

NZ GROWER

Nitrogen debate
Disaster" for growers

Fijian potato market
Are growers getting the full story?

The weather
El Nino may mean drought

Carrots
All juiced up



Vital vegies fly high

Vital Vegetables campaign up for award

New Zealander Stephen Twinn is one of five finalists for the PMA-Produce Plus Marketer of the Year Award 2014.

He represents the Vital Vegetables marketing partners team for its launch of the Vital Vegetables range of fresh pre-packed slaw and salad lines in New Zealand.

Finalists were selected from a field of nominees in the premier award for marketing in the Australasian fresh produce and floral industries. The award is in its third year, and has twice been one by New Zealanders.

Ginny Masfen and the marketing team at Turners & Growers is another Kiwi finalist this year, for the Jazz Apple 'Big Crunch' campaign

The Marketer of the Year Award recognises outstanding achievement over the past year in the marketing of fresh fruit, vegetables and flowers in Australia and New Zealand.

The award will be announced during the gala dinner at the PMA Fresh Connections conference and trade show in Auckland on June 25.

Vitalvegetables™ is a public/private Partnership between the governments of New Zealand and Australia, the government funded research partners and the marketing partners appointed in both countries.

"Our objective was ambitious - increase the health of the national population through the consumption of specific vegetables, that offered measurable health benefits," says Stephen.

"To achieve this, we knew that we had to create a brand that would engage our core target market, health conscious females aged 25 to 49, a consumer who is especially wary of overblown claims and advertising hype of the unique benefits of a science based range of Super Vegetables.

"Critically, all product claims are independently tested and verified by Plant & Food every 90 days to ensure our health claims are valid. This third party verification is essential to protect brand integrity and give the consumer a genuine reason to believe in the brand."

Stephen says the science behind this initiative is impeccable.

"The team sourced premium 100% natural seeds that had not been exposed to genetic modification, and methods of growing were developed to radically improve nutritional benefits of the resulting vegetables. Scientific research and development took eight years, and the Vital Vegetables Salads and Slaws Range was launched in late 2012.

"Awareness of the brand and consumer engagement was achieved through the use of



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STEPHEN TWINN (left)
Sales and marketing manager, Snap Fresh Foods

Stephen's background includes a range of senior retail roles with Woolworths NZ. More recently he has worked for Orlando Wyndham Group and Pernod Ricard in a range of domestic and international sales and marketing roles. This has included working on iconic brands Chivas Regal, Absolut and Jacob's Creek.

The last three years he has been sales and marketing manager at Snap Fresh Foods and is responsible for the strategic direction in these areas as well as leading his team. He believes in a 'real world' logical approach to marketing that brings together genuine innovative thinking and consumer engagement.

ASHLEY BERRY SMITH (right)
Owner and director, Snap Fresh Foods

Ashley is the founder of Snap Fresh Foods and has brought to the market household name brands of fresh salads, sprouts and added value produce such as Sproutman, Krispkut, Fresh Harvest and Farmer Bill's baby peeled carrots, and more recently Vital Vegetables. Ashley has a horticultural background and has a passion for sustainable food production. He was the winner of the Entrepreneur of the Year in 2007. Snap Fresh Foods is a vertically integrated "seed to plate" business and delivers fresh products daily to major retailers and wholesalers throughout New Zealand as well as some export markets in Asia and the Pacific Islands.



social media, primarily Facebook, where we shared recipe ideas, health and food related facts and other shareable content. The objective was to drive traffic to our website www.vitalvegetables.co.nz where the full Vitalvegetables story could be told."

Sampling campaigns in-store were a vital aspect of the engagement strategy which led to a 40% increase in sales. Competitions and on-pack promotions were also used with great success.

"Public relations was also a valuable tool for us, using nutritionist Angela Berrill to initially promote the Vitalvegetables brand.

"With a minuscule marketing budget, the Vitalvegetable brand is proof you can achieve outstanding success by engaging both the retailers and the consumers with healthy and innovative fresh produce options." 



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