# New Market and Value Adding consolidated list

The following list has been developed by AUSVEG SA with support from Hort Innovation and the VegNET SA program to support SA growers to access resources available to assist in their businesses.

[](http://www.ausvegsa.com.au/)**A picture containing text, clipart

Description automatically generated**

# Export resources

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| **Title** | **Description** | | | **Expert contact** | **Link** | | |
| **Vegetable industry export program (VG16061)** | Beginning in mid-2017, this project will position the industry to achieve the target of growing exports by 40 per cent – to the value of $315 million – by 2020. This target was announced in 2017, with the release of the Vegetable Industry Export Market Development Strategy 2020. You can read more about the strategy here and can contact AUSVEG on (03) 9882 0277 to access a copy of the full strategy document. | | | AUSVEG (03) 9882 0277 | <https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/vg16061/> | | |
| **New online Export Fundamentals training course** | | AUSVEG and the Export Council of Australia have recently launched a new online e-learning training program for aspiring vegetable exporters.  The Export Fundamentals for Australian Fruit & Vegetable Growers: From Farmgate to International Markets course contains 11 e-learning modules, covering a broad range of topics relating to international trade for fresh produce. | Contact the AUSVEG Export Department at export@ausveg.com.au | | | <https://ausveg.com.au/articles/new-online-export-fundamentals-training-course/> |
| **Breaking barriers through trade and Taste Australia** | | If you are a grower looking to expand your business into the export market, or if you are a grower wanting to know how international trade helps to support your domestic operation, then this episode will not disappoint. Two of Hort Innovation’s finest will reveal all their secrets to help you grow your business, understand the trade and export market and give you the tools you need to succeed in getting your premium quality fruit into the international market. Julie Willis, Manager, International Market Development at Hort Innovation also discusses the national brand under which all Australian horticultural produce is represented – Taste Australia – and how to make the brand work for you. | Online access | | | <https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/Breaking-barriers-through-trade-and-Taste-Australia/> |

# Product Development

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| **Title** | | **Description** | **Expert contact** | | | **Link** | |
| **Identifying and sharing postharvest best practice on-farm and online (VG13083)** | This project was responsible for documenting and communicating techniques and technologies to help vegetable growers achieve post-harvest efficiencies – finding ways to improve quality and shelf life, and to reduce cost, to allow growers to capture more value from the supply chain. The information from the project has been compiled into a series of extension materials, including the Postharvest management of vegetables: Australian supply chain handbook. | | | sandra.marques@ahr.com.au | <https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/vg13083/> | |
| **Tools and interventions for increasing children’s vegetable knowledge (VG16064)** | This investment is identifying new ways of supplying vegetables to children, helping growers better serve the key consumer market of families with young kids.  As part of the work, researchers are developing best practice guidelines to increase vegetable knowledge, and a national online hub of vegetable educational sites and materials. The current dietary advice for children will also be updated, using evidence-based knowledge of flavour exposure and food preference development, to help vegetable acceptance. On top of that, vegetable education initiatives will be delivered in settings such as at daycare centres and early primary school facilities. | | | CSIRO  1300 363 400 | <https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/vg16064/> | |

