

### **Abstract**

In Australia the lack of consistency in naming Asian vegetable causes confusion among growers, retailers and consumers. Add this to the fact that many consumers don't know how to use these products and it is not surprising that Asian vegetables still represent only 0.5-1.0% of the vegetables sold in most retail stores. We have developed vegetable a standard system of names for these vegetables with the aim of improving communication between growers, wholesalers, retailers and consumers . We have also conducted a survey of retail store managers in New South Wales to asses their familiarity, or otherwise, with Asian vegetables. Many were found to have limited knowledge of the products, even ones they had for marketing strategy for Asian vegetables which will include all those involved in the Asian vegetable supply chain. This project has been greatly assisted by a high level of interest from growers, wholesalers, retailers and others involved in the food industry. The interface between postharvest research and such marketing focused project objectives will be discussed.