

PERSIMMONS AUSTRALIA
2013/14 DOMESTIC MARKETING
FINAL REPORT



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AUGUST 2014

INTRODUCTION

This report is a review of the 2013/14 persimmons marketing campaign. All activities outlined in this document were recommended in the endorsed annual marketing plan for 2013/14.

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 2014/15 persimmons annual marketing plan.

OBJECTIVES

The new three year marketing objectives as outlined in its current strategic industry plan are:

1. Decrease the light weight purchasers of persimmons from 54% to 50% by 2016. (Resulting in an increase to occasional and regular buyers)
2. Ensure the marketing material achieved the optimal communication objectives (seasonality / how to)

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*
 - New point of sale (POS) development and distribution featuring Ambassador Poh Ling Yeow on the poster as well as four delicious recipe cards developed by Poh.

2. *Business Case Document*

- A business case was developed to help communicate some key techniques that retailers could use to help increase their persimmon sales.

3. *Public Relations*

- An integrated PR program involving Poh across social and traditional media.

4. *Merchandising*

- A merchandising program across independent stores in NSW and QLD.

5. *Persimmons Australia Website*

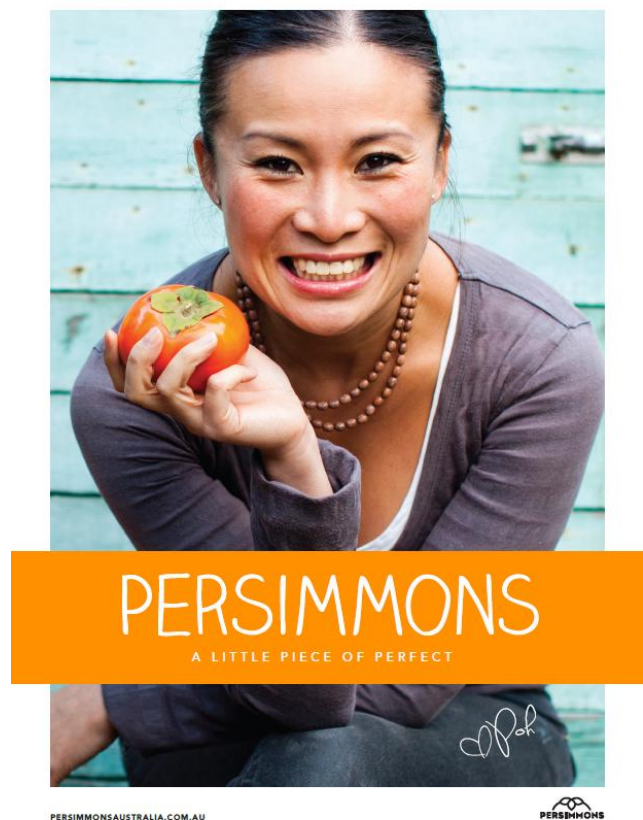
- The industry and consumer website was updated by Crossman Communications throughout the year.

1. **Point of Sale (POS)**

This year, based on the results of a heat mapping survey conducted by Sprout Research, new POS was developed which focussed more on the persimmon rather than just on ambassador Poh Ling Yeow.

