monday 8 th – Wednesday 10 th July
Data collection (online)	Thursday 10 th – Monday 15 th July
Analysis	Tuesday 16 th – Monday 22 nd July
Reporting and Insight generation	Monday 22 nd – Thursday 25 th July
Delivery of report	Friday 26 th July

Outcomes

As shown in the delivery schedule above, the report is due on the 26th July 2013. This will be presented to the IAC during the meeting in August, however was unable to be provided in the final report.

Key Learning and Recommendations

In order to measure the effectiveness of the next four year campaign, it is recommended to re-do the online quantitative research, asking the same questions in order to benchmark the results against the ones from this year.

BUDGET

Project Code	Activity	Budget
PR12501	Public Relations	\$29,000
PR12502	POS Development	\$2,500
PR12503	POS Print and Distribution	\$4,000
PR12504	Web Hosting	\$500
PR12005	Retail Education & IGA Sampling: Marketing	\$5,000
	R&D	\$4,000
	Total Marketing	\$41,000
	Total R&D	\$4,000
	TOTAL	\$45,000

Appendix A – Media Kit

Media Release

Embargoed Until X February 2013



Incredible Poh-tential For A Perfect Persimmon Season

Aussie fruit lovers are in for an incredible autumn with the glorious golden glow emanating from orchards across the countryside signalling the return of one of Australia's best kept secrets – the persimmon.

Excellent growing conditions fuelled by lashings of sunshine and ample water supplies, thanks to previous wet seasons, have paved the way for a bountiful crop of quality fruit with high sugar levels, excellent flavour and a strong shelf life.

One person impatiently anticipating the harvest of the yellowy-orange orbs is Poh Ling Yeow, persimmon-lover, presenter of ABC TV's *Poh Lends a Hand*, best-selling author and MasterChef all-star.

"Despite the fact that persimmons have been grown here for decades, many Aussies are yet to try this exotic fruit, so this season I'm challenging everyone to be adventurous and give them a go. Persimmons truly are the perfect addition to your autumn eating agenda offering an almost indescribable subtle, sweet flavour and fantastic textures to boot," she said.

Poh said she grew up eating sweet persimmons, which are best devoured crunchy and firm like an apple, but now also enjoys the original variety, which is ready for eating when the flesh is soft, jelly-like and sweet.

"I think the best way to enjoy persimmons is fresh. I like to peel and quarter the sweet type as it's a brilliantly clean, tasty and healthy snack. With the original, I love to tear or cut away the calyx – or the top – then scoop into nature's little bowl of ready-made, sweet, silky jelly," said Poh.

"Persimmons also make an amazing addition to salads, adding a delightful crunch and sweetness, and team well with strong cheeses, bitter leaves and nuts. Soft, gooey original persimmons or sweet ones that have gone beyond their firm stage are also great for cooking – just pop them into a cake or muffin mix for an autumnal update to your traditional baked goods," she said.

Along with their flavour credentials, persimmons have double the dietary fibre of apples, are high in anti-oxidants and are an excellent source of Vitamin C and beta carotene.

Original persimmons have been grown in Australia for almost 150 years, most commonly as a decorative tree in domestic gardens, and are known for their large, heart-shaped silhouette and colour, which ranges from pale orange to deep red-orange.

In contrast, the sweet persimmon is round, with a diameter of around 10cm, and has a slightly flattened top. Introduced around 40 years ago, this variety now comprises around 90 per cent of production.

Approximately 2500 tonnes of persimmons are harvested Australia annually with the bulk of fruit grown in Queensland. Other key growing areas include coastal New South Wales, the Goulburn and Murray Valleys in Victoria and South Australia as well as some areas of the south west corner in Western Australia.

For more information, contact: Edwina Brook, Crossman Communications, 02 9361 6099 or edwina.brook@crossmancommunications.com.au

*The campaign to promote awareness of the 2013 Australian Persimmon season has been funded by Horticulture Australia Limited using the Persimmons Australia industry levy.

All About Australian Persimmons

Varieties

1. The Sweet Persimmon (non-astringent)

- Round in shape with a diameter of around 10cm. The fruit has a slightly flattened top that holds the green stem (calyx) and ranges in colour from pale orange to a deep red-orange.
- Best eaten crunchy and firm like an apple but can be left till mushy and soft, like the original persimmon.
- Has a refreshingly sweet and mild flavour.
- Often referred to as Fuyu Fruit.
- Sweet persimmons are harvested in Australia from February to June and are available in supermarkets, and all good fruit stores.



