

Consumer research for the papaw industry

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CONSUMER RESEARCH FOR THE PAPA W INDUSTRY

PREPARED BY

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1. EXECUTIVE SUMMARY

Introduction

This report presents findings of consumer research carried out for the papaw industry in 2002.

The aims of the project were to:

- Provide feedback on current consumer purchasing and consumption patterns for papaws.
- Identify consumer preferences for product quality attributes for papaws.
- Identify factors which would encourage consumers to purchase papaws more frequently than they do at present.

Project activities included:

- Four focus groups with consumers - 2 focus groups of people under 40 years of age (1 in Brisbane and 1 in Sydney) and 2 focus groups of people aged 40 years and over (1 in Brisbane and 1 in Sydney).
- A face to face survey of consumers covering 452 people - 151 in Brisbane and 301 in Sydney.

Focus groups and face to face survey coverage were designed to cover some Asian consumers.

In the face to face survey a quota was set to obtain close to 70% of interviews with people who had eaten papaw in the last 12 months (67.5% of total interviews). The remainder (32.5%) had not eaten papaws in the last 12 months.

Main Findings

Research shows that some consumers are regular users of papaw and eat papaw all year round. These more experienced papaw users are able to choose good quality papaws and are less concerned with markings on the outside of papaws.

Infrequent users of papaws are less confident in knowing how to choose a good papaw and some of these consumers have had variable experiences with quality.

While the One B variety is most popular in Queensland, Sunrise Solo is more commonly purchased in Sydney.

Fewer consumers purchase Red Dioecious with slightly more people in Brisbane purchasing this variety.

While some consumers (28.5%) see papaws as an everyday fruit purchase, others see papaws as an occasional fruit purchase (57.7%) or a luxury or treat purchase (13.8%).

Priorities for consumers include:

- Availability of good quality papaws.
- The availability of a range of different varieties from which consumers can choose. This was important in terms of taste as well as the size of papaws.
- Ensuring that papaws are at a reasonable price level - under \$4 per kg or at about \$3 per papaw.

Those interested in smaller sized papaws prefer these papaws because of the reduced wastage and the fact that it is the right size for a 1 or 2 person serve.

Consumers believe that the taste of papaws can be improved (49.2% of people who ate papaws in the last 12 months) indicating that quality at time of purchase is an important issue for the industry. However, only a small proportion (7.6%) were dissatisfied with the taste of papaw.

People believed that papaws have many benefits in terms of health benefits, vitamins and the freshness of the taste. For many, the enjoyment of papaws is the main factor which keeps them purchasing papaws.

Factors which discourage consumers from buying papaws include:

- Price.
- A lack of availability.
- Poor quality fruit.

Research results highlight the importance of providing fruit which is not damaged or bruised.

Consumers in focus groups emphasised the need for information to inform consumers about:

- How to choose a good papaw.
- How to tell when a papaw is ripe.
- Care and handling of papaws.

Purchase and Consumption Patterns

Consumers also felt it was important to have point of sale information about papaws and also make papaws more visible in fruit stores and supermarkets.

Older age groups in focus groups and in face to face surveys were more familiar with papaws and grew up with papaws.

Younger consumers are less familiar with papaws and are less certain buyers. Because of the cost of papaws, consumers do not want to make a poor choice.

Preferences for varieties included:

- One B papaws were more popular in Brisbane compared with Sydney (50.9% of Brisbane consumers always or mostly eat One B compared with 41.2% in Sydney).
- Sunrise Solo papaws were more commonly purchased in Sydney (35.2% of consumers in Sydney always or mostly eat Sunrise Solo compared to 17.9% in Brisbane).
- Red Dioecious were less commonly purchased with 20.7% of people in Brisbane mostly or always eating this variety and 17.6% of consumers in Sydney mostly or always eating this variety.

Size Preference

One B is still the preferred variety in Brisbane (49.1% preferred to buy this size) while only about a third of Sydney consumers (35.2%) preferred the size of the One B.

Sunrise Solo was the preferred size for 40.7% of Sydney consumers but only 21.7% of Brisbane consumers.

A similar number of consumers in Sydney (24.1%) and Brisbane (27.4%) preferred the size of the Red Dioecious.

These results confirm interest in having a range of varieties and sizes available.

Those preferring Sunrise Solo and Red Dioecious preferred these sizes because the fruit was suitable for 1 or 2 people (22.4%) or it could be eaten at one sitting (10.5%). People also felt there was less wastage (8.1%) with smaller sizes and some preferred the flavour (4.6%).

Some preferred the One B because it was large enough for family needs (14.8%).

Purchase and Eating Patterns

Consumers in Brisbane were more likely to buy papaws once a month or more frequently (69.8%) compared to Sydney consumers (64.8%).

Consumers in Brisbane were much more likely to eat papaw more than once a week (30.2%) compared to Sydney consumers (20.1% of consumers).

Overall, 72.6% of Brisbane consumers ate papaws once a month or more frequently compared with 65.3% in Sydney.

Over half of the people surveyed (57.7%) ate papaw all year round. This figure was higher in Brisbane (69.8%) compared with Sydney (51.3%).

More people over 40 ate papaw once a month or more often (75.3%) compared with people aged under 40 years of age (55.0%). This confirms feedback in focus groups.

Asian consumers used papaw in cooking and older age groups participating in focus groups tended to use papaw for a range of different snack or dessert options as well as using papaw in cooking, e.g. salsas and marinades.

Young people were less adventurous and tended to simply eat papaw as a piece of fruit.

Four in ten consumers (42.3%) reported that they ate papaws at certain times of the year (30.2% in Brisbane and 48.7% in Sydney). People who ate papaws at different times of the year reported eating papaws in Summer months (36.1%) and in Spring (17.7%).

The majority of people in Brisbane (56.6%) and Sydney (58.3%) regarded papaw as an occasional fruit purchase although some (31.1% in Brisbane and 27.1% in Sydney) saw papaw as an everyday fruit purchase.

Only a small proportion regarded papaws as a luxury or treat purchase (12.3% in Brisbane and 14.6% in Sydney).

Papaws were most often (always or mostly) eaten as:

- Dessert (34.7%).
- Breakfast (31.8%).
- Snacks or consumed anytime, day or night (28.6%).
- At lunch (18.1%).

**Factors
Discouraging Papaw
Purchase and
Consumption**

- Smoothies (4.6%).
- In cooking (3.0%).

In focus groups, infrequent users mentioned the fact that they were unfamiliar with papaws and some did not like the taste of papaws, particularly the One B variety.

Infrequent users of papaws were also uncertain about how to choose a good papaw and determine when a papaw was ripe.

Some people, particularly in the younger age groups, were put off by the smell of papaw (particularly One B).

Another factor which discouraged people from purchasing papaw was the fact that they had to eat the fruit quickly otherwise it would go off and there would be considerable wastage. Given the price of papaws, people did not want to waste money on fruit they would not necessarily eat.

Some young people felt that papaws were ‘messy’ to prepare.

In the face to face survey of consumers the main factors which discouraged people from buying papaws when shopping for fruit for the household included the following:

- Price (20.4%).
- Poor taste (14.4%).
- Poor quality (13.1%).
- Fruit available was unattractive (8.0%).
- Papaws were not always in season (5.3%).
- Some were uncertain on how to choose a good papaw (4.2%).
- Some were uncertain about papaw ripeness and how to tell whether a papaw was ripe (4.2%).
- In some instances, papaws were not available at greengrocers or supermarkets to meet consumer needs (2.7%).

Important Qualities When Choosing Papaws

Consumers in the face to face survey were asked to comment on the qualities which people looked for when choosing papaws to buy. These qualities included the following:

- Colour (51.1%).
- The papaw looks ripe (32.8%).
- Softness or give in the fruit (28.5%).
- The aroma of the papaw (25.6%).
- The papaw is clear of markings (24.9%).
- No bruising (21.6%).
- No damage (12.1%).
- The papaw is not overripe (12.1%).
- The papaw is the right size (6.2%).
- The papaw has smooth skin (3.6%).

Consumers were shown a range of markings (attached). Consumers were then asked to comment on the point at which, on the marking scale, they would decide not to buy papaws because of the amount of external markings.

Nearly half the consumers surveyed (45.2%) would not buy a papaw with markings at level C and 35.4% would not buy at markings at level B. Some consumers (14.1%) felt that markings at level A would put them off buying papaws.

Research results clearly highlight the need for educating consumers regarding markings on papaw.

When consumers are purchasing other fruit they are looking for fruit which is clear of markings. Given that papaws will have some markings, it is important to ensure that consumers understand that markings or colouration on the skin will not necessarily affect the quality of the fruit.

When asked which level of markings were still acceptable to consumers, only 22.3% of consumers believed that level C markings were acceptable to consumers. About 4 in 10 consumers (43.3%) believed that level B markings were acceptable and about a third (30.2%) regarded level A markings as being acceptable.

Research findings confirm the need to improve presentation as much as is possible to meet consumer expectations.

Benefits of Papaw

Overwhelmingly, consumers see the main benefit of eating papaws is the fact that papaws are a healthy fruit (57.7%).

Consumers also identified the following additional benefits:

- Papaws contain vitamins (28.8%).
- Papaws taste good and people enjoy eating papaws (25.4%).
- Papaws are nutritious (17.3%).
- Papaws are good for digestion (10.4%).
- Papaws clean the digestive system (8.0%).
- Papaws contain fibre and keep people regular (7.7%).
- Papaws are good for the skin (5.3%).
- Eating papaw is part of a balanced diet (4.0%).
- Eating papaw is a better option than eating other snacks (3.1%).

Focus group feedback confirmed that people enjoyed the taste of papaws. Those who were regular papaw eaters also believed it was a very healthy addition to the diet as well as being a very refreshing, tropical fruit. People also liked the fact that papaws were ‘something different’ to the everyday fruit purchases.

Quality of Papaws

Research shows that nearly half of the people who ate papaws in the last 12 months (49.2% of people) believed the taste of papaws needs to be improved. This figure was higher in Sydney (52.8%) compared with Brisbane (42.5%).

The main reasons why people believed that improvements should be made included the following:

- People wanted a fuller flavour in the papaw they purchased (20.7%).
- People did not want a bland tasting papaw (12.5%).
- Some wanted a sweeter tasting papaw (11.8%).
- There was a need to prevent poor taste in papaws (5.6%).
- There is a need to reduce bruising (3.6%).

- There needs to be a fresher taste (2.0%).
- Some felt that papaws needed to be picked when ripe (1.6%).

Although a considerable proportion of consumers believed that the taste needs to be improved, only 7.6% were dissatisfied with the taste of the papaws they currently buy. The main reasons for dissatisfaction included:

- Poor taste.
- A bland taste.
- Acidic taste.
- Papaws were overripe.
- Poor texture.
- Some papaws did not ripen.

Research results confirmed that people who were regular papaw buyers want to be able to purchase good quality fruit when buying from the supermarket or greengrocer.

Taste of Papaws

In focus groups consumers had a stronger preference for the One B (giving it a rating of 3.2 out of 5 on a scale where 1 is poor taste, 3 is average taste and 5 is very good taste) and Red Dioecious (3.0 out of 5). Focus group participants gave Sunrise Solo a lower rating (2.5 out of 5).

Younger people preferred the Sunrise Solo and Red Dioecious.

Older age groups were more familiar with the One B and many preferred the taste of this variety.

Consumers in Brisbane did not regularly see Sunrise Solo and Red Dioecious in supermarkets and greengrocers.

Consumers in Sydney were much more familiar with Sunrise Solo and One B however, few had seen Red Dioecious.

Problems with Papaws

Over the last 12 months, 32.5% of consumers who had eaten papaw had experienced some problems. These problems with papaws included the following:

- Papaws having a bland taste (mentioned by 10.8% of consumers).
- Papaws being hard and not ripening properly (7.9%).
- Papaws having an acid, tart or bitter taste (6.9%).

- Papaws not being sweet enough (5.6%).
- Papaws being too ripe (4.6%).
- Bruising on the flesh of the papaw (3.6%).

The majority of consumers who ate papaws in the last 12 months (67.5%) had not experienced any problems.

Only 4.6% of consumers were fairly concerned about problems with papaws in the last 12 months and a further 16.1% were slightly concerned.

Only 19.3% of consumers believed the problems with papaws were worse than problems with other fruit and vegetables.

Regular buyers of papaws tended to look for good quality fruit and, at times would not purchase fruit unless it met their requirements.

Regular papaw users had a good understanding that markings on the outside of the fruit would not necessarily affect the quality of the fruit.

Papaw Prices

People were asked to comment on the price they usually paid per kilo for papaws. Overall, people paid \$3.13 per kg for papaws - \$2.72 per kg in Brisbane and \$3.36 per kg in Sydney.

About half of the people surveyed (56.1%) would stop buying papaws when they reached a certain level. In Brisbane this was \$4.01 per kg and in Sydney this was \$4.58 per kg.

A further 6.6% of consumers would buy less papaws when prices reached a certain level. In Brisbane this was \$4.39 per kg and in Sydney this was \$5.60 per kg.

There was strong support for smaller sized papaws. Four in 10 consumers (44.3%) would prefer a smaller sized papaw to keep the price reasonable.

Consumers in Brisbane were prepared to pay an average of \$2.94 for a whole papaw and in Sydney consumers were prepared to pay \$3.33 for a whole papaw.

Cut Papaws

About 4 in 10 consumers (43.0%) reported that they purchased papaws cut in half. The main reasons for selecting these papaws included:

- Being able to see the quality of the papaw (mentioned by 23.3% of consumers).

- The half papaw portion was the right size for the consumer (16.7%).
- The half papaw portion was a cheaper price for the consumer (3.9%).
- Consumers can see the colour of the fruit (2.6%).
- The packaging was convenient (2.3%).

Encouraging Consumers to Buy Papaws

The main factors which would encourage consumers to buy papaws more often than they currently do included the following:

- Lower prices (32.3%).
- Better quality (21.7%).
- Better taste (20.1%).
- For some, nothing would encourage more frequent purchase (17.7%).
- Improved availability of papaws (12.2%).
- More information on papaws and more promotion of papaws (4.9%).
- Having the right sized papaw available (4.0%).
- Providing information about papaw varieties (3.5%).
- Taste tests would encourage less frequent buyers to purchase papaws (3.5%). In focus groups this was particularly important to younger consumers who did not regularly purchase papaws.
- Providing information on how to choose a good papaw (3.3%).
- Making papaw varieties more easily available (3.3%).
- There is a need for more visibility so consumers notice papaws when they are shopping (3.1%).
- Providing information on recipes and suggestions on how to use papaws (3.1%).
- Some would buy papaws more if the family members liked papaw (2.7%).

- Some would purchase papaw more frequently based on information about the health benefits (2.4%).

Discussions in focus groups highlighted the importance of providing information to consumers on papaws. This was particularly important for less frequent papaw buyers.

For young people and for those who have not tried other varieties, taste tests in stores would encourage people to consider buying other varieties of papaws.

Implications for Industry

Research findings have identified a range of issues which need to be addressed to encourage greater awareness of papaws and increase consumption of papaws. These strategies will assist the industry to better target consumer needs and promote increased consumption in the future. Strategies include the following:

- Undertake monitoring and evaluation of the **quality of fruit** in greengrocers and supermarkets to add to information on best practice approaches for handling, presentation and storage of papaws.

Based on outcomes, provide update information and approaches for retailers on guidelines for papaw handling, storage and presentation.

- Undertake **research to improve the taste of papaws**. While some taste and quality problems may be caused by handling, storage and presentation, research and development may be required to develop a fuller papaw flavour in existing varieties.
- Undertake research and develop into practices which will **reduce external markings** on papaws.
- Investigate strategies which will help to **reduce damage** to papaws.
- Encourage retailers to **stock a range of papaw varieties** to provide size options to consumers.
- Provide **consumer information** on papaws covering:
 - How to choose a good papaw.
 - Information on storage and handling.
 - Information on external markings - informing consumers that markings are an acceptable aspect of good quality fruit.

- Providing information, recipes and serving suggestions for consumers.
- Undertake in-store promotions in targeted areas providing best opportunities to increase papaw consumption, e.g. mid to upper incomes and targeting younger consumers.
- Undertake **targeted promotion** to raise the profile of papaws, their unique health benefits and promote papaws as an exotic fruit and an ingredient in contemporary cuisine.

2. PROJECT AIMS AND ACTIVITIES

2.1 Project Aims

Market research was undertaken for the papaw industry in 2002 to provide comprehensive information to the industry on consumer attitudes to papaws and consumer priorities.

The aims of the project were to identify:

- Investigate where papaw fits in the consumer's perception of fruit and vegetables when purchasing.
- Assess consumer's understanding and value of nutritional benefits of papaw.
- Determine current purchasing patterns and assess whether any seasonal fluctuations in product quality affect these patterns.
- Investigate why people do not buy papaw, either occasionally or regularly and determine the key barriers to purchase. Evaluate possible product improvements most likely to increase consumer appeal, (both current consumers and non-consumers) e.g. taste, smell, packaging.
- Based on an analysis of previous research into size preferences (see attached consumer market research reports) reassess consumer preferences for specific sizes.
- Determine consumers' understanding of flavour differences and their preferences.
- Determine consumer preferences for other key product quality attributes including shape (e.g. round, oval, or elongated), skin blemish, skin colour, flesh colour, sweetness, texture and flesh thickness.
- Determine consumer packaging preferences. Is there a preference for whole or cut fruit, and are these preferences peculiar to one or more markets or market segments.
- Evaluate how well current commercial varieties (red bisexual and red and yellow dioecious) meet consumer requirements for the above quality characteristics.
- Determine regional (Brisbane and Sydney) demographic and cultural influences on consumer preferences for all product quality characteristics.

2.2 Project Activities

The market research covered two broad components:

- Focus groups with consumers.
- A face to face survey of consumers.

Focus Groups

Four focus groups were conducted with the following specifications:

- One focus group of frequent and light papaw users aged 40 and over in Brisbane (mix of occupations and family backgrounds). The group contained a mix of men and women.
- One focus group of frequent and light papaw users aged under 40 in Brisbane (mix of occupations and family backgrounds). The group contained a mix of men and women.
- One focus group of frequent, light and non papaw users aged 40 and over in Sydney (mix of occupations and family backgrounds). The group consisted of non users, light users and frequent users. The group to contained a mix of men and women.
- One focus group of frequent, light and non papaw users aged under 40 in Sydney (mix of occupations and family backgrounds). The group contained a mix of men and women.

Each focus group lasted between 1 ¼ hours and 1 ½ hours.

Focus groups contained between 6 and 10 participants.

Consistent themes emerged in focus groups regarding purchase and consumption of papaws and attitudes to papaws.

Focus group research provided insights into consumer behaviour and preferences.

This information was used to develop a detailed survey questionnaire for face to face interviews.

Appendix 1 contains the focus group questionnaire, a feedback form completed by focus group participants and colour images of papaws showing different varieties and types of markings.

Face to Face Survey

A face to face survey of consumers was conducted to obtain detailed feedback on consumer purchase and consumption patterns for papaws and attitudes to papaws. NCS Australasia conducted face to face interviews for this research project.

The following table summarises a sample coverage.

Region	
Brisbane	75 in shopping centres attracting mid to upper income earners. 76 in shopping centres attracting Asian consumers.
Sydney	150 in shopping centres attracting mid to upper income earners. 151 in shopping centres attracting Asian consumers.
TOTAL	452 interviews

Interviews were conducted in the following shopping centres in Sydney:

- Hurstville Shopping Centre.
- Parramatta Shopping Centre.

Interviews were conducted in the following shopping centres in Brisbane:

- Sunnybank Plaza.
- Indooroopilly Shopping Centre.

A quota was set for survey participants with a target of 70% having eaten papaws in the last 12 months and 30% not having eaten papaws in the last 12 months.

Appendix 2 of this report contains the survey questionnaire used for the survey.

Appendix 3 contains focus group transcripts for each focus group.

3. INDUSTRY ACTION PLAN

3.1 Key Priorities

Focus group research and face to face interviews with consumers have identified a number of priority issues for industry. These priority issues include the following:

- Maintaining the availability of high quality fruit for consumers with a taste which meets consumer expectations.
- Ensuring that good quality fruit is presented to consumers with minimal or no damage and with moderate levels of external markings.
- Ensuring that papaws are within an acceptable price range for consumers.
- Providing a mix of varieties of papaws to consumers as some consumers will want to choose smaller papaws to suit household needs.
- Putting in place strategies to familiarise the younger generation with papaws. Whilst people in older age groups are familiar with papaws and have grown up with papaws, young people are less familiar with papaws.

Taste tests and targeted promotional strategies to reach this younger consumer group is an important priority for the industry.

- Increased promotion of papaws to raise consumer awareness of papaws in supermarkets and greengrocers. This includes attractive, prominent displays and promotional point of sale material.
- It is important to raise awareness of papaws. People regard papaws as an exotic fruit which is an occasional purchase.
- Providing information to consumers about papaws. This includes:
 - Information on the health benefits of papaws.
 - Information on how to choose a good papaw.
 - Information for consumers on how to tell when papaws are ripe.
 - Information on storage and handling of papaws to get the best out of papaws.
 - Serving suggestions for papaws.
 - Recipes illustrating a variety of different ways in which papaws can be used.

People like the exotic flavour of papaws and the freshness of papaws. It is important to reposition papaws so that they are an interesting and attractive option for households.

A draft industry action plan has been developed outlining areas for action and improvement to address these key issues.

While there is clearly strong interest in papaws, more needs to be done to ensure that good quality, good tasting papaws are available to consumers and that consumers develop a better understanding of papaws and ways in which they can be used.

3.2 Industry Action Plan

This industry action plan is a draft and is designed as a starting point for industry discussions.

The papaw industry has already addressed many of these issues, particularly providing information on handling and presentation to retailers.

Suggested actions here are designed to build on existing work being undertaken by the papaw industry to achieve the long term goals of:

- Greater consumer awareness of papaws.
- Higher levels of interest in papaw as a fruit and as an ingredient in modern recipes.
- Encouraging the younger generation to become more familiar with papaws and increase consumption in this age group.
- Increase the overall demand for papaw.

Actions have been summarised under 3 broad strategies:

- Improving taste and quality.
- Improved availability of varieties.
- Improved promotion of papaws.

Table 3.2.1 gives a summary of key issues and required actions.

While some of these strategies are longer term priorities, others can be implemented fairly quickly.

It is important to have an ongoing, targeted program of activities to ensure that the industry builds on current awareness and usage levels for papaws.

Table 3.2.1 - Draft Papaw Industry Action Plan

Key Issues	Recommended Actions
<p>1. Improved Quality and Taste</p> <p>Consumer research identified a number of key issues relating to papaw quality and taste including the following:</p> <ul style="list-style-type: none"> • Approximately half the consumers surveyed believed the taste of papaws currently available needs to be improved. • Consumers regard papaws as an occasional fruit purchase. Consumers want to be sure that the papaws they purchase are good quality and good tasting. • About a third of consumers surveyed have experienced problems with papaws in the last 6 to 12 months including poor or bland taste, papaws not ripening, bitter taste and damage to papaws. • People prefer a papaw with a skin clear of markings. 	<p>Handling and Presentation</p> <p>The papaw industry has already developed information and guidelines on handling and presentation of papaws. However, research confirms that more needs to be done to reduce problems that may occur as a result of poor handling and presentation. Actions include the following:</p> <ul style="list-style-type: none"> • Monitoring the quality and taste of papaws currently available in greengrocers and supermarkets to identify problems and required remedial action. • Using this feedback to update guidelines to retailers on handling and presentation of papaws. • Identifying changes or improvements to store presentation which will reduce damage. • Identifying causes of damage to papaws including on farm and off farm damage. • Identifying any changes in approach which can help to reduce quality problems and taste problems as a result of handling, storage and presentation. <p>Research and Development - Taste</p> <ul style="list-style-type: none"> • Undertake research and development with existing varieties to identify ways of improving the taste of papaws. Consumers are looking for a fuller flavour and consistency of papaw flavour. <p>Research and Development - Markings</p> <ul style="list-style-type: none"> • Consumers have expressed a preference for papaws with minimal markings. While consumer education on external markings is required, it will also be important to identify improvements to varieties which can reduce or help to minimise the level of external markings. <p>Industry Quality Program</p> <ul style="list-style-type: none"> • Using the results of previous tasks, establish an industry quality program which involves growers and retailers to achieve a consistent, high level of quality of papaws. • Encourage retailers to remove poor quality papaws from display. • Encourage consistency and high quality in papaws grown.

Key Issues	Recommended Actions
<p>2. Improve the Availability of Different Varieties</p> <p>Consumers in different markets are familiar with different varieties.</p> <p>Research confirms consumer interest in a range of different papaw varieties. While different varieties add interest and the option for consumers to choose from a range of fruit, having a range of varieties will also meet other needs.</p> <p>Over 40% of consumers surveyed would prefer to choose a smaller papaw to keep costs at a reasonable level and to meet requirements for 1 or 2 people in the household eating papaw.</p> <p>Having a mix of varieties available is an important priority in encouraging increased consumption of papaws.</p>	<p>Availability of Varieties</p> <ul style="list-style-type: none"> • Undertake discussions with retailers regarding stocking different varieties of papaws. Consumer research confirms demand for a range of varieties. <p>Availability of Smaller Papaws</p> <ul style="list-style-type: none"> • Consumers have confirmed demand for smaller papaws to suit the needs of 1 or 2 people in the household eating papaws. It is important to have reasonably priced, smaller papaws available to consumers. • Focus on consistency of supply and quality to ensure that there is a good availability of a range of papaw varieties in key geographic markets.

Key Issues	Recommended Actions
<p>3. Promotion of Papaws</p> <p>Consumers are interested in information on papaws, how to choose papaws and how to get the best out of papaws.</p> <p>Consumers have also identified the need to increase promotion of papaws to make consumers more aware of papaws in general and to make papaws more visible in the store.</p> <p>Promoting papaws in recipes and in the media covering lifestyle and food is an important priority to raise awareness of papaws, particularly amongst younger people.</p> <p>In-store promotions including taste testing will be an important strategy to encourage younger age groups to increase their papaw consumption.</p>	<p>Papaw Information</p> <p>Consumers are interested in the following information:</p> <ul style="list-style-type: none"> • How to choose a good papaw. • How to get the best out of papaws. • How to store papaws. • Information on the health benefits of papaws. • Papaw recipes and serving suggestions. • Information on papaw varieties. • Information on the seasonal availability of papaws. • Information to let consumers know that papaws are Australian grown and are not genetically modified. Consumers are interested in ‘organic growing’ messages. <p>In-Store Promotion</p> <ul style="list-style-type: none"> • Providing point of sale material and presentation and display options which attract consumers’ attention are important. • Providing leaflets with information on papaws covering how to choose papaws, ripeness, varieties, storage and serving suggestions is recommended. • Provide taste testing in-store to encourage non users to try papaws and to encourage people to try papaw varieties they have not used in the past. This is particularly important in targeting younger age groups and in geographic areas where there is good potential for increased consumption of papaws. <p>Wider Promotion of Papaws</p> <ul style="list-style-type: none"> • Undertake public relations activities to include papaws in lifestyle and food supplements in newspapers, women’s magazines and popular recipe books, e.g. Donna Hay. • Target chefs to encourage use of papaws in recipes. Increased use of papaws in contemporary cuisine can help to raise consumer awareness. • Identify opportunities for encouraging use of papaw as an ingredient by television chefs presenting on Australian television programs.

4. FOCUS GROUP RESEARCH

4.1 Summary

Four focus groups were conducted to provide detailed and indepth information from consumers regarding their attitudes to papaws. Two focus groups were conducted in Brisbane – one with people aged under 40 and one with people aged 40 and over.

Two focus groups were also conducted in Sydney – one with people aged under 40 and one with people aged 40 and over.

Frequency of Eating Papaws

The frequency of eating papaws varied in focus groups. Focus group participants were selected to provide a mix of frequent, light and non papaw users.

Those people who were regular papaw users tended to purchase papaws all year round. Those who were less frequent papaw users reported purchasing papaws more when papaws were in season.

People ate papaws at a variety of different times – for breakfast, lunch and as a dessert.

People from Asian backgrounds participating in the focus groups reported using green papaws in soups, curries and a range of other dishes.

Older age groups in focus groups in Sydney and Brisbane reported using papaws in salsa and with meals. In general older age groups were using papaws in a wider range of applications. Younger people tended to eat papaws as a fruit snack – generally on its own.

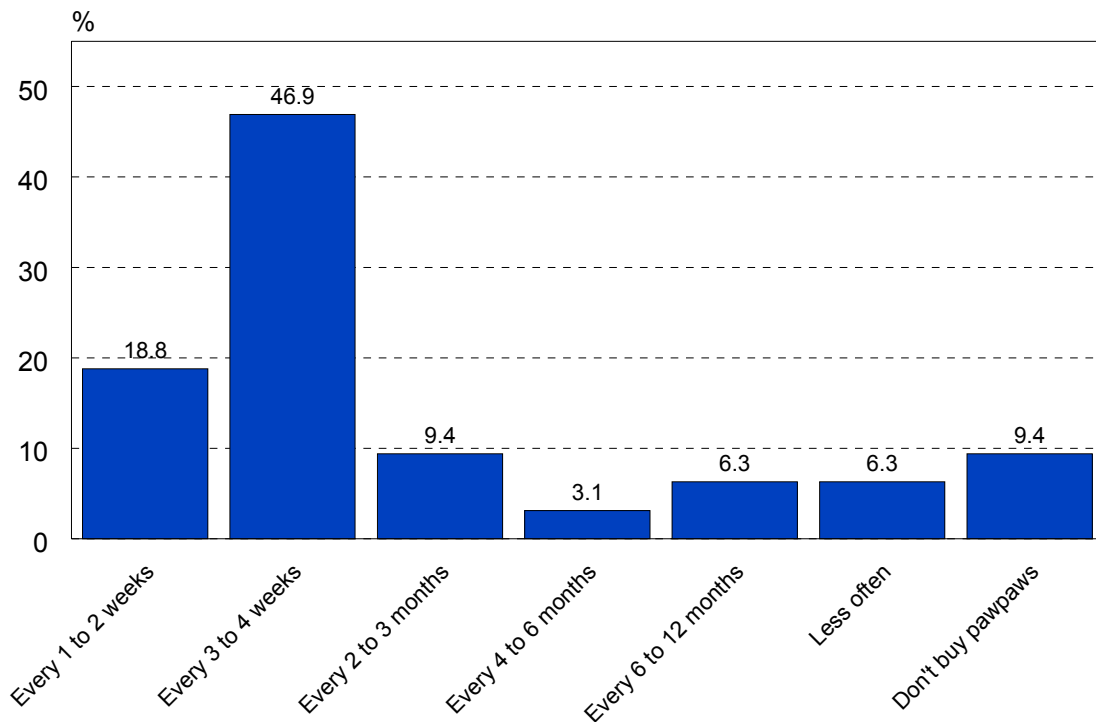
The majority of people participating in focus groups did not regard papaws as an everyday fruit. People regarded papaws as an occasional fruit purchase and some regarded papaws as a luxury or treat.

Occasional papaw eaters would include papaws in fruit platters or desserts when entertaining and would also purchase papaws for weekend breakfasts and desserts.

Chart 4.1.1 gives a profile of how often people in focus groups bought papaws. Individual profiles for each group have been included in this section of the report.

Overall, 65.7% of people participating in focus groups bought papaws every four weeks or more frequently. A further 9.4% purchased papaws every two to three months and 9.4% of consumers purchased papaws every 4 to 12 months. Only a small proportion of people participating in focus groups (6.3%) purchased papaws less often and 9.4% did not buy papaws.

Chart 4.1.1
How Often People Buy Papaw



Taste Test

An important component of focus group activities was a taste testing of three papaw varieties:

- One B.
- Sunrise Solo.
- Red Dioecious.

Participants were asked to complete an individual feedback form which provided the following information:

- Individual ratings of the taste of each sample on a scale where 1 is poor, 3 is average and 5 is very good.
- Ratings on the texture – softness or firmness of the sample on a scale where 1 is poor, 3 is average and 5 is very good.
- A rating of the smell or aroma of the papaw on a scale where 1 is poor, 3 is average and 5 is very good.
- Providing feedback on whether the papaw sample was:
 - Better than the papaw people buy now.
 - The same as the papaw people buy now.

- Worse than the papaw people buy now.
- How often people purchased papaw.
- Information on gender and age group.

Charts 4.1.2 and 4.1.3 give a summary of results from the focus group.

Key results from the taste test include the following:

- The One B variety was rated higher than others for taste with an average rating of 3.2 on a scale where 1 is poor, 3 is average and 5 is very good. Sunrise Solo rated lower at 2.5 and Red Dioecious was rated at 3.0 out of 5.
- Ratings for the texture of samples were fairly similar. People gave an average rating of 3.4 or 3.3 for the texture of papaw samples.
- People preferred the aroma of the One B variety (3.8 out of 5) compared with Sunrise Solo (2.4) and Red Dioecious (2.8). These results reflect familiarity with the One B variety.
- People in focus groups also commented that the One B had a stronger and more familiar papaw aroma. Lower ratings for other varieties reflect, to some extent, a lack of familiarity with these varieties.

Markings

Consumers in each focus group were shown photographs of papaws with three levels of markings:

- A – fairly clear with minimal markings.
- B – a moderate level of markings.
- C – most markings.

The photographs used in focus groups and in face to face surveys are included after this page. Consumers referred to the markings photos on the following page showing three levels of markings – A, B and C – for One B, Sunrise Solo and Red Dioecious.

In all focus groups, consumers preferred a clear and blemish free skin. However, consumers acknowledged that papaw is a ‘natural or organic’ fruit and were prepared to accept some level of markings.

Providing information to consumers about external markings is important. Consumers needed to know that external markings did not indicate that the fruit was poor quality.

Consumers in all groups did not want to accept damage or bruising on the skin of papaws.

PAPAW MARKINGS

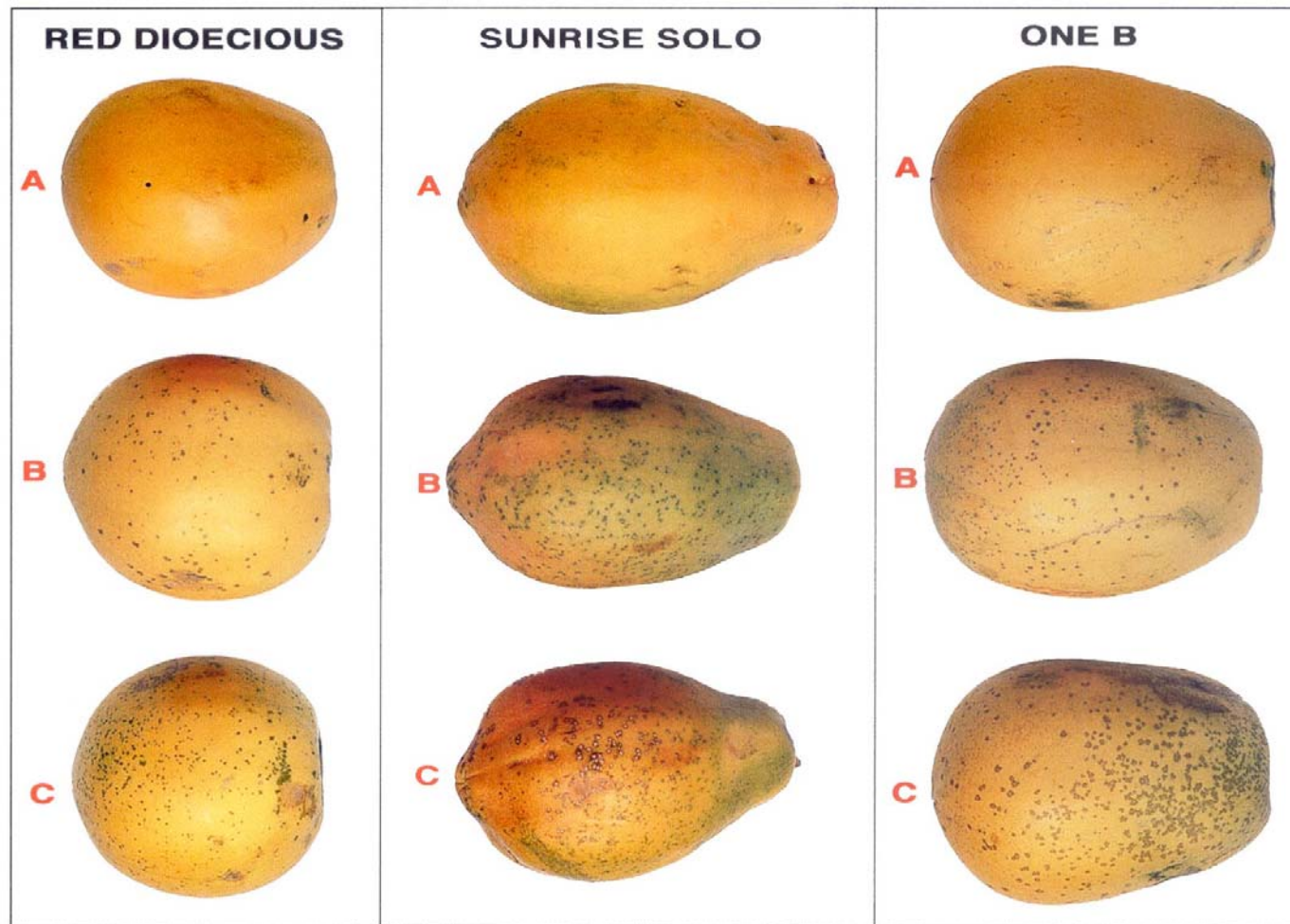


Chart 4.1.2
Rating of Taste, Texture and Aroma
(1=poor,3=average,5=very good)

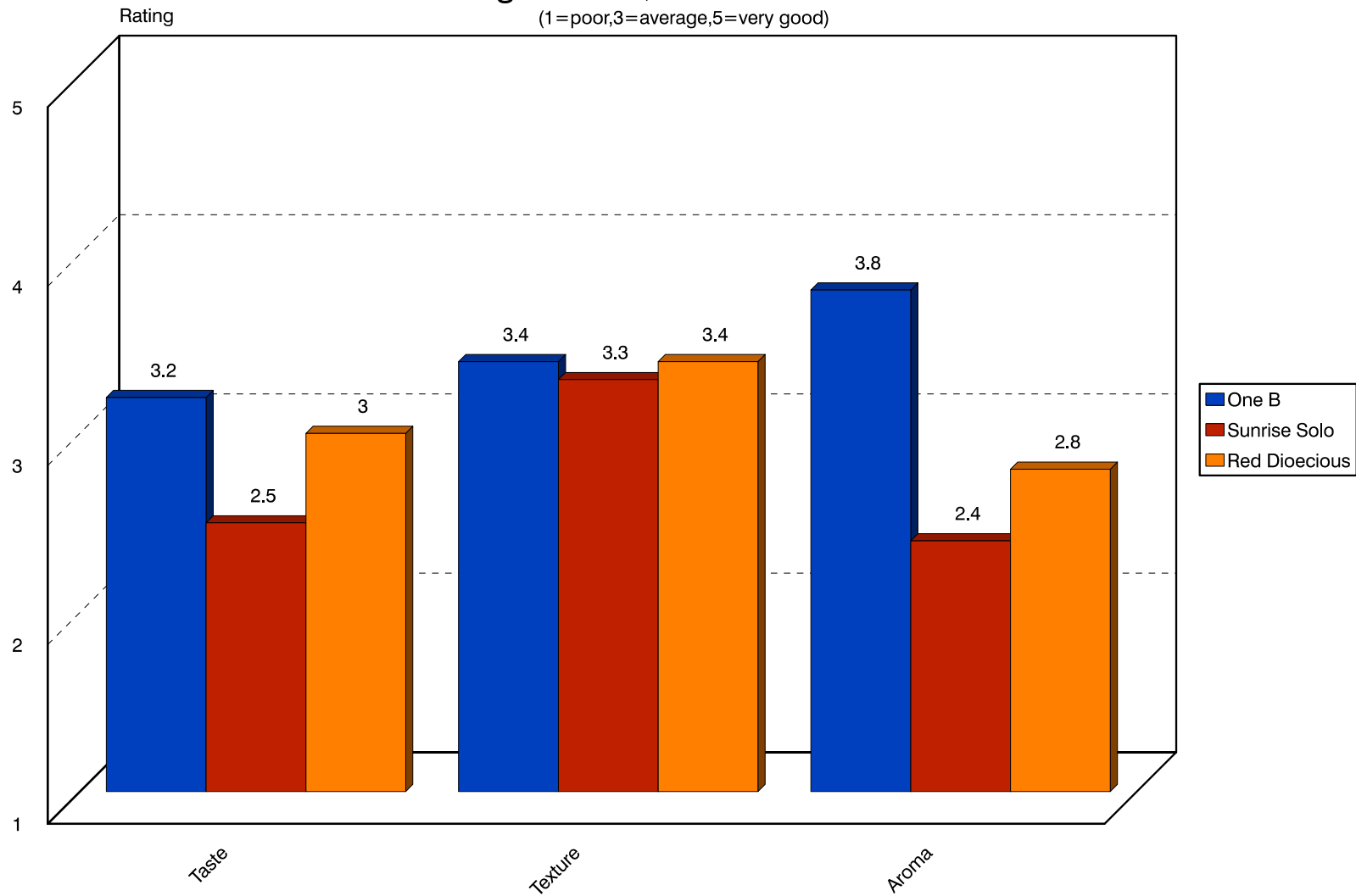
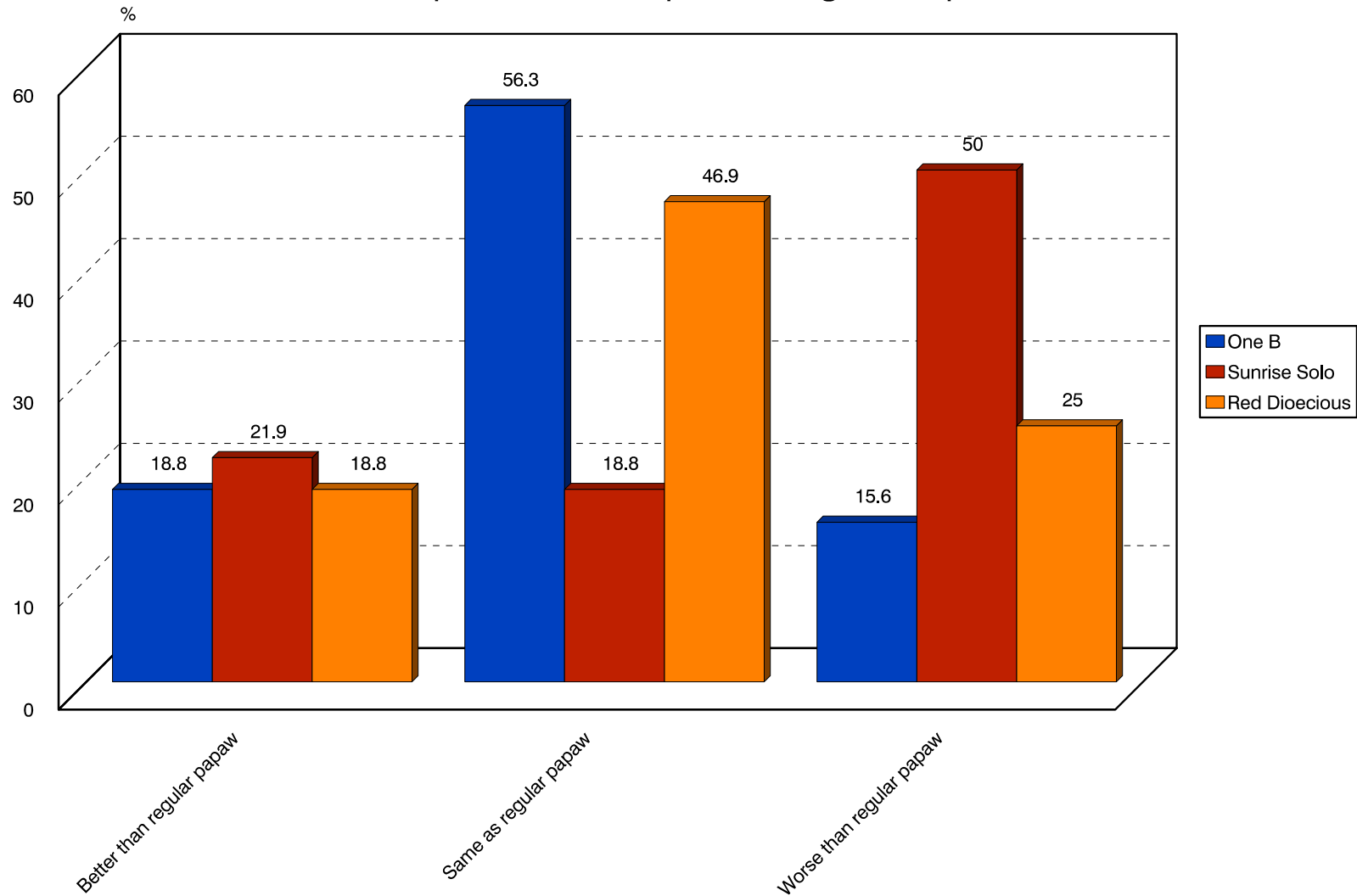


Chart 4.1.3
Comparison of Samples to Regular Papaw



Papaw Size

People with larger families regarded One B as the right size for their needs.

However, many consumers reported only one or two people in the household who ate papaw. These people preferred the smaller sized varieties – Sunrise Solo and Red Dioecious.

People enjoyed papaws but did not want to waste any of the fruit.

Focus groups confirmed clear demand for a range of papaw sizes.

Some people preferred to purchase cut papaws because this was a convenient size and also allowed consumers to see the quality of the fruit.

What People Liked and Disliked about Papaws

People liked the refreshing tropical taste of papaws.

The papaw taste provided variety and something different compared with every day fruits such as apples, bananas and oranges.

People also liked the health benefits of papaws.

People liked the smell of papaws least. Some also disliked the fact that there was more preparation time with papaws and that papaws could be messy to eat.

Problems with Papaws

The problems people had experienced with papaws included the following:

- Poor tasting papaws and poor quality papaws.
- Papaws that did not ripen.
- Papaws that ripened too quickly.
- Damage to papaws.

People regarded papaws as an occasional purchase and wanted to ensure that the money they spent on papaws would not be wasted through discarding poor quality fruit.

Benefits of Papaws

Consumers identified a wide range of benefits including the following:

- Health benefits – papaws contained vitamins, anti oxidants and phyto-oestrogens.
- Papaws were good for the digestive system.
- Papaws were good for the skin.

- Papaws were refreshing.
- Papaws were easy to eat and digest.
- Papaws were tropical and provided a different and exotic taste.

Factors Encouraging Papaw Purchase

While some people were regular papaw users, others were less frequent users.

For these less frequent users the availability, quality and price of papaws had an influence on purchase.

People also felt that it was important to make papaws visible to prompt people to purchase papaws.

Younger consumers were less familiar with papaws and tended to eat papaws as a fruit snack only.

Older age groups reported much more versatile use of papaws as a snack, dessert and in cooking.

All consumers were interested in serving suggestions and in different ways in which they could use papaws.

Pricing

All consumers reported that they would only buy one papaw at a time.

Prices paid for papaws ranged from \$0.99 to \$3.00 per kilo in Brisbane and \$1.49 to \$2.50 per kilo in Sydney.

Lower pricing of papaws would not necessarily encourage people to buy more than one papaw at a time. However, lower prices and greater availability of papaws prompted people to purchase papaws more often.

Papaw Name

Consumers were asked to comment on whether papaya would be a better name for papaws. Although people were familiar with the term papaya, people preferred the term 'papaw'. People associated the term papaya with imported fruit and fruit grown overseas.

Information on Papaws

Although regular papaw buyers could tell when a papaw was ripe, less regular buyers would welcome information on what to look for when buying a papaw.

Consumers were interested in the following information about papaws:

- How to choose a good papaw.
- How to tell when a papaw is ripe.
- How to store papaws.
- Information on papaw varieties.
- Information on how to get the best out of papaws.
- Information on how papaws are grown and whether they are grown in Australia. This included information on whether papaws were organically grown and whether papaws are genetically modified.
- Information on serving suggestions for papaw, e.g. combining with other fruit and using orange juice, lemon juice and lime juice with papaw.
- Information on papaw recipes and drinks, e.g. smoothies, cocktails, etc.

People emphasised the importance of making papaws visible and promoting papaws in store to consumers.

The more aware consumers were of papaws, the more likely they were to buy papaws.

4.2 People Aged Under 40 – Brisbane

4.2.1 Papaw Purchase and Consumption

This focus group contained frequent and light papaw users aged under 40 in Brisbane.

At the start of the group people were asked to comment on the types of fruit they generally bought or ate in the household. Responses included the following:

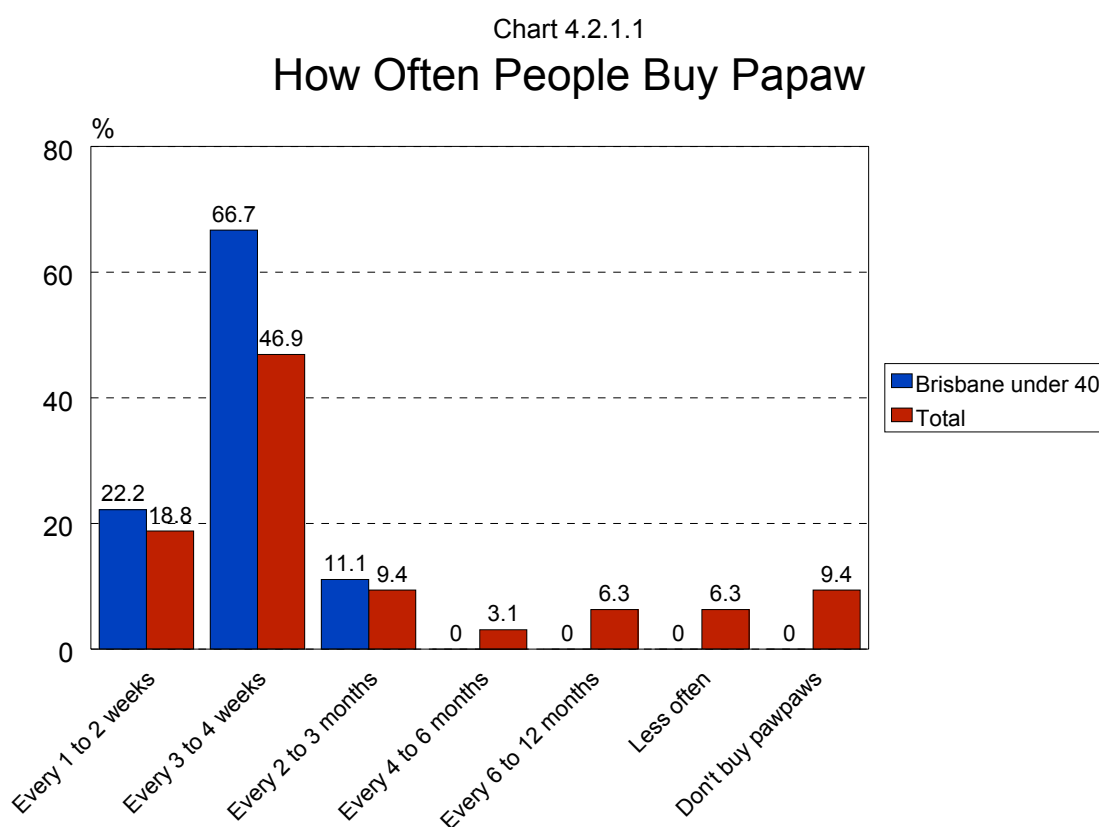
- Apples, bananas, oranges, passionfruit and papaw.
- Apples, strawberries, papaw, kiwifruit and passionfruit.
- Apples, bananas, rockmelon and papaw.
- Whatever fruit is in season.
- Kiwifruit, strawberries, mango, oranges and papaw.
- Strawberries, papaw, kiwifruit and bananas.
- Fruit in season plus apples, bananas and oranges.
- Fruit in season – everything except for pineapple. This person was part of a buying co-op.

Frequency of Eating Papaws

People in the group were asked to comment on how frequently their household bought and ate papaws. Responses included the following:

- Twice a week.
- One papaw per fortnight.
- Two people purchased papaw once a month.
- Some purchased less frequently.

People tended to buy papaws more often in spring and summer as there was lots of fruit about and fruit was good quality. Chart 4.2.1.1 gives a profile of how often people bought papaw. Most (88.9%) bought papaw once every 4 weeks or more frequently.



For some, the decision to buy papaws depended upon the look of the fruit – whether it looked good.

People were asked to comment on when during the day they ate papaw. Comments included the following:

- Breakfast.
- Dessert.

- Morning tea.
- Lunch.
- Snacks and desserts.

While a few people in the group would eat papaw at breakfast, papaw was more frequently eaten as a dessert fruit.

When asked whether they regarded papaw as an everyday fruit or a luxury, most thought of papaw as an everyday fruit.

While a few regarded it as a treat, most regarded it as an everyday purchase. However, people would not be purchasing papaws every time they purchased fruit from the supermarket or greengrocer.

