



# The *Promotional* Strategy **FOR**

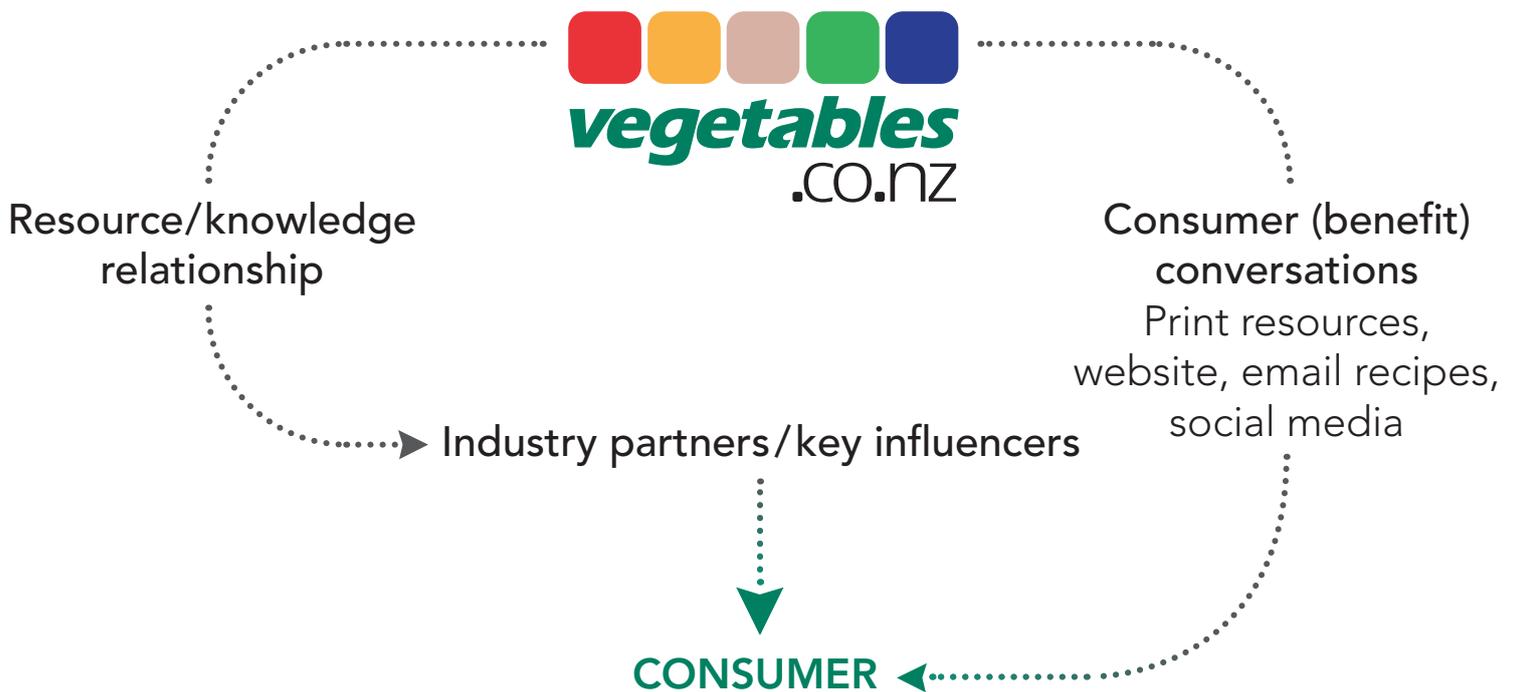
New Zealand grown  
vegetables





## Vision

Ensuring the future health of all New Zealanders by encouraging greater consumption of fresh NZ grown vegetables.



## Pillars

- 1** Be acknowledged and respected by key influencers for evidence based, peer reviewed resources and knowledge base for NZ fresh grown vegetables.
- 2** Empower growers by providing vegetable end use information and education resources.
- 3** Promote and communicate a positive message about the NZ fresh vegetable sector.

## Fresh New Zealand-grown vegetable promotion

vegetables.co.nz has identified gaps and developed strategies to support and enhance the actions of other groups.

Generic vegetables and category specific information and images includes:

- Recipes and ideas
- Storage tips
- Nutrition
- Preparation and cooking
- Teaching tools
- Image library

Evidence based and peer reviewed generic vegetable activities:

- Key Influencers partnerships
- Culinary competitions
- Health promotions
- Columns and newsletters
- Recipe leaflets
- Event participation

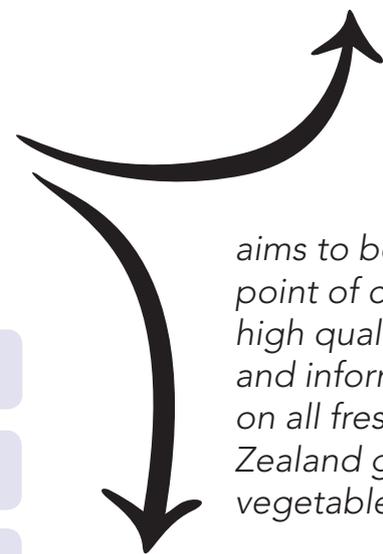
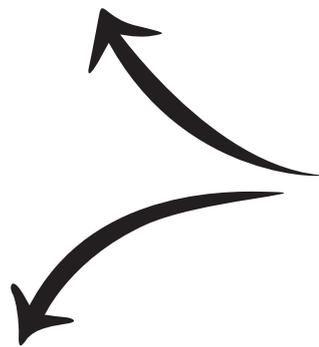
# What we do for you

