



***vegetables.co.nz***  
↗ 

***“vegetables.co.nz aims to be the key point of contact  
for high quality resources and information on  
all fresh New Zealand grown vegetables”***

***vegetables.co.nz***  
↗ 



# ***Funders***

- Vegetables NZ
- Potatoes NZ Inc
- Tomatoes NZ
- Onions NZ Inc

**100% Grower Funded**



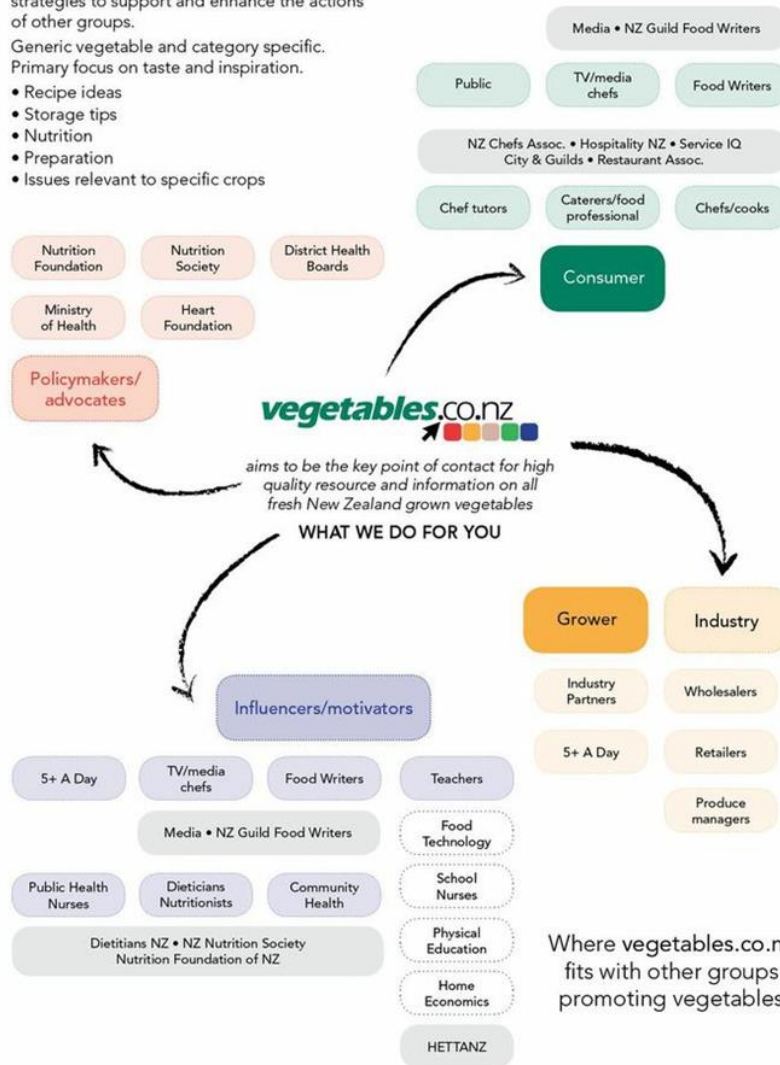
# Strategy

## Fresh New Zealand-grown vegetable promotion

[vegetables.co.nz](http://vegetables.co.nz) has identified gaps and developed strategies to support and enhance the actions of other groups.

