

# Olives New Zealand

## Consumer Research on Oil Use



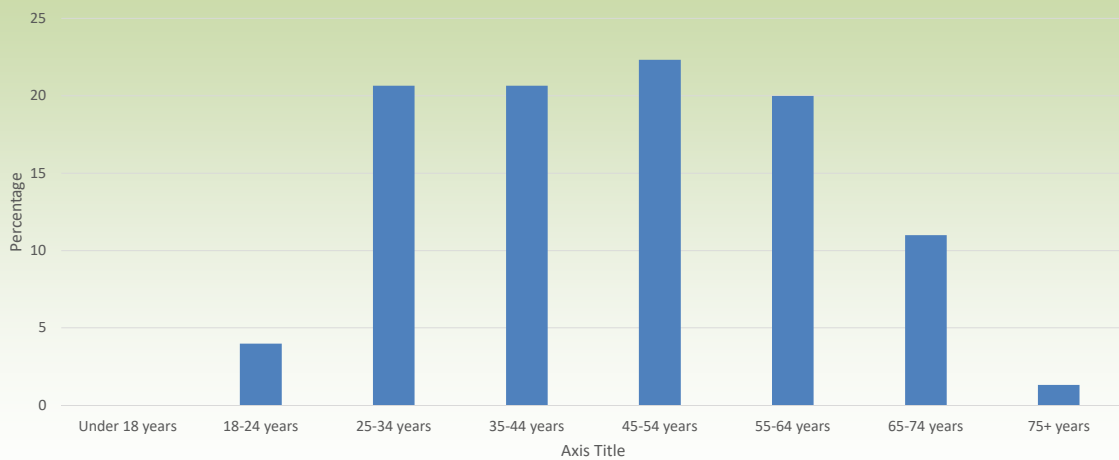
## Presentation

- Part One – The Surveys
  
- Part Two – Where to from here

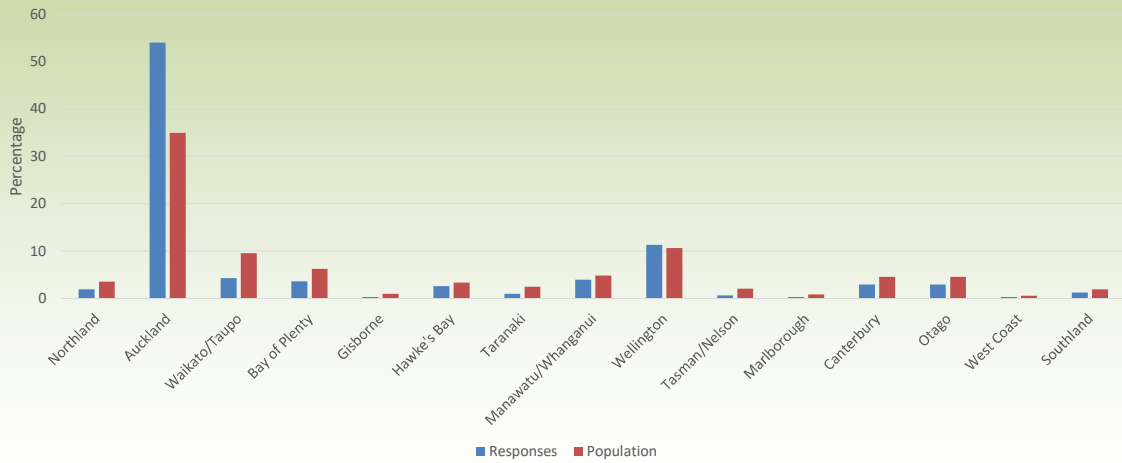
## Background

- Three surveys on use of oils carried out over May – June 2018
  - General Consumer Survey with 300 respondents – carried out by Reid Research
  - Food Writers Survey with 30 respondents – carried out via their Facebook page
  - NZ Chef Association Survey with 64 respondents – carried out via the organisation
- The survey questionnaire is included in the Conference pack and used selection criteria based on responses to draw out more detail