4.2.2 Taste Test

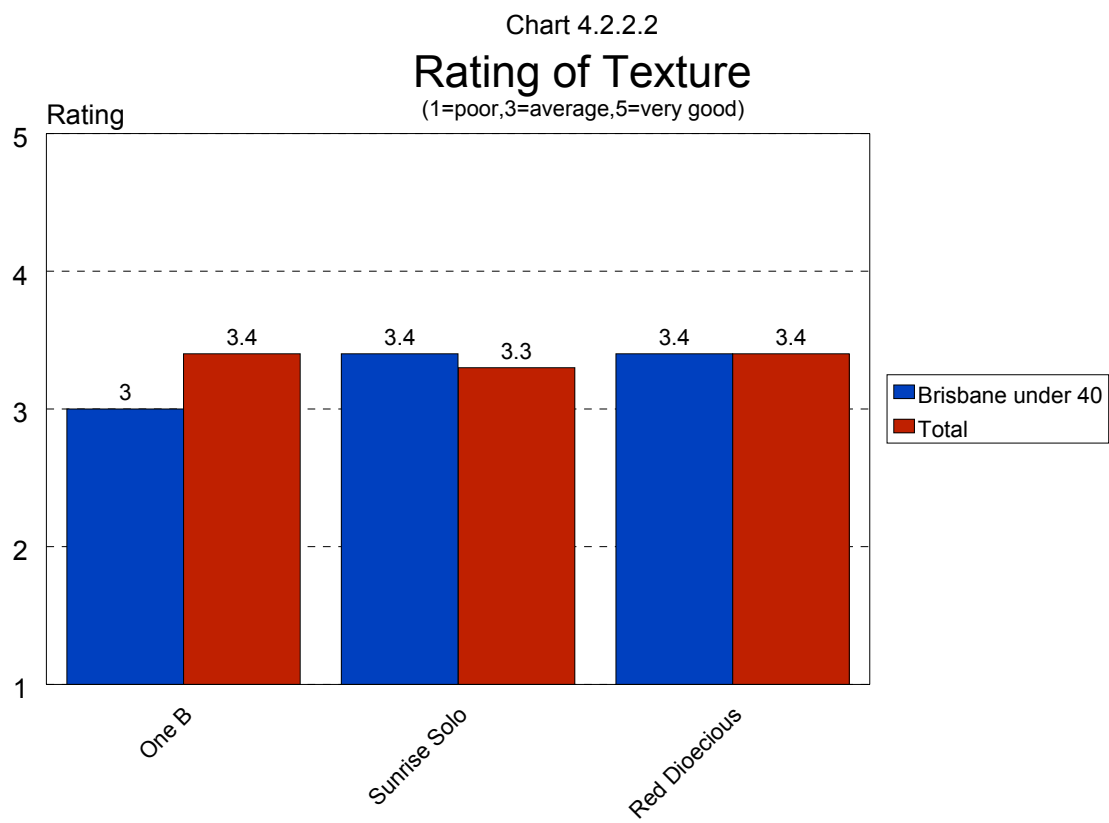
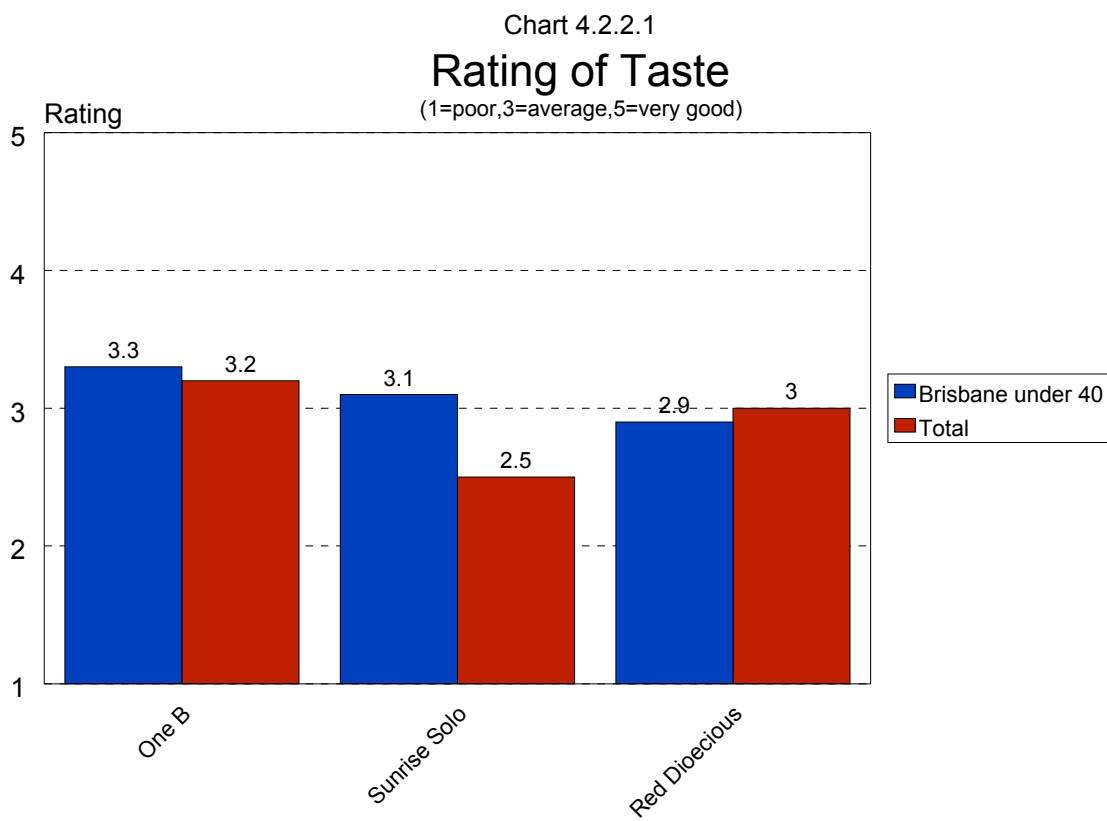
People at the focus group were asked to evaluate three different samples of papaw covering:

- One B.
- Sunrise Solo.
- Red Dioecious.

Participants were asked to complete an individual feedback form which provided the following information:

- Individual ratings of the taste of each sample on a scale where 1 is poor, 3 is average and 5 is very good.
- Ratings on the texture – softness or firmness of the sample on a scale where 1 is poor, 3 is average and 5 is very good.
- A rating of the smell or aroma of the papaw on a scale where 1 is poor, 3 is average and 5 is very good.
- Providing feedback on whether the papaw sample was:
 - Better than the papaw people buy now.
 - The same as the papaw people buy now.
 - Worse than the papaw people buy now.
- How often people purchased papaw.
- Information on gender and age group.

Charts 4.2.2.1 to 4.2.2.6 give results for this focus group compared to results in other focus groups.



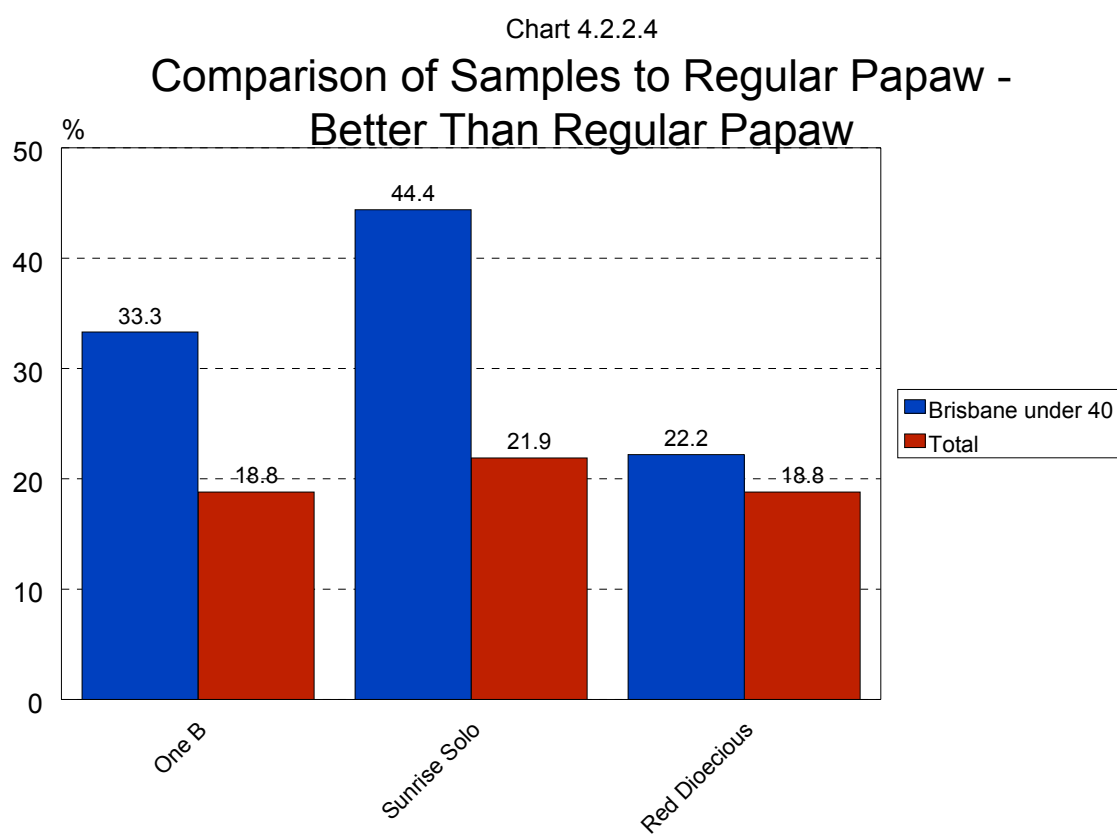
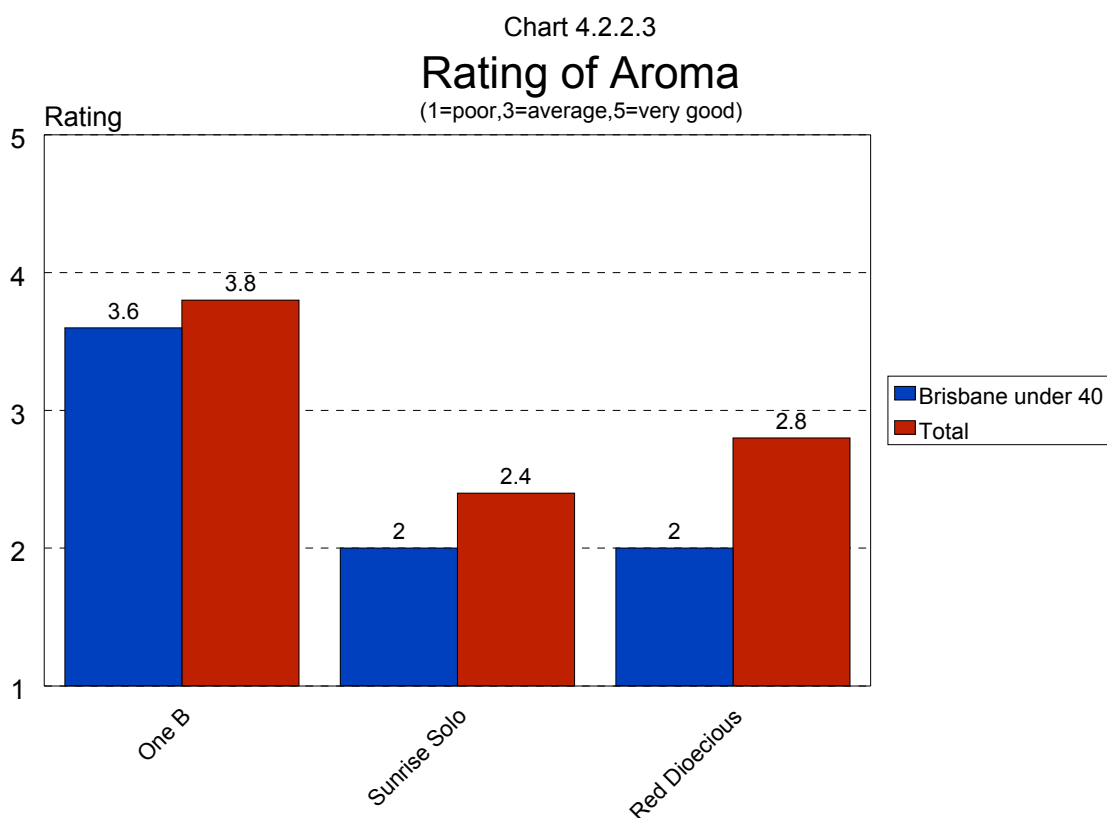


Chart 4.2.2.5

Comparison of Samples to Regular Papaw - Same as Regular Papaw

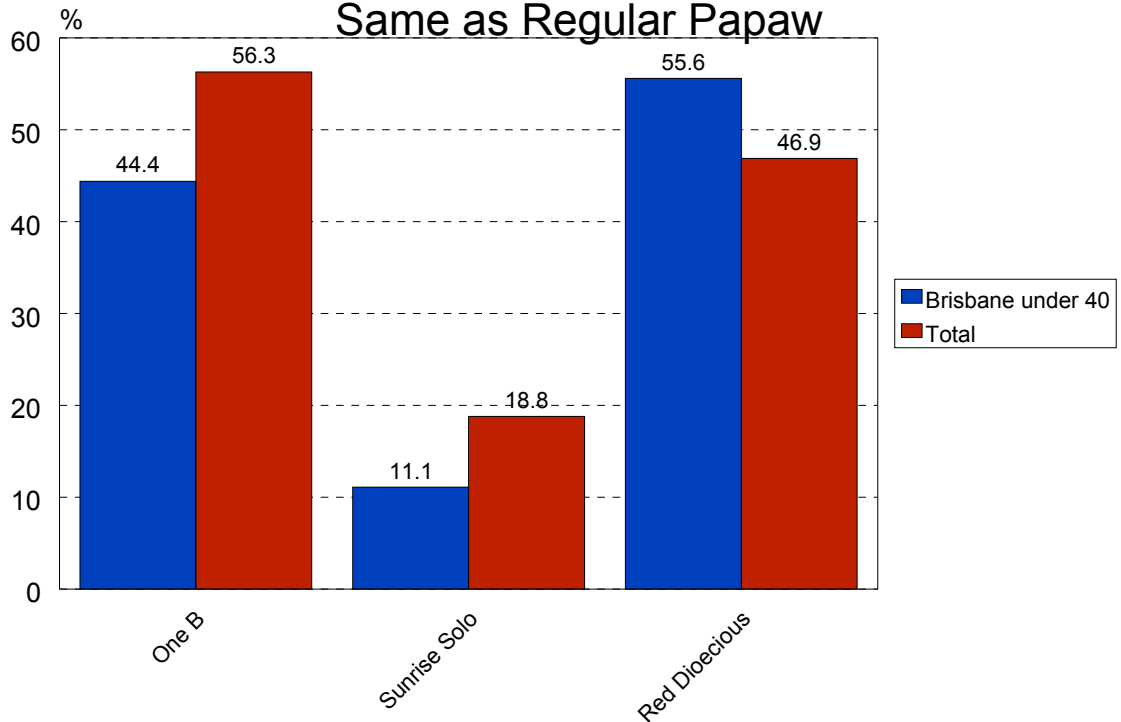
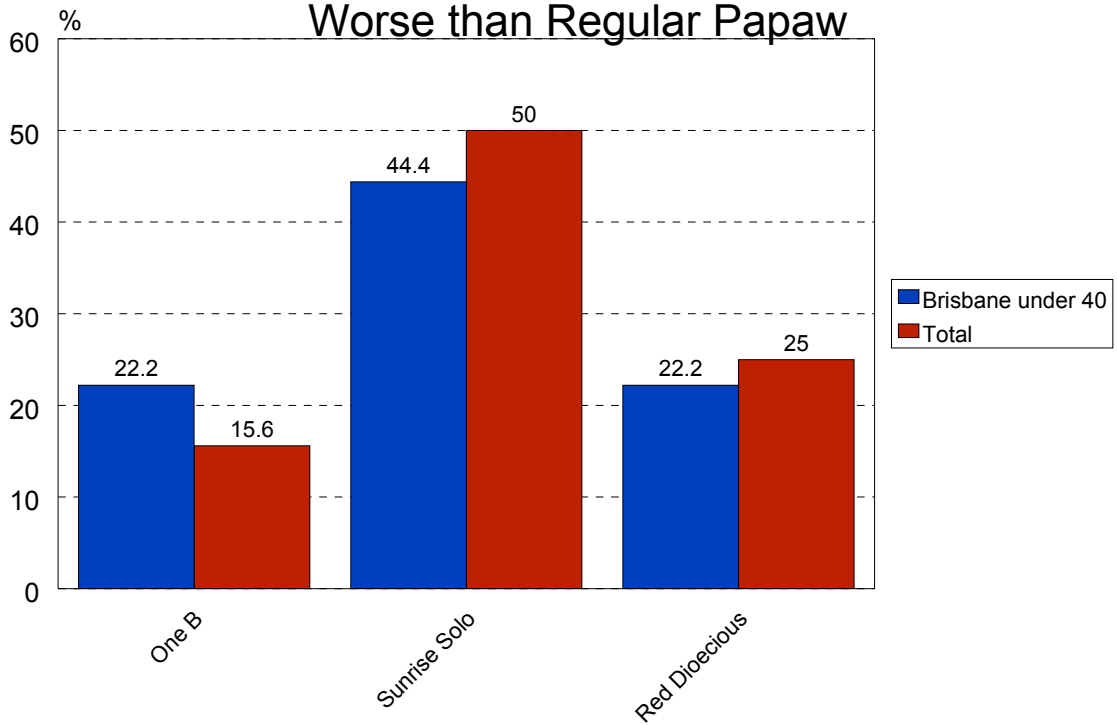


Chart 4.2.2.6

Comparison of Samples to Regular Papaw - Worse than Regular Papaw



The main results included the following:

- Higher ratings for the taste of One B and Sunrise Solo.
- Higher ratings for the texture of Sunrise Solo and Red Dioecious.
- Significantly higher ratings for the aroma of One B.
- More people rating Sunrise Solo as worse than the papaw they regularly buy.

Additional comments on the taste test included the following:

- Some felt that the third sample, Red Dioecious, was overripe.
- Some felt that sample number 2, Sunrise Solo, had very little aroma.
- Four of the people in the group liked sample number 1, One B, based on the smell, taste and texture.
- Some people preferred sample number 3, Red Dioecious, as the best.
- Three people in the group preferred sample number 2, Sunrise Solo.

Some people in the group regarded sample number 1, One B and number 2, Sunrise Solo, as being better than the papaw they currently buy.

People were shown photos of papaw varieties and asked which variety they currently purchased. The majority of the people in the group were currently purchasing One B.

Some had purchased Sunrise Solo and Red Dioecious.

People identified these papaws as having red or pink flesh and having a sweeter flavour.

Some were not familiar with Sunrise Solo and Red Dioecious.

Markings

People were asked to comment on different levels of markings on papaws. Photos used showed three graduations:

- A – fairly clear with minimal markings.
- B – a moderate level of markings.
- C – most markings.

People made the following comments on their preferences for markings:

- People preferred a papaw with a skin clear of markings.
- People did not want ‘any sunken bits’ or bruises.

- People would smell the papaw to determine whether it was ripe.
- Some people would gently press the top of the papaw to see whether it was ripe. If it was soft they knew it was ready to eat.
- While people would prefer a clear papaw skin, markings at level B were acceptable.
- Some people would buy at level C markings if the fruit was firm and smelled okay.
- People pointed out that if they could try a sample, this would be helpful because it was useful to know that the fruit was still okay even with a fair degree of marking on the outside.

People were asked to comment on the size of the papaw they preferred to buy. Comments included the following:

- Some preferred to buy a small papaw because they would use the whole papaw in one sitting.
- Some preferred to buy half papaws because a full papaw ‘does not last’. Five of the people in the group had bought cut papaws and people bought these papaws because they could ‘see what you are getting’. Sometimes only one person in the household was eating papaw and a cut papaw meant there was no wastage.
- Someone had had bad experiences and cut papaws could be fairly tasteless.
- Others in the group preferred to buy a whole papaw ‘if it looks good’.

4.2.3 Papaw Quality

People were asked to comment on what they liked most about papaws, e.g. the taste, texture and other qualities. Comments included the following:

- The smell and the taste.
- Papaw is a soft fruit – ‘it slides down and is easy eating’.
- Papaw is easily digestible.
- Papaw is refreshing.
- Papaw is a different flavour and texture to apples and oranges.
- Papaw is more exotic than other fruit.

Aspects which people liked least about papaw included the following:

- At times papaws can have ‘an off smell’.
- Papaws can be fast ripening. This meant that people had to eat them fairly quickly.
- Sometimes papaws did not have the taste people expected – people wanted a full papaw flavour in the fruit they ate.

People were asked whether they had experienced problems with papaws in the last 6 to 12 months. The types of problems people had experienced included the following:

- Some papaws were bland and had a ‘nothing’ taste.
- Some papaws did not ripen.
- Some were bitter or sour.
- Some had bought papaws that were not quite ripe but these papaws had not ripened once people had taken them home.
- One person grew papaws and fruit bats ate the papaws on the tree.
- People tended to buy what they regarded as a quality papaw. Papaws could be expensive and if the fruit was not good, this represented a waste of money.

People looked for the following qualities when choosing a papaw:

- A papaw which was firm and not too soft.
- A good smell.
- A good price.

The price people paid for papaws varied. Examples included the following:

- \$2.00 per kilo.
- \$2.99 per kilo.
- One person mentioned that the red varieties were dearer.
- At \$4.00 or \$5.00 per kilo, some would not buy papaws.
- \$2.00 each is an attractive price.

People were asked how many papaws they would buy at one time. All of the people in the group would only buy one papaw at a time. People would only buy more if there were guests coming to stay or if papaws were being purchased for a special occasion.

People who ate papaws fairly regularly were asked what kept them going back to papaws. Comments included the following:

- Eating papaws was a change from the ordinary day to day fruit.
- Papaws are something a little bit different to other fruit.
- ‘Papaws are good for you’.
- ‘It is nice to have a change’.

The main benefits people saw in eating papaws included the following:

- Papaws are full of vitamins.
- Papaws made good baby food.
- Papaws ‘keep you regular’.
- Papaw is good for the skin. Papaw extract is included in face creams and ointments.

The main reasons why some people did not buy or eat papaws very regularly included the following:

- For some there was a lack of availability of the kind of papaw they liked.
- People tended to regularly buy some fruit such as apples and oranges – papaw was not one of those regular purchases.
- People tended not to buy papaws in winter – papaws were less available during winter.
- Most people bought papaws in the summer and spring.

Health benefits of papaw were mentioned by six of the people in the group. For some people, the fact that papaws were healthy was not a major influence on whether they bought papaws or not.

Seven of the people in the group bought papaws from fruit shops and two purchased papaws from supermarkets.

Comments on purchasing in fruit shops compared to supermarkets included the following:

- Some felt that fruit shops were cheaper and had better quality fruit.
- Fruit shops were also more likely to have a niche in supplying fruit – covering a wider range.
- People were able to sample fruit in fruit shops.

- Some saw papaws on the way through as they were shopping and this prompted people to think about buying papaws.
- People would buy papaws if they looked good.
- Some would buy papaws if they saw a papaw cut in half.
- The price of papaws was important to some.
- People bought papaws if the right type was available.
- The outside appearance was important – the more attractive the papaw, the more inclined people were to buy papaws.
- People also liked to see clear papaw flesh in cut samples – this gave them an idea of the quality of the fruit.

People were asked to comment on how they decided whether a papaw was ripe. Comments included the following:

- The smell or aroma.
- By gently pushing the top of the papaw. If this was soft it indicated that the papaw was ripe.

People were asked how they stored papaws. Comments included the following:

- A number of people in the group would put the papaw straight into the fridge when they returned home from shopping.
- Others would leave the papaw out if it needed a few days to ripen.
- Those who left papaws out to ripen would put the papaw in the fridge as soon as it had been cut.
- If buying a whole papaw which needed to ripen, some would keep the fruit for a few days, perhaps even up to a week.

People were asked to comment on whether they would like information about when to buy papaws, how to store papaws and how to get the best out of papaws. People were interested in the following information:

- People were interested in information on how to choose a good papaw and how to store a papaw to get the best out of the papaw.
- While some ate papaw just on its own, others were interested in different ways of using papaw.
- The group discussed the fact that Asian recipes used papaw in soup and also discussed the fact that green papaws can be pickled.
- Papaw is a good dessert fruit.

- People were interested in information on the best ways to use papaws and in information on different recipes.
- People suggested handing out samples of papaws for people to taste as well as providing leaflets and cards to consumers in fruit shops.
- While it was useful to have information in stores, it was also helpful to have information people could take away to look at later.
- Posters were important in the fruit shop. Poster information telling people how to tell if a papaw is ripe would be useful.
- It is also useful to put information in food magazines. This might be ads as well as recipes.

4.2.4 Top Priorities

People were asked to comment on what the papaw industry needed to do to encourage younger people, teenagers and children to eat more papaws. Comments included the following:

- There is a need to improve the smell of papaws. Young children often did not like the smell of papaws.

Children usually like fruit that is sweet – papaws are not sweet enough.

- It is not possible to pack papaw in a school lunch. Other fruit is more convenient for school lunches.
- One person mentioned the banana ads which really appealed to young children. Perhaps similar papaw ads could be developed. These ads need to have a good jingle to get people interested.

The factors which would encourage people in their 20s and 30s to eat more papaw included the following:

- Emphasising the health benefits. Young people were interested in their health and this was an important message.
- There is a need to see papaws in the shop – make them more visible and also offer samples so young people could try papaws.
- Provide information on papaws and how they could be used.
- Taste testing is important. Some people did not like the aroma of papaw and it was important to taste the papaw to ‘get over the smell’.
- Some suggested providing papaw which was already cut up into bite sized portions. This has already been done with other fruit, e.g. pineapple.
- Making papaws more versatile and easier to pick up and eat as a ready made snack was important for this group.

Factors which would encourage people over 40 to eat more papaw included the following:

- The health message is also very important for this age group.
- Providing all round information on papaws and the benefits they provide was important.
- It is important to make papaw a common fruit item. Sometimes people did not see them in shops and, if they did not see them, people did not buy them.
- Older age groups used to grow papaws in the back yard and grew up with papaws. This age group is very familiar with papaws and liked papaws.

The most important information that papaw growers need to get out to people about the benefits of papaw, the availability of papaw and qualities of papaw included the following:

- It is important to let people know when papaws are in season.
People needed to know when papaws were 'at their best'.
- Information on how to choose a good papaw was also important.
- Provide information on how many days papaws will keep – when to eat them immediately and how to keep them.
- Provide information on the varieties. The red papaws are sweeter and have a different aroma. It is important to let people know that there are different varieties.
- Emphasise the health benefits of papaws including the vitamins they contain.

The top priorities which papaw growers and retailers need to concentrate on to make sure that consumers are encouraged to buy papaw when choosing fruit for their family included the following:

- Papaw growers need to explain why papaws are better than other fruit.
- There needs to be attractive displays of papaws in supermarkets and in fruit shops.
- Samples need to be available so that people can try different varieties. Samples were important for people who do not regularly eat papaws.
- There is a need to provide information on ideas for using papaw. Many people were not aware of the different ways in which papaws can be used.
- Provide information on how different colours or varieties can be used in fruit salad.

- It is important to have papaws looking good and smelling good. It is important for retailers to take ‘off papaws’ from displays so that only good quality fruit was on display – ‘get rid of the bad ones quickly’.
- People needed information on how to store papaws and how to ripen papaws.
- There needs to be more exposure of papaws in shops – some shops will only stock one variety. It is important to make papaws more visible in supermarkets and in fruit shops.
- One person pointed out that papaws were ‘never on special’. A few specials would help to attract people’s attention.
- It is important to tell people that papaws are organically grown. It is also important to let people know that papaws have a high vitamin K content. Telling people about these special qualities of papaws and the benefits that papaws can provide was important.
- People who mentioned that papaws are organic pointed out that very few chemicals are used on papaw and they are a more natural fruit. Linking markings on the outside of the fruit to the organic message was important.
- Let people know when papaws are in season and promote the fruit when it is in season.

4.3 People Aged Under 40 – Sydney

4.3.1 Papaw Purchase and Consumption

This focus group covered frequent, light and non papaw users under 40 years of age in Sydney.

At the start of the group people were asked to comment on the types of fruit they generally bought or ate in their household. Examples included the following:

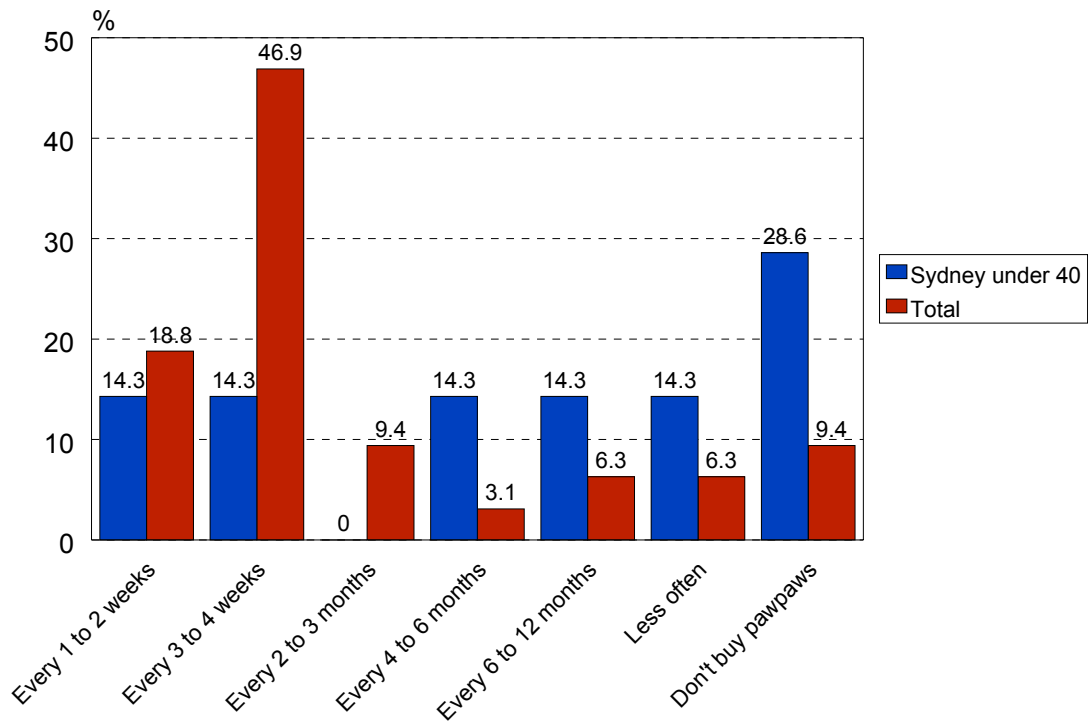
- Bananas, apples, grapes and oranges.
- Bananas, strawberries and fruit salad.
- Any fruit – this person liked a variety of fruit. This included bananas, oranges, apples, avocado and fruit on special.
- Bananas, oranges and apples.
- Berries and mangoes.
- Banana, kiwifruit, strawberries and papaw.

Frequency of Eating Papaws

Chart 4.3.1.1 gives a profile of how often people buy papaw

Chart 4.3.1.1

How Often People Buy Papaw



People were asked how often their household bought and ate papaws. Comments included the following:

- Once or twice a week.
- Once or twice a year.
- Three people in the group had eaten dried papaw recently.
- Once or twice a week.
- Some would never buy papaw.

People tended to eat papaw more often when papaw was in season.

Most people in the group ate papaws as a dessert, for breakfast or as a snack.

People in this focus group did not regard papaws as an everyday fruit simply because of the price of papaws. Papaws were more exotic and more expensive than other fruit.

4.3.2 Taste Test

People in the focus group were asked to evaluate samples of three different varieties of papaw:

- One B.
- Sunrise Solo.
- Red Dioecious.

Charts 4.3.2.1 to 4.3.2.6 give a profile of results covering feedback on:

- Papaw taste.
- Papaw texture.
- Papaw smell or aroma.
- Whether the papaw samples were better than, the same as or worse than the papaw people currently purchased.

The main result from the taste test included the following:

- People preferred the taste of the One B and Red Dioecious.
- People rated the texture of all samples as fairly familiar.
- People preferred the aroma of the One B.
- More people believed the Sunrise Solo was worse than the papaw they regularly bought.

People were asked which variety they enjoyed most:

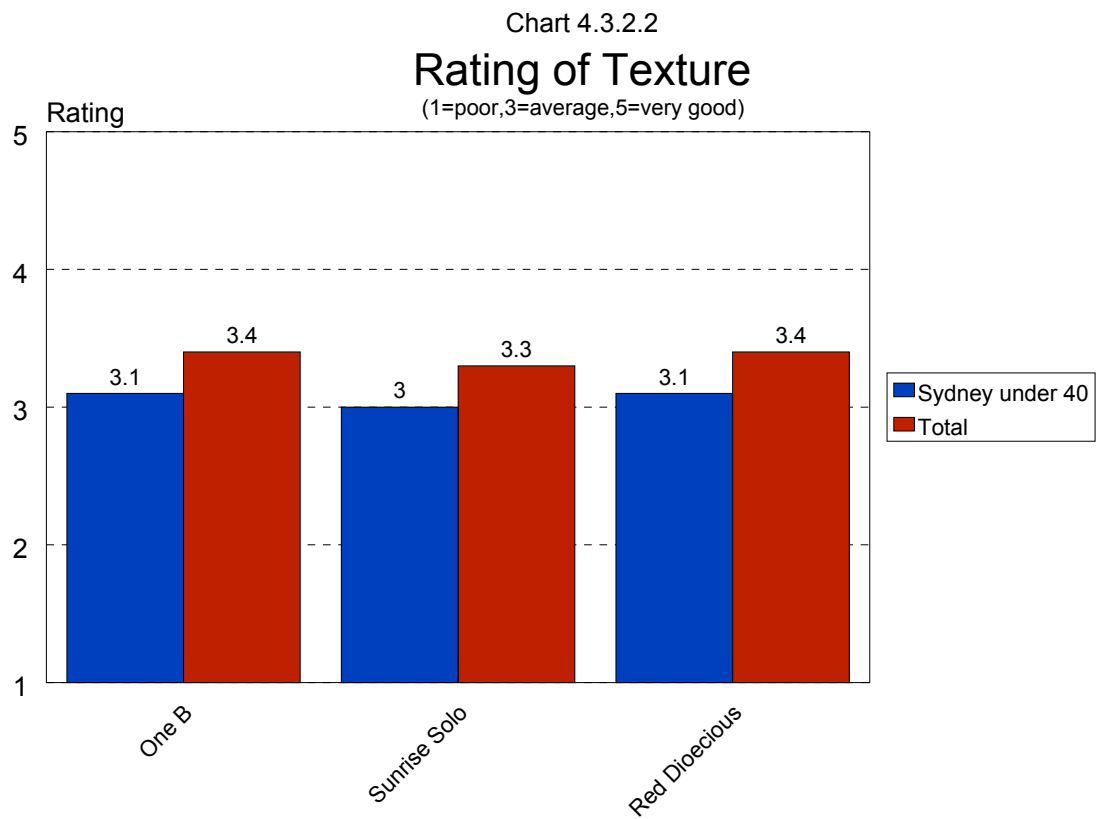
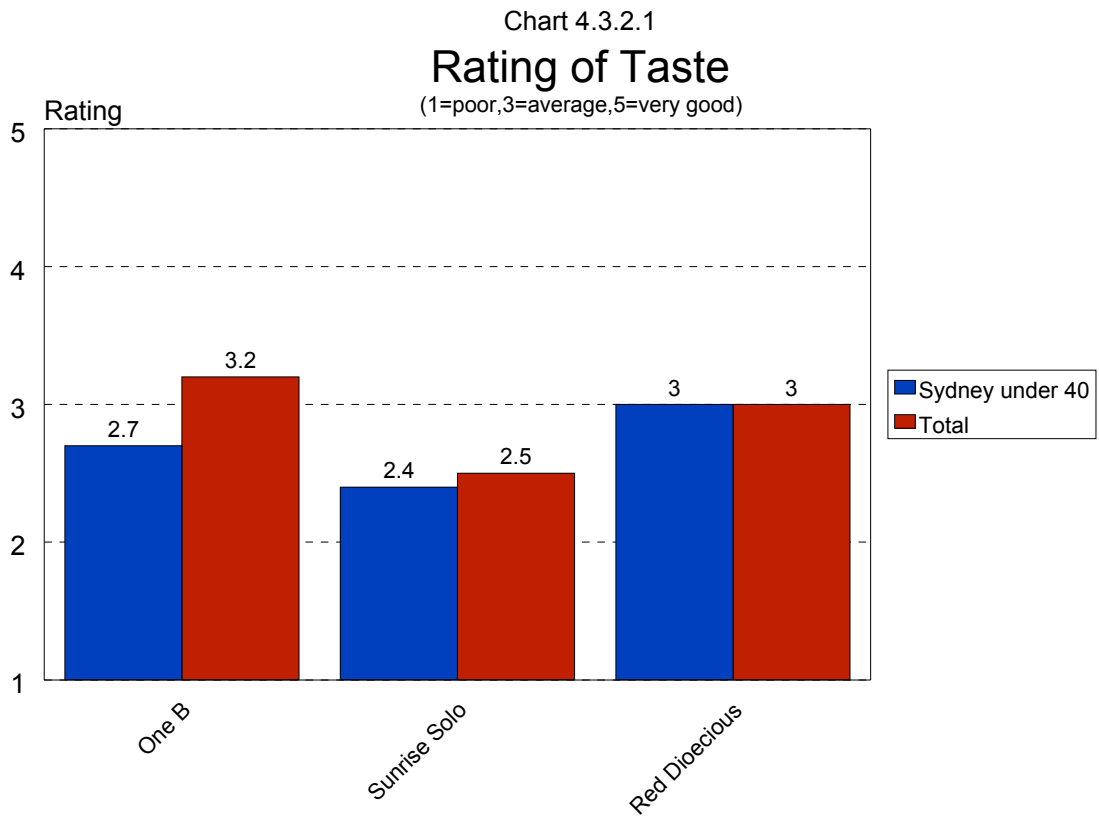
- Three people in the group preferred the Red Dioecious.
- Three people in the focus group preferred the One B.
- One person in the group preferred Sunrise Solo.

People liked the Red Dioecious because it was sweeter and ‘riper’.

Some felt that the One B was bland. The person who liked the Sunrise Solo felt it had a good taste.

Some people felt that the Red Dioecious ‘smelled the best’.

Those who did not enjoy the One B felt it was bland and too ‘loose’ in terms of the texture.



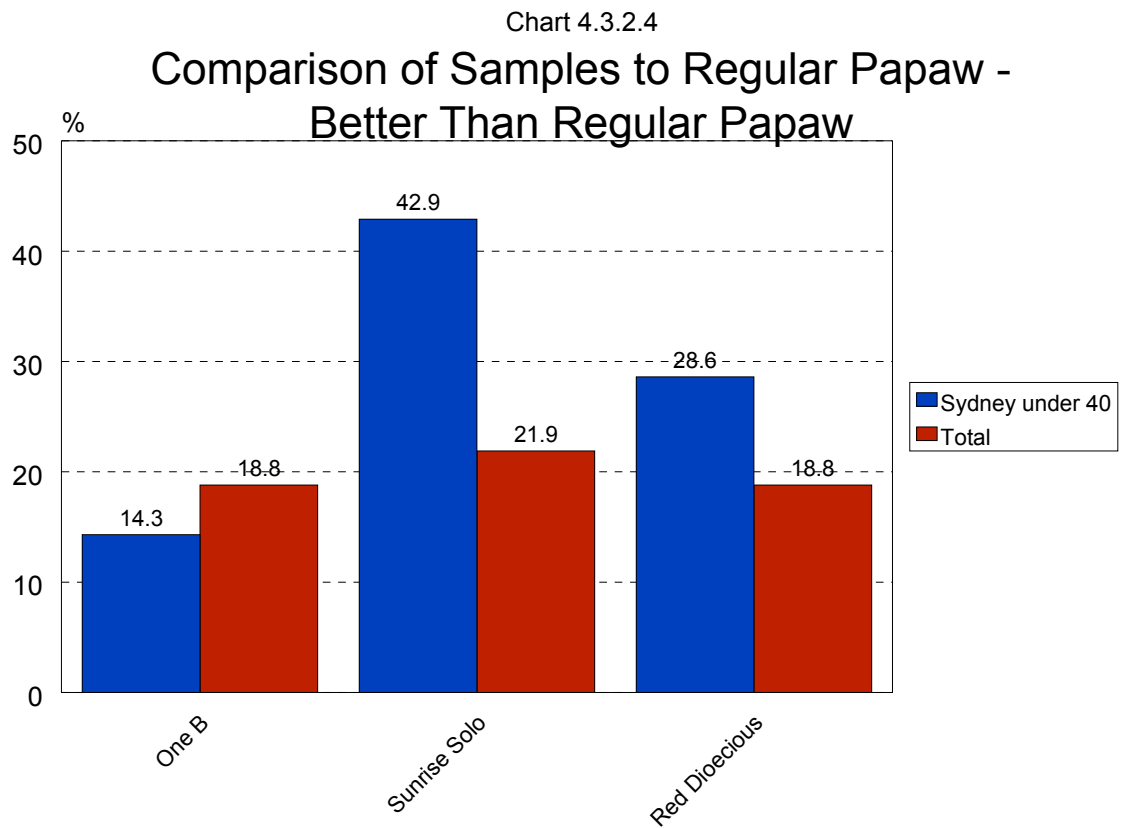
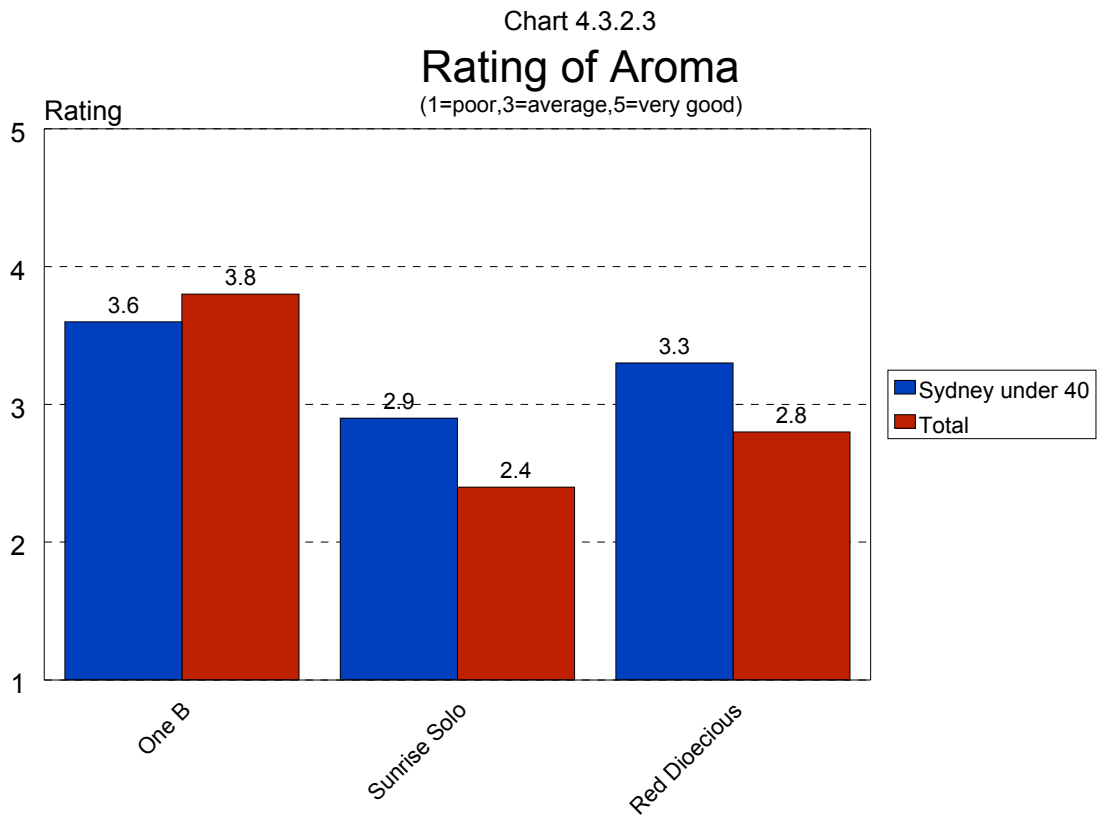


Chart 4.3.2.5

Comparison of Samples to Regular Papaw - Same as Regular Papaw

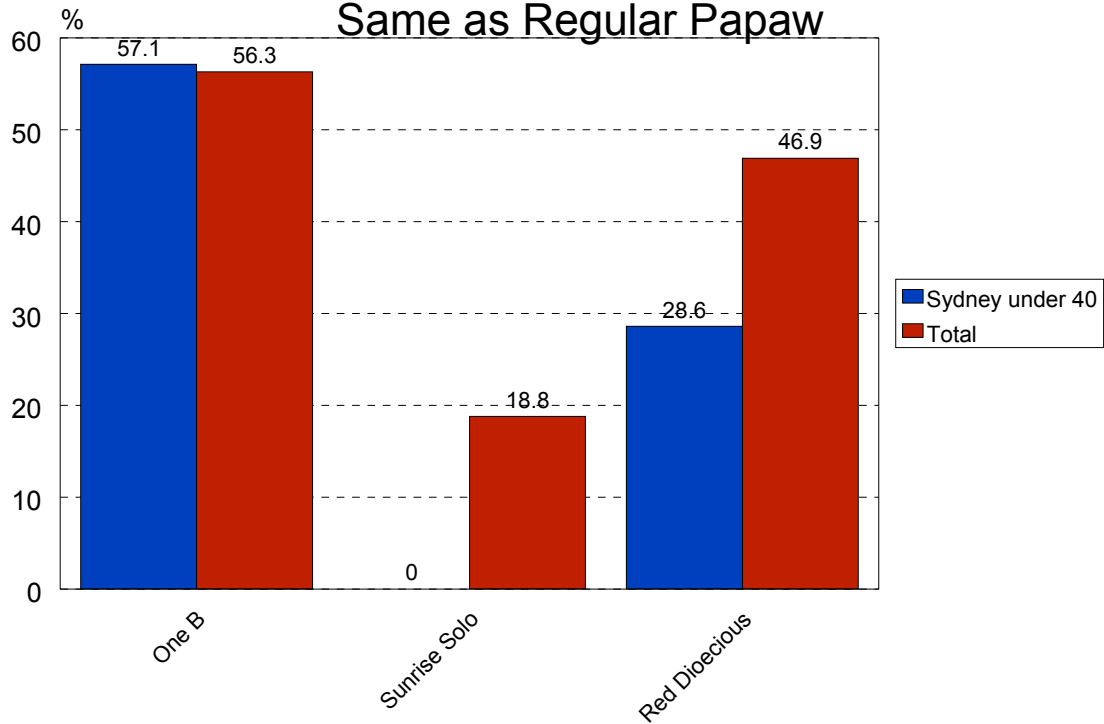
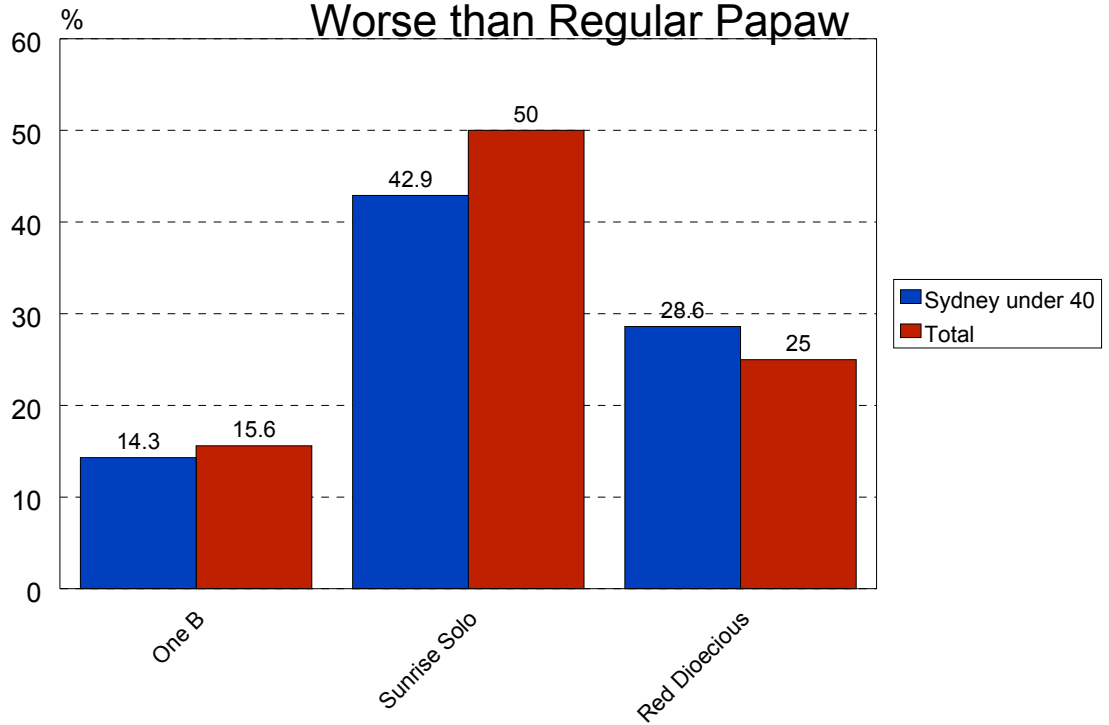


Chart 4.3.2.6

Comparison of Samples to Regular Papaw - Worse than Regular Papaw



One person felt that the Sunrise Solo was too soft or overripe.

Two of the people in the group felt that the papaw samples were better than their usual papaw in terms of the texture and the flavour.

Some felt that the Red Dioecious was the ideal papaw.

Most people in the focus group identified Sunrise Solo as the papaw they regularly buy.

Some purchased One B.

People pointed out that they often did not see several different varieties in the shop at any one time – there was usually just one variety available.

Some preferred the Sunrise Solo because it was a better size for one or two people.

Markings

People were asked to comment on the level of markings they would find acceptable on papaws.

Most of the people in the group preferred markings at level A or B (predominantly clear).

Some felt that markings at level B would indicate that the papaw was riper.

Having information on the fact that markings would not affect the quality of the fruit was useful to people.

Young people often preferred the smaller sized papaw simply because there would be no wastage.

Young people were also interested in cut papaws. Cut papaws allowed them to see the quality of the fruit.

A few in the group would only buy whole papaws because the fruit would be fresher.

4.3.3 Papaw Quality

People were asked to comment on what they liked most about papaws. Comments included the following:

- The health benefits of papaws. One person mentioned that papaw can help to fight cancer.
- Papaw is good for the skin.
- Papaws have a different flavour to other fruit.
- People liked the sweeter flavour of papaw.

- Papaw offers something which is very different in terms of taste.

The aspects which people liked least about papaws included the following:

- The smell – some did not like the smell of papaw.
- Some papaws can be bitter.
- Some did not like the soft texture of papaw.
- Papaws can be messy to prepare. Some were lazy and it was ‘too much trouble’.

The problems which people have experienced in the last 6 to 12 months with papaws included the following:

- Some papaws could be bitter.
- Some papaws were bland.
- Papaws were expensive and people were put off buying papaws if they were not good quality.
- If the papaw was too ripe, people would be put off by papaws again simply because they would not use the papaw they had purchased.

People looked for the following qualities when they chose a papaw:

- The smell or aroma of the papaw.
- The firmness of the fruit.
- The colour of the papaw.

People were interested in information on how to choose a good papaw.

Some young people also wanted to ‘try before they buy’ so that they could test the quality of the fruit.

People were also interested in information about how papaws ripen.

Information on the differences between the varieties and how they should be stored and ripened would also be very useful.

People saw the main benefits of papaws as including the following:

- Papaw is good for the skin. Papaw is used in various ointments.
- Papaw is very good for the digestive system.
- Papaws are rich in vitamins.
- Papaw is a tropical fruit – it is exotic.

People were asked to comment on the use of the term papaw and papaya. Some felt that papaya only related to overseas fruit.

People did not believe that it was important to use the term papaya – people were very familiar with the term papaw.

The main reasons why some people did not eat papaw regularly included the following:

- For some, the cost was a deterrent. If papaw was cheaper, e.g. as cheap as bananas, people might consider papaws.
- Some did not like the taste of papaw.
- Some did not know how to use papaws. Information and recipe cards would give people more ideas.
- Some would eat the papaw on its own and would not add anything else to the papaw.
- Having information on sugar levels was important for people who had diabetes. People did not really know what the sugar levels were for papaw.
- Information on health benefits was important – it was useful to know about these benefits.
- People also wanted to know where papaws were grown and when papaws were in season.

The price people generally paid for papaws included the following:

- \$3.00 for a half papaw.
- \$2.00 for a whole papaw.
- \$2.50 per kilo.
- \$3.00 for a half papaw.
- \$3.00 to \$4.00 for a whole papaw.

If papaws were less expensive people would be more inclined to buy papaws.

People pointed out that they would only ever buy one papaw at a time.

Most young people bought papaws from fruit and vegetable shops.

Some felt that fruit might look better in supermarkets but may not necessarily taste any better.

Some felt that the quality of fruit in fruit shops was not as good as the quality in the supermarket.

People judged papaw ripeness in terms of the smell or aroma as well as the feel of the fruit.

When asked how they would store papaws, two of the people in the group would put the papaw into the fruit basket until it ripened while the other two would place the papaw straight into the fridge.

People would find it useful to have information on when to buy papaws, how to store papaws and how to get the best out of papaws.

People made the following comments on information:

- Posters on papaws would be useful in stores.
- Information cards on choosing papaws, how to use papaws and how to store papaws would be useful.
- Information on papaws could also include serving suggestions and recipes.
- Having papaws featured on television would help to raise awareness.
- There should be articles on papaws in the food and wine section of the weekly and weekend papers.
- Some people mentioned the very strong television advertising for bananas. Similar advertising could be considered for papaws.

4.3.4 Top Priorities

People were asked to comment on what the papaw industry needs to do to encourage young people to eat more papaws. Comments included the following:

- It is important to emphasise the health benefits of papaws.
- Having targeted sampling in stores would help to market papaws. People who are not regular papaw users preferred to sample the papaw first.
- It is important to make papaws ‘trendy’. This could include emphasising the health benefits, having papaws featured in reporting on food trends – making it more interesting to young people.
- Providing taste tests so young people could try before they buy the papaw.

The most important information that papaw growers need to get out to people about the benefits of papaw, the availability of papaw and other aspects included the following:

- Provide information on the health benefits including the vitamins that papaws contain.
- Provide information on how to pick a good papaw.

- Letting people know that papaw has a unique flavour and is very good for desserts.
- Providing alternative health information on the benefits of eating papaws. This includes highlighting illnesses or conditions which might be assisted by papaws.
- Letting people know that papaws are very versatile and can be used in meat and other dishes.

The top priorities which papaw growers and retailers need to concentrate on to make sure that consumers are encouraged to buy papaws when choosing fruit for their family included the following:

- Having papaws at an attractive or affordable price.
- Having samples of papaws in store for people to try.
- Making papaws more prominent and visible. This includes having fruit on display as well as using posters.
- Have papaws which look attractive.
- Telling people that papaws are naturally grown and that chemicals are not used on papaws.
- Letting people know that papaws are grown in Australia.
- Having better positioning in the stores so that people see papaws when they go into supermarkets and fruit stores.
- Make sure that papaws are pleasant tasting.
- Make sure that retailers take off the poor or 'off' papaws – making sure that only good quality papaws are on display.