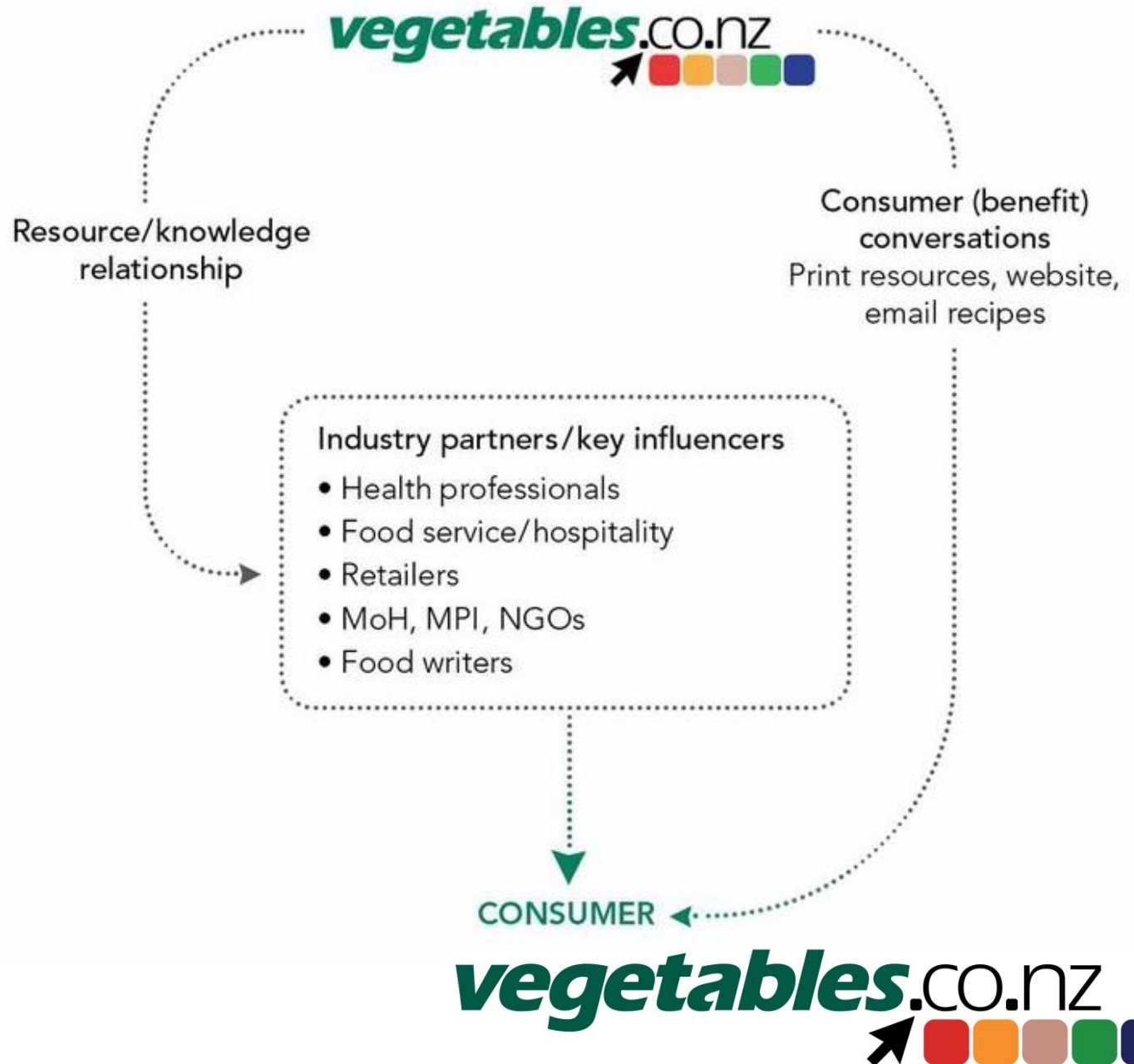
Generic vegetable and category specific.  
Primary focus on taste and inspiration.

- Recipe ideas
- Storage tips
- Nutrition
- Preparation
- Issues relevant to specific crops