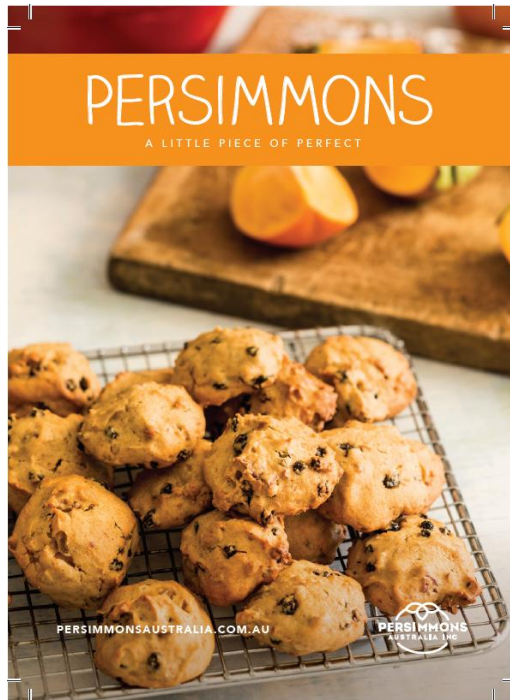
Outcomes

A double sided A3 poster was developed featuring ambassador Poh on the front holding a persimmon, it is similar to the previous poster, however, the word 'Persimmon' stands out more and consumers are more aware of what we are trying to promote. This was well received during the merchandising activity, with retailers happy to display the 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 were four A6 recipe pads featuring the new recipes developed by Poh for the industry. The recipes were:

- Chewy persimmon and ginger cookies
- Persimmon, sago and coconut pudding
- Persimmon, rocket, blue cheese and candied walnut salad
- Persimmon, smoked chicken and hazelnut salad



CHEWY PERSIMMON & GINGER COOKIES

MAKES 35

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

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.

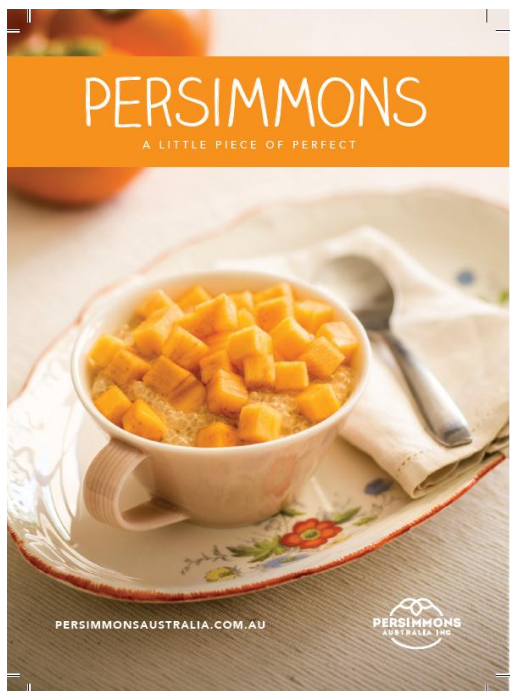
METHOD

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, 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.

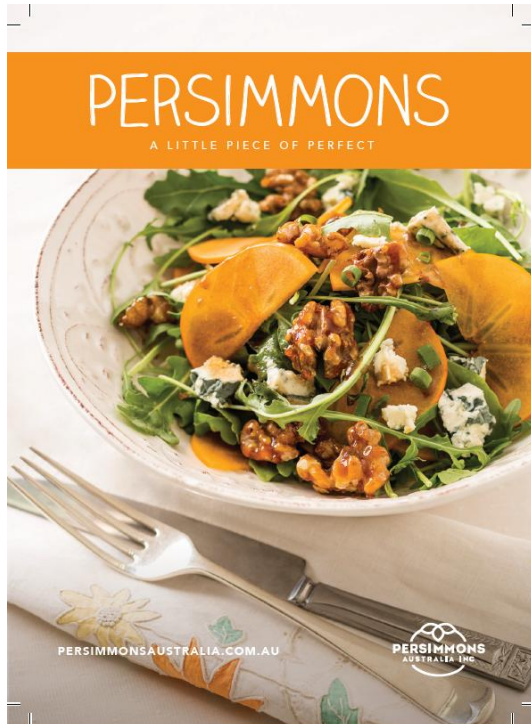
THINGS TO KNOW

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



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.

