

HORT INNOVATION MARKETING UPDATE

BY BEN WOODMAN

In this latest consumer marketing campaign we are continuing with our 'Add a Dash of Passionfruit' creative idea, with updated messaging and targeting. The overall strategy is to target consumers at different points on their 'path to purchase' to increase demand.

'Path to purchase' is a marketing shorthand term used to describe the customer journey. This journey is the process that buyers go through to become aware of, evaluate, and purchase a product or service. So with this strategy, it is seeking to influence consumers in multiple ways to boost the likelihood of purchasing passionfruit.

CREATING BEAUTIFUL CONTENT FOR OUR CAMPAIGN

In this campaign, we engaged food stylist, photographer and recipe creator Bonnie Coumbe to create four new Aussie passionfruit recipes:

- Mini passionfruit pavlovas
- Passionfruit iced tea
- Passionfruit relish
- Passionfruit lamingtons

Bonnie also created a suite of produce images for social media and media, and two new videos for social media - one highlighting different ways to add a **#dashofpassionfruit** and another showcasing some of the health benefits of a dash of passionfruit.

This content will provide fresh new material for us to share with media channels like throughout the season, and will be utilised in our own social calendars throughout the rest of the campaign.

COMMUNICATING ABOUT JUST HOW HEALTHY FRESH PASSIONFRUIT ARE

Advanced Accredited Practising Dietitian Lisa Yates has developed updated health messaging for passionfruit. These new health messages will be utilised for all communications moving forward, highlighting the strong health benefits of passionfruit.

Jump onto the Aussie Passionfruit website to see the updated health messaging, which features an updated nutrition panel.

GENERATING ATTENTION FOR PASSIONFRUIT

In January, we commenced our media outreach activities to support the summer flush of Australian passionfruit with a season announcement press release. We also offered media the brand new recipe assets developed by Bonnie Coumbe that we received in early January. Our summer media outreach overall has provided some great results, with coverage appearing in a wide range of outlets.

The campaign has earned 4.1 million opportunities to see, to date (our target is 5 million). We are currently planning media outreach to support the winter peak season and will commence media outreach in the coming weeks. We are also expecting a passionfruit recipe to feature in Healthy Food Guide magazine in June to support the winter peak. To date we have secured 23 items of coverage so far.

SOCIAL MEDIA

Our always-on social strategy is consistently receiving strong results. All content across Instagram and Facebook was spread to larger audiences by using paid advertising to boost our reach and we targeted at the 'Independent Single' demographic in particular based on our research.

To date, the Aussie passionfruit social media channels (Facebook and Instagram) have achieved more than 2 million impressions. All social media targets are on track to be achieved.



MAKING NUTRIENT CONTENT HEALTH CLAIMS — THE RULES

BY JANE RICHTER WITH INFORMATION FROM THE FOOD STANDARDS CODE

The Code covering this area is particularly complex and is designed to protect consumers from misleading language making overstated or inflated claims about the nutritional content of a food, or making claims about a food nutrient content where the overall nutritional value of the food is poor e.g. high in saturated fat.

Where fresh produce is concerned there is an **Australian Food Composition Database** (previously called NUTTAB) which is a reference database that contains data on the nutrient content of Australian foods. It is referred to as a reference database because it contains mostly analysed data.

Nutrient Content Claims (NCC) can only be made in direct reference to the data contained in these tables for each item.

There are two further criteria that must be met;

- a NCC can only be made for a nutrient in relation to a defined population group where there is also a defined 'recommended daily intake (RDI)' and
- the food must meet certain overall nutritional value standards using nutrient profiling scoring criterion (NPSC).

For example, the current reference values for passionfruit in the database are derived from samples of passionfruit purchased in Sydney during 1983/84 (Wills et al.) supplemented by data sourced from international scientific literature.

According to this data, fresh raw passionfruit contains 18mg of Vitamin C per 100g of pulp. The RDI for a child aged 9-18 for Vitamin C is 40mg. So 100g of passionfruit provides 45% of the RDI.

The strongest claim that would be allowed in this instance would be '**Passionfruit are a good source of Vitamin C**' as a 100g serving provides more than 25% of the RDI of Vitamin C for the defined group of 'Children aged 9-18 years old'.

HEALTH CLAIMS

Health claims refer to a relationship between a food and health rather than purely a statement of nutrient content.

There are two types of health claims:

- **General level health claims:** refer to a nutrient or substance in a food, or the food itself, and its effect on health.

For example: 'calcium for healthy bones and teeth'. They must not refer to a serious disease or to a biomarker of a serious disease.

- **High level health claims:** refer to a nutrient or substance in a food and its relationship to a serious disease or to a biomarker of a serious disease.

For example: 'Diets high in calcium may reduce the risk of osteoporosis in people 65 years and over'. An example of a biomarker health claim is: 'Phytosterols may reduce blood cholesterol'.

Food businesses making **general level health claims** are able to base their claims on one of the more than 200 pre-approved food-health relationships in the Standard or self-substantiate a food-health relationship in accordance with detailed requirements set out in the Standard, including notifying FSANZ.

High level health claims must be based on a food-health relationship pre-approved by FSANZ.

There are currently approximately 13 pre-approved food-health relationships for high level health claims listed in the Standard. All health claims are required to be supported by scientific evidence to the same degree of certainty, whether they are pre-approved by FSANZ or self-substantiated by food businesses.

Health claims are only permitted on foods that meet the nutrient profiling scoring criterion (NPSC).

For example, health claims will not be allowed on foods high in saturated fat, sugar or salt.

A whole set of reference tools are available online at **www.foodstandards.gov.au** including access to the newly updated Australian Food Composition Database.

