

Persimmon Marketing Plan 2007-2008



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Introduction

Background

Horticulture Australia Limited (HAL) manages the research, development and marketing investment of levies collected from Persimmon growers nationally across Australia.

HAL does this by working in partnership with the peak industry body representing Australian Persimmon growers nationally, the Australian Persimmon Industry Association Inc (PIAI).

The Persimmon levy covers both marketing and research and development and has been in place since July 2004.

The 2007/08 Persimmon season will see the fourth HAL managed marketing program.

Purpose and Objectives

The purpose of this document is to provide the Persimmon industry with HAL's recommended promotional strategy. It is based on the Consumer Research undertaken in June 2005.

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 the best advantage for growers."

Situation Analysis

- Sweet Persimmons (the non astringent variety) account for 90% of production/consumption in Australia and are the focus of this marketing strategy.
- The total volume produced ten years ago was 1000 tonnes that has risen to 2000 tonnes in recent years. The projected volume of production (in tonnes) for the next 5 years is 2500t/year.
- Total farm gate dollar value was \$6 Million and is projected to rise by \$5 Million until 2007.
- Persimmon season runs from mid February (Queensland, North NSW) to late June (Victoria, NSW).
- 40% of Persimmons are sold in NSW
- 15-20% is sold in supermarkets; the remainder are sold through independent retailers.

Industry

Astringent persimmons have been a common backyard tree in Australia for a 100 years. Many Australians who grew up in the older suburbs of cities and towns know them for the fact that they must be eaten when very soft, or they leave an unpleasant astringent aftertaste. For this reason, they are not popular within the Australian domestic market.

In the early 1980s, Japanese cultivars of non-astringent persimmon were first brought to Australia. They can be eaten crisp, and are sought after through many Asian markets for their sweetness and attractive colour.

The industry grew slowly through the 1980s, with rapid expansion taking place in the 1990s after an RIRDC funded project to overcome some of the problems growers were facing in adjusting overseas crop management techniques to Australian conditions. Much work was also done in establishing export markets.

- Approximately 250,000 trees of non-astringent cultivars
- Estimated current production is 450,000 trays annually or about 1,900 tonnes.
- Gross value of the industry is currently estimated at \$6 to \$8 M.
- In comparison with the world production (600,000 tonnes), Australian production is relatively small (<1%).
- About 250 growers
- The average orchard size is about 1,000 trees
- The most commonly planted variety is Fuyu making up 78% of plantings, followed by Izu, Jiro and Suruga.
- Production occurs in South East Queensland (south from Bundaberg, and west to Kingaroy and Toowoomba), North Cost New South Wales, Sydney Region, Northern Victoria, South Australian Riverland and around Perth and the south west of Western Australia. Isolated production occurs outside these regions.
- Based on estimates of plantings over the past five years, production is expected to increase to 750,000 trays by 2008, as young trees reach their yield potential.
- Australia's production period starts in the warmer semi-tropical regions of Queensland in late February and finishes by late June in the cool temperate regions of southern Australia.
- Prices in all major cities are highly variable reflecting the variability in quality and supply.
- Strong price pressure occurs when northern and southern seasons overlap for a couple of weeks in April because of a large increase in volumes.
- Our major competitor on the Australian and export market is New Zealand whose fruit are available from late May to August.
- Fruit of non-astringent cultivars is little known on Australian markets with an estimated <10% of people having tried the fruit.
- Asian ethnic groups appear to prefer eating the fruit because of their sweetness and low acidity.
- Fruit quality problems vary from region to region and State to State.
- In the past the percentage of marketable fruit has been reduced by as much as 60% due to blemish marks. Calyx separation and cracking, and fruit fly damage.
- However, blemish marks have been significantly reduced by training trees onto trellis systems.
- In coastal regions of QLD and NSW, fruit does not develop a deep orange skin colour due to lack of cooler night temperatures

- In contract, in SA, fruit colour is excellent but fruit size may be reduced by up to two size grades by water stress caused by saline waters and soils. Small fruits achieve much reduced returns.
- Rapid softening of fruit in transit and storage continues to be a major problem from most regions and the causes are poorly understood.
- Poor quality in early season fruit has an overall negative impact on the image of Australian sweet persimmon in export markets

Environmental Analysis

There are numerous factors that have influence over the fresh fruit market. Below are some points of consideration that need to be taken into account:

The Macro Environment

Demographic, Cultural, Social

- Australia's population is aging, and this factor is a major focus of social and economic policy in Australia at present. In 1997 the average age of the population was 34.3 years and is projected to reach between 42 and 43 in 2031 (ABS).
- Fruit consumption is skewed toward the 'baby boomer' population. A HAL funded consumer usage and attitude study (U&A) in 2003 revealed that 37% of fruit consumption in the summer for example, is within the 55+ demographic with a further 26% in the 40-54's and 12% in 25-39's. As a contrast the 18-24 age group only accounts for 4% of fruit consumption.
- There is definitely room for an increase in total fruit consumption in Australia. A national nutrition survey undertaken in 1995-1996 revealed that 42% of the 13,000 adults surveyed had not eaten any fruit on the day of the survey. Fruit intake was significantly lower in metropolitan areas and rural centres (www.healthyactive.com.au).
- There is much anecdotal evidence to suggest that Australia's Asian populations account for a large percentage of tropical/exotic fruit consumption.
- The Australian population is becoming increasingly more adventurous and follows trends.

Political

- The consumption of fresh fruit as part of a healthy diet is being strongly pushed from many official places. The Australian Government has committed \$11 million into its 'Healthy Active' campaign, a significant component of which involves encouraging children and their families to increase their daily consumption of fruit and vegetables. This is encompassed in the 'Go for 2 & 5 campaign'.

Economic

- The retail price of fruit is rising. Over the twelve months to December quarter 2004, fruit prices rose +8.5% while vegetables fell -5.9%. The cost of restaurant meals also raised +3.9% during the same period (ABS).

Consumer

- 21% of the Australian consumer market is made up the 'house-proud' segment. These are family oriented conscientious cooks that are big grocery spenders and will experiment with new products. They are 14% more likely than the average population to consumer fresh fruit (Roy Morgan).

- Another 9% are classified as the 'trendsetter' segment who are 13% more likely to purchase and consume fresh fruit. They are big spenders and enjoy tasting new foods.
- A further 10% fall into the 'entertainer' segment. This group has high income levels, are big spenders and have high uptake for gourmet foods.
- The average age range of mothers with school-aged children is 30 – 49 years.

Industry

- The structure of the retail sector is undergoing massive change both globally and in Australia. Large, powerful supermarket chains seek to acquire product direct whilst minimizing supplies, either through new systems of channel marketing or via category buyers.

The Competitive Environment

Direct Competition

- Apples and pears are probably Persimmons nearest competitors.
- Industries promoting their product in the marketplace at the same time as Persimmons include; apples, pears, nashi, bananas, citrus, longan, table grapes, custard apples, melons
- Southern production overlaps with New Zealand and a resultant price competition in export markets means that most of Australian fruit must be marketed domestically.

Indirect Competition

- Desserts and other snack foods compete with Persimmons as they do with all fresh fruit.
- As Persimmons are not a staple food, competition can also come from other unrelated expenses a consumer may wish to spend their discretionary income on, i.e. dining out, drinks, etc.

Persimmon SWOT Analysis

Strengths

Industry

- The Australian Persimmon industry has a counter- seasonal supply to all the major existing Persimmon markets in the Northern Hemisphere.
- Northern production regions currently have limited competition in Asian export.
- The capacity to produce exceptionally sweet fruit.
- Geographical spread of production gives a greater potential for continuity of supply over a four month period, in spite of adverse conditions.
- Industry has access to good basic production information and a committed core group of growers and researchers to build from.
- There is an existing marketing group which has potential for expansion and which is successfully coordinating supply of fruit to markets.

Fruit

- Consumers see Persimmons as rare/different, easier to eat than an apple.
- Have a unique taste, colour and display (look), versatility and ease of eating that motivates consumers to buy.
- Seen as a crunchy refreshing fruit with a subtle sweetness.
- Regular users love Persimmons' unique taste, texture and colour.
- Unique for entertaining.
- Popular with Asians, Greeks (known as the vanilla Persimmons) and southern Europeans

Weaknesses

Industry

- Limited domestic market.
- A large number of Australian people associate Sweet Persimmon with an unpleasant prior experience, as a result of eating Astringent Persimmon that was not fully mature.
- Promotion so far has been ad hoc, promoting the fruit under various different names, leading to confusion amongst consumers.