THINGS TO KNOW

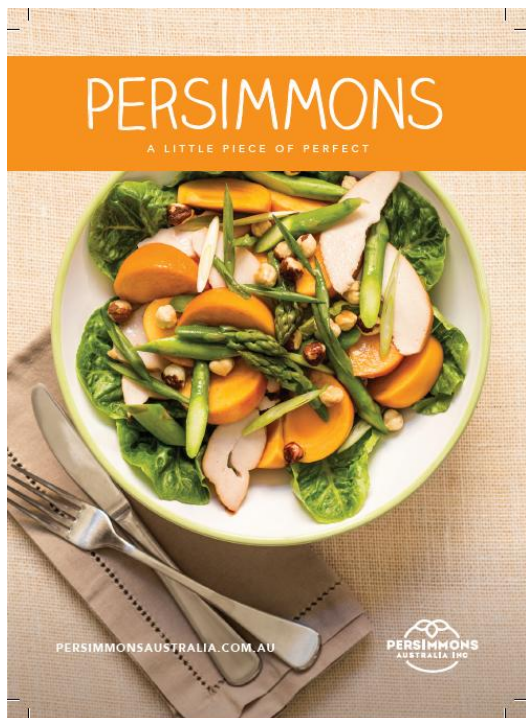
Season: March to June

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

Ph



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 bashed
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.

THINGS TO KNOW

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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.

Ph

The POS was distributed through our contacts at the central markets nationally as well as through the merchandising program implemented by D2C. Quantities were as follows:

Location	A3 Poster	A 6 Recipe Pad
Brisbane Markets	208	250
Melbourne Markets	200	200
Sydney Markets	250	300
Perth Markets	50	50
Adelaide Markets	50	72
Persimmons Industry Alison Fuss	50	50
HAL	50	100
D2C (NSW)	60	1500
D2C (QLD)	40	1000
YV Fresh	50	200
TOTAL	1008	3722

Key Learning and Recommendations

Featuring Poh on the POS this year was again successful in drawing attention to the displays in store. In addition, the feedback from the retailers was positive with most of the stores keen to put the POS up. However, with a tight marketing budget, the recommendation for the 2014/15 marketing program would be to try and focus on social media activities to communicate our messages rather than getting the POS in stores. This would allow the industry to try something new that has not been done with persimmons to date. Full detail of the proposed activities will be provided in the 2014/15 marketing plan.

2. Business Case

A business case was developed (A4 sheet, laminated) to help communicate to store owners how they can increase their sales through in-store merchandising of persimmons.

The document was distributed by D2C during the in-store merchandising program as well as through members of the IAC when doing market visits. See appendix A for a copy of the business case.

3. 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

- Australian persimmons are an exotic, versatile and healthy fruit, available in two varieties from late February through to early June, but despite their attractive qualities and history of local production, persimmons are yet to truly crack the mainstream market.
- Indeed, while some progress has been made in lifting the fruit's profile, the majority of Aussies (73%) did not purchase persimmons during the 2013 season
- Here, a general lack of awareness of the fruit and how best to use it, issues of price and quality were identified as key barriers to purchase
- So with a tight budget, limited in-store visibility, fierce category competition and no new news to promote, Crossman Communications were faced with the significant challenge of helping to lift the profile of persimmons nationally, to a wide base of consumers
- To succeed, they needed to create buzz and generate media coverage around the season to fuel demand and encourage trial

Communication Objectives

- Build awareness of Australian persimmons as a delicious, exotic fruit that is available nationwide from late February to June
- Educate consumers on how to select, store, cut and use persimmons, highlighting the difference between the two varieties
- Position persimmons as an easy to eat and use fruit that has fantastic health credentials

Generate:

- Mainstream positive media coverage
- Social media coverage and buzz via Instagram and YouTube
- Increased trial and purchase of Australian persimmons

Sharp Thinking

- With a strong relationship in place with ambassador Poh and some good momentum created, Crossman re-engaged the celebrity cook as the face of Persimmons across the POS and PR campaigns
- To give media fresh fodder and a reason to cover persimmons in 2014, they developed a media kit dialling up the seasonality and consumer education cues which included:
 - A media release announcing a bountiful crop, with Poh leveraged to help provide handy hints for consumers
 - An industry fact sheet with further tips plus details on health benefits, seasonality and production
 - Practical recipes developed by Poh with persimmons heroed as a fresh, healthy 'in-season' ingredient
- These materials were pitched out to broadcast, print and online media in a staggered outreach to outlets nationwide with the aim of reaching the mainstream market and securing coverage that would go 'live' throughout the short but sweet season. See appendix B for a copy of the media kit.