4.4 People Aged 40 and Over – Brisbane

4.4.1 Papaw Purchase and Consumption

This focus group contained frequent and light papaw users aged over 40 in Brisbane.

At the start of the group people were asked to comment on the types of fruit they generally bought or ate in the household. Responses included the following:

- The household buys a mix of fruit. The family participates in a group buying service and fruit is delivered to this man's wife's workplace. The family also buys fruit at the supermarket.
- Oranges, mandarins, apples, papaws, custard apples, rockmelons, bananas and strawberries.
- Bananas, apples, mangoes, rockmelons and papaws.

- Fruit in season and oranges.
- A full range of fruit in season including papaws once a week.
- A range of fruit. The children in the household preferred oranges, apples and bananas.
- Seasonal fruit and a mix of different fruits.
- Mandarins, apples and bananas.
- Fruit in season, papaws and watermelon.

Frequency of Eating Papaws

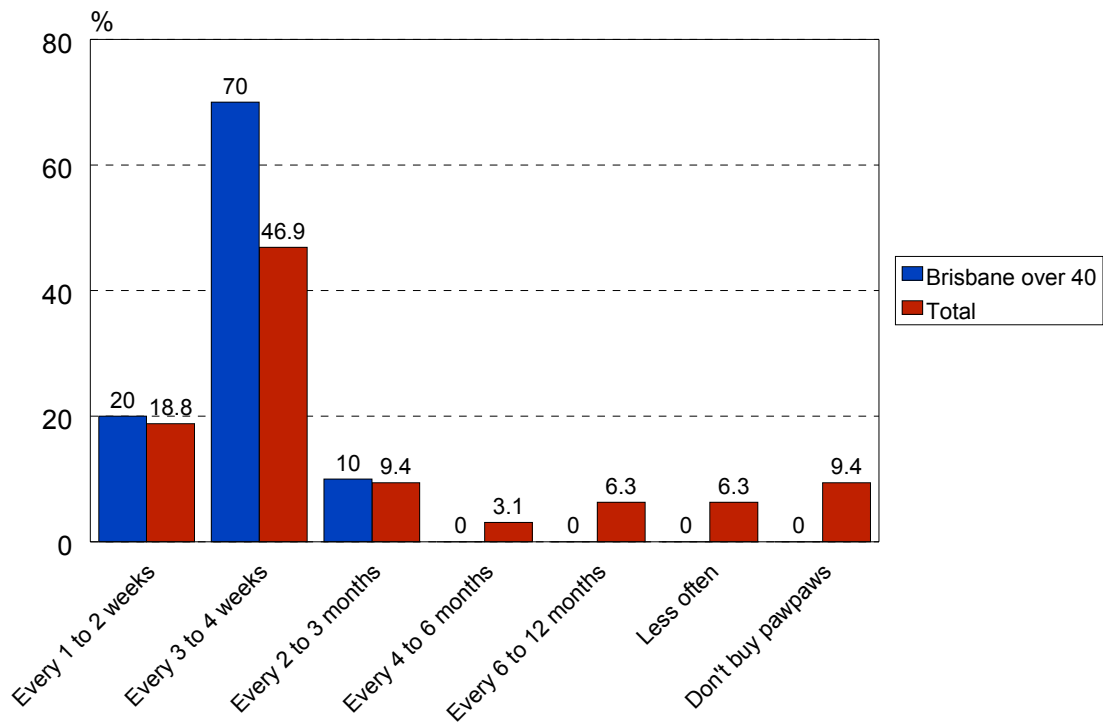
People in the group were asked to comment on how often their household bought and ate papaws. Comments included the following:

- Some bought papaws once every two to three weeks.
- Others bought papaws as a treat.
- Buying papaws when available.
- One person bought papaws cut in half as his wife did not like papaws and did not like the smell.
- Buying a half papaw every two to three weeks.
- People commented that papaws did not keep as well so they had to be eaten fairly quickly.
- Some did not like buying cut papaws as they did not know how long ago papaws had been cut and put on display.
- Buying papaws every few weeks.
- People enjoyed papaws with passionfruit, orange juice or lemon juice.
- Some enjoyed papaw in fruit salad.
- Some had papaws with ice cream.

Chart 4.4.1.1 gives a profile of how often people buy papaw.

Chart 4.4.1.1

How Often People Buy Papaw



People in the focus group regarded papaws as a summer fruit. Many said that in winter they did not feel like eating papaws.

Some used papaws in cooking.

Some in the group felt that the quality of papaws varies in winter. Some winter fruit does not ripen and can be higher in acid.

People in the group generally agreed that papaw was a summer time fruit.

People were asked to comment on when they ate papaw. Comments included the following:

- One person ate papaw to 'settle the stomach'.
- Papaw is more a weekend fruit.
- Some ate papaws as a snack through the day.
- Some ate papaw at lunchtime.
- Again, people discussed the fact that papaw could be a weekend fruit as well as being eaten at lunchtime.

Nine of the people in the group regarded papaws as a treat. They did not regard papaws as an everyday fruit such as bananas.

People liked papaws and regarded it as a higher quality item and bought the fruit as a treat.

4.4.2 Taste Test

People in the focus group were asked to evaluate samples of three different varieties of papaw:

- One B.
- Sunrise Solo.
- Red Dioecious.

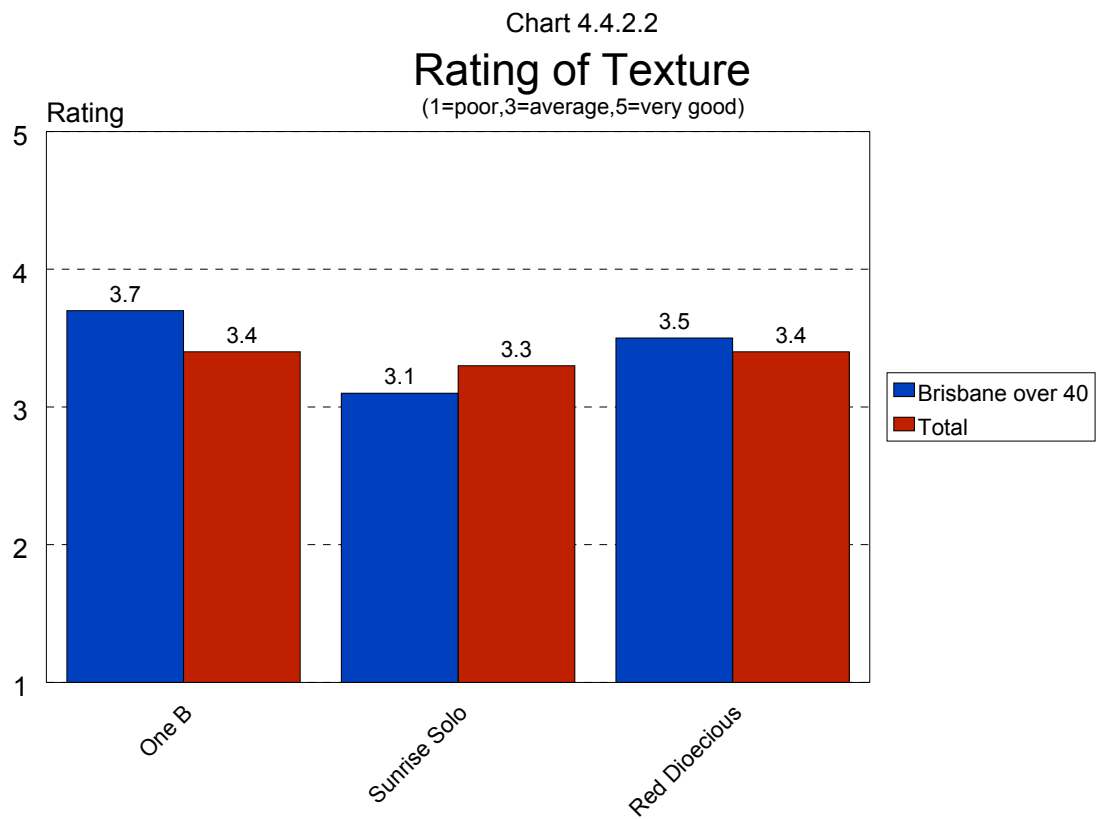
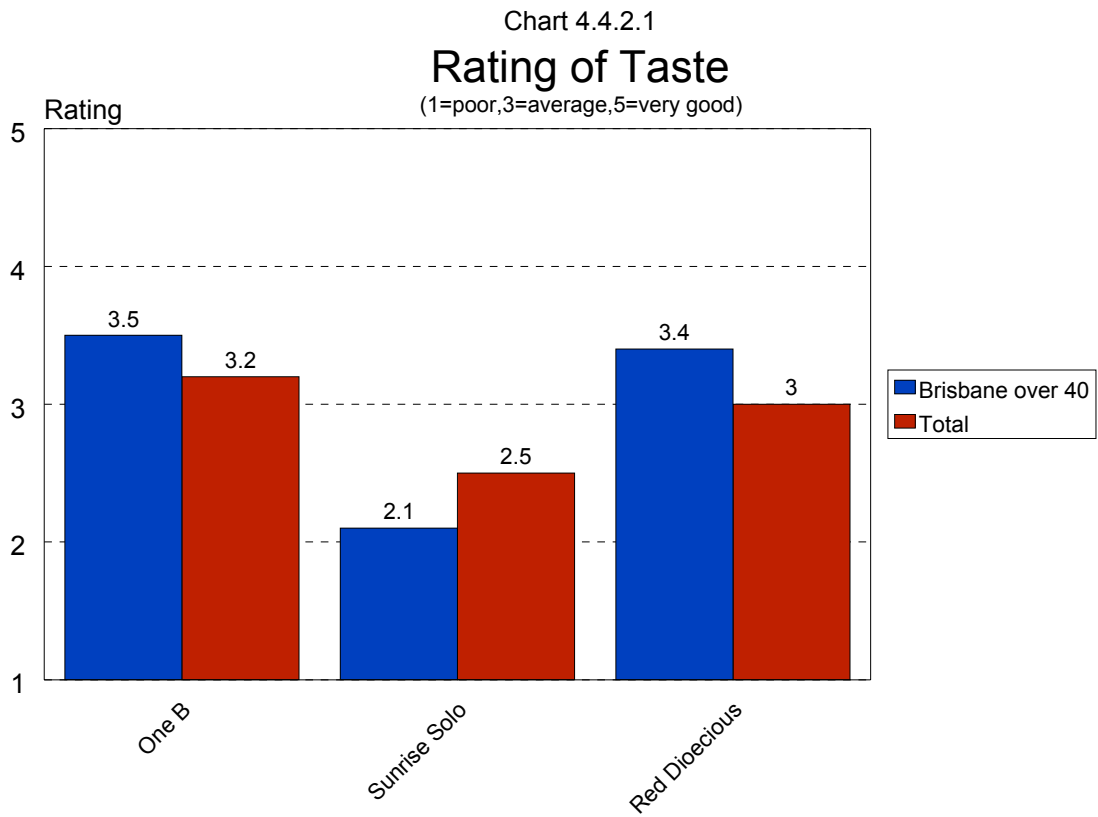
Charts 4.4.2.1 to 4.4.2.6 give a profile of results covering feedback on:

- Papaw taste.
- Papaw texture.
- Papaw smell or aroma.
- Whether the papaw samples were better than, the same as or worse than the papaw people currently purchased.

The main result from the taste test included the following:

- People preferred the taste of One B and Red Dioecious.
- People preferred the texture of One B and Red Dioecious.
- People preferred the aroma of One B.

Most people regarded the Sunrise Solo sample as worse than the regular they bought.



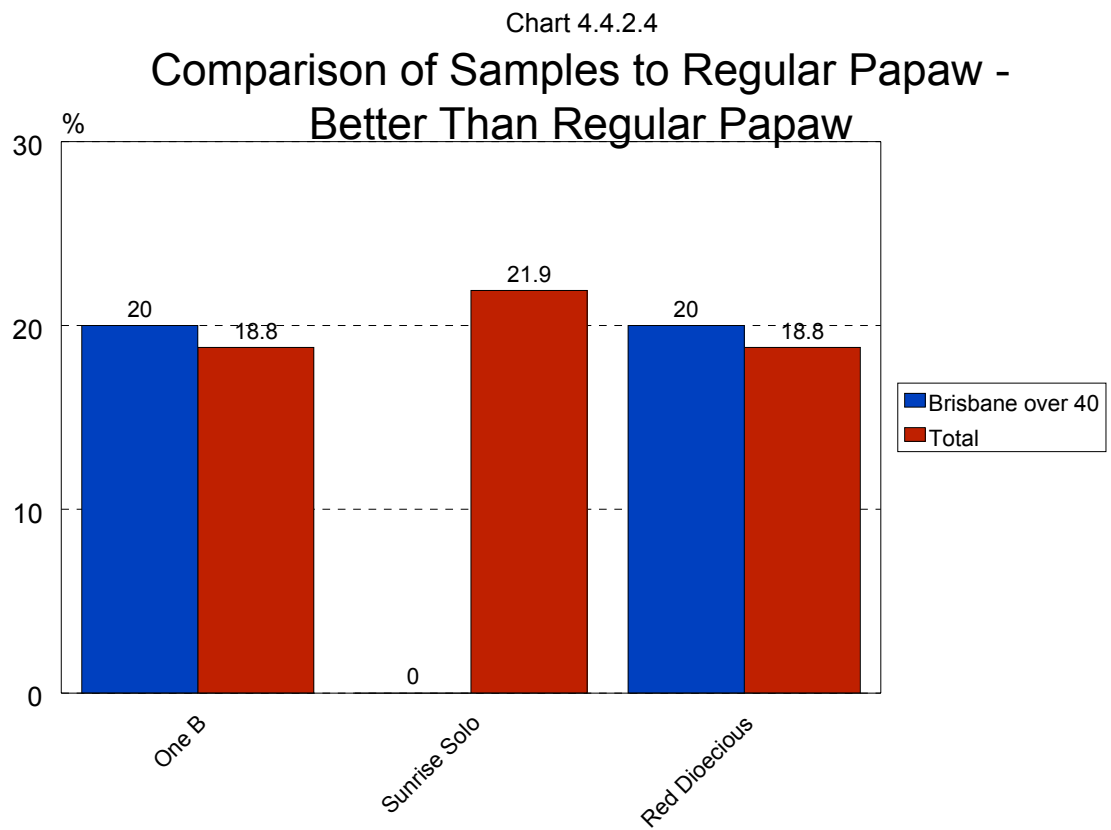
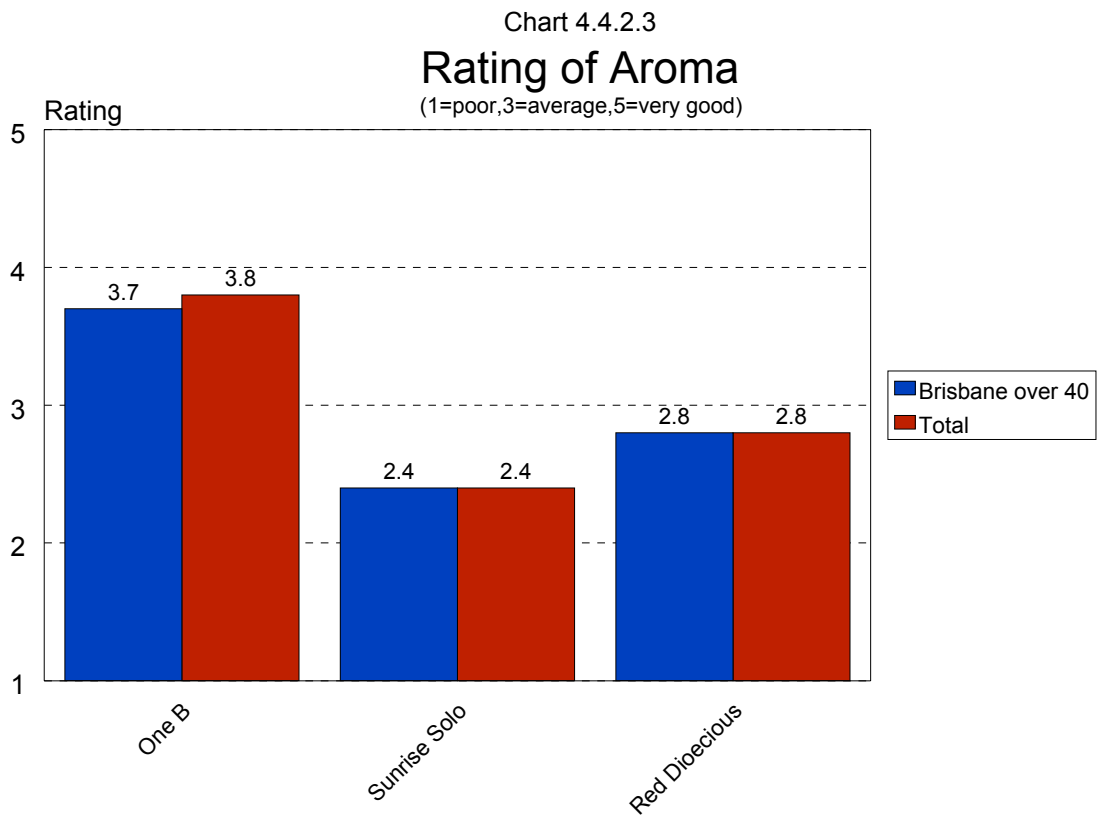


Chart 4.4.2.5

Comparison of Samples to Regular Papaw - Same as Regular Papaw

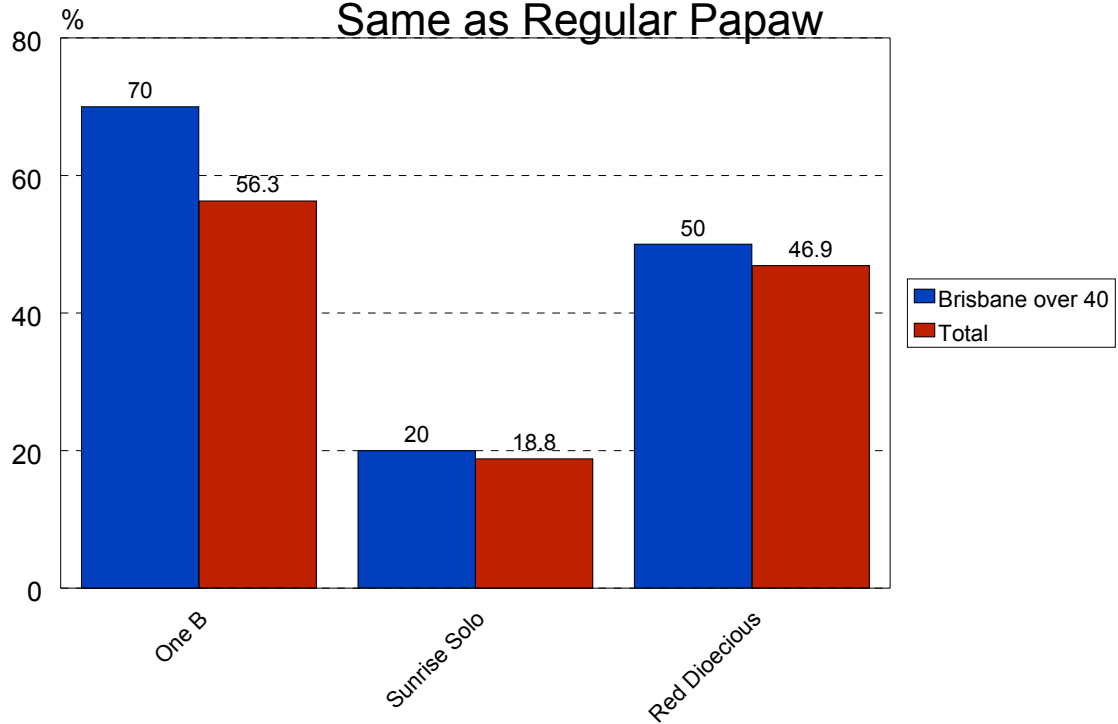
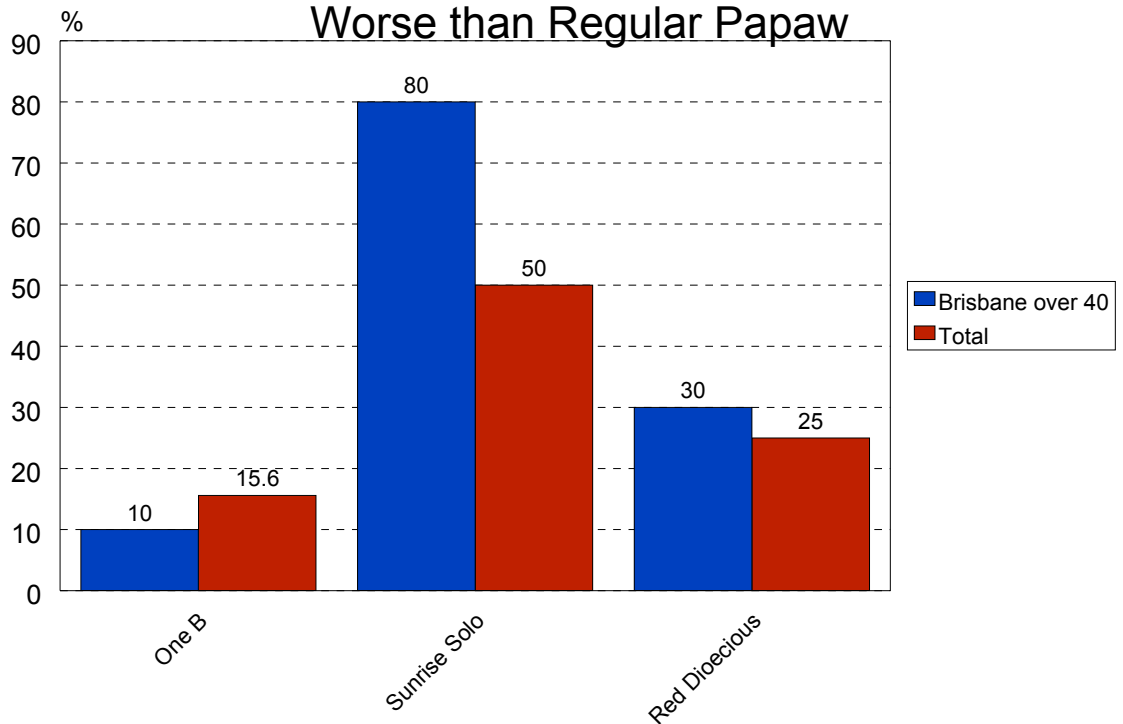


Chart 4.4.2.6

Comparison of Samples to Regular Papaw - Worse than Regular Papaw



Nine of the people in the group preferred sample number 1, the One B papaw. Three people in the group also liked the Red Dioecious.

People made the following comments on the taste of papaw:

- One B has the typical papaw smell and flavour.
- People felt the One B was a good quality papaw and liked the texture.
- One person felt that the One B sample was 'a bit firm'.
- One B was 'not lumpy like the Red Dioecious'.
- Some people did not like the smell of the One B variety.
- Others felt that One B had the best smell or aroma of all three varieties.
- Some felt that the texture of the Sunrise Solo was 'soft'.
- A few people in the group did not like the bland taste of the Sunrise Solo. One person felt that it had a 'kerosene taste'.
- One person felt that the Red Dioecious had an 'unusual taste'.
- The Red Dioecious had the strongest aroma.
- Red Dioecious was sweeter than the other varieties and the smell was not as strong.
- Views of Sunrise Solo and Red Dioecious varied during the group. Some did not like the red papaw while others liked the taste.

People in the group generally believed that the quality of papaws was better in fruit shops than in supermarkets.

People in the focus group mentioned One B as the variety they currently bought.

Some would buy a smaller papaw as a snack for one or two people.

Most pointed out that they bought 'what is available'. Most did not see other varieties of papaw in stores.

When asked to comment on the names papaw and papaya, people in this group regarded them as the same fruit.

One person pointed out that papaya is used to describe papaw in Hawaii. People preferred the term papaw.

Papaya is a more exotic term but tended to indicate that the fruit was from overseas. People would want to know that they were buying fruit which was growing in Australia.

People regarded papaws as a tropical fruit.

One person pointed out that papaw extract can be used to tenderise steak. Asian people also use green papaw in cooking.

Papaw is also an ingredient in tiger balm ointment.

Papaw is good for the skin.

Markings

People were asked to comment on the level of outside markings on papaws. People made the following comments:

- People wanted a clear and blemish free papaw – ‘the clearer the better’.
- Other people pointed out that papaws were a natural fruit and that markings indicated that papaws were naturally grown. One person felt that a papaw was better quality if it had markings on the skin.
- People would not buy papaws with black markings or with areas ‘pushed in’ on the papaw.
- People were interested in information on ‘what is a good fruit’. Information on markings and the fact that it would not affect the quality of fruit was important.
- People did not want to buy fruit with fly sting or insect damage.
- People would purchase papaws with markings at level A if they wanted to keep the papaw for a few days.
- Nine out of ten people in the group would prefer to buy papaws with marking levels at either A or B.

Some people would store papaws in a fruit bowl while others would put them into the fridge.

All of the people in the group only bought one papaw at a time.

Regular papaw buyers would buy papaws regardless of the size. If the papaw was large they would be looking for a good price.

People expected that clear papaws would be more expensive.

Some people in the group would purchase cut papaws. They preferred a cut papaw because this would show them how good the papaw was. People wanted to see the papaw.

Others preferred to purchase cut papaws because it would reduce wastage. If they were only going to use half the papaw, this was the better option.

It would be useful to have taste samples to encourage people to try papaws and try different varieties.

4.4.3 Papaw Quality

People were asked to comment on what they liked most about papaws. Comments included the following:

- The health benefits.
- Papaws are good for the stomach and the digestive system.
- Papaws are very good for facials – they are very good for the skin and tend to ‘loosen it up’.
- Papaws are different from bananas and apples – papaw is not an everyday fruit.
- Some felt that papaws were an acquired taste.
- People liked the freshness about papaws. People could ‘taste the freshness’.
- Papaws offered more variety – it is something a little bit different to other fruits available.
- Eating papaw after a hot curry is refreshing and cools people down after the curry.
- One person liked to eat papaw with ice cream.
- The enzymes in papaw are very good for the intestine. They help to overcome bloating and flatulence.
- One person mentioned that papaws were good for a hangover cure.
- People liked the health benefits of papaws – ‘they are good for your tummy’.
- One person mentioned that papaws are also very good for burns.
- One person mentioned that it was important not to eat papaws when pregnant as this could affect the pregnancy.
- Some could eat papaws as a whole meal or could eat a whole papaw as a snack.
- People liked the fact that there were other varieties of papaw available.
- Papaw was ‘something special’.

People liked the following aspects least about papaws.

- The smell of papaws.

- Some felt that the taste of papaws varied. People might spend \$3.00 or \$4.00 on a papaw and wanted to make sure that they got a papaw that tasted good.
- Some did not like the seeds – ‘they stick to everything’.

People were asked to comment on problems they had experienced with papaws in the last 6 to 12 months. Comments included the following:

- People felt that winter papaws were very different from the summer fruit. Winter papaws did not have the same taste.
- People felt it was important for papaws to be consistent in terms of the taste – it was important for growers to ‘get their act together’.
- One person wondered whether it was possible to buy canned papaw – like canned mangoes.

People regarded papaws as a summer fruit. Some people liked to eat papaw with orange juice on top of the papaw.

People had noticed papaw as an ingredient in skin moisturiser.

One person had home grown papaws and this was always a nice gift.

People made the following comments on factors which would encourage them to eat papaws more frequently than they currently do:

- Some people were interested in serving ideas. While some were familiar with having papaw with orange juice, others were interested in these serving suggestions, e.g. using orange juice, lime juice or lemon juice.
- Information on how to pick a good papaw was also very interesting to consumers.
- One person pointed out that papaws were good for hangovers – people might be interested in this fact.
- People did not see any coverage of papaws in women’s magazines. Making papaws more prominent would help to make people aware of papaws and encourage more people to buy papaws.
- Information on how to keep papaws was also important. People discussed their different approaches including putting papaws in fruit bowls, storing papaws in the fridge and storing papaws in zip lock bags in the fridge.

People were asked to comment on their pattern of buying and eating papaws in recent years:

- Some people were buying the same amount of papaws.
- Others were buying less in the household depending on the number of people in the household who ate papaws.

- Some felt that papaws were an impulse buy – if they did not see papaws they did not tend to buy them.
- For some people papaw was a regular fruit in the household.
- Some people pointed out that in the supermarket, ‘they had to go looking for papaws’.
- One person mentioned that Action supermarkets feature all tropical fruits in one area. This was attractive and also helped to remind people of the different tropical fruits available.
- People in the focus group felt that they had grown up with papaws but younger people today had not had that same experience.

People were asked to comment on the price they currently pay for papaws they buy. Comments included the following:

- \$2.00 per kilo.
- \$2.50 per kilo.
- \$0.99 to \$2.99 per kilo.

Some people felt that once papaws were over \$3.00 per kilo they would not buy papaws.

Another person in the group mentioned that \$3.50 per kilo was the cut off point – after that price they would not buy papaws.

Some felt that over \$2.50 per kilo was too much to pay for a papaw.

Only one person in the group would buy more papaws if the price was lower. However, consumers also had to consider whether papaws would be eaten if they were bought – most households would only buy one papaw at a time.

Three or four people in the focus group bought papaws at supermarkets and the remainder bought papaws at greengrocers. Comments on differences in the quality and range of papaws available in supermarkets and from the greengrocer included the following:

- People felt that fruit from the greengrocer was fresher.
- Some people trusted their greengrocer to have better quality fruit and vegetables available.
- Some people in the focus group felt that supermarkets were ‘getting better’.
- One person felt that supermarkets were more expensive than greengrocers – sometimes up to \$1.00 per kilo.

People were asked to comment on how they decided whether a papaw was ripe. Comments included the following:

- People could tell whether a papaw was ripe by the feel and the smell of the papaw.
- People would hold papaws gently and feel the yield in the fruit and the level of softness.
- Pressing papaws at the top of the papaw to see whether it was ripe.
- All of the people in the group agreed that it was useful to have information on how to tell whether a papaw is ripe.

Comments on storage of papaws included the following:

- Some people would place papaws in the fruit bowl on the table.
- People stored papaws in the fridge after they had been cut.
- One person stored papaw in Tupperware in the fridge.
- People would leave papaws out if they needed to ripen.

People were interested in information which could be made available in stores on 'how to get the best out of the papaws'.

People felt it was important to have promotions which included samples of papaws so that people could try these samples in the supermarket or greengrocer.

People were also interested in demonstrations of how to use papaw in cooking.

One person mentioned that they wrapped papaws in newspaper to ripen them and other people in the group were interested in this information.

Another person made kebabs using papaw and combined papaws and prawns in recipes. This was a very good flavour combination.

People were interested in information on when to buy papaws, how to store papaws and how to get the best out of papaws.

People wanted to be able to pick up a brochure in the store as well as seeing information in magazines with comments and recipes. Brochures should provide information about papaws as well as serving and cooking suggestions.

4.4.4 Top Priorities

People were asked to comment on what the papaw industry needs to do to encourage young people to eat more papaws. Comments included the following:

- The industry has to 'make it cool' to eat papaws.
- Get Ian Thorpe involved in TV promotions of papaws.

- TV advertising with a catchy tune was always effective. People discussed the successful banana ads.
- People saw papaw as a component or ingredient with ice cream, e.g. mango and ice cream.
- Having a mascot, e.g. Peter Papaw.

To encourage more people in their 20s and 30s to eat papaws, the industry needs to focus on the following areas:

- Promoting the health benefits of papaw.
- Letting people know that papaw is a hangover cure.
- Making papaws trendy. This includes entertaining suggestions for young people as well as papaw cocktails. Trendy recipes help to make young people interested in different foods.
- Health food stores stock dried fruit including dried papaws.
- There are lots of dishes in which papaws can be used. It is important to let people know what those dishes are and provide serving suggestions.

Factors which would encourage more people over 40 to eat papaws included the following:

- Emphasising the health benefits and the convenience of papaws.
- Letting people know the benefits of papaw to the digestion.
- Telling people that papaws are easy to digest.
- Telling people that eating papaws promotes regularity.
- Letting people know that papaws can be used as a skin treatment and in facials.
- The message that 'papaws are good for the stomach'.

The most important information that papaw growers need to get out to people about the benefits of papaw, the availability of papaw, the taste and other factors included the following:

- The industry has to emphasise the health benefits of papaw.
- Let people know that papaw is a versatile fruit.
- Telling people that buying papaws will support local industry. People needed to know that papaws were grown in Queensland.

- Telling people that there are different varieties of papaws available. It is important to have sampling and taste testing so that people could try these new varieties.
- Providing information to people on how to pick a good papaw and when to know when a papaw is ripe.
- Have a papaw ad on the Brand Power advertising segment.
- Telling people how to store papaws.
- Providing information on the different uses of papaw, e.g. serving suggestions including orange juice with papaw, lime juice and lemon juice.
- Emphasising the different ways in which papaw can be used including fruit salad and serving papaw with ice cream.
- Suggesting to people that they add papaw to other fruits, e.g. rockmelons and papaws in melon balls or on kebabs.
- Promoting the different varieties. For some people, the smaller sized varieties such as Sunrise Solo and Red Dioecious will be more attractive.

The top priorities which papaw growers and retailers need to concentrate on to make sure that consumers are encouraged to buy papaws when they are choosing fruit for their family included the following:

- Ensuring the quality and consistency of quality of papaws.
- Making sure that papaws have a good taste.
- Having a good presentation in store to attract attention.
- Making sure that papaws are not too spotted or marked.
- Making papaws ‘cool for kids’ to get the younger generation eating papaws.
- Developing papaw ice blocks or ice creams.
- Providing information on when to choose papaws and when they would be ripe, e.g. stickers which show that a papaw will be ripe in three days. More information makes it easier for people to buy and use papaws.
- Have food demonstrations in store featuring papaws. One woman’s children went straight for food demonstrations and would always sample food on offer.
- Have well known TV chefs feature papaws in their recipe, e.g. Phippsy and other television chefs.
- Get more papaws out into the market and have tastings and presentations in store.
- Have ‘papaw girls’ to promote the fruit.

- Make samples freely available so people could taste and try papaws. This was important in promoting different varieties of papaw.

4.5 People Aged 40 and Over – Sydney

4.5.1 Papaw Purchase and Consumption

This focus group covered a mix of frequent, light and non papaw users aged 40 and over in Sydney.

At the start of the group people were asked to comment on the types of fruit they generally bought or ate in the household. Responses included the following:

- Mandarins, peaches and apricots.
- Apples, bananas and fruit in season.
- Papaws, watermelon, strawberries and rockmelon.
- Banana, apples, mangoes, grapes and strawberries.
- Apples, bananas, pears and seasonal fruit as well as papaws.
- Apples, bananas and seasonal fruit as well as papaws occasionally.

Frequency of Eating Papaws

People in the focus group were asked to comment on how frequently their household bought and ate papaws. Responses included the following:

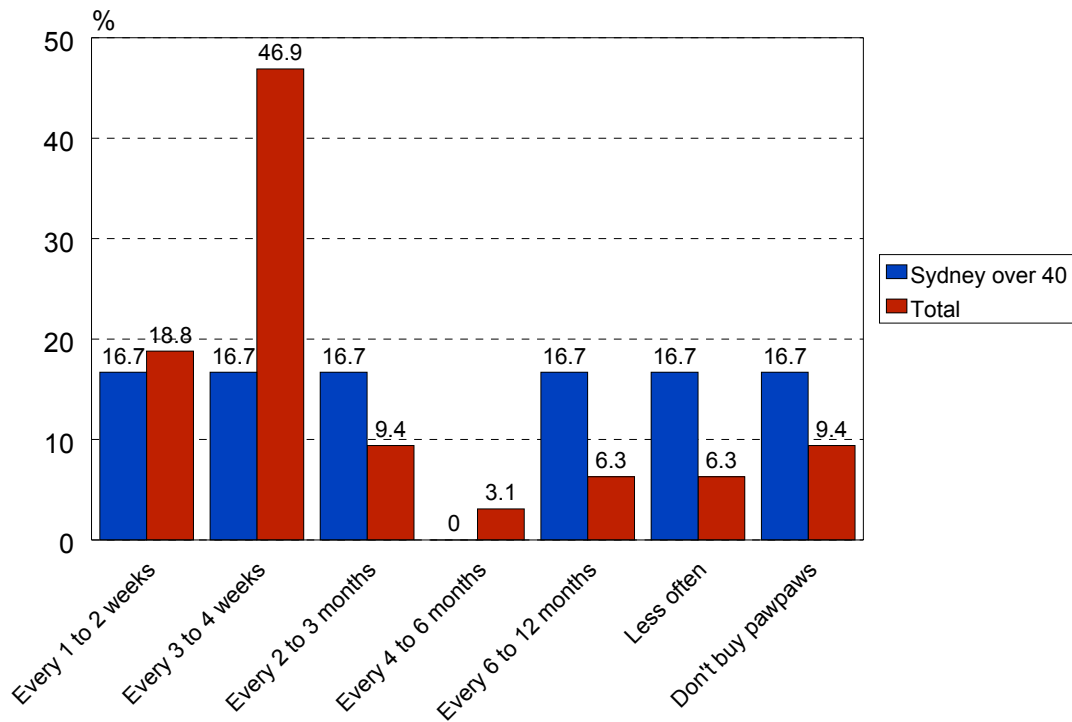
- Hardly ever.
- When papaws are in season and ‘when I feel like it’.
- Once a month. Sometimes papaws do not look fresh. This person would buy papaws if they looked good.
- One person bought rockmelons and papaws. Papaws can give off an aroma in the fridge.
- One person ate papaws when they travelled to North Queensland as fruit was fresher and had a ‘perfumed taste’. This person did not buy papaws from the supermarket or greengrocer.
- One person ate papaw weekly to fortnightly.

People bought papaws more often when papaws were in season and when the prices were lower.

Chart 4.5.1.1 gives a profile of how often people buy papaws.

Chart 4.5.1.1

How Often People Buy Papaw



One Asian person the group bought papaw for use in soup and with fish.

People in the group commented that they would buy papaws when they looked good and when papaws were in season.

People ate papaw at the following times:

- For dessert.
- For breakfast with cereal.
- As a breakfast starter on the weekend. People had more time to eat breakfast on the weekend and if people were having a special breakfast they might include papaw.
- Including papaw in a fruit spread after dinner.
- Lunch time.
- In soup.
- For breakfast.

People in the focus group regarded papaw as a treat or as a special occasion fruit.

People did not regard papaws as an every day fruit unless papaws were in season.

One person liked papaw juice and pointed out that it was easy to liquidise papaw.

4.5.2 Taste Test

People in the focus group were asked to evaluate samples of three different varieties of papaw covering:

- One B.
- Sunrise Solo.
- Red Dioecious.

Charts 4.5.2.1 to 4.5.2.6 give a profile of results covering feedback on:

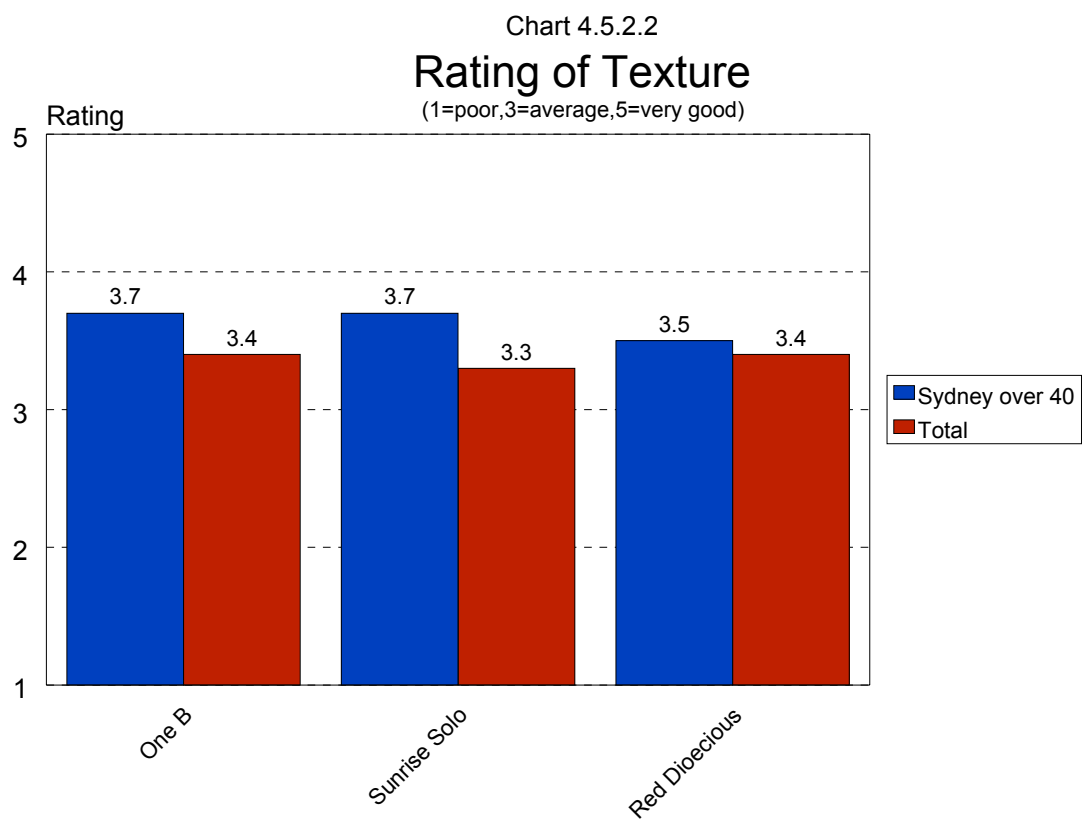
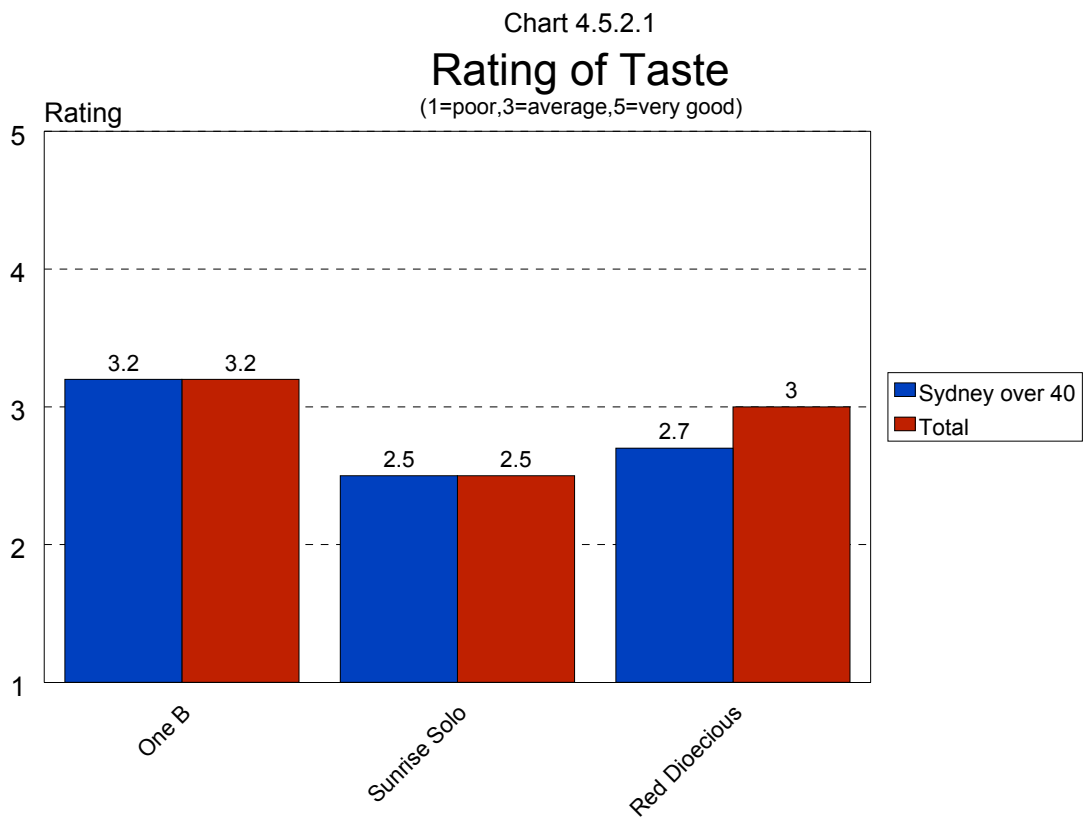
- Papaw taste.
- Papaw texture.
- Papaw smell or aroma.
- Whether the papaw samples were better than, the same as or worse than the papaw people currently purchased.

The main results from the taste test included the following:

- People preferred the taste of the One B and Sunrise Solo.
- People rated the texture of all three samples at above average.
- People preferred the aroma of the One B and Red Dioecious.
- Most people felt the samples were the same as the papaw they regularly bought.

Additional comments on the taste test included the following:

- Three of the people in the group preferred the first sample. People were familiar with One B and had seen it 'grow wild'.
- Two people in the group preferred Red Dioecious and one person in the group preferred Sunrise Solo.
- Most people in the group reported that they generally bought Sunrise Solo or Red Dioecious varieties.
- Some preferred the taste of One B. One person commented that One B papaw with a squeeze of lemon juice is very tasty.
- Some in the group felt that the Sunrise Solo sample had 'no taste'.
- One person felt that the One B and Red Dioecious had a fairly similar taste.
- People in the group were familiar with the One B variety.



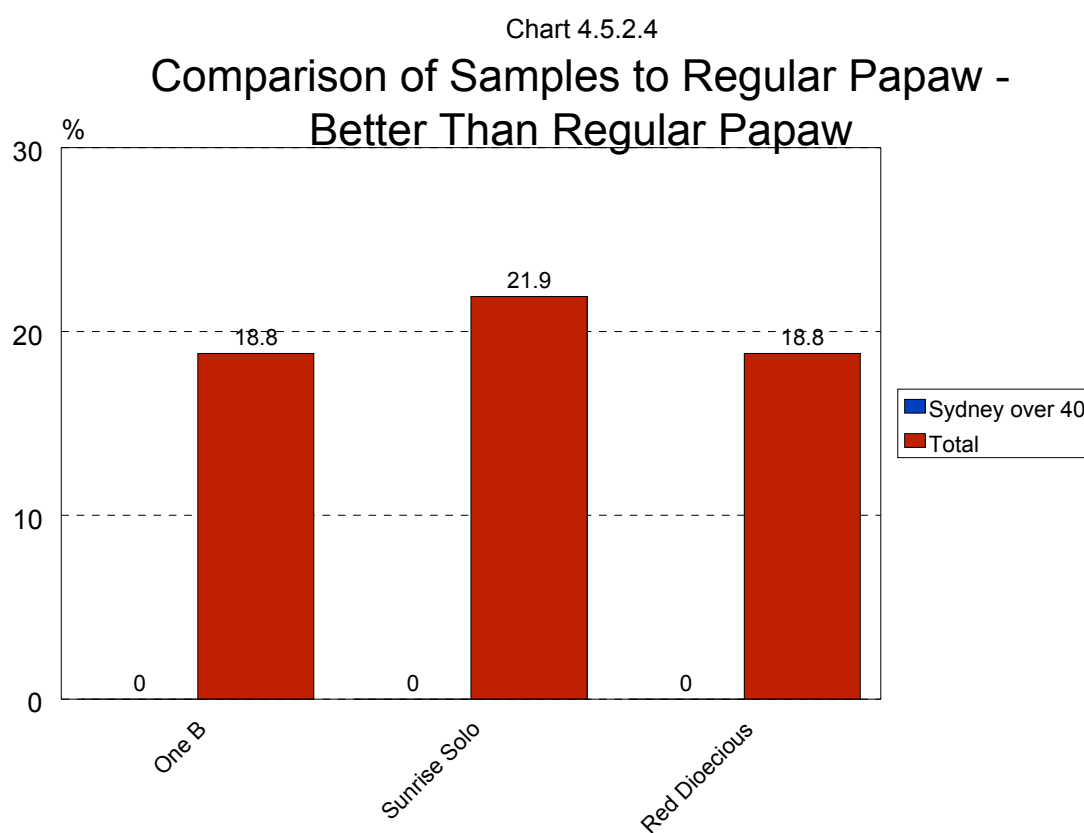
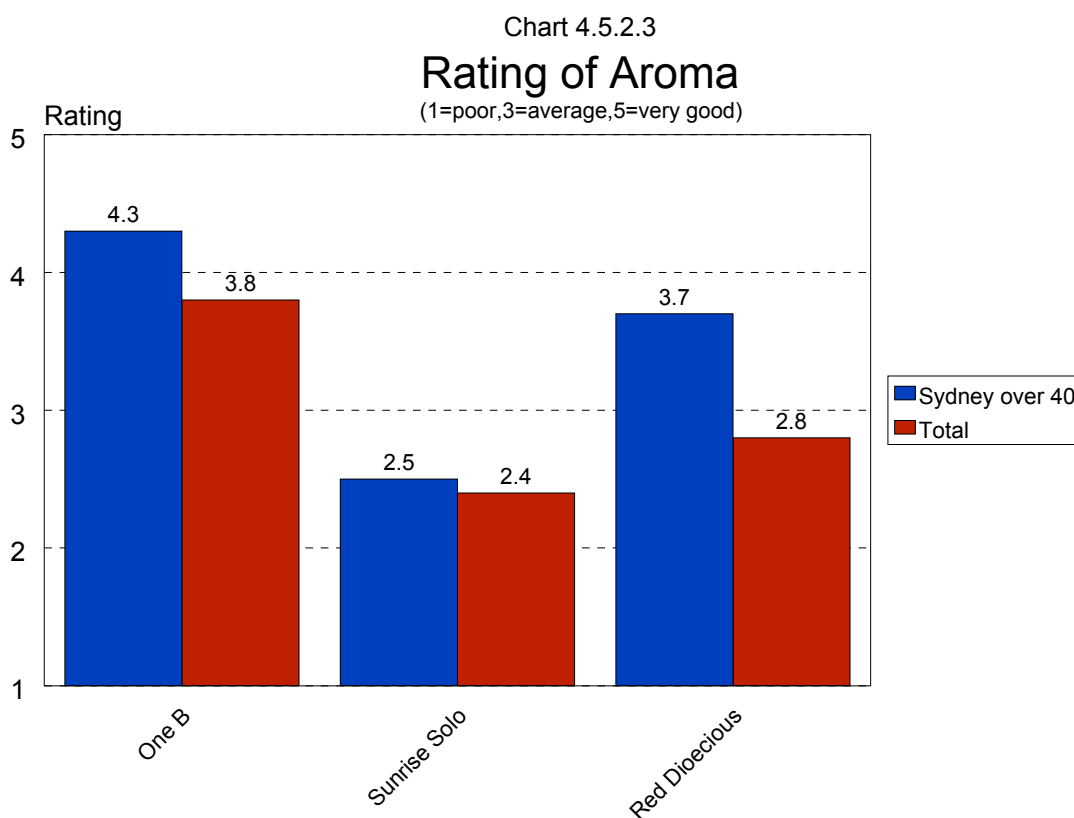


Chart 4.5.2.5

Comparison of Samples to Regular Papaw - Same as Regular Papaw

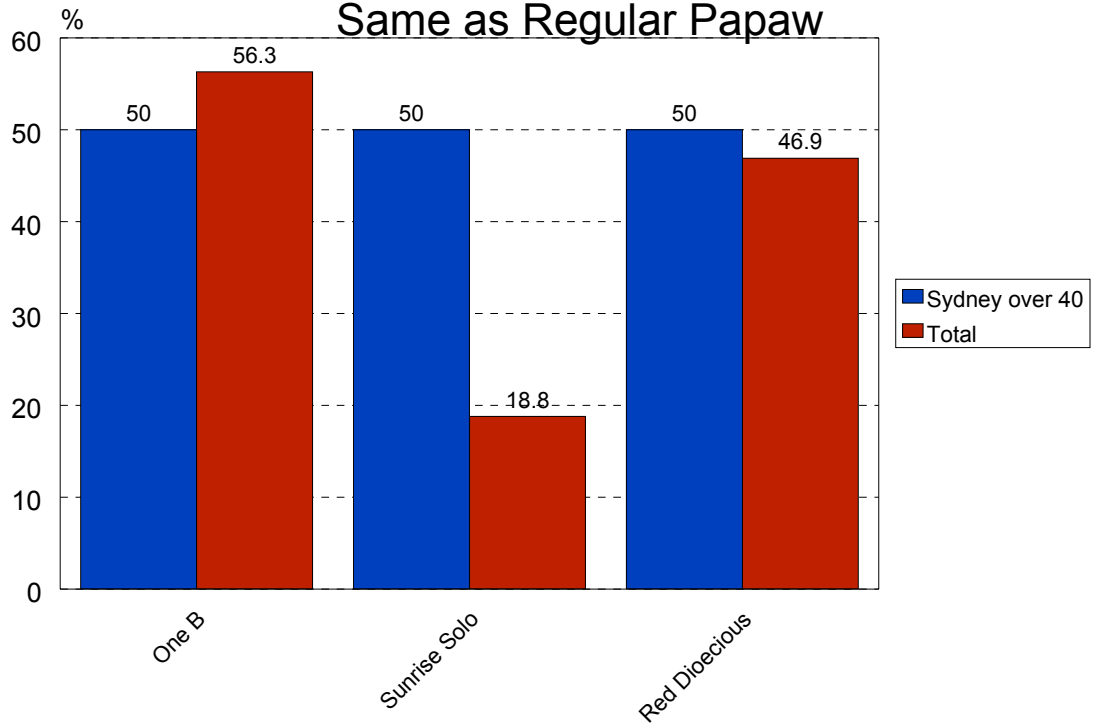
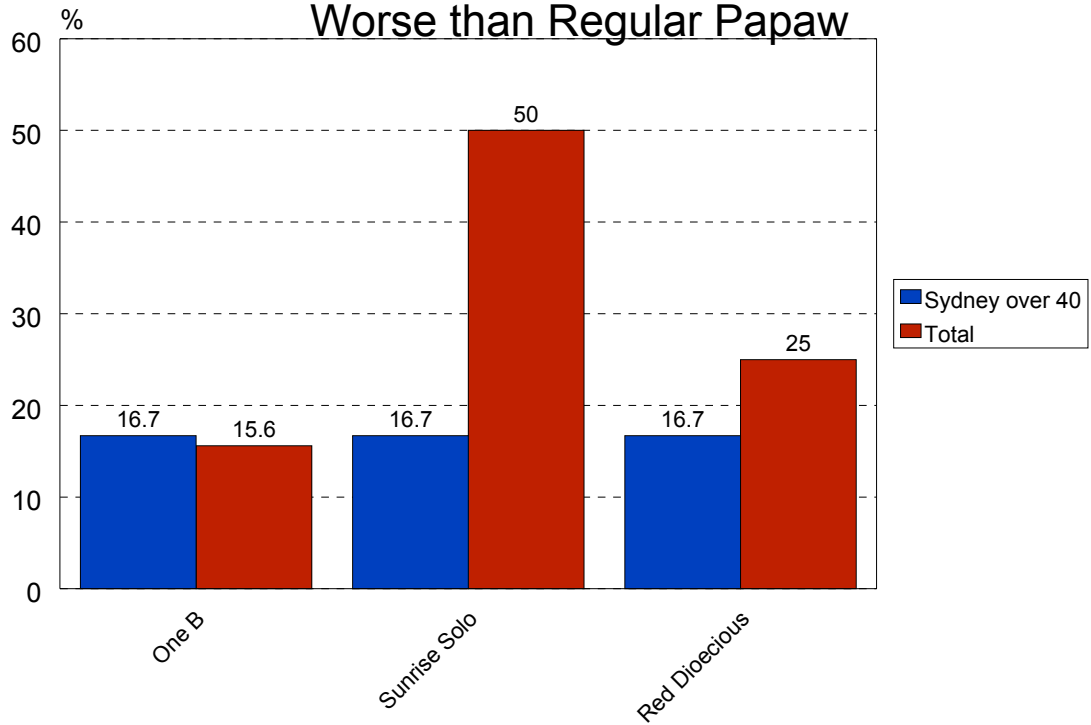


Chart 4.5.2.6

Comparison of Samples to Regular Papaw - Worse than Regular Papaw



- One person felt the Red Dioecious had a ‘chemical aftertaste’.
- Another felt that the Red Dioecious was juicier but ‘too soft’.