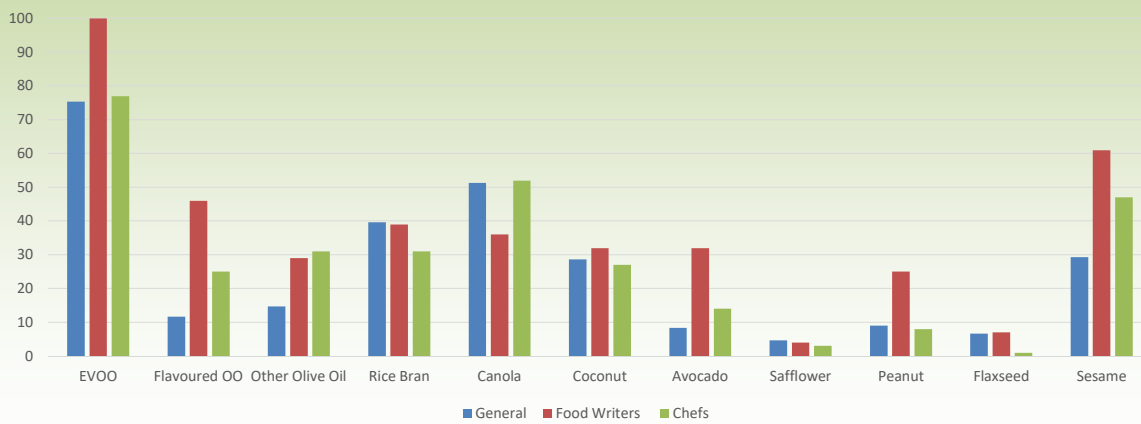
## Consumer Survey – Age Demographics



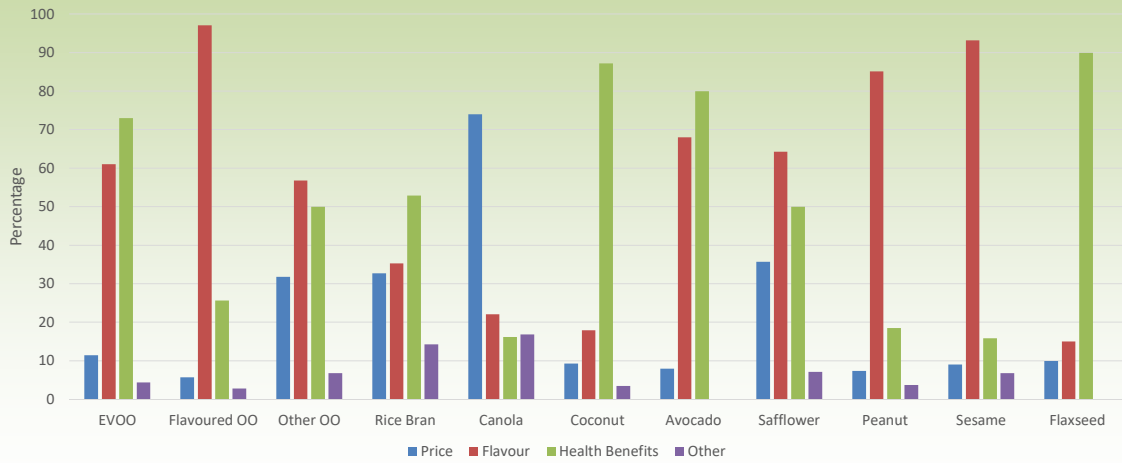
## Consumer Survey – Region Demographics



