



Know-how for Horticulture™

From 'old-fashioned' to exotic - A fresh approach to Australian papaya and papaw

Building on this year's success, Papaya Australia, which represents the Australian papaya and papaw growers, is commencing the second year of its communication program aimed at changing consumer perceptions and increasing demand.

Research on which the three-year campaign is based shows that many consumers have a low awareness of the fruit while others are often confused between the two types; the yellow fleshed papaw and the red fleshed papaya.

The first year of the campaign concentrated on communicating with key food industry influencers to source their knowledge and understanding of the fruit and essentially clarify any ambiguity.

"We met with food purveyors, chefs, restaurateurs and national food media who provided us with valuable industry feedback and insights which has helped shape the communication program moving forward" said Joe Zappala, Chair of the Australian Papaya Industry.

In addition to encouraging trial and helping establish a distinction between the two fruits, the campaign also aims to challenge the fruits' 'old-fashioned' image and reposition papaya and papaw as sophisticated and exotic among a younger and trend conscious audience.

The second year of the campaign will concentrate on public relations and direct consumer instore marketing activities particularly addressing infrequent and non-users, focusing on recipes and tips about new and exciting ways to eat and serve the fruits.

"Encouraging a younger, predominantly female audience (25-45 years) to discover papaya and papaw will really expand the market and give these amazing tropical fruits the attention they deserve!" said Mr Zappala.

A focus on the untapped younger market won't mean that frequent users (50+ male/females) will be ignored. This group will also be communicated to via media relations providing recipe ideas and information to encourage their continued interest in the fruits.

"We have already seen great results from the first year of our campaign and look forward to bigger and better things for the long-term future of the industry and importantly the growers" said Mr Zappala.

Papaya and papaws are predominately grown in Northern Queensland areas including the Northern Territory, Innisfail, Mareeba, Proserpine, Yarwun, Gympie, Carnarvon, Kununurra and the Sunshine Coast districts. Harvested and available all year round they can be purchased from all major supermarkets and/or smaller independent fruit markets.

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