Fruit

- Many Australian consumers don't know the fruit at all,
- Lack of retailer education and promotion, leaves even those selling Persimmons, unsure of their benefits,
- Confusion as to whether they are a fruit or vegetable,
- Some consumers report fruit has variable quality,
- Consumers have been known to mistake the fruit for an unripe tomato,
- Not seen as expensive, but price contributes to them being an occasional rather than an everyday purchase,

Opportunities

- Key influencers, food writers are unaware of Persimmons as an easy substitute in recipes.
- Opportunity to leverage off apples (not attacking them), but highlighting their crunchy nature, and that Persimmons are easy to eat, sweet juicy, without drips and are low in acid.
- Build mass consumer demand.
- Increase awareness of the fruit.
- Work with the retail chains to raise the profile of Persimmons in store.
- Take advantage of the fact that Persimmons are not yet a 'mainstream' to appeal to 'foodies' (food writers and restaurants), who set trends,
- Take advantage of the increased media exposure that fresh fruit and vegetables are getting as a result of the Government's Healthy Active campaign and the rapidly growing obesity epidemic.
- There are few fresh fruits available in the timing niche.

Threats

- The funds available limit the amount of promotional work that can be carried out.
- The large retail chains are often reluctant to work with suppliers / industries with little to offer in the way of promotional support.
- There is a large number of competing fruits in the market, which are cheaper and much more established.
- Lack of marketing, and a lot of misunderstanding in the market place about Persimmons.

Tropical Fruit Market Research

In 2005, Deborah Wilson Consulting was contracted to research the current Australian Tropical Fruit Markets, this research targeted gaps in existing market information for developed tropical fruit industries and small and emerging tropical fruit industry sectors.

Selected insights from tropical fruit market research

- Women are the main tropical fruit buyers (77.0% of buyers who purchase tropical fruit one a month or more often)
- Predominantly older aged groups – 55 and over (37.7% of people who buy monthly or more frequently) and 40 - 55 years (34.8%)
- Need to boost consumption for people aged under 40 of age
- Families without school aged children dominate (69.8% of people who buy tropical fruit monthly or more frequently)
- White collar occupations (57.8%) and people earning more than \$41,600 per annum (52.0%) are the main buying groups.
- Most regular buyers of tropical fruit purchase from green grocers mostly or some of the time (73.4% of regular buyers)
- A significant proportion of regular buyers are buying from supermarkets solely or some of the time (59.7%)
- Lower prices and improved availability were key drivers to encourage purchase of tropical fruit. Being able to taste a sample of the fruit before they buy and information on health benefits, vitamins and minerals in the fruit were important drivers for increased consumption of tropical fruit.
- Consumers also highlighted the need for signage and information leaflets on the fruit as well as free samples
- Brisbane is the dominant market with 91.0% of buyers purchasing tropical fruit monthly or more frequently followed by Melbourne (79.4%) and Sydney (75.2%)
- Geographic Market Profile:

Brisbane Market:

- When buying fruits and vegetables, Brisbane buyers place a greater emphasis on freshness (40.6%), quality (37%), price (35%) as well as a greater interest in seasonal fruit compared to other markets (17.0%)
- Brisbane grocery buyers are the most frequent buyers of tropical fruit – 91.0% buy tropical fruit monthly or more frequently and 71.0% purchase tropical fruit weekly.
- Fewer Brisbane consumers (32.0%) buy tropical fruit mostly from the green grocer compared to Sydney (47.5%) and Melbourne (37.3%) consumers.

Sydney Market:

- Sydney grocery buyers place greater emphasis on freshness (60.4%). Sydney consumers are also interested in price (31.7%) and quality of tropical fruit (28.7%) in the mix of fruit and vegetables they purchase in a week.
- Sydney grocery buyers are the less frequent buyers of tropical fruit (75.3% buy tropical fruit monthly or more frequently) compared with Brisbane consumers (91.0%) and Melbourne consumers (79.4%)
- Only 54.5% of Sydney consumers purchased tropical fruit weekly or more frequently compared to 71.0% of Brisbane grocery buyers.
- Sydney grocery buyers (47.5%) buy tropical fruit mostly from the green grocer compared with Brisbane (32.0%) and Melbourne (37.3%) consumers.

Melbourne Market:

- Melbourne grocery buyers placed greater emphasis on freshness (65.7%). For Melbourne grocery buyers, price (31.4%) and quality (27.5%) were important considerations when choosing the mix of fruit and vegetables bought in a week.
- After Brisbane grocery buyers, Melbourne grocery buyers (79.4%) were the most frequent buyers of tropical fruit. Half of the Melbourne grocery buyers surveyed purchased tropical fruits weekly or more frequently compared with 54.5% in Sydney and 71.0% in Brisbane.
- About a third of Melbourne grocery buyers (37.3%) buy tropical fruit mostly from the green grocer compared with Sydney (47.5%) and Brisbane (32.0%) consumers.