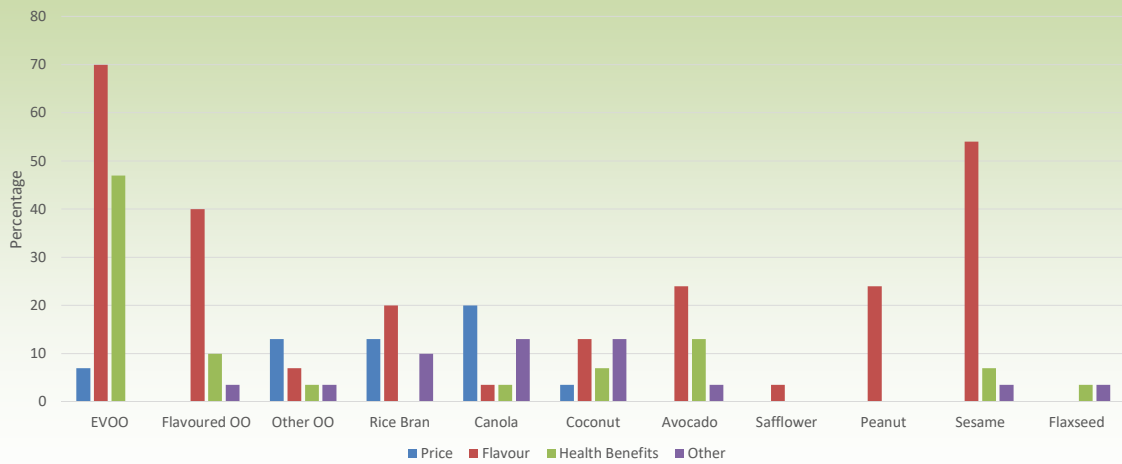
## Oils Used in the Last 4 Weeks



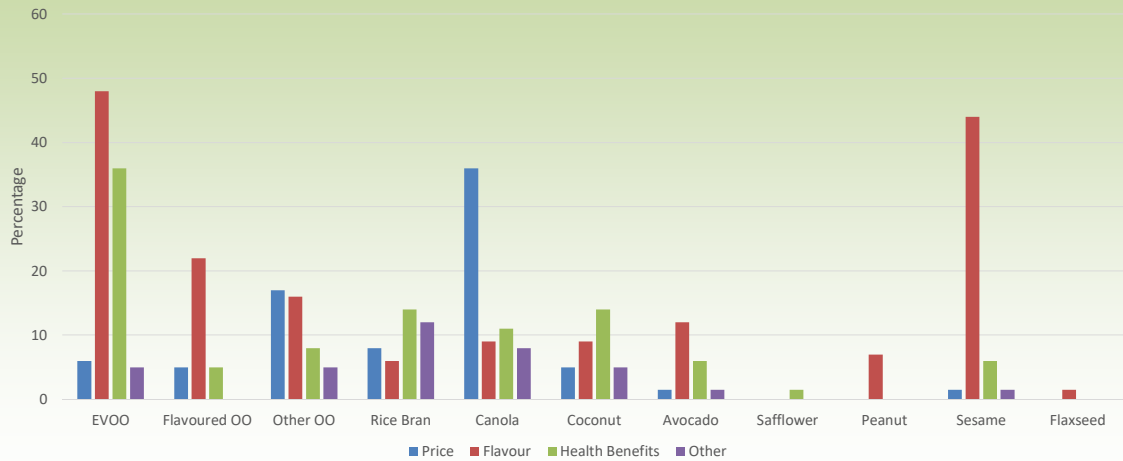
## General – why do you use this oil?



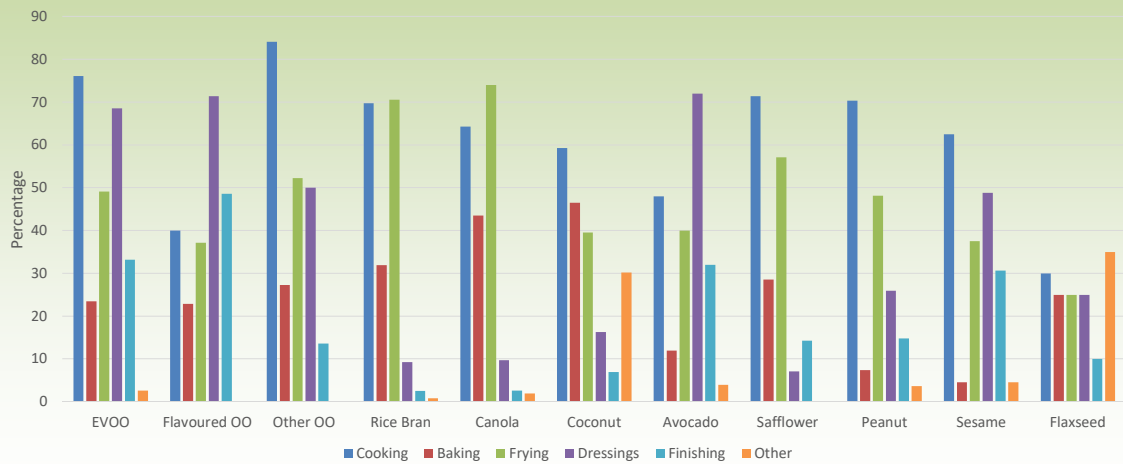
## Food Writers – why do you use this oil?