People saw Sunrise Solo and One B in greengrocers and supermarkets, but most had not seen Red Dioecious.

People were interested in different varieties. Being able to taste the variety was important so that people could judge whether they liked that variety.

Markings

People were then asked to comment on different levels of markings on papaws. Comments on acceptable levels of markings included the following:

- Some preferred level A. People wanted to see an even colour on the fruit.
- Some in the group would find level B markings acceptable in supermarkets. Some would check the smell and the firmness of the fruit. If the fruit was not damaged, level B markings were acceptable.
- One person preferred level A markings for Sunrise Solo.
- Evenness of markings was preferable to having markings only on some areas of the papaw.

People in the focus group agreed that having information on markings on papaws would be useful. People had not seen information about markings and the fact that markings on the fruit would not necessarily affect the quality.

Consumers did not want to see major damage on papaws.

One Asian woman in the group discussed papaw recipes from Hong Kong. Recipes included using green papaw with fish and baked papaw.

People would find information on uses of papaw very interesting, e.g. papaw salsa.

Information on how to choose a good papaw would also be of interest to people.

People generally preferred to buy smaller papaws.

Some also preferred to buy papaws cut in half. People preferred these smaller sizes because they were ready to eat immediately and there was no wastage.

People preferred to buy a papaw size to suit their needs.

Some people saw cut papaws in supermarkets and greengrocers and purchased them. Others preferred to buy whole papaws as they believed that this fruit was fresher. The consumers were uncertain about the length of time since the papaw was cut.

4.5.3 Papaw Quality

People liked the following aspects most about papaws:

- Papaws are easy to eat. They are easy to eat with a spoon.
- People liked the colour of papaws.
- People wondered whether papaws available in Australia were Australian fruit. People were interested in knowing if papaws were Australian grown.
- People liked the fact that it was easy to juice a papaw.

People liked the following aspects least about papaws:

- Papaw is not a 'finger food'. It can be messy and there was some preparation involved.
- Many people did not know how to use papaws. More information would be of benefit.

People were asked whether they had experienced any problems with papaws in the last 6 to 12 months. Examples of problems included the following:

- One person had bought a papaw which looked good but was of poor quality. Some people felt that they needed information and advice on how to choose a good papaw.
- People did not want bugs or insect damage on papaws.
- People wanted papaws clear of markings.

People were interested in the amount of chemicals used in papaws. People knew that papaws needed to be protected against pests including flying foxes.

Some people in the group felt that papaws were low in chemical use – they looked organic.

People felt it was positive that papaws have a very natural look. People would react positively to information that a natural approach is used to grow papaws.

People were asked to comment on what they looked for when choosing a papaw. This included the following:

- The colour.
- Having no damage on the papaw.
- The size of the papaw.
- A symmetrical fruit.
- Firmness.

- No damage.
- Care having been used to pack the papaws, i.e. papaws displayed in appropriate webbing packaging.
- Cost.
- Papaws being in season.

People were interested in information on how to choose a papaw. People were also interested in information on:

- The timing when papaws are in season.
- People were also interested in information on where papaws come from – whether they are Australian grown.
- People wanted to be assured that papaws were not genetically modified.

Those people who did not eat papaws regularly gave the following reasons for this:

- Some people pointed out that unless the papaw is eaten straight away it will ‘rot in the fridge’. People often preferred to buy smaller papaws to reduce this wastage.
- Other people pointed out that depending upon who eats papaw in the household, there is no wastage.
- One person regarded papaw as a special occasion fruit.
- Papaws could be messy to prepare.
- People in the group discussed different recipes using papaws. One woman in the group described a recipe which involved putting scallops in the middle of a papaw and baking the papaw. People in the group were interested in different ideas for serving and using papaws. The group also mentioned papaw chutney.

For people who currently ate papaws fairly regularly, factors which kept people going back to papaws included the following:

- Some people are used to eating papaws.
- One person pointed out that there were fewer papaws available – people did not see them as much in the shops.
- Some people grew up with papaws and papaws became part of the regular household diet.
- Papaws were less convenient than other fruit such as apples and bananas.
- One person had grown up in the tropics in Africa and had always liked papaws.

- Papaws were an exotic fruit.

People were asked to comment on whether their pattern of buying or eating papaws had changed in recent years. Comments included the following:

- Most people had not changed their pattern of eating papaws.
- Papaws were easy to digest and were reasonably available.
- One person suggested using a squeeze of lemon juice on papaws. Lime juice was also very good. People were interested in information about how to eat papaws.
- Having information on recipes and serving suggestions would encourage people to eat papaws more often.
- Having recipes for larger size papaws (One B) would be useful, e.g. papaw smoothies.
- People agreed that they needed to be more aware of papaws to buy papaws.
- One person suggested making papaw yoghurt or papaw in ice cream bars. Mango is used in ice creams. Perhaps papaw could also be used in these ice creams.
- People ate dried papaw from time to time.
- Some people ate papaws for dessert with ice cream while others preferred to eat papaw on its own.
- One person suggested making a juice containing papaws. Consumers can buy apple and mango juice. Perhaps papaw and another fruit combination could be used in a juice, e.g. coconut.
- Having well known chefs and chefs on TV come up with recipes for papaws would help to raise awareness.
- People felt it was important to promote the health benefits of papaws.
- Papaws are a good energy source and contain vitamins. People wanted more information on what is contained in papaws.
- In store promotions were also important. These encouraged people to try papaws as well as sample papaw recipes.

One person suggested an hors-d'oeuvre with papaw wrapped in prosciutto.

People purchased papaws from supermarkets and greengrocers.

Some felt that papaws were cheaper in supermarkets. Others felt that papaws were fresher from greengrocers.

Supermarkets were convenient and many people bought fruit there simply because it was convenient.

Some had the perception that fruit in greengrocers would have 'less handling' than in supermarkets.

People paid the following prices for papaws:

- \$1.49 per kilo to \$1.99 per kilo.
- \$2.00 per kilo.
- \$2.00 to \$3.00 for a papaw.
- Over \$2.00 per kilo.
- \$3.00 to \$3.50 for a papaw.

If prices were lower people would buy papaws more often. None of the people in the group would buy more than one papaw at a time.

It was important to have different varieties available to encourage people to try new types of papaw.

People were asked to comment on the name papaw versus papaya. Some felt that papaya indicated that the fruit was imported. People associated the term papaya with fruit in Fiji and the Philippines.

People did not believe it was necessary to use the term papaya in Australia.

People pointed out that in America, rockmelons are known as cantaloupes.

People in the group agreed that there was no need to change the name used for papaws.

People were asked to comment on how they decided whether a papaw was ripe. Factors included the following:

- Colour.
- The feel of the papaw.
- The smell of the papaw.
- How the papaw felt to touch.

People were interested in information on how to choose a papaw. This could encourage people who did not buy papaws regularly.

People wanted to know how to tell whether a papaw was ripe as well as information on how to store papaws and how to get the best out of papaws.

People made the following comments on their approach to storing papaws:

- Some would put papaws in the fridge as soon as they returned home.
- Others would leave papaws out in the fruit bowl to ripen.
- One person sliced the papaw and sealed it in a container in the fridge.
- Several people in the group kept papaws in the fruit bowl until they were ripe.
- One person pointed out that it was important to leave the seeds in the cut half to maintain freshness.

People were asked to comment on the best way of getting information to people on how to choose papaws and how to get the best out of papaws. Comments included the following:

- Point of sale information was useful. People wanted to be able to pick up leaflets and brochures.
- Include recipes involving papaws in recipe books.
- People also suggested having sticky labels on the fruit giving information on papaws, e.g. how to choose a papaw.
- Featuring papaws on television cooking programs and lifestyle programs would be useful.

People were asked to comment on the benefits of papaws. These comments included the following:

- It was also important to tell people that papaws have a range of benefits, e.g. being good for digestion.
- One person in the group pointed out that papaw leaves can tenderise meat. Green papaw is also a tenderising agent.
- Papaws are good for the skin.
- Papaw contains phyto-oestrogens.
- Papaws cleanse the system.
- Papaws are good for ulcers.
- Green papaw can help to tenderise steak and can be used in a number of different recipes. Papaw combines well with seafood.

Providing information on how to use papaws would be of interest to people.

- One person made a papaw curry. Green papaw was used as the curry ingredient.

4.5.4 Top Priorities

People were asked to comment on what the papaw industry needs to do to encourage young people to eat more papaws. Comments included the following:

- Papaws need to be promoted as a sweet treat.
- Papaws need to be presented in an interesting way.
- Encourage papaw smoothies instead of suggesting papaw for breakfast.
- Create papaw ice slush puppies.

To encourage people in their 20s and 30s to eat papaws, the industry needs to focus on the following areas:

- Creating papaw cocktails.
- Creating recipes for entertaining which were easy to prepare.
- Provide tastings in store to encourage young people to try papaws.
- Create papaw daiquiri recipes.
- Young people were interested in health benefits.
- Papaws should be promoted as an energy booster.

Factors which would encourage more people over 40 to eat papaws included the following:

- Emphasising the health benefits of eating papaws.
- Providing serving suggestions and recipes for entertaining.
- Promoting the fact that papaws provide an energy boost.

The most important information that papaw growers need to get out to people about the benefits of papaw, the availability of papaw, the taste and other factors included the following:

- People needed to know where papaws were grown.
- It was important to tell people that papaws were grown naturally and that no chemicals were used.
- Promote the health benefits of papaw.
- Improve the marketing of papaws. There needs to be greater exposure of papaws in supermarkets and greengrocers. Promotion of papaws in season was important.
- It was important to have continuity of supply to back up promotions.

- Provide website information on papaws.
- One person suggested having a website where people could order high quality papaws and have them delivered to their door.
- One person suggested making papaw wine.

The top priorities which growers and retailers need to concentrate on to make sure that consumers are encouraged to buy papaws when they are choosing fruit for their family included the following:

- Have prominent displays of papaws in shops.
- Have an acceptable price range for papaws.
- Make sure that papaws are available for consumers.
- Let people know that papaws are grown locally and are an Australian product.
- Promote the different varieties of papaws. Perhaps there is an opportunity to extend the season of availability of papaws by having varieties available at different times of the year.
- The industry should be promoting varieties that are best suited to the climate and which are best growing – good quality papaws.
- Packaging is also important. People believed that wrapped fruit was better looked after than fruit that was loose. Packaging and presentation was important.
- Price and availability were important. Papaws need to be affordable and available.
- It was important to make papaws visible. If people saw papaws they would want to buy papaws.

5. CONSUMER RESEARCH

5.1 Profile of Consumers Surveyed

Consumer Selection

To provide sufficient feedback on consumer views on papaws, a quota was set for survey participants. This quota target was:

- Seventy percent of survey participants had to have either purchased or eaten papaws in the last 12 months.
- Thirty percent of consumers who had not purchased or eaten papaws in the last 12 months.

Based on survey results the following profile emerged from the survey:

- Two thirds of the people surveyed (67.5%) had eaten papaws in the last 12 months while the remainder (32.5%) had not eaten papaws in the last 12 months.
- In Brisbane, 70.2% of people surveyed had eaten papaws in the last 12 months, while in Sydney, 66.1% had eaten papaws in the last 12 months.

Demographic Profile

The demographic profile of consumers surveyed included the following:

- The majority of people surveyed were women (76.5%). Nearly a quarter of people surveyed (23.5%) were men.
- The largest age group represented was 55 years and over (30.8%) followed by 25 to 39 years (29.4%), 40 to 54 years (24.1%) and 16 to 24 years (15.5%).
- The majority of consumers surveyed (40.5%) were from couple families with children. Couple families with no children at home represented a quarter of the sample (24.8%).

Single adult households (27.7%) represented about a quarter of the sample. Only a small proportion of respondents surveyed (7.1%) were from single parent families.

- People surveyed from families with children under 18 accounted for 33.4% of the sample. One in six respondents (15.7%) were families with children aged 12 to 18. A further 17.0% of respondents were from families with children aged 5 to 11.

In families with children under 18, about two fifths (43.7%) reported one or two children aged 12 to 18 years and 47.6% of respondents with children under 18 were from families with one or two children in the household aged 5 to 11 years.

- Half the respondents surveyed (52.2%) were employed full time, part time or were self employed. One fifth (19.7%) of respondents were retired, one in six (15.7%) reported their occupation as home duties and less than one in ten (8.2%) were students.
- There was equal representation of white collar occupations (49.8%) and blue collar occupations (49.6%) in the sample.
- Two fifths of the respondents surveyed (39.2%) reported a household income of up to \$41,500 per annum. A similar proportion (43.8%) reported household income of greater than \$41,500 per annum, while 17.0% refused to provide information.

The data from the survey includes a range of demographic information and information about the Brisbane and Sydney markets. Contrasting results for different demographic groups and markets have been included in this section.

5.2 Papaw Purchasing and Consumption Patterns

Household Buyer

The majority of people interviewed in the survey (79.7%) were the regular household buyer of papaws.

About one in ten respondents (11.5%) reported that their spouse or partner most regularly bought papaws, and 7.9% of people surveyed reported that another adult in the household most regularly bought papaws.

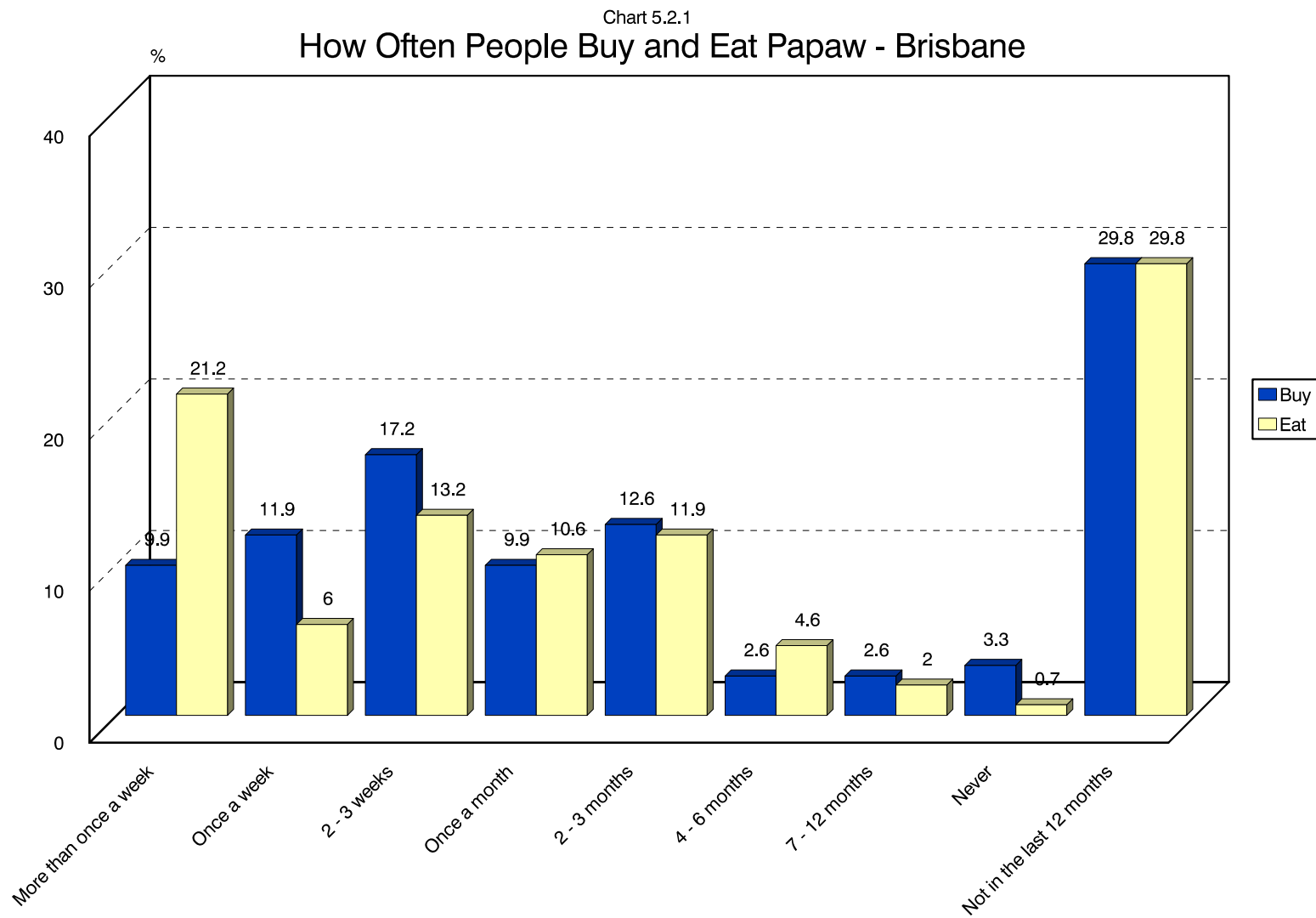
A small proportion of people surveyed (1.0%) grew their own papaws or had papaws provided for free from friends, neighbours or family.

Purchasing and Eating Frequency

Consumers were asked how often their household would buy and eat papaw. Charts 5.2.1 and 5.2.2 show how often consumers buy and eat papaws in Brisbane and Sydney. Chart 5.2.3 combines results for both markets.

The responses for both markets combined shows the frequency of buying and purchasing papaws:

- More than once a week (5.8% purchased papaws, 15.9% ate papaws).
- Once a week (13.7% purchased papaws, 8.4% ate papaws).
- About once every two or three weeks (15.0% purchased papaws, 12.2% ate papaws).
- Once a month (10.4% purchased papaws, 9.3% ate papaws).
- Once in two or three months (11.3% purchased papaws, 10.8% ate papaws).
- Once in 4 to 6 months (5.8% purchased papaws, 6.4% ate papaws).



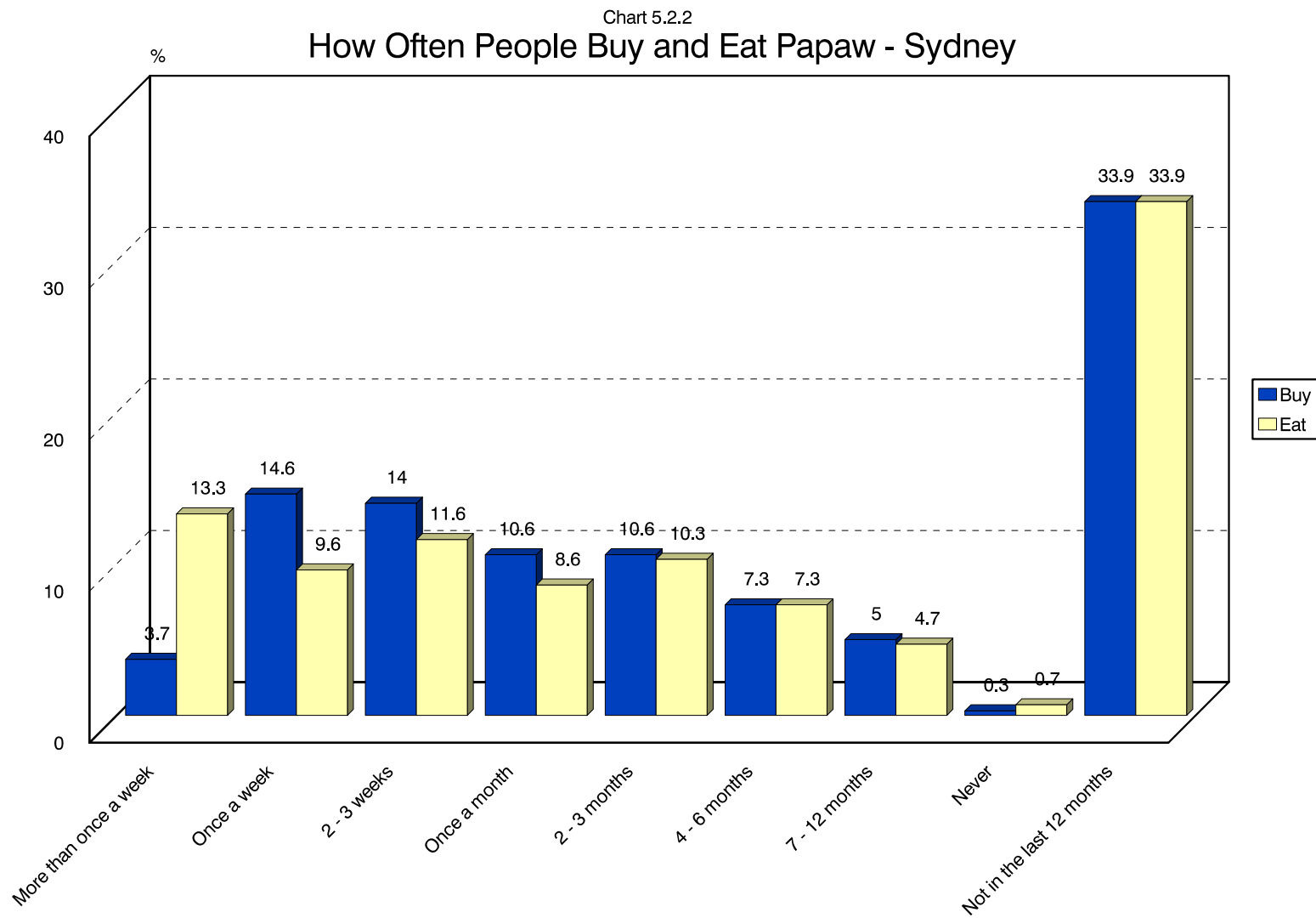
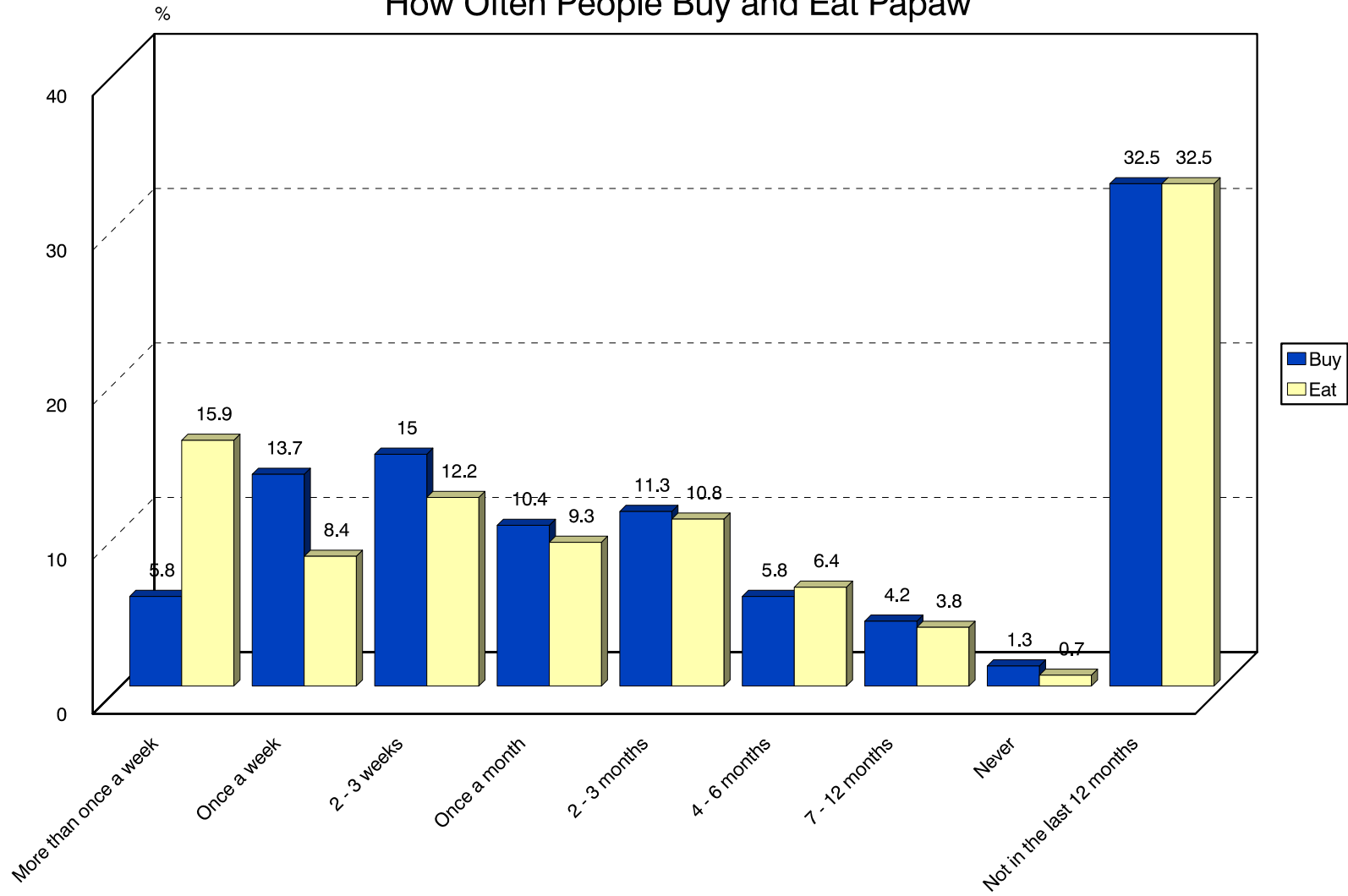


Chart 5.2.3

How Often People Buy and Eat Papaw



- Once in 7 to 12 months (4.2% purchased papaws, 3.8% ate papaws).
- Never (1.3% never purchased papaws, 0.7% never ate papaws).

Brisbane consumers purchased papaws more often (55.7% bought papaws once every 2 to 3 weeks or more often) compared with consumers from Sydney (48.7% bought papaws once every 2 to 3 weeks or more often).

Almost a third of consumers in Brisbane (30.2%) ate papaws more than once a week compared to only a fifth of consumers in Sydney (20.1%).

This result confirms that Brisbane is a stronger market for papaw consumption compared with Sydney.

Variety Selection

Consumers were asked about the types of papaws their household usually ate.

Consumers surveyed were shown images of three papaw varieties:

- One B.
- Sunrise Solo.
- Red Dioecious.

These images provided a prompt to consumers regarding varieties which their household usually ate.

Charts 5.2.4, 5.2.5 and 5.2.6 give profiles of consumption by geographic market and households with school aged children for type One B papaws, Sunrise Solo papaws and Red Dioecious papaws.

More consumers ate type One B papaws (44.6% always or mostly eating One B papaws) compared to Sunrise Solo papaws (29.1%) and Red Dioecious papaws (18.7%).

The Brisbane market demonstrated a stronger preference for One B papaws (50.9% always or mostly eating One B papaws) compared with the total (44.6%), while the Sydney market demonstrated a stronger preference for Sunrise Solo papaws (35.2% always or mostly eating Sunrise Solo papaws) compared with the total (29.1%).

More people from households with no school aged children mostly or always ate One B papaws (45.7%) compared with households with school aged children (41.1% always or mostly ate One B papaws). For Sunrise Solo, more people from households with school aged children mostly or always ate some Sunrise Solo (43.8%) compared to families with no school aged children (24.5%).

More people from households with no school aged children mostly or always ate Red Dioecious (19.8%) compared to families with school aged children (15.1%).

PAPAW VARIETIES

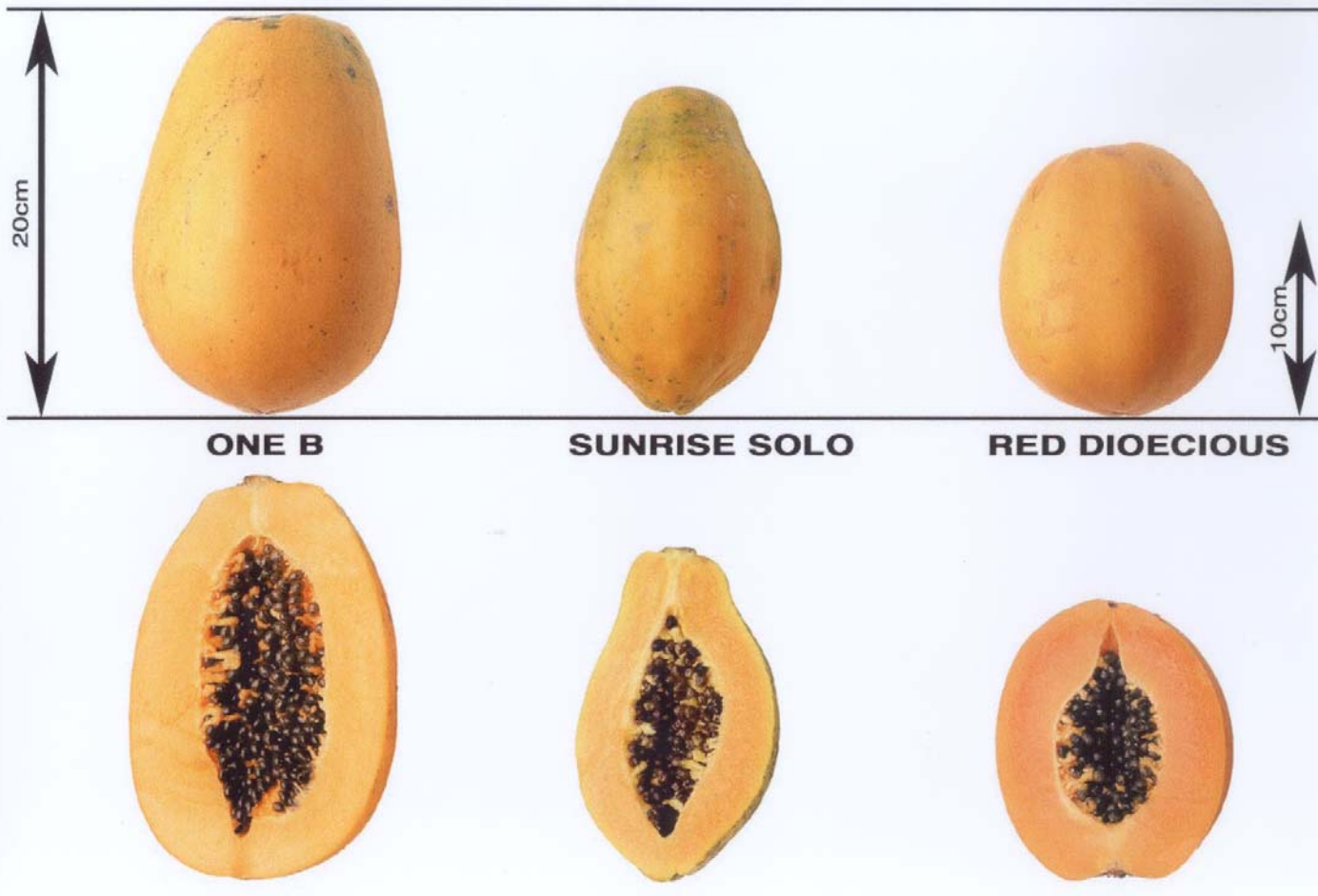


Chart 5.2.4

Household Consumption of One B Papaws

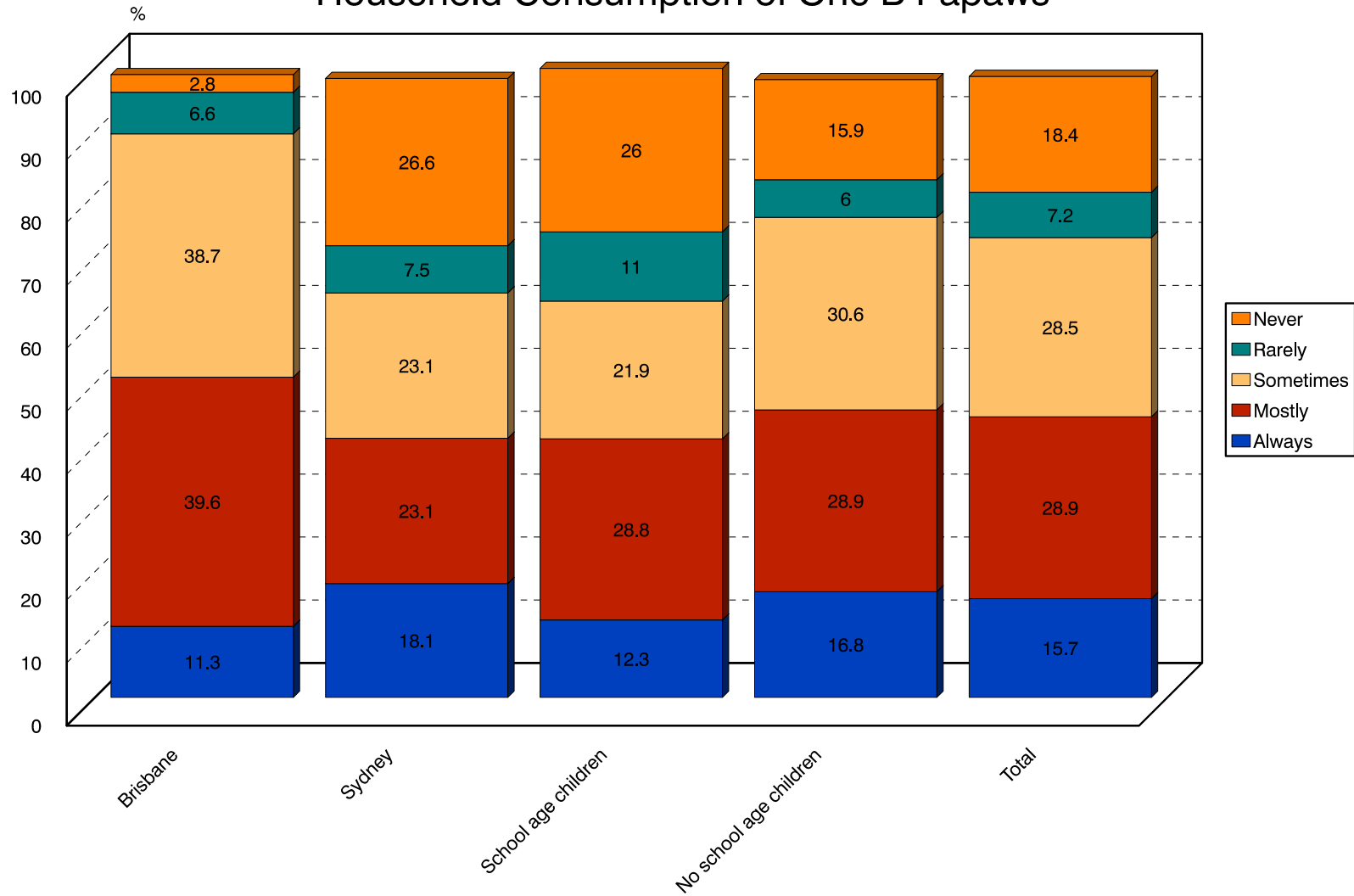


Chart 5.2.5

Household Consumption of Sunrise Solo Papaws

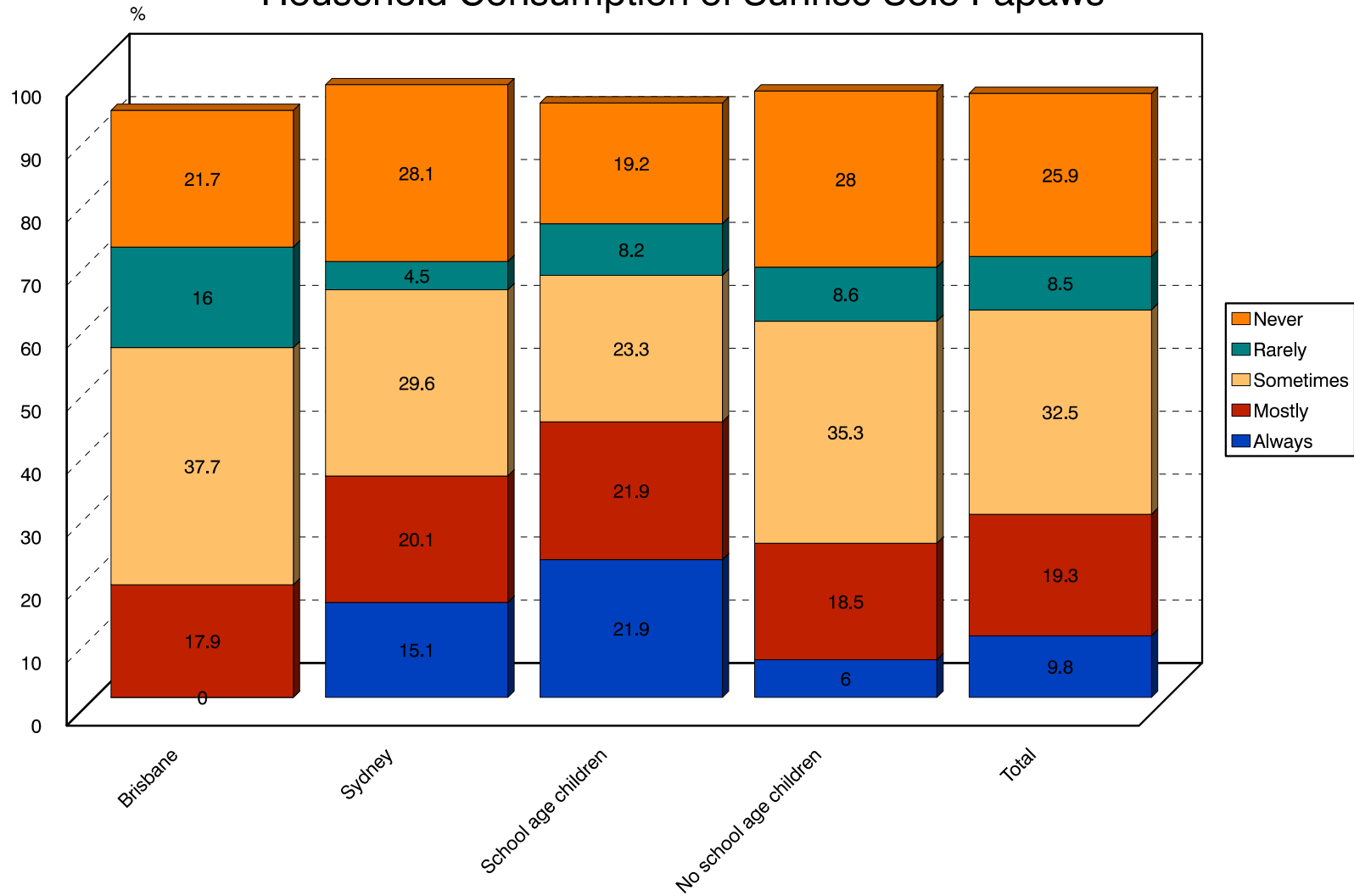
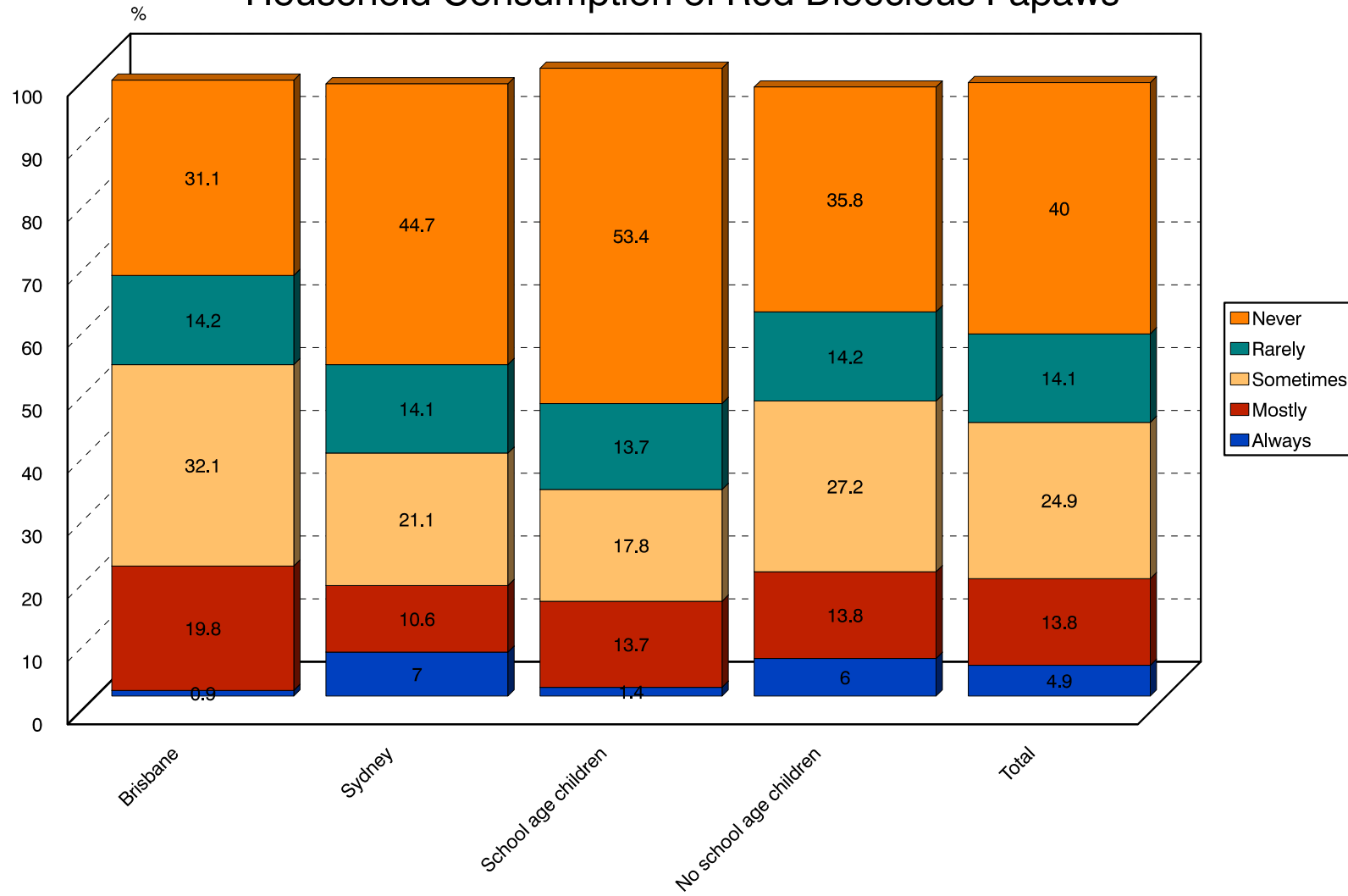


Chart 5.2.6

Household Consumption of Red Dioecious Papaws



The stronger preference for One B papaws in the Brisbane market also reflects an older age profile eating less papaw. For people surveyed, 46.9% of people aged over 40 mostly or always ate One B compared with Sunrise Solo (22.1%) and Red Dioecious (21.7%).

People aged under 40 were more likely to eat Sunrise Solo papaws (41.1%) and One B (40.5%) compared with Red Dioecious (13.5%).

More consumers never ate Red Dioecious papaws (40.0%) compared with Sunrise Solo papaws (25.9% never ate this variety) and One B papaws (18.4% never ate this variety).

Variety Awareness

Consumers were asked, for the varieties they never ate, whether they were aware of these varieties. Almost a quarter of consumers surveyed (26.9%) were not aware of Red Dioecious papaws and 15.1% of consumers were not aware of Sunrise Solo papaws. Only a small proportion of consumers (7.2%) were not aware of One B papaws.

A significantly larger proportion of consumers in the Sydney market (10.6%) were not aware of One B papaws compared to the Brisbane market (0.9%).

More consumers in Sydney were not aware of Sunrise Solo papaws (16.6%) and Red Dioecious papaws (31.2%) compared to Brisbane (12.3% were not aware of Sunrise Solo papaws and 18.9% were not aware of Red Dioecious papaws).

These results are similar to feedback provided by consumers during focus groups.

These findings highlight the need to raise awareness amongst consumers of different varieties of papaws available.

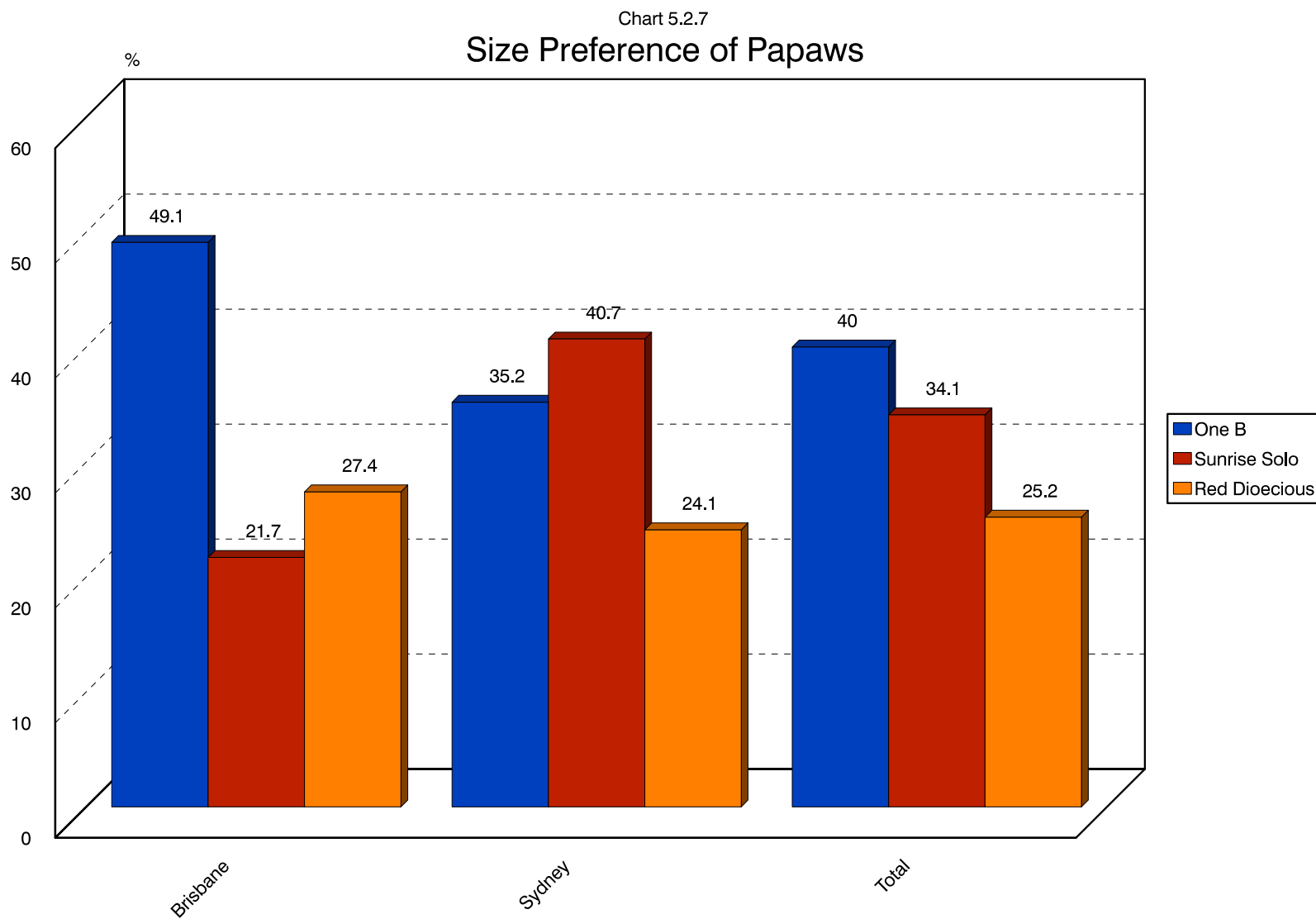
Preferred Size

Consumers were asked to review the photos of the three different varieties, which illustrated three different sizes, and comment on the size which their household would prefer to buy. Two fifths of consumers surveyed (40.0%) responded that they would prefer to purchase One B papaws, about a third preferred to purchase Sunrise Solo papaws (34.1%) and a quarter preferred Red Dioecious papaws (25.2%).

In Brisbane, almost half of the consumers surveyed (49.1%) preferred One B papaws, while in Sydney more consumers preferred Sunrise Solo papaws (40.7%).

Chart 5.2.7 gives a profile of the size preference for Brisbane and Sydney markets as well as combined results for the survey.

Results for the two different markets reflect market familiarity with varieties and availability of varieties.



Strong preferences for Sunrise Solo and Red Dioecious reflect consumer demand for a range of different papaw sizes.

This finding was confirmed in focus group feedback. People wanted to be able to choose different sizes to suit their requirements.

In a later survey question, 44.3% of consumers indicated that they would prefer to buy a smaller size papaw to keep the price of papaw at a reasonable amount. This confirms strong consumer demand for a variety of papaw sizes.

Consumers were asked to comment on the reasons for their preferred papaw size. The main reasons why consumers preferred the **One B size** included the following:

- The papaw variety was large enough for family requirements (mentioned by 36.9% of consumers surveyed).
- The variety of papaw was the right size for 1 or 2 people (20.5%).
- There was less wastage of papaw (9.8%).
- The papaw variety was the right size for one sitting or serve (7.4%).
- Some people preferred the size because of habit, tradition or had always bought that size (4.9%).
- The papaw variety had a better flavour or taste (2.5%).
- The papaw variety was the right size for entertaining (2.5%).
- The availability of that size (2.5%).
- Price (2.5%).
- The papaws last a couple of days (2.5%).

Other reasons for preferring the One B size, each mentioned by less than 2% of consumers surveyed, included the following:

- Some people preferred the look of the variety.
- Longer papaws have thicker flesh, 'so you get more'.
- The papaw variety can be eaten quickly.
- 'There's more of it'.
- People can use the papaw over a couple of meals.
- The variety preferred is more mature.
- The variety grows in the garden.
- It can be used for soup.

- The variety of papaw has a good shape.
- Some people buy larger papaws to last longer.
- The variety of papaw cuts better.
- The variety of papaw is bigger.
- The variety of papaw is soft inside.

Consumers preferred the **Sunrise Solo size** for the following reasons:

- The variety of papaw was the right size for 1 or 2 people (mentioned by 30.8% of consumers surveyed).
- The papaw variety was the right size for one sitting or serve (17.3%).
- There was less wastage of papaw (10.6%).
- The papaw variety had a better flavour or taste (7.7%).
- The variety of papaws was sweeter (7.7%).
- The availability of that size (6.7%).
- The papaw variety was large enough for family requirements (6.7%).
- Some people preferred the size because of habit, tradition or had always bought that size (5.8%).
- The papaw variety was the right size for entertaining (4.8%).
- Price (2.9%).

Other reasons for preferring the Sunrise Solo size, each mentioned by less than 2% of consumers surveyed, included the following:

- Some people preferred the look of the variety.
- Quality.
- Easy to finish.
- Easier to carry.
- The papaw variety is fresh and smells nice.

Consumers preferred the **Red Dioecious size** for the following reasons:

- The variety of papaw was the right size for 1 or 2 people (mentioned by 46.8% of consumers surveyed).
- The papaw variety was the right size for one sitting or serve (18.2%).
- There was less wastage of papaw (18.2%).
- The papaw variety was large enough for family requirements (13.0%).
- The papaw variety had a better flavour or taste (7.8%).
- The papaw variety was the right size for entertaining (2.6%).
- The variety of papaws was sweeter (2.6%).

Other reasons for preferring the Red Dioecious size, each mentioned by less than 2% of consumers surveyed, included the following:

- Some people preferred the size because of habit, tradition or had always bought that size.
- Some people preferred the look of the variety.
- Longer papaws have thicker flesh, 'so you get more'.
- Some people did not choose papaws on size.
- Easier to store.
- Some people liked the red papaws.

Results reflect the fact that consumers are choosing varieties because of taste as well as convenience of papaw sizes.

