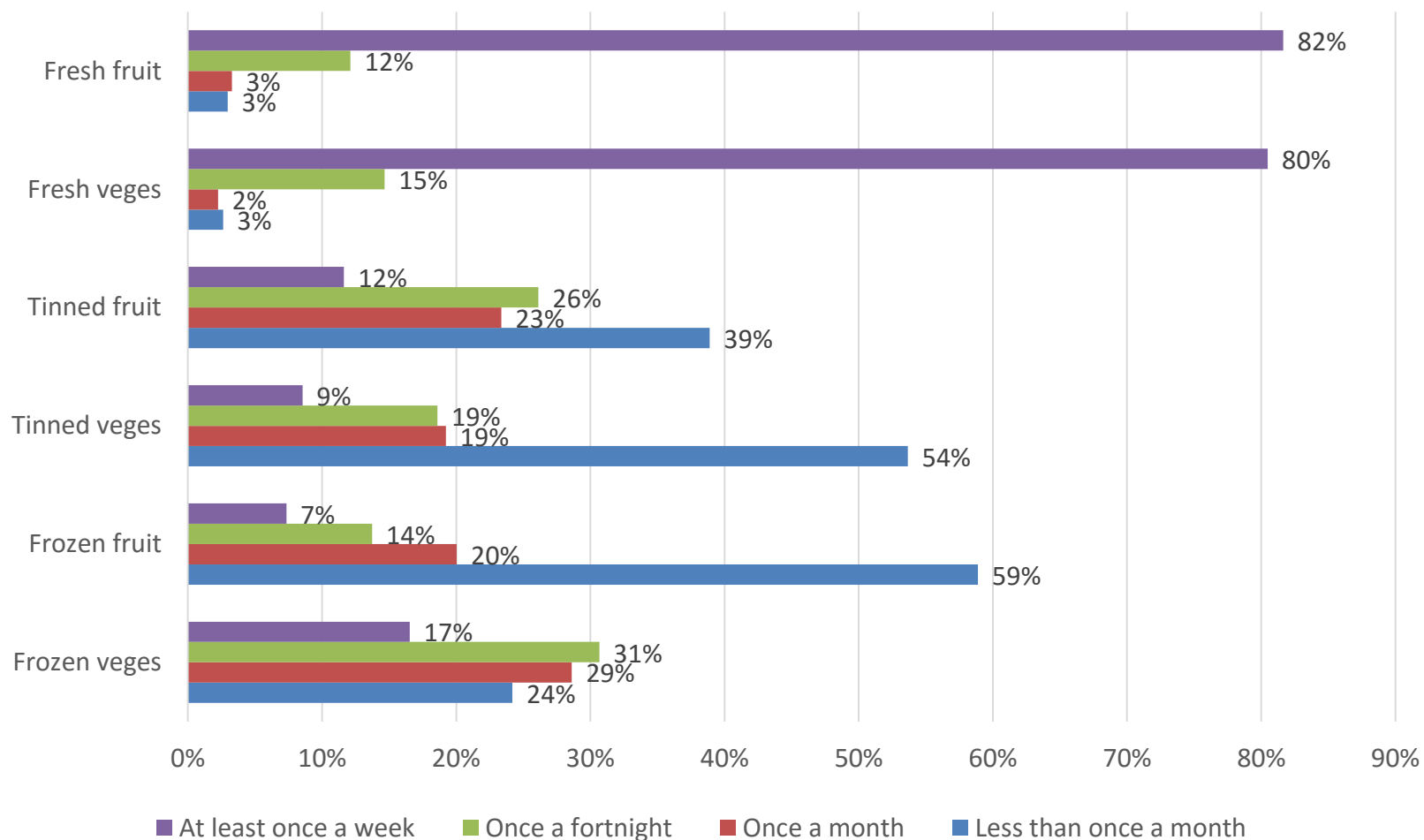


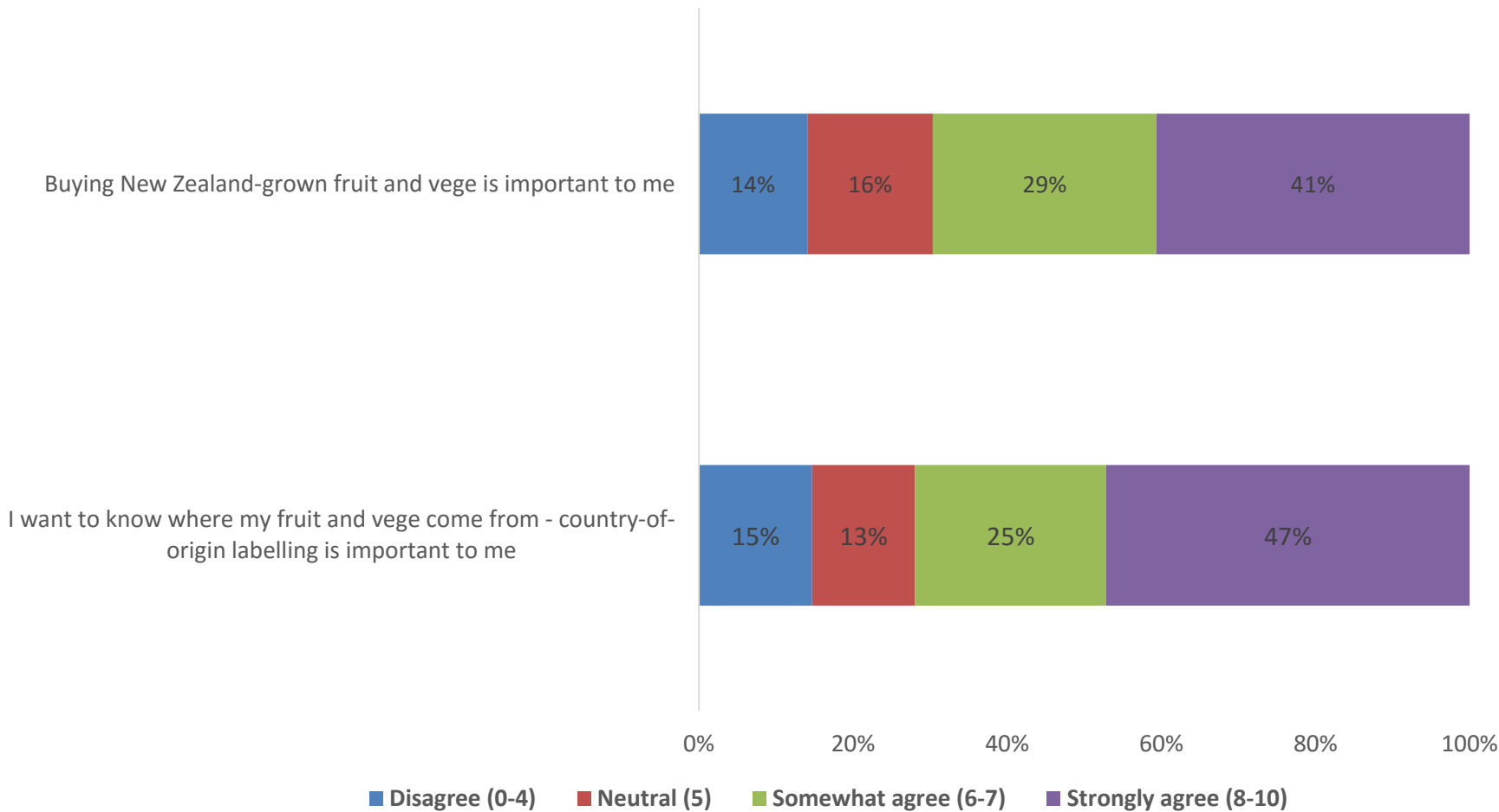
Frequency of purchase

Four out of five Kiwis purchase fresh fruit and veges at least once a week. Processed fruit and vegetables are purchased less frequently.



Buying NZ-grown and country of origin labelling

Seventy percent agreed or strongly agreed buying NZ-grown fruit and veges is important to them. A slightly higher proportion (72%) agreed it's important for them to know where their fruit and veges come from and that country of origin labelling is important to them.

