

Final Report

Avocado FY23 retail education

Project leader:

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Delivery partner:

Direct 2 Consumer

Project code:

AV22006

Project:

Avocado FY23 retail education (AV22006)

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Public summary

The objective for this activity is to address the gaps identified by Hort Innovation at a retail level on knowledge of different varieties and quality management including stock management, storage practices, product merchandising and shelf management.

Specifically, the 2023 Avocado Program Education Program is aiming to achieve the following results:

1. Reduction in bruised and damaged avocados when merchandised
2. Reduction in squeezing by consumers in-store to determine ripeness as well as increasing their knowledge of how to ripen fruits at home;
3. Displaying avocados at various stages of ripeness (eg Eat Now, Eat Later);
4. Increasing retail staff and consumer knowledge about the different varieties (primarily Shepard and Hass)

This will lead to an increased demand for Australian Avocados, driving purchase intent, conversion at the shelf and ultimately an increase in consumer satisfaction due to improved quality.

The Program is built around a field team (merchandisers) that are deployed into a selected number of Coles and Woolworths stores, multiple times, to conduct surveys on retail staff, undertake audits of avocado fixtures and storage, and to train retail staff on 'best practices'. Merchandisers will have to deploy Point of Sale (POS) in-store including at the avocado fixtures and in the stores storage (back of house).

Merchandisers are trained by D2C through informational videos and training material supplied by Hort Innovation. D2C customised the training material for the merchandisers on an engaging eLearning platform. This is used for top-up training of merchandisers and also to train retail staff.

Achievements

Table 1. Achievements

Achievement criteria	Delivery partner assessment: • Achieved • Partially achieved • Not achieved	Justification
Store selection, scheduling ad store booking	Partially achieved	All stores have been selected and approved for the program. Each store will be visited 6x times.
BA Training	Achieved	All staff receive received training via teams and an interactive online program. The training included detailed information about Australian Avocados, the program, KPI's, instore processes etc.
BOH Poster Uniforms	Achieved	BOH poster includes instructions on the best practices for storage, display, care and handling etc in store. BA's infield will wear white branded shirts with the Australian Avocados logo.
Survey and Staff	Achieved	The staff quiz and instore report were approved by Hort Innovation in line with program objectives.
Auditing	Partially Achieved	BA's are continuously audited and additional trainings are held to fill in knowledge gaps, ensure processes are continued etc.
Reporting	Partially Achieved	Reporting has been send as requested with the dashboard updated weekly

Outputs

Table 2. Output summary

Output	Listed in M&E Plan: • Yes • No	Description	Evidence and data
Avocado Displays		Merchandisers in store rated the presentation quality of both Hass and Shepard Avocados. Merchandisers also recorded if there were Eat Now Eat Later stock available.	44.43% of stores had Hass Eat Now and Eat Later stock on display 55.4% of Hass presentation quality was rated as good however, 8.72% of displays were rated as poor. 70.1% of Shepard presentation quality was rated as good however, 7.17% of displays were rated as poor.
Staff Participation in the program		Merchandisers rated how supportive and willing store managers and produce managers were to take part in the program.	The majority of store managers and produce managers were supportive of the program and willing to take part. 36.4% of store managers were very supportive of the program however, 4.8% were unsupportive. 48.2% of store managers were very supportive of the program however, 3% were unsupportive. 50.29% of produce managers and 6.24% of store managers participated in the avocados training.
Staff Quiz		The retail staff quiz highlights that there is room for staff to better understand the difference between the 2 varieties.	When tested on the differences 31.7% of staff were able to correctly identify all characteristics of a Hass Avocados and 31.7% of staff were able to correctly identify all characteristics of a Shepard Avocados. When tested on the correct care and handling instructions 61.8% of staff were able to correctly identify all correct answers.
Staff Training		Merchandise asked staff participating in the training when the last time they received avocado training was and if they could supply examples of avocado training.	11.86% of staff have received avocado training in the last week however, 28.30% have never received avocados training before. 66.4% of staff could not provide examples of avocados training material to onboard new staff.

Outcomes

Table 3. Outcome summary

Outcome as listed in M&E Plan	Progress to achieving outcome	Evidence and data	Progress: • On track • Off track
Visits	Halfway	1,788 stores visits have been completed.	On track
Displays	Halfway	2,000+ avocados displays have been organized.	On track
BOH poster	Halfway	600 BOH posted have been installed.	On track
Retail Staff Training	Halfway	1,900 retail staff members have been trained by D2C merchandisers.	On track
Stores	Halfway	800 stores visited by our merchandisers.	On track

This is an interim report, all outstanding items will be updated after the completion of the program.

Intellectual property

No project IP or commercialisation to report

Issues and risks

No issues and risks

Other information

No additional information to report

Appendices

No appendices