



Shifting the dial on vegetable consumption

Rebuilding healthy families in
a COVID-19 affected and disrupted
Australia

October 2022

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A person wearing a white lab coat is holding a bunch of green asparagus in their left hand and a single, large, bright red bell pepper in their right hand. The background is slightly blurred, showing other people and more produce, suggesting a market or farm setting.

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Contributors and Acknowledgements

KPMG Australia (KPMG), alongside the Fruit and Vegetable Consortium, with input from industry experts, have produced this report to highlight issues regarding increasing vegetable consumption in kids and families in a post COVID-19 environment.



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Through our dedicated Circular Economy and Food and Agribusiness consultancy practices, KPMG specialists are focused on helping organisations grow more with a lighter impact on the planet.

Acknowledgements

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- Luke Gibson (Perfection Fresh Australia)
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- Steven Lapidge (Fight Food Waste CRC)
- Tammy Wolffs (Consumers Health Forum of Australia)
- Tim Nitschke (Coles Group)

Introduction

COVID-19 has continued to contribute towards an entire generation of Australians who are at risk of facing a health crisis. Consumer research has indicated that the pandemic has had an adverse effect on eating behaviour, with nearly half the population developing less healthy food habits during the COVID-19 lockdowns.¹ These habits include an increase in takeaway and home delivered meals, an increase in snacking while studying/working from home and overeating/emotional eating because of stress and anxiety. The increasingly disrupted environment has also led to 17% of Australians now eating less vegetables compared to pre-pandemic consumption.¹ Despite these behaviours continuing to persist post lockdowns, Australians are keen to recover their healthier lifestyles by being more active and eating more nutritious foods.¹

It is well understood amongst most Australians that a nutritious diet is the easiest way to improve long-term health outcomes, with 81% of consumers agreeing that eating one more serve of vegetables a day is a simple way to improve their long-term health.¹

91%

of Australians are not eating the recommended 5+ serves of vegetables each day.¹

Despite this, most Australians are still not following basic healthy eating practices when it comes to vegetable intake. 9 in 10 Australian adults are not eating 5+ serves of vegetables each day - the recommended daily intake of vegetables for healthy adults as recommended by the Australian Dietary Guidelines (last reviewed in 2013). Amongst this population, 1 in 4 are only eating a single serve or less of vegetables on a daily basis. According to the research outlined in this report, consumers attribute the following reasons to not eating enough vegetables;¹



Cost of vegetables are expensive.

72% of consumers state affordability is impacting consumption of vegetables.¹



Shelf-life of vegetables are short.

41% of consumers state food waste is impacting consumption of vegetables.¹



Preparation of vegetables is difficult and time consuming.

39% of consumers state a lack of cooking inspiration and time is impacting consumption of vegetables.¹

¹ FVC, Shifting the Dial on Vegetable Consumption: Quantitative Community Research, 2022

The health, Government, economic and environmental payback to invest in lifting vegetable consumption is compelling.



The consumption of an extra serve of vegetables a day would improve the physical and mental wellbeing of Australians. It will also help reduce the risk of death from all causes by 5% and deaths from heart disease and stroke by 4%.²



An increase of a serve of vegetables a day would help reduce Government health expenditure by an estimated \$200 million per year. This is particularly significant as more than one billion dollars in Government health expenditure is attributable to low vegetable consumption, and this figure continues to rise.³



Increased vegetable consumption would lead to economic benefits for vegetable levy payers in the vicinity of a \$1 billion net increase in farm income by 2030. Retailers would experience an 8% increase in prices and benefit from an improvement in gross margin of approximately \$368 million by 2030.⁴



Increased vegetable consumption would support Australia's National Food Waste Strategy goal of halving Australia's waste by 2030. Addressing consumption concerns would help decrease the 17.5 million tonnes of CO₂-e emissions and usage of 2600 giganlitres of water and 25 million hectares of landmass currently contributed by food waste.⁵

The research findings provide evidence that Australians recognise increasing their vegetable consumption is important, however need compelling motivation and guidance on how to get there. A national behavioural change strategy tackling the key issues and barriers to vegetable consumption is anticipated to encourage Australians to add more vegetables to their daily diet.

This report aims to:

1. Identify the issues and barriers faced by consumers regarding vegetable consumption
2. Understand the motivators that will encourage Australians to increase their consumption of vegetables
3. Uncover potential initiatives and messages that are relevant to inform a national behavioural change strategy aimed at increasing vegetable consumption

² Consumers Health Forum Australia, Eating for Better Health: Report on Health Consumer Survey, 2022

³ FVC, Shifting the Dial on Vegetable Consumption: Quantitative Community Research, 2022

⁴ The Fruit and Vegetable Consortium, Position Statement, n.d.