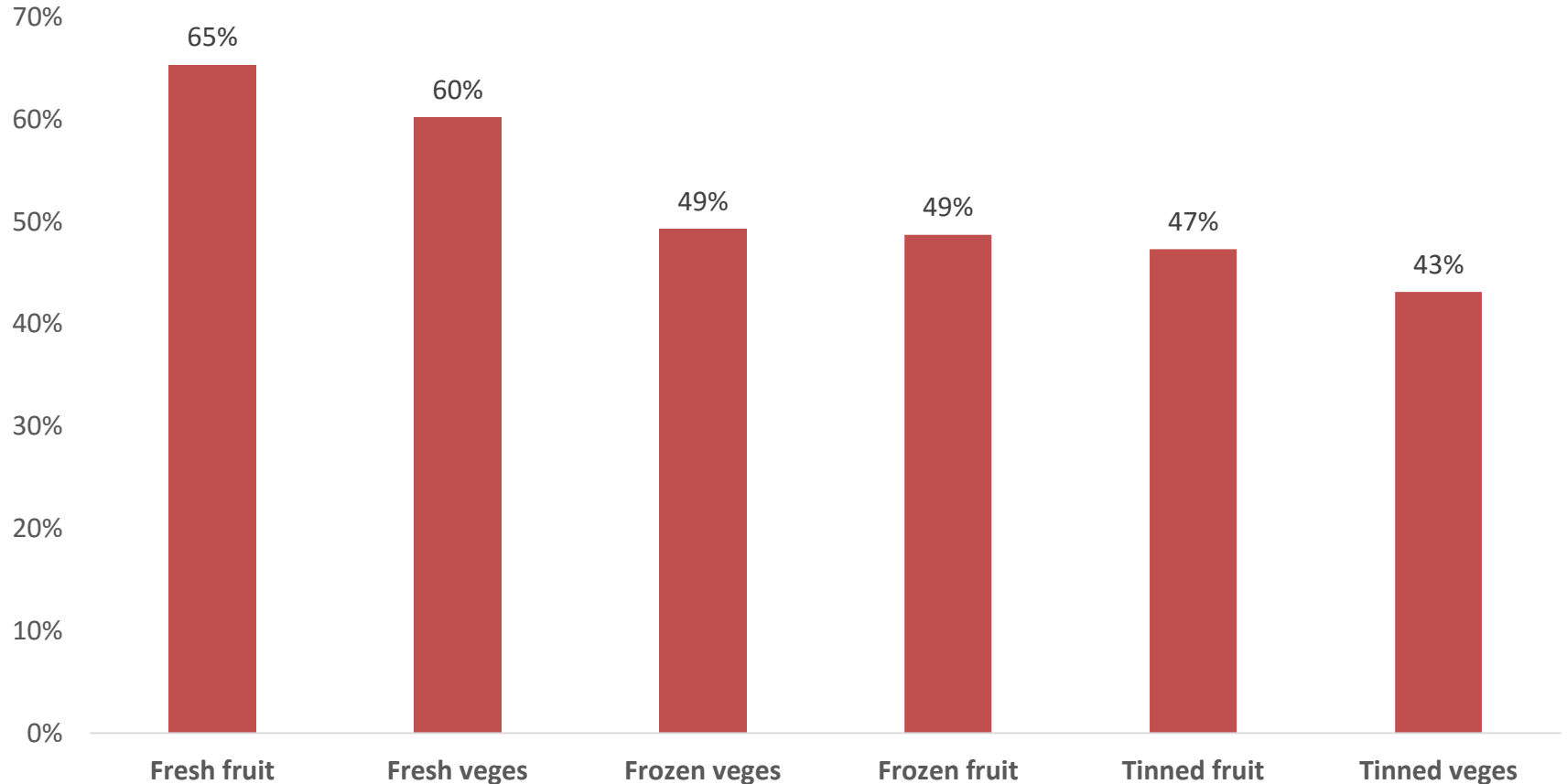


Q: How strongly do you agree or disagree with the following statements?
Base: 1066