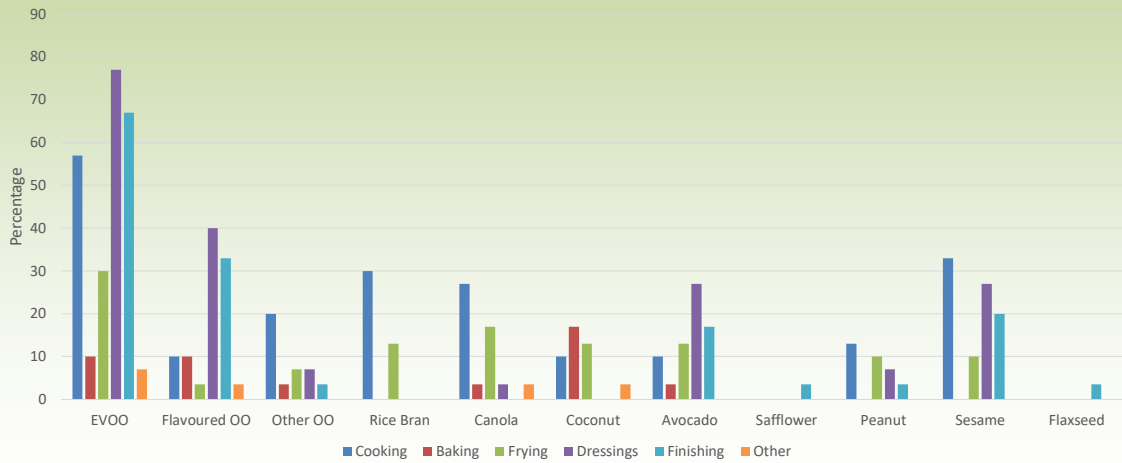
## Chefs – why do you use this oil?



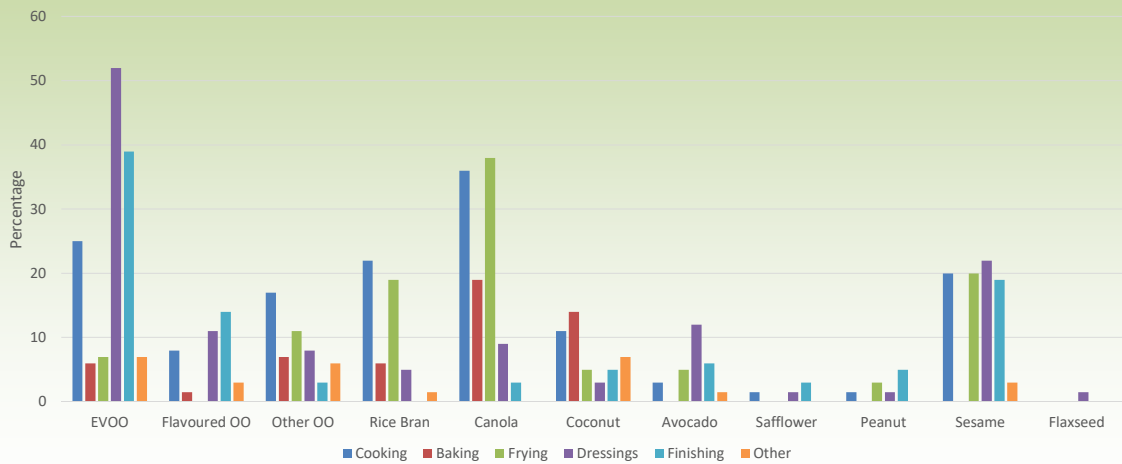
## General – what do you use these oils for?



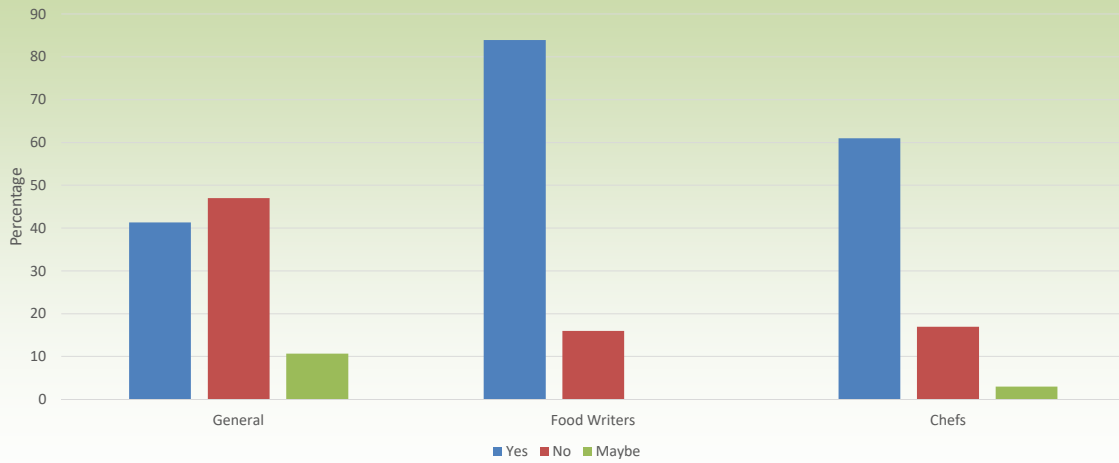
## Food Writers – what do you use these oils for?



