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New data arms growers with shopping insights

Hort Innovation has worked with global information and measurement company, Nielsen, to bring growers the largest series of insights into market performance and shopping behaviour, yet.

Focussing specifically on the vegetable, sweetpotato and onion levy-paying industries, the regularly updated data bank, Harvest to Home, contains hundreds of valuable data points conveyed in a user-friendly format.

Hort Innovation chief executive John Lloyd said Harvest to Home was created after industries identified they needed deeper insights into trends in consumer preferences.

“Never before has there been this level of buying information been available to vegetable, sweetpotato and onion growers,” he said.

“Using the Harvest to Home website, growers can quickly identify how well commodities are selling in each State, how often consumers are buying, and how much they are spending on each occasion.

“They will also be able to determine who is buying their products, whether they are young people, couples, elderly people or families.

“On top of this, levy-paying growers will have access to longitudinal data so they can view historical trends, covering up to two years.

“We are also very excited to offer case studies produced by Nielsen that will pull together key industry insights and convey simple info-graphics for reading-ease.”

Mr Lloyd said the insights will help guide enhancements in quality, convenience, taste and health attributes that are targeted towards customers’ specific needs.

AUSVEG chief executive James Whiteside said it was a great opportunity for vegetable growers to have access to informative and up-to-date data on consumer purchasing habits that can be used to make more informed choices.

“Having access to these consumer behaviour insights will support our industry in adapting to market trends and keeping up-to-date with the needs and expectations of the modern Australian shopper,” he said.

“Harvest to Home is an important link between data and producers that will help growers better understand consumer habits and make informed business decisions, from what product lines they should offer to how they can access new market segments.”

This initiative is funded by Hort Innovation using vegetable, onion and sweetpotato levies and contributions from the Australian Government.

To access Harvest to Home, go to www.harvesttohome.net.au **MEDIA CONTACT:** Hort Innovation: Kelly Vorst-Parkes on 0447 304 255 or Kelly.vorst.parkes@horticulture.com.au
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