Consumer Research

Brand Story was commissioned to investigate sweet Persimmons and establish the following;

- Consumer awareness, knowledge, usage and perception,
- Understand the barriers and motivations to purchasing and consumption,
- To determine the best future promotional name for the fruit,
- To aid the development of a positioning strategy and future marketing and communications tactics.

Selected Insights from Consumer Research

- Around 42% of the adult population have tried them.
- Awareness of Persimmons is significantly higher amongst older age groups.
- Approx two thirds of adults were aware of Persimmons.
- Females are more frequent consumers of Persimmons than males and older age groups (35+) are much more aware of the fruit than younger consumers.
- Asians are current major users (known as the Asian apple) – about 70% of current consumers.
- There is a lack of awareness and knowledge about the fruit especially with young customers.
- The primary way of eating a Persimmon is on its own as a piece of fresh fruit.

Product Name

- Three possible names for the fruit were presented;
 - Sweet Persimmon
 - Fuyu
 - Sweet Gold
- Fuyu (a successful name in America), was rejected for being too difficult to say and for sounding foreign and more like the name of an apple variety.
- Sweet Persimmon considered most suitable.
- Using the 'Sweet' descriptor overcomes confusion with unripe tomatoes and counters negative experiences with astringent varieties.

Marketing Strategy

Mission Statement

“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 the best advantage for growers.”

Objectives (from the 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 prioritize.
 - *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.
- The promotional campaign for 2006/07 will be mostly building on the groundwork done in the previous year and will be a continuation of the undertaken activities

Positioning Strategy

Before a communication strategy can be developed, it is necessary to define Persimmons' perceived character and the bond that customers have with the fruit.

Research found the following perceptions about Persimmons;

Persimmons have an attractive colour

Persimmons are seasonal

Persimmons are fresh (Vs apples)

Persimmons are special

Persimmons are cultural

Persimmons are a versatile entertainer

Persimmons have a mild flavour

Persimmons are sweet

Persimmons are pleasant

Persimmons are crisp

Persimmons are exotic

Persimmons are unique

Persimmons are attractive

Persimmons are an oriental traditional gift

Persimmons can be used to make dessert

Persimmons can be used as an entrée

Persimmons can be used for entertaining

Persimmons can be a treat

Persimmons can be used in salads

Consumer research concluded with the following recommended communications platform:

'Pure Pleasure'

Recommended positioning:

'(Sweet) Persimmon. The delicious, crunchy fruit that's pure pleasure.'

Target Markets

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.

Promotion program 2006-07: Results & recommendations

Overall, the Australian Persimmon program for 2006/07 has been very successful with some media and consumers learning about the fruit for the very first time!

Media coverage has been extensive across print, radio, television and online. In alignment with technology and consumer trends, a lot more online coverage was secured in the 2006/07 program than in previous years.

The in store demonstrations were extremely successful with 47% of people engaged never having tried a persimmon, the expanded in store demonstration budget ensured that more consumers were able to try persimmons for the first time

The recipes developed this year were healthy, easy and fashionable which will assist the 2007/08 program to be a success!

The activity recommendations for the 2007/08 program are as follows:

Media Relations:

Media relations (media release distribution) will occur in the 2007/08 program. Also suggested is the Tropical Fruit Workshop which will be held in conjunction with Custard Apples and Papaya/Papaw. This will provide the key food media with a time where they can interact with the fruit and the industry.

New recipes will also be created to be used in the 2008/09 season.

Point of Sale:

The Low fat Persimmon Muffin recipe 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 Italian Salad recipe pad will be used in order to make it as easy as possible for retailers.

Retail Education:

HAL recommends developing a back-room poster in conjunction with Custard Apples. The back-room poster will be distributed to key independent stores and will provide retailers with

storage and handling information on Persimmons. HAL is currently liaising with the Category Managers in Coles and Woolworths to determine their interest in being involved in the distribution of the poster to their stores nationally.

In-store Demonstrations:

Due to the demonstrations being so successful in the 2006/07 season, HAL recommends the Australian Persimmon industry conduct demonstrations once again in the 2007/08 program.

Recipe Development

Two new recipes will be developed again in the 2007/08 program and will be used in the 2008/09 program.