- To reach a broader base of consumers and reach them online, they developed and executed a digital strategy that provided a ‘soft’ introduction for persimmons to social media
- They first leveraged Poh’s personal Instagram account (6650+ followers) by working with their creative ambassador to post enticing images, tips and links for Persimmons Australia during the season
- Poh also pushed her followers to the YouTube channel that Crossman created and populated with custom videos that were scripted, filmed and produced with Poh as the star
- These videos supported the consumer education push by highlighting the best ways to select, store and use persimmons, and were used for the second phase of the media campaign, being pitched and placed to key online media
- Backing up the industry’s digital presence, they also provided website support, uploading materials and online media wins throughout the season so visitors could view the latest from the industry

Outcomes

Results

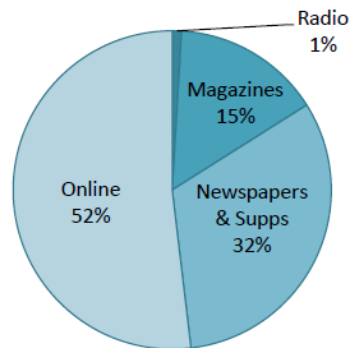
- Reach of up to **18 million** pairs of eyes
- Total of **104** positive hits across print, broadcast and online media with strong messaging including:
 - Full page features in *Oh! Magazine* and *Noosa Style*
 - Cover of the *Gold Coast Bulletin* supplement *Taste.com*
 - High impact in season stories in *The Adelaide Advertiser*, high profile magazines like *Australian Women’s Weekly*, *Coles Magazine*, *Home Ideas*, *Take 5* and *Woman’s Day*, plus extensive coverage across 13 APN newspaper titles
 - Recipe features in online consumer outlets including *Yahoo!7*, *She Said*, *Bmag* and *Westfield e-newsletters*
- **2100+** Instagram post likes and **139** comments generated by Poh’s image uploads
- **170+** YouTube views with the videos featured across *Yahoo!7*, *femail* and Medicare’s online *Be. Magazine*, and on food trade sites *Australian Food News* and *Good Fruit and Vegetables*

Media Coverage – Snapshot

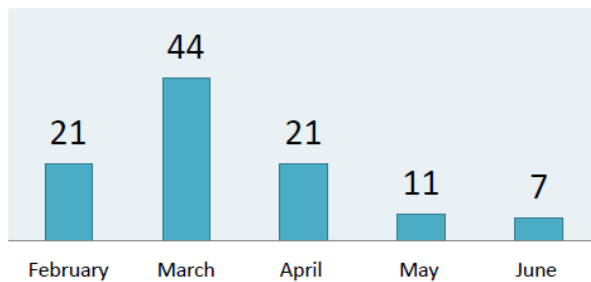
Media Type	Hits
Magazines	15
Newspapers & Supplements	34
Radio	1
Online	54
Total	104
Target	80

Media Coverage – Breakdown

Coverage by Media Type



Coverage Month by Month

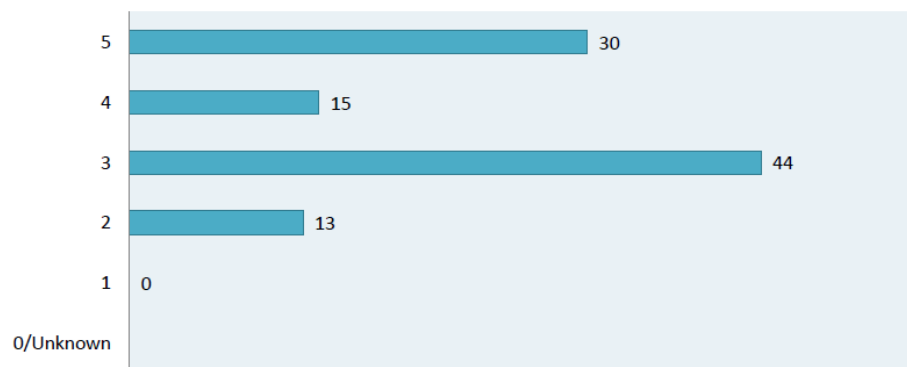


Message Rating

Each clip was rated on a scale from 0 to 5, with each of the following scoring a 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

Message Rating



The above graph shows how many pieces of coverage mentioned each of the key messages. For example, 44 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.

