

Title Developing new high health vegetables - The Vital Vegetables experience
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Abstract

The primary aim of the *Vital Vegetables*® project was to develop and commercialise new high health vegetable products, which can be marketed on their health benefits. The first step was to gain an understanding of the likely market reaction and to determine whether there is a real market opportunity. The market research was prepared and undertaken by David McKinna *et al.* Pty Ltd using a variety of approaches, including consumer focus groups, a telephone survey comprised 601 respondents in total: 450 in Australia and 151 in New Zealand, and opinion leader research. Results indicated that consumers are very interested in high health vegetable products. However, products must still taste good, be convenient and have high visual quality. Consumers also strongly preferred products that are in a fresh, unprocessed form, and they must be endorsed by a trusted, independent scientific authority. In addition, they indicated they would be prepared to pay a premium for vegetables with demonstrated increased health benefit. The *Vital Vegetables*® project has used this information to develop scientific capabilities in the 5 areas where R&D is necessary to successfully develop new high health vegetables, and has developed a suite of new vegetable products. Commercial partnerships are currently being formed to finalise and release these new products. As an example, a new high glucosinolate broccoli variety has been developed and is currently being test marketed in NZ. To take this concept into the future, a new project, to be know as Vital Vegetables 2, is in the process of being developed and will greatly expand the number of vegetable products developed, to include a range of the most commonly consumed vegetables.