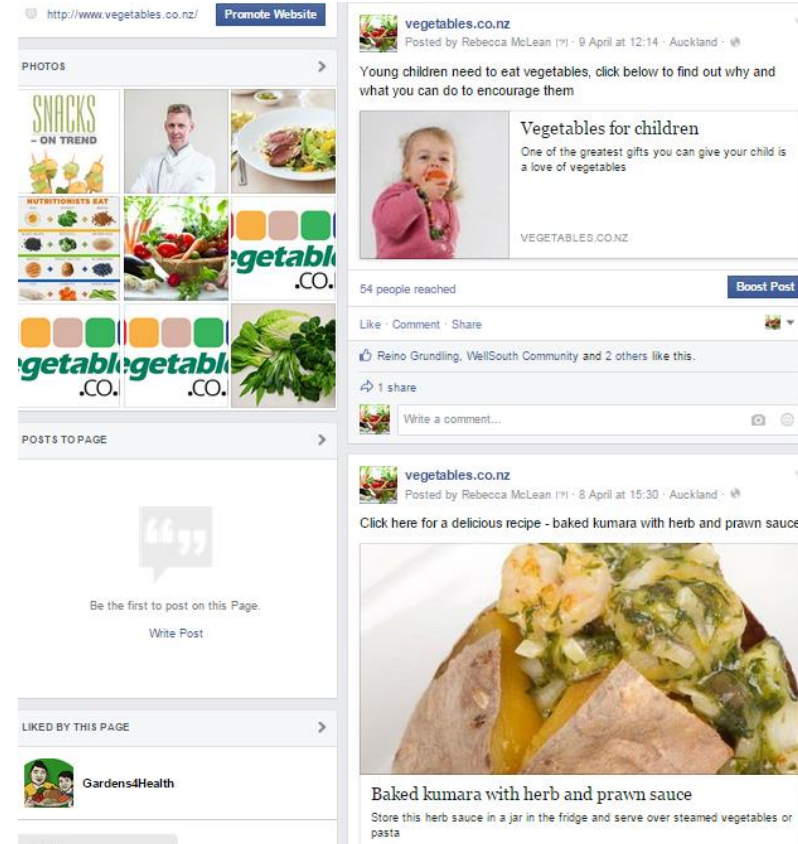


# Direct to Consumers



# Direct to Consumers

- Email recipe club
  - Monthly
  - Direct to database
  - Low unsubscribers
- Facebook
  - Increasing presence
  - Targets younger people
  - Run competitions
  - Source of relevant information and recipes





# *National Secondary Schools Culinary Challenge*

- Nation wide competition
- Judged be Chef Mark Wylie
- Winning team travels to Tahiti to compete in the International Secondary Schools Culinary Challenge