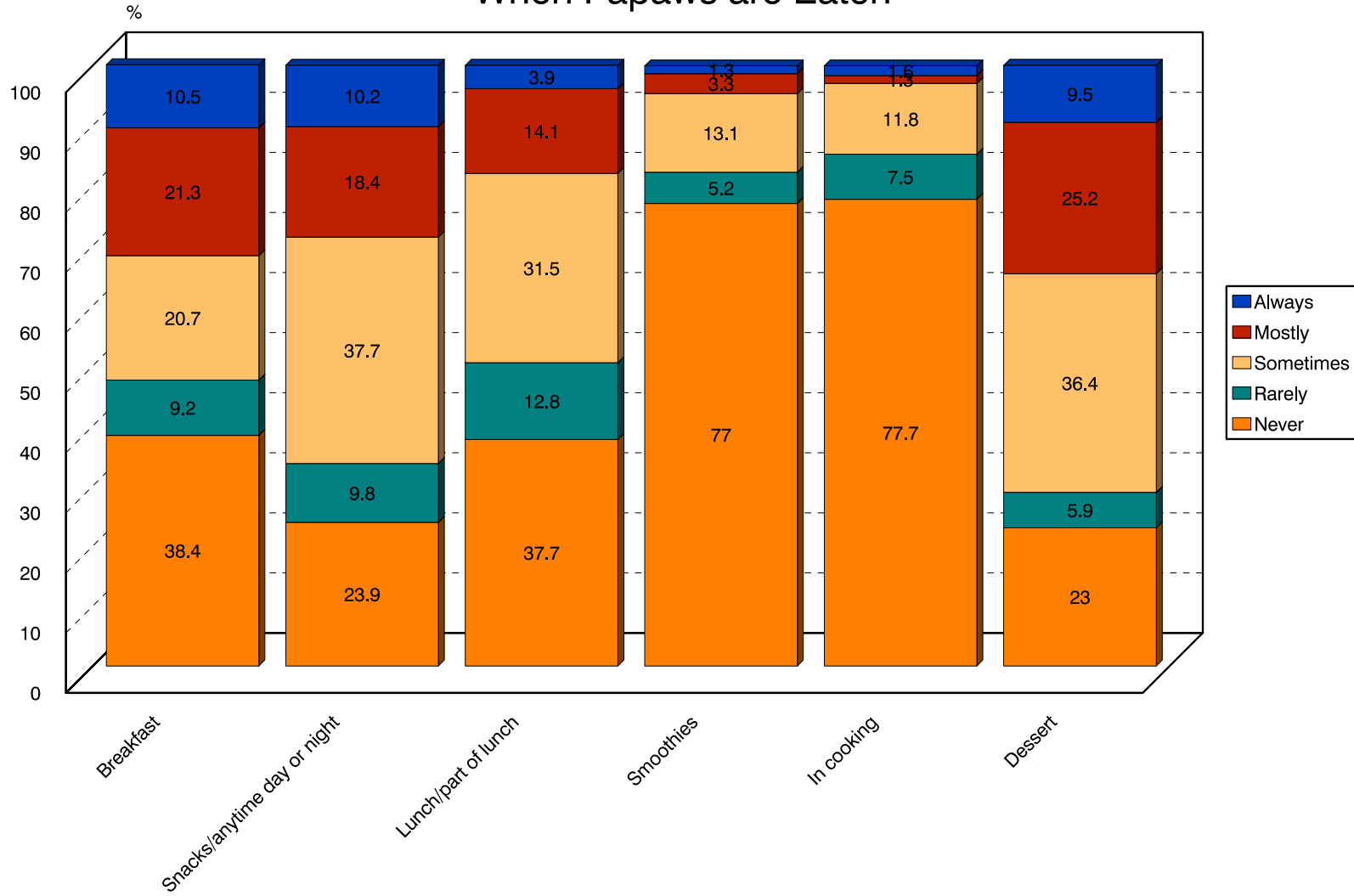
In summary, consumers preferred One B papaws because they were large enough for family requirements (mentioned by 36.9% compared to 20.3% for the total). The main reasons consumers preferred Sunrise Solo papaws were that they were the right size for 1 or 2 people and they were the right size for one sitting or serve. Red Dioecious papaws were preferred more because they were the right size for 1 or 2 people (46.8% compared to 30.5% for the total).

When Papaws are Eaten

Chart 5.2.8 gives a profile of when papaws are eaten in households.

Chart 5.2.8

When Papaws are Eaten



The most common times to eat papaws included:

- Dessert (34.7% of consumers – always (9.5%) or mostly (25.2%)).
- Eating papaws for breakfast (31.5% of consumers – always (10.5%) or mostly (21.3%)).
- Eating papaws as snacks at any time, day or night (28.6% of consumers – always (10.2%) or mostly (18.4%)).
- Eating papaws for lunch or part of lunch (18.0% of consumers – always (3.9%) or mostly (14.1%)).

Lower papaw consumption was reported for:

- Smoothies (4.6% of consumers - always (1.3%) or mostly (3.3%)).
- Use in cooking (2.9% of consumers - always (1.6%) or mostly (1.3%)).

Other times people ate papaws, each mentioned by less than 2% of people surveyed, included:

- Using papaw as baby food.
- Eating papaw with orange and passionfruit.
- Including papaw with salads.
- Eating papaw more often if dried.
- Using papaw in a party platter.
- Using papaws for medicinal purposes.
- Papaw jam or chutney.
- Using papaw in soups.
- Drinking the papaw juice.
- Including papaw in dinner.
- Papaw curries.

Every Day or Occasional Purchase

Consumers were asked whether they regarded papaws as an every day fruit purchase, an occasional fruit purchase or a luxury or treat purchase. The majority of consumers (57.7%) regarded papaws as an occasional fruit purchase, about a quarter (28.5%) regarded papaws as an every day fruit purchase and the remaining 13.8% regarded papaws as a luxury or a treat purchase.

People in Brisbane (31.1%) were more likely to regard papaw as an everyday fruit purchase compared with people surveyed in Sydney (27.1%).

People in households with no children of school age (31.0%) were much more likely to regard papaw as an everyday fruit purchase compared with people from households with children of school age (20.5%).

Consumption by Time of Year

Consumers were asked whether they ate papaws all year round or only at certain times of the year. More than half of the consumers surveyed (57.7%) ate papaws all year round. More Brisbane consumers surveyed (69.8%) ate papaws all year round compared to Sydney consumers (51.3%).

The remaining consumers (42.3%) who only ate papaws at certain times of the year were asked what times of the year they ate papaws. More than a third of consumers surveyed (36.1%) ate papaws in the summer months (December, January and February) and a further 17.7% ate papaws in the spring months (September, October and November). Only a small proportion (3.2%) ate papaws in autumn or winter.

Qualities of Papaws

Consumers were asked what qualities they look for when choosing a papaw to purchase. The qualities mentioned included the following:

- Colour (mentioned by 51.1% of consumers surveyed).
- Ripeness (32.8%).
- Degree of softness or give in the fruit (28.5%).
- The smell, fragrance or aroma of the papaws (25.6%).
- Being clear of markings on the skin (24.9%).
- No bruising (21.6%).
- Clear of damage (12.1%).
- The papaw does not look overripe (12.1%).
- Size (6.2%).
- Smooth flesh and skin (3.6%).
- A sweet taste (2.6%).
- Price (2.3%).

Other qualities people looked for when choosing a papaw to buy, each mentioned by less than 2% of consumers surveyed, included the following:

- Weight.
- Freshness.
- Shape.
- Overall appearance.
- Not green looking.
- A good taste.
- The knob on the end is brown.
- Sometimes green papaw is acceptable.
- Depth of flesh when buying half a papaw.
- Having a good shape and the time when the papaw is picked are important.
- The fruit and vegetable shop cuts papaws for display so that quality fruit can be seen by consumers.
- Some liked to look at papaws cut in half to see the colour of the fruit.
- Being organic is the number one priority.
- Best quality.
- Nice orange colour and nice and firm.
- Fresh and hard so that the papaw lasts for a few days.
- The place where the papaws are being sold.
- The papaws were ready to eat on the day of purchase.
- Softness, aroma and experience purchasing papaws.

Factors Discouraging Purchase

Consumers were asked if there were anything that discouraged them from purchasing papaws when shopping for fruit for their household. More than a quarter of consumers (29.2%) could not say whether anything discouraged them from purchasing papaws. The remaining 70.8% gave the following reasons why they were discouraged from buying papaws:

- Price (mentioned by 20.4% of consumers surveyed – 27.2% of people who had eaten papaws in the last 12 months, 6.1% for non papaw users).

- The taste of papaws. Some people did not like papaw (14.4% - 3.9% for papaw users, 36.1% for non users).
- Poor quality (13.1% - 18.4% for papaw users, 2.0% for non users).
- Papaws did not look attractive (8.0% - 9.8% for papaw users, 4.1% for non users).
- Some people were discouraged when papaws were not in season (5.3% - 6.6% for papaw users, 2.7% for non users).
- Not knowing how to choose a papaw (4.2% - 2.0% for papaw users, 8.8% for non users).
- Some people were discouraged when papaws were not ripe and some people did not know when papaws were ripe (4.2% - 3.9% for papaw users, 4.8% for non users).
- Some people were discouraged when papaws are not available (2.7% - 2.3% for papaw users, 3.4% for non users).
- Previous bad experiences with papaws (2.7% - 2.3% for papaw users, 3.4% for non users).
- Papaws were too big for the consumers' needs (2.4% - 2.6% for papaw users, 2.0% for non users).
- The smell (2.4% - 0.7% for papaw users, 6.1% for non users).

Other reasons consumers were discouraged from purchasing papaws, each mentioned by less than 2% of people surveyed, included the following:

- The colour of the papaw.
- Papaws were overripe.
- Some people purchased other fruit because the respondents' family preferred other fruit.
- Papaws were too soft or too hard.
- Papaws go off too quickly.
- Papaws had broken skin and bruising but were still at high prices.
- The respondent did not usually eat fruit.
- Only the respondent ate papaws in household.
- Some people liked papaws cut in half.
- Papaws have to be organic.

- Papaws required too much preparation, i.e. getting the seeds out.
- Papaws had stringy flesh.
- The consumer was allergic to papaws.
- Some people had never tried papaws and were not interested in trying them.
- There is a need for a seedless variety.
- Papaws were messy.
- Religious reasons.
- The respondents' household has not bought papaws. They were hard to eat, cut up and get rid of.
- The consumer did not like papaws on their own, but preferred them in a fruit salad.
- If papaws were 'mushy' on the side.
- Papaws were marked.
- Papaws ripened too quickly.
- Papaws have a high sugar content.
- Papaws were not good for the stomach.
- Some people did not know how to eat papaw.
- Papaws were not popular.

Those people surveyed that had not eaten papaws in the last 12 months were more likely to be discouraged by the taste (36.1%) compared to consumers who had eaten papaws in the last 12 months (3.9%).

Consumers who had eaten papaws in the last 12 months were more likely to be discouraged by the price (27.2%) and poor quality of papaws (18.4%) compared to consumers that had not eaten papaws in the last 12 months (6.1% were discouraged by price and 2.0% were discouraged by poor quality).

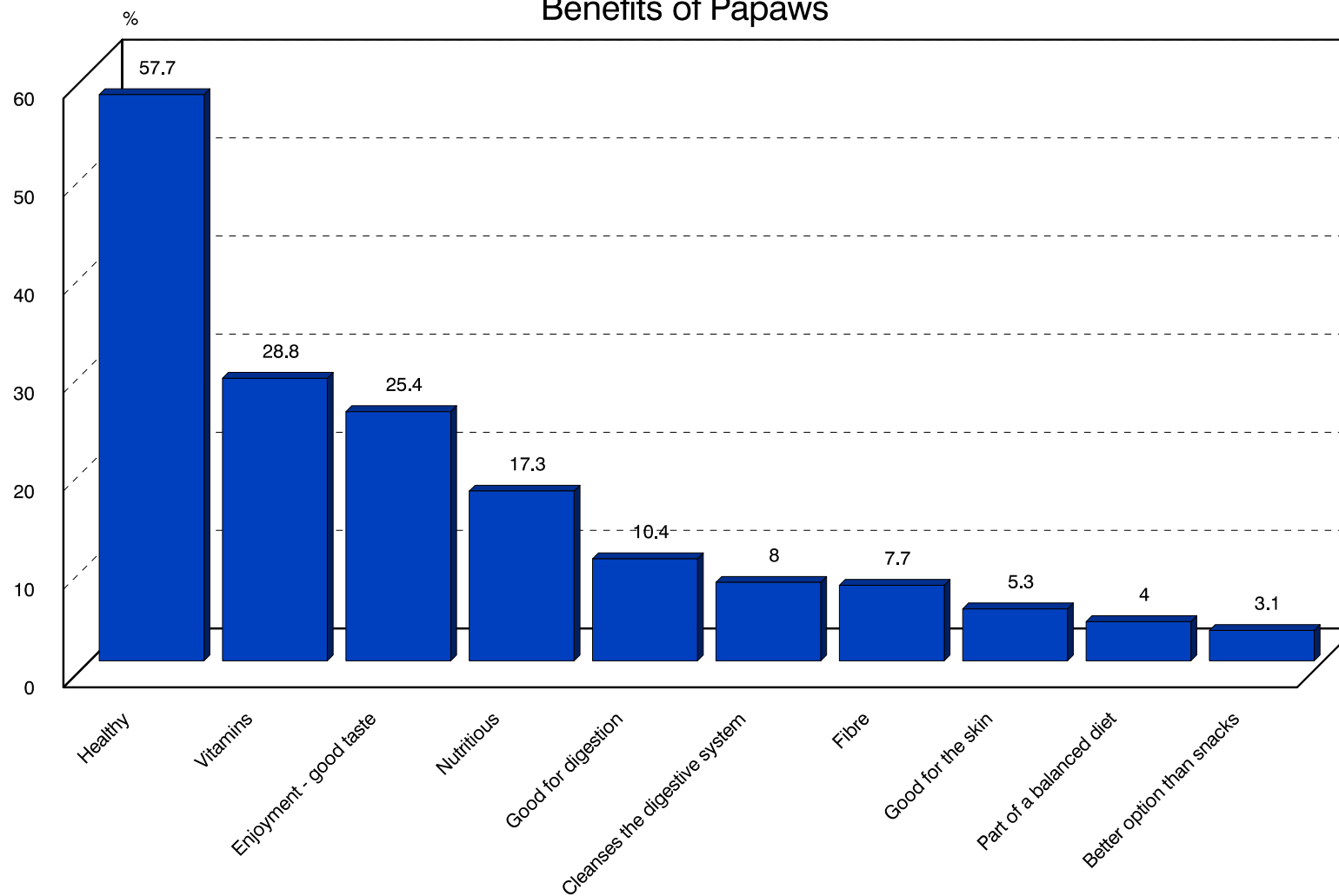
5.3 Perceived Benefits of Papaws

Consumers were asked to comment on what they saw as the benefits of eating papaws. Chart 5.3.1 summarises the main benefits identified by consumers.

Consumers believed the main benefits of papaws included the following:

- Papaws are healthy (mentioned by 57.7% of people surveyed).
- Papaws contain vitamins (28.8%).

Chart 5.3.1
Benefits of Papaws



- Enjoyment - some people liked the good taste of papaws (25.4%).
- Papaws are nutritious (17.3%).
- Papaws are good for digestion (10.4%).
- Papaw cleanses the digestive system (8.0%).
- Papaws contain fibre which keeps you regular (7.7%).
- Papaws are good for the skin (5.3%).
- Papaws make up part of a balanced diet (4.0%).
- Papaws are better than other snacks and junk food (3.1%).
- Papaws contain anti oxidants (2.4%).
- Papaws are a health tonic (2.4%).

Other benefits, each mentioned by less than 2% of people surveyed, included:

- Papaw is easy for kids to eat.
- Papaws have low fat.
- Papaws are good for preventing cancer.
- Papaws contain potassium.
- Papaws are a good size or portion.
- Papaws can be used as an ointment.
- Papaws have a low amount of calories.
- Papaws mix well with other fruits.
- Papaws have a low sugar content.
- Papaws contain enzymes.
- Papaws are a change from other fruit.
- Papaws are high energy and light.
- Papaws are sweet, not over ripe.
- Papaws are easy to eat.
- Papaw keeps well.
- Papaws have a high iron content.

- Papaw cools the body.
- Papaw settles the stomach.
- Papaw is easy to eat.
- People can eat papaw anywhere.
- Papaw is good for breast feeding mothers.
- Papaw creates variety in fruit salads.
- Papaws taste good, are juicy in fruit salad and are refreshing.
- Papaws are low in cholesterol.
- Papaws are filling.
- Papaws have a refreshing, natural sugar.
- Papaws are a nice soft fruit.
- Some people did not like the taste, but it is fruit and it is good for you.
- Papaws reminded one person of Indonesia.
- Papaws are natural and 'you can eat as much as you want'.
- Papaws are good for the back and it is a good tasting fruit.
- Papaws are good for diabetics.
- Papaws are tropical and nice.
- Papaws are fresh.
- Papaws are good for the eyes.
- Some people liked juicing them for a drink.
- Papaw is a fruit.
- Papaws contain protein.
- Papaws contain papain.
- Papaws help clean the lungs.
- Papaws are good for healing.
- Papaws contain calcium.
- Papaw is versatile in cooking and is a fresh ingredient in salad.

- Papaws are juicy.
- Papaws promote relaxation.
- Some people have always eaten papaws growing up.

Results show strong consumer understanding of the health benefits of papaw. People regard papaw as tropical and refreshing as well as providing vitamins, anti oxidants and promoting good health.

People who had not eaten papaws in the last 12 months were less likely to be aware of the benefits of papaws (22.4% thought there were no benefits or did not know of the benefits of papaws) compared to consumers who had eaten papaws in the last 12 months (3.0% thought there were no benefits or did not know of the benefits).

This highlights the need to educate non users about the benefits of papaw.

5.4 External Appearance Preferences

Consumers were asked to provide feedback on the extent of external markings on a papaw which would be acceptable to consumers.

Consumers were asked to provide feedback on:

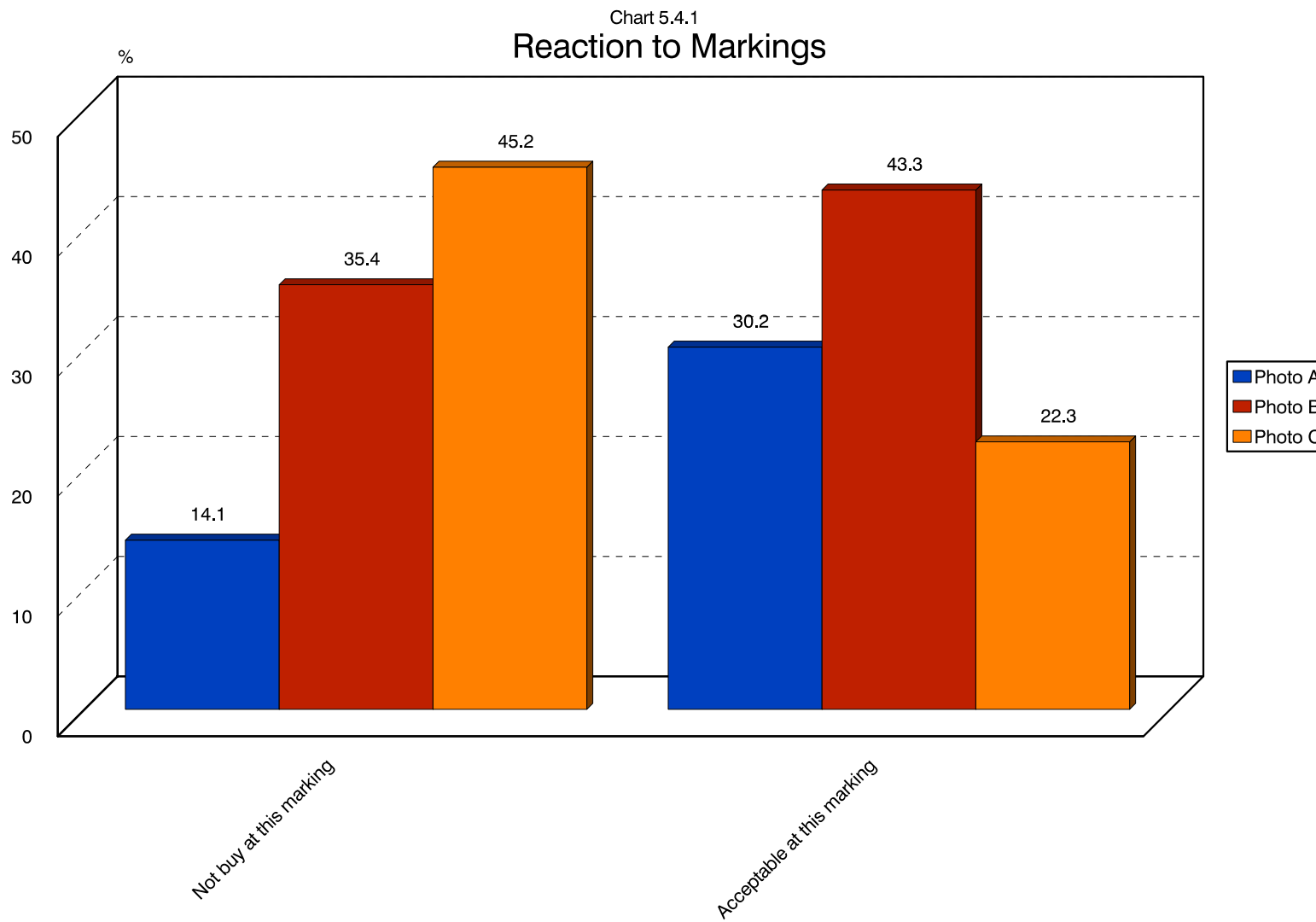
- The level of external markings at which consumers would decide not to buy papaws.
- The extent of external markings which would still be acceptable to consumers.

Chart 5.4.1 and table 5.4.1 give a profile of the number of consumers who would not buy papaws because of the amount of markings in each of the photos and the number of consumers who thought that the markings were still acceptable to consumers.

TABLE 5.4.1 – SUMMARY OF CONSUMER REACTION TO EXTERNAL MARKINGS

Amount of External Markings	Point at Which Consumers Would Not Buy	External Markings Which are Still Acceptable to Consumers
	%	%
Photo A	14.1	30.2
Photo B	35.4	43.3
Photo C	45.2	22.3

Results indicate that an unblemished skin is important in the buying decision and in the overall acceptability of the papaw to consumers.



Survey results show that nearly half the consumers surveyed (45.2%) would not buy papaws with markings at level C. A further 35.4% of people surveyed would not purchase papaws with markings at level B. This research finding is consistent with other consumer research on fruit blemishes and markings.

Consumers have an expectation that the skin of fruit will be clear of markings.

Similar findings on papaws emerged from focus groups. However, people in focus groups indicated that, if they were aware that markings were ‘natural’ and part of the organic growing process, they would be less concerned about markings. An important message is to let consumers know that markings on the outside of papaws will not necessarily affect the quality of the fruit.

It will be important to distinguish between natural markings and blemishes and bruises. Consumers need to know that they can buy a good quality papaw with some external naturally occurring markings.

Results show that only a fifth of consumers (22.3%) would find markings at level C still acceptable for consumers. About a third of consumers surveyed (30.2%) regarded level A markings as still being acceptable for consumers and 43.3% believed level B markings were acceptable.

Reducing the level of external markings is an issue which needs to be investigated by the industry.

5.5 Taste and Quality of Papaws Purchased

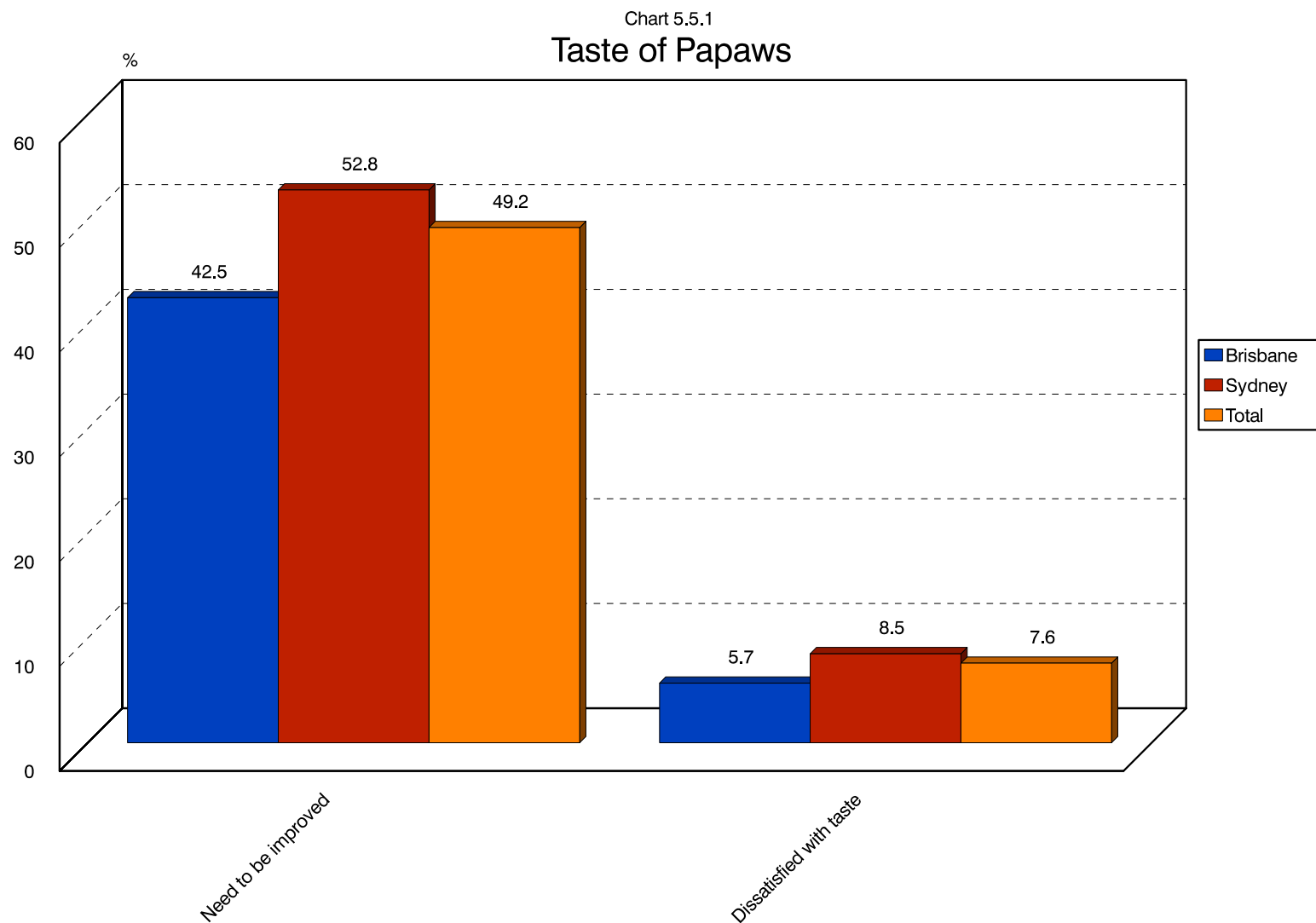
Satisfaction with Papaw Taste

Consumers were asked whether they were satisfied with the taste of the papaws that they ate regularly. Consumers were also asked to comment on whether the taste of papaws generally available in stores needed to be improved. Chart 5.5.1 gives summary results for both of these questions.

While only a small percentage of consumers surveyed (7.6%) were dissatisfied or very dissatisfied with the taste of papaws they regularly ate, a significant proportion of consumers (49.2%) believed the taste of papaws generally available in stores needed to be improved.

Sydney consumers (52.8%), white collar workers (53.0%) and consumers with children of school age in the household (53.4%) were more likely to believe that the taste of papaws in stores needed to be improved (compared with 49.2% for the total sample).

This finding is important as it indicates that roughly half of the consumers buying papaws at the current time believe that improvements are required to the taste of papaws. Monitoring the quality of papaws in store and ensuring that papaws on display are of good quality and in good condition are important issues in improving the taste of papaws.



Feedback from the research indicates that people want a full flavour in their papaw. Ensuring good taste quality is important as consumers regard papaws as an occasional purchase. Consumers purchasing papaws wanted to be sure that the fruit they purchase will be consumed and will be an enjoyable experience for the household.

Results show that more people in Sydney (52.8%) believed the taste of papaws needs to be improved compared with Brisbane consumers (42.5%).

Consumers who were **satisfied with the taste of papaws** (77.7%) gave the following reasons for that rating:

- Papaws tasted good or tasted better (mentioned by 48.9% of consumers surveyed).
- The papaws were sweeter (19.0%).
- Papaws had fullness of taste (16.7%).
- The papaws were refreshing (9.8%).
- Some people liked the tropical or exotic flavour (8.2%).
- The papaws were not bland (3.3%).

Other reasons, each mentioned by less than 2% of consumers surveyed, included the following:

- The papaws had no after taste.
- Price.
- Some were too soft.
- Aroma.
- Texture.
- Juicier.
- Firmness.
- Some people purchased papaw already cut. People could see that papaws were good quality.
- Papaws were generally good.
- Papaws settled the consumer's stomach.
- Papaws were easy for children to digest and eat.
- Papaws mixed well with anything.
- Papaws stayed fresh in the fridge.

- The papaws were never too firm.
- Papaws were healthy.
- Sometimes papaws were dry and woody.
- Papaws were light and refreshing.
- The taste of papaws can be unreliable and variable.
- The colours of the papaws were orange or yellow orange.
- The flesh of the papaws was better when there were more seeds.
- One person was satisfied with the taste of papaws, but preferred mangoes.
- The papaws were just ripe.
- Papaws were easy to cook with, e.g. soup.
- There were no calories in the papaws.
- Green papaws were also acceptable.
- Variation and a nice colour.
- The papaws had an acidic or tangy flavour.

Some consumers gave a neutral rating for their satisfaction with the taste of papaws (14.8%).

The main reason consumers were **not satisfied with the taste of papaws** was due to the poor taste of papaws eaten (mentioned by 3.9% of consumers surveyed). Other reasons, each mentioned by less than 2% of people surveyed, include the following:

- Papaws needed to be sweeter.
- Papaws had an acidic or tangy flavour.
- Papaws were bland or flavourless.
- The price of papaws was too high.
- Papaws were slimy.
- Papaws were too hard.
- Papaws were too soft.
- Papaws were over ripe.
- Papaws were not ripe enough.

- The smell.
- Texture.
- Fruit shops did not always have good quality papaws.
- The quality of the papaw skin was bumpy.
- Papaws were too pale looking in colour.
- Papaws were sweeter overseas.

Suggested Taste Improvements

Consumers who thought that the taste of papaws generally available needed to be improved (49.2%) were asked to comment on the improvements which should be made to the taste of papaws. Improvements mentioned include the following:

- Papaws needed to have a fuller flavour (mentioned by 20.7% of consumers surveyed).
- Papaws should not be bland or tasteless (12.5%).
- Papaws needed to be sweeter (11.8%).
- There is a need to prevent poor or bad tasting papaws (5.6%).
- Reduce the bruising of papaws (3.6%).
- Papaws needed to be fresher (2.0%).

Other improvements, each mentioned by less than 2% of consumers surveyed, included the following:

- Papaws need to be riper and picked when mature.
- Papaws needed consistently better quality.
- Papaws needed a more consistent flavour.
- ‘Pick papaws at a good time and do not over refrigerate them’.
- Papaws needed a better colour.
- There is a need to get rid of the bitter taste of papaws.
- Papaws needed a better aroma.
- Papaws were too fibrous.
- Papaws need to be organic with a more natural flavour.
- Some papaws did not get soft as they ripened.

- One person suggested importing papaws from the coast of Africa.
- The texture of papaws needed to be harder.
- Papaws should not be kept in storage for too long.
- Papaws should not be kept too long in cold storage.
- Papaws need to be juicier.
- Papaws need to be softer.
- Papaws need to be smooth.
- The presentation of papaws needed to improve so that they look good, shiny and sweeter.

Results highlight the need to ensure consistent quality and consistent taste of papaws presented to consumers in supermarkets and greengrocers.

5.6 Problems with Papaws

Incidence of Problems

Consumers were asked whether they had experienced any problems with papaws over the last 6 to 12 months. Chart 5.6.1 gives the proportion of consumers for different groups who had experienced problems with papaws.

Overall, 32.5% of consumers reported experiencing some problems with papaws in the last 6 to 12 months.

The finding that about a third of consumers had experienced problems with papaws in the last 6 to 12 months indicates that action is required by industry and retailers to reduce problems with papaws sold to consumers.

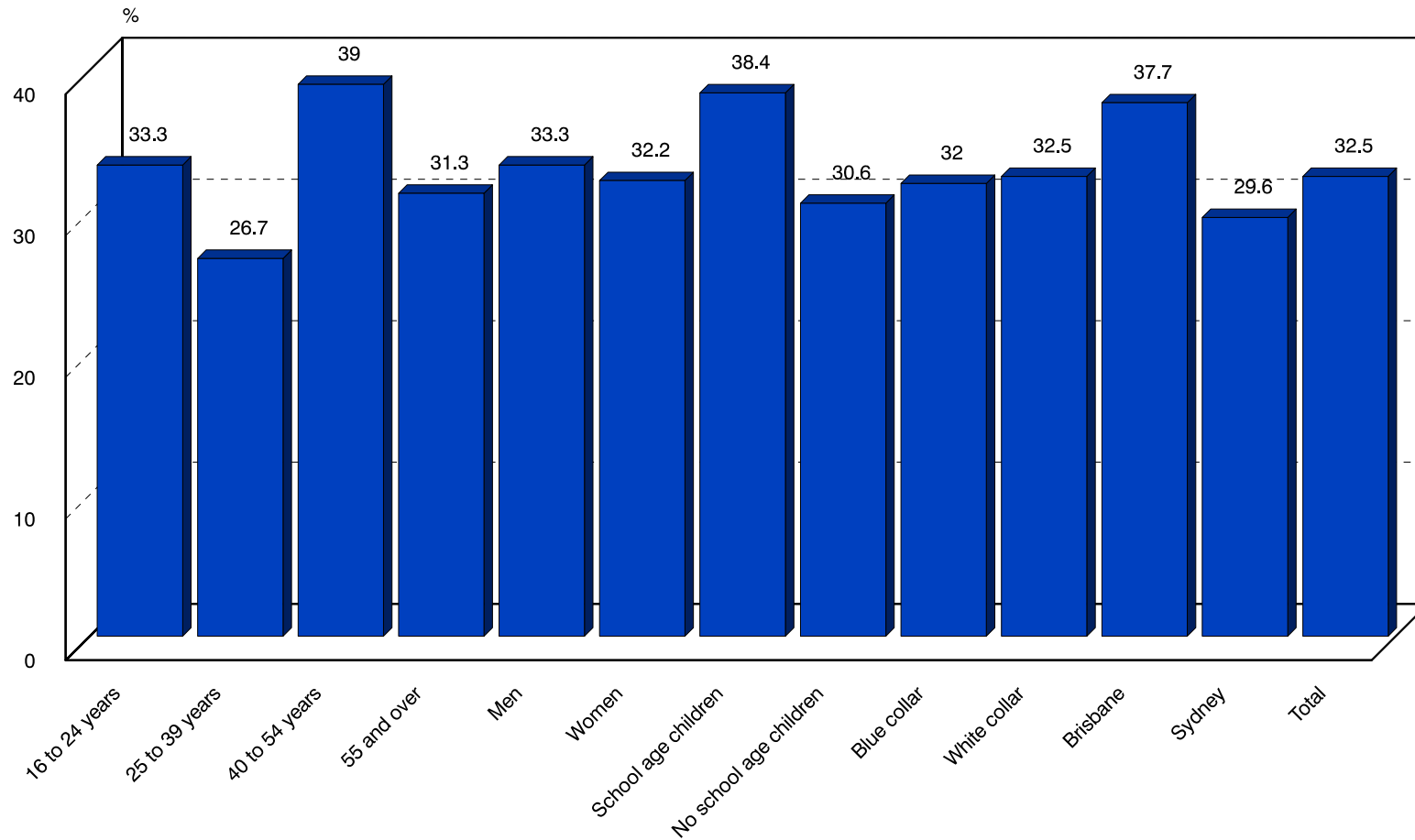
More consumers in these categories reported problems with papaws:

- People aged 40 to 54 years (39.0% had experienced problems with papaws in the last 6 to 12 months).
- Consumers from households with school aged children (38.4%).
- Brisbane consumers (37.7%).
- People aged 16 to 24 years (33.3%).
- Men (33.3%).

People aged 25 to 39 years (26.7%), Sydney consumers (29.6%) and consumers from households with no school aged children (30.6%) were less likely to report experiencing problems with papaws in the last 6 to 12 months.

Chart 5.6.1

Consumers Experiencing Problems With Papaws (Last 6 to 12 Months)



Types of Problems

Consumers were asked to comment on the types of problems they had experienced with papaws in the last 6 to 12 months. Chart 5.6.2 gives a summary of the main problems reported.

The main problems reported included:

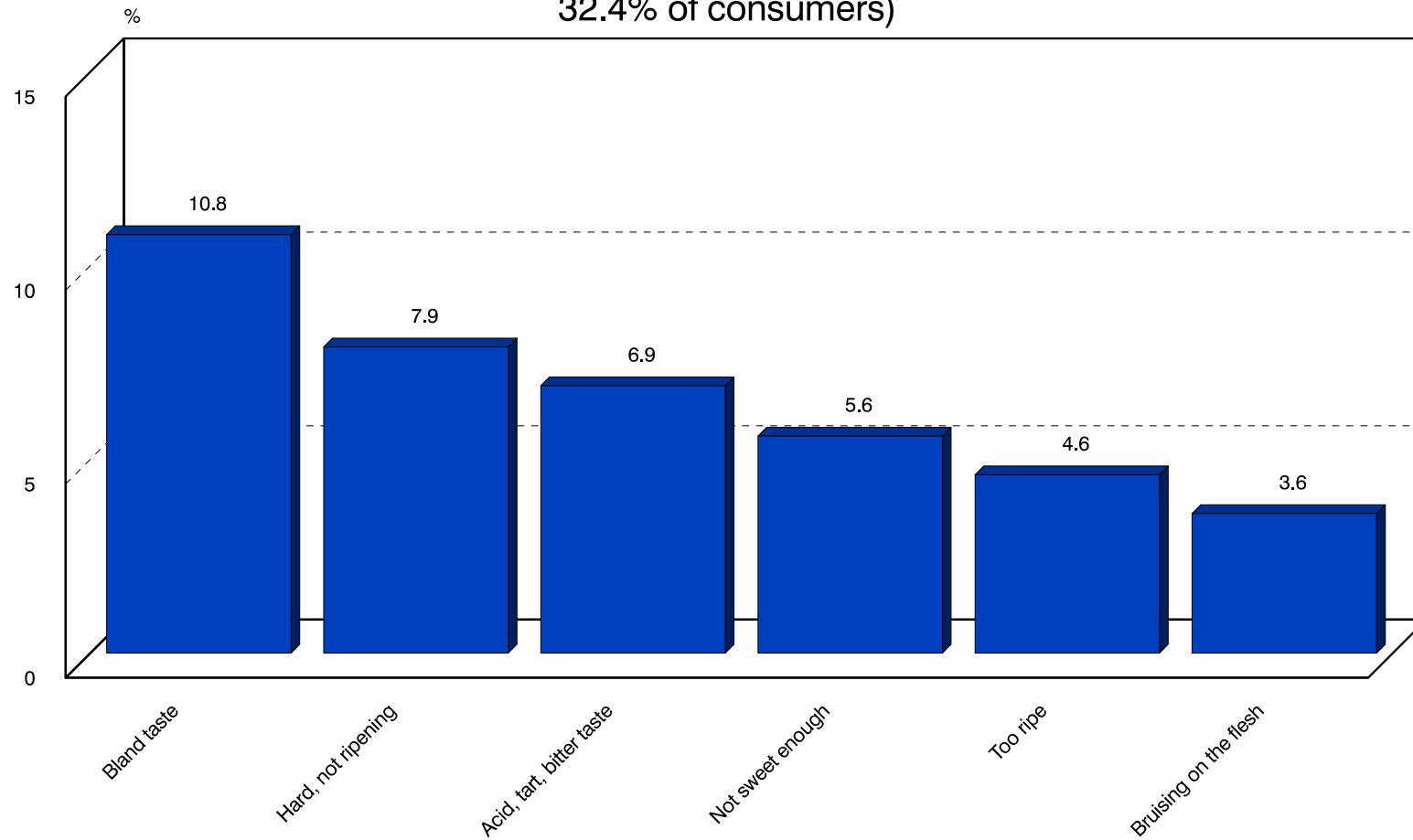
- Papaws had a bland taste (mentioned by 10.8% of people surveyed).
- Papaws were hard and not ripening (7.9%).
- Papaws had an acidic, tart and bitter taste (6.9%).
- Papaws were not sweet enough (5.6%).
- Papaws were too ripe (4.6%).
- Some people experienced bruising on the flesh of papaws (3.6%).

Other problems, each mentioned by less than 2% of consumers, included the following:

- Scarring and damage to papaws.
- Marked skin on papaws.
- Papaws ripening too quickly.
- The papaws had an overpowering taste and the flavour was too strong.
- The papaws had a bad smell.
- The papaws were picked too early.
- The papaws had poor skin colour.
- The papaws had a woody texture.
- The lack of availability of papaws.
- Papaws were too dear and were of poor quality.
- The papaws had lumpy flesh and were too green.
- The papaws were too fibrous.
- The papaws were rotten in the stem area.
- The papaws were 'washed out'.
- The price of papaws was too high.

Chart 5.6.2

Types of Problems With Papaws in the Last 12 Months (mentioned by
32.4% of consumers)



- Some experienced a fruit fly problem with papaws.
- The papaws were too ‘mushy’.
- The papaw had a hard piece inside.
- The papaws took too long to ripen.
- Papaws were difficult to keep.
- The papaws had thick skin, they were chilled and did not last. The papaws went soft.
- The papaws were variable in taste and ripeness. ‘They never ripen and go mouldy’.
- The seeds were not contained in the appropriate area.

Concern about Problems

Consumers were asked how concerned they were about problems with papaws. Of the people who reported experiencing problems with papaws, 14.2% were fairly concerned, 49.5% were slightly concerned and 18.2% were not at all concerned. The remaining 18.2% were not sure.

Results indicate that nearly two thirds of consumers who had experienced problems (63.7%) had some level of concern about problems they had experienced with papaws.

This result highlights the need for the papaw industry and retailers to take action to reduce these problems being experienced.

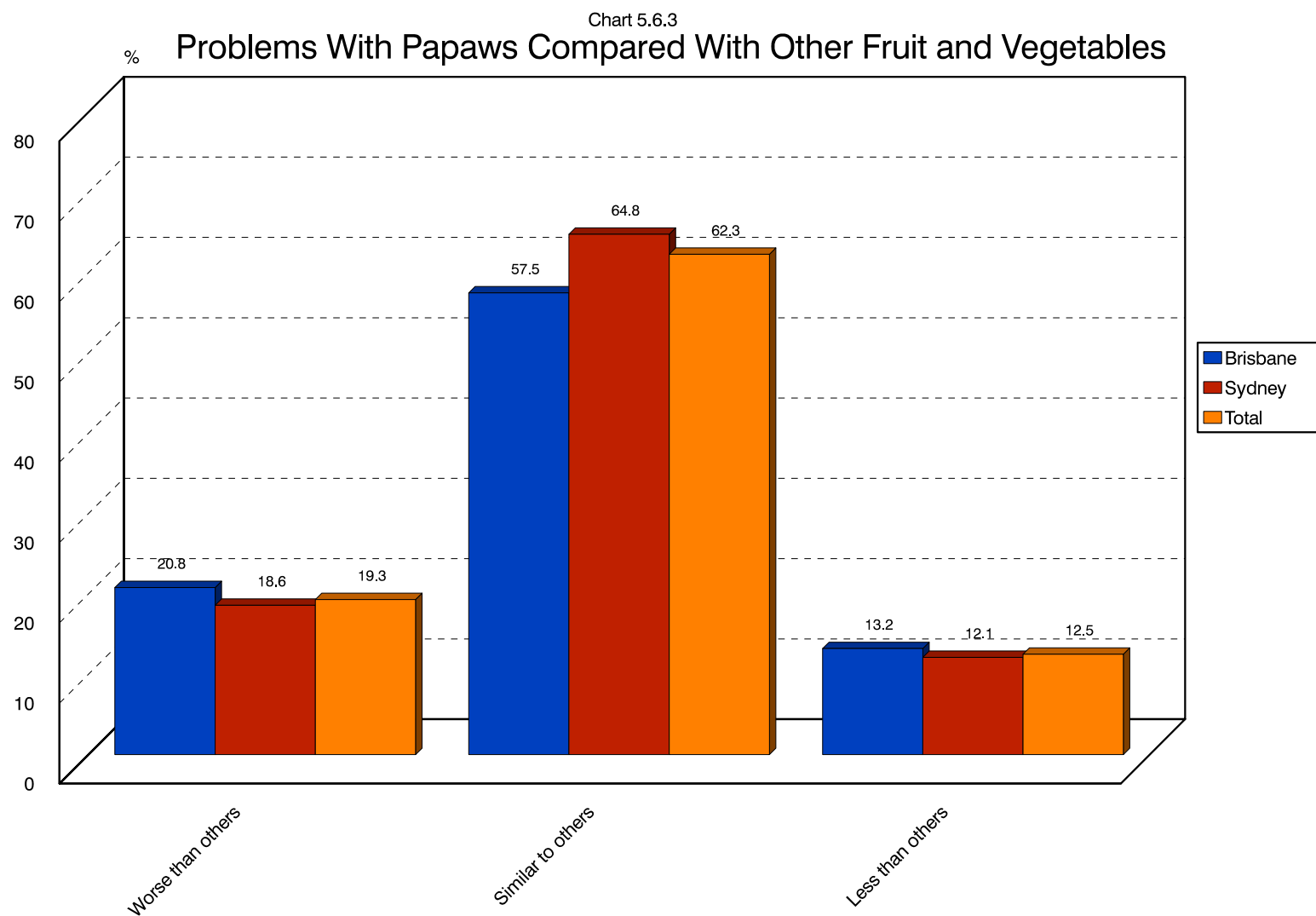
Comparison with Quality of Other Fruit and Vegetables

Consumers were asked to compare the quality problems experienced with papaws with the quality problems experienced when buying other fruit and vegetables. Chart 5.6.3 gives a profile of responses by geographic market.

The majority of consumers (62.3%) believed that the quality problems with papaws were similar to quality problems experienced with other fruit and vegetables.

One in eight consumers (12.5%) believed that the problems with papaws were less than those experienced with other fruit and vegetables.

About a fifth of people (19.3%) believed that the problems with papaws were worse than quality problems experienced with other fruit and vegetables.



5.7 Pricing of Papaws

Current Price Paid

Consumers were asked to comment on the current price they usually paid for papaws. Chart 5.7.1 gives a comparison of the price usually paid plus the price at which consumers would stop buying papaws or buy less often because of the price.

The average price paid by consumers for papaws was \$3.13 per kilo. The average price reported was higher in Sydney (\$3.36 per kilo) compared with Brisbane (\$2.72 per kilo).

White collar workers paid more per kilo for papaws (\$3.26 per kilo) compared to blue collar workers (\$3.00 per kilo).

Price Sensitivity

Consumers were asked whether they stopped buying papaws when the price reached a certain level or bought papaws less often. The majority (70.4%) of papaw buyers reported that they stopped buying papaws when the price reached a certain level. The price at which buyers would stop buying or buy less was \$4.46 per kilo for the sample overall. This was slightly higher in Sydney (\$4.66 per kilo) compared with Brisbane (\$4.06 per kilo).

Those buyers who did not stop buying at a certain price were asked whether they bought papaws less often when the price reached a certain level. Just over a quarter of the buyers surveyed (28.0%) reported that they did buy papaws less often when the price of papaws rose.

The results show consumer price sensitivity. Ensuring that papaw prices are within an acceptable range for the majority of consumers is an important priority.

Preference for Smaller Sized Papaws

Consumers were asked if they would prefer to buy smaller sized papaws to keep the price of papaws at a reasonable amount. More than two fifths of consumers surveyed (44.3%) responded that they would prefer to buy smaller sized papaws. This figure was slightly higher in Sydney (45.2%) compared with Brisbane consumer (42.5%).

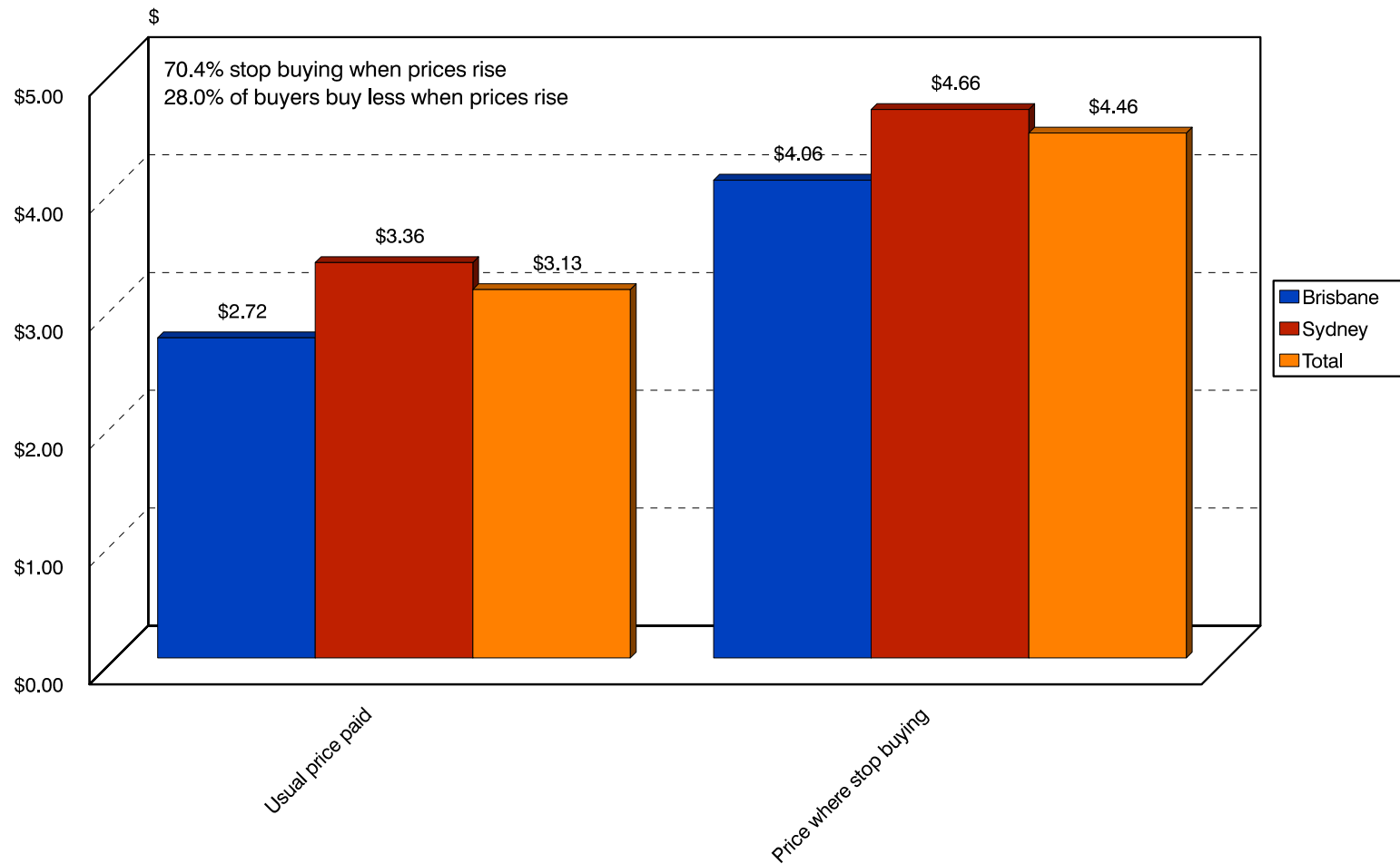
People from families with no school age children in the household were much more likely to prefer to buy smaller sized papaws (47.0%) compared with people from families with children of school age (35.6% preferred to buy a smaller sized papaw).

These results confirm the need to provide a range of different varieties and sizes to consumers to meet differing demands.

Focus group research emphasised that people did not want to waste papaw. Many preferred a smaller sized papaw for that reason when there was only one or two people eating papaw in the household.

The average reasonable price that consumers would pay per whole papaw was \$3.19. This value was higher in Sydney (\$3.33) compared with Brisbane (\$2.94).

Chart 5.7.1
Price Sensitivity



Purchase of Papaws Cut in Half

Consumers were asked if they purchase papaws cut in half. More than a third of consumers surveyed (36.7%) did not buy papaws cut in half.

About two in five people surveyed (43.0%) purchased papaws cut in half. This figure was significantly higher in Brisbane (53.8%) compared with Sydney (37.2%).

Blue collar workers were much more likely to buy papaws cut in half (47.7%) compared with white collar workers (38.4%).

The people who did purchase papaws cut in half (43.0%) were asked for the reasons why they purchased papaws cut in half. Responses included the following:

- The quality of the papaw could be seen (mentioned by 23.3% of consumers surveyed).
- Papaws cut in half were the right size (16.7%).
- The price and the papaws were cheaper (3.9%).
- The colour and ripeness of the papaw could be seen (2.6%).
- Convenient packaging (2.3%).

Other reasons, each mentioned by less than 2% of consumers surveyed, included the following:

- Availability.
- Purchase of papaws cut in half depended on need.
- Papaws cut in half looked good.
- Some 'did not want to get caught with a whole papaw that is bitter'.
- A whole papaw would not last until it was eaten in the household.
- People noticed the cut papaws on display.
- The papaws were ready to eat.
- Papaws cut in half saved time, as the seeds did not have to be taken out.
- If the papaw had a nice yellow half, people could tell it would be sweet.
- The papaws looked nice and they were at a good price.

Factors Encouraging the Purchase of Papaws

People were asked what main factors would encourage them to purchase papaws more often than they do currently. About one in six people surveyed (17.7% - 20.4% of people who had not eaten papaws in the last 12 months and 16.4% of people who had) responded that there was nothing that could encourage them to purchase more papaws. A further 5.3% could not say what could encourage them to purchase more papaws.

For the **people who had eaten papaws in the last 12 months** the following factors would encourage them to buy papaws more often (mentioned by 78.4% of people who had eaten papaws in the last 12 months):

- Lower price (mentioned by 40.3% of people surveyed).
- Better quality (27.2%)
- Better taste (19.0%).
- Improved availability (15.1%).
- The right size available (4.6%).
- Information about different varieties of papaw (3.3%).
- More varieties easily available (3.3%).
- More information and advertising (3.0%).
- Noticing papaws or papaws being more visible (2.3%).
- If the family liked or ate papaws (2.3%).
- Fresh fruit available (2.3%).
- Less markings and damage to papaws (2.3%).
- Knowing how to choose a good papaw (2.0%).

Other factors, each mentioned by less than 2% of people surveyed, included the following:

- Having taste tests.
- Recipes and information on uses of papaws.
- Health benefits information.
- A sweeter taste.
- A better smell.
- Papaws are better in summer.