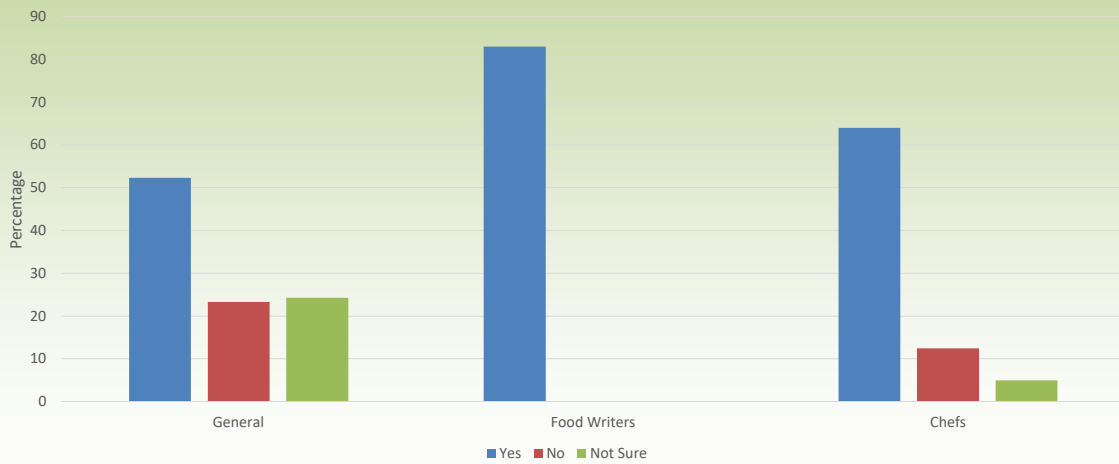
## Chefs – what do you use these oils for?



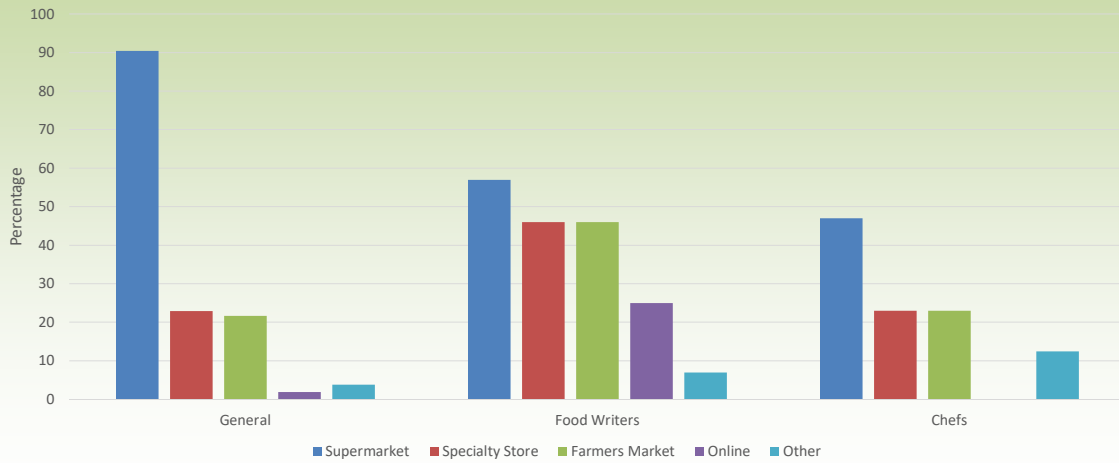
## Are you aware that New Zealand produces some of the best Extra Virgin Olive Oil in the world?