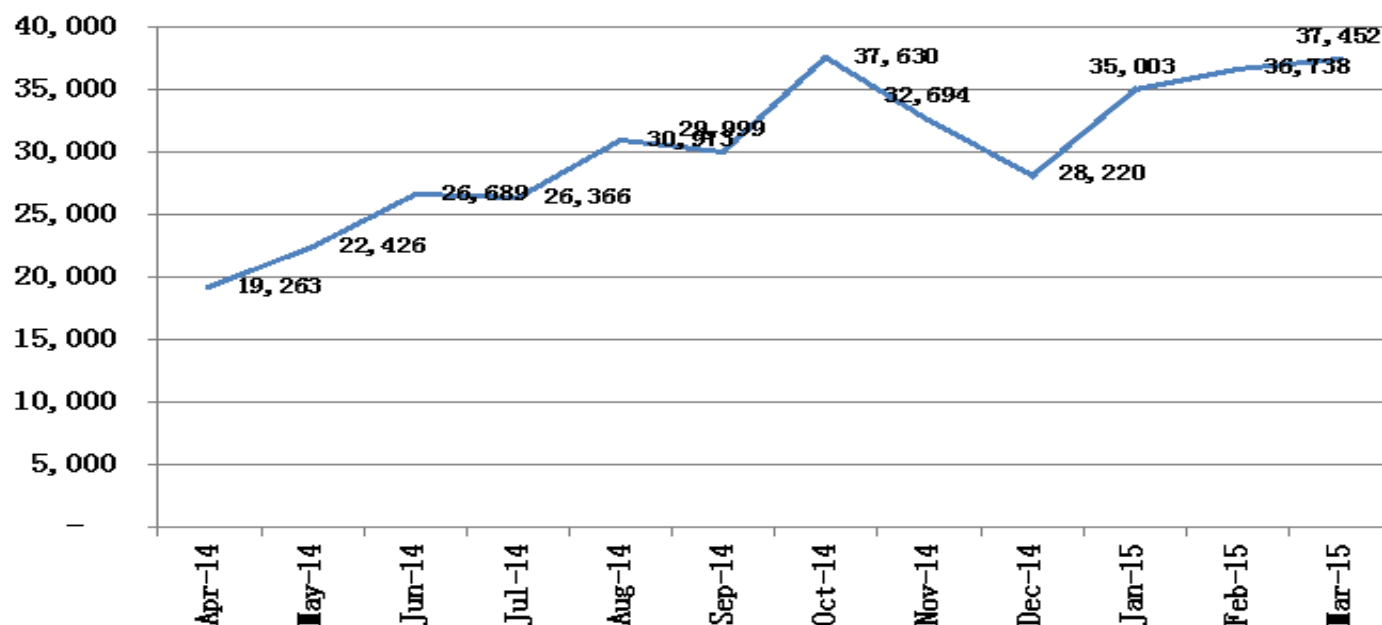




# Website

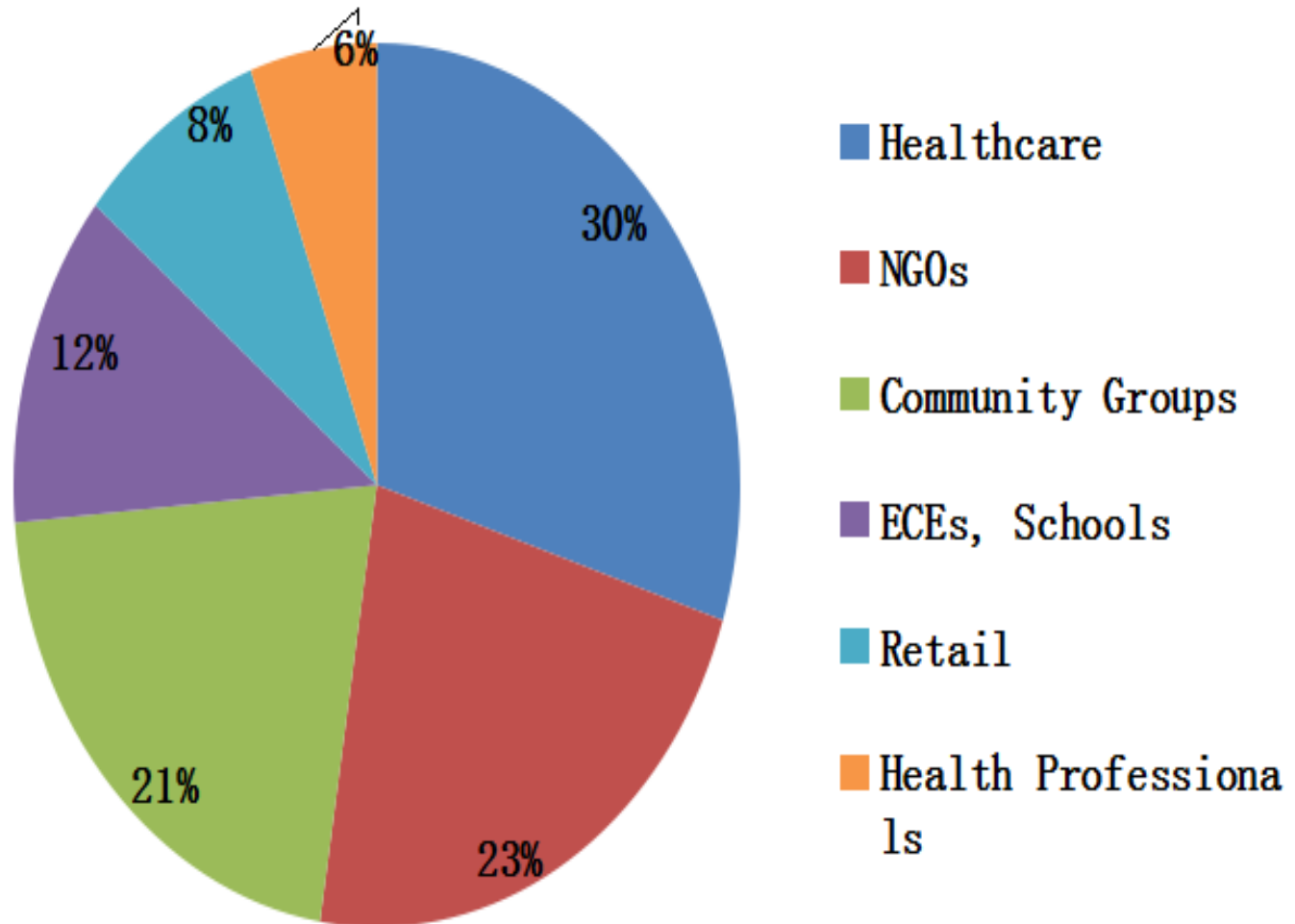
- |                         |                  |                  |
|-------------------------|------------------|------------------|
| • Mobile Usage          | 2014 - 1,563     | 2015 - 6,307     |
| • Most popular in world | 2012 - 3,086,955 | 2015 - 1,137,137 |
| • Pageviews             | 2014 - 7,888     | 2015 - 19,882    |
- 36.7% of pageviews are for select a vegetable
  - 19.5% of pageviews are for recipes