# **Market Research**

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| **Consumption of juiced fruit and vegetables data analytics (MT16008)** | This project surveyed almost 150,000 Australians to deliver insights into the fruit, vegetable and juice consumption of Australians through the CSIRO Healthy Diet Score.  An analysis of the survey data allowed investigators to find…  The proportion of respondents who meet the fruit and vegetable consumption guidelines How much variety they consumed How various segments of the population differ The importance of fruit and vegetable intake on overall Diet Score. | | | CSIRO 1300 363 400 | | | <https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/mt16008/> |
| **Nutrition claims for The Good Mood Food educational website (ST19037)** | In 2020, Hort Innovation developed The Good Mood Food campaign to deliver an immediate and enduring behaviour-change message to motivate more Australians to eat more fruit, veg and nuts, both during and beyond the COVID-19 pandemic. It’s a direct-to-consumer marketing initiative playing out across the country using a range of channels, including TV, newspapers, radio, online, social media and retail partnerships. | | | Lisa Yates Adv APD | | | <https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/st19037/> |
| **Sustainable vegetable production in Australia: What’s next?** | | An increased awareness of the impact of some long-standing farming practices and community expectations, combined with a greater interest and understanding of alternative systems and products has contributed to the evolution of sustainable vegetable production in Australia. | [Gordon Rogers, AHR on (02) 9527 0826 or gordon@ahr.com.au Anne-Maree Boland, RMCG on (03) 9882 2670 or anne-mareeb@rmcg.com.au](https://www.soilwealth.com.au/contact/) | | | <https://www.soilwealth.com.au/resources/articles-and-publications/sustainable-vegetable-production-in-australia-whats-next/> | | |
| **Educational opportunities around the perceptions and aversions to vegetables through digital media – long-form video (VG16018)** | This investment is a continuation of the original VG16018 project, which developed and delivered the Phenomenom web series and related resources for increasing kids’ education around and attitudes towards vegetables – check out phenomenom.com.au. It will allow for the production of a second long-form, summary video based on the existing content, for inclusion in Qantas’s in-flight entertainment offerings between March and August 2019. An initial long-form video began screening in September 2018 as part of the previous investment, yielding a large number views and a high retention rate of the vegetable education messaging among children. | | | Alice Zaslavsky squeak@aliceinframes.com | <https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/vg16018a/> | | |
| **Understanding the nature, origins, volume and values of vegetable imports (VG12083)** | This investment was established to help vegetable growers and the industry at large understand the nature, origin, volume and value of vegetable imports coming into Australia. In its course, it examined data from a range of sources and produced annual summaries, with fact sheets detailing top imported vegetable products. | | | None | <https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/vg12083/> | | |
| **Understanding consumer triggers and barriers to consumption of Australian indigenous vegetables and Asian vegetables (VG15071)** | This project was tasked with identifying commercially viable Australian indigenous vegetables and Asian vegetables; assessing their consumer appeal through a range of consumer interactions, including sensory testing; and providing recommendations for industry to ensure the greatest likelihood of success in the market. | | | Luke Rolley Telephone: (02) 8295 2300 | <https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/vg15071/> | | |
| **Vegetable data generation investments** | The generation of pesticide residue, efficacy and crop safety data is required to support label registration and minor use permit applications made to the Australian Pesticides and Veterinary Medicines Authority (APVMA) which, when approved, provide access to safe and effective chemicals for the management of pests, weeds and diseases. | | | Hort innovation | <https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/vegetable-data-generation-investments/> | | |
| **Vegetable cluster consumer insights program (MT17017)** | | This multi-industry investment is tasked with providing regular consumer behaviour data and insight reporting to a range of industries, through the Harvest to Home platform (www.harvesttohome.net.au). | [Lewis Muscat Manager | Fresh Analytics NielsenIQ  lewis.muscat@nielseniq.com Phone: +61 410 420 603](https://www.harvesttohome.net.au/vegetables) | | | <https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/mt17017c/> | | |
| **Category and Consumer Impact Monitor (ST19031)** | | Hort Innovation is working with research company Fiftyfive5 to provide the Australian horticulture sector access to regularly updated information about consumer attitudes and behaviours during this time of COVID-19 disruption, through Fiftyfive5’s Category and Consumer Impact Monitor. | FiftyFive5 Contact person: Karen Phillips Phone: 0292113595 Email: Karenp@fiftyfive5.com | | | <https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/st19031/> | | |
| **Market research around the opportunity to create more vegetable snacking options to quantify market size (VG14024)** | This project undertook market research to investigate opportunities for creating more vegetable snacking options, including looking at the potential market size for those options.  The five areas of research were:   The Australian snack food market Australian snack food distribution channels International retail snacking range analysis Australian consumer snacking behaviour Quantification of identified vegetable snack food opportunities. | | | Freshlogic Martin Keebone info@freshlogic.com.au | | | <https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/vg14024/> |
| **Market research for investigating opportunities for more vegetable meal occasions (VG14026)** | The objective of this project was to identify new occasions, seasonal opportunities, or ways to consume vegetables that have the most potential to increase demand.  It was found that all 11 vegetables studied in this project had untapped consumption potential, irrespective of their current popularity. The vegetables included carrots, pumpkin, capsicum, broccoli, cauliflower, sweetcorn, cabbage, green beans, leeks, eggplant and beetroot. | | | Horizon Research Corporation | | | <https://www.horticulture.com.au/growers/help-your-business-grow/research-reports-publications-fact-sheets-and-more/vg14026/> |