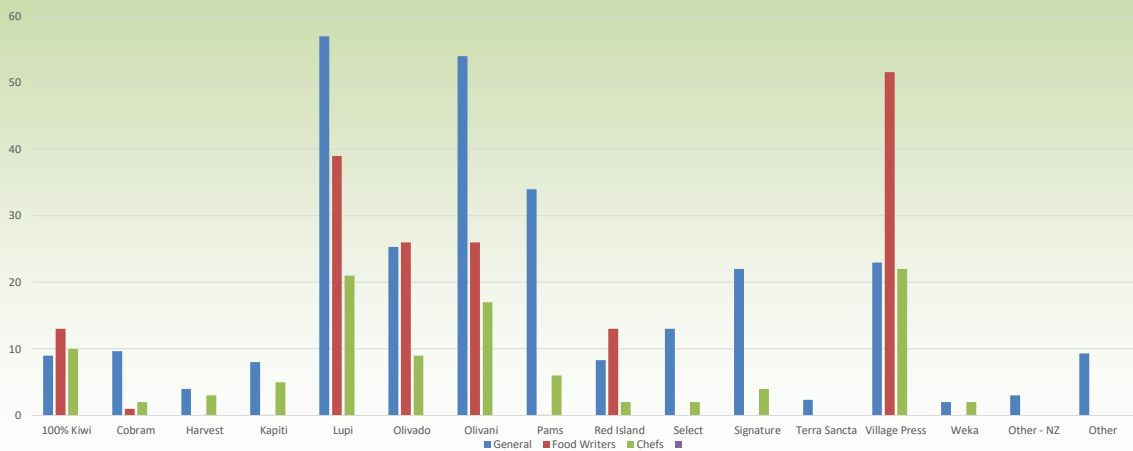
## Do you ever buy New Zealand Extra Virgin Olive Oil?