- If the respondent's papaw tree died.
- A richer yellow colour and richer smell.
- If the respondent enjoyed papaws more – 'it's an acquired taste'.
- The respondent already buys papaw all the time.
- The hot weather makes the respondent want to buy more papaws.
- Diet.
- Papaws should not be taken off tree until fully ripened.
- The consumer is always ready to eat the papaws on day of purchase.
- Stronger colour.
- If the respondent can see inside the papaws and if papaws are fresh.
- Better colour.
- Better coloured skin.
- The papaw looks good.
- Being in season.
- Convince the respondent that papaws did not contain genetically modified material. The consumer prefers organic fruit.
- Uniformity of fruit.
- Stop using chemical additives.

Factors that would encourage those **people who had not eaten papaws in the last 12 months** to buy more papaws included the following (mentioned by 74.2% of people who had not eaten papaws in the last 12 months):

- Better taste (mentioned by 22.4% of people surveyed).
- Lower price (15.6%).
- Better quality (10.2%)
- More information and advertising (8.8%).
- Having taste tests (8.8%).
- Improved availability (6.1%).
- Knowing how to choose a good papaw (6.1%).

- Recipes and information on the uses of papaws (6.1%).
- Noticing papaws or papaws being more visible (4.8%).
- Information about different varieties of papaw (4.1%).
- Health benefits information (4.1%).
- A better smell (4.1%).
- More varieties easily available (3.4%).
- If the family liked or ate papaws (3.4%).
- Right size available (2.7%).
- Sweeter taste (2.7%).

Other factors, each mentioned by less than 2% of people surveyed, included the following:

- Fresh fruit available.
- Less markings and damage to papaws.
- Longer lasting.
- Papaws are too mushy and soft.
- When the respondent's husband is away, they buy papaws.
- Make papaws easier to eat.
- Packaged differently - mixing papaws with other fruit.
- If the papaw's texture is like water melon.
- If handy.
- Packaged in fruit salad form.
- Some were not ripening properly.
- The respondent liked dried papaw.
- 'Papaws smell funny and are not good looking'.
- Encouraging more interest in papaws.
- Juicier.

Research results confirm that quality, taste and price are key factors which will encourage consumers to buy papaws more often.

For papaw users, a lower price and better quality are the key priorities. However, nearly a fifth of this group (19.0%) also believed that there is a need for better tasting papaws.

For people who have not eaten papaws in the last 12 months, a better taste was the most important issue. Lower pricing and better quality was also important for this group.

Non users were also interested in taste tests, information on how to choose papaws and how to use papaws. Increased promotion and advertising of papaws was important for this group.

APPENDIX 1

FOCUS GROUP QUESTIONNAIRE

FEEDBACK FORM

COLOUR IMAGES OF PAPA W VARIETIES AND MARKINGS

PAPAW FOCUS GROUP QUESTIONNAIRE

**Draft No. 1
17 September 2002**

INTRODUCTION

Tonight we are researching people's views about papaws.

1. PAPAW PURCHASE AND CONSUMPTION

- 1.1 First I would like to go around the table and ask each of you to introduce yourself just by your first name and if you could tell me the types of fruit that you generally buy or eat in your household.
- 1.2 Does the type and range of fruit you buy change through the year? How does it change?
- 1.3 What types of tropical fruits do your household particularly enjoy? Why do they enjoy those fruits?
- 1.4 Now I would like to ask you specifically about papaws. How often does your household buy and eat papaws?

Can you tell me what varieties of papaw you buy in your household? Does that change depending upon availability, time of year?

Why do you have those preferences?

- 1.5 Do you buy papaws more often at certain times of the year compared with other times? Why is that?
- 1.6 In your household when do people tend to eat papaw - breakfast, lunch, dinner, dessert?

Does that vary?
- 1.7 Do people in your household regard papaw as an everyday fruit, a luxury - what is their view?

2. TASTE AND QUALITY

- 2.1 We talked earlier about the types of papaws that you buy. I am interested in what you like about the papaws you buy. What do you like most about papaws - the taste, texture, anything else?

Is there anything you like least about papaws? Why is that?

- 2.2 Have you experienced any problems with the papaws you have bought or eaten in the last 6 to 12 months? What have those problems been?

How important are those problems - do they affect how often you eat papaws or the type of papaws you eat?

- 2.3 What do you look for when you are choosing a papaw?
- What other important qualities do you look for in the papaws you choose and eat at home?
- 2.4 What do you see as the main benefits of eating papaw?
- 2.5 For those who do not eat papaw very regularly, what are the main reasons for that?
- Do you think you would change your approach to eating papaws if you had more information about choosing papaws, the benefits of eating papaws or if papaws were more available?
- What could encourage you to eat papaws more frequently than you currently do?
- 2.6 For people who currently eat papaws fairly regularly, what keeps you going back to papaws - what is it that you and your household like about papaws?
- 2.7 Has your pattern of buying or eating papaws changed in recent years?
- Looking into the future, do you expect that you will buy and eat papaws as frequently as you do now?
- Are you likely to increase the amount of papaws you eat at home? What could encourage you to increase your purchases of papaws?
- 2.8 Can you tell me what price you currently pay for the papaws you buy?
- Thinking now about those prices, are those prices acceptable within your household budget?
- At what price wouldn't you buy papaws?
- Is there a lower price at which you would increase the number of papaws you buy? What is that price level?
- 2.9 Where do you generally buy your papaw - the supermarket, green grocer?
- Are there differences in the range or quality of papaws available in supermarkets or from the green grocer?
- 2.10 How many papaws would you buy at a time?
- 2.11 Can you tell me how you decide whether a papaw is ripe?
- 2.12 Once you buy papaws and take them home, how do you keep and store them?
- How would you store them in a refrigerator, e.g. whole, cut?
- How long do you keep them for?
- Would you like more information about when to buy papaws, how to store papaws and how to get the best out of papaws?

What is the best way to get this information to you?

3. TASTE TEST

- 3.1 Now I would like to get you to taste some papaws. I have 3 different types and I would like you to taste each type and fill in ratings on this questionnaire. There is enough for you to have a few mouthfuls of each papaw so that you can really get the taste. **(Taste test of 3 varieties. Participants to complete evaluation questionnaire).**

As you taste each papaw please fill out the ratings for each of the varieties - A, B and C. Please give ratings on a scale where 1 is poor, 3 is average and 5 is very good.

- 3.2 Now that we have gone through that tasting, which variety did you enjoy most? Why was that?

Did the papaw you tasted tonight taste the same as, better than or worse than the papaws you usually buy?

- 3.3 Now I would like to show you some photos of the varieties so that you can see which papaw you have tasted.

Was the type you preferred to eat the same as the type you are currently buying?

After having tasted the different varieties, do you think you would change the range or varieties you currently buy? Why is that? Why not?

- 3.4 Now I would like to show you some examples of different markings on papaws. These show the range of different markings that we might see on papaws when we buy them. Which level of markings do you find acceptable when buying papaws? Why is that?

If papaws do have more markings on the outside does this put you off buying papaws? What influence do markings have on you buying papaws?

What level or types of markings are unacceptable from your point of view - ones that would stop you buying a papaw?

- 3.5 Outside markings on papaws generally do not affect the quality of the fruit inside. Is it useful to tell consumers that the fruit is still good quality even though there are markings on the outside of the fruit?

Would this information encourage you to buy more papaws than you currently do at the moment? Why not?

- 3.6 What size papaw do you prefer to buy? Why is that?

- 3.7 Do you prefer to buy cut papaws or whole papaws?

Why do you have that preference?

4. TOP PRIORITIES

- 4.1 The papaw industry is interested in encouraging people of all different ages to eat more papaws. What does the papaw industry need to do to encourage younger people - teenagers and children - to eat more papaws?

How do they encourage more people in their 20s and 30s to eat more papaw?

What should the industry do to encourage more people aged over 40 to eat more papaws?

- 4.2 What is the most important information that papaw growers need to get out to people about the benefits of papaw, the availability of papaw, the taste - and any other factors that are important?

- 4.3 Overall, what are the top priorities which papaw growers and retailers need to concentrate on to make sure that consumers are encouraged to buy papaws when they are choosing fruit for their family?

Thank you for your help with this important research.

PAPAW FOCUS GROUP

FEEDBACK FORM

19 September 2002

Please give a rating from 1 to 5 where rating 1 = poor, 3 = average, 5 = very good

First Name:

	Sample 1	Sample 2	Sample 3
Taste
Texture - softness/ firmness
Smell
Is this papaw: Better than papaw you buy	1	1	1
Same as the papaw you buy now	2	2	2
Worse than the papaw you buy now	3	3	3

How often do you buy papaw?

Every 1 - 2 weeks	1
Every 3 - 4 weeks	2
Every 2 - 3 months	3
Every 4 - 6 months	4
Every 6 - 12 months	5
Less often	6
Don't buy papaws	7

Your age group:

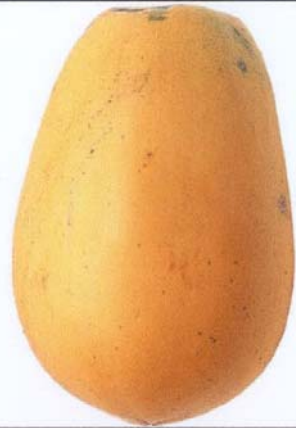
18 - 25 years	1
26 - 30 years	2
31 - 35 years	3
36 - 40 years	4
41 - 45 years	5
46 - 50 years	6
51 - 55 years	7
56 - 60 years	8
Over 60 years	9

Sex

Male	1
Female	2

PAPAW VARIETIES

20cm



ONE B



SUNRISE SOLO



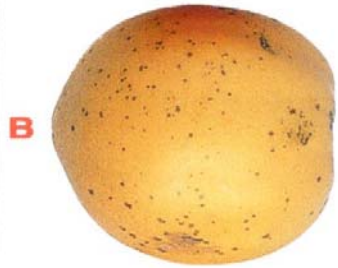
RED DIOECIOUS

10cm

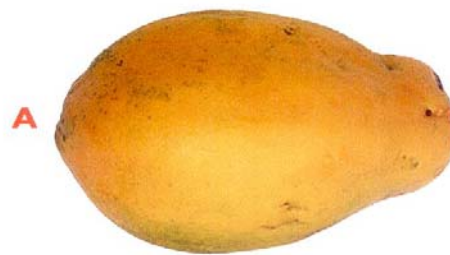


PAPAW MARKINGS

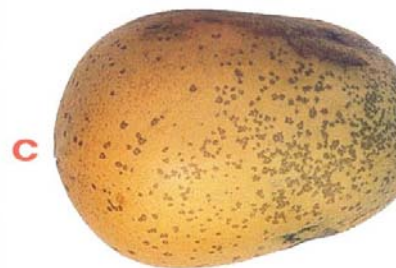
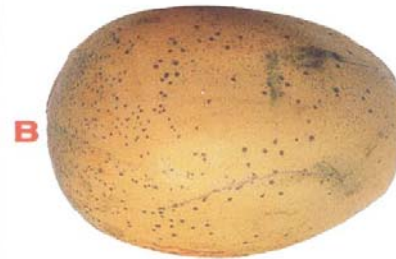
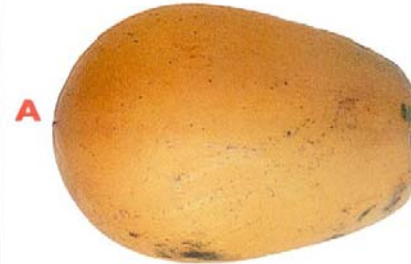
RED DIOECIOUS



SUNRISE SOLO



ONE B



APPENDIX 2

SURVEY QUESTIONNAIRE

CONFIDENTIAL

All work conducted on behalf of the Australian Pawpaw Industry is confidential. Under the Code of Professional Behaviour of the Market Research Society of Australia no information about this project, questionnaire or respondents should be disclosed to any third party.

FINAL QUESTIONNAIRE

24/09/02

10821

TIME START:

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Location Bris 1 Syd 2

Good morning/afternoon/evening, My name is _____ from NCS Australasia the National Market Research Company. Today, we are conducting research for Australian Pawpaw Growers. The survey is very important for the pawpaw industry because it will provide feedback on consumer preferences for pawpaws and identify priorities for the industry to improve pawpaws. The study takes about 10 minutes and we would like to include your opinions. **(IF REQUIRED: your responses remain totally anonymous).**

1. SCREENING QUESTIONS

- 1.1 Have you eaten pawpaws in the last 12 months?
Yes 1 **(Go to 2.1)**
No 2 **(Go to 3.3, 4.1, 7.1, 8)**

2. CURRENT PURCHASING PATTERNS

- 2.1 Who in the household most regularly buys pawpaws? **(Record one answer)**

Respondent 1
Spouse/partner 2
Other adult in the households 3

- 2.2 (a) How often does your household buy pawpaw? **(Showcard 1)**

(b) How often do you eat pawpaw? **(Showcard 1)**

	(a) Buy	(b) Eat
More than once a week	1	1
Once a week	2	2
About once every 2 or 3 weeks	3	3
Once a month	4	4
Once in 2 or 3 months	5	5
Once in 4 to 6 months	6	6
Once in 7 to 12 months	7	7
Never	8	8

- 2.3 (a) For each of the following types of pawpaws, does your household usually eat this type always, mostly, sometimes, rarely, never? (**Showcard “Pawpaw Varieties” and record answers Showcard 2. Read out type**)

Type	Always	Mostly	Sometimes	Rarely	Never	DK
One B	1	2	3	4	5	6
Sunrise Solo	1	2	3	4	5	6
Red Dioecious	1	2	3	4	5	6

- (b) For the varieties you never eat, were you aware of these varieties? (**Showcard “Pawpaw Varieties”**)

Type	Already Eat	Aware	Not Aware
One B	1	2	3
Sunrise Solo	1	2	3
Red Dioecious	1	2	3

- (c) Looking at these three different pawpaw varieties of different sizes, what size pawpaw would your household prefer to buy? (**Showcard “Pawpaw Varieties”**)

Type	Prefer to Buy
One B	1
Sunrise Solo	2
Red Dioecious	3

- (d) Why do you prefer that size? (**Do not read out, record all answers**)

Right size for 1 or 2 people 1
 Less wastage 2
 Right size for one sitting/serve 3
 Large enough for family requirements 4
 Right size for entertaining 5
 Other (specify)..... 6

(Cannot say 7)

3. CONSUMPTION OF PAWPAWS

- 3.1 In your household, are pawpaws eaten as (**Showcard 2. Read out all options and record answer.**)

Options	Always	Mostly	Sometimes	Rarely	Never
Breakfast	1	2	3	4	5
Snacks/ Anytime	1	2	3	4	5
Day or Night	1	2	3	4	5
Lunch/part of lunch	1	2	3	4	5
Smoothies	1	2	3	4	5
In cooking	1	2	3	4	5
Dessert	1	2	3	4	5
Other (specify)	1	2	3	4	5

3.2 Do you regard pawpaws as:

- An every day fruit purchase 1
- An occasional fruit purchase 2
- A luxury or a treat purchase 3

Non-eaters, Code 2 Q1.1 ask 3.3 and then skip to Q4.1

3.3 Is there anything that discourages you from buying pawpaws when shopping for fruit for your household? **(Do not read out. Record all answers).**

- Not available 1
- Poor quality 2
- Do not look attractive 3
- Not knowing how to choose a pawpaw 4
- Previous bad experiences 5
- Too big for needs 6
- Not in season 7
- Other (specify) 8

(Cannot say 9)

3.4 Does your household eat pawpaws:

- All year round? 1
- Or only at certain times of the year? 2 ... What times of the year? **(Do not read out. Record all answers)**

- Summer (December, January, February) 1
- Spring (September, October, November) 2
- Autumn (March, April, May) 3
- Winter (June, July, August) 4

3.5 (a) For the variety your household eats, at which point on this scale of pawpaws would you decide **not to buy** pawpaws because of the amount of external markings? **((Picture Showcard “Pawpaw Markings” and record the number of the photo AT WHICH the respondent would not buy pawpaws.)**

(b) For the variety your household eats, at which stage of external markings do you believe pawpaws are still acceptable to consumers? **(Picture Showcard “Pawpaw Markings” and record the number of the photo AT WHICH pawpaws are acceptable to consumers.)**

**3.5(a)
Purchase**

- A
- B
- C
- D (Does not Buy)
- E (No marks at all)

**3.5(b)
Acceptable**

- A
- B
- C
- D Cannot Say
- E (No marks at all)

- 3.6 What qualities do you look for when choosing a pawpaw to buy? **(Do not read out. Record all answers.)**

Looks ripe.....	1
Smell/fragrance/aroma.....	2
Degree of softness/'give' in the fruit.....	3
Colour.....	4
Clear of markings.....	5
Clear of damage.....	6
No bruising.....	7
Does not look overripe.....	8
Other (specify).....	9
<hr/>	
Do not buy/choose pawpaws.....	10
(Cannot say.....)	11)

4. PERCEPTIONS OF PAWPAWS

Non-eaters code 2 Q1.1, ask Q4.1 and then skip to Q7.1

- 4.1 What do you see as the benefits of eating pawpaws? **(Do not read out. Record all answers.)**

Healthy.....	1
Nutritious.....	2
Part of a balanced diet.....	3
Better than other snacks/junk food.....	4
Good for digestion.....	5
Enjoyment - good taste.....	6
Good for the skin.....	7
Health tonic.....	8
Fibre/keeps you regular.....	9
Anti oxidants.....	10
Cleanses the digestive system.....	11
Easy for kids to eat.....	12
Vitamins.....	13
Potassium.....	14
Good size / good portion.....	15
No benefits.....	16
Other (specify).....	17
<hr/>	

5. QUALITY OF PAWPAWS

- 5.1 (i) How satisfied are you with the taste of pawpaws you regularly eat on a scale where 1 is very dissatisfied and 5 is very satisfied? **(Showcard 3 and record one answer.)**

Very dissatisfied.....	1
Dissatisfied.....	2
Neutral.....	3 (Go to 5.2)
Satisfied.....	4
Very satisfied.....	5

5.1 (ii) Why is that? **(Do not read out. Record all answers.)**

Good tasting/taste better	1	Poor tasting	8
Fullness of taste	2	Acidic/tangy flavour	9
Like tropical/exotic flavour..	3	Bland or flavourless	10
Not bland	4	Price	11
Sweeter	5	Slimy	12
Refreshing	6	Floury	13
No after taste	7	Too hard	14
		Too soft	15
		Over ripe	16
		Not ripe enough	17
Other (specify)			18

5.2 (i) Does the taste of pawpaws generally available in stores need to be improved?
(Record one answer.)

Yes	1 (Go to 5.2(ii))
No	2 (Go to 5.3(a))
Cannot say	3 (Go to 5.3(a))

(ii) What improvements to taste should be made? **(Do not read out. Record all answers.)**

Fuller flavoured	1
Prevent poor/bad tasting pawpaws	2
Reduce bruising	3
Not bland/tasteless	4
Other (specify)	5

5.3 (i) Have you experienced any problems with pawpaws over the last 6 to 12 months?
(Record one answer.)

Yes	1 (Go to 5.3(ii))
No	2 (Go to 5.5)

(ii) What were those problems? **(Do not read out. Record all answers.)**

Too ripe	1
Bruising	2
Scarring/damage	3
Misshapen	4
Hard /not ripening	5
Marked skin	6
Poor skin colour	7
Bland taste	8
Overpowering taste/too strong flavour	9
Too sweet	10
Not sweet enough	11
Acid / Tart / Bitter Taste	12
Ripen too quickly	13
Bad smell	14
Other (specify)	15

- 5.4 How concerned are you about these problems with pawpaws? (**Showcard 4 and record one answer.**)

Not at all concerned 1
Slightly concerned..... 2
Fairly concerned..... 3
Very concerned 4
(Cannot say 5)

- 5.5 Thinking generally about quality problems when buying fruit and vegetables, are the problems with pawpaws ... (**Read out and record one answer.**)

Worse than quality problems with other fruit and vegetables..... 1
Similar to the quality problems with other fruit and vegetables 2
Less than the quality problems with other fruit and vegetables 3
(Cannot say 4)

6. PRICING

- 6.1 **Ask if buyer (Code 1 at 2.1 on page 1)** What price do you usually pay for pawpaws? (**Record the price.**)

\$ kg
Don't Know / Market price varies..... 0

- 6.2 (a) **Ask if buyer (Code 1 at 2.1 on page 1)** Do you stop buying pawpaws when the price reaches a certain level?

Yes 1 **Go to 6.2(c)**
No..... 2

(b) Do you buy pawpaws less often when the price reaches a certain level?

Yes 1
No..... 2 **Go to 6.3**

(c) What is the price level at which you (would stop buying) or (would buy less) pawpaws because of the price? (**Read as appropriate. Record the price.**)

\$ kg

- 6.3 (a) Would you prefer to buy smaller sized pawpaws to keep the price you pay for the pawpaw at a reasonable amount?

Yes 1
No..... 2

(b) What is a reasonable price you would pay per whole pawpaw?

\$.....

6.4 Do you buy pawpaws cut in half?

No..... 2

Yes 1..... Why is that? **(Do not read out. Record all answers).**

Right size..... 1

See the quality..... 2

Convenient packaging 3

Other (specify) 4

7. INCREASED CONSUMPTION OF PAWPAWS

Non-eaters code 2 Q1.1 ask Q7.1 then skip to Q8

7.1 What main factors would encourage you to buy pawpaws more often than you currently do? **(Do not read out. Record all answers).**

Improved availability..... 1

Better quality 2

Noticing pawpaws/being more visible 3

Knowing how to choose a good pawpaw 4

Information about varieties..... 5

Less markings/damage to pawpaws 6

Lower price..... 7

Better taste..... 8

More varieties easily available 9

Right size available 10

Other (specify)..... 11

Nothing..... 12

(Cannot say 13)

8. DEMOGRAPHICS (ask demographics of all respondents)

To make sure we are talking to a good cross section of people, I need to ask you a few questions about you and your household.

8.1 **(Record gender)**

Male 1

Female 2

8.2 What was your age last birthday? **(Showcard 5 and record one answer.)**

16 - 19 years	1
20 - 24 years	2
25 - 29 years	3
30 - 34 years	4
35 - 39 years	5
40 - 44 years	6
45 - 49 years	7
50 - 54 years	8
55 - 59 years	9
60 - 64 years	10
65 - 69 years	11
70 and over	12
Refused	13

8.3 Which of these best describes your household? **(Showcard 6 and record one answer.)**

Single person household.....	1
Single adults (share house)	2
Couple family with children	3
Couple family with no children at home	4
Single parent family with children.....	5
Single parent family with no children at home.....	6

8.4 How many people are in the household in these categories? **(Read Out and record a number for each.)**

Adults in the household aged over 18	
Children aged 12 to 18	(School Age Children 5-18)
Children aged 5 to 11	
Children aged under 5	
Total People	

8.5 (a) What is your employment status? **(Showcard 7 and record one answer.)**

Employed:	
Employed Full time.....	1
Employed Part time.....	2
Self Employed / Business Owner	3
Contributing family worker/family business ...	4

Unemployed:	
Unemployed looking for full time work	5
Unemployed looking for part time work	6

Not in the labour force:	
Not in the labour force - retired	7
Not in the labour force - home duties	8
Not in the labour force - student.....	9
Not in the labour force - overseas visitor.....	10
Not in the labour force - other	11

8.5(b) **(If respondent is employed - codes 1 to 4 in 8.5(a), ask.. What is your occupation?**

(If respondent is unemployed/not in labour force - codes 5 to 11 in 8.5(a), ask.. What is the main income earner in the household's occupation? (Do not read out. Record using the reference list.)

Manager/administrator	1	White
Professional	2	White
Associate professional	3	White
Tradespersons and Related Workers	4	Blue
Advanced clerical and service worker	5	White
Intermediate clerical, sales and service workers.....	6	White
Intermediate production and transport workers.....	7	Blue
Elementary clerical, sales and service workers	8	Blue
Labourers and related workers	9	Blue
Unemployed /Not in labour force.....	10	Blue

8.6 What is the weekly or annual income for your household before tax? **(Showcard 8 and record one answer.)**

Up to \$199 per week (\$10,399 pa).....	1
\$200 - \$499 per week (\$15,600 - \$25,999 pa).....	2
\$500 - \$799 per week (\$26,000 - \$41,500 pa).....	3
\$800 - \$1,499 per week (\$41,600 - \$77,999 pa).....	4
\$1,500 - \$1,999 per week (\$78,000 - \$103,999 pa).....	5
\$2,000 or more per week (\$104,000 or more pa)	6
Refused	7

**Thank you for your assistance with this important survey.
Your views will help the Pawpaw industry to improve in the future.**

Thank you again, just in case you missed it, my name is and I am from NCS Pearson In case my supervisor needs to check my work, may I please have your first or last name and phone number?

RESPONDENT'S NAME

RESPONDENT'S PHONE (.....)

TIME FINISH:

--	--	--	--

INTERVIEW LENGTH:

--	--

min
s

Read Out

Once information processing has been completed, please be assured that your name and contact details will be removed from your responses to this survey. After that time we will no longer be able to identify the responses provided by you. However, for the period that your name and contact details remain with your survey responses, which will be approximately 2 weeks, you will be able to contact us to request that some or all of your information be deleted.

INTERVIEWER DECLARATION

I have conducted this interview. It is a full and to the best of my knowledge, an accurate recording and has been completed in accordance with my interviewing and ICC/ESOMAR guide-lines

Interviewer

(sign).....

☐

ID

☐ Date: / /

SUPERVISOR'S VERIFICATION

I CERTIFY THAT I HAVE VALIDATED THIS INTERVIEW AND THAT IT IS ACCURATE AND COMPLETE

Supervisor's Name

ID

--

Supervisor's Signature

Date

--

REFERENCE LIST FOR QUESTION 8.5(B)

Australian Classification of Occupations:

MANAGER AND ADMINISTRATOR	1
Generalist Managers	11
Specialist Managers	12
Farmers and Farm Managers	13
PROFESSIONALS	2
Science, Building and Engineering Professionals	21
Business and Information Professionals	22
Health Professionals	23
Education Professionals	24
Social, Arts and Miscellaneous Professionals	25
ASSOCIATE PROFESSIONAL	3
Science, Engineering and Related Associate Professionals	31
Business and Administration Associate Professionals	32
Managing Supervisors (Sales and Service)	33
Health and Welfare Associate Professionals	34
Other Associate Professionals	39
TRADESPERSONS AND RELATED WORKERS	4
Mechanical and Fabrication Engineering Tradespersons	41
Automotive Tradespersons	42
Electrical and Electronics Tradespersons	43
Construction Tradespersons	44
Food Tradespersons	45
Skilled Agricultural and Horticultural workers	46
Other Tradespersons and Related Workers	49
ADVANCED CLERICAL AND SERVICE WORKERS	5
Secretaries and Personal Assistants	51
Other Advanced Clerical and Service Workers	59
INTERMEDIATE CLERICAL, SALES AND SERVICE WORKERS	6
Intermediate Clerical Workers	61
Intermediate Sales and Related Workers	62
Intermediate Service Workers	63
INTERMEDIATE PRODUCTION AND TRANSPORT WORKERS	7
Intermediate Plant Operators	71
Intermediate Machine Operators	72
Road and Rail Transport Drivers	73
Other Intermediate Production and Transport Workers	79

ELEMENTARY CLERICAL, SALES AND SERVICE WORKERS	8
Elementary Clerks	81
Elementary Sales Workers	82
Elementary Service Workers	83
LABOURERS AND RELATED WORKERS	9
Cleaners	91
Factory Labourers	92
Other Labourers and Related Workers	93

APPENDIX 3

FOCUS GROUP TRANSCRIPTS

FOCUS GROUP CONSUMER RESEARCH - PAPAW/PAPAYA

OVER 40 YEARS OF AGE

WEDNESDAY, 18 SEPTEMBER 2002 - 6.00PM - BRISBANE

Facilitator: I appreciate you taking the time. My name is Debby Archbold and what we are doing tonight is a focus group. A focus group is different to a telephone survey or a survey when someone comes to your door. Because in those situations we are really only talking to one person and we find that we get a great deal more information once we get a group of people together. Particularly what we are going to do tonight is we have some things to show you and some things for you to sample. As you can see we have 9 people and we might have a tenth person join us. It is really important to get everyone's views so don't be shy, please speak up and if someone is talking about something that you agree with, then say 'yes, I agree with that too'. That then gives me a better idea that what that person is saying is what a lot of other people think as well. It is good to get a lot of people involved in the discussion. If we only have one or two people talking all the time, then it ends up just being their view. So if that happens I'll just ask for a few people to give their comments. The only thing that gets me in a tangle is if we have a couple of conversations going at once and then I'll yell of help. I'll take notes as we go through but once you see the quality of my note taking then you'll understand why we need to audio tape this group. Also tonight we are going to video tape this discussion and also just behind me is a screen and we have a couple of people who are going to observe tonight. If we had them in the room with us that would be really distracting. Your feedback is going to be very important tonight. Sometimes when we give someone a report and say that somebody said this, it is just not the same as hearing what people say and seeing how they talk about things. Now that I have told you about them, just ignore them. Tonight what I'd like to do is talk to you about papaws. What I would like to do first is to go around the table and get you to introduce yourself by your first name and if you can tell me the types of fruit you buy in your household. Can I start with you first Jim?

Yes. My name is Jim. Types of fruit, pretty well try to mix it up so fresh fruit we get it delivered on a fortnightly basis and we get whatever he has going there. Or we will get it from a supermarket or a green grocer.

Facilitator: Thanks Jim.

My name is Malcolm. Pretty well everything. Plenty of oranges, mandarines, apples, papaws, custard apples, although not custard apples too often, rockmelons, strawberries, pretty well everything, bananas, plenty of apples, pretty good on bananas.

Facilitator: Thanks Michael, I appreciate it.

Christine. Pretty much what the other two fellows have said. Bananas, apples, rockmelons, mangoes.

Yes, mangoes.

Not too much of the papaw.

Facilitator: Thanks Christine.

Hi, I'm Claire and I get a cross section of fruit. I try to concentrate on seasonal fruits for the economy and a variety. Oranges are a particular favourite.

Facilitator: Thanks Claire.

Hello, I'm Neil. My wife and I eat a full range of fruit. As Claire said, most of it sometimes in season and it gets a bit expensive if it is out of season. At night, particularly papaws. We would buy a papaw once a week.

Facilitator: Thanks Neil.

Hi, my name is Tania and I am the same as everyone else. I get fruit that is in season and because we have a few children we tend to eat a lot of oranges and apples for lunches and bananas.

Facilitator: Thanks Claire.

Hi, I'm Cathy and more or less what everyone else has said. Seasonal stuff that you can afford.

Facilitator: Thanks Cathy.

Hi, I'm Alan. I eat mandarines, bananas, oranges and normally any fruit I can lay my hands on really. But I refuse to buy mangoes. Principle involved.

Facilitator: Thanks Alan. I understand.

Should be grown in the back yard.

Hi, I'm Paul. Pretty much like the others, what's in season. I guess if you had to pick one that would be the main one it would be bananas. Papaws I guess the thing that they're such a big thing and I guess I'm lazy you don't, it's not something you can grab and peel and eat the papaws. Pretty much like the others, what's in season. I guess if you had to pick one that would be the main one it would be bananas. Papaws I guess the thing that they're such a big thing and I guess I'm lazy you don't, it's not something you can grab and peel and eat. I wouldn't sit down and eat a whole one so you'd end up throwing it out or it's in the fridge for weeks.

Facilitator: Thanks Paul. Well I wanted to just talk to you specifically about papaws and how often you buy them and then after we've talked a bit about papaws, I've also got some samples that we're going to try, just some different ones to get your ideas on what you like perhaps what you prefer. So what I just wanted to open it up for anyone to comment and I'm just interested in specifically papaws. How often does your household buy and eat papaws?

....because my kids can't stand the smell of it, they won't go near it.

I probably get one every two or three weeks, I suppose, we tend to slice them up andthat is a bit of a treat really, not something on its own.

It's the one fruit I'll eat at home. I must admit I love it with ice cream but at the moment, the supermarkets have gone to the extent of cutting them in half so you can get half a papaw but my wife doesn't eat them and doesn't like the smell so I get the half when I get it.

Facilitator: OK, what about everybody else?

Yes I rather, the last couple of years I've been buying the halves like if there's a particular big half....can't stand the smell. Because they do, I'd say about every two to three weeks. I don't feel they keep as well....

The problem is you don't know how long ago they've been cut so you can get one that's just about ready to go...

Sorry.

I buy one every couple of weeks, leave it in the fridge and have a bit every night. Put a bit of lemon juice on them or orange juice or passionfruit, they're great.

It's not a food you'd take in your lunch box.

Facilitator: At home.

Cut them up in a fruit salad or

Yes, that's what I was going to say.

And I would tend not to buy the cut ones because they smell more.

....

Facilitator: Hi. We're just talking about papaws, so just join in and we're just making sure that everybody gets a chance to put their views in and justcatch on as we go. OK, so I think we were talking fruit salad. OK. And I'm interested in whether you buy papaws more often at certain times of the year. Does it vary?

Summer.

Summer.

Summer fruit.

Very rarely in the winter.

Winter you don't seem to feel like eating it.

Facilitator: So its more that you don't feel like eating it rather than it not being available?

Yes.

Winter time's ok for cooking but you knowyou can sort of put papaw in it as a bit of a change. Its more likely to cook with it.

The quality of the papaw varies in winter time too because my wife is a vegetarian so we tend to eat a lot more fruit and vegetables. But what we find is that during the winter time some of the papaws you buy are that hard and don't even ripen, they're very insipid, high in acid and some don't even ripen at all.

Facilitator: What about everybody else? Is it a summer time thing or

Out of the fridge its nice and cold.

Facilitator: And I'm interested in, I know we've mentioned this or sort of touched on this a bit already but I'm just interested in when you eat, what time of the day you eat papaws, we've had this couple say oh, for desert, or fruit salad, but is it a breakfast thing or a lunch thing or dinner or desert?

....

.....

...Sunday morning brekkie type thing.....

Facilitator: Breakfast?

Yes.

It seems to be more weekends I think, during the day I'd sort of be reaching for a banana or something.

Facilitator: So snack through the day.

I like it with lunch, actually, after a sandwich and its nice and fresh.

Facilitator: Anybody else?

At weekends and I mix it up with a bit of other fruit and that and make it lunch.

Probably lunch time, at the fruit shop that has it already cut up as a sort of a fruit salad in a container.

Facilitator: Well I'm interested in whether you see papaws as sort of an everyday fruit or is it more of a treat or a luxury? Where does it fit?

As a treat.

Facilitator: How many people would regard it as a bit of a treat in their house?

Sort of, yeah.

....

And custard apple, those sort of things. Rockmelon.

Facilitator: So its not an everyday thing.

But a banana is, or an orange. Oranges and mandarines.

....tend to see like if you have a buffet breakfast somewhere and they have watermelon and honeydew and papaw slices and that. Gives the appearance that it's a bit more of a quality fruit.

....buffet breakfast here.

I probably think of it a bit as a treat and if the daughter brings one in from the property I don't. They're growing them out there, not many, they've only got a couple of trees. Plus I noticed at work the other day there's a fully loaded tree at work. Up at the Grovely TAFE college.

Won't be now you've told us.

Facilitator: Well what I'd like to do now is, we've got three different types of papaw here and what I'd like to do is just give you the first one and I guess what we're trying to do tonight is just to get some feedback from you on the taste of the papaw, just get an understanding of what appeals to you, what you like about the taste and smell, the texture and we've got the first lot which I'll hand out and we've just got forks and serviettes there, there's plenty of water there if you need to wash your papaw down and also what I've got is, just to help us get some feedback, I've just got a little form here which I'm just going to give you. So take one and hand it down. Then after we've had all our papaw, we'll have some sandwiches so.....

...juices. Anybody been to Norfolk Island?

No.

.....

...they make a wine out of it too. Papaw wine.

They stuff them with mince and everything.

Facilitator: OK.

....

We all get one.

Facilitator: So dig in.

....supposed to be promoting papaws or what?

Facilitator: No, we're doing this for the papaw industry so that they have an understanding of what people like.

Never ...asked to rate these.

....

Facilitator: OK, so what you'll see on your form is even if you put your first name up at the top and what I want you to do is for sample number 1 which is the one we've just been eating, just want you to give a rating and its on a scale out of 5 where 1 is poor, so you can give it any number from 1 to 5, 1 is poor, 3 is average and 5 is very good. So I'm interested in just your rating on the taste, that's how that taste is to you. Also that texture, its sort of like more I guess about the softness or the firmness and what you think of it and also the smell. And also once we get under put those ones down, I also want you to tell me whether that papaw is better than the ones that you just usually buy, whether it's the same or worse than the papaw you buy now. So if you'll do that, I'm just going to rustle up our number 2 sample.

...

.....get a bit of variety.

Facilitator: OK, how are we going?

1 is poor. Doesn't apply todoes it?

.....

Facilitator: Circle 1, 2 or 3. All right, I've got number 2, sample number 2.

Is this a different papaw?

Facilitator: It's a different variety, different type of papaw.

....

Wish I'd kept the other one.

....

Lovely isn't it?

Facilitator: Sorry Paul, we're not picking on you.....

No I've got one.

....

Facilitator: OK, how are we going? Have a glass of water if you need it, if you're feeling a bit pawpawed.

....after that one don't you?

....

....

Thank you very much.

Facilitator: OK, if you just want to hand in your old cups and I'll get rid of a bit of clutter.

....doesn't it?

Different to the first one.

Facilitator: There we go, there's number 3.

I thought the first one tasted quite nice.

.....

Facilitator:let you go.

....

Facilitator: No, that's right.

.....

Facilitator: No, that's not for any reason to do with papaws, I assure you.too much to do. OK, has everyone got their ratings down? OK. Well, we're interested in which ones you liked and I guess there's three different types of papaws there. Which one of those did you enjoy most?

Number 1.

Number 1.

Number 1.

Facilitator: Number 1?

I found each had its good points and bad points so it's hard to say, some things were good about it, some things weren't good about it.

Facilitator: OK, so how many would prefer number 1?

I liked number 3. It was sweeter to me.

Facilitator: So number 3? A preference for number 3? Yes.

Number 2 you can burn.

Facilitator: Oh ok, number 2.

I put my hand up late for number 1.

Facilitator: And so just I wanted to talk just briefly about each of them. So number 1, what did you like about that?

I liked the flavour, the taste.

It had the typical papaw

.....

That's the one you'd buy in the shop you reckon.

That had the smell that you'd expect.

I'd say it's a good quality one I'd buy in the shop....on the shelf....

I like the texture of it, it had a really nice, came away really well with the fork and it was nice to handle.

I actually found it a little bit too soft, I prefer it a little firmer. But not really firm.

I'm not really sure how to grade the smell becauseI like to eat it but I'm personally not fussed on the smell myself so I didn't know whether to grade because I can't smell it so much whether

Facilitator: Well its up to you, whether its good for you.

Yes its good for me.

Facilitator: Yes.

.....

Facilitator: Any other comments on 1? Have we covered the sorts of things that you thought about sample number 1?

Number 1 would be one you'd buy more at the markets because it seems to be consistent, probably be an interstate papaw or something like that.

A typical papaw flavour.....

It's a typical papaw flavour, but I thought the texture was a little bit hard compared to the other two. I didn't dislike number 1, although I didn't vote for it, but the taste was certainly there but sort of in the middle of the range of them all and typical, I gave it the highest mark for smell. It had the highest for texture and smell. Number 2 seemed to be lacking all the way down the line. Although the other thing was it had the soft texture, but that's about the only thing for me. The last one, unusual taste, it's probably not a papaw you'd see in the marketplace very often. Texture itself was soft so I gave it top marks there. The smell was a little bit lacking in smell but I gave it middle of the range there as well.

Facilitator: Ok. Now I wanted to sort of ask everybody what they thought of sample number 2. What did you think of that one?

I didn't like it.

.....It had a sort of kerosene taste or something.

It's not kerosene....

Bland sort of a

Mushy.

Quite a contrast to number 1 but then as I said the more I ate it, it wasn't as bad.

I did the same thing, I had a few more pieces and I got used to it

.....

Facilitator: Is that because it's an unfamiliar? It might have been

It seemed to be a little bit greener than the others. Not quite as ripe.

Facilitator: Yes, greener.

I didn't like the texture of that one at all. I ... it broke up much too easily. Didn't have firmness to it.

I found that was the firmer one.

Very firm that one. I tried breaking it with a fork, that one, and I couldn't.

I found that one a bit mushy actually.

Facilitator: I guess ... would come from different papaws, different varieties.

I thought it was papaya rather than papaw actually.

...

I found it the smelliest one actually.

I didn't like that much.

I didn't think it had any smell.

It is a nice smell.

Facilitator: What did you think about number 3? What did you think about that one?

The one piece I had, the texture was very uneven, very lumpy. It had soft and hard bits through it.

The taste wasn't too bad.

I thought it was okay, it tasted nice.

Better than the second one.

Yes.

I would put it on par with the first one. Similar and just a smidge under.

I agree.

I thought it was the smoothest.

Yes....

It was pretty to the ones I have been buying.

Yes.

The smell was low so I didn't notice it too much.

The best taste and the best texture but the smell was worse.

...

Facilitator: Well I am interested in whether the samples we have had tonight, are they the same as or better than or worse than the papaws that you normally buy?

Number 1 I found was better.

1 would be the nearest to the ones you buy.

Yes.

When you buy a good one.

Number 2 was worse than the ones I bought.

There's no way you can tell a good papaw or a bad papaw when you buy it, believe me. I've been there and done that.

When you go out there at least if you buy a packet of something you know that the quality is there, but when you buy fruit its something that once you get it home, you throw it in the bin because its terrible.

I thought it was more, I prefer to buy it from the fruit shop or direct from the markets or we like to think it is. I felt that all of them weren't sort of in a supermarket environment.

Facilitator: These ones tonight?

Yes these tonight. I didn't get the impression that

Facilitator: Didn't come from the supermarket?

Yes, I didn't get the impression.

Facilitator: Well I wanted to talk to you about, I guess, papaws, how you buy them, what appeals to you, what doesn't appeal to you. But first what I'm going to do is, just you know how we've had these three samples, I just wanted to show you what these samples were. So this one's sample no. 1 and this is what's known as a One B. This is about 20cm, the photo's a little bit reduced so you can see the difference in size. This is a Sunrise Solo and this is a Red Dioecious. You can see underneath that's what they look like cut in half. So you can see the different ways in which they're presented and the different colours. So I just wanted to hand that around to you so that you've got a chance to look at that.

I think that number 1 lends itself to fruit salad better because it, two reasons. One because of the texture and the other because of the size of it. If you're going to chop something up you only need to chop up one.

I was thinking that the smaller one would be better, yes I agree with you about the fruit salad, but the other one would be better if you're going to have it just by itself because, as I said before I wouldn't eat a whole one and it's a waste, but a smaller one that would be more appealing.

Facilitator: So for a one person snack?

Or a two person cut it down the middle and ice cream.

Facilitator: Well, just I guess looking at that, which ones are the ones that you are generally buying? Is it the One B?

Yes.

Yes One B.

Facilitator: Is anybody buying any of the other ones?

Yes I buy the second one sometimes if its just for now or whatever, yes.

Its what you see at the shop too.....

.....

Tend to get what's available.

You don't generally see three or four different varieties.

.....

I don't think I've ever seen a round one.

....what are they Innisfail papaws they're selling here. And just up the other side of the Glenalta Range are some of the biggest papaw plantations I've seen. And we're selling stuff from north Queensland.

Yarwin, there's a lot of papaws at Yarwin too. For some reason I've always shied away from the red one.

Facilitator: Well I'm interested, someone mentioned it before and said its more like a papaya and I'm just interested in that, I guess we're familiar with that name papaw and I guess we've also heard that name papaya and I'm just interested in your thoughts about I guess if you saw papaw and papaya do you see it as totally different things?

I've always thought the same.....

.....

.....the same and then I thought that like in Hawaii and stuff they called it papaya.

That's what I thought too.

.....Fiji and tropical island they called it papaya.

Facilitator: So its more a tropical feel?

They are good for tenderising steak too.

.....slices green papaw on top of the steak and tenderises the steak when she barbeques.

I've never tried it but she tells me....

Does it have to be green papaw?

No.....

I've used the ordinary one, the one you buy.

.....

....wondered what it does to your stomach.

.....

I believe they make, there's an ointment on the market made from papaws too.

I have heard of that.

Quite good.

I've heard its supposed to be good for helping your body fight cancer or whatever it is.

It's been around for a long time.

Facilitator: Well I wanted to ask you about what you see as the benefits and the advantages and disadvantage of papaws and just before I leave that papaya, if you saw that name papaya being used, more often thanpapaws is that going to encourage you to try different types of papaws.

.....

.....quite the opposite, I'd think Americanism.

.....

.....

Facilitator: So is it positive to use that word papaya?

Not really.

I think it would be, to me, its more a negative.

I'd steer well away from it.

Well I wouldn't buy them then.

Well the impression I get is that its just merely the name of a different variety. You know my fruit man, I picked one and my fruit man said that's actually papaya, and do you want papaw or papaya. So I bought the papaya and it tasted like number 2.

.....

Facilitator: Ok, for some it's a bit more exotic, but for many people it doesn't make any difference. All right. Well just before we stop talking about what they look like and how they present, I also wanted to show you this chart here. What we've got is we've got some photos and you can see I'll just get you to pass that around but you can see that A on each of them is very clear, there's not very many markings on that. B there's a few more markings and C you can see that there's more colour and markings on the papaw. And I guess what I'm interested in is whether markings that you see on the outside of the papaw will affect.....ability and what's acceptable and what's not acceptable.

The fewer the better.

.....the fact that, not so much papaws, but other fruit, you know they've poured so many chemicals on them, to make it look good I tend, you go for the nice looking ones that then you think oh no, I'm going to go for the more natural looking fruit.

I also heard a chef talking about a particular fruit that it's a better quality fruit if there's a couple of markings on it.

You know how you get an orange, sometimes if its really coloured on the outside its really sweet on the inside.

You mean if there's not enough markings, it may not be ripe.

Yes, no flavour.....

.....

.....

Facilitator:real mark.

If its black or pushed in.

....

Facilitator: Well is it useful information to know, you know if there was information about your papaw saying well speckles or marks

.....

.....that we haven't, well I haven't grown up with I wish they'd put out a bit of information on them.

Facilitator: So that would be useful to know if it has a few speckles on it its still good.

Still good quality.

Depends what the speckles look like, too. If its fly stung, there's no way in the world. A couple of those, because when a fly stings a fruit it forms a little scale on the outside.

.....

Facilitator: I guess we're talking natural markings rather than. And so are those ones that we've seen, I'm just interested in what's the preference you have at the moment when you're buying.

I should imagine though, that the one in the middle, I would tend to think that it wouldn't have as long a shelf life the more markings it has.

Depends when you want to use it too. If you've got a few days before you tend to use it then you'd pick a

In most of the supermarkets anyway, they cut at least one of the fruits in half for display purposes and you don't look at the markings

Facilitator: If it's a whole one. If you're choosing a whole one so what are you choosing now.

They're more attractive.

Facilitator: Can I just get a show of hands for A, who would be buying A.

.....

Facilitator: Who's an A and B.

....

Facilitator: And C?

No.

Facilitator: Nobody?

...buy them for a fruit bowl too and you want them sitting on the table.....

Facilitator: Presentation.

.....

Facilitator: Ok, and what size, just while we're looking at this now, what sort of size papaw, I guess this one gives us a bit of the relativities and I guess we were talking a little bit earlier about One B for fruit salad or when a lot of people share and you know, the smaller one if its just yourself or just two people to share.

Middle of the road. Unless of course I'm having a barbeque or party, something bigger.

Depends on the people.

.....

Facilitator: Are you buying different sizes or are you buying

No probably buy the same size.

Also depends on whether I've had lunch or something bigger before I go shopping.

We tend to buy the larger one.....2kg.

I think, to me the price determines the size too. I think the bigger ones and you're getting a good price for it.

Yes see they're \$3 kg today.

....with the markings and the clear and the number 1 and number 2 there, is that sometimes the quality is reflected in the price. The clear skinned papaws are very expensive and you'd just walk past them. I'm not denigrating the poor grower, he's got to make a living but the poor buyer....

Facilitator: All right, and I think we talked a bit about cut papaws sometime tonight. How many people are buying cut papaws? And the reason why?

Well it's a bit like watermelon. If you see a cut watermelon you can see how good it is. If you see a cut papaw you can see what it looks like on the inside. Its all on looks.

And also you don't waste it.....

....supermarket should have little trays with taste samples.

Yes.

Its like an impulse thing in supermarkets. Because you've seen it open, you know, youwant to eat it.

If I saw a cut one of one of those red ones, because I don't always see them cut, I would probably be tempted by it because it looks so appealing.

Facilitator: So if its something that you're not going to be familiar with to see the cut one, is that what you're saying?

It's a little bit of the point of sale selling.

Gets you in.

Facilitator: All right, now I wanted to just sort of go back now and just talk about a few things, I know we've been talking a lot about papaws, but what is it that you like about papaws?

The health benefits.

Facilitator: Health benefits? And what sort of health benefits?

They're supposed to be very good for your stomach and I always use the skin for my face.

.....

It does, it sort of loosens, it feels like it's a loosening upper. It feels like if your skin is really tight it tends to loosen it.....

.....

.....

Facilitator:going home without papaws today. What else? What else do you like about papaws?

I think it's a different thing to your bananas, apples, oranges, every day fruit. It's a

....Hawaiian taste.

....didn't like them as a kid.

I loved them as a kid. I was allowed to put sugar all over them.

....is their freshness.

Nice and fresh after tea.

I like them because if you make a fruit salad, the more variety, the more interesting your fruit salad is.

After a curry too, they're nice to have. If you've got a hot curry, they're nice to have afterwards.

And like, as I said, a bit of a treat, ice cream or strawberries or something.

.....

Facilitator: Anything else you like about them?

Just on the health benefits, the enzymes are supposed to be good for intestinal stuff like, am I getting embarrassing but it gets rid of bloating and flatulence as well as making your tummy healthy.

How do you know this?

.....

.....

....I've never heard.

....maybe there needs to be more education about it.

Facilitator: I'm going to ask you all this, what's important to know about papaws, but I'm just interested to know, I guess we've had a few things come up tonight and I guess I'm just really interested in what's interesting for you and I guess we've been talking about what we enjoy in the taste and liking papaws because we like papaws, but just in terms of telling people what else papaws provide, what's some important bits of information?

Its interesting if its got health benefits.

I've seen a couple of people.....and how good it is for your tummy and things like that. I think that women have related to it for years.

.....

The only thing I've heard is that you're not supposed to have it when you're pregnant.

.....

.....

Facilitator: Oh yes, sorry.

.....

....being a vegetarian, she will sit down and have a papaw for a whole meal. Have a meal of papaw.

Is she pretty healthy?

She must be.

Well she's healthy but

.....one on the right, number 3.....sit with a spoon in front of the TV or something.

I prefer it in small doses, actually rather than. Different to a mango, a mango you stuff it down. Papaws are like

....

Facilitator: So it is a bit of something special.

Also, we know we're supposed to eat a variety of fruits so you have that and think oh that will round up that extra variety.

Facilitator: OK. And what do you like least about papaws? What don't you like about them?

I don't like the smell.

Yes...smell.

Some of them are really gross.

When you pay \$3 or \$4 for one and you cut it open and its still green.

Its pretty hard to tell when they're ripe.

....taste sometimes when you buy them, you can't always be sure you're going to get a good tasting one.

.....

They tend to stink more than other things. Everything, its like they've got a magnet.

Facilitator: And have you had any problems with papaws, and I guess we've already talked a little bit about this already. Just interested in any problems you might have had when you've bought or eaten them just in the last 6 months and I guess we've just been talking about the variety of the taste, or the taste variability, not ripening, too bland.

A bit of papaw is a different taste, a different, everything about them completely different to what.....I don't know whether they're imported or where they're coming from, but they're completely different.....

No taste.

Facilitator: So not having a taste?

....bad luck in the last few months. My wife won't buy papaws in winter time....but she won'twe had a bit of bad luck with papaws.....all year round fruit. I think the growers have got to get their act together.

I'd like to, see I don't particularly likebut I'd like to be able to buy canned papaw. You can't buy it, I don't think I've ever seen it. You can get the canned mangoes but youprefer the fresh stuff but it would be handy

I think you can in Asian shops.

I know you can buy canned mangoes readily but not the papaw.

Don't you think they probably....if they're going to sell it in cans they'd have to start pushing how you can use it.

....have it in cooking but I don't like buying them in winter because as ...said, the smell seems to be stronger in winter.

....mangoes like theis important...put stuff in the cans.....

Golden Circle is not supposed to...

...different brands.

Facilitator: I wanted to sort of ask you whether some of those problems affect when you eat papaws and I guess what we're saying is some people winter time. I'm just interested in whether problems really affect how often you eat papaws and the sort of papaws you eat.

They're a summer fruit for me.winter time but I eat a lot in summer time. Because they're good out of the fridge with orange juice on them.

A lot of

I'm using that papaw ointment as a moisturiser at the moment, just as an experiment. I've only just started so I don't know yet. Next year.

.....

....little red thing and it is really nice and moisturising and its only \$8.

I wasn't going to bring it up about putting it on as a facial

Its supposed to help chafing and wounds and things so I thought it could do wonders for my face.

Its always nice if somebody gives you a papaw because they're always nicer than the bought ones. They've always got more flavour, they're just better.

Facilitator: So is that one that someone's grown themselves?

Yes a home grown papaw, tree out the back, they're generally far more

Facilitator: Ok and for people who don't eat papaws very regularly, I'm just interested in whether you could be encouraged to eat papaws more often if you had more information about what to look for when you choose them, what the benefits are and you know, making sure that they're available. So if you don't buy them very regularly, do you think there's information that would make you think more about buying papaws?

I think so. If you had some ideas...different ways of serving them...using them in salads or with ice cream, with juices on them. How to spot a good one. All of those things, you know, those little leaflets you get.

Especially the health benefits too,they're great for hangovers or whatever else.

With prawns.

.....

.....

Facilitator: Ok, so the health benefits, serving ideas, how to pick a good one.

....magazines, particularly you see lots of things about mangoes....but nothing much about papaws.

How best to keep them.

Facilitator: Ok, so how to keep them. Ok.

