

Adding avocados..... Local Market Activities 2019 - 2020

add an

AVO

NURTURED IN
SOUTH AFRICA



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your story...

SAAGA • S

RESEARCH

Avocado consumer research was conducted early in 2019 to gauge consumers' perception of avocados at the key retail outlets with the ultimate objective of building consumer confidence when purchasing avocados.

Research findings were shared with retailers, and are currently being used to compile a retailer educational communication strategy in order to improve any negative consumer perceptions and to improve consumers' experience in-store.



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Primary Goal

- To grow the value of avocado sales through effective communication and achievement of the value proposition to all stakeholders.

Strategic Intent 2017 – 2021

- Building the value proposition of the avocado so that the consumer makes a conscious shift from choosing to buy an avo to needing to buy an avo.
- To collaborate with and support all stakeholders to ensure that objectives, strategies and tactics continue to grow the value of avocados.

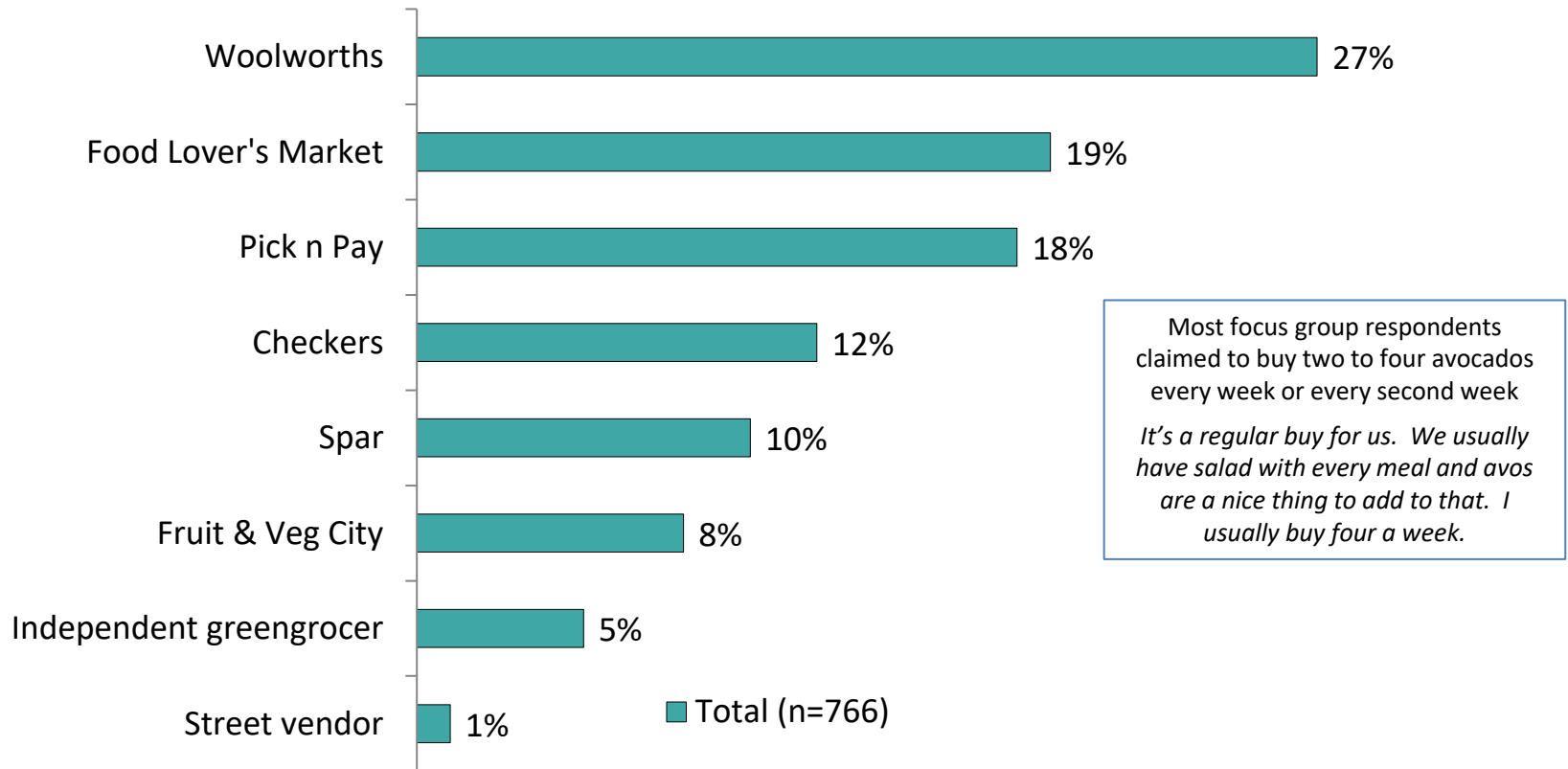


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From which retail outlet do you prefer to buy avocados?