## Where do you buy New Zealand Extra Virgin Olive Oil?

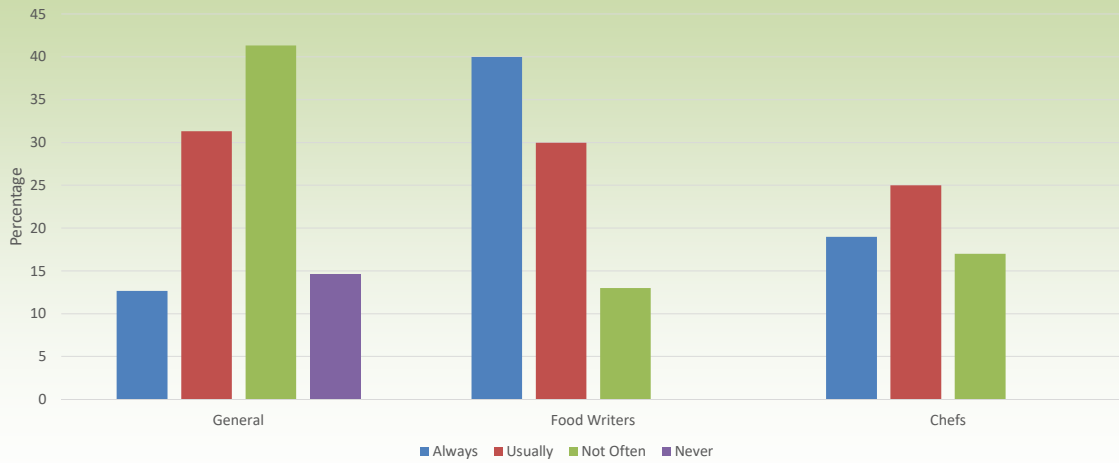


## Brands Used

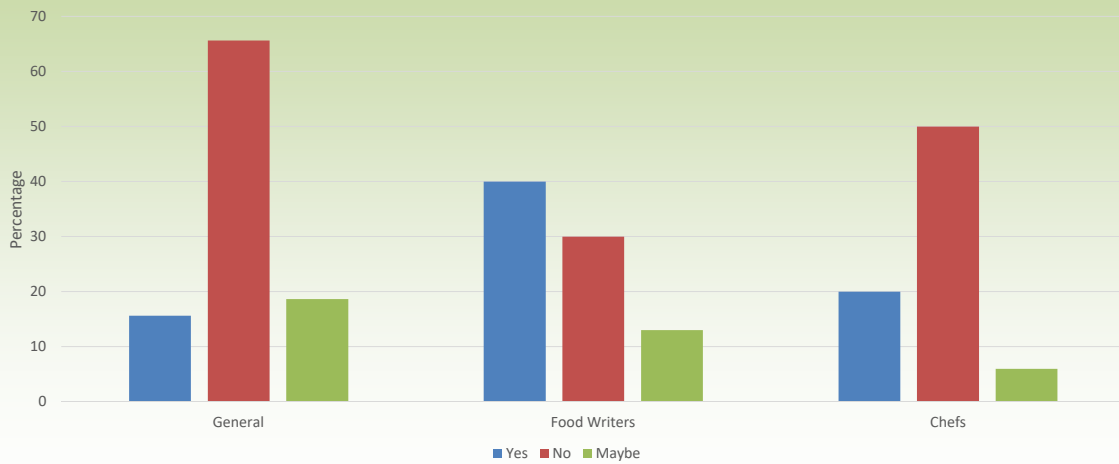




## How often do you buy New Zealand Extra Virgin Olive Oil?



## Have you ever see this symbol (OliveMark)



## What does the OliveMark mean?

- Made/grown in New Zealand
- As it says – certified EVOO
- Independently tested, to some international standard
- Indicates quality, purity
- Guaranteed EVOO
- A few said ‘organic’

## General Comments

- Misconceptions about smoke point of EVOO vs other oils
- Limited understanding of what EVOO can be used for: many thought it was only good for dipping and salads
- Some recognition for health/nutritional benefits, but not widespread
- Seen as flavourful by those who were aware of NZ EVOO
- A reasonable number who were surprised that there are NZ oils
- Many comments that it is expensive, and they often choose by price (reiterated by Chefs)
- Lots of “Love it!”

Where to from here?

## BMSW – Strategies for growth

Independent marketing company that reviewed  
the survey results

## Market Situation

NZ EVOO is an extremely high end product, comprising around 100 brands, competing with much cheaper imported olive oil and non-olive oils, in a market of customers who don't fully understand and appreciate the benefits of NZ EVOO, and are making category and brand choices based on ignorance and misconceptions.

## General Consumers -what do you use these oils for?

- Cooking is dominated by EVOO (60%)
- Baking is shared by Canola and EVOO
- Frying is shared by Canola and EVOO
- Dressing is dominated by EVOO
- Finishing is dominated by EVOO
- Other is dominated by coconut

## Chefs – what do you use these oils for?

- Mainly fry with canola
- Mainly dress and finish with EVOO
- Cook with canola, EVOO and rice bran

Food writers are similar but with a much stronger orientation towards EVOO overall.

## What is the research telling us?

- EVOO is the dominant oil in the market, widely used and appreciated for its many benefits

## What is the research telling us?

- EVOO is the dominant oil in the market, widely used and appreciated for its many benefits
- The main competition is canola, rice bran and coconut

## What is the research telling us?

- EVOO is the dominant oil in the market, widely used and appreciated for its many benefits
- The main competition is canola, rice bran and coconut
- Health and flavour are seen as the two primary benefits of EVOO

## What is the research telling us?

- EVOO is the dominant oil in the market, widely used and appreciated for its many benefits
- The main competition is canola, rice bran and coconut
- Health and flavour are seen as the two primary benefits of EVOO
- EVOO is widely used in cooking applications and is preferred for dressing and finishing

## What is the research telling us?

- EVOO is the dominant oil in the market, widely used and appreciated for its many benefits
- The main competition is canola, rice bran and coconut
- Health and flavour are seen as the two primary benefits of EVOO
- EVOO is widely used in cooking applications and is preferred for dressing and finishing
- Only 50% of general public are aware that NZ EVOO is superior to other EVOO but chefs and food writers are more aware

## Growth Strategies for NZ EVOO

1. Educate the public about health benefits of EVOO including correcting misunderstandings around frying temperatures

## Growth Strategies for NZ EVOO

1. Educate the public about health benefits of EVOO including correcting misunderstandings around frying temperatures
2. Educate the public on the benefits of NZ EVOO over imported EVOO



## Growth Strategies for NZ EVOO

1. Educate the public about health benefits of EVOO including correcting misunderstandings around frying temperatures
2. Educate the public on the benefits of NZ EVOO over imported EVOO
3. Educate and encourage the public to experiment with NZ EVOO brands from different regions