The point is if you store them in the fridge these days you've got to put them in those zip bags. I put them in two. That way the flavour doesn't seem to escape and taint butter or.

...orange juice.

Facilitator: And I wanted to ask you for people who have been buying papaws and been pretty well eating them on an ongoing basis, are you buying the same as you've always bought, are you buying more, are you buying less. Has that changed?

Buying more?

Facilitator: Are you buying the same that you always have, are you buying more, are you buying less?

About the same.

About the same.

Depends on your age I suppose, to some degree.

Facilitator: What about a lot of people. Buying the same amount?

I'm buying less, only because the size of my household has changed.

Facilitator: Right.

.....if you see it there it looks good....might grab one so it can be one of those things.

Facilitator: So its how it looks and how its presented?

Yes....

Unless you are particularly going to make a fruit salad or some particular thing I would go to the fruit shop.....impulsive, oh gee I haven't had one of those for a while and you go down and get your regular fruit but

Facilitator: So it needs to be a bit more visible or stand out a bit more.

I think so. But they generally, I've noticed that the fruiterers tend to highlight them at the front of their store but the supermarkets actually sometimes you've got to go looking for them. And if they're cut you know its sort of more easy to find but they don't tend to highlight them in the supermarkets I've found.

At the Action supermarkets at the moment they've got watermelons, rockmelons, papaws all on one, and the honeydews, all on the one area.

You know, signifying that we're coming up to summer.

All those tropical fruits together.

Its beautiful. Gets to the stage where you've got to be picky because of the price of the things.

Price does determine how often I guess too.

Facilitator: And what price would you pay for papaws when you buy them?

How much would we pay?

Facilitator: Do you know what you've paid for them?

I wouldn't pay much more than you know, \$2 kg \$2.50 would be tops for me.

99c to \$2.99 average.

I just go without if I think it was too much.

\$3.00 max.

They're \$3.50 kg at the supermarket where I shop. And at that price I don't buy them.

.....

Facilitator: I wanted to know what that sort of level is, where we all look at things and think oh will I buy that or no that's too expensive. Where's the cutoff where you think oh gee when it gets to that level I'm not going to buy them.

Actually for me around \$2.50 kg.....

.....

Facilitator: So over \$2.50 its getting

...papaws in the back yard, mangoes in the back yard and there's a young guy I pick fruit. If you pick fruit you can eat as much as you like and the owners don't mind because they know you're only going to eat it for

I've lived on rockmelon and watermelon. They didn't have papaws there though.

Facilitator: Well is there a lower price at which, when you see it you think oh gee rather than get one I'll get two or that you might think I wasn't going to get papaws today but I'll pick up if it's a good bargain.

I wouldn't buy two because of the keeping factor.

Even if they had two for the price of one it would turn out being a waste.

I'd only buy one.

I'd buy them if they were cheaper. Change the menu to suit the ingredients.

I've tried getting the grandchildren interested but there's only one who would eat them and she only eats them because I do. But you can see her face every time she takes a bite.

...

But these number 1s they're like I find them all acceptable.

Facilitator: Ok, and I know we've touched on this a little bit already but do you generally buy your papaws at the supermarket or at the greengrocer?

Greengrocer.

Greengrocer.

Greengrocer.

Facilitator: So would everybody

Supermarket.

No supermarket for me.

Sometimes the supermarket, if they're really cheap and I'll give it a go and see what they're like.

Facilitator: Do you think, once you're sort of in the supermarket and you might go to your greengrocer do you notice any difference in the quality?

Yes.

Yes.

There is a difference and I find the ones in the supermarket are better than the greengrocer because he hangs on to his a lot longer. In a supermarket if they're not looking real crash hot they pull them off the shelves and get rid of them. Whereas the greengrocer is normally only

a small affair, we've lost all our big fruit markets. They've all gone. There's only the odd one or two around.

Facilitator: So is it better in the supermarket or better at the greengrocer.

Well if you can get them fresh at the fruit shop they're better there, I reckon.

I find the fruit shop. If my, the one I go to closes down, I'll travel a few suburbs to find another one. Not too far.

.....greengrocer as maybe being better but not always.

It just depends.

Supermarkets these days are getting a very good quality of fruit too. More so than they used to.

Facilitator: So supermarkets are getting better?

.....supermarket a probably \$1 per kilo dearer than the greengrocer.

.....

Facilitator: Sorry, so the supermarket's dearer than the greengrocer?

.....yes.

Although I should say about three months ago we picked up one at the supermarket, mustabout 99c a kilo so we bought three.

Very cheap.

If I go for a drive in the country I've got a couple of favourite places I might be able to pick up good papaws and other fruit cheaply and get good quality.

Facilitator: And can you tell me how many I think you've probably answered this, but how many would you buy at a time. Just the one?

One.

Only one.

Just the one for me.

Facilitator: And how do you tell when a papaw is ripe or whether it is ripe when you're looking at it?

.....

Facilitator: Feel?

.....

.....

.....

.....similar to a tomato. They've got to be firm but soft.

I would definitely smell them too.

I think I learnt as a child to press at the top and as long as its soft enough to make a dent up the top, that way you haven't wrecked the whole thing.

.....too hard on the end.

Is that right?

Facilitator: And would it be useful to have information to be able to tell?

Yes.

Definitely help.

Because they ripen from the bottom up on the tree. The last part to turn yellow is the stem part.

Facilitator: Ok and once you've got your papaw and you take it home, how do you and I guess Alan you've mentioned this but I'm interested in other people's views, how do you keep and store your papaws?

I put in in tupperware.

I generally sit it out on the table for a day or two until I cut it. I don't put it straight in the fridge. Then I find a dish with glad wrap over it.

I think how ripe it is. It can sit out for a day or two but once its cut it goes in the fridge.

On the kitchen cupboard.

Yes, you're right. It depends on whether you're doing the fruit bowl thing or whether its cut.

I keep mine in the fridge under glad wrap on a plate.

Facilitator: And is it, would it be useful to have information about storing papaws and getting the best out of them?

Yes.

Probably a lot of people out there have never tried them. They're the sort of thing like I've never tried them but I might try it one day, but if they've got that information.

.....

Maybe a different way of using it.

If they've got it cut up they'll try it more than having the whole thing....

Facilitator: Ok, so cutting up and trying it and also the cooking.

Demonstrate.

Another little tidbit that might be useful is that if they're green and you want them to ripen fast, you wrap them in newspaper.

...can't get those very much can you.

.....

.....

Facilitator: And I guess we've been talking about a bit of information that might be useful for you to have, what's the best way to get that information to

.....

Facilitator: Oh, just information about how to, what, when is it ripe, tips, how to store it. What's the best way to get it across?

.....

.....pick up....

I would tend to say I'd be more likely to read about it in a magazine because I don't have time to get all this stuff.

Facilitator: OK, but also in the magazines.

In the brochures in the supermarket. Pick them up from the supermarkets, they often have hints on cooking and

.....

Facilitator: And the papaw industry is interested in encouraging people of all different ages to eat papaws and I guess when we look at the different life stages, I guess I wanted to get your comments on what does the industry need to do to encourage younger people, first of all teenagers and children, how do we get, how to encourage more children and teenagers to eat papaw?

.....

...cool.

...Ian Thorpe eating papaw.

Expensive way to do it.....

Make it cool.

If you've got a catchy tune to sell them. I've noticed with the grandkids that if they're playing or something around the house and a song comes on the television for an ad, they're up and they're watching the television. What are you coming in to watch the ads for? We like it. And while they're watching that ad with the tune.

Its like that bananas ad

Cards at the tuckshops.

.....ice cream they can

Bananas in pyjamas. Papaws in pyjamas.

.....they like characters.

Facilitator: And so working our way upwards, what about people in their 20s and 30s.

Health.

.....

.....little bit older you become a little bit more conscious of your health.

Facilitator: Hangovers?

Hangovers.

It could be like an entertaining thing, you know, entertain with

The younger ones would want to be seen as trendy wouldn't it. At our age you start to think
....

.....

Facilitator: Trendy and entertaining.

The yuppyish type thing.

Facilitator: And things, I guess modern recipes.....

As seen at the Hilton buffet.

.....

Most of the health food shops would sell fruits or whatever, papaws are always there, papaws need to marketed..... Papaw, bananas, pineapple, you can buy all of that.

....

.....Ian Hewitson, television chef or something.

Facilitator: Ok, now moving upwards. Once we've got people in their 40s or older age groups, what's the industry got to do to appeal to those older age groups to get them to use more papaws or eat more papaws?

Health.

Health.

Health and convenience.

Digestion I think.

Yes I'd say digestion.I love the mangoes but they don't like me and papaws about the only one that agrees with me.

Facilitator:digestion so that its good for you.

Better regularity....

Age.....

.....

Facilitator: Yes yes, the skin.

.....

.....

Do you just rub it over or do you just leave the skin on your face?

No I just wipe the skin all over and try and get a bit of a ...on there.chemical formula to do that whereas its all part of the \$2.50.

.....

Facilitator: Ok. All right. And what's and I know we've talked about this, but I just wanted to sum up in a couple of final questions. What's the most important information that papaw growers need to get out to people about the benefits of papaw, the availability, the taste and anything else that you think is important. What are the top couple of most important messages and information they've got to get out there?

Health.

Health benefit if there is one, I presume there is one.

...

Don't buy McDonalds, buy papaw.

....

...

I think the fact that there are different varieties too, so if you don't like one there's another one you might like.

That's a good point too.

That's true.

Facilitator: Anything else that's important to get out there?

How to pick a good one I think and tell when its ripe.

...

How to store them appropriately for the longest shelf life.

Facilitator: Anything else that's important?

Probably their uses....didn't realise the orange.

All the different ways you can use them.

Orange is sweet.

Just put them in fruit salads and things.

Yes, that and fruit salads that's about the only two ways I would have thought about having them.

....

Ball it up and add it to fruits.

Papaw and watermelon together looks terrific. Bit of rockmelon thrown in.

Any of those fruits that can ball up like that look quite good.

....fruit salad.....

Facilitator: Ok. Sorry ladies, I'm just sort of missing that a bit. What was that?

I'm just saying about the round one, you'd think that if they made them small and round maybe they'd be more attractive for people to buy.

...be able to take them to school.

How would they do that?

I don't know.

.....

That would be good.

Facilitator: Well I guess we've talked about a lot tonight and what are the top priorities which papaw growers and retailers really need to concentrate on to make sure that consumers are really encouraged to buy papaws when they're looking for fruit for their family?

Quality.

Quality.

Quality is consistent.

Quality and presentation.

And if they can have a not too spotted skin.

But really I recommend as a pawpaw grower you've probably got the simulator.....make it cool for kids.

.....

.....younger people who haven't grown up with them in the back yard....

Go to Streets and get papaw paddlepops and papaw ice blocks or something....

.....

....marketing of it in other words.

An education of how to spot. A lot of people might like to buy one but don't know how to choose it so if they concentrate on saying, someone in the supermarket saying this will be ripe in three days. Just how you spot it....somebody who might like to buy it.....

.....terrible.....I know this is bananas over here or the watermelon.

Those food demonstrations, my children always taste those food demonstration things, they love those.

.....

Maybe the industry should get in the ear of the TV chefs, the Aristoses and whoever else do a few cutting things that people can get some more ideas.

I think they've got to get into the market place and actually promote it in the market place by having tasting....listening to the ABC last night, after 10 o'clock and there's a guy talking about marketing and he said to this particular bloke who was making these chocolate eclairs. He said give your customers that come in the door a chocolate éclair. He said, heavens above no, that's 30c each. He did it and everybody bought something because of. I've never seen anybody in the market place presenting papaw to the public.

Have a papaw girl like they have in the pubs bikini girls selling the grog, have a papaw girl...

What about a papaw boy?

....

Facilitator: All right, a bit of marketing.

.....walk through and you've got all these little, every now and again you've got someone standing there saying try this or try that.

Facilitator: So samples.

Putting a bit fruit. Chopping the papaw up and sticking a toothpick in it and saying have you tried papaw?

In places like Singapore they have that. You find girls in shopping centres everywhere having bits and pieces of funny fruit that you've never tried.

....

Facilitator: OK, well that's great. Ok. Anything else that you'd like to add that perhaps we haven't talked about papaws?

I don't think I've spoken so long.....

.....

Facilitator: What I'll get you to do is just finish off that questionnaire, we've just got one page to go and that'll see us done.

.....spend talking about a subject at these groups.....

That's what I thought.

....on one subject.

Didn't know papaws were sexist.

I did. I tried to grow.....

Facilitator: Take one of these and hand them down.

I tried to grow papaws but female seeds....and all male.

Facilitator: OK. Thanks for that. Well thanks so much for coming, that's been really, really very helpful. So I appreciate you taking the time and its just been excellent. Thanks for coming.

....

Thank you.

Facilitator: Thanks. Take those name tags off or people will talk to you out there.

.....

Facilitator: Ok, thanks for coming.

FOCUS GROUP CONSUMER RESEARCH - PAPAW/PAPAYA

UNDER 40 YEARS OF AGE

WEDNESDAY, 18 SEPTEMBER 2002 - 8.00PM - BRISBANE

Facilitator: ...and don't like. I've got a range of questions that we'll go through and I'll take notes as we go through but once you see the quality of my note taking you'll understand why we tape record it. We're also going to video tape it tonight and the reason for that is sometimes when we're writing the report and we give that to someone they can read the words but its just not the same as hearing people talk about and seeing what they sort of 'oh yes or I don't like that' so that's much more powerful information for them. You'll see also that we've got a mirror here we've actually got a couple of people who are observing, only for a little while tonight. If we had them in the room with us they'd just be distracting so I guess the reason they're interested is because the feedback that you give them is so important to them tonight. So now that I've told you about them, just ignore them. And as you can see we've got 9 people here and we might have a tenth person join us and I'm really interested in everybody's views so please you know its important to talk and don't be shy and if I feel that I'm not getting anybody's views I might ask someone, you know, what do you think or whatever. So just keep an ear out for just making sure everybody gets a chance to speak up and if somebody's talking and you might think 'oh yeah, I agree with that', just say 'I think that too', it just gives me a better idea that what that person is saying is really what everyone else thinks as well. The only thing that gets me in a tangle is if we've got a couple of conversations going at once so if that happens I'll have to yell for help. But ok, enough instructions. Well tonight we wanted to talk to you about your views on papaws. And what I wanted to do just to start off and get us going is just go around the table and ask each of you to introduce yourself, just by your first name and if you can tell me what types of fruit that you generally buy for your household.

I'm Sujata and I'm a papaw lover and passionfruit and apple, banana, oranges, you know all that sort of fruit.

My name's Marita, probably more apples, passionfruits, bananas, as well as mangoes.

My name is Alvin and I eat apples, orange, strawberries, as well as papaws, sometimes kiwis but sometimes passionfruit, it depends when they're on special. I wouldn't mind ...

Facilitator: Ok, thanks Alvin.

My name's Alan, yeah mostly it would be apples, oranges and bananas. Tend to eat rockmelon and papaw.

My name's Josephine I usually just eat what's in season, so bit of everything.

Facilitator: Ok, thanks Josephine.

My name's Cheng, I eat strawberries, kiwi fruits, mangoes, orange, papaws sometimes, it depends if they're good or not.

Facilitator: OK, thanks Cheng.

My name's Michael, strawberries, papaw, kiwi fruit, apples and bananas.

I'm Annette, I probably eat more what's in season, because I'm in a fruit and vege co-op so they tend to buy what's seasonal, but I still go out and buy extra things occasionally that aren't included, so apples, oranges and bananas, strawberries.

Facilitator: OK, thanks for that.

I'm Fiona, I've got a family so we eat everything. The only thing I rarely buy is pineapples because I hate cutting them. But we eat watermelon, grapes, mandarins, all the seasonal stuff plus all the usual stuff and the kids like bread papaw, but they don't like the other one.

Facilitator: Ok. Well I wanted to as I said talk to you specifically about papaws and how often, and I know we've sort of touched on it, that you might eat papaws, but how often would your household buy and eat papaws? And just sort of open it up to everyone now. How often?

Twice a week.

Facilitator: Twice?

I'd probably only buy a papaw about once a fortnight.

Facilitator: What about other people?

Probably about once a month for me.

Probably similar.

Yes.

Facilitator: OK, and do you, do you buy papaws more often at certain times of the year compared with other times? Or is it pretty even all year round?

I think of it more as a summer thing.

I think of it at summer, something cold.

Spring and summer, yes.

.....

Yes.

Facilitator: So there's lots and they're good. And would that be the same for everyone, or would you buy them through the year? Does anyone buy them through the year?

No.

More towards the summer.

Depends on the mood, I think.

Facilitator: So if they look good.

I do, it depends on whether they look good.

Facilitator: And do people in your household, oh actually I'm interested in when do you eat them. Is it like a breakfast time thing or lunch, or dessert, or what is it in your place?

Breakfast.

Facilitator: Breakfast?

Yes, I eat for breakfast.....for dessert, chopped up after dinner.

Morning tea.

Lunch and dessert.

Usually after dinner.

For me its sometimes just a snack or after dinner for dessert.

Facilitator: And at your place, is papaw an everyday fruit or is it a treat or a luxury that you might have from time to time? How do you think of it compared to other fruit that you might buy and eat at home?

Pretty normal.

Facilitator: Yes? Sort of like an everyday?

Yes.

Not as everyday as apples and oranges but, or bananas. More a treat I guess. Down from mangoes but up from apples.

Facilitator: In the middle there, hey?

When you do buy them they certainly get eaten, but its not something you buy every time you go shopping.

Facilitator: Well, what we wanted to do tonight as I said is just give you a few samples of papaw and I guess what I'm interested in is which ones appeal to you or what you like. So we've got three different types of papaw and what I'm going to get you to do is if you just take one of these and hand them down. Just wanting to get your individual feedback. So you see up the top there, if you could just put your first name there, and what we're going to do is we're going to have sample number 1 and I'll just put those on the table and I just want you to. There's enough in there if you have a few good bites and just wanting you then to rate what you think of that particular sample, how you rate the taste, the texture, the smell and the rating that we are using is a score out of 5 where 1 is poor, 3 is average and 5 is very good. I need help tonight I can tell you. Now, two more? Lovely. OK, so there's a few good mouthfuls in there for you. So have a taste and once you've had a taste, just want you to put those ratings down. And there's plenty of water on the table too, so help yourself.

How many groups are you taking?

.....

Facilitator: Well there's one person not here. I didn't get papaw the last time, so

Oh, ok.

Facilitator: OK, so I want a rating of the taste, the texture, that's the kind of softness and the firmness and what you prefer. The smell, and that's you know, how it is to you. And also if you can just circle a number to tell me if its better than the papaw that you currently buy, the same as or worse than the papaw that you currently buy. So what I'm going to do is just organise number 2.

Facilitator: OK. Now just with some of these cups I don't have a number 2 on these so if you can still hang on to your number 1 if you've still got some there but if you've finished with your number 1 cup, just pass them down. If you've had enough of number 1.

.....

Facilitator: Are you finished with these ones?

.....

Facilitator: OK. If you just put your ratings down now on number 2. Have you all got that for number 2? OK, if you've finished with number 2, just hang on to your fork and I'll just get rid of some of those cups to make it easier. Thanks.

.....

It's like....isn't it?

Facilitator: The tasting?

The smell.

I think they're all starting to taste the same.

I was going to say....

Facilitator: It's a little bit different.

Can we go back and change the other ones?

Facilitator: Sorry?

Can we go back and change the other ones?

Facilitator: Well I guess we're just after your feedback so I'm. It's probably if you've rated one, then that's probably been your impression so that's really good to stick with what your impression is. OK, well I wanted to just ask you, you know, I guess we've tasted the different varieties. Which did you enjoy the most?

The second one.

I liked the first one.

So did I.

Me too.

Yep.

Facilitator: So how many would prefer the first one, number 1?

The smell of the first one I thought.....taste and smell.

Facilitator: Better smell for number 1?

Sweet too.

Facilitator: Sorry? Better smell.

I like the smell of the first one but the taste and texture of the second one.

I'm the same. I prefer the taste of the second one but the smell of the first one.

I found the first one a bit sweeter I suppose.

It was a bit soft, I thought, the first one.

.....

Facilitator: Sorry?

I found that the one....because I found that the other two were actually a bit over ripe. The first one you could smell that, I don't know, that's not normally how I can smell the papaw.

That is how I normally smell a papaw.

You know, with the second one, there wasn't really any smell to it so the third one was the best.

Facilitator: Ok. And so we've had people, a show of hands on number 1. Who preferred number 2 as being the best. Ok. And who preferred number 3 as being the best.

....

Facilitator: That's all right. Everybody's got a different taste and preference. Ok and I guess I'm interested. We had some, already some comments about those samples, I guess I'm interested in whether the papaws that we tasted tonight, are they better than or the same as or worse than the ones that you'd normally buy?

I thought the first one was better for me.

Yes, same with me.

I actually found the second one better.

Facilitator: Ok, well I wanted to just show you, just some photos and these are the samples that we've been tasting tonight. So this first one is One B and that was sample number 1, the second one is a variety called Sunrise Solo and that was sample number 2 and the third one was a Red Dioecious and that was sample number 3. So what we might do is just hand that around just so you can have a good look at that and its also got the sizes marked. Its not the full size but the One B is a larger one, about 10cm and the Red Dioecious is a smaller one. And I'm just interested in what sort of variety would you currently buy. Which one would you buy if you were going to buy papaws at the shop?

Probably the One B.

Yes.

That's the most common one.

I did buy a red one, but I don't think its that red one.

Facilitator: There are different varieties.

.....

Facilitator: OK so longer? Yes.

A longer red one.

Facilitator: So how many people who would buy the red ones?

I do.

Facilitator: Yes.

Not all the time, but I do.

Facilitator: And I'm interested in just particularly people who are buying the red ones, is it the different flavour, or what is it about the reds compared to the?

Flavour.

Flavour and more sweeter.

Less woody. Sometimes the, that's why my kids don't like them sometimes when they're woody or stringy, they don't eat them.

Facilitator: And I also wanted to show you just some markings, but I guess for people who may not have tasted some of those varieties, now having tasted some of those tonight encourage you to buy different varieties?

I'd be more aware that there are different varieties out there.

...

Facilitator: Yes. So its just more knowing that there are different options.

Yes.

Because I don't know if the fruit shops always advertise names of them.

.....

Or not red, yes.

Facilitator: Well I'm interested, we're talking about the word papaw, but sometimes we're looking at papaya and I'm just interested in

One is on the list, the other one is not.

Facilitator: Ok, just, oh, forgot what I was going to say then.

Papaw and papaya.

Facilitator: Papaw and papaya, yes. I guess we know, we're very familiar with that word papaws, just in terms of papayas, I'm just interested in what you know about fruit of that name, is it something you would see around the place. I'm just interested in the use of papaya and papaw. Is one name familiar?

.....

Facilitator: If you saw something and it said papaya, is that something that's going to interest you to try something different?

I'd just think it was a papaw.

Facilitator: You'd just think it was the same thing? So if you see papaw it doesn't really need to be called papaya?

No.

Facilitator: Ok. Well as I mentioned earlier, I also wanted to just show you markings. So what we've got on this sheet and I'll just pass it around again, and we've got the one on the top and A is pretty clear, the skin is clear and not many markings on. B there's slightly more markings and C we've got more markings again. On the Sunrise Solo you can see we've got sort of that graduation of different markings so I'm interested in what level of markings you currently buy at and whether there's a sort of level of markings that you see a certain level you think oh no I won't buy it.

B I think.

Definitely. I wouldn't buy anything past the first one.

I tend to look at clear skin.

I go on smell.

Yes, I go on smell too and the top if its soft.

But I don't like if its got really heavy

I don't like if its got the sunken bits.

Yes like sort of hard

.....bashed against something.

Facilitator: So no bruises. OK, so that clear preference and its also on the smell. And I'm just interested in even that level of markings, if you had, if there was some information about papaws and it said you know, the fruit is just as good if its got markings on, is that going to is it helpful to know that the fruit is still going to be good quality fruit if it might have markings of that type B?

....bananas, you go sort of by the skin, well I do. I buy a banana,tend to

Facilitator: I guess not bruising, we're not talking about bruises and big dents and things like that, its more that it might be a more speckly colour.

If it smells ok and wasn't too firm or too squishy and was just maybe the B level of markings and I knew the fruit was going to be ok, then I'd buy it.

I'd buy a C level if it smelt all right.

If its still firm and it smelt all right.

Because I'd buy rockmelons that have all the scadsy bits and pumpkins with scars.

Well I wouldn't mind buying one of those C ones when you go to the fruit shop and they actually cut a bit and let you try.

Buy the half or something.

Facilitator: Try. And is it useful to have information about what the markings are and whether that affects the fruit? Is that useful information to have?

Yes.

Sometimes the markings are mould. Sometimes they're not. The ones that are not is fine but the ones that are mould.

Facilitator: So its mould and bruises and

Diseases.

Facilitator: So if its just different colour, that's not going to worry you?

No.

Facilitator: So is it useful to have information to say even if it might have speckly colour on it

Yes, yes. I mean some fruits aren't ripe until they get speckly or something.

Facilitator: And what size papaw do you prefer to buy? I guess we've had just the different examples here, this is about 20cm and that's about 10cm and that's in the middle, but what size do you prefer.

I would go for the smallest ones.

Facilitator: Smallest?

...doesn't last very one for me. Otherwise I have to eat them straight away.

Facilitator: So its got to be of a size not too big to be eaten straight away.

.....

Well I either buy small ones or I buy half cuts. But it doesn't last very long in our household.

Facilitator: Well I'm interested in that, how many people would buy the cut papaws?

....

Facilitator: Just a show of hands. And what's useful, I know we've had a couple of comments about the cut ones, but what's good about, why would you buy the cut ones?

You can see what you're getting.

Also, if you're the only person in the house that eats it, sometimes, you might feel like it at shopping or for dessert or something like that. You know that you'll eat it and not waste it.

Yes.

It's like half for dinner, half for breakfast.

I did have a bad experience recently with one of the half cut ones. First they wrapped it all up and you couldn't actually smell it. I got it home and it was tasteless.

Yes.

Kind of scary.

You can smell the ones that its with, though.

Yes but sometimes you just chuck it on top.

Yes, that's true.

If the half ones look good I just tend to pick the whole one up.

Facilitator: So if it's a good looking one you'll just go and get a big one, or get a whole one.

Yes.

Facilitator: Well I wanted to ask you, I know we've been trying papaws and talking about papaws but what is it that you like about papaws?

.....

Facilitator: Sorry?

Would you like me to

Facilitator: Oh, yes please. What is it that you like about papaws?

Smell and taste.

I like that they're soft. They kind of just slide down.

.....

Its like jelly.

You don't have to....once you cut it and peel it you just eat it.

Its very digestible.

Its nice in summer as well...been in the fridge, nice and refreshing.

I like it because its different from the normal every day apples and oranges – something unusual and refreshing.

Facilitator: And is there anything,

....

Facilitator: Sorry?

I was just going to say that they seem more exotic than those other fruits.

Facilitator: And is there anything that you don't like or that you like least about papaws?

They smell....when they go off.

Smell.

The fact that they tend to ripen very fast.

Facilitator: What else? Anything else that you don't like about papaws?

Sometimes they smell all right, they smell quite sweet but when you actually get to eat it, the taste has gone away.

Facilitator: So it sort of loses that taste and doesn't have the taste that you expect it to have.

Yes.

Facilitator: And have you had any, I guess we've had a bit of a mention of this already, but I wanted to ask you whether you'd had any problems with papaws that you might have bought or eaten over the last 6 to 12 months and I guess we had just an example of smelt all right but just hasn't got the taste, or a wrapped up one and sort of a, its past it.

Just the bland flavour....

....

Or the ones that never ripen, the ones that just go from being not ripe to rotten.

The really little ones too.

Papaws on the market are usually not really ripe, I don't know if its ripe or tasteless most of the time. Its hard to choose.

Facilitator: Yes, yes, so not knowing what one to choose, or what's ripe?

Well its just not, sometimes I buy one and keep it somewhere and let it ripen and have a taste but if you left it there for too long it just goes off.

Facilitator: So having to ripen it at home and just picking when its just right. Any other problems that people have had?

Fruit bats eat my trees.

Facilitator: And do these problems put you off buying or eating papaws?

Not really.

Facilitator: How important are these problems?

If you get a really bland one I tend to leave it for a few months. That turns me off.

Yes, I tend to think it's the wrong season and I've bought a dud.

Facilitator: So that might not be the quality ones or the ones that you like are not available.

And often if they're expensive, it tends to make me think that they're out of season and

Because sometimes when they're expensive, they're not that good.

Facilitator: And I know we've touched on this a little bit already, but what do you look for when you're choosing a papaw?

Firmness, that its not too soft.

Firmness and smell.

Mainly the smell.

The look.

I go on the smell.

Facilitator: OK, anything else that's important when you're choosing?

The price.

The price.

Price.

Facilitator: And so what price would you currently, what price are you paying for papaws that you've been buying recently? What would you pay for papaws?

Well they can't have been too extravagant because I can't remember. I can't pinpoint a price.

\$2.99 or something.

I normally buy it all together so

Facilitator: So when it all adds up through the checkout you know that.....

Some tend to be dearer than the others. The red ones

Yes the red ones are a bit dearer.

Facilitator: And is there a price level at which, you know, when it gets to that price or above you think, no I'm not going to pay that?

Yes about \$4 or \$5.

Facilitator: Is that true for everyone, is it about that \$4?

Yes.

Facilitator: And is there a price where, you know, going the other way, where you think oh that's a good bargain, I'll buy two?

Yes.....

Facilitator: And what's price.....

\$2 each.

Facilitator: \$2 each for papaws. Anyone else buy a bit more when they're cheaper?

I only every buy one.

It just depends because if they're already really ripe and then once one's been eaten, the other one will start to turn so.

Facilitator: So its just not being able to eat it in time.

It depends on if you know they're going to get eaten, unless you're having a family extravaganza or something you wouldn't bother.

I'd pay.

You can slice it up.

Facilitator: So even if there's more people to eat it.

Yes.

Facilitator: Ok. And I guess what keeps you going back to papaws. I know we've talked about what you like about papaws, but what keeps you going back to papaws?

Its just.....

Change.

.....

....

Facilitator: And how is it good for you? Does anybody know anything about

Vitamin C.

Facilitator: Anybody else got any other information they may have heard about

Its great baby food.

Facilitator: ...benefits of papaws, so good baby food? Has it got any other benefits.

Helps you go to the toilet.

Facilitator: Keeps you regular, yes. Anything else, benefits of papaws?

Its good for your skin.

Yes, there's a papaw cream which is very good.

Facilitator: Ok, anything else that you've heard about why papaws are good to eat? The people who don't perhaps eat them that regularly, I'm just interested in what could sort of change that approach or whether there's something whether it's the availability or whether its information about papaws or how to use papaws that might encourage you to buy more papaws than you do at the moment.

It's the availability of the time....

Probably the price, too. If they were as regular as apples and oranges, the price would be down so you'd be buying.....regular.....a good price.

Facilitator: Ok, so its getting the right kind that you're looking for and the quality that you're looking for.

Its probably the right time as well. In the middle of winter you probably don't buy as much.

Facilitator: So its more in that Spring and Summer.

.....winter foods.

Facilitator: Any information that would be useful about the benefits of eating papaws, would you be interested in that?

Yes.

Health stuff would be good.

Facilitator: Is that true for everybody? Some yes some no?

.....

Facilitator: OK,

It's not going to....

Facilitator: Ok. And I'm just interested in where do you buy your papaws from at the moment? Is it from the greengrocer or the supermarket?

Fruit shop.

Fruit shop.

Facilitator: How many would buy papaws at a fruit shop?

My mum does, but I wouldn't buy, I'd buy them from Coles because I work in the city so if I was going to buy it there's no fruit shop, there's no other place to buy it. But if there was a fruit shop I'd probably go there.

Facilitator: And do you think that there's a difference in the fruit there?

There is in the cost.

Facilitator: What's the difference?

The local fruit shops tend to be cheaper than Coles or Woolies.

And also I find that most of them have better quality fruit because that's their, you know that's their niche, I suppose and they're out there looking for the best.

Also they have little pieces to try.

.....

Facilitator: And do you notice the papaws, is it something that you go looking for when you go in to do your shopping or is it something you see on the way through.

.....have them at the front, a good display and you think oh that's nice.

Facilitator: And what sort of tends to attract your eye if you do notice them what tends to get you having a second look and going over and having a look?

If they look good.

Price.

That black bit with the seeds and the nice orange colour, its quite inviting.

Facilitator: It's a good combination.

Its good, its delicious.

Facilitator: So seeing a cut one.

Yes.

Facilitator: Ok, and the price. Anything else about

Type.

Facilitator: Sorry, the type? So the? So exactly the sort that you're looking for.

Also the outside appearance, because normally if you get one with speckled sort of like, oh.

Facilitator: So that clearer appearance is more attractive.

Particularly on the, I tend to look at the flesh, whether its clear or

Facilitator: In terms of

Like on the cut one, like if its started to get that deeper colour

Facilitator: So its got to be a good looking cut one and you think its got to be a good one.

If the cut ones are looking really manky then the other ones have probably had it as well.

Facilitator: Ok. And can you tell me how you decide whether a papaw is ripe?

Smell.

Smell.

If you push the top of it and its soft.

Facilitator: And once you buy your papaws and take them home, how do you store them at home.

In the fridge.

Facilitator: So is that the whole one?

I usually keep them whole until I'm ready to cut them.

Facilitator: So bring them home and put it in the fridge.

Yes.

Providing its sort of ripened. Like if its really hard I'd keep it out for a day or two.

Facilitator: And how long would you keep the papaws? Like how long would they last?

.....

Facilitator: Well just if you can tell me if it's a whole one it would last x time and....

It's the kind of thing you tend to buy.....because you know they go off quickly if you don't.

Facilitator: And if it's a whole one?

Maximum.....

.....I suppose.

It will last longer in our house if it hasn't been cut and the skin off and the seeds taken out. There's an assumption that once someone else has done all the workcome and eat it.

.....

Facilitator: Ok, so someone to do the hard job.

Yes if that's done, if I cut it or if someone cuts it, then she's into it but until that point it will just sit there for a day or so until someone else does it. But that's just laziness on her part.

Facilitator: Well would you like more information about when to buy papaws, how to tell if its ripe, how to store it and how you can get the best out of your papaw?

Yes.

Facilitator: Ok, are you also interested in information about what the health benefits are and I know we talked about that a little, its interesting for some and not for others. What about the ways to serve and use papaws? Some different sorts of approaches.

Yes because all I do is chop it up and eat it. I'm sure you can do more than that.

Facilitator: So is that something that gets you interested?

Yes.

I tend to think of it just as something that you eat. You don't usually do anything experimental. I know you can make papaw chutney and stuff like that.

No I haven't done it either.

I mean you don't want to put ice cream or anything with it because you'd spoil the taste of it.

Facilitator: So its something that you really want to buy and just eat on its own.

I always have lime with it. Lime juice.

.....

Fantastic.

Its really nice with lime.....

Facilitator: So it's a cooked dessert?

Yes.

Either that or my mum likes to pickle them so. But she pickles the

Green ones?

Yes.

That's how you cook the chutney think.

Is it? With the green ones?

Yes.

Facilitator: And so what's the best way to get that information? We're talking about how to choose, how to store it and how to get the best out of it. And some people might be interested in the health benefits, but what's the best way to get that information to you?

Sometimes the fruit shops have got those little cards like.

Or those little people. Those people standing there.....

Facilitator: So handing out the samples. And the little leaflets?

Yes, leaflets or cards.

.....

Think that the leaflets are probably better because then you have a chance to go back and test it.

.....

Facilitator: Sampling. Something to take away.

Even just something to take home with you. Being just posters above the fruit or something telling you about.

Facilitator: so telling you what's ripe.

Drawing your attention to it as well.

Telling the ripe one from the not ripe one or how to

Or even like an advertisement or something in the cooking magazines. There's lots of those food magazines and stuff.

Facilitator: Ok. And as I mentioned to you. I guess we're doing this project for the papaw industry and the industry is really interested in encouraging people of all different ages to eat more papaws. And I guess when we look at all of the different sorts of people that are out there and the different age groups that might eat fruit in different ways. But first of all, what does the papaw industry need to do to encourage more people, teenagers and children to eat more papaw? What do they have to do to get those kids and teenagers?

Improve the smell. That's what my children don't like about it, the smell.

.....

Mine like the sweetness of it but they don't like, it doesn't travel well, they can't take it to school. It's a difficult school lunch fruit because you can't package it up. If you cut it up it always goes mushy by lunch time.

Facilitator: So anything else that you think would make kids a bit more interested in papaws.

Tell them how good it is for them. Because mine started eating bananas all the time when they, you know, put the banana ads. If you tell them how good it is for them they'll probably latch on to it.

I mean the banana ads were really popular and it was put on in a timeslot when the kids would be watching TV.

Get a hot little jingle.

Facilitator: So what about people in their 20s or 30s. How do they really encourage people in those age groups to buy more papaws? Or for people who are not eating papaws to try them and give them a go. How do they

Push the health benefit. That age group tends to be focused on their health.

Facilitator: Ok, so health and what was the other one?

See more of it. You know, they want to see it, if its more common they want to buy it. Because

Papaws very limited to just.....lot of other things.

Facilitator: So knowing what you could use it for? What sort of things do you think are going to be appealing? Whether its information or the ways to use them for that age group, 20 to 30, 30 year olds and 20 year olds. What do you thin is going to be interesting for them?

Would be some information. Because now they perhaps find that information about papaws.

I think tasting as well. People may have had, you know when they smell it and the smell puts them off and when they actually taste it

I think that they mainly need to look on the travel ability of them as well. Because I can't imagine a 20 year old guy buying a papaw and taking it home, throwing it in the back of the fridge and pulling it out a week later and eating it. Maybe they need to work on that ease of serving or something, I don't know.

Facilitator: Anything else that you think would get that age group, 20s through to 30s

Having it cut up. You can buy the pineapple now.....maybe make it more versatile and sort of easier.

You can always pick it up and eat it.

Like thosefruit salad things that you can buy for lunch.

Facilitator: And what about age groups 40 and over. What does the industry need to encourage that age group to try papaws if they haven't tried them before and to buy papaws?

Probably benefits for health I suppose.

Yes, health. Tell them its for arthritis and

.....

Facilitator: Sorry? I'm sorry there were a couple of people talking at once. Sorry, it was the health

Pretty much the same all round because everyone's a bit involved with their health and all that sort of stuff.

Facilitator: Ok, anything else that you think would interest that age group more than others? Anything else that's going to get their attention?

Which one are we talking about? The over 40s?

Facilitator: Yes.

I think it's the general ...of it. Its like pineapples you see them everywhere.

From what I've observed older people tend to eat it a bit more than younger people anyway so they're a bit more used to it.

They're used to having trees in their back yard.

.....tend to grow papaws in their back yard.

Everyone used to grow them.

.....

Facilitator: And I know we've talked about a lot but I just wanted to ask a couple of questions to sort of sum up a lot of what we've been talking about. What's the most important information that papaw growers really need to get out to people about the benefits of papaws, the availability, the taste. What are the most important messages they really need to get out to people about papaws to encourage people to eat papaws?

Let people know when they're in season.

And when they're at their best so they don't buy the dud one and never buy another one.

How to choose a good one.

Whether its smell, the ripeness or whatever. If you're ready to eat them now or in a few days, choose one a bit firmer or that sort of thing.

Facilitator: So giving you the option to choose when

And what particular taste you like too, because we all like different tastes

Sweetness

Facilitator: So telling you, I guess we've had some different varieties tonight and telling people well this variety is

Is if you like it really sweet. Sort of pungent tropical smell or not so

Facilitator: So a description so people will have a bit of an idea what they might get if they buy something they haven't bought before.

And what wine to have it with.

Facilitator: Yes. Ok what else? What else is important information?

What vitamins and health benefits.

Facilitator: Anything else that's important? Ok and I know we've just been talking about important information, but also wanted to ask you and I guess not only about information but about everything we've been talking about, what are the top priorities which papaw growers and retailers really need to concentrate on to make sure that consumers are encouraged to buy papaws when they're choosing fruit for themselves or their family? What are the top most important thing they've really got to do?

Why they're better.

Facilitator: Sorry?

Why they're better.

Facilitator: Why they're better? Than other fruit?

Yes.

Display it in a prominent position.

Yes, good marketing.

Someone's there cutting bits out and letting people taste it. When they taste it they think oh that's not bad I grab one of those.

Giving people ideas about how to use them, too.

Like in cooking or something like that.

Even pictures sort of showing it cut up with strawberries or something. Like different colour effects to sort of make it stand out.

Combining it with other fruits.

Teaming it up other things, I mean I love it with lime juice.

.....fruit salad or something.

Facilitator: Ok anything else that you'd put on the top priorities for the industry?

Getting it to the fruit shop looking good, smelling good.

Probably the thing that, because the fruit salad.....if they find out its going to spoil or something they should take it out. Because sometimes even though they find that its all right they still put it there

Facilitator: So taking off the ones that are past.....

Yes.

Spending a bit of effort.

Like getting rid of the bad apples.

Yes.

Its probably more difficult than having apples where you can just chuck it there and they probably just stay for ever. This one you have to

Facilitator: Have to get them out.

Spoilt papaw sort of spreads doesn't it, it spreads quite quickly to the ones next to it as well.

....stick butter in the fridge too.

Facilitator: Ok, anything else that's a top priority for the industry?

Storage andtricks.

Facilitator: So getting information on storage and how to tell if its ripe.

And how not to get a bad one.

Facilitator: Ok anything else that's important for the industry to really concentrate on making sure that consumers are really encouraged to buy papaws?

Maybe more exposure as well. There are some shops which don't have papaws at all.

Or don't have the varieties.

Several varieties.....a lot of little shops only tend to have one varieties.

.....

Facilitator: So have some specials. Get people interested.

Have organic papaws.

Papaws probably are fairly organic aren't they?

Maybe more specific health issues, not just a general papaw is good for you, but if someone's on a high protein diet or they require extra vitamin K and they know that papaw has that, they're going to be more inclined to buy it than just a supplement.

Facilitator: Yes, so knowing what it really has in it and what's the special qualities that it has and what its good for?

Yes.

Facilitator: Ok, anything else that you'd put on the list for the industry? What else do they have to get right?

When they're there you know. Got to let us know sometimes...happens. I don't really know when

Facilitator: When is the season?

Just happens they're there.

Facilitator: Ok. Anything else that you'd put on the list? Is there anything else perhaps that we haven't talked about so far that is important about papaws, whether it's the information or quality or anything else?

I guess they don't want to tell us how to grow them.

Facilitator: Ok, well what I want to get you to do now is maybe just finish that questionnaire, there's a couple of questions on that second page. Ok, well thanks for your help tonight. I really appreciate you taking the time to come along, it's been really helpful and that feedback will help the industry to really understand what it needs to tell people about papaws and what they need toThat's been very excellent help and I really appreciate you taking the time to come along today. So thanks for that. Take that name tag off or people will talk to you out there. But I'll collect up those questionnaires. Thanks for coming.

FOCUS GROUP CONSUMER RESEARCH - PAPAW/PAPAYA

OVER 40 YEARS OF AGE

THURSDAY, 19 SEPTEMBER 2002 - 6.00PM - SYDNEY

Facilitator: Thanks for coming along tonight. My name is Debby Archbold and I'll be running the group tonight. We may have another couple of people join us. If that happens we will just keep moving on. What we are doing tonight is a research group. Has anyone been to a research group before?

Yes.

Facilitator: What we do at a research group is we get a group of people around a table. What we find is that we get a lot more information out of people in this setting than we would if we talked to you individually either over the phone or in a face to face interview. That is what is really useful. Something that one person says will spark off something that someone else thinks so we get a lot more information. Our format tonight, I have a list of questions that I need to go through and I will move us along as I need to. If I cut you off it is not because I am not interested but it is in the interest of getting us through on time. The only thing that gets me in a tangle is if we have more than one conversation going at once. When that happens I will yell for help. Also because of the project we are doing tonight, certainly I will take notes, but because it is an important project, we will also going to audio tape it and video tape the group. When people see a written report they can read it but it is not the same as hearing what people have to say or see how they talk about something. It is completely confidential in that they don't know who you are. Lots of instructions. Tonight what we are going to do is talk about papaws. Just to get us going I just wanted to go around the room and get you to introduce yourself by your first name and if you can tell me the types of fruit you generally buy or eat in your household. So, can I start with you Michael?

My name is Michael. I usually eat mandarines, peaches and apricots.

Facilitator: Thanks Michael.

Dawn. I eat apples all the time, but in Summer I eat bananas and fruit salad.

Facilitator: Thanks Dawn.

Priscilla. Believe it or not, we eat a lot of papaw, watermelon, melons, apples, bananas, strawberries, all fruit.

Facilitator: Thanks Priscilla.

Tony. Bananas, apples, oranges and mangoes when they are in season, grapes, strawberries, that covers the range I think.

Facilitator: Thanks Tony.

Ishmar. We normally eat apples, bananas, pears, fruits that are in season, earlier on we used to eat a lot of papaws as there were a lot of papaws around our house. We used to eat papaws every morning.

Facilitator: Thank you.

My name is Eva. I eat apples, bananas, any fruit in season. I am not a regular papaw eater.

Facilitator: That's fine. Thanks Eva. I wanted to just ask you specifically about papaws tonight. I know a few people mentioned papaws but I am interested in how often would your household buy and eat papaws. Just opening it up to general discussion.

Hardly ever. We have had them a couple of times, but you couldn't say we are papaw eaters.

I buy papaw when in season and if I feel I want to eat them.

There are only two of us at home.

If I can't see a ripe rockmelon I will buy a papaw but I hesitate with papaws because they make such a high smell in your fridge.

Facilitator: What about other people?

We buy a papaw probably once or twice a month. Generally we don't buy papaws because they don't look very fresh. They looked damaged and squashy. We are used to the fresh fruit.

I have to say when I was in Cairns about 30 years ago there was a papaw tree in the backyard there too and I used to eat it fresh there but I found that the taste is a very perfumed taste and I find that I can only handle in a small quantity. Therefore I have never gone out of my way to buy it even if I pass it.

Facilitator: Thanks.

We certainly have it at least weekly or fortnightly but I also grew up with papaw so I am used to them being fresh and now I can't resist seeing papaw and buying it.

Facilitator: I think we have touched on this a little bit but I wanted to ask you whether you buy papaws more at certain times of the year compared with other times?

I think probably yes, again the season and cost does come into it but I still have papaw around the home more often than not really.

It is always in fresh fruit salad and I often buy fresh fruit salad. I think it is, trusting my taste buds.

My way, each papaw is totally different from your people. I make soup out of papaw. I don't buy the very ripe one. They are green a bit harder and mixes with fish. That's what I do with papaw.

Facilitator: Do you buy at different times of the year?

No, only when they are in season.

Facilitator: When they are in season?

Yes.

Facilitator: Anyone else? Is it a seasonal thing? Does that cover everyone?

There is no trend, whenever we see papaws, ones that are good.

Facilitator: A couple of people have already talked about this and when you might eat papaws or how you might eat papaws. I'm interested in whether it is something you have for breakfast, lunch or a snack, dinner or a dessert. When does papaw come into it?

I would have it for dessert in the evening and then what was left I would have with cereal in the morning.

We usually have it as a breakfast starter and then I usually do it as a fruit spread if we have a dinner party or ...

I would probably eat it at lunch time or in salad and especially dinner, soup.

We eat it for breakfast.

Facilitator: I guess we have been talking about the different types of fruit you might buy and have day to day or week to week. I am interested in whether papaw is what you call an everyday fruit, a luxury or a treat, how does it compare with other fruit and vegetable you might buy.

I think mangoes are a treat, so I suppose papaws are as well.

Facilitator: So, you regard papaw as a treat?

Yes. My wife had an operation and she wanted mangoes and papaw.

Facilitator: So, is that something that you think of as a treat?

Yes, a treat.

Me too. If I was going to buy a whole papaw it would be for a dinner party or something like that.

Facilitator: So, something special?

Yes.

Facilitator: We have talked about breakfast. I am just interested in everyone's views. Is it an everyday or is it something that is special.

Not everyday.

No.

Not everyday. Unless it is seasonal or summer then there is always some there and you can have it as a snack.

Can I ask, can you buy tinned papaw, I haven't seen it?

Facilitator: No.

What about papaw juice? When my kids grew up we had papaws so they started on papaw juice and it was easy to juice.

Yes it is.

Yes, it is one of the best ones to liquidise.

It is a flavour that you don't see in the fruit juice section of the supermarket. Is it not grown in sufficient commercial quantity to be juiced.

Facilitator: I guess I am not the font of all knowledge of papaws.

Right.

Yes.

Facilitator: I know that you can't get tinned papaw and I am not aware of the juice. Tonight we are going to try some papaws and talk about papaws and I'm interested in what you see or what you hear about papaws. What I would like to do now is, we have some samples of papaws and I would like you to taste them. We have a questionnaire, so grab one and pass them down. For each of the samples, we have sample 1, sample 2, sample 3 and for each I want you to give a rating on the taste on a scale out of 5 where 1 is poor, 3 is average and 5 is very good. Also rate the texture which is the softness or the firmness and how it is for you. It is really how it strikes you. Is it poor, average or very good. And also the smell or the aroma of the papaw. For each of the samples could you circle a number to tell me whether it is better than the papaws, the same as worse than the papaws that you buy. If you could put your first name at the top there. I'll get the first sample.

I don't know why I don't buy it more often. It is such a pretty fruit isn't it?

Facilitator: There is enough there for you to have a few good mouthfuls and there is water, plenty of water there as well. Have a taste.

Yuk.

Can we eat the lot?

Facilitator: Yes, you can eat the lot. This is sample 1.

Do we write a word?

Facilitator: No, just give it a number from 1 to 5 - 1 is poor, if you think it is poor. 2 is a bit above poor, 3 is average, 4 is above average and 5 is very good. So for the taste.

Compare it with what you have had before.

Facilitator: This is on this one here. Under the column for Number 1 this is where you are going to write this down. Just give a rating on how the taste is to you. If you like the taste you would give it a higher taste and if you didn't like the taste you would give it a lower score. If you like the texture, the softness and firmness and if that suited your taste and you liked that you would give it a high rating for the texture, if average you would give a 3 and if you didn't like the texture you would give a lower rating. Also, just the aroma and the smell.

If you liked the smell you would give it a higher rating, if it was average then around 3 and if you didn't like it then a lower rating.

The trouble is when we get the next one, we might change our mind.

Facilitator: It is really important that we rate each one separately. Rather than revising backwards, we won't be doing that we'll just be sticking with what our rating is.

...

I like papaw

Facilitator: For that one that we have just tasted, is it the same as, worse than or better than the ones you would normally buy or eat.

What about if you don't buy papaws?

Facilitator: Then, just put - don't buy. That is the first one. This is number 2. This is a different sort of papaw so again there is enough for you to have a few good mouthfuls.

I can tell you I never buy this. A pink papaw.

Facilitator: Again, have a bit.

I have never seen a pink papaw. It is more like a quince.

I prefer the other one.

Facilitator: They are all different. Once we get through all of them we will have a chat about the different ones and what you liked. Okay, how are we going? This is number 3. I only have 3 samples.

They are colourful aren't they?

Yes.

Facilitator: Yes, they are colourful.

That texture is different to the rest of them and it is darker.

Facilitator: They are different varieties so this one is different to the last one and different to the first one.

It is a bit better than the second one.

Do we do the second page yet?

Facilitator: You can do that now actually if you like. Complete that form and then I'll ask you what you thought of those 3 samples.

If you don't buy it do you complete it as well?

Facilitator: It is how often do you buy.

For who, myself?

Facilitator: It doesn't matter who you buy for. How often you go into a shop a buy papaws.

Do we tick?

Facilitator: You circle the number that applies to you.

Is there one papaw season a year? Few times, I don't know.

Facilitator: Put a comment beside it saying 'when in season'. I wanted to ask you, of those 3 samples that you tasted, which one did you enjoy the most.

First.

The first.

Yes.

I thought 3 was better.

The second one.

Facilitator: Everyone has different taste and I guess that is why we are doing this and to see what people prefer.

The first one is what we used to grow wild. The second and third are the sweeter ones, maybe they came later on. Harder to grow.

I preferred the third one.

Facilitator: If I could get a show of hands who preferred Number 1. Who preferred Number 2 and Number 3. Were those papaws that we tasted tonight better than, worse than or the same as papaws you normally buy?

About the same depending again on type.

The same.

I don't buy much.

I buy them and then let them ripen, totally ripen.

Number 2 and 3 is what we would normally buy. Number 1 I think ... you can't find it, it has a much stronger smell.

I've never tasted 2 or 3 ever.

Me either. ...

Facilitator: And is that because you don't see them or is it because they are around but you prefer not to buy them.

Stronger, the taste is stronger.

No, I have seen the other two, 2 and 3 and if I did see it, it is really colourful but I wouldn't buy it.

Facilitator: And Eva have you seen the different varieties?

Yes, I have seen this colour but when I look at it it looks like ...

It looks overripe.

Yes.

Yes.

It is a different variety.

Facilitator: So if you don't know it is a different variety you would think it is over ripe?

Yes.

Facilitator: For the ones you liked most tonight, what did you like about them.

A little sweeter than the other two.

Definite taste, like the papaws my mum used to give me when I was a kid.

Yes.

I think I have been put off by past experience because I enjoyed the first one and that was probably closer to the ones I used to get in Cairns but I think I used to have them so often and they were really sweet and pungent. I think I overdosed on them. I think it has gone out of my thinking.

We never have them by themselves anyway, we squeeze lemon on them or with something else.

Yes.

The second one, I couldn't taste at all. I think I still have this labouring on my taste buds.

Yes. The second one had a smell that was like old washing up water.

Too much of a smell.

Like washing old smelly socks or something.

Not even that it smelt awful.

The first and third ones the smell was about the same I thought.

I think I am used to the taste and the smell of this one, but not this one.

I found I had an after taste that I didn't particularly like, like a chemical taste.

Facilitator: Anyone else

It is definitely juicier, the third one.

Not as tasty.

Softer, juicier.

I thought the first one was too soft. The last one was nice and firm.

Facilitator: I want to show you what these varieties were and we'll sort of work our way through and I'll ask you a little more about papaws and what you prefer. These were the varieties we tried. This was number 1 and it was called 1B and it is 20cm. You can see this is a cut one and has the typical yellow. This one in the middle is called the Sunrise Solo and this is an example of it cut in half. The third one is a red dioecious and it is a rounder shape and a little smaller and this is it cut in half. I will just ask you to pass this around and have a look at them. Share between the two of you.