Pageviews over the past 12 months



# Resource Distribution

Resource Distribution 2014





# Printed Resources



**SNACKS**  
- ON TREND

**VegUp**  
with 5+ A Day®  
Great ideas with fresh New Zealand grown vegetables and Pacific flavours

**Eat a Rainbow**

**5+a DAY**  
fresh fruit & vegetables  
5aday.co.nz

**vegetables**.co.nz

For more great recipes for fresh veg visit [www.vegetables.co.nz](http://www.vegetables.co.nz)



# Downloadable Resources



**vegetables.co.nz**

**Make half your plate vegetables**

Choose a variety of different coloured vegetables

**1/2 plate vegetables**

**1/4 plate carbohydrate foods**

Noodles, Pasta, Rice, Bread (all wholegrain)

For great tasty ideas visit [www.vegetables.co.nz](http://www.vegetables.co.nz)

## Nutrients in fresh New Zealand grown vegetables

| Fibre<br>g/100g | Vitamin C<br>mg/100g | Vitamin A<br>mcg/100g |
|-----------------|----------------------|-----------------------|
| 8*              | 170*                 | 1450                  |
| 6.7             | 150*                 | 1360                  |
| 6.3*            | 100*                 | 1170*                 |
| 5.2             | 75*                  | 824                   |
| 5.1             | 58                   | 589                   |
| 3.7             | 55                   | 552                   |
| 3.3             | 55                   | 431                   |
| 3.2             | 40                   | 362                   |
| 3.2             | 31                   | 290                   |
| 2.8             | 25*                  | 245*                  |
| 2.8*            | 24*                  | 152                   |
| 2.4*            | 24*                  | 107                   |
| 2.3             | 22                   | 98*                   |
| 2               | 21*                  | 92*                   |
| 2               | 19                   | 68                    |
| 2*              | 19                   | 67                    |
| 2               | 17                   | 62                    |
| 2               | 17                   | 57                    |
| 1.7             | 9                    |                       |

Sources: The NZ Food Composition Tables 5th edition  
\* raw vegetables; all other values are for steamed vegetables

View serving sizes at [www.vegetables.co.nz](http://www.vegetables.co.nz)

g = gram, mg = milligram, mcg = microgram

FOR TASTY IDEAS VISIT **vegetables.co.nz**

**vegetables.co.nz**

**pumpkin and turnips in cumin**

1kg pumpkin, peeled, seeded and cut into chunks

1kg baby onions, peeled

1kg turnips, cut into wedges

1kg curly potatoes, cut into chunks

1kg cumin seeds

1kg olive oil and 1/4 cup lemon juice

1kg brown sugar

1kg ground black pepper

see over. Substitute the cumin with garlic.

Wellington: Ph 04 472 3795  
Auckland: Ph 09 472 3795

vegetable ideas at [vegetables.co.nz](http://vegetables.co.nz)

**vegetables.co.nz**

# Select a Vegetable

## SELECT A VEGETABLE

For information about a vegetable, select it from the list below.

Nutrition information panels are included under the Nutrition section for all vegetables that data is available for.

To see information about the Nutrition information panel contents scroll down the page.