Website

HAL recommends developing an Australian Persimmon website which will be useful for both consumers and the growers. Consumer will be able to log onto the website to find out more information about the different varieties of persimmons as well as the health benefits. Also displayed on the website will be interesting recipes developed during the last few seasons. The url address will be printed on all POS material in order to increase traffic to the site.

A new logo will also be developed under the website program. Currently there is no formal industry logo.

JMM Communications have been approached to develop a proposal for the website and logo design. The proposal from JMM Communications is detailed in this report.

Suggested Marketing Activities – 2007/08

The following marketing activities are suggested for the 2007/08 season:

1. Recipe development and photography
2. Point of Sale – development and distribution
3. In-store demonstrations
4. Retailer education
5. Media relations
6. Consumer website and logo development

1. Recipe development and photography – Budget \$4,000

Beyond the Square will work with recipe developer and stylist, Kate Brown and photographer Stuart Scott, to produce two fashionable, easy, healthy Australian Persimmon recipes. As with previous seasons, these recipes will be used in the following year 2008/09, during media relations and point-of-sale development

Kate Brown and Stuart Scott have conducted all previous recipe development and photography for Australian Persimmons and it is recommended to continue this relationship to maintain the same look and feel.

It is important to keep recipes fresh and updated for both the media and consumers. This will generate interest as well as encouraging different usage occasions for Australian Persimmons. Each year a sweet and savoury recipe is developed in order to suit both tastes.

2. Point-of-sale (POS) – development and distribution- Budget, \$3,500

Development

A new A6 recipe pad will be developed, the recipe featured will be the Low Fat Persimmon Muffins developed in the 2006/07 season.

The recipe pad will be double sided, with the image on the front and the method on the back along with availability, storage and handling tips to educate consumers.

There will be a hole drilled in the top left hand corner of the pad to make it easier for retailers to display, by using this instead of a recipe card; retailers are not required to have a specific sized stand next to the Australian Persimmon fruit display.

Distribution

The recipe pads will be distributed nationally to the central markets as well as key independent stores in Sydney.

The list of independent stores in Sydney was developed last year and proved to be quite successful with 50 key stores showing interest in receiving POS material for Australian Persimmons.

The other national markets all have reputable systems in place to get the POS material into the hands of the retailers. We rely on the relationships with the market contacts to ensure that the POS material is distributed accordingly.

All material will include the theme “Persimmons – Pure Pleasure”.

It is important to develop POS material in order to encourage usage occasions for consumers and to further influence their decision at point of purchase.

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.

3. In-store demonstrations – Budget, \$9,000

In-store demonstrations are an effective way to reach and communicate to consumers while extracting feedback / consumer market research. The in-store demonstrations held in the 2006/07 season were extremely successful for Persimmons with 47% of consumers trying a Persimmon for the first time.

There will be 20 in-store demonstrations held in major Sydney based independent fruit retailers such as Harris Farm Markets and Norton Street Grocers. The stores chosen will be in-line with the demographic targeted during the campaign.

In order to ensure a professional image is conveyed during the demonstrations, a demonstration kit will be developed including:

- Inclusion of existing Australian Persimmons banner (already developed in 2006/07)
- General equipment such as gloves, bowl, camera etc.
- Development of customer and demonstrator feedback forms

The demonstrations will take place in April 2008 to:

- Educate consumers, encourage them to try and purchase Persimmons while still available for purchase.
- Gain customer feedback at point of purchase (10 per location)

*Note - Last year, there was an increased budget for this activity which meant the amount of demonstrations held was quite high, also, due to the increase, the demonstrations occurred in Sydney and Melbourne.

4. Retailer Education – Budget \$2,500

To date, there has been no significant retail education aimed at educating retailers on how to handle and store Australian Persimmons.

HAL has been liaising with the category managers at Coles and Woolworths, they have suggested that we develop a combined poster with a couple of fruits as this will make it easier to display in the back-rooms of the stores. Retailers are unlikely to display a poster for each fruit individually due to lack of space.

Due to similar seasonality, HAL suggests persimmons develop a poster in conjunction with Australian Custard Apples. The poster will be A2 sized and split down the middle (vertically).

The key messages conveyed on the poster will be:

- Storage – what temperature should the fruit be stored at?
- Handling / display – how should the fruit be displayed on the shelves?
- 'Bad' fruit versus 'good' fruit – images will be provided to communicate the difference.