Evaluation of KPIs

KPI	Performance
<ul style="list-style-type: none"> • Generate at least 80 positive stories 	<ul style="list-style-type: none"> • Target blitzed by 24 with a total of 104 media hits
<ul style="list-style-type: none"> • Coverage to include at least 15 print/online features 	<ul style="list-style-type: none"> • 18 recipes features secured in print lifestyle outlets alone
<ul style="list-style-type: none"> • Achieve an average message rating of at least 3 out of 5 	<ul style="list-style-type: none"> • Overachieved with an average message rating of 3.8
<ul style="list-style-type: none"> • Achieve an audience reach of at least 15 million 	<ul style="list-style-type: none"> • 3 million over target with an estimated known audience reach of 18 million

Key Learning and Recommendations

Issue	Recommendation
<ul style="list-style-type: none"> • With nothing new to say and no budget to allow Poh to undertake media interviews, some long lead food and health media were hesitant to cover the same in-season angle two years running 	<ul style="list-style-type: none"> • Provide a short season update to long lead food and health media • Focus more energy next season on fresh online targets including bloggers • Extend the social media program to directly engage consumers and give the trade media something new to talk about • Extend Poh's role in the media/social arena to help drive interest – eg. put her name to/develop custom tips, write blogs etc.
<ul style="list-style-type: none"> • This year there was no budget for targeted grower/industry profiling outreach – this limited the amount and type of media coverage we could achieve 	<ul style="list-style-type: none"> • Consider allowing for one or more targeted media famils, inviting rural writers from key metro newspapers to a persimmon farm to help generate larger features

<ul style="list-style-type: none"> The YouTube videos were highly engaging but could only be produced during the 2014 season meaning we didn't have much time to amplify or promote them 	<ul style="list-style-type: none"> Promote videos again with links on all media materials Film more content with Poh if budget/timing allows to promote this season and next
<ul style="list-style-type: none"> We also had limited channels to repurpose/amplify the video content created – ie. the website lacks functionality, we have no other owned social channels 	<ul style="list-style-type: none"> Overhaul the website to ensure it is easy to use, administer and reflects the current industry creative more powerfully. Consider adding a blog which could be home to updates from Poh and growers Consider broadening social presence to Facebook and Instagram where we can post existing content and use these channels to amplify our key messages
<ul style="list-style-type: none"> Online consumer outlets are increasingly looking for dollar spend and promotions to help maintain profitability in a tough financial environment 	<ul style="list-style-type: none"> When budget allows, allocate funds to run online promotions with select outlets Look at prize partnerships to help ease the cost burden – eg. provide persimmons plus the serving ware to create a dish to impress

4. Merchandising

HAL commissioned retail agency D2C to undertake the in store merchandising program to educate store personnel and ultimately increase sales of Australian Persimmons.

There were 30 Sydney independent metro stores and 20 in Brisbane targeted during the campaign. Each store received a 20 minute store visit between w/c 24th March – 4th April 2014. During the store visits the merchandisers were tasked with:

- Installation of two posters
- Installation of four recipe pads
- Distribution of the industry business case and discuss the key points with the store manager.