Where vegetables.co.nz fits with other groups promoting vegetables

### Policymakers/ advocates

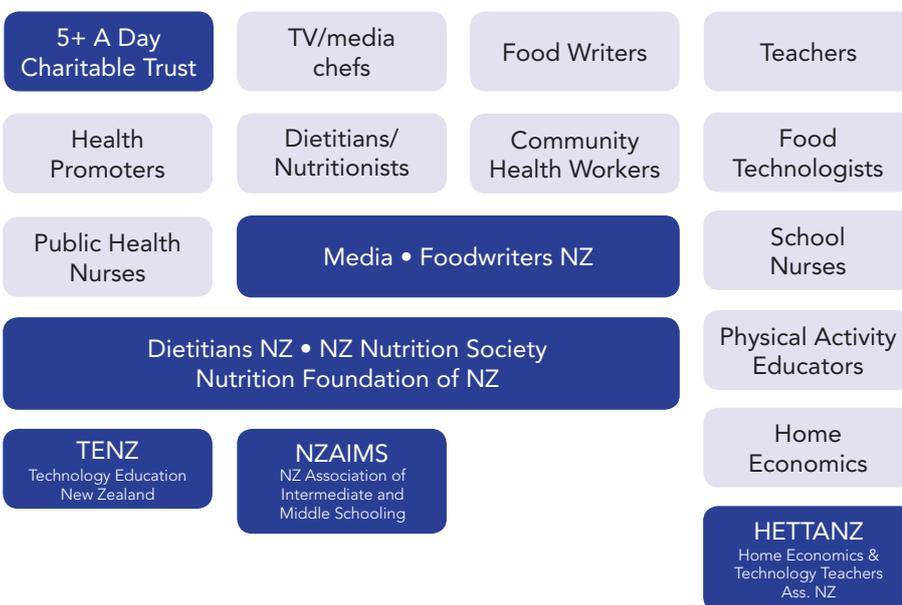


### Consumer



*aims to be the key point of contact for high quality resource and information on all fresh New Zealand grown vegetables*

### Influencers/motivators



### Grower



### Industry



# Influencers/motivators

fresh inspiration  
MEET THE GROWERS  
WATCH OUR VIDEOS

### FRESH NZ GROWN VEGES FOR...

- BALANCED BRAIN
- HELP HEALTHY SIGHT
- SUSTAINED ENERGY & HIGH FIBRE
- IMMUNITY
- HEALTHY INSIDES
- VITAL HYDRATION
- HEALTHY BONES AND JOINTS
- HEALTHY SKIN

be inspired  
vegetables.co.nz

### Meet the grower videos

2015 YOUNG VEGETABLE GROWER OF THE YEAR

Forum-on-wheels for Chefs

City & Guilds  
Believe you can

### Creating impact

Study Guide for Hospitality Students

Dietitians NZ  
The New Zealand Institute of Food Science & Technology Inc.

5+ a DAY  
fresh fruit & vegetables

vegetables.co.nz  
Your guide to: Stir frying vegetables, Boiling vegetables, Grilling, char grilling or barbecuing vegetables

Togus d'Or

NZCHEFS  
ASSOCIATION INC

Vegetable dishes  
SNACKS - ON TREND  
Eat a Rainbow

FRESH New Zealand GROWN Vegetables

Vegetables for pregnancy and children

### Vegetables: your super supplements

Vitamin C & Vitamin B6 (nicotinamide & B12)  
Antioxidant & immune system  
Brain function

be inspired  
April 2014  
Read about courgettes, a great pantry recipe and some exciting news from London about the value of eating plenty of vegetables...

# Policymakers/advocates

VegUp  
VegUp meals with fresh New Zealand grown vegetables and Pacific flavours

Heart Foundation Pacific Heartbeat

VegUp  
Veg up your meals 添菜妙法

eat most vegetables & fruit  
eat some bread, cereals, grains, starchy vegetables, fish, meat, chicken, legumes, eggs

Carrots Kūmara

FUELED 4 LIFE

### LIFE SKILLS FOR THE FUTURE - Year 7 and 8 Cooking Curriculum

GAP

Activity & Nutrition Aotearoa

HETANZ

hpo health promotion agency

Eat your colours every day

Fresh New Zealand Grown Vegetables  
Classification, preparation and storage methods

vegetables a user's guide

BETROOT

Courgette Based Pizza

INDIAN VEGETABLES

Seasonal availability

### FRESH NEW ZEALAND GROWN VEGETABLES

Vegetable	Season	Availability
Asparagus	Spring	Peak
Avocado	Year-round	Peak
Beetroot	Year-round	Peak
Broccoli	Year-round	Peak
Brussels sprouts	Year-round	Peak
Carrots	Year-round	Peak
Cauliflower	Year-round	Peak
Celery	Year-round	Peak
Corn	Summer	Peak
Courgettes	Summer	Peak
Cucumbers	Year-round	Peak
Eggplants	Year-round	Peak
Fennel	Year-round	Peak
Garlic	Year-round	Peak
Kale	Year-round	Peak
Kiwi fruit	Year-round	Peak
Kumara	Year-round	Peak
Leeks	Year-round	Peak
Leeks	Year-round	Peak
Lettuces	Year-round	Peak
Lentils	Year-round	Peak
Manioc	Year-round	Peak
Mushrooms	Year-round	Peak
Onions	Year-round	Peak
Peas	Spring	Peak
Potatoes	Year-round	Peak
Pumpkins	Autumn	Peak
Spinach	Year-round	Peak
Sweet potatoes	Year-round	Peak
Tomatoes	Year-round	Peak
Turnips	Year-round	Peak
Watercress	Year-round	Peak
Zucchini	Summer	Peak

# Consumer

# Industry

vegetables.co.nz