⁵ The Food and Agribusiness Growth Centre, National Food Waste Strategy Feasibility Study, 2021

Methodology

Three key groups – consumers, growers and industry experts – were engaged to inform the research outlined in this report.

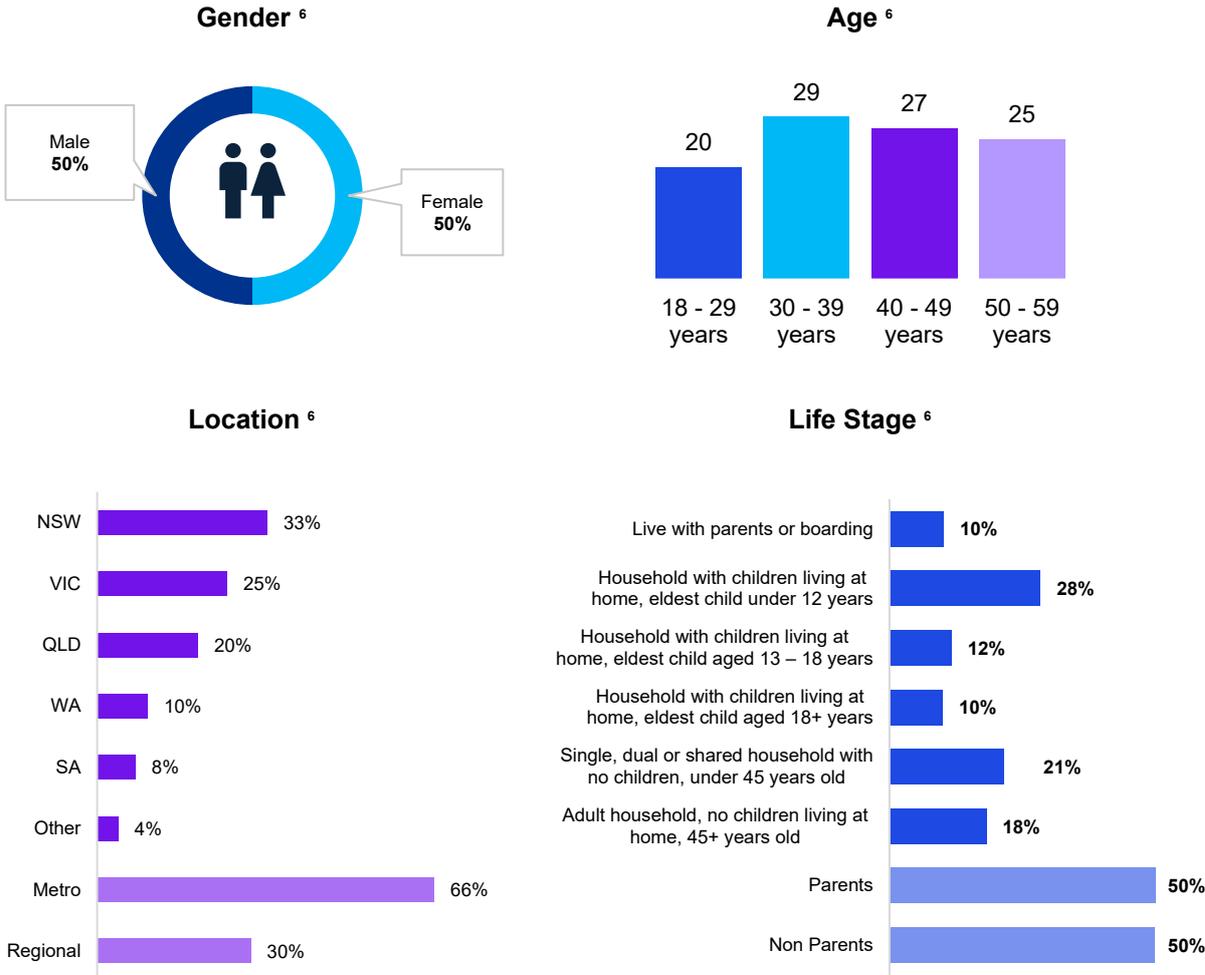
Consumers

Independent research was conducted to understand the eating behaviour and food preferences of consumers. This section of the research was conducted in 2 parts.