HAL has received confirmation from the Category Manager in Coles that they will distribute the back-room poster to their 760 stores nationally. HAL is still in negotiations with the Category Manager at Woolworths to see if they will do the same.

A budget of \$2,500 has been allocated for this activity based on Persimmons providing existing photography of 'bad' fruit. HAL has been advised these images may be able to be obtained from either the Persimmon Export Co. or QDPI.

5. Media Relations – Budget, \$8,000

The aim of the media relations activity is to reinforce the exotic and desirable image of Australian Persimmons while removing the mystery of the fruit.

A 'tropical fruit workshop' will be held in conjunction with Papaya and Custard Apples in order to communicate the benefits of Persimmons to the key food media (long lead). There will be approx 30 people in attendance. This will be an interactive workshop for those invited.

a) Tropical Fruit Workshop

Situation Analysis

- Beyond the Square has been conducting Public Relations programs for a variety of fresh produce for a number of years including Persimmons, Papaya/Papaw and Custard Apples.

- Following feedback from media, Beyond the Square recommends a workshop for the three fruits would be invaluable to food media to further engage them and increase their knowledge/skills making them more comfortable working with these fruits.

Aim

1. To provide media with an opportunity to be 'hands on' with the three fruits, therefore giving them more confidence and experience in using the fruits.
2. Unlocking any uncertainty and to educate and excite media to use the fruits.
3. To secure high level media coverage over the long term following the event.

Event Details

- Event Name: Tropical Fruit Workshop. Taste, Touch, Experience...
- Who: key food media, recipe developers and stylists, ambassadors Christine Manfield and Martin Boetz, growers representing each industry (approx 30 guests in total)
- Where: Simon Johnson Test Kitchen, Pyrmont (classroom with facilities)
- When: 12-2pm Late March (to ensure all fruits are in season)
- What:
 - Nominated spokesperson from each industry to speak and address the media regarding key messages for their fruit.
 - 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 industry spokespeople.
 - Presentation/education is to be followed by two course lunch – one course devised by Martin Boetz and the other by Christine Manfield.

Order of Proceedings

- 12:00 Guests arrive and shown through to classroom – welcome by MC who outlines the purpose of the workshop and introduces key speakers and growers
- 12:10 MC introduces Martin Boetz and Patti Stacey (grower) giving audience a background on Martin and his involvement with fruit (custard apples). Martin to discuss how to eat au naturel, how to select, store and cut, eat, what they're good for and with, as well as some of his tips for recipes.
- Guests have fruit in front of them, to experiment with and touch and feel whilst Martin is talking. Martin then demonstrates a custard apple recipe which is served to the media at the same time (ie: they eat while he talks about it).
- 12:40 MC introduces Persimmon grower who gives an educational on persimmons. Both types of persimmons are handed out to guests to touch, feel, cut, smell and play with. Grower details both fruits, the different types and how to tell the differences, how to eat, store, select, what they're good for, as well as some of his/her tips. MC facilitates Q&A type discussion.
- 1:00 MC introduces Christine Manfield, who talks about her involvement with Papaya and Papaw. Christine discusses both fruits, the different types and how to tell the

differences, how to eat, store, select, what they're good for, as well as some of her tips. Christine also demonstrates how to tenderise meat using papaya seeds and leaves showing the differences between tenderised and non tenderised meat.

Christine then demonstrates a papaya and papaw dessert, which is served to guests as she is demonstrating.

1:30-2 Opportunity to mingle and ask questions

2:00 Event finishes

Budget: \$4,500

b) Media Relations

The PR agency will also conduct media relations which will consist of:

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

Above and beyond the Tropical Fruit Workshop, the PR agency will also conduct personalised on to one media relations with short lead media (and long lead media who were not able to attend the workshop)

The media targeted during the media relations activity include:

- Food media including Australian Good Taste, Australian Gourmet Traveller, Australian Table and Delicious
- Women's and lifestyle media such as Who, Vogue Entertaining & Travel, Australian Women's Weekly, Notebook
- Food and Lifestyle programs such as Fresh TV, Better Homes and Gardens (Ch 7), Mornings with KAK (Ch 9) and 9am with David & Kim (Ch 10)
- Food radio programs such as Radio 2GB with Lynne Mullins and Radio ABC with Barbara Lowery
- Broad health media including Slimming, Living Well, Better Health and New Vegetarian & Natural Health
- Metropolitan and Sunday newspapers such as Daily Telegraph, The Courier Mail, Sunday Herald Sun and Sunday Mail
- Inner city 'magazine' style newspapers such as mX and City Weekly
- Suburban and regional newspapers such as Manly Daily, Sunshine Coast Daily, Gold Coast Sun and Illawarra Mercury
- Electronic media including calorieking.com.au and foodwatch.com.au
- Seniors media such as 50+ and Seniors News

Budget: \$3,500

6. Consumer website and logo development – Budget \$5,000

HAL briefed Julie Morgan from JMM Communications on developing an industry website for Australian Persimmons as well as an industry logo.