2. The Original Persimmon (astringent)

- Large, heart shaped fruits, ranging in colour from pale orange to deep red-orange.
- Needs to be harvested once fully mature.
- Ready for eating when the flesh is soft, jelly-like and sweet. If this variety is eaten too early or when firm, it will 'suck your mouth dry' with the astringency. If you taste astringency you need to allow the fruit to ripen further.



Health Benefits

- Good source of vitamin C and beta carotene, high in fibre and fat free.
- A sweet persimmon contains almost twice the dietary fibre of an apple and higher levels of many minerals and antioxidants.¹
- Persimmon leaves are several times richer in vitamin C than the fruit itself!

Seasonality & Production

- Persimmons are in season from late February to mid June (Autumn to Winter).
- Queensland is the major producing state but harvesting also occurs in coastal NSW, the Goulburn and Murray valleys in VIC and SA as well as south west WA.
- Australia produces approximately 2500 tonnes annually, less than 1 per cent of world production. However, production is on the rise here with new plantings in New South Wales and Victoria driving industry growth.

¹ Gorinstein, S. 2001, 'Comparative Contents of Dietary Fiber, Total Phenolics, and Minerals in Persimmons and Apples', *Journal of Agriculture and Food Chemistry*, vol. 49, no. 2, pp. 953-955

- The original (astringent) persimmon has been grown for decades in Australia.
- Commercial production of original persimmons is generally confined to regions around Sydney and in Victoria.
- Sweet persimmons (non-astringent) were introduced to Australia in the late 1970s and now comprise more than 90 per cent of local production.

For more information, contact: Edwina Brook, Crossman Communications, 02 9361 6099 or edwina.brook@crossmancommunications.com.au



Picking & Preparing the Perfect Persimmon

Buying and Storing

- Sweet persimmons are at their best when crisp and crunchy like an apple, but still taste fantastic when soft, or at any point in between.
- Choose sweet persimmons that are free from bruises and still have green, semi-pliable caps.
- Original persimmons are ready to eat when the flesh is soft and jelly-like. They should be allowed to ripen at room temperature until mushy. If you wish to speed up this process, put the persimmon in a paper bag with a couple of apples.
- The fruit can range in colour from a pale orange to a deep red-orange, depending upon variety and stage of the season.
- Despite being firm to the touch, handle persimmons with care as the thin skin is delicate and bruises easily.
- Surface blemishes are fine and do not affect the flavour and eating quality.
- Store persimmons at room temperature.

Preparation

- Wash persimmons gently before eating.
- They can be eaten peeled or unpeeled, stem and calyx removed, and cut into desired sections.
- Alternatively, cut the fruit into slices horizontally to reveal the star pattern.

For more information, contact: Edwina Brook, Crossman Communications, 02 9361 6099 or edwina.brook@crossmancommunications.com.au



Perfect Persimmon Recipes by Poh Ling Yeow
Courtesy of Persimmons Australia Inc.

**Poached Chicken Salad with Sweet Persimmon
& Somtan Dressing**

Serves 4

South East Asian cookery is all about balancing and pushing the sweet, salty and sour notes in a dish. In this recipe the persimmons add the perfect amount of sweetness to this Thai-based salad, full of lively colours, textures and flavours.

Ingredients

- 2 chicken breasts, poached
- 4 sweet persimmons, peeled, and cut into 7mm batons
- ¾ - 1 continental cucumber, peeled, quartered lengthways and sliced 3mm on a diagonal
- 4 Chinese cabbage leaves, shredded
- 2 red eschallots, thinly sliced, or 8-10 spring onions, chopped
- ¼ cup mint leaves, torn
- 1 long red chilli, finely sliced (optional)
- 2½ Tbs fish sauce
- 5 Tbs freshly squeezed lime juice
- 5 tsp caster sugar
- 2 cloves garlic, crushed
- 2 Tbs roasted ground rice* (optional – available from Asian grocer)
- 3 Tbs deep fried shallots (optional – available from Asian grocer)
- 4 Tbs chopped, salted, roasted peanuts (optional)

Method

To poach chicken:

Cover the chicken with water in a small pot.

Bring to boil and then reduce to a low simmer to cook for 45 minutes, covered.

Cool completely in poaching liquid then transfer to a plate to shred finely with 2 forks (the remaining poaching liquid can be frozen to use as stock).

To make dressing:

Combine fish sauce, lime juice, sugar and garlic in a small recycled glass jar and shake vigorously until sugar is dissolved.