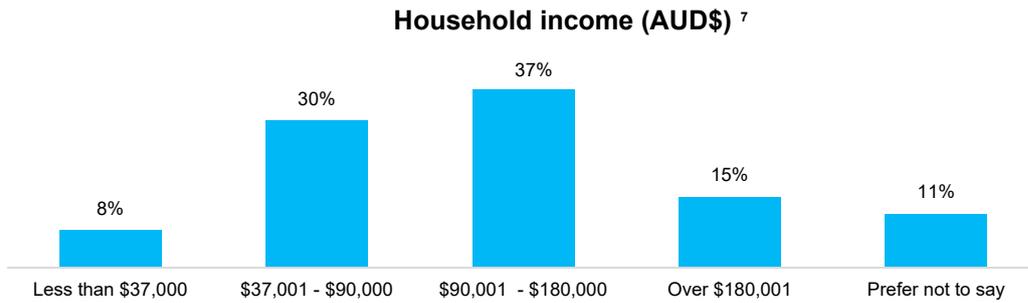
1. National Community Survey - Undertaken by 89 Degrees East

The purpose of this survey was to identify key issues Australian’s face when making choices about consuming vegetables, and drivers that would encourage positive behavioural change. Findings from this survey were drawn from a robust, nationally representative sample of 1,020 participants who are the main grocery buyers aged between 18 – 59 years old. The survey was administered online with participants sourced from a consumer opt-in research panel (TEG Rewards) with quota management to reflect population distribution in Australia. Significance testing conducted with a sample of n=1,020 delivers a high level of sample reliability at the 95% confidence level with a margin of error rate of +/- 2.99%. This survey was conducted nationally between the 5 May – 10 May 2022.

Demographic Sample Profile



⁶ FVC, Shifting the Dial on Vegetable Consumption: Quantitative Community Research, 2022

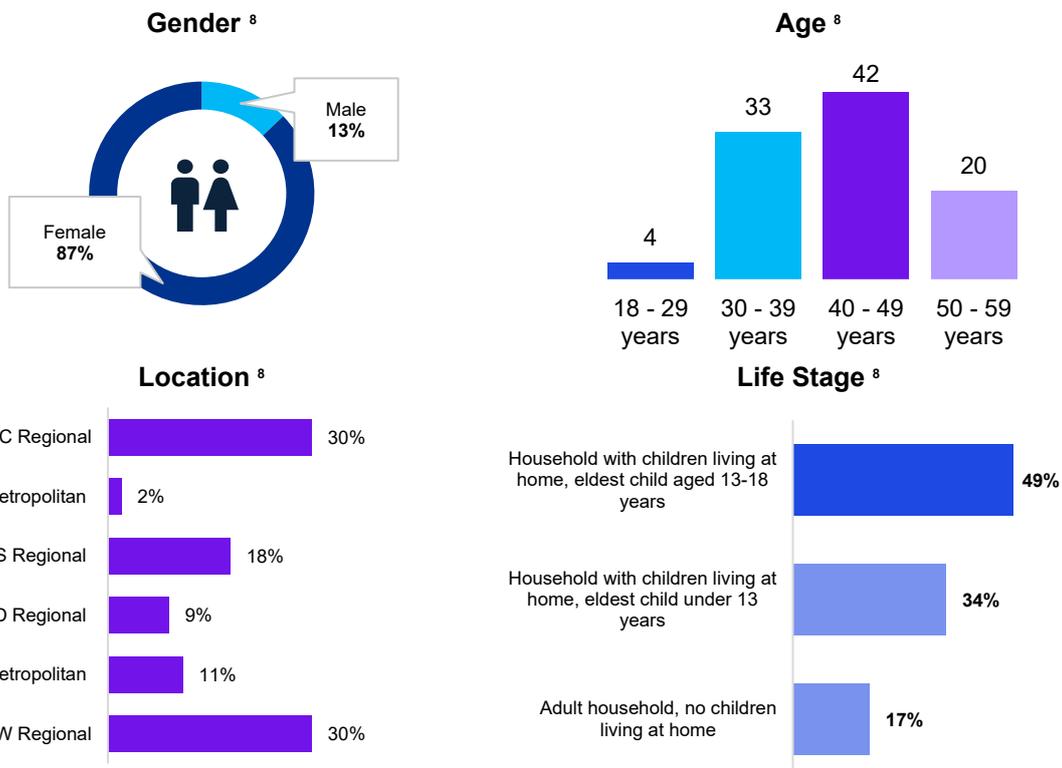


2. Eating for Better Health: Community Conversations - Undertaken by the Consumers Health Forum of Australia (CHF)

The purpose of community conversations (aka 'kitchen table discussions') is to engage with local communities in an informal, safe and supportive environment. The conversations are led by consumer representatives (hosts) and aim to gain insight into consumer behaviour, their food choices, and how growers, sellers and the Government can support consumers make healthier food choices. These conversations are an important way to hear from people who do not usually take part in surveys, workshops, or other consultations.