The industry currently do not have either a logo or a website. A website will provide an avenue for consumers to learn more about Australian Persimmons – the difference between astringent and non-astringent varieties, the health benefits, about the industry, different usage occasions as well as storage and handling information.

All point-of-sale material developed this year will contain the url on it to increase traffic to the site.

Below is the proposal submitted by JMM Communications:

JMM Communications

Background to the Brief

JMM Communications were asked to develop a user friendly consumer and grower website to raise awareness of Persimmons and their versatility.

It is anticipated that the growers' site will be accessed via a pin number that can be emailed upon request from the website.

The URL www.persimmons.com.au has already been taken and therefore a new URL needs to be developed. www.persimmonsaustralia.com.au has been suggested, however it is thought that it is too long. Other considerations are www.persimmons.org.au

JMM Communications were advised that the Persimmon industry would like to be able to update content on the website such as: new recipes, news, media releases, newsletters and so on.

A regular grower newsletter is produced, printed and distributed by mail to members. In the future an email version could be considered via the website and costing for this feature is included as an additional option.

There is a new Persimmons recipe book being produced and potential purchasers will be able to order a copy via an email request from the site.

It is understood that PIA will provide all written materials and photos for the site and be responsible for the final editing and proofing before uploading live.

About JMM Communications.

JMM Communications, a Melbourne based award winning communications company, has worked with a number of growers groups over the past ten years including Chestnuts Australia, Australian Nashi Growers Association and Australian Almonds.

For this project JMM will partner with Propagate World Wide Pty Ltd, 123 Erskine Street, Middle Park 3206, for the development of the site. Propagate offer hosting packages and the cost is included as a separate item. Prior sites that JMM and Propagate have developed together on behalf of growers include:

www.nashiaustralia.com.au

www.australianalmonds.com.au

The Website Design

Home Page

The Home Page of the Persimmon industry website, through the simplicity of its design and luscious photos, will entice visitors (growers and consumers) to delve further into the site – to get to know all about persimmons, their attributes, health benefits, how to store, enjoy, cook, grow, industry news and so on.

This page will also introduce the template and navigation for the site and include the following buttons: **Recipes, Nutrition, News, Growers (accessed via a pin number), Links, Contact, FAQs.**

The Home page will also feature simple animated text and images such as 'on the tree', 'being eaten,' 'in a recipe' and display key messages which can be integrated into a HTML page so as not to affect search engine ratings.

It will have a content managed area for a news story or new product – i.e. the new recipe book - that can be updated accordingly.

Recipes

A list of recipes (to be accessed through sub navigation) will link to the recipe and photo. We have quoted on integrating between 1-8 recipes. However, the CMS (Content Management System) will allow for new recipes to be added or removed.

Nutrition

This one page HTML page will comprise nutritional information and a downloadable PDF file could link to the 'nutritional analysis' if not on the front page.

News (Consumer)

This one page HTML news board can have news stories added or removed through the CMS. Links, pictures and downloadable PDF documents can be attached to each story.

FAQs

The FAQ section will have a list of commonly asked questions that when clicked, go through to the corresponding answer below. Questions can be added and removed through the use of *Contribute*. (see below for further detail on Contribute)

Growers

The content for growers will sit behind a single user password 'user name and password protected' page. This page will also have a link to a form that allows users to apply for a password for entry. The details from this form will be sent through to an email address provided.

The content behind the password will be a one page HTML news board. News stories will be added or removed through the CMS. Links, pictures and downloadable PDF documents can be attached to each story.

Links

Simple one page HTML with access to relevant links provided.

Contact

Simple one page HTML with access to relevant contact details.

Backend Functionality

Why use Contribute for your Content Management (CMS)

Third party applications are the cheapest form of CMS. A good third party CMS is *Contribute*, created by Adobe, the industry leading web development Software Company. This means that the software is constantly improving and offers very good support. It is a powerful program offering a large amount of control to the user and after a small amount of training, can be updated relatively easily.