To assemble:

Combine persimmons, cucumber, cabbage, spring onions, mint, coriander and chilli (if using), chicken and dressing in a medium to large bowl and toss very gently with hands or chopsticks so as not to bruise ingredients.

Divide into 4 portions and garnish with roasted rice, fried shallots and peanuts and serve immediately.

*Note: You may make your own roasted ground rice by purchasing glutinous or sticky rice from an Asian grocer and dry toasting $\frac{1}{2}$ - 1 cup in a wok or frypan on low heat until a pale golden colour. You must exercise some patience while doing this as a high heat will burn the rice but not toast it all the way through. Do not use any other types of rice as they will be unpalatable and a jaw breaker even after toasting, while this type of rice will shatter nicely between your teeth. Roasted rice is often added to Thai salads for its beautiful nutty flavour and textural crunch but also for helping very runny dressings adhere to salad ingredients. After toasting, cool, then pound in a mortar and pestle or grind in a spice grinder to a sandy consistency. Store in an airtight glass container for up to 2 months.

Sweet Persimmon with Prosciutto

Serves 4-6

Next to eating it in its most natural state, like a fresh apple, this is the next best way to have a persimmon. Of course, it is an idea stolen from the tried and tested combination of melon and prosciutto, but it just works so well. The saltiness of the prosciutto is delicious with the sweetness of the persimmon. With a crack of pepper for spice and a squeeze of lime over the top for a hint of acidity, it doesn't get any easier for a lazy cook! I would always recommend an Italian or Spanish prosciutto because they are far less salty, leaving the meat soft and sweet.

Ingredients

4 sweet persimmons, each with calyx removed, peeled and sliced into 8 wedges
24 thin - medium slices of Italian or Spanish prosciutto
Juice of 1 lime
Cracked pepper

Method

Wrap each wedge of persimmon with a slice of prosciutto.

Squeeze desired amount of lime juice over the top and then a sprinkle of cracked pepper.

Serve immediately.



Sweet Persimmons with Avocado, Pickled Ginger & Korean Seaweed

Serves 4 (as a vegetarian appetiser)

The nuances of flavour in a persimmon are very subtle, so I always tend to steer clear of applying heat but rather, take advantage of its uncomplicated sweetness and lovely, crunchy texture. This recipe takes its flavour profile from Japanese sushi. If you want to fancy up the dish feel free to add flakes of crabmeat and tobiko (flying fish roe), but here I've opted simply for a vegetarian version which makes for a beautifully refreshing canapé.

Ingredients

2 sweet persimmons, calyx removed, peeled and sliced into wedges
1 small/medium avocado, mashed (and passed through a sieve for perfect smoothness)
¼ cup of Japanese mayonnaise (available in supermarket Asian section)
½ - 1 tsp wasabi paste
2 tsp lemon or lime juice
Salt to taste
Scant ¼ cup of Japanese pickled ginger (available in supermarket Asian section)
1 Tbs toasted sesame seeds, white or black (optional)
2 large sheets or 1 small packet Korean fried seaweed* (available in Asian grocer)

Method

Mix avocado, Japanese mayonnaise, wasabi, lemon or lime juice, salt and pepper until combined. Transfer to a piping bag (if you want a tidier result but spooning is fine).

Arrange persimmon wedges neatly onto serving platter.

Pipe or spoon a nice dollop of the avocado mixture on each wedge, top with small rosettes of ginger, a light sprinkle of sesame seeds (if using), and then finish with torn shards of the fried seaweed.

Serve immediately.

*Note: Korean seaweed is readily available in most Asian grocers. It differs from the Japanese type used for making sushi in that it is fried and salted, but look similar. Usually it comes in large square sheets (20 x 20cm) or small rectangular ones (7 x 10cm). If you are having trouble sourcing it, regular sushi seaweed will still taste fabulous.



Persimmon Cake with Cream Cheese Icing

Serves 10-12

This is a great recipe for very ripe persimmons. Originally, I wasn't much of a fan of that slippery, jelly like texture but now I love it. It's wonderful to slice off its little calyx hat and scoop into a wobbly pot of intense sweetness – Mother Nature's ready-made jam! For those of you who remain unsure, this is a great way to avoid wasting ripe persimmons. Both the original and the sweet type is suitable.