Woolworths is the preferred retail outlet for avocados, followed by Food Lover's and Pick n Pay

Consumers are not loyal to their regular retailer when buying avocados, they will favour quality over loyalty



RESEARCH

South African consumers are not loyal to their regular retailers when it comes to buying avocados, but will rather seek out and support stores selling good quality avos, even if they have to pay more for them.

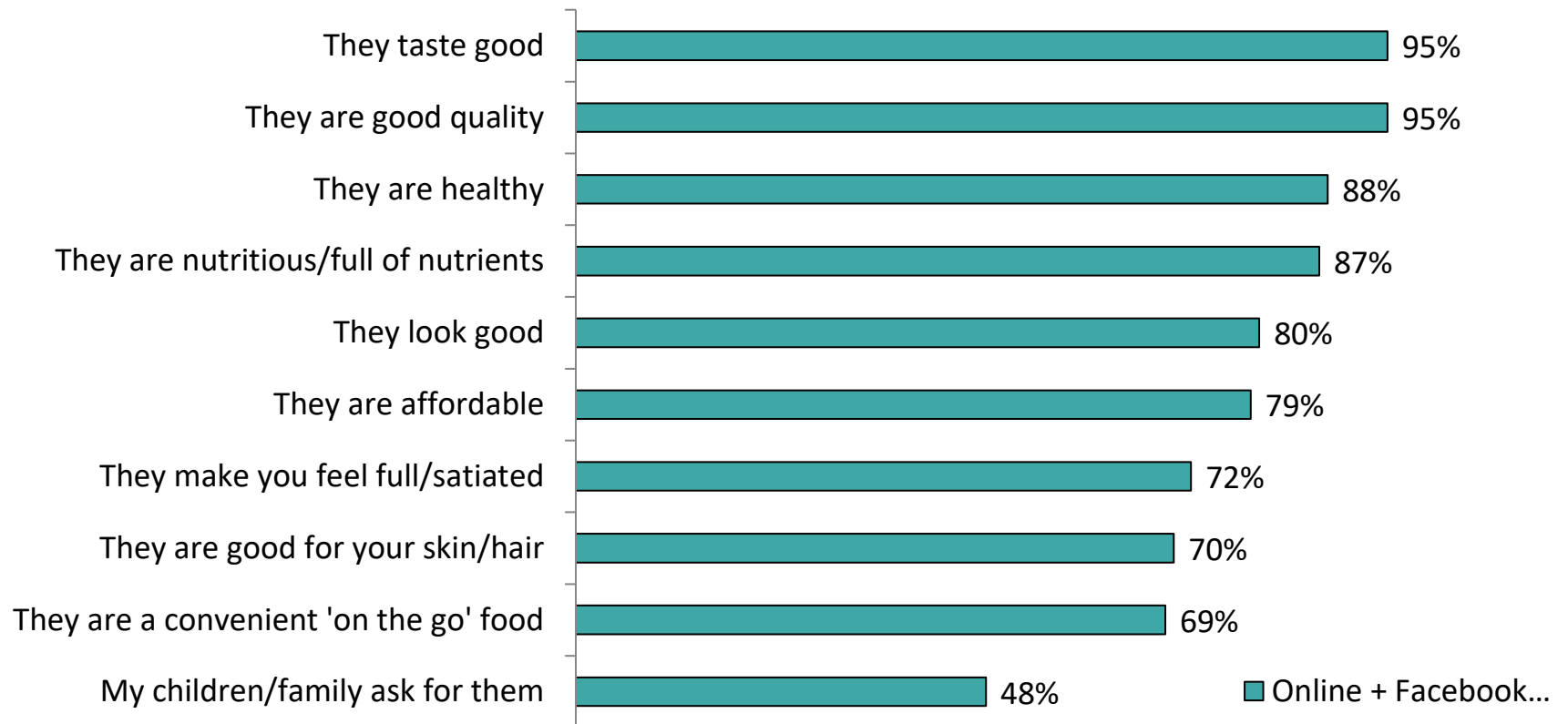