The downside to *Contribute* and for most third party CMS, is that it requires software to be installed onto a system and licenses are purchased individually. This means that your website can only be updated from one computer.

While *Contribute* is easy to use, it is slower than a customized solution. To edit a page the software must create a draft of the page to ensure that the live content is not accidentally changed. This can take time to download unless using a fast internet connection. The pages also have to be created in a simple manner that can be understood by the website administrator. Pages often have to be created in a way that can slow down download times.

Examples of suitable content managed pages are news pages, product lists, price lists, image galleries and client lists.

Horticulture Australia have advised that they will be the content managers for the Persimmon website. All changes will be made through Alena Swinbourne, Marketing Project Manager.

Website Hosting via Propagate

To host the website, JMM Communications recommend using 'Host-Starter'. This will be an extra charge on top of the budget allocated for this project; however, this cost is required in order to host the website.

Host Starter - \$19.95 /month

- 50 MB Web space
- 1 Gig Transfer
- 10 POP Accounts
- 1 MySQL Account
- Unlimited Forwarding
- Unlimited sub-domains

Persimmon Industry Logo Development

JMM Communications will investigate the possibility of inviting 3-4 final year students at Deakin University graphic design school to come up with a design for the logo. They would suggest offering the winning designer \$250 for the use of their design.

Consideration needs to be given to timelines as students will be on holidays in July and it can take some time to get entries back.

Website Costs Plus Logo Development

WEBSITE DETAILS	COSTS
Core Site	
Including Design, Home Page, Content Page, Flash Navigation on home page, HTML Creation	
Site cut into web ready HTML	\$2,500
Project Management including briefing Deakin for logo development	\$1,800
Core Site Sub-Total	\$4,300
Third Party Software (CMS)	
<i>Contribute</i> for Content Management Service including installation, purchase and short training	\$450
Logo Development	
(Ex Deakin University students)	\$250
TOTAL	\$5,000
Additional Services	
Content Updates	\$60/hour*
Host Starter	\$19.95 per month

*This fee is for a major change to the site, such as additional pages being added to the site. Any content changes will be made by HAL.

**To be confirmed

Schedule

This site will take approximately 2-4 weeks to build.

Future Outlook – Recommended activities 07/08 season

Project Number	Project Description		Budget
PR07	Recipe Development and Photography	Develop and photograph two fashionable recipes with the help of a stylish home economist, to be used in the 08/09 season. May include a comparison shot if the Industry feel that the ones taken in the last two seasons are not appropriate.	\$4,000
PR07	Point of Sale	Print new recipe pads using the Low Fat Persimmon Muffin recipe developed in the 2006/07 program. Distribute to key markets nationally as well as 50 key independent stores in Sydney. The back-room poster could also be distributed at this time.	\$3,500
PR07	In-store Demonstrations	In-store demonstrations in larger independents in Sydney. Last year, the budget for in-store demonstrations was \$15,000 and were held in Sydney and Melbourne. This year, due the reduced budget, the demonstrations will only be held in Sydney. Beyond the Square are currently looking into how many demonstrations can be held. The banner used during last year will be re-used again this year. The messages on the banner remain the same this year and the images are fresh and modern.	\$9,000
PR07	Retailer Education	Develop an information sheet for retailers along with Custard Apples to communicate the storage and handling tips for Persimmons. Will be distributed to the key Sydney independent stores along with the POS material. HAL is currently liaising with Coles and Woolworths category managers to determine their interest in the poster.	\$2,500
PR07	Media Relations	Reinforce the exotic and desirable image of Australian Persimmons while removing the mystery of the fruit. A 'tropical fruit workshop' will be held in conjunction with Papaya and Custard Apples in order to communicate the benefits of Persimmons to the key food media (long lead). There will be approx 30 people in attendance. This will be an	\$8,000

		interactive workshop for those invited. <i>Budget: \$4,500</i> Media Relations activity involving one media release to target approx 75 key short lead media belonging to publications with circulations over 50,000. The media kit will include both recipes developed in the 2006/07 season. <i>Budget: \$3,500</i>	
PR07 ¹	Consumer Website	Development of a consumer website. Julie Morgan from JMM Communications is currently working on a proposal for the design of a website for the Persimmon Industry. This will also include the design of an industry logo.	\$5,000
Marketing Expenditure			\$27,000
R&D Expenditure			\$5,000¹
TOTAL			\$32,000

¹ = The consumer website project is an R&D funded activity

