

promotion_overview.htmvegetables.co.nz - Promotional Activity

Activity	Target Audience	Objectives	Resources / Activities	Partners
Policy Issues	Fruit and Vegetable Alliance Ministry of Health Food Industry Group FSANZ – Health Claims Functional Foods Development Health Sponsorship Council	Continue to be up to date and be as proactive as appropriate to address vegetable issues. Develop strong partnerships		Groups as listed
Inspiring and Motivating Key Influencers	Food Service Hospitality Food professionals Chefs Cooks Polytech tutors	To inspire chefs to use more vegetables in food service. To support chef tutors to encourage more vegetable use.	Production Resources e.g. - Vegetable Handbook - Fresh Inspirations newspaper - Text for trainee chefs - Internet Support polytechs in teaching Sponsorship: Toque d'Or, Secondary School Meal Challenge Role models using leading chefs e.g. Peter Gordon Vegetable seminars Research trends/practices	NZ Chefs Association Hospitality Standards Institute Polytechs Wholesalers Growers
	Health Professionals Dieticians Public practice and Plunket health Nurses Community health workers	To resource and inspire health professionals. To promote vegetables with enthusiasm and passion. To make it easier for health professionals to implement HEHA.	Information Source Resources for specific target groups e.g. children, low income, internet Collection and exchange of effective strategies Retrospective Funding Scheme Gold Sponsor Dietetic Conference	NZ Dietetic Association
	Teachers Home Economic teachers Food Technology teachers	To resource and inspire teachers to promote vegetables with enthusiasm and passion	Resources for students e.g. internet Collection and exchange of effective strategies Sponsor HETTANZ Conference	Home Economics and Technology Teachers Association NZ
	Food Writers	To support food writers in copy writing and making access to stories, products and images easier. Facilitate articles.	Information source – written and internet Unlimited access to Image bank Gold Sponsor HETTANZ Conference	NZ Guild Food Writers
Recipes and ideas	General Public	To inspire consumers with ideas and recipes to prepare vegetables. To disseminate ideas from competitions to inspire others.	Radio/TV interviews with key chefs and food writers. Competitions on radio, TV, Internet, magazines, newspapers. Production resources e.g. – recipe leaflets, cookbooks, internet. Hot air balloon sponsorship.	Media NZ Guild Food Writers
Industry	5+ A Day Vegetable growers, wholesalers Produce managers and retailers	To support primary school and early childhood strategies. Support industry to increase consumption.	Gold Sponsor Joint ventures e.g. CD Rom All about Vegetables. Produce handling. Production resources e.g. – handling, posters, recipe leaflets, internet, etc	United Fresh 5+ A Day Growers, wholesalers and retailers