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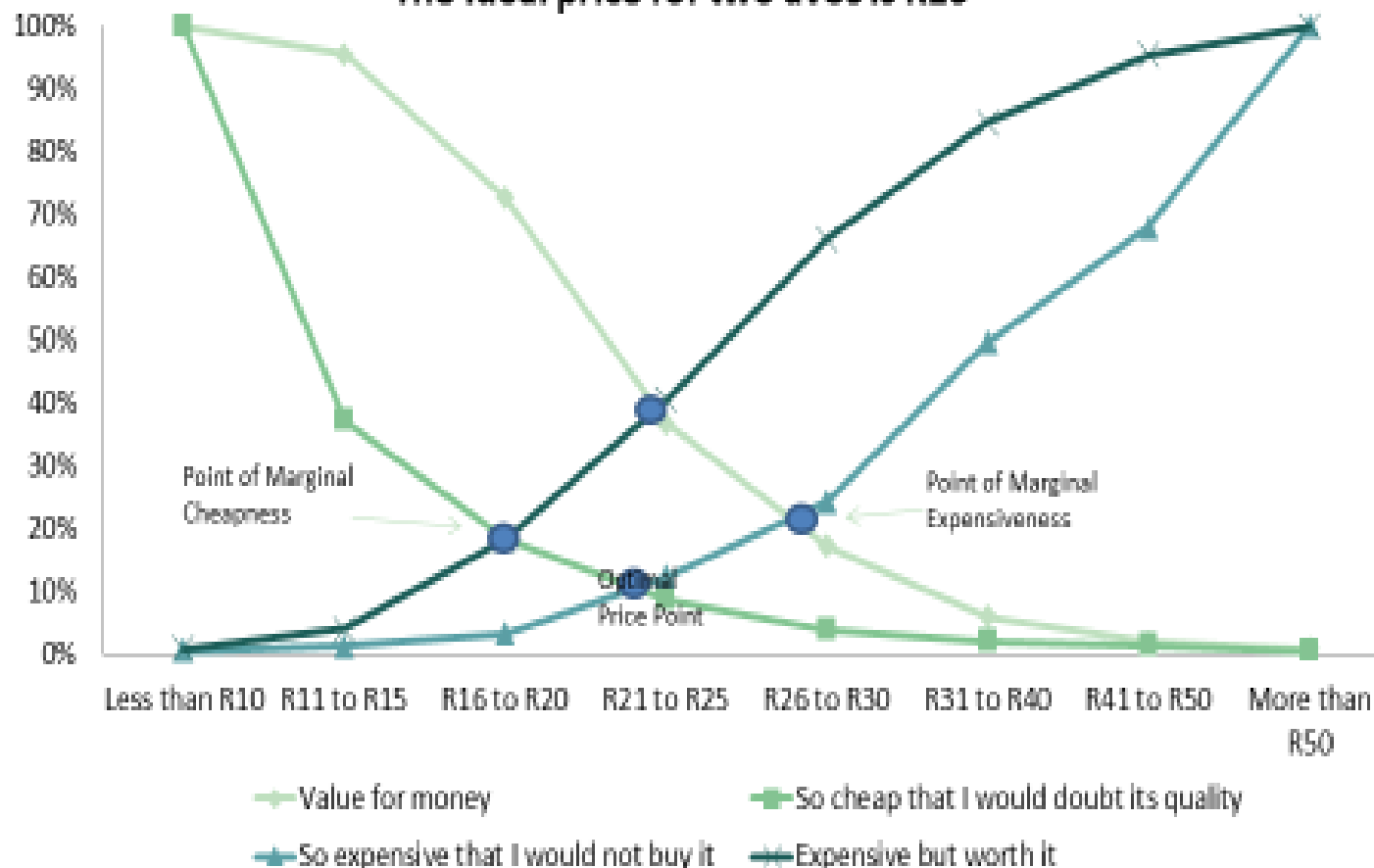
What is important to you when you are buying avocados?

Percentage of respondents who rated 'Agree' or 'Strongly Agree' to each statement

Avocados are an emotional purchase for shoppers and they will actively seek out good quality fruit



The ideal price for two avos is R25



Ideally, a pack of two avocados should be priced between R16 and R30, with the **optimal price being R25**