Ingredients

Cake

Melted butter

Flour

1¼ cup caster sugar

1 cup full cream milk

2 eggs

3 - 4 very ripe original or sweet persimmons (you need 1½ cups of puree)

2 tsp vanilla bean paste or natural vanilla extract

2½ cups plain flour, sifted

½ tsp baking powder, sifted

2 tsp bi-carb of soda, sifted

2 tsp cinnamon

¼ tsp nutmeg

Generous pinch of ground cloves

½ tsp salt

Cream Cheese Icing

125g cream cheese, softened

½ cup icing sugar, sifted

1 Tbs lemon juice

50g unsalted butter, softened

1 tsp vanilla bean paste, or natural vanilla extract (optional)

½ cup chopped toasted pecan nuts*

Special Equipment

26cm fluted ring tin

Method

Preheat oven to 160°C or 150°C fan forced.

For persimmon puree:

Remove calyx and scoop pulp out with a spoon. Discard skin and seeds, then blitz pulp with a stick blender or blender to make 1½ cups of puree.

Set aside at room temperature.



For the cake:

With a pastry brush, thoroughly grease ring tin with melted butter.

Spoon a couple of tablespoons full of plain flour into tin, turning and shaking it until the inside is completely coated.

Bang tin firmly on bench top to loosen excess flour, then discard.

With a whisk, roughly mix all the wet ingredients and sugar in a medium - large bowl.

Fold dry ingredients into the wet mixture in 3 to 4 batches until you have a relatively smooth batter.

Pour into the ring tin and bake for 50 mins to 1 hour, or until skewer comes out clean.

Allow cake to sit for a few seconds before turning out onto a cooling rack.

To prepare icing, combine all ingredients and cream with an electric mixer until pale and fluffy.

When cake has cooled completely, slather roughly with cream cheese icing and sprinkle nuts over the top.

*Note: To toast pecan nuts, simply chop roughly and then dry toast in a frypan on a medium heat until nice and golden. You may also roast in a pre-heated oven at 160°C for 5 to 10 mins. Cool before using.

For more information, contact: Edwina Brook, Crossman Communications, 02 9361 6099 or edwina.brook@crossmancommunications.com.au

Appendix B – Recipes for use in 2013/14 program

Persimmon, Smoked Chicken & Hazelnut Salad

Serves 4

Ingredients

400g smoked chicken breasts, 3mm slices

130g baby cos lettuce

1/2 cup whole hazelnuts

3 stalks spring onions

2 bunches asparagus, ends snapped off, sliced diagonally 3cm pieces

2 sweet persimmons, peeled, sliced into wedges

Dressing

4 Tbs olive oil

3 Tbs apple cider vinegar

1 -2 tsp honey

1/2 tsp of seeded mustard

1 clove garlic, peeled and squashed under the flat side of a knife

Salt to taste

Freshly cracked black pepper



Method

To toast hazelnuts, place nuts in a small frypan and dry toast on medium heat, stirring or tossing continually for about 5-8 minutes or until the skins start to flake off and the nuts smell fragrant. Transfer immediately onto a clean tea towel and rub until the skins come off.

Place asparagus in a medium bowl. Pour freshly boiled water over the spears and cover for 30 seconds. Set aside.

To assemble salad, lay a bed of cos lettuce on the bottom of your plate then layer the remaining ingredients.

To make dressing, combine all dressing ingredients in a clean glass jar, shake, pour over salad.

Chewy Persimmon and Ginger Cookies

Makes about 35 cookies

Ingredients

110g unsalted butter, room temperature
1/2 cup of caster sugar
1/2 tsp salt
1 egg
2 cups plain flour, sifted
1 tsp baking powder, sifted
1 tsp ground ginger, sifted
1 tsp ground cinnamon, sifted
1/2 tsp ground cloves, sifted
1/2 tsp ground nutmeg, sifted
2 heaped Tbs of chopped crystallised ginger
1 cup raisins OR dried currants
1 cup chopped walnuts OR pecans
2 ripe persimmons, peeled and pureed

Method

Preheat oven to 180°C or 170°C fan forced.

With an electric cake mixer, beat butter, sugar and salt until pale and fluffy. Add egg and beat until combined. Add persimmon puree and mix with a wooden spoon until combined. Add flour, baking powder, ginger, cinnamon, cloves and nutmeg, and mix with a wooden spoon until combined. Add raisins or currants and nuts, and mix until combined.

Drop teaspoons full of the batter onto a baking tray lined with parchment and bake for 15-20 minutes.

Cool on a wire rack before storing in an airtight container.