- artichokes - globe
- artichokes - Jerusalem
- Asian vegetables
- asparagus
- beans
- beetroot
- broccoli
- Brussels sprouts
- cabbages
- capsicums
- carrots
- cauliflower
- celeriac
- celery
- chilli peppers
- chokos
- courgettes, marrows, scallopini
- cucumber
- eggplant
- fennel
- fresh herbs, garnishes, edible flowers
- garlic
- ginger
- Indian vegetables
- kale and cavolo nero
- kohlrabi
- kumara
- leeks

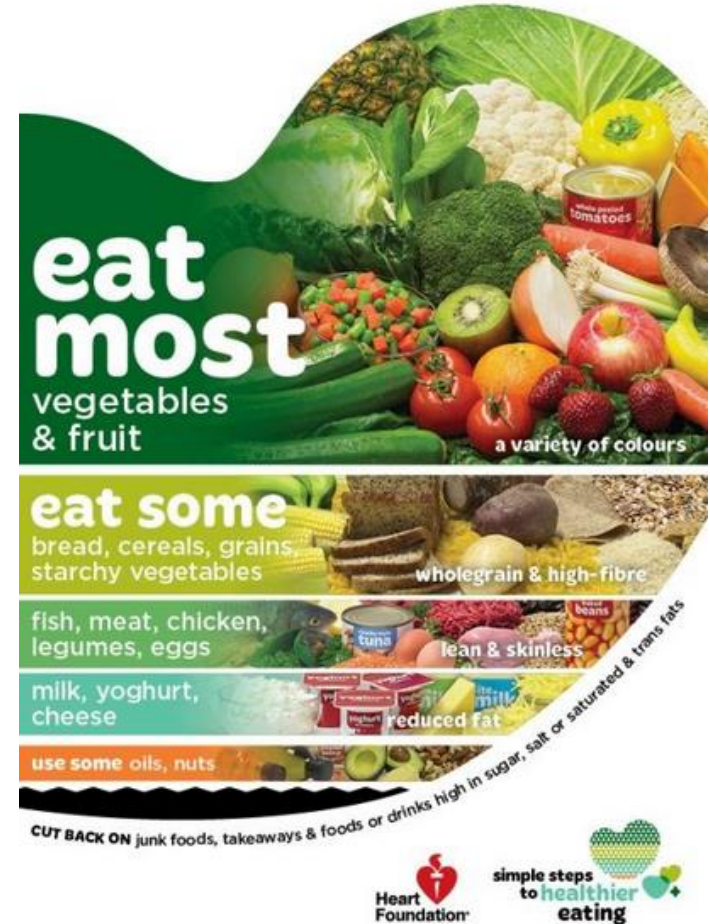
- lettuces
- melons
- microgreens
- mushrooms
- okra
- onions
- parsnip
- peas
- potatoes
- potatoes, purple
- puha
- pumpkins
- radishes
- rhubarb
- salad greens
- silverbeet
- spinach
- spring onions
- sprouted beans
- swedes
- sweet corn
- taro
- tomatoes
- turnips
- watercress
- witloof
- yams





# Nutrition

Phytonutrients are naturally occurring plant compounds. There are thousands of these different phytonutrients in vegetables, usually in small amounts. Plants produce them for their own protection from insects or bacteria, as pigments for photosynthesis (energy production) and flavour.





# *Image Library*





# *Recipes*





# ***Vegetables User's Guide***

**vegetables**  
a user's guide



**vegetables.co.nz**  
A multi-colored arrow icon pointing up and to the right, composed of red, orange, yellow, green, and blue segments.