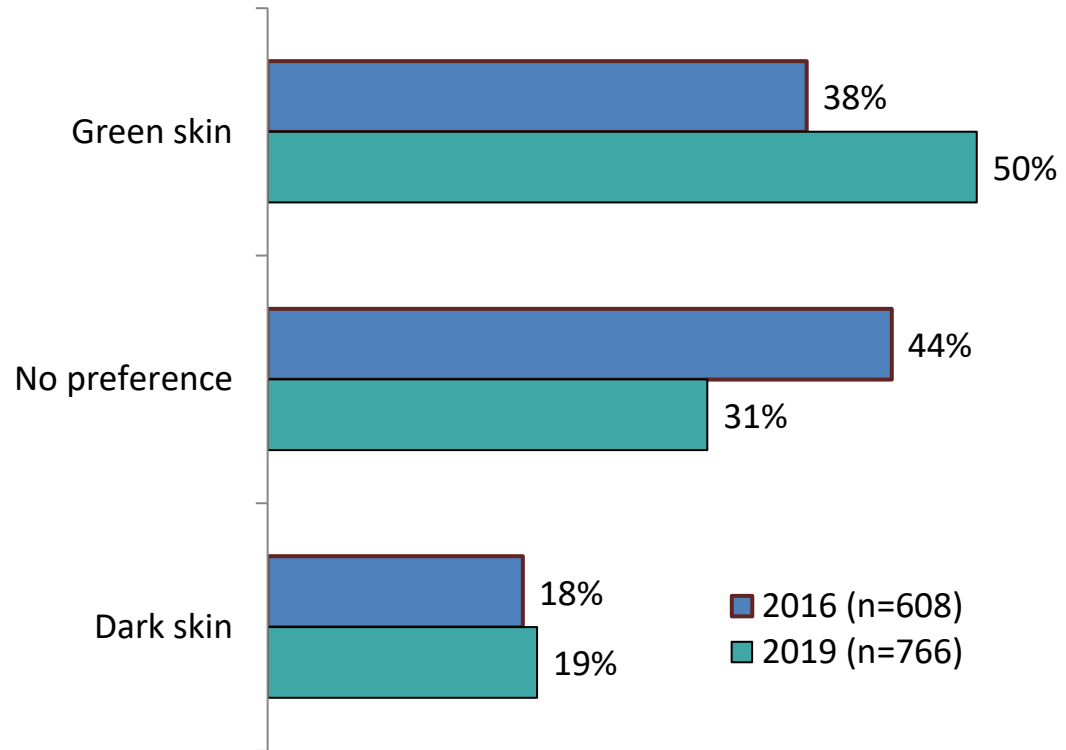
Focus groups: up to R40 out of season

The current price (out of season) at Woolworths is R46.99 (imported) and at Pick n Pay is R49.99

Previous research: The optimal price for a pack of **four avocados**: R21 in 2012, R25 in 2016

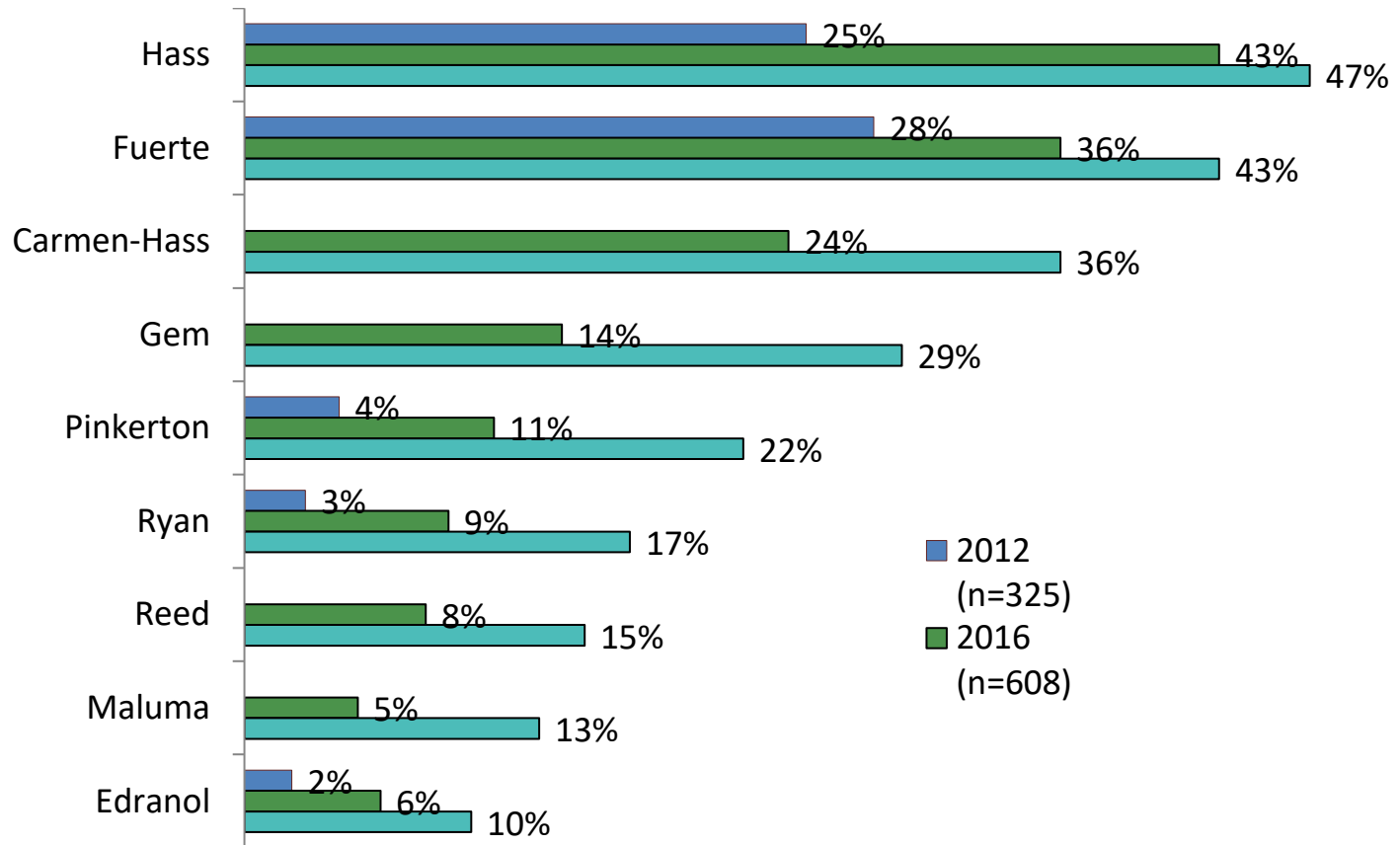
Do you prefer green or dark skin avocados?