These conversations were held in June 2022. Each consumer host reached out to their own community networks, gathering up to 10 participants in an informal and friendly conversation. Participants were reimbursed for their time and received the discussion guide in advance, allowing them time to think about the subject and their responses. They answered demographic questions that were aggregated by hosts and provided to CHF. Hosts recorded and took detailed notes of the conversation and submitted a report to CHF, without identifying participants.

Demographic Sample Profile



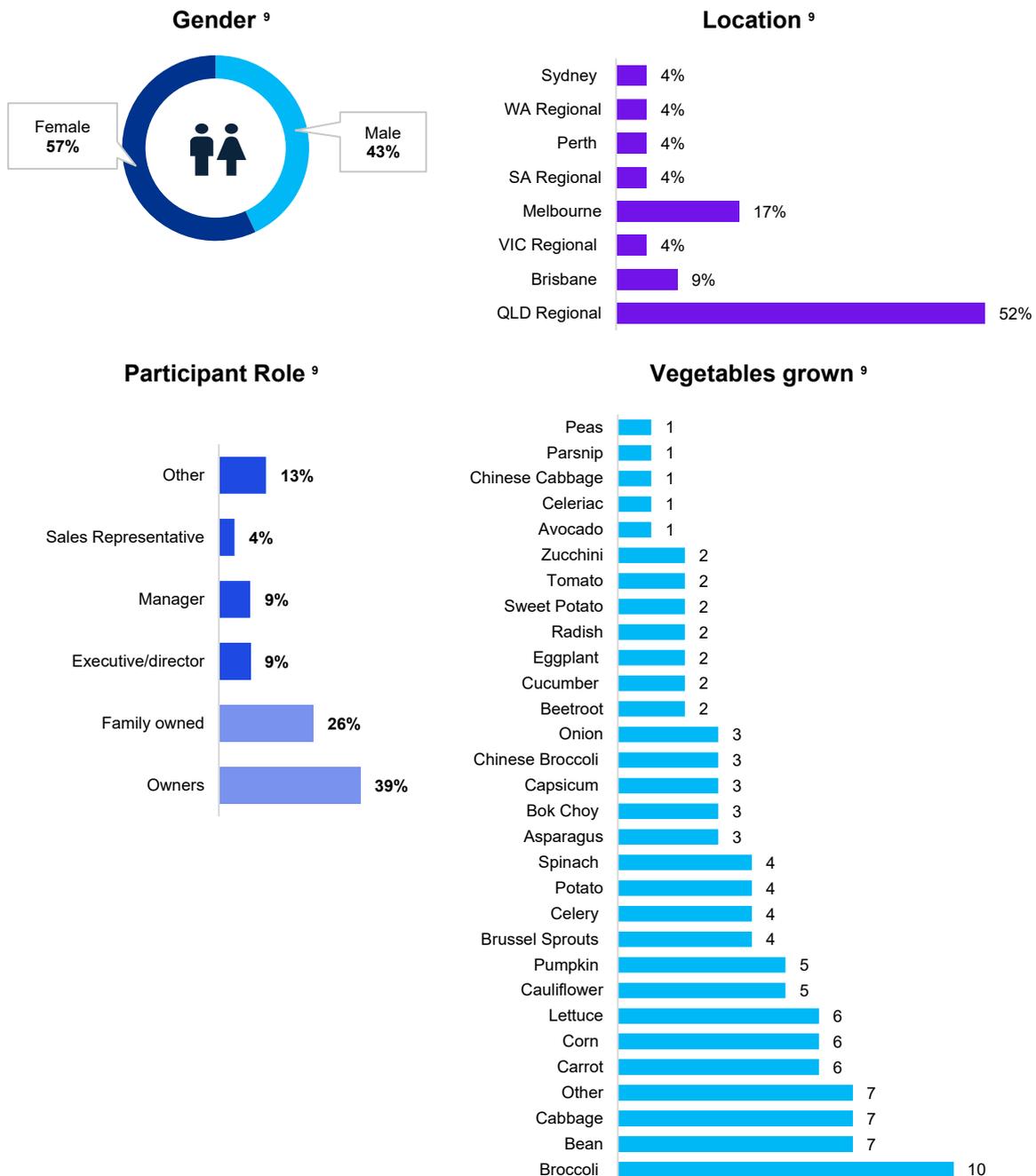
⁷ FVC, Shifting the Dial on Vegetable Consumption: Quantitative Community Research, 2022

⁸ Consumers Health Forum of Australia, Eating for Better Health: Community Conversations, 2022

Growers

An independent research survey was conducted by 89 Degrees East to better understand growers' perspectives towards increasing consumer vegetable consumption as Australia recovers from the COVID-19 pandemic. In particular, key issues and potential initiatives for consumer vegetable consumption were discussed. The fieldwork was conducted from 29 May – 17 June 2022 with recruitment conducted via the AUSVEG database and newsletter inviting growers to participate. The research included a 10-minute online national survey completed by a sample of n=23 Australian vegetable growers.

