



The *Promotional* Strategy FOR

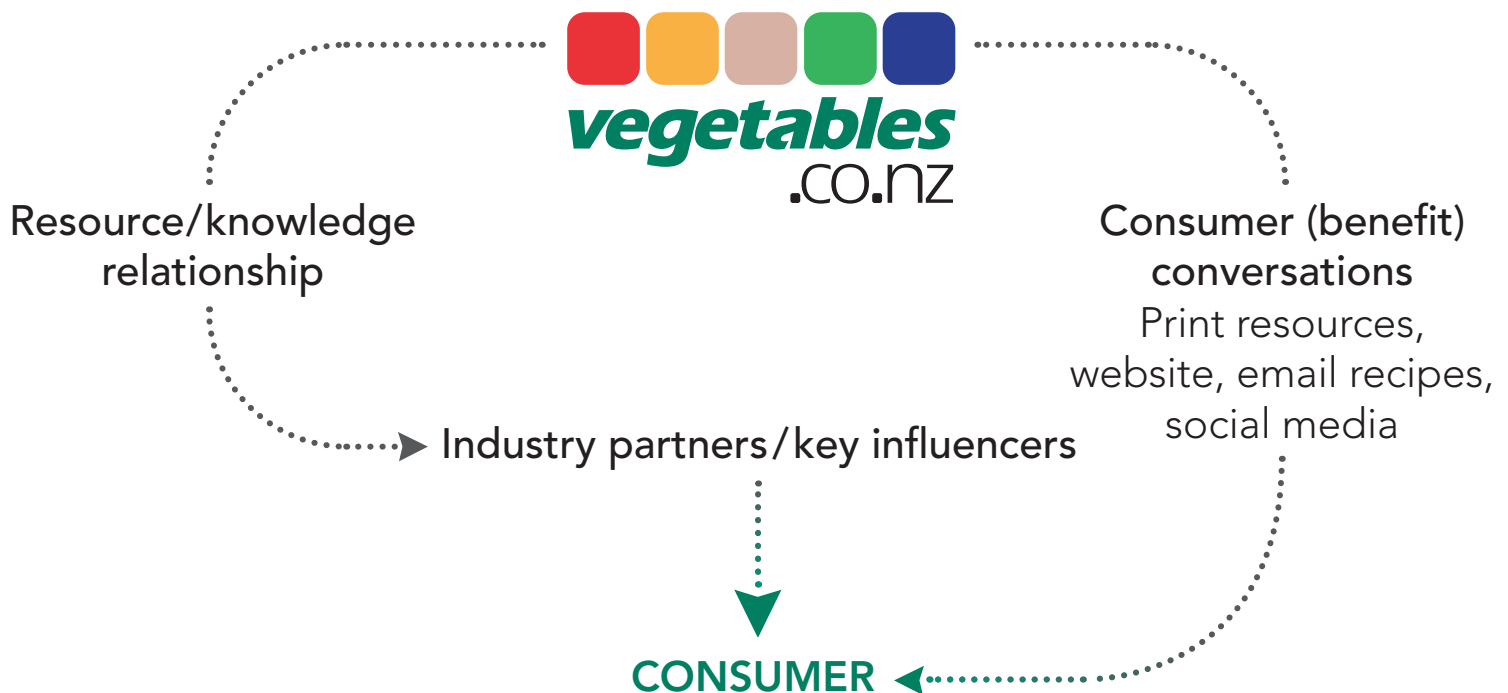
New Zealand grown
vegetables





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

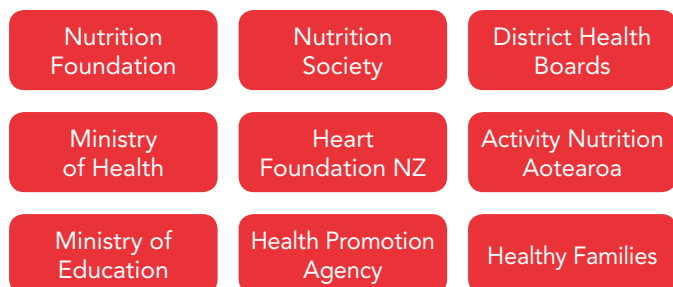
Evidence based and peer reviewed generic vegetable activities:

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

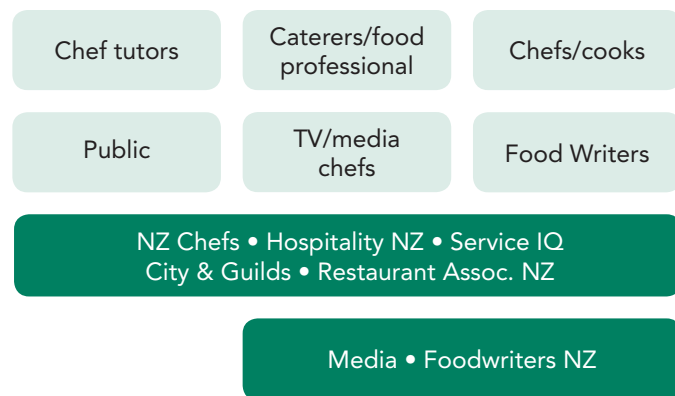
What we do for you

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

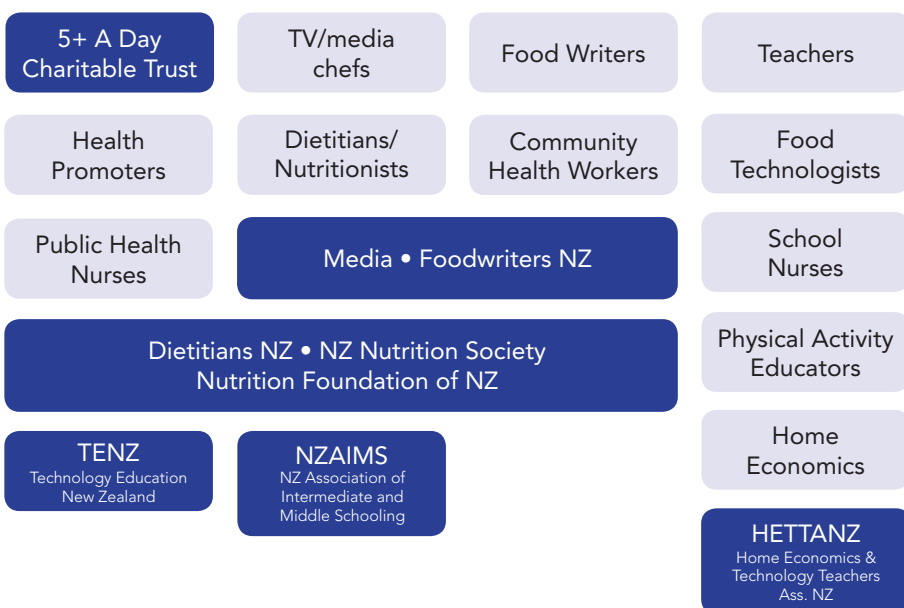
Policymakers/ advocates



Consumer



Influencers/motivators



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

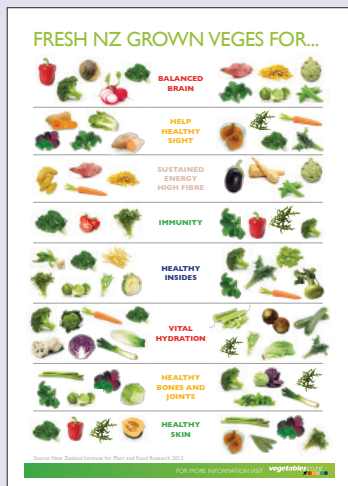
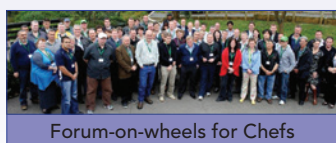
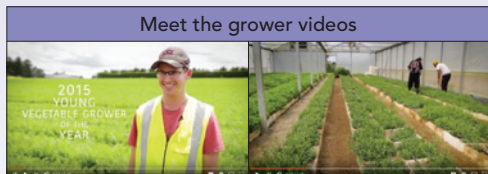
Grower



Industry



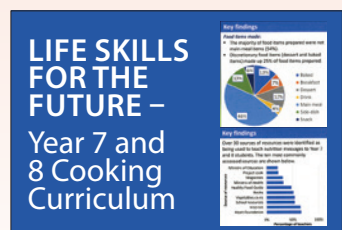
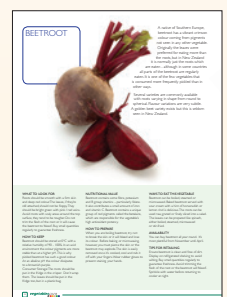
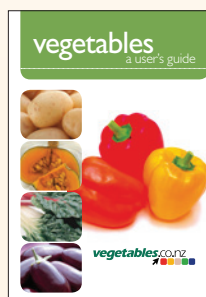
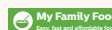
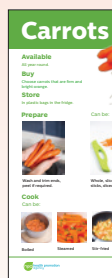
Influencers/motivators



City & Guilds
Believe you can



Policymakers/advocates



Consumer

Industry