Outcomes

Poster Installation

- At 78% of stores one or more posters were installed
 - At 70% of stores (35 stores) 2 posters were installed
 - At 8% of stores (4 stores) 1 poster was installed
- At 20% of stores (10 stores) posters were left with the store for them to install
- JJ's Fruit Mart in QLD would not allow poster installation
- At 82% of those stores we were able to install posters, the posters were installed at the fruit display
- At 18% of those stores we were able to install posters, the posters were installed away from the display (at entrance to store, at the checkout or secondary off location area)

Recipe Pad Installation

- At 80% of stores (40 stores) the full allocation of recipe pads were left at the store
- At 20% of stores (10 stores) some of the allocation of recipe pads were left at the store
- At 10% of stores (5 stores) recipe pads were left with the store to install themselves
- At 62% of stores (31 stores) recipe pads were left with the fruit
- At 12% of stores (6 stores) recipe pads were left at the checkout
- At 16% of stores (8 stores) recipe pads were left in off location recipe holder
- At 10% of stores (5 stores) the leaflets were left with appropriate personnel for them to install

Business Case Discussion

- Merchandisers ran through the Business Case focus points with key personnel at 100% of stores
- The Business Case was left behind at 100% of stores

Key Learning and Recommendations

Store & Merchandiser Feedback

- Most store personnel were supportive and happy to receive posters and recipe leaflets
- Many stores will offer samples to shoppers but only upon request
- Some stores would prefer to purchase the fruit direct from the grower and avoid the markets
- Merchandisers went over and above in some stores at the store request, this included:
 - Merchandising the fruit display to improve presentation
 - Cutting up fruit for sampling
 - Offering samples to shoppers
 - Chatting to shoppers about the fruit







5. 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.

BUDGET VERSUS EXPENDITURE

Project Code	Activity	Budget	Expenditure
PR13501	Public Relations	\$29,000	\$29,000
PR13502	POS Development	\$6,000	\$5,710
PR13503	Web Hosting	\$500	\$66.60
PR13504	Merchandising Project	\$3,500	\$3,344.50
	Total Marketing	\$39,000	\$38,121.12

WANT TO MAKE \$\$ FROM PERSIMMONS?

In a tough economy, a South East Queensland independent greengrocer *tripled sales* year on year* through in-store merchandising of persimmons over the season (mid March to early June). For three weeks at the peak of the Queensland season** persimmons were in the top three best-selling fruits in the store. Across the season, persimmons were in the top 10 best selling fruits, compared to not making top 20 the previous year.

HOW YOU ASK?

- ✓ Large, bold display at front of the shop, (3 X 3 trays plus spillover)
- ✓ Buying enough stock to create incentive for store manager and team to move the product. (Setting sales goals for the product)
- ✓ Maintain quality of display. Soft fruit identified, and removed from main display and sold separately (close by/adjacent to the display) mostly at full price.
- ✓ Uses of soft fruit explained to customers in signage, to increase the options for using the product.
- ✓ Consistent sampling of the fruit with customers across the season, with a small platter cut daily and refreshed. Fruit cut using “cartwheel” slice and presented in small but sufficient sized pieces for consumer to experience the flavour.
- ✓ Use of industry supplied posters and recipe pads. Recipe leaflets proved very popular.
- ✓ Educating the retail team about the product, encouraging them to try the fruit which allows them to educate the customer.
- ✓ Promotion with passion!
- ✓ Engaging with customers in a two way conversation – “How do you like to use them” to encourage sharing of ideas as an educational tool.



*2012 compared with 2013

**3rd week April to 1st week May



Fresh Fruit Lovers Get Autumn Fix of Perfect Persimmons

Aussies looking for a fresh, healthy food fix are being encouraged to pick perfect local persimmons this Autumn, with orchards across the nation springing to life to deliver a new bounty of sweet, delicious fruit.

Available from late February until mid-June, both sweet and original Australian persimmons will be in strong supply following 12 months of favourable hot and dry weather conditions. Masterchef all-star, best-selling author and Australian Persimmons ambassador, Poh Ling Yeow, said the fruit is a unique and healthy seasonal offering, packed with vitamin C and beta carotene, high in fibre and fat free.

“Eating with the seasons is something I encourage everyone to try because the produce and flavours you experience are much better and it helps support local growers. For Autumn, try persimmons as they offer an amazingly delicate, subtle, sweet flavour and a range of textures to suit different tastes and dishes,” she said.