Demographic Sample Profile



⁹ The Fruit and Vegetable Consortium, Shifting the Dial on Vegetable Consumption – A Growers Perspective, 2022

Industry Expert Workshops

Expert Advisory Panel workshops made up of industry leaders from the horticulture sector, supply chain representatives, human health sector and consumer sector were conducted by KPMG to gain expert perspectives on the key themes and insights identified through the independent research. Interventions, roles and responsibilities of key stakeholders on how to address key consumer barriers to vegetable consumption were also discussed. These workshops were conducted in three 90-minute sessions (1 for each sector) and some one-on-one meetings on the 4th, 11th and 12th of July 2022.

The expert advisory panels included:

- Alice Zaslavsky (Alice in Frames)
- Caroline Wells (Diabetes Australia)
- Catherine Velisha (Velisha Farms)
- Clare Hughes (Cancer Council)
- Claire McClelland (Australian Fresh Produce Alliance)
- Dheepa Jayapalan (VicHealth)
- Glenn Byres (89 Degrees East)
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Discussion: Barriers to Vegetable Consumption

More than **80%** of Australians recognise that a healthy diet will improve their long-term health and agree that eating an extra serve of vegetables daily is a simple way to improve their health¹. Despite this level of awareness, many Australians struggle to meet the recommended daily intake of 5+ serves of vegetables each day.¹⁰ Consumers' top three reasons for not eating enough vegetables are linked to affordability, concerns over food waste/shelf-life and lack of cooking inspiration/time. Initiatives to address these barriers to vegetable consumption requires highly integrated contribution and alignment across various sectors.



72% of consumers agree that the cost of vegetables have become more expensive.¹⁰



44% of consumers say their vegetables end up going to waste.¹⁰



39% of consumers agree vegetables take too much time to prepare and they struggle with a lack of cooking inspiration.¹⁰

¹⁰ FVC, Shifting the Dial on Vegetable Consumption: Quantitative Community Research, 2022

Affordability



The cost of vegetables is crazy”



When children arrive home with five to six extras, I find it cheaper to get a \$5 pizza than to make my own”



I can’t afford them at today’s prices”

Consumers report affordability as the primary barrier to increasing vegetable consumption in Australia, with 79% of consumers stating that more affordable vegetables will increase consumption.¹¹ The compounding effects of farming and supply chain issues driven by extreme weather events on Australia’s east coast, combined with labour shortages and an increase in global fuel prices, has led to a rise in fresh produce prices. Deakin University’s Institution for Health Transformation has reported fruit and vegetable prices have increased by 7% on average, with leafy greens increasing by up to 150% over the last 12 months.¹² Moreover, the expert panel noted that consumers are facing external inflationary pressures from housing, power, petrol and other essential costs. This has adversely impacted purchasing behaviour as groceries have increasingly become a discretionary expense for many households.

There has been a significant increase in the number of Australians struggling with food costs, resulting in a rise in people turning towards cheaper, less healthy food options.¹² In particular, consumers stated they are reducing the quantity or variety of vegetables they are buying and consuming due to budgetary measures. While some consumers have shifted to shopping at local markets, farmers’ markets or local farm gates to help manage their budgets, these options are not available for all families. This is particularly the case for time-poor families with parents either in full-time work, and/or single parents, as they have limited time available to

shop around to compare price and quality. Households, particularly those located in regional areas, are also decreasing their vegetable consumption as they are making fewer trips to supermarkets or switching to online shopping. This shift is partly driven by the need to reduce grocery and petrol costs, highlighting the cost pressures many Australian households are currently facing.

Consumers currently have limited information and guidance on how to effectively plan, select and shop for vegetables on a budget. Industry experts believe supporting households navigate practical weekly meal plans and understand basket spend is key to alleviating some of the current cost pressures. Supporting consumers could include utilising pricing frameworks, e.g. price per serve on ticketing, to help consumers better visualise portion sizes, understand cost per serve and compare prices. Additionally, instilling knowledge about produce will enable consumers to shop with greater confidence in this disrupted environment. For instance, the expert panel found that “there is a perception amongst consumers that frozen and canned vegetables are not as good for you and this stigma should be removed”. By promoting the benefits of all produce; fresh, canned, or frozen, consumers struggling with inflated grocery prices can more effectively manage their budgets while making healthier choices for their families. With a better understanding of produce, consumers are also able to leverage seasonal vegetables, imperfect produce and/or various product formats to gain greater value within their budget. This requires encouraging consumers to plan ahead, as well as improving food literacy (how to choose, prepare and cook vegetables) within households and schools.