## Growth Strategies for NZ EVOO

1. Educate the public about health benefits of EVOO including correcting misunderstandings around frying temperatures
2. Educate the public on the benefits of NZ EVOO over imported EVOO
3. Educate and encourage the public to experiment with NZ EVOO brands from different regions
4. Develop and industry pricing strategy that helps the public make brand choices at various price points

## Developing and Executing our Growth Strategy

### THE INDUSTRY NEEDS

- A trusted spokesperson

## Developing and Executing our Growth Strategy

### THE INDUSTRY NEEDS

- A trusted spokesperson
- To tell a strong story about the benefits of NZ EVOO

## Developing and Executing our Growth Strategy

### THE INDUSTRY NEEDS

- A trusted spokesperson
- To tell a strong story about the benefits of NZ EVOO
- To drive a tasting culture

## Developing and Executing our Growth Strategy

### THE INDUSTRY NEEDS

- A trusted spokesperson
- To tell a strong story about the benefits of NZ EVOO
- To drive a tasting culture
- A portfolio pricing strategy

## Developing and Executing our Growth Strategy

### THE INDUSTRY NEEDS

- A trusted spokesperson
- To tell a strong story about the benefits of NZ EVOO
- To drive a tasting culture
- A portfolio pricing strategy
- Food writers, restaurants and the hospitality industry to get behind NZ olive oil brands

## Developing and Executing our Growth Strategy

### THE INDUSTRY NEEDS

- A trusted spokesperson
- To tell a strong story about the benefits of NZ EVOO
- To drive a tasting culture
- A portfolio pricing strategy
- Food writers, restaurants and the hospitality industry to get behind NZ olive oil brands
- *To help people find out where to buy NZ EVOO*

## Recommendations

- Find a spokesperson

## Recommendations

- Find a spokesperson
- Team up with a young, hungry digital agency

## Recommendations

- Find a spokesperson
- Team up with a young, hungry digital agency
- Create an event or piggyback on other events

## Recommendations

- Find a spokesperson
- Team up with a young, hungry digital agency
- Create an event or piggyback on other events
- Encourage members to promote the NZ EVOO story as well as their own story

## Recommendations

- Find a spokesperson
- Team up with a young, hungry digital agency
- Create an event or piggyback on other events
- Encourage members to promote the NZ EVOO story as well as their own story
- Work with the Restaurant Assn and the Hospitality Assn to target chefs

## Recommendations

- Find a spokesperson
- Team up with a young, hungry digital agency
- Create an event or piggyback on other events
- Encourage members to promote the NZ EVOO story as well as their own story
- Work with the Restaurant Assn and the Hospitality Assn to target chefs
- Identify the main food writers and approach them directly

## Recommendations

- Find a spokesperson
- Team up with a young, hungry digital agency
- Create an event or piggyback on other events
- Encourage members to promote the NZ EVOO story as well as their own story
- Work with the Restaurant Assn and the Hospitality Assn to target chefs
- Identify the main food writers and approach them directly
- Court the popular media

## Suggested Budget

- Marketing levy based on 1% of the value of our industry (\$5m = \$50,000 per annum)
  - \$10-\$15K for the digital campaign
  - \$10K for the spokesperson
  - \$20-25K for the remainder

Assess after 12 months and refocus on what emerges as the most productive



Unless members work together and over several years to develop a strategy for NZ EVOO we are not going to improve our market share.

Expect to pay more for NZ EVOO because ...

We need good reasons for people to pay more because NZ EVOO is more expensive.

## Marketing Funding Scenarios

### Optional Contribution

Members are asked for contributions. If the target is not reached, the project does not proceed. The cost is not equally shared and there are free-loaders.

### Membership Type Levy

Proportionately shared by on current membership types and loading.

Hobby Grove	\$154.56
Small Grove	\$231.84
Full Member	\$309.12
Associate Member	\$154.56

### Flat Rate

All members pay the same rate of \$225.10.

### Certification – volume certified

This would therefore be funded directly by those who certify their oil and arguably receive the direct benefits.

<1,000 litres	\$458.72
1,001 – 5,000	\$688.07
>5,000	\$917.43

## Over to you

- Do you want Olives NZ to proceed with the recommendations?
- How should Olives NZ determine how to fund – a postal vote, AGM resolution.....?
- Should the Executive oversee the campaign with the Executive Officer running it?