Persimmon, Rocket, Blue Cheese & Candied Walnut Salad

Serves 4

Ingredients

125g walnut pieces
1/4 cup caster sugar
1 Tbs water
100g rocket
150g blue cheese OR another soft cheese such as brie or camembert
3-4 spring onions (stalks), chopped OR 1/4 of a small red onion, peeled and sliced thinly
4 sweet persimmons, halved then sliced 2-3mm

Dressing

3 Tbs olive oil
1 Tbs good quality balsamic vinegar
1 Tbs lemon juice
1 clove garlic bashed
Salt to taste

Method

Spread walnuts evenly over a frypan and dry toast on a medium heat, stirring or tossing them continually for about 5 minutes or until they are nicely browned and fragrant.

Using a small saucepan combine sugar and water, stir briefly with a metal spoon then boil on a high heat. When you see the sugar begin to turn pale amber, be very attentive - it will be just moments before it turns a perfect amber. Immediately toss nuts into the sugar and very quickly fold the sugar over the nuts. You must work quickly as the sugar will set very quickly. Allow nuts to cool on some baking parchment, then gently separate the pieces. Set aside.

Combine all salad ingredients in a large mixing bowl.

To make dressing, combine all dressing ingredients in a clean glass jar, shake, then pour over salad.

Salad is best served in a shallow bowl or plate.



Persimmon, Sago & Coconut Pudding

Serves 4

Ingredients

1 cup sago pearls (available in Asian grocers and at major supermarkets but make sure you look in health foods or cereal section)
3/4 cup coconut milk
1/4 cup milk
1/3 cup caster sugar
1 Tbs freshly squeezed lime juice
2 very ripe sweet or original persimmons, peeled and pureed
2 firm, sweet persimmons, peeled and diced 5mm cubes

Method

Fill a large pot 3/4 full of water and bring to the boil. Rain the sago in, stir immediately, then allow to boil until the pearls have the smallest dot of white at their centres. Drain sago through a sieve and rinse with plenty of cool running water. Transfer into a medium mixing bowl. Set aside.

Bring coconut milk and sugar to the boil, making sure sugar is dissolved, then remove from the heat and allow to cool. Stir the mixture through the sago with the lime juice and persimmon puree (if using).

Chill and serve with sprinkling of the diced sweet persimmon.



For more information, please contact:

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Appendix C – Key Messages Breakdown.

Television

Outlet	Date	Message Rating	Audience
Channel Nine – Today Show	10 July 2013	5	500,000
Total: 1 hit		Average: 5	Total: 500,000

Radio

Outlet	Date	Message Rating	Audience
ABC News	14 May 2013	3	47,000
2GB	29 May 2013	3	34,600
ABC Rural County Hour	29 May 2013	3	27,000
Total: 3 hits		Average: 3	Total: 108,600

Newspapers and Supplements

Outlet	Date	Message Rating	Audience
Hinterland Times	7 February 2013	2	-
Gold Coast Bulletin-Taste	13 February 2013	5	118,185
The Weekly Times	20 February 2013	3	119,917
Daily Mercury	20 February 2013	3	37,725
Fraser Coast Mercury	20 February 2013	3	24,108
Hervey Bay Observer	20 February 2013	3	63,444
Daily Examiner	21 February 2013	3	14,388
Toowoomba Chronicle	23 February 2013	3	80,616
Rural Weekly (NSW edition)	1 March 2013	4	52,392
Rural Weekly (Wagga Wagga)	6 March 2013	4	134,892
The Land	7 March 2013	4	129,987
Adelaide Advertiser	1 April 2013	3	498,534

Outlet	Date	Message Rating	Audience
Adelaide Advertiser	1 April 2013	5	498,534
The Good News Newspaper	4 April 2013	4	-
The Daily Telegraph – Taste	9 April 2013	3	969,000
Herald Sun – Taste	9 April 2013	3	1,301,000
Courier Mail – Taste	9 April 2013	3	536,691
The Advertiser – Taste	9 April 2013	3	530,106
Sunday Times – Taste	9 April 2013	3	840,336
The Mercury – Taste	9 April 2013	3	130,000
Sydney Morning Herald	14 May 2013	2	542,880
The West Australian	23 May 2013	3	623,742
Newcastle Herald	8 June 2013	-	126,831
Total: 23 hits		Average: 3.3	Total: 7,373,308

Magazines

Outlet	Date	Message Rating	Audience
Sumptuous	February 2013	2	84,000
SA Gardens	February 2013	5	48,000
Woman's Day	25 February 2013	4	1,074,303
Noosa Style Magazine	March 2013	-	75,000
Profile Magazine	March 2013	-	52,000
Highlife Downs Living Magazine	March 2013	-	17,000
Produce Plus	March 2013	4	25,000
Runner's World	March 2013	-	15,000
MiNDFOOD	April 2013	3	40,500
Women's Fitness	April 2013	5	79,000
Home Beautiful	April 2013	5	238,740
Growcom	April 2013	4	36,000