“Both sweet and original persimmons can be eaten peeled or unpeeled, stem and calyx removed, and cut into sections. They are also great fresh in a delicious salad or fruit salad, or can be mashed and incorporated into cookie or cake mixes.”

Poh said that when purchasing persimmons shoppers should look for blemish-free fruit with green, semi-pliable caps.

“If you are buying sweet persimmons, which comprise 90 per cent of the market, they will be round and should be firm as they are at their best when eaten crisp and crunchy like an apple, although they also taste fantastic when left to soften,” she said.

“Original persimmons are heart shaped and ready to eat when the flesh is soft and jelly-like so it is best to select one that yields gently to palm pressure, then you can allow it to ripen at room temperature until mushy.”

Nick Hobbs, President of Persimmons Australia, said demand for the fruit is increasing with growers working hard to deliver another plentiful harvest.

“Drier than normal weather conditions means consumers can enjoy an array of delicious persimmons packed with flavour and a longer shelf life, so there’s no excuse not to try one,” he said.

Mr Hobbs said around 2500 tonnes of Australian persimmons are harvested each year with the majority coming from Queensland, followed by 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.

Join the conversation this Autumn by following Persimmons Australia ambassador Poh Ling Yeow on Instagram @pohlingyeow and using #Persimmons or #Poh4Persimmons.

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.



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 you taste astringency you need to allow the fruit to ripen further.



Selecting and Storing

- When it comes to persimmons, there is no one colour to look for. The fruit can range in shade 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.
- 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 so select one that yields gently to palm pressure, then allow to ripen at room temperature until mushy.
- Put the persimmon in a paper bag with a couple of apples to speed up the ripening process.
- Store persimmons at room temperature.

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) and are available in supermarkets, and all good fruit stores.
- 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.
- Commercial production of original persimmons is generally confined to regions around Sydney and in Victoria.
- 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.
- The original (astringent) persimmon has been grown in Australia for almost 150 years, most commonly as a decorative tree in domestic gardens.
- Sweet persimmons (non-astringent) were introduced to Australia in the late 1970s and now comprise more than 90 per cent of local production.

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For more information, please contact:

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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



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.

Magazines

Outlet	Date	Message Rating	Audience
OH! Magazine	March 2014	2	42,000
Noosa Style	April 2014	5	75,000
Open House Food Service	April 2014	4	61,665
Growcom	April 2014	4	36,000
Fruit and Vegetable News	April 2014	5	25,000
Scoop	April 2014	3	52,494
Home Ideas	April 2014	5	125,000
Woman's Day	7 April 2014	4	1,074,336
Take 5	17 April 2014	3	711,000
Australian Women's Weekly	May 2014	4	2,400,000
GC Magazine	May 2014	-	46,000
Coles Magazine	June 2014	3	4,125,000
Total: 12 hits		Average: 4	Total: 8,773,495

Newspapers and Supplements

Outlet	Date	Message Rating	Audience
Gold Coast Bulletin	11 February 2014	5	93,051
Pilbara News	12 February 2014	2	29,880
North West Telegraph	12 February 2014	2	29,880
Morning Bulletin	22 February 2014	5	53,163
Queensland Times	22 February 2014	5	35,160
Daily News (Tweed Heads)	22 February 2014	5	11,946
News Mail	22 February 2014	5	40,344
Gympie Times	22 February 2014	5	21,390
Gladstone Observer	22 February 2014	5	24,282
Northern Star	22 February 2014	5	49,314
Fraser Coast Chronicle	22 February 2014	5	26,070
Daily News (Warwick)	22 February 2014	5	8,676
Daily Examiner	22 February 2014	5	16,488
Daily Mercury	22 February 2014	5	43,764
Toowoomba Chronicle	22 February 2014	5	73,389
The Courier Mail	25 February 2014	2	518,403
Noosa Today	27 February 2014	4	72,000
Coffs Coast Advocate	1 March 2014	5	93,489
The Courier Mail	11 March 2014	2	518,403
Mountain Views Mail	18 March 2014	5	23,745
Mountain Views Mail (2)	18 March 2014	3	23,745
Rangers Trader Mail	18 March 2014	5	25,401
Rangers Trader Mail (2)	18 March 2014	3	25,401
Daily Mercury	26 March 2014	5	32,913