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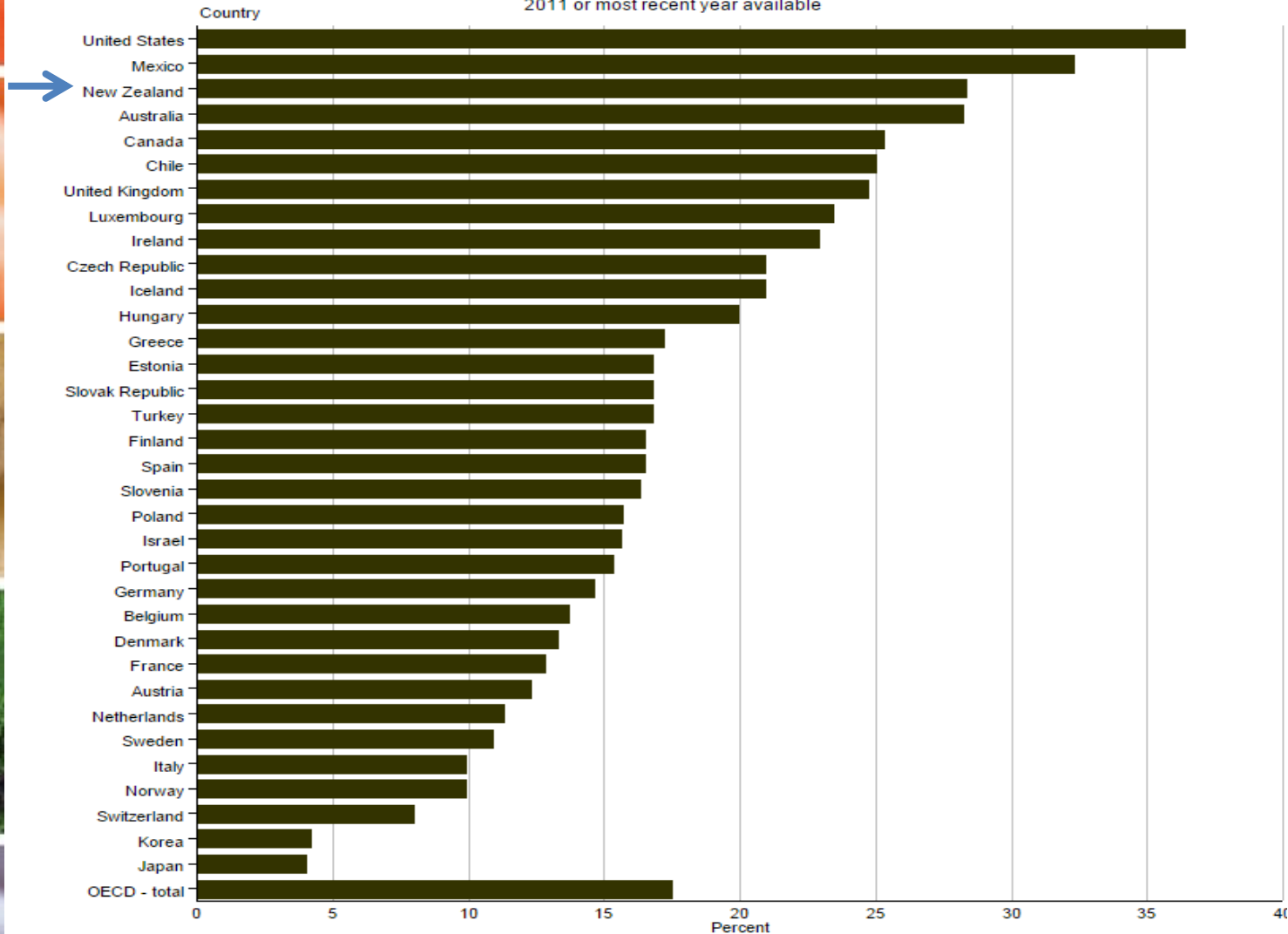