Through discussions on affordability, it was also noted that consumers are currently not aligning the value of food costs and health benefits. An Australian grower considered whether “fruits and vegetables really are expensive if the nutritional benefits over 1, 5, 10 years or a lifetime were compared to the health benefits of a cup of coffee or a glass of wine or beer”. Whilst there has been an increase in produce prices, industry experts believe the affordability issue stems from the low perceived value of vegetables. For example, consumers are still willing to pay a premium for convenient food formats such as takeaway meals and vitamins/supplements. Although Australians are largely aware that ‘vegetables are good for

¹¹ FVC, Shifting the Dial on Vegetable Consumption: Quantitative Community Research, 2022

¹² ABC News, Deakin University data shows which foods are soaring in price while others hold steady, 2022

you', the expert panel believe it is not translating into action. They believe this is partly because the understanding is latent, and the health benefits feel distant and difficult to quantify. Industry experts' postulate that initiatives linking healthy eating with feeling better both physically and mentally in the short-term may help bridge this disconnect. As 51% of Australian adults stated the pandemic had a negative impact on their mental wellbeing and 36% on their physical health,¹³ emphasising these benefits will help prompt action in the current climate.

Furthermore, marketing and competitive positioning of vegetables against other convenient options in store is critical in driving this value. While many understand vegetables are healthy, consumers tend to be impulsive and influenced by visual and emotive messaging in store. For instance, muesli bars with packaging that visibly state they are low in sugar or fat/preservative free are attractive as they are reminding consumers of its benefits at the point of purchase. The expert panel voiced the need to execute more sophisticated marketing of vegetables to compete against the large food corporations infiltrated in stores. They further highlight the need to address the advertising of unhealthy and ultra-processed convenient foods aimed at children through better regulation. Through promoting the health benefits, flavour, quality and unique selling propositions of vegetables, consumers are more inclined to appreciate the value for money.

Food Waste



I still buy what I like to cook and live as healthy as I can, but the quality isn't as good. I shop once a week, but the food doesn't last more than a few days, even though I'm paying more"



Towards the end of the week, meals tend to have more frozen or processed ingredients"



We're eating more food with a longer shelf-life"

Australians are concerned about discarding unused or leftover produce, with 44% of consumers stating their vegetables end up going to waste. Households account for the majority of food waste (2.46 million tonnes) in Australia, costing each family on average \$2,000 to \$2,500 per year.¹⁴ While consumers primarily feel the financial consequences of wasting food, the environmental impact is becoming an increasing focus for many households. The expert panel noted that awareness of the contribution food waste has on greenhouse gas emissions, water use and landmass wastage has become more prevalent in recent years and is expected to grow over the next decade.

The concern on wasting produce is primarily driven by consumer perception that fresh produce has a shorter shelf-life now compared to the past. This has partly been exacerbated by the shift in shopping habits from the COVID-19 pandemic. Many households who have switched to online shopping and/or take less frequent shopping trips, now seek foods with a longer fresh shelf-life. Moreover, households with children particularly struggle with food waste and believe it is inevitable if their kids are very particular with meals. Many parents are often faced with the challenge of children not finishing (or starting) what's on their plate, as well as having a distaste for simple meals that use up leftover ingredients. These challenges are a consequence of meal planning, preparation and eating habits that often lead to excessive food waste.

To mitigate produce wastage, consumers are aiming to buy better quality and/or smaller quantities of vegetables. 68% of Australians indicate a need for an improvement in vegetable quality to reduce food waste.¹⁵ While growers agree improvements can be made to the supply chain process, growers also believe there is currently unrealistic aesthetic expectations on fresh produce. Australian growers from the grower surveys suggested "it would be valuable to teach Australians that vegetables do not need to look perfect to be good quality and they are no less valuable from a nutritional standpoint". Furthermore, buying whole, large vegetables is a deterrent for some consumers who know they are unlikely to get through the entire item before it perishes. Industry experts suggest access to new and innovative varieties and product formats e.g., mixed bag of leafy greens or frozen/canned

¹³ FVC, Shifting the Dial on Vegetable Consumption: Quantitative Community Research, 2022
¹⁴ Foodbank, Food Waste Facts in Australia, 2022
¹⁵ The Fruit and Vegetable Consortium, Shifting the Dial on Vegetable Consumption – A Growers Perspective, 2022

vegetables to cater for various household sizes, will assist in building confidence around product substitutions for vegetable consumption and alleviate fears of produce wastage.