Outlet	Date	Message Rating	Audience
Green Life Magazine	May 2013	-	25,000
Get It Magazine	May 2013	3	52,000
Home Ideas	May 2013	5	82,000
Good Health	May 2013	-	301,000
Canberra Weekly Magazine	23 May 2013	3	104,022
Canberra Weekly Magazine	30 May 2013	5	104,022
Growcom	June 2013	5	36,000
Women's Health and Fitness	July 2013	5	277,000
Total: 20 hits		Average: 4.1	Total: 2,661,669

Online

Outlet	Date	Message Rating	Audience
West End Magazine	3 January 2013	3	3,330
Hinterland Times	7 February 2013	2	-
The Weekend Edition	14 February 2013	4	57,000
Destination Food	15 February 2013	-	-
DrJoanna.com.au	19 February 2013	5	-
Weekly Times Now	22 February 2013	4	-
Shesaid	1 March 2013	4	45,000
DrJoanna.com.au	4 March 2013	5	-
West End Magazine	7 March 2013	3	3,3300
Yahoo!7	7 March 2013	5	778,536
Yahoo!7	7 March 2013	3	778,536
Yahoo!7	7 March 2013	3	778,536
Outlet	Date	Message Rating	Audience
Yahoo!7	7 March 2013	4	778,536
Yahoo!7	7 March 2013	4	778,536
Yahoo!7	7 March 2013	3	778,536
Yahoo!7	7 March 2013	2	778,536
Yahoo!7	7 March 2013	2	778,536
Yahoo!7	7 March 2013	2	778,536
AGFG	8 March 2013	4	2,392
AGFG	8 March 2013	4	2,392
AGFG	8 March 2013	4	2,392
AGFG	8 March 2013	4	2,392
Shesaid	12 March 2013	3	45,000
AGFG	12 March 2013	4	2,392

Outlet	Date	Message Rating	Audience
Fresh Food Club	13 March 2013	3	15,000
Fresh Food Club	14 March 2013	3	15,000
The Food Coach	14 March 2013	3	28,000
Destination Food	14 March 2013	5	-
Weekly Times Now	15 March 2013	5	-
Five of the Best	15 March 2013	4	50,000
Salt	19 March 2013	3	-
Five of the Best (e-newsletter)	21 March 2013	4	50,000
Green Lifestyle	22 March 2013	4	-
Runner's World	22 March 2013	4	-
Farm Magazine	28 March 2013	5	-
The Food Coach	28 March 2013	4	28,000
Outlet	Date	Message Rating	Audience
The Food Coach (e-newsletter)	28 March 2013	4	20,000
Good Food	29 March 2013	4	-
Australian Women's Weekly	April 2013	2	-
The Food Coach	4 April 2013	3	28,000
News.com.au	11 April 2013	2	4,687,236
Home Life	11 April 2013	3	20,350
Home Life	11 April 2013	3	20,350
Salt	12 April 2013	4	-
Yahoo!7	15 April 2013	3	778,536
My Food Book (e-newsletter)	22 April 2013	-	-
My Food Book	22 April 2013	3	60,000
I'm Not Fussy	29 April 2013	3	27,000

Outlet	Date	Message Rating	Audience
Harris Farm	May 2013	-	-
Good Food	7 May 2013	2	-
Bizzy Lizzy Good Things	9 May 2013	2	8,739
Market Fresh	9 May 2013	-	-
ABC	15 May 2013	3	-
ABC Southern Queensland	15 May 2013	3	-
ABC News	15 May 2013	3	-
In My Community	21 May 2013	4	-
Westfield	22 May 2013	3	1,000,000
Get Lean	30 May 2013	3	-
Hampton Festival	4 June 2013	5	-
Westfield Hurstville (e-newsletter)	12 June 2013	3	27,000
Outlet	Date	Message Rating	Audience
Ninemsn – Today Show	10 July 2013	4	-
Get Lean	10 July 2013	4	-
Inside Cuisine	Yet to run	-	-
Woman’s Fitness	Yet to run	-	-
Foodontap	Yet to run	-	-
Motherpedia	Yet to run	-	-
Sunny Coast Kids	Yet to run	-	-
Total: 67 hits		Average: 3.7	Total: 14,038,625