Beautiful colours aren't they? They would be beautiful in a fruit salad.

Facilitator: So, do you see those varieties in the shops? I guess a couple of people have seen the sunrise solo.

I see the Sunrise solo and the 1B you see a lot but I don't recall seeing the other one.

I must go to the wrong supermarket.

Yes.

Perhaps I don't look properly.

No, I haven't seen that one as such. I can recall that one, but am not too sure about this one.

Facilitator: I guess I also wanted to ask, knowing that there are different varieties, are you interested in trying different varieties of papaws?

Yes I am.

...

I don't usually buy them for myself, I buy them for a friend of mine as a treat.

Facilitator: Anyone else buy or see the different varieties.

The one in the middle, that's what we like.

I have to confess that a 1B is sitting in my fruit bowl at home at the moment. We got that yesterday.

Facilitator: Do you think you would change the variety you currently use just based on being able to taste some of those others.

No.

I think I would. I would do it as a difference within a spread. Like I have two different varieties of spread, like I do with melons, two different types of melons.

I agree they would look attractive.

They must taste attractive too.

Facilitator: I wanted to also talk to you about the markings on papaws. When we see papaws we see different kinds of presentations. What I have are some examples. I have a 1B at the top and (a) is very clear, I'll pass this around. (b) has a few more speckles and (c) has more speckles again. The same for the Sunrise Solo fairly clear, a few spots on the outside and a little bit more on (c). Here is the red dioecious. Fairly clear on (a), some markings at (b) and more markings at (c).

What do the markings mean?

Facilitator: These are just examples. When we see papaws in the fruit shop or supermarket they are not all the one colour like say an apple might be. Like a green apple we think they are all going to be green. What we see in papaws is that they are not all identical and that they have different, sometimes one with a lot of markings or sometimes relatively clear. I am interested in your thoughts about markings. What sort of markings are acceptable when deciding to buy a papaw. Does it come into it when you buy papaws. I'll just pass this around and I would like to get your comments on what sort of level of markings on papaws are really acceptable when buying a papaw.

I suppose (a).

...

The ones you normally buy ... fruit these days is picked green and then gas ripened. I would be more inclined to go for an even colour because you would assume it was evenly ripe. If I saw one that was green I would think I would have to wait for one half to ripen.

...

The evenness of the colour would denote being ripe to me.

Facilitator: What else when you are looking at papaws and whether it is the green grocer or the supermarket.

The ones you get in the supermarket are usually the ones in the middle. I haven't seen a papaw like the first.

Yes, that is why we don't buy them because they ...

For me, I don't mind markings, I look at it and see, I don't really mind at all.

Do you touch them?

Yes I do touch it at the end or just feel if it is firm. You can tell whether it is just a marking or a bruise.

...

Facilitator: Too much on (c). Do you think, when we see papaws we see these speckled markings. There are other sorts of markings we might see on papaws. There is some here, it may have laid on something. There are different sorts of markings, I guess a bruise or damage is different to the sorts of speckled colouring that we might see on papaws. I am interested in your thoughts about what is acceptable to you when you are looking at a papaw and you think I am going to buy a papaw and you weigh up what is acceptable and what is not acceptable.

At some shops you say I want to taste this one and I will buy it but you cut it up and taste it, a bit like the old Paddy's Market where you could taste say a carrot.

Facilitator: I am interested in the markings, when you are looking at them. We will talk about taste in a minute. Really, what's acceptable and what do you think about the markings.

Personally, any of those markings I would be happy with but if there is damage or a different type of marking I would be cautious.

You wouldn't be worried about it being so green at the top there?

No, that will ripen. You can ripen them.

I think on the Sunrise Solo (b) and (c), I wouldn't touch them, I wouldn't pay a cent for them.

If I was a regular eater of papaw and those were the accepted markings, markings themselves don't bother me, markings on the flesh. I would look for squash or bruising. If that was the accepted norm speckle like a speckled egg.

Yes.

I would pick it up.

I agree with you.

Any mark like that.

Would it matter in soup?

No.

That one here.

Does it matter what it looks like in soup?

...

I don't want soft.

Facilitator: I will stick on this about what we are choosing, sorry Priscilla did you have something to say?

I was saying, looking at (a) on the 1B that is totally even colour all the way over and I would be slightly hesitant about that one because it is still too firm and I would need it for a little while.

Facilitator: Would it be helpful to have information about what the markings are and the fact that it is good fruit even though it might have some markings on it.

Yes.

Definitely.

Yes.

Because the markings are in the skin only.

It is the same with bananas.

Yes, the same as bananas.

Take the skin off anyway.

As long as you don't have a major bruise.

Facilitator: No major damage or bruising.

They also seem to suffer from bad press but they suffer from a lack of press. I worked in restaurants years ago and I don't recall any with papaw in it. I can see places you would use papaw especially with fish as you would use mangoes and things like that. You don't see it promoted enough.

Yes, I have had it.

A very fine fruit.

...

As Eva said, she uses the greener variety for cooking.

Cut in half, put scallops in the middle and I bake them in the oven. I put potato powder...

It would be interesting to see some more recipes because as Eva said using the greener ones with fish.

I use only greener ones.

Facilitator: So information on recipes and how you can use them.

Yes, that would be good. I use papaw in a mango salsa when I do white fish with lime and that is actually a nice taste.

Facilitator: What about information on how to pick a good papaw.

Yes, certainly.

Do you mean how to choose one in a shop?

Yes.

Also they are extremely healthy for you I believe. There are a lot of vitamins, etc.

...

Facilitator: Yes, I wanted to ask you what you saw as the benefits of papaws. What have you heard about papaws.

From experience, it is good and healthy to have in the morning.

Papaw leaves are a wonderful meat tenderiser. You wrap meat in the papaw leaves.

Yes.

You don't have to thump the daylight out of it.

You can do the same with green papaw.

Yes, a green papaw.

It is the enzyme that is in the papaw.

Facilitator: What else have you heard about papaws, what the benefits are or perhaps how you can use them.

I heard papaws are good for your skin, especially for wounds.

I might be getting in confused with something else, something to do with oestrogen or is that soya beans.

Facilitator: I don't know.

I think it is one of the reasons for starting in the morning. It is easily digested, goes straight through and it is a good cleanser and your stomach.

I do remember that.

In the morning?

Yes.

My mother made my dad eat it every morning because he had ulcers. I'm not sure if that has something to do with it.

I can't go without a cup of tea. If I go out in the morning without a cup of tea and I am at the train station I will go to the coffee machine.

Facilitator: Just getting back on to benefits or anything else you may have heard about papaws. Whether it is a benefit or ways to use papaws. Anything else?

Eva uses them in soup.

Using green papaws to tenderise meat I honestly believe they would be a bit more difficult to get I mean it stands to reason that there is a vast scope for creating recipes with use with meat. I see its association with seafood or beef maybe as a main course but to get it into the red meat sector, quite difficult.

Facilitator: So knowing how you can use it.

Yes, how you can prepare it.

We used to cut it up and use with curry.

Peel it like a potato and cut into squares and put on a curry ...

Wouldn't it sort of disintegrate?

Raw papaw.

Green papaw.

Green, oh, I am sorry.

Facilitator: Going back now to talking about varieties and choosing, what size papaw do you prefer to buy. When we see the different varieties we have the larger one there, 1B and the smaller one, the Sunrise Solo and the smallest one, the red dioecious.

The red dioecious one looks fatter and by the look of the cut it looks better.

Facilitator: I am after what size.

As I said it looks fatter.

Facilitator: What do you buy now?

I would buy the red one.

I would go for a smaller one.

Same here.

You could have half of it now. It doesn't keep well and smells the fridge.

I think that was one of the things that started putting me off the papaw, you eat it for days or put it in the fridge and it moulds.

Yes.

One sitting.

Facilitator: Use within a certain day.

Yes.

You don't like the taste of the small one.

It is the size irrespective of taste.

Facilitator: If that was your choice, do you buy cut ones?

... the taste goes in a couple of days, so you wouldn't buy a cut one would you?

Facilitator: In the supermarkets, have you seen in the supermarkets the cut ones.

They do halves.

The cut ones are so you can see whether they are fully ripe or damaged on the inside.

They are good if they are cut in the supermarkets.

Expensive.

You don't see the cut ones often though.

Facilitator: Is that something that you would be interested in if there were cut ones?

I generally we don't buy cut fruit as opposed to other because of health reasons. Once you cut it it is exposed, even though it is covered.

They will sell it as a half and you can have a half and they don't sell it by weight. It is just one price for a half. Everyone looks for a big half.

... even though they cut it recently, three hours ago that is the trouble.

Just cut it now.

That is right. If you see them cut it.

It could have been there for 3 days.

Facilitator: How many papaws would you buy at any one time?

One.

One.

One or two.

I never buy two.

I would buy two depending on the occasion.

Facilitator: If you wanted more?

Yes.

I buy two packs of strawberries but never two papaws.

Facilitator: I guess we have been talking about papaws and choosing them, help yourself to some snacks. What is it that you particularly like about papaws? What keeps you going back to papaws? What do you like about papaws?

That what you have it with smoked salmon.

It is easy, you can take out the seeds and eat with a spoon, like a banana.

Facilitator: Easy to eat. What else do you like about papaws?

They are colourful.

Facilitator: So their colour. What else? Anything else?

I always thought they were typically Australian tropical fruit but from what everyone else has been saying I don't think that is correct is it?

No, I don't think so.

The shape is a nice shape ...

Facilitator: Yes, pretty round. Anything you don't like about papaws?

They don't keep well.

They are not a good finger food. You can pick up pieces of grape, rockmelon and so forth but papaw you have to deal with differently.

Facilitator: Anything else?

It is easy for juicing. It is easy because it is soft. You don't need a machine.

If you are not used to papaws you wouldn't know what you can use it for. Like myself, a man living by himself, you wouldn't know that. Like Eva makes soup. You wouldn't buy it if you couldn't use it.

Facilitator: So, not knowing what to do with it?

Yes.

Facilitator: Have you had any problems with the papaws you have bought or eaten in the last 6 months.

I don't think it is a problem, but occasionally it is you might get one that looks good like no.1 and then it is rock hard and totally tasteless. So sometimes there is a disappointment but you can't get to it.

If I want one for a special occasion I will go to the fruit market in Centre Point like I do for avocados and ask the man to pick me a perfect papaw.

Is the skin thick on a papaw? Like an orange? How thick is the skin?

Facilitator: It is a soft fruit with a thin skin on the outside.

Thinner than a banana skin.

Okay.

Facilitator: Any other problems you have had in the last 6 to 12 months with papaws. Anything else you have struck.

We have never found papaws to be infected with ... sometimes you buy a fruit like apples and the core is all black. We haven't found that with papaws.

Facilitator: So, no bugs?

No.

...

Facilitator: I guess we talked a little bit before about the markings and I guess occasionally it might look good but not live up to what it looks like. I am interested in how important those problems are. Does it affect how often you eat papaws or the type of papaws you eat.

As I said, if they are the markings then I wouldn't touch them. I like them with no or very few markings.

If I understood the production a little better. I don't know how they are grown commercially, how chemical is used to keep pests away ... remember flying foxes ... one or two trees ... I guess if it was fairly low in chemical and fertilizers then the markings would be quite acceptable.

Facilitator: So if you know that it is a result of not having to put a lot of chemicals on it.

We are never worried about whatever is put on the papaw ... we know that they fruit is treated so that it is nice and shiny. Papaw is good in the terms that they are not and even bananas are treated.

Facilitator: So knowing about that natural approach to growing is important.

It is a positive for papaws.

That would be really good.

Yes.

Saying how it is grown is positive.

Australian government ... if it was poisoned you wouldn't buy it.

Facilitator: I know we have touched on this a little bit already, but what do you look for when you are looking at the papaws what do you look for when you are choosing a papaw?

Look for the colour first basically to see that it is not damaged and the size, not too big or too small.

Symmetrical, not too out of shape.

Facilitator: So the shape?

Yes, shape.

The firmness.

Facilitator: So firmness, yes. Anything else you really look for in papaws that you choose and eat at home?

I think just being able to make the right choice and knowing they are not damaged. You don't know if you will get internal bruising. Papaws are quite easy to see bruising.

Facilitator: So it is a positive that you can see if they are damaged.

Yes, if it looks good. The care and the packing I think as well.

... if it comes in a shop and it is out of season there might be something wrong with it, bruising. You might say pick a winner ...

Sometimes you can see the ...

Facilitator: So is it important to information to know when that season is?

Oh yes, I think it is.

I think it is good to know where they come from. Apart from being quite curious I am quite picky about where I buy my fruit as to from whereabouts in the world they come.

Facilitator: So you want to know that they are grown in Australia?

Yes, that is important.

Also the new issue of genetically modified food.

Yes, also that.

Facilitator: So that they are not genetically modified.

Rather wait for the Aussie cherries than the US cherries.

Yes.

Facilitator: For those people, I know we have people who might eat papaws more regularly, but for people who don't eat papaws regularly I am interested in the main reasons for that. We have touched on some of those.

The bulk of the papaw you have to eat straight away and it is an overpowering fruit in its taste and perfume when it is fresh. It sits in the fridge and rots and I ignore them for that

reason. I think tonight I could go back and eat papaw. But again I only have a part to look after ... what do I do with the rest of it.

Choose a little papaw.

Yes.

At home my father is the only one who eats it, I don't eat it much. My father wouldn't eat a whole one to himself so it is not worth buying it.

Facilitator: So it depends on who in the family would eat and would you get the use out of it.

I think it is a special occasion fruit and I wouldn't buy it very frequently because it is kind of messy to eat.

I would be inclined to eat a green one and use some recipes using a green one. Like I use green bananas to bake them and they are wonderful.

Try the baked papaw with scallops in the middle. I had that in a Hong Kong restaurant.

What was in the middle?

Scallops.

Wonderful.

It was cut in the middle and seafood put in and baked, when you located the papaw it was brown on the top and soft in the middle. Not too sweet. I prefer it with the fish.

I would probably try a variety of it green and let a little bit ripen and turn it into chutney.

Facilitator: So I guess what we are saying is interesting ideas.

Yes.

Yes.

And if you have a glut you do exactly that, put it into chutney.

Oh yes, I have had it in chutney I had forgotten.

Facilitator: For people that regularly buy, and I know we have touched on this a little bit, but what keeps you going back to papaws? What is it that you and your household like about papaws?

Basically we are used to eating papaws and eating of papaws decreased because they were not readily available and also we have to buy it now and don't have the trees.

That makes a big difference.

I would agree with you.

We have an acquired taste apples because they are convenient, cut it and eat it, bananas also but they are more readily available than papaws I guess.

Facilitator: So it is familiarity?

Yes, familiarity and growing up in a tropical environment. I grew up in Atherton and you would have them in your back yard.

Yes, papaws and mangoes.

If I was in Europe and saw a papaw I would think wow. Now of course you can get them more readily but they are expensive. Here it is a pleasure.

Facilitator: Looking into the future, do you expect that you will buy papaws more frequently. What comes into it to get you to use papaws more often? Do you think there are ways to encourage people to eat more papaw. Whether it is the availability of papaws or how they are presented, something changing that would get you interested.

Proving they are good for you to digest. If people think I don't have time to have breakfast but if they can cut a papaw and they are easy to digest then they'll start with a papaw. More availability.

Maybe we should try serving Number 2 and 3. I think I loved number 1 but perhaps ordinary people who think papaws are too strong in taste and smell may enjoy the other 2 varieties.

Facilitator: So letting people know there are the other varieties?

Yes.

Maybe telling people about the many ways of eating a papaw. Squeeze a lemon on to them it tastes very good.

Yes.

Yes.

You mean on all three?

Yes, on all three you could put lemon or lime. Lime is very nice on papaw.

...

I would be certainly tempted to try recipes. It is mainly because of the quantity you have to buy. I think I would be more tempted to buy a whole one instead of a cut one but then what do I do with the leftover.

Facilitator: So if there were recipes there?

Yes, several things I could do with them instead of the compost heap.

Make the rest into a smoothie or something like that in the morning as a pick me up.

The morning after the night before.

I think it is making people aware of it. I think again because of the taste. To some it might be a slightly scented flavour and therefore it is an acquired taste. It is educating people to become familiar with it.

Facilitator: What is the best way of doing that?

Maybe putting flavours of papaw yoghurt into the shops. Papaw icecream.

Yes.

I don't know the technical aspect of doing that.

I think they already do dried papaw, that is really good.

Dried papaw is very good.

I buy that and I eat it overseas, dried papaw, dried mango and dried banana and they think it is great.

Like a dessert. My dad cuts bananas up and passionfruits. You could do the same with papaw and put it with ice cream. Have it as a sweet.

Facilitator: So telling people what they can have with papaw, that you can have it as a dessert.

Looking back, we never ate papaw with anything else. Like you can put banana and milk on cornflakes but not papaws.

Papaw is definitely on its own.

Because of the flavour.

I think that people find the flavour overpowering at times. Perhaps the people trying to sell it could find another juice flavour that complements with. Like citrus ones or apple base which sometimes have 3% mango. Find a complementary flavour with papaw, perhaps lime or something. Perhaps pineapple and lime and papaw.

You could have like make a brand, not ... false papaw. What I am trying to say is it might look like papaw and taste like papaw but is not papaw ... put it in a shop and say it is papaw ... someone like me who doesn't know what it looks like would say okay I'll take it home ... get another papaw ...

Get a couple of well known chefs to come up with a recipe.

Jamie Oliver.

Facilitator: Any other ways? I am thinking now, I guess we have been saying bring it to people's attention, promote it and tell people that there are different varieties there. We have been talking about those things like what are the recipes, have a chef that people know using that papaw, know what you can do with it if you buy a whole papaw. What other things would get people's attention or help people to understand?

The names of the other 2 papaws.

Yes.

Brand names you reckon.

Health benefits.

Facilitator: So information on the health benefits?

Yes.

Most important.

... energy fruit or whatever. Vitamins. We have been using papaws all along but we still don't know what is so good about them. It was good so we ate it.

Facilitator: And for people who are not buying papaws regularly, what is going to get choosing papaws in the store, whether it is the green grocer or the supermarket.

If I had a taste. Probably someone on the spot doing sample testing.

Facilitator: So little samples.

Yes, in a variety of ways I think not just straight papaw. If I hadn't been here tonight and someone put papaw in front of me I would go, been there, done that. If it was presented with something else, not just straight papaw.

Facilitator: A recipe sample.

Yes.

You know how people in the supermarkets go around offering it to you on a platter.

As a hors d'ouvres, you know I don't know what it tastes like wrapped in prosciutto for instance.

That is a very good idea.

I actually did it wrong, but it was close enough.

Facilitator: So a bit more creative and a bit different. When you are buying your papaws are you generally buying them at the supermarket or at the green grocer.

They would be cheaper at the supermarket wouldn't they?

Facilitator: I don't know.

Green grocer.

Green grocer.

...

Facilitator: Do you feel there is a difference between the green grocer and papaw from the supermarket.

Yes, supermarket are cheaper.

Quality and also the people who handle it.

Fresher.

Supermarkets would have more people than a green grocer so you would find that green grocer would be less handled.

I guess supermarket for convenience and I confess that is what happens. From the green grocer point of view the fruit is going to suffer less at the hands of the public because it would be looked after better.

At the green grocer he's only there with the fruit. At the supermarket it is everyone.

Facilitator: Can you tell me what you paid recently for papaws?

Normally I would buy them in season and about \$1.49 to \$1.99.

Around the \$2 mark for a medium sized papaw normally.

Facilitator: Anyone else.

It goes through phases when they sell by weight. You are going for \$2 or \$3 for a single fruit. When it is by weight you do start to think about whether it is too much.

Facilitator: I wanted to ask you where is that point where you think it is too much.

Over \$2 a kilo.

Facilitator: So \$2 or more per kilo. What about people who buy.

For a good papaw we would pay \$3.00 or 3.50 per kilo and that is not a problem.

Facilitator: Priscilla?

Yes, I think I would do that and sometimes maybe even a bit more depending upon what I was wanting it for, sizewise. Again it is dependent on the occasion.

Facilitator: If it is at a lower price does that encourage you to buy more?

It might be a bit older.

I would think so because it is the same ...

Facilitator: More of or more often?

More often probably. It is the same as with melons. When they suddenly become a special then they are a regular in your household.

Yes.

Then later you think, no that's too much and I think the same goes with papaws too.

Yes.

Facilitator: So, if it is a good price.

If it is a good price, yes definitely.

Yes.

It is a variety, it is different from apples, apples, apples.

They get a bit boring don't they.

Facilitator: Yes, that's right.

I think it is time I started being more adventurous.

Maybe they need new varieties of apples also.

Facilitator: I guess we have been talking about papaws, but also a name we see is papaya and I am interested in how familiar that name is. Whether it is useful to use that name papaya? I am interested in your thoughts.

I have never heard of it.

I think if I hear or see the name papaya I think it is not the same.

No, it is not.

... Hawaiiin.

If I see it I associate it with imported fruit.

Facilitator: What about others?

I saw that with something that grew in Fiji or something.

Papaya are smaller and longer.

Yes, and they can be green skinned with in fact this coloured flesh.

Yes. ...

They have a different flavour, so it is a different fruit.

Facilitator: So is staying with that name papaw

I think so in Australia.

I think so.

Yes.

We just call it papaw and recently we found out that it is called papaya also.

Facilitator: So staying with that name papaw is familiar.

It would be like trying to change rockmelon to ...

Yes.

Facilitator: Can you tell me how you decide when a papaw is ripe.

The colour.

Feel it.

Smell and a little bit of the texture, touching. If your thumb goes right through it then it is too ripe and you have missed the boat. Then it becomes ...

Facilitator: Is it useful to have the information about how to tell if a papaw is ripe?

Yes, it would.

Definitely.

If you are looking to promote it as a ...

Facilitator: So for people who do not buy it all the time?

Yes.

It would encourage more people to buy them.

Were you thinking of putting labels on them or something?

Sell by date.

Yes.

Facilitator: I guess we are just asking for people's views.

I think it would be very useful.

Facilitator: So to have a sticker - ready to eat or something like that? Something there to tell you how to tell.

Yes. How to tell you ...

Advice on how to keep it or preserve the left overs, the after storage basically so you don't damage it.

Facilitator: How to get the best out of it. When you buy papaws when you take them home how do you keep and store them? What do you do?

In the fridge.

I don't put mine in the fridge at all.

I slice them up. If I am not going to eat them straight away I slice them up and put them in a sealed container in the fridge. I don't have it around very long.

I have them in the fruit bowl, just a couple of days of ripening and then eat them. I don't put them in the fridge.

Keep them outside in the fruit bowl or container and once we have cut it we put the leftovers in the fridge.

Facilitator: But you keep the whole one out?

Yes.

If I use half I keep the pips in as well and don't clean it totally.

Really. That's interesting.

That's the best way to keep the half.

Never take the seeds out.

...

Facilitator: Telling people about those tips?

Yes.

Facilitator: What is the best way to get this information, when we are talking about some useful information about papaws, what is the best way to get this out.

Television.

Point of sale I think and where you are going to get people to buy this ... stands ... to see it there and where it is sold.

In recipe books.

Depending on the packaging is, I know it is not like a pineapple, you can quite often pack them in a mesh and you can actually do a little tag on that.

...

On the other hand you never eat the skin, people normally don't eat the skin so a sticky label on the skin would be easy to pick ..

The more exotic the packaging, the more expensive the fruit.

.... Through the media or television, promote it through that, everyone watches the television, or most people watch the television.

Facilitator: So, on television, yes. I guess we have been talking a lot about papaws and how to encourage people to eat papaws. We look at the community with people of all different ages and people who have or haven't had anything to do with papaw. What are the main priorities, I guess the ways the papaw industry needs to encourage, how do they need to encourage young people, like teenagers and kids to eat papaw?

Say they are good for you.

That is the last thing to tell teenagers.

Tell them that it is a sweet.

...

A lolly, or chocolate.

If it was presented in an interesting way. If it was put in a smoothy, hey it tastes great and you don't have to worry about breakfast, just have one of these instead.

I want one.

Easy for kids is to make these freeze type cups for them, like an ice lolly. But also fruit salad and things like that.

Yes.

Facilitator: What about 20 year olds and 30 years olds? How does the industry encourage that age group?

Put them in cocktails.

Facilitator: So papaw cocktails? What else?

I would have thought that would be an age group that would normally try it through entertaining and that type of thing.

Recipes.

Put them on a shelf at the pub, on the bar.

Facilitator: So papaw tastings.

Yuk.

Facilitator: So recipes and something a little different.

Yes, papaw daquiris.

Papaw pancakes.

Facilitator: What about people 40 and over? How does the industry encourage more people in that age group?

Health issues.

Salsas.

Same as the younger group. Both those groups is health, recipes, entertaining and so forth. Energy boost.

Yes.

Usually when people get together they could talk about the different ways to use papaw.

Facilitator: So examples.

Yes.

Facilitator: Just a couple of final questions to sum up. What is the most important information that papaw growers need to get out to people about the benefits of papaw, the availability, the taste. What is the most important information?

Where they are grown for starters.

The naturalness, health aspects.

Facilitator: So, natural and health. So that they are grown without chemicals.

Environmentally they are pretty straight forward.

Facilitator: And we talked about health messages. Is there anything else important they need to get out about papaws?

... marketing and exposure of papaws ... because it is seasonal so it may be up and down ... they may have to look at storage and how to keep the market supply through the year.

Facilitator: So, continuity of supply?

Yes.

Maybe the stores that sell them could do a little bit more promotion of them.

... I think like any ... and nowadays there are in many instances technology orientated so they could go to websites

A website, how interesting.

Yes.

Do they have a website?

Have them delivered. Instead of tasting wine or such you can also have at certain times of the year door to door delivery.

Papaw wine.

When you think when you walk into fruit shops they don't try to sell their produce very hard do they, they leave it all sitting there.

Facilitator: Yes. I guess we have talked about the important information. Now, finally what are the top priorities growers and retailers really need to concentrate on to make sure consumers are encouraged to consider papaws?

Presentation.

Facilitator: So what is it about presentation, how it is displayed or what?

Yes, display in the shop and maybe they could cut, that is still presentation.

Information and pricing.

Facilitator: ... in that range.

More affordable.

Availability. Being grown closer. ...

Facilitator: Anything else that you think is important?

Australian product.

Yes.

Facilitator: Okay, anything else that you think is important for the papaw industry?

I think we have touched on it all already.

Yes I think so, but another would be variety. Maybe there are some varieties that allow you to extend your season or can be grown in different parts of the country even. There are a wide variety, no seeds.

Facilitator: So knowing when they are grown, the availability?

Yes.

And some are better suited as cooking and others are more a dessert.

Facilitator: What varieties are best suited for?

Yes, varieties and where the best places are for them to grow across Australia.

Packaging also. Whole fruit with some protective covering or paper. ... much better. ... fruit is being looked after you would buy it.

Facilitator: How do you see them when you buy them, do they have any wrapping around them?

Where I buy them from they are just put on the shelf.

I have seen them in straw.

I am inclined to go for one in wrapping and I would pick that up.

Facilitator: Anything else to add to what we have been talking about? Are there any other priorities?

Just grow, grow papaws. Please more papaws.

Facilitator: So do you find that you cannot get papaws?

No, I think you can always get them. It is just what one is prepared to pay for that getting.

Facilitator: So it is the price availability.

Yes, price availability. If you have grown up with them you go through withdrawal symptoms when you don't see them. Fond childhood memories and you always want to try again.

...

Facilitator: That's great. Thanks very much for your help tonight. It has been really really useful feedback which will better help the papaw growing industry for them to better understand what people want and what information people want to know about papaws.

Do we know where they are mainly grown in Australia, I would have thought Queensland.

Facilitator: They are grown in north Queensland.

All of them? What about these 2?

Facilitator: They are all three grown in north Queensland but also in south east Queensland and some in central Queensland.

So all Australian, none from overseas?

Facilitator: No, they are all Australian fruits. Take one of those and hand them out.

I would be surprised they are not grown in Darwin.

Facilitator: They are grown in other areas, but that is where these are from.

In Sydney where I live they are in the backyards papaws all around his house.

Facilitator: They grow in lots of areas. Thanks so much for coming along, it was excellent. You are all papaw converts. Get out and buy papaws. Thanks for your time tonight. Thanks for coming. Thank you.

FOCUS GROUP CONSUMER RESEARCH - PAPAW/PAPAYA

UNDER 40 YEARS OF AGE

THURSDAY, 19 SEPTEMBER 2002 - 8.00PM - SYDNEY

Facilitator: My name's Debby, I'll be doing the research tonight. And for people who haven't been to a focus group before, a focus group is different to a telephone survey or a survey where someone comes to your door because in those situations, we're really only talking to one person and what we find is that when we get a group of people around a table we get a great deal more information than if we spoke to you individually. It also allows us to show you some things, and we've got some things to show you tonight and also we're going to be tasting some stuff as well.

Yes sounds like a lot of fun.

Facilitator: Yes, it is. So what we'll do is, I've got a range of questions which I'll go through and if I need to move on to the next question I'll do that so if I do cut off anybody it's not that I'm not interested, it's just in the interests of getting you out on time. The only thing that gets me in a tangle is if we have more than one conversation going at once and I'll yell for help and as you can see we've got 7 people here, we may have another person join us and it's really important to get everybody's views so I guess, don't be shy about telling me what you think. And if somebody else says something and you agree with that, just let me know. And it's really important that everybody jumps in and gives their view. If we find that only a couple of people are talking, it kind of ends up just being their views. So enough instructions, I'll take notes as I go through. Also because of how important this research is, we're also going to audiotape it and also videotape it. I guess when people read a report and they can read something, it's not the same as hearing people or seeing people talk, you know and just how they react to different things so they, the people who are doing the research, they don't know who you are but it just gives them a better idea and it's also important for them. Ok. Well tonight we're going to talk about papaws and what I'd like to do is just go around the table and ask each of you to just introduce yourself just by your first name and if you can just tell me the types of fruit that you would regularly buy in your household. So Lee can I pick on you first?

Yes. I'm Lee and I'm ...around the house mainly watermelon, apples, grapes and oranges.

Facilitator: Thanks Lee.

Hi my name is Joel, I'm a fruit lover and every week I have 5 bananas, 4 grapes, oranges,

Lisa, and probably mainly bananas, strawberries and usually prepared fruit salad because I'm lazy.

Facilitator: Thanks Lisa.

Hi my name is Ben. I eat just about any fruit because I like a variety of fruit and vegetables in my life because I think it's important to stay healthy. And the main ones I have like for breakfast isbecause I like exercising and running and stuff is bananas and oranges....keeps the colds away and apples, and you know, even an avocado fruit that I have....and I....especially what's on special in the supermarkets at the time....

Facilitator: Thanks Ben.

Ok,banana, oranges and apples, really, I think.

Facilitator: OK, thanks Francis.

I'm Jo, I'm not into fruit.....

Facilitator: Great thanks Jo.

I'm....., banana and kiwi fruit, mandarines, papaws.

Facilitator: Well tonight I wanted to talk to you specifically about papaws and I guess we've talked about the sort of things that people.....fruit that they like in the household, but how often would your household buy and eat papaws?

.....

Facilitator: So how often would that be?

Once or twice a week.

Facilitator: What about everybody else?

Never. Once or twice a year.

I'm more likely to buy dry papaw.

....

....just so I have my fruit right. The papaw is the one with the round balls.

Facilitator: We're going to be having a look at some shortly.

Yes, I'm just making sure that I haven't got it mixed up with another fruit. And it tastes like

Facilitator: Well we're going to be tasting some in a minute so if you're not sure maybe we should wait to

No but I think I remember, papaw, oh yes. I remember. Tropical yes.

Facilitator: So how often would you buy that?

Oh ok, well my parents would buy it more often because Dad was born in Queensland.

Facilitator: So how often would that be?

Oh basically when its in season....

Facilitator: So would that be once a week, or once a year?

Oh well it might be a couple of months.....

Facilitator: So occasionally.

....

Facilitator: Well, we're going to get on to looking at more and tasting but I wanted to make sure that everybody's thoughts are there. Ok and Francis you buy the dried. Ok. And do you tend to buy, well I guess you sort of commented on this, people who buy papaws, whether you buy it more at certain times of the year....and if you don't buy it its ok because we've got different people in the group so if you don't buy it that's fine. But its just for people who do buy

.....for fruit salads.

.....

Facilitator: Do you buy it at different times?

Yes, my parents usually, butdone a bit of yoga and doing yoga, after the exercises we have dried fruit and

Facilitator: So is that buying?

Oh yes, I think I've bought it once or twice like...dried fruit.

Facilitator: Ok that's great. I'm just going to try and get everybody, because we're going to talk about a lot of stuff tonight so there'll just be a chance for all these bits to come out, but just want to talk about just that buying. And people who do buy fresh papaw and have it at home, is it something that you have, is it like a breakfast thing or is it lunch or a snack or a dessert? What time of the day would you eat papaw?

I eat it as a dessert.....

I have it for brekkie or just by itself.

Facilitator: OK, anybody else?

Dessert or breakfast.

Facilitator: Dessert or brekkie, yes. And is it kind of a luxury thing a treat or is it an everyday fruit?

Not everyday.

....

Its an exquisite type of thing....taste you know....used to get scrunched up having it...

Facilitator: So is it

I'd see it as an exotic, and I've actually realised an attitude towards exotic fruits being expensive and yet I'll spend up on snack foods and don't even think about it, it's a maternal thing I think....

Facilitator: Ok. Well what I'd like to do now is, I've actually got some samples of papaw for you to taste. I've got three different types, so what we're going to do is have a taste of those and what I'll do also is just give you a questionnaire and I just want to get your feedback, just take one of those, take one of those, some pens. I think that's enough.

....

Facilitator: That's ok, that's ok, just put it on the table. So what we're going to do is, has everybody got a pen, has everybody got a form? Just put your first name up the top right hand corner and what we're going to do is have sample number 1 and what I'm going to get you to do is give it a rating out of 5 where 1 is poor, 3 is average and 5 is good and get you to rate it on the taste, so that's the taste to you. So if you like it, you know, if it's a good taste, high score, if you don't like it, low score. Also on the texture, that's like the firmness or the softness and what you like. And also just the smell or the aroma that it has and then for each of the samples, just going to ask you to circle a number just to show whether its better than the papaw you normally buy, the same as or worse than. Ok, so this is number 1.

Do we get to have aeach?

Facilitator: Yes, we're going to do everything in the one bowl. So there's enough there for you to have a few good mouthfuls.

Are we starting?

Facilitator: Yes you go for it. As soon as you get it, off you go.

...

Facilitator: Have a few good mouthfuls. I'm just interested in, take the time, taste it and if you could, if I could get you to put down the ratings. We're going to talk about it afterwards, so it would be good to have the odd comment, but

One question before we start?

Facilitator: Yes Ben.

Are these, are each sample the same papaw?

Facilitator: No it isn't Ben. We're going to do three different types.

But I mean each 1 is the same papaw, each 2 is the same papaw.

Facilitator: Yes, well we don't have 24 different types. Everybody's got a little 1.

...

Facilitator: Oh, we just need to do this otherwise we're not going to get through.

Oh ok, I just find that if I try one....then I can

Facilitator: Well what we're going to do is rather than

.....

Facilitator: We're not going to do it that way, what we're going to do is everybody's going to have a taste and then we're going to write down a rating and then we've finished with sample one, then we're going to have sample two and then we're going to have the rating. So rather than go back

.....

Facilitator: We're not going to do that, because it doesn't work.

Oh ok.

Facilitator: So just do this one, just this way and that'll be great.

Ok....

Been eating a lot of papaws lately?

Facilitator: It's great. Because we've been to a lot of different places its good for me to taste what everybody else is tasting.

Yes.

Facilitator: But you know, I'm getting my rations. There's plenty of water too, so help yourself. Ok, do you like that?

Yes.

A little bit bland.

Yes it was a bit bland.

Facilitator: Just average?

....spoon.

Facilitator: OK, so what we've got now, this is a different variety and, actually if you want to just pass them down. There's one.

One more.

Facilitator: One more. Ok, everyone's got a 2. Did I give everybody a 2 then, can you just check for me?

I've got a 2.

.....

Facilitator: How are we going? Have we got our ratings down for 2?

Yes.

Very nice.

Facilitator: Ok, here we go. Number 3.

Thank you.

Facilitator: One more? Ok, so have a taste of 3.

.....

Facilitator: Ok. I'm interested in what you thought of those and you know which one you like best and why you liked it. What did you like?

.....

Facilitator: The last one? Number 3.

The first one.

.....

Facilitator: Yes. Well everybody's got different taste.

Yes well I liked the first one the best.

Facilitator: If we could just have a show of hands for number 1. What about number 2, the second one and number 3? And I guess I'm also interested in what you particularly liked about the ones that you did like. What was it about it?

....sweeter.

Facilitator: Sweeter?

Oh yes, but it was even more ripe. I think it went like ripe, riper and ripest.

....

1 was a bit bland, 3 was a bit too

Lively.

Facilitator: Too much flavour?

Too ripe and mushy.

Facilitator: 2 was overripe?

.....

But then the papaw tastes like mango. Exactly like mangoes sometimes.

Facilitator: Ok was there anything you didn't like about the ones you tried?

Flavour.

Facilitator: Bland number 1. Anything else that you perhaps didn't like about the samples?

The texture of 2.

Facilitator: What was it about the texture?

It was soft and overripe.

Facilitator: Anything else? And do you think that those papaws you tasted were the same as or better than or worse than the ones that you buy or eat?

All depends on whether you get a really nice one.

Actually you know when I filled it out I was thinking, you know when I first tried the first one I was going mmmm this is nice and I put that it could even be better than the papaw that I buy and I put it down as that I put it as the same as the papaw you buy now. And the rest I thought were a little too ripe actually.

Facilitator: Ok, anybody thought that the samples were better than the ones they buy or eat?

The second one.

Facilitator: The second one? And what was it, the flavour, or what was it?

All of it. The texture, the flavour...

I guess the third one would be the ideal one that I'd want to buy.....

Facilitator: What, in terms of what you get?

Yes.

Facilitator: Ok. Well what I wanted to do is just show you what they were. These are the different varieties. This is number 1, I'll hand them around in a minute, its called a One B and its about 20cm there. And you can see the outside there and cut in half. This was number 2, Sunrise Solo and you can see it's a little bit smaller and it has a bit of a pinker flesh. Number 3 is the Red Dioecious and its smaller again and cut in half. So if you just hand that around and you can have a bit of a closer look. And I'm interested in, you know, when you do buy, what kind are you buying?

I buy number 1.

Facilitator: Yes.

...

Facilitator: Yes.

.....

....

Facilitator: I don't really have that information.

.....the first one, the big one.

.....

.....

Facilitator: What about other people? Do you recognise what variety that you buy? Is it that one, for people who are buying them?

.....

Facilitator: First one? Yes. And I guess, we've been trying different varieties tonight. Would you try different varieties now that you've tasted some of those? Have you seen the different ones....?

Actually I saw the one, the first one I would go for it actually....

Facilitator: Ok, so just even knowing that there are different varieties. Did you know that there were different varieties?

No.

Facilitator: Ok. So its really just the ones that you see are the ones that you see?

Yes exactly because I thinkI guess I just buy from whoever gives me the best deal or whatever. I never saw, like, three different types of papaw in Woolworths....

Facilitator: So you don't see the different varieties together?

.....they just say papaw, they don't mention what variety ...

.....

Facilitator: Ok, and I also wanted to ask you about different markings. Just been talking about the One B, the Sunrise Solo and the Red Dioecious and I guess when we see fruit in the greengrocer or the supermarket and you know, sometimes you might see one that's fairly clear and you also see them with some markings on them and I guess that's an example where there's a lot more markings on it. And I'm just really interested in, if you're in the shop and you're looking at papaws and you're planning to buy one, what sort of marking level is acceptable to you? What would you go for?

Go for the first one.

I'd go for smelling them.

Yes.

.....

.....

Facilitator: Well these are examples for each different variety, so I guess this is a clearer one, this has got some markings and this has got some more markings. And I guess its just, want your feedback to know what's your preference. So it's A or B and would it be helpful to know information about the fact that there might be markings but it won't affect the fruit, it will still be good quality fruit?

Yes, I think the more markings the more ripe it is.....So if I was picking a fruit for that day.....

Its funny because unless you wanted to eat it straight away and you really wanted it ripe, sometimes its better to pick one that's not so ripe so you can ripen it in your home.

Facilitator: Yes, so its when you are planning to eat it as well, whether its straight away or whether you think I'll have that in a day or so.

Whether you want to have it in a fruit salad orbecause I guess like everything these days ...

Facilitator: Sure, sure, sure. And I'm interested just in everybody's views now, in markings that you see when you're looking at papaws. Are those the sort of markings that you see or do you see other markings as well?

.....black spots.....

.....

Facilitator: I'm just going to get everybody else's views on these markings.

Sure.

Facilitator: And so things like, I guess there's a difference between markings and like bruising or damage. So I'm just interested in what you think about when you choose your papaw. Do you see ones that, I know we said that these are the ones you said you might see, do you see lots more markings than that, or are markings a big thing when you're looking at papaws, do they put you off?

I can't really recall.

If they all have markings, then you've still got to buy it.

Facilitator: So if its consistent?

I usually look at the flesh because its cut in half.

Facilitator: So you can tell by the cut in half.

Can you pass the.....over please.

Facilitator: Yes, we will in a minute, Ben.

I actually thought you were going to ask these questions after ...

Facilitator: I'm just going to go through what I need to go through. So we're just going to go with the flow, ok? And so just in terms of when you're buying papaws, somebody will actually cut one, do you tend to buy whole ones or cut ones?

Cut ones.

I buy the whole fruit.

Yes, I buy the whole one.

Facilitator: And I'm just interested in why the preference, whether it's a whole fruit or a cut?

Cut because I can see what it looks like.

....may not be as fresh as a whole one.

Facilitator: Yes, so fresher if its not cut.

Yes the same. If its cut in half usually its on its way out.

Facilitator: And when you buy a papaw, do you buy one or two?

Just one.

Facilitator: And just in terms of, I guess, papaws in general, what do you like about them? What gets you buying a papaw?

I've heard its got really good health

This guy, his friend's got cancer or something and his doctor told him to eat a lot of papaw.

Facilitator: So its got good benefits for health?

Different flavour....fruit salad.

Interesting texture.

....not a native plant, its more common to the area....and because ofyou need.....its different and it can give you a

Facilitator: So it's a little bit different. Anybody else? What gets you interested in eating papaws?

Its just different to the other fruit, I just gave it a try.

Facilitator: So something different.

Something different.

Facilitator: And like is it the taste of it or the texture, or, I guess we've been saying it's a bit of variety and something different, but

Taste I think.

Facilitator: Taste? And what do you like least about papaws? What don't you like about it?

Smell.

Facilitator: Smell?

....bitter....and hard to

Yes and I don't like the texture either.

Facilitator: So its like not a nice thing to eat?

.....

Facilitator: Messy, its messy.

.....

Facilitator: Ok. And for people who have bought papaws in the last 6 to 12 months, have you had any problems with the ones you've bought?

...bitter.....

The one I bought was bland.....

Facilitator: Yes, bland. And do those sorts of problems, when they come up, do they put you off buying papaws?

.....

Facilitator: What about everyone else? Does it put you off if there's something not quite right about it?

With the papaw? Oh yes, especially when its too ripe. Yes, it can...

Facilitator: And what do you look for, I know we've touched on this a little bit, but what do you look for when you're buying a papaw? If there's a number in front of you, what do you look for?

Smell.

Yes, smell and

.....

I think, yes, I usually go for the smell as well.I would look for good colour.

Facilitator: Would it be useful to have information to be able to choose a good papaw?

Yes.

It would be helpful to let us to try before we buy it.

Facilitator: Yes, so being able to try a little bit to see what that taste is.

And there are some fruits that don't ripen any further after they've been picked and things like that. That sort of information.

Facilitator: How it will ripen.....And what other, is there any other information that's useful to know about papaws? I guess, how to choose it, how its going to ripen.

Education about the variety because.....

Storage.

Facilitator: And information about what those varieties are, what those differences are. And I know we've talked a little bit about the health benefits of papaw, do you know anything else about papaws, why they're good for you or what they can do.....

.....

Yes, its like vaseline....

Its good for your skin.

.....

I'd be guessing from the colour that its rich in vitamin C.

What was the question again, please?

Facilitator: Just what you've heard about papaws, what the health benefits are.

....tropical fruit.....because yes, once when.....when I was younger, he got a plate of exotic fruits and I remember trying all of them and it was like a huge plate and all the different.....and I'm sure papaw was one of them, and they have similar tastes and it was just unbelievable

Facilitator: Have you heard of that term papaya?

Oh papaya, yes.

There's no difference.

Facilitator: I'm just interested in what you know about papaya and whether it is different to papaw.

....

....

When I was in Asia last year

Facilitator: So is papaya a name that you associate with something that's not papaw?

....

Facilitator: I'm just interested because sometimes people call papaw papaya and I'm just interested in whether that's a name that's going to attract people's interest more so than papaw.

But they're actually different fruits aren't they?

Facilitator: Well I guess I'm just asking that question but a lot of people think that using that name papaya, is that going to attract your interest more so than just papaw?

I think that papaya.....

.....but there's no way that you can sell a papaw as a papaya because a papaya is a totally different fruit.....

Facilitator: They are similar. They are actually similar.

A papaya is better than a papaw.

Facilitator: Ok. Have you heard that, and this is just something that other people have said. Have you heard the comment that papaws are good for hangovers?

....

Is it true?

....

Facilitator: Well, I'm not a papaw researcher, but its just something that other people have mentioned and I'm just wondering if you had heard that.

....

Facilitator: No I was just checking to see whether you knew about it, I'm not saying that it is, its just something that just knowing if you're aware of it. And for people that haven't, don't sort of regularly buy papaw, I'm just interested in what would encourage you to try papaw more often or buy papaw more often that you currently do. What would get you more interested in buying it?

Price.

Facilitator: Price?

Yes, I think when they're as cheap as bananas.

Facilitator: Cheaper? Yes.

When they're on sale....what was your name?

Noel.

You said before that if they gave a little try.

Facilitator: So being able to taste it.

And to attract my attention to them, especially if it's a good one because you'd go oh that's nice.

Facilitator: Ok. Anybody else got any thoughts about what would get you interested in trying papaws more than you do at the moment? So price, being able to taste it.

Also information

Facilitator: So not knowing what it is, what the varieties are, what the varieties are like, how you store it. Is it also useful to have information about how you use papaw, or what you can use it for?

Yes.

Facilitator: And is it something which if you saw a recipe which uses papaw, is that going to be useful information, give you a suggestion where you think oh that sounds really good. I guess we see cooking shows, we see stuff in magazines, we see a lot of programmes with chefs doing different things.

Something simple.

Facilitator: So something simple?

An idea for dessert or something, especially when you're wondering what to make.

Facilitator: What else would be good to have, say its information on the papaw or with papaws, what else is going to be useful for you to know about or to read about?

Sugar levels.

Facilitator: Sugar levels. Yes. So what how high that sugar is?

....

Facilitator: And is that health benefits? Is that something that's useful?

Yes.

Facilitator: So what the actual health benefits are and what they provide. Anything else that's going to be of interest? Maybe there's examples of other fruit where you think oh I know that about that fruit and you're more likely to buy it.

I don't know, unless you have one of those fruit cards, you know the cards explaining all the facts aboutwhat are the good dishes to make with it.

Facilitator: And can you tell me how much you'd pay for a papaw. Those who have been buying them recently, what's the price.

\$3.

Facilitator: Is that \$3 per kilo or \$3 for half?

Half.

Facilitator: For half. Anybody else remember what you've paid recently?

I really can't remember.

I really can't remember but....

.....

Facilitator: Sorry?

I wouldn't pay more than \$2

Facilitator: So \$2 for a whole one?

Oh you get it at the supermarket?

Fruit shop.

Yes, but you wouldn't pay more, I mean there are places where you'd pay much more.

Oh, sure, sure.

Facilitator: Yes, well I'm just interested if people can remember what they paid last time they bought one.

....

Facilitator: \$2?

When are they in season? Because they're more expensive when they're not in season.

Facilitator: Ok, so knowing when they're in season.

.....

Facilitator: That's the worst thing about me is I don't come with any information. Ok, and I guess when we're buying anything we've got a bit of an idea about what's reasonable and if the price gets to a certain level or at that point, you sort of think oh I'm not going to buy one. What's that point for papaws?

.....\$3.

Facilitator: So \$3 per kilo or \$3 a papaw?

.....

Facilitator: Or half. \$3 a half. And what about for everybody else?

\$3 a whole one.

Facilitator: \$3 a whole papaw? And what, is that

The middle one.....

Facilitator: Anybody else got any ideas about where that barrier is?

\$3.

Facilitator: Around about the \$3 for one of those?

Yes \$3 or \$4.

Facilitator: And is there like a, going the other way, is there a price where you think, oh gee that's a good bargain, I'll buy one of those today, or

\$1 or \$1.50.

\$1.50.

.....

\$2.

It's just that I don't have any money in the bank. I live in the Cross, I just pay through the nose for everything.

Facilitator: So when you're buying your papaw, are you buying it from the greengrocer or the supermarket? Where are you buying it?

Fruit & Veg.

Fruit & Veg.

I buy it from Paddy's.....

Facilitator: And do you think you get a different sort of papaw, different varieties, from the ones you get in the supermarket?

The supermarket, they look for the quality, not necessarily the taste.

Facilitator: They look better in the supermarket?

They don't taste better.

Facilitator: Yes, they look better but they don't taste better.

I prefer not to buy fruit and veg at the supermarket.

Facilitator: Why is that?

I just feel that the quality is not as good. I sometimes buyand I shop for the day so

Facilitator: And can you tell me how you decide when a papaw is ripe?

Smell.

Facilitator: So when you can smell that papaw smell? Any other way you can tell when its ripe?

....

Facilitator: Little bit of a squeeze? They get that bit of softness? And when you buy papaws and take them home, how do you keep them, how do you store them?

In the fridge.

Fruit basket.

Facilitator: Would that be useful information as well, how to store it?

....

Facilitator: I guess when you're talking about this information that might be helpful, whether its about the varieties or you know when its in season, how to choose a good one, how to store it at home, maybe ways to use it, different recipes, what's the best way to get that information to you?

Posters.

Facilitator: Yes, posters. So posters in your fruit & Veg.

Little cards that you can take with you.

.....

Facilitator: yes, so have it featured on a television show.

....ads.

Newspaper.....

Those bananas ads have done really well on TV and its been a really long term thing.

....

Facilitator: And I guess papaw industry is really interested in encouraging....to give it a go and let them know what the varieties are and the benefits, what should they be doing to encourage more peopleto eat more papaw?

...alcohol.

Facilitator: So....alcohol?

.....

Facilitator: So that would be papaw daiquiri?

.....

Papaw schnapps.....

Facilitator: And how else do you think its going to be more interesting and I guess bring it to your attention, make it more interesting?

.....normal eating habits.....watermelon.

Facilitator: Well I guess that's a question why would they and I guess

Maybe they just.....

.....target at some.....

Facilitator: So make it.....papaw is something a bit more exciting.

I reckon taste testing would probably be the go because some people like it and some people don't like it. They may taste it and like it.

Facilitator:try it and decide.....Any other things that they should be doing.....that papaw growers need to do to get it more interest, and get more people to try it? And I know we've been talking about a lot of information that they need to get out to people, but what would be the most important information that the growers need to get out to people about the benefits of papaw, the availability, the taste? What's the most important?

.....vitamin C.....

Facilitator: So whatever it is that those health benefits are.

....

Facilitator: Sorry?

.....

Facilitator: How to pick a good one.

I think if you want people to buy papaw, you have to market papaw as something that's tasting good. A unique flavour and

.....

I keep thinking of it in a meat dish as well.....

Facilitator: So that versatility, how you can use it in different dishes. Ok so those are the most important aspects, to get out there? And if you had to sum up the top couple of priorities that papaw growers and retailers need to concentrate on to make sure that consumers are encouraged to buy it to try it when they choose fruit, what are those top prioritieschecklist of things they need to get right to encourage people to buy papaws?

Price.

Samples to try.

Facilitator: What else have they got to get right?

.....

Facilitator: So the look in terms of being attractive looking?

.....attractive and fragrant.

Facilitator: Ok, so letting you know that they might have some speckles but it doesn't affect the quality, because its naturally grown sort of thing.

.....

Facilitator: Sorry?

They don't spray papaws, do they because...insects.....

Facilitator: I don't really have any information on that.

...because they smell.

Facilitator: Do they?

No they smell sweetinsects.....

.....

....

Facilitator: Well we're actually doing it for the papaw industry, for the papaw growers.

....

Facilitator: Anything else, we've talked about the price, samples to try, the look and so just the fact that telling you that it is naturally grown, it doesn't have any chemicals. Anything else that its really important for them to get right?

Maybe that they're Australian owned and grown.

Facilitator: That they're grown in Australia. Ok anything else that its really important for them to get right?

I guess positioning in stores, but then I guess you'd expect them to be with the fruits anyway.

.....

Facilitator: Ok, so its not really in front of you when you go in. So making it a bit more visible within the fruit and veg. Anything else they've got to get right?

Are we talking about the people in the supermarket?

Facilitator: Oh, its just the growers and the retailers. So its not only the people who grow them, but also the retailers. And I guess we've just been talking about making it visible, having the posters, making sure that you

Oh, ok. I think the most important thing is to keep the random tasting because, and to remove, if they do go too ripe to get them off the shelf in case someone buys one and they won't go back in a hurry to buy another one.

Facilitator: So take

.....get off in a little while.

Facilitator: Anything else that you'd add to that? Well that pretty well covers what I wanted to ask you tonight, unless there's anything else you want to add about papaws?

....

Facilitator: Ok, I actually do have some spare papaws, so if anybody's interested in taking a papaw, please do and you're very welcome. And also.....take one of those and hand them down and I'll just go and get the rest. There's only four thereso how many people would be interested in a papaw.

Yes sure.

....

Facilitator: So Sunrise Solo or what would you like?

Red one.

Facilitator: Dioecious?

I'd like a One B.

Facilitator: One B?

.....

.....

Can I take two is that cool?

Facilitator: Yes.

Facilitator: Ok, see you later guys, thanks for coming.

APPENDIX 4

DETAILED TABLES