Looking for country of origin information

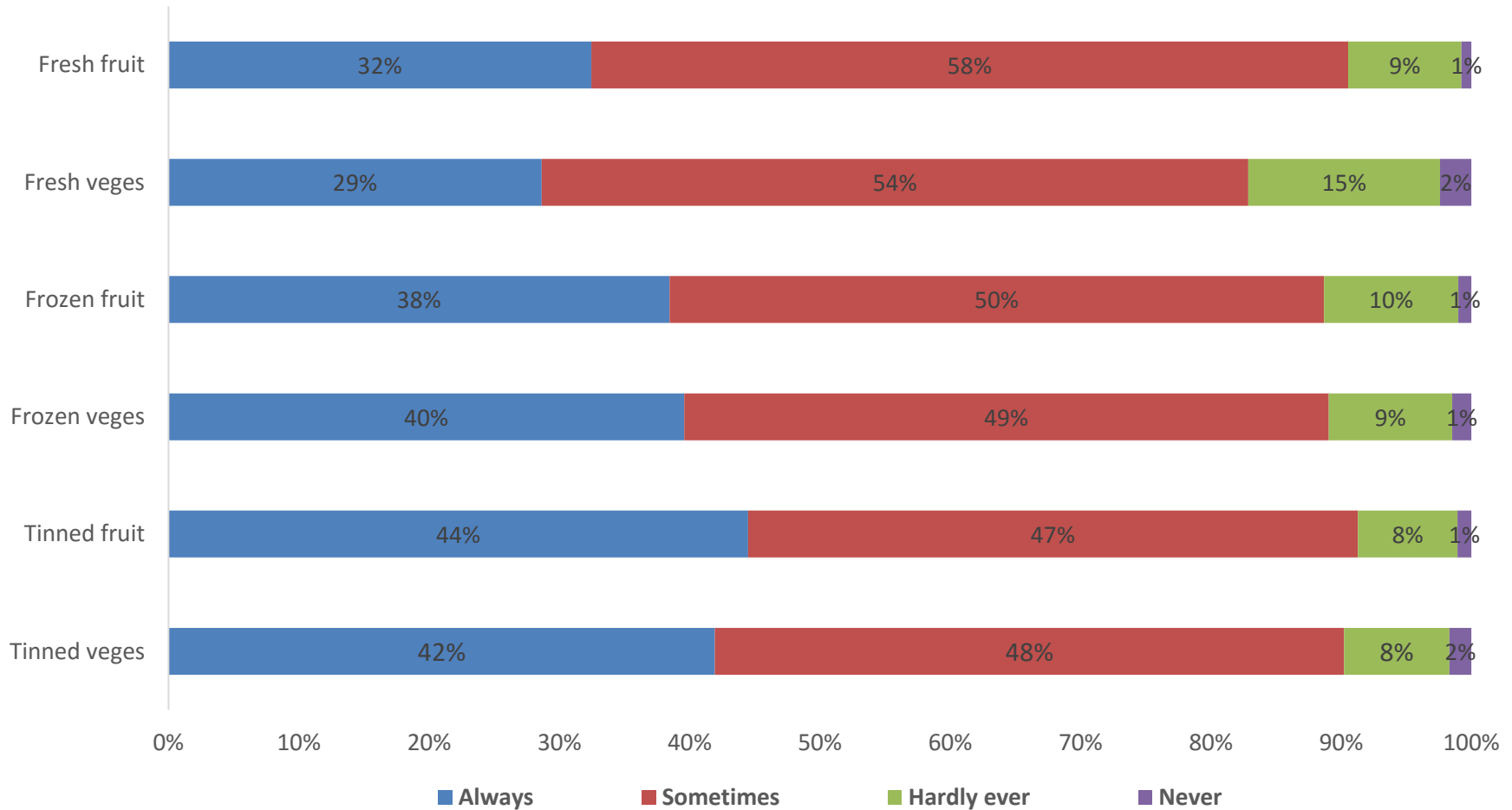
Consumers are more likely to look for country of origin information when buying fresh fruit and veges. Specifically, 65 percent look for country of origin information when buying fresh fruit and 60 percent do so when buying fresh veges.



Q: In general, do you look for country-of-origin information when buying fruit and veges?
Base: 1066

How often do Kiwis find country of origin information?

Of those who look for country of origin information when buying fresh fruit, less than a third said they always find it; even fewer (29%) said they always find this information when buying fresh veges.



Q: In general, do you look for country-of-origin information when buying fruit and veges?

Base: Fresh fruit: 699, fresh veges: 644, frozen fruit: 522, frozen veges: 528, tinned fruit: 506, tinned veges: 465.

Support for mandatory CoOL for fruit and vegetables

Five out of seven Kiwis think it should be mandatory for fruit and vegetable retailers to display country of origin information. Regular buyers of fresh fruit and veges are more likely to share this opinion.