Sunday Canberra Times	30 March 2014	2	73,272
Sydney Morning Herald	1 April 2014	3	425,097
Pakenham Gazette	16 April 2014	3	20,340
Pakenham News	16 April 2014	3	28,917
Adelaide Advertiser	19 April 2014	4	593,700
Adelaide Advertiser (2)	19 April 2014	4	593,700
Adelaide Advertiser (3)	19 April 2014	2	593,700
Adelaide Advertiser (4)	19 April 2014	2	593,000
Townsville Bulletin	17 May 2014	3	94,452
Weekend Post	17 May 2014	3	99,102
Total: 34 hits		Average: 3.9	Total: 5,005,577

Radio

Outlet	Date	Message Rating	Audience
1026AM Spirit Radio	14 May 2013	-	-
Total: 1 hit		Average: NA	Total: NA

Online

Outlet	Date	Message Rating	Audience
I'm Not Fussy	16 February 2014	2	-
I'm Not Fussy	16 February 2014	2	-
Smooth FM	28 February 2014	3	-
Bmag	2 March 2014	2	22,000
Bmag	2 March 2014	5	22,000
Smooth FM	2 March 2014	5	-
Bmag	3 March 2014	3	22,000
Westfield Miranda	5 March 2014	3	7,000
Westfield Miranda (e-newsletter)	5 March 2014	3	2,700
Westfield Tee Tree Plaza	5 March 2014	3	-
Westfield Tee Tree Plaza (e-newsletter)	5 March 2014	3	2,700

Bmag	5 March 2014	3	22,000
Westfield Tuggerah	7 March 2014	3	-
Westfield Tuggerah (e-newsletter)	7 March 2014	3	2,700
Westfield Hornsby	7 March 2014	3	-
Westfield Penrith	7 March 2014	3	-
Westfield Penrith (e-newsletter)	7 March 2014	3	2,700
Rescu	9 March 2014	4	30,301
Bmag	10 March 2014	3	22,000
Dr Joanna (e-newsletter)	10 March 2014	4	-
Yahoo!7	10 March 2014	3	778,536
Yahoo!7 (2)	10 March 2014	3	778,536
Yahoo!7 (3)	10 March 2014	3	778,536
Yahoo!7 (4)	10 March 2014	3	778,536
Westfield Innaloo	11 March 2014	3	-
Westfield Hornsby (e-newsletter)	12 March 2014	3	2,700
Westfield Hornsby	12 March 2014	3	-
Westfield Fountain Gate	12 March 2014	3	-
Westfield Fountain Gate (e-newsletter)	12 March 2014	3	2,700
Westfield Tuggerah	13 March 2014	3	-
Westfield Tuggerah (e-newsletter)	13 March 2014	3	2,700
Westfield Penrith	14 March 2014	3	-

Westfield Penrith (e-newsletter)	14 March 2014	3	2,700
Westfield Figtree	18 March 2014	3	-
Westfield Figtree (e-newsletter)	18 March 2014	3	2,700
Westfield Eastgardens	21 March 2014	3	-
Liliana Battle	10 April 2014	3	-
Liliana Battle (2)	10 April 2014	4	-
Be. Magazine	15 May 2014	3	43,000
Be. Magazine	15 May 2014	3	43,000
Australian Food News	16 May 2014	5	56,000
Be. Magazine	19 May 2014	4	43,000
Australian Food News	26 May 2014	5	56,000
MiNDFOOD	28 May 2014	3	-
Recipeclips.com	3 June 2014	5	-
Bmag	12 June 2014	5	22,000
Bmag	12 June 2014	5	22,000
Bmag	12 June 2014	5	22,000
Good Fruit and Vegetables	13 June 2014	5	-
Total: 54 hits		Average: 3.4	Total: 3,592,745