Discussing food waste, the expert panel identified that there is a skills gap on effective ways to correctly store and prepare vegetables to reduce food waste and that this knowledge has been generationally lost. While some households are managing to minimise their waste to “tops and tails” and peelings, many are throwing out produce that could be edible e.g., broccoli stalks. This is driven by suboptimal storage and preparation methods that do not effectively extend shelf-life and utilise produce. For instance, odd or older vegetables may be used for “all in green dishes” such as soups/stews and vegetable bakes, however are often discarded instead. Industry experts believe this is partly due to “a skills gap around preparation and various ways to prepare tasty and simple vegetables”. It was also noted via the expert panel that households currently store produce differently, and households need more guidance on optimal storage conditions to pro-long fresh shelf-life and help reduce food waste. Industry experts believe introducing tips and tricks under an overarching initiative, e.g., Use Up Day or Love Food, Hate Waste, to encourage and inspire families to make use of leftover produce is key to reducing food waste.

In 2022, Tesco launched *Use Up Day*, a new campaign to encourage UK households to dedicate one day a week to use up food they already have at home. Tesco has a commitment to reducing food waste and supports the United Nations Sustainable Development Goal Target to halve global food waste by 2030. Under this initiative, Tesco has provided various resources for consumers, including a *Use Up Day* guide to help families find a suitable day, as well as recipes that make use of commonly discarded ingredients. They have also introduced a new tool labelled ‘Tesco’s recipe finder’, allowing consumers to input their unused ingredients and find suitable recipes. Through implementing a weekly initiative such as *Use Up Day*, the expert panel believe it can encourage sustained behavioural habits that will help households decrease shopping trips/costs, increase vegetable consumption and reduce food waste.

Love Food, Hate Waste is a campaign launched by the UK Waste & Resources Action Programme in 2007 with the aim of reducing food waste. The campaign promotes ‘loving your food’ by using up every edible part of ingredients, optimising storage of produce and improving eating habits to reduce food waste. The campaign provides tips and tricks, including portion planners, use by guides and recipes for leftovers to support households. The expert panel believe this campaign is particularly effective as it has a strong and positive overarching message that all initiatives can be linked to. It is not overly nutrition focused, but rather is practical and helps tackle the affordability issue for households while supporting the reduction of food waste.

Lack of time and cooking inspiration

“I’ve gone to more convenient foods since COVID-19”

“I don’t have the energy to prepare vegetables”

“Got out of the habit of cooking, we use ready made meals more from food delivery companies like Muscle Chef and Lite ‘n’ Easy”

Many households report that they lack the time and inspiration to cook healthy meals incorporating vegetables, with 39% stating

vegetables take too much time and energy to prepare.¹⁶ Though many Australians have a desire to cook homemade meals, only 3 out of 5 weeknight meals are typically created with fresh, raw ingredients such as meats and vegetables.¹⁷ Due to the availability of more convenient options, consumers currently find it easier to default to unhealthier alternatives when they lack the motivation to cook healthy meals. This was particularly prevalent throughout the pandemic, where many Australians ordered more takeaway meals and home delivered food – a habit which continued to persist once they returned to work and their children to school.

The lack of motivation to cook healthy meals stems from consumer perception that vegetables are both difficult and time consuming to prepare. The consumer surveys showed that many Australians “can’t be bothered cooking” or “don’t have the energy to prepare vegetables”.¹⁶ Moreover, more than two thirds of Australians feel that they’re often too busy to find recipes or meals that their whole family/household will enjoy. Having to cater to multiple food preferences whilst trying to create nutritious meals is the number one stress-factor for Australians when deciding what to cook for dinner. More than half of Australian parents indicate their children are the most difficult people to cook for as they face the challenge of accommodating to their needs.¹⁷

When discussing meal preparation, it was noted that Australian cooking skills are declining as knowledge of how to prepare and cook vegetables in an easy, delicious and time efficient manner is being generationally lost. This is currently not a fundamental skill instilled and passed down in households. Industry experts believe this is partly driven by the lack of easily digestible recipes that cater towards nuanced consumer preferences and family habits/patterns. Expert panel workshops identified that time constrained parents, some ethnic households and Australians living alone find it difficult to relate to current recipe initiatives. Amongst the available recipes for these parties, many are not visual and do not provide a simple step-by-step process, nutritional benefits, and cost per serve information. Industry experts believe providing these recipes and information are key to encouraging an increase in homemade, nutritious, and vegetable based meals.