There has been an increase in preference for green skin avocados



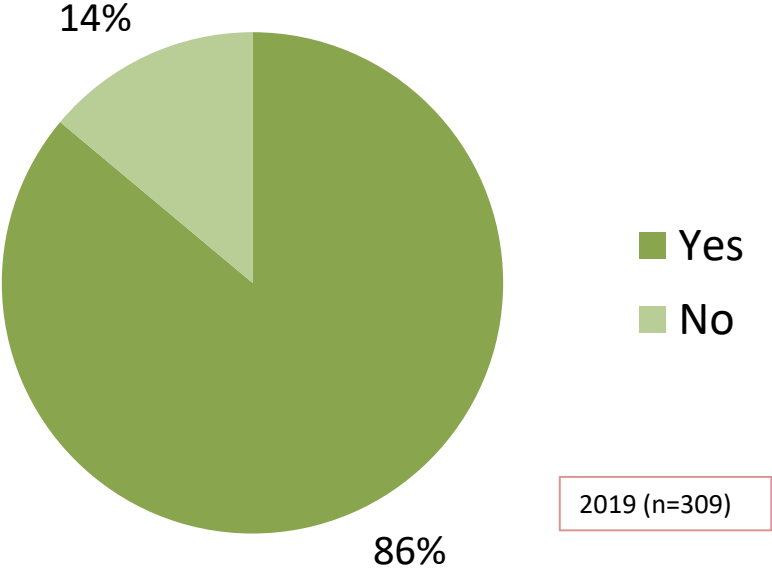
Which of the following varieties of avocados have you heard of?

Increased awareness, indicating successful marketing and communication messaging



Facebook: Do you ever add avocados to your order at a restaurant?

Very high claim for adding avocados to their restaurant order



OBJECTIVES

To ensure that:

- Consumers and shoppers keep adding avos to their shopping lists.
- Media keep writing about adding avos.
- Retailers keep adding good quality avocados to their shelves and promotional activities.
- Restaurants and chefs keep adding avos to their menus.
- Dietitians continue to recommend that their clients continue adding avos to their daily meals.
- Informal traders continue adding avos to their produce on offer.



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TACTICS

- Continuing past activities that have been effective including consumer education, advertorials, avo ambassador, media liaison, social media and the student chef competition.
- Continuing educating consumers about dark and green-skinned avocados and different varieties.
- Continue to collaborate with retailers and informal traders regarding quality, consumer education and promotions to drive avo sales.
- Supplying promotional material to retailers to assist in their marketing efforts.
- Regular health messaging through ADSA newsletters and health writers.
- Possible avo poster submission at International Dietitians Conference in Cape Town in 2020.



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your story...

Roses are red

Avos are green

We support the Bokke

& so

should

the queen



PULL STRATEGY

SABC 3

- Espresso – close to a million viewers
- Espresso Facebook page – over 487k followers
- Espresso Instagram- over 98k followers



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