# The Story

Obesity rates – OECD

By country

2011 or most recent year available



Source: OECD

**vegetables.co.nz**



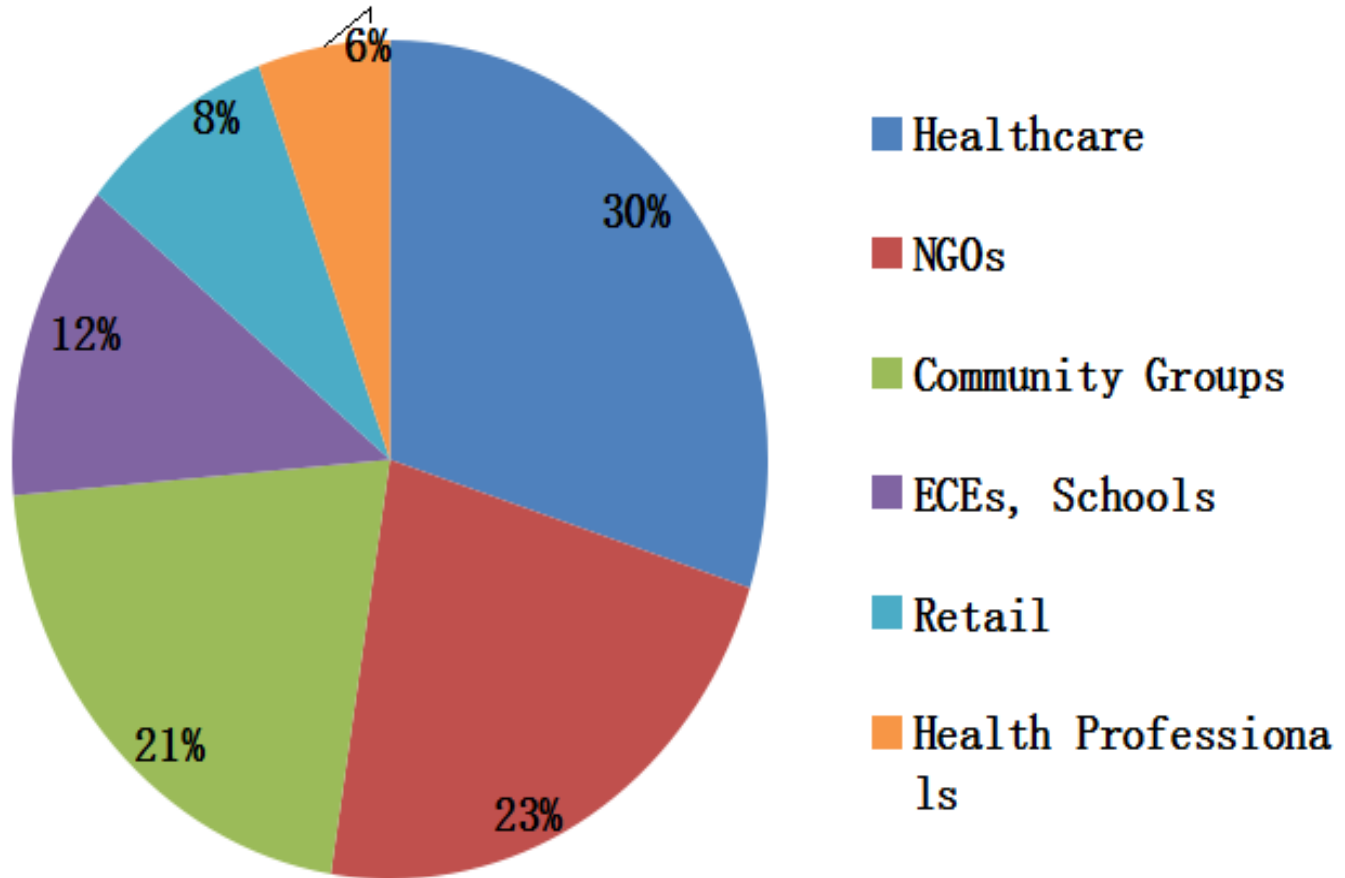
# ***Work in Progress***

- App for the Vegetables User's Guide
- Vegetarian Dish Competition
- QR Codes into supermarkets
- Fresh Inspiration
- Building our Facebook followers
- NZ Vegetarian Dish competitions
- Bidvest shows
- Toque d'Or competition
- NZ Team Skills competition



# *Resource Distribution (Revisited)*

Resource Distribution 2014





# ***Thank you***

Like us on Facebook to stay up to date  
with new resources and activities.



**Health professionals and [Vegetables.co.nz](http://Vegetables.co.nz)  
working together to achieve more.**

***vegetables*.co.nz**

A graphic element at the bottom right of the logo, featuring a black mouse cursor arrow pointing upwards and to the left, followed by five small colored squares in red, orange, brown, green, and dark blue.