Furthermore, the low desirability and motivation to cook and eat vegetables amongst Australians is suggested to stem from childhood habits. An Australian grower found this to be particularly concerning as “the younger generations have been born into a convenient society where everything is readily available, and as a result, don’t know the basics of cooking”. Industry experts state addressing the school and home environments are integral to the development of a child’s cooking and eating behaviours in adult life. They believe early exposure to vegetables is critical in widening their palatability, familiarity, and comfort with a range of vegetables and recipes, as habits are likely to persist into adulthood. Currently, there is poor nutrition, agriculture, food and cooking education for kids in school. For instance, home economic classes will commonly teach students how to make baked goods and desserts, rather than easy, nutritious meals. The disconnect with healthy foods is exacerbated by the environment kids are in, with easy access to processed foods at vending machines or school canteens. Experts indicate addressing school settings as fundamental to tackling this issue, further suggesting the need to acknowledge and leverage existing food and health classes/programs. The panel believe parents play a key part in this process as it is necessary for them to replicate the healthy learnings from school and implement it at home to drive sustained behavioural change.

Demand growth can help growers



All groceries are going up in price. The choice remains with people to feed their family good food”



Promote the proven health benefits of fresh vegetables in the daily diet”



We need initiatives that encourage variety, this is both good for the grower, the soil and the consumer creating interest and health”

¹⁶ FVC, Shifting the Dial on Vegetable Consumption: Quantitative Community Research, 2022

¹⁷ Hello Fresh, How do Australians Cook (and Eat?!). We find out, 2017

Discussions with the Australian agriculture industry highlighted the challenges that vegetable growers are facing in the current environment.

Australian growers reported that lack of access to a suitable workforce is having the most significant impact in their cost of production and subsequently vegetable affordability. This is due to reduced capacity to harvest crops, reduced supply and higher wholesale prices.

Growers are also dealing with additional cost pressures of labour, fertiliser and fuel which has impacted margin. Most farm inputs have increased significantly in price in the past year and/or been in short supply.

In addition, growers report that an increase in the frequency of floods, bush fires and drought has significantly impacted the horticulture industry in recent years. This includes the direct impact on effected regions but also a broad impact across the entire market.

The expert panel agree that initiatives to improve the demand for and consumption of vegetables will help support growers face the challenges outlined above.

Findings

With COVID-19 contributing to an entire generation of Australians who are at risk of facing a health crisis, industry experts believe it is critical, now more than ever, for Australians to increase their vegetable consumption. The industry experts advised a Federal Government led national behavioural change strategy incorporating various initiatives that address the core barriers to vegetable consumption is key to driving sustained behavioural change in Australia.

To address the key consumer issues, the industry expert panel recommend:

01

National Strategy

A national behaviour change strategy that is sponsored and integrated with all levels of Government and has alignment across States and Territories is integral to driving increased vegetable consumption. This could follow the successful “Peas Please” and “Love Food –Hate Waste” strategy instituted internationally, however tailored to an Australian audience.

02

Industry Integration

A national vegetable consumption strategy must be highly integrated and have contribution from all relevant industries. In particular - integration with initiatives led by the retail, public health and education sectors to improve the food literacy and health education within Australia. For example, the vegetable consumption strategy should integrate with the National Preventive Health Strategy, National Obesity Prevention Strategy, National Health Literacy Strategy, National Food Waste Strategy, State and Local Government health and wellbeing plans.

03

Affordability

Affordability should be at the core of the strategy. The combination of rising inflation and perception of the high vegetables cost outlined in this research, represents a material risk to vegetable consumption. The expert panel wants to explore changes to the way vegetables are priced in grocery stores, that is -per kilogram –which can be interpreted as high cost. The expert panel believe price per individual item or price per recommended serve (75g) may better represent the cost of vegetables in a daily meal.

04

Ability to Drive Change

Industry experts suggest initiatives should fall under a consistent and simple message that implements a place-based approach as environment is particularly influential on eating behaviours. This includes driving change at the workplace, supermarkets, early learning settings (long-day care), primary and secondary schools, sport and recreation centres and other foodservice settings. In particular, the strategy should drive change in Australian households given the development of unhealthy food habits during COVID-19. Targeting parents within this process is critical as parents play a key role in purchasing decisions and influencing the eating behaviour of the entire family, including children most at risk of overweight and obesity.

The research findings indicate that Australians are aware that an increase in vegetable consumption will improve their long-term health. However, due to barriers linked to affordability, concern over food waste and a lack of time/inspiration, consumers need compelling motivation, inspiration and guidance on how to overcome these challenges. These issues are closely tied to the current state of food literacy in Australia, specifically how to select, store, prepare and cook produce. Concerns about purchasing and eating vegetables are also linked to the perceived value of produce, product marketing/competitive positioning in stores and poor health/food education for kids at school. With a national behavioural change strategy, industry experts believe strong initiatives and messaging addressing these core issues will drive healthy behavioural change and encourage Australians to add more vegetables to their daily diet.





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