



How to convince consumers to eat more fruit

Innovative methods for post-harvest fruit management
An Inter-regional project by Emilia-Romagna Region &
Centro Ricerche Produzioni Vegetali
Bologna, 12 Marzo 2010
Morten Strunge Meyer, Danish Cancer Society





4P





Marketing tools

TV-commercials

Leaflets

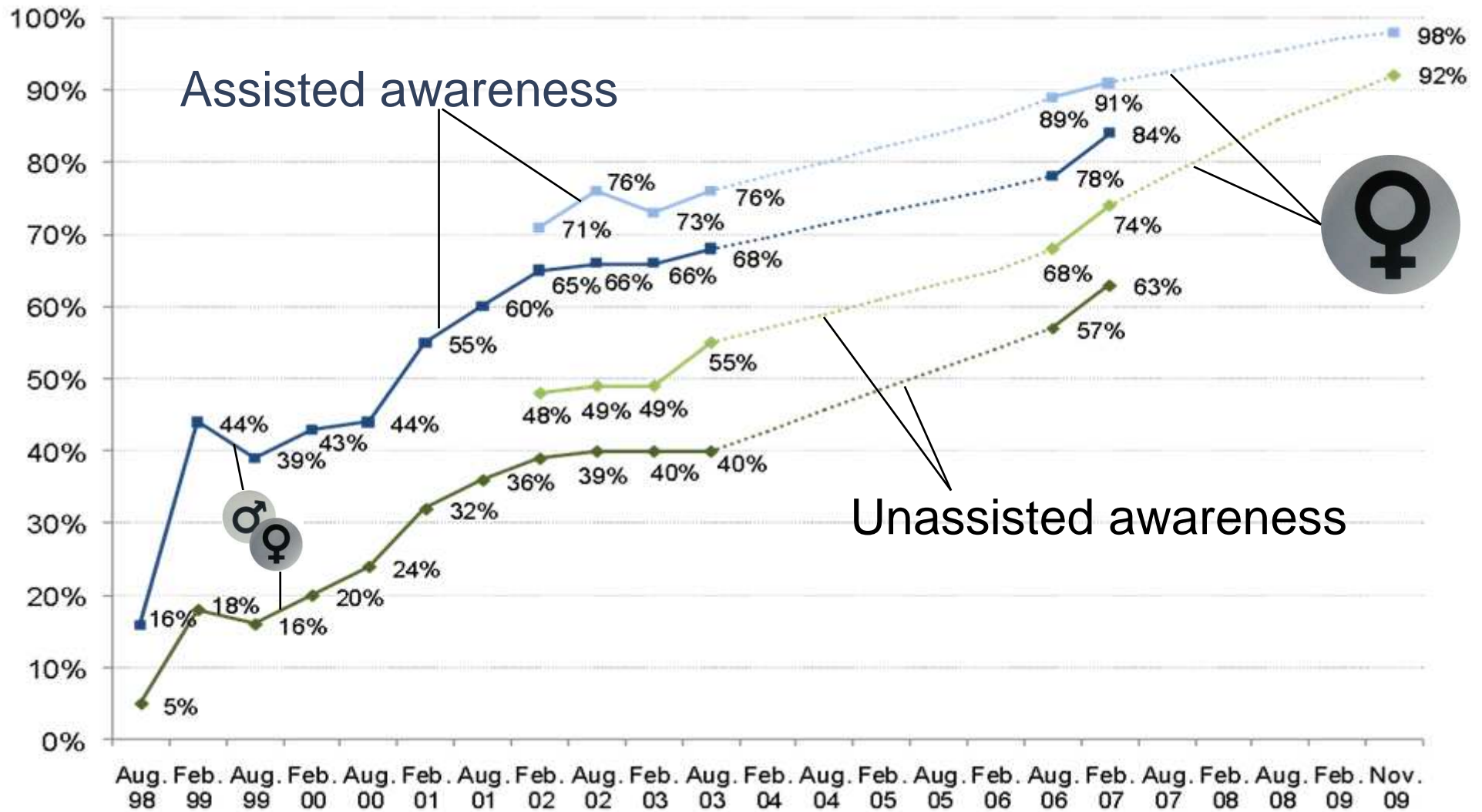
Print advertizing

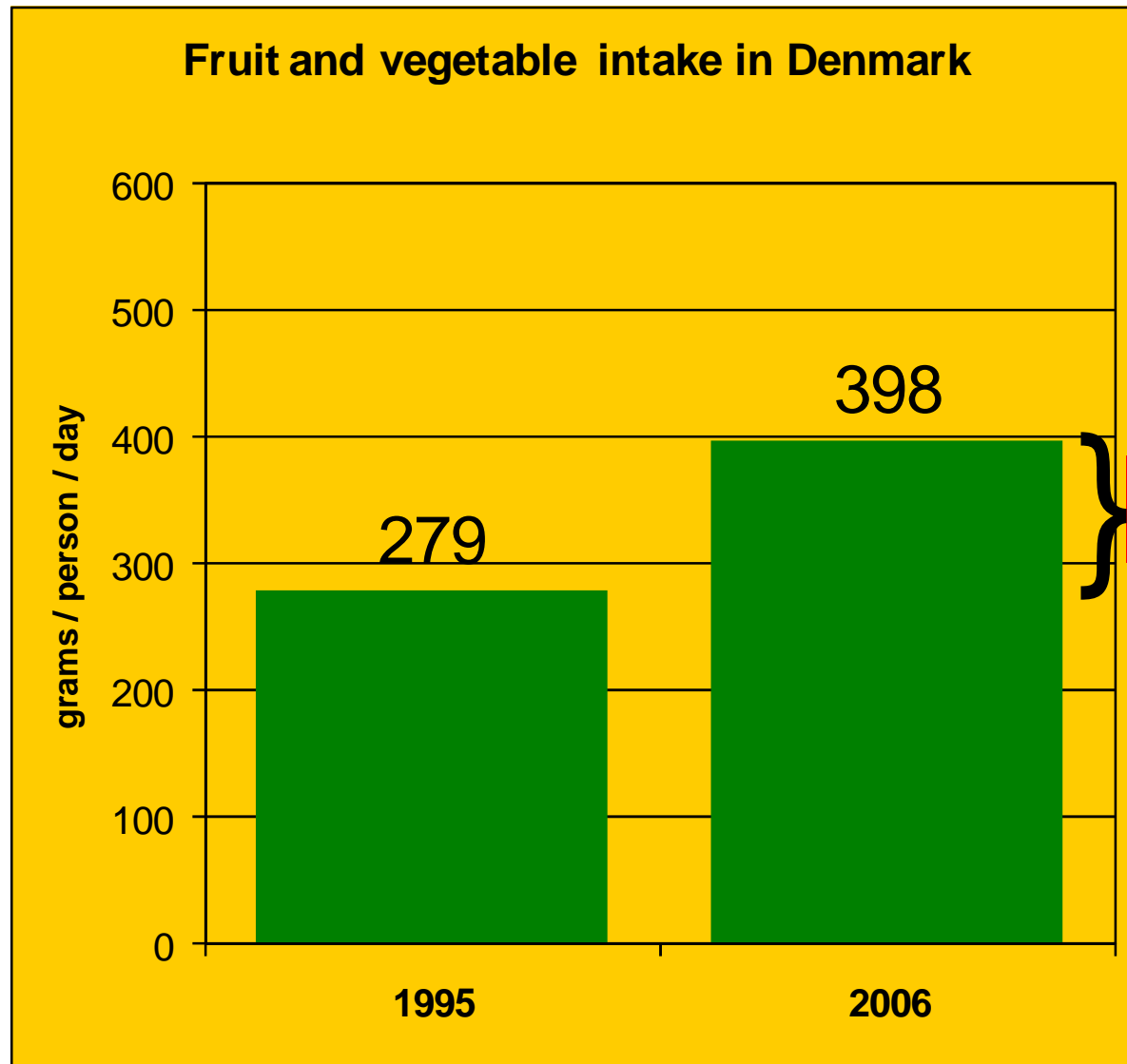
Social marketing

Posters



Awareness 6 A day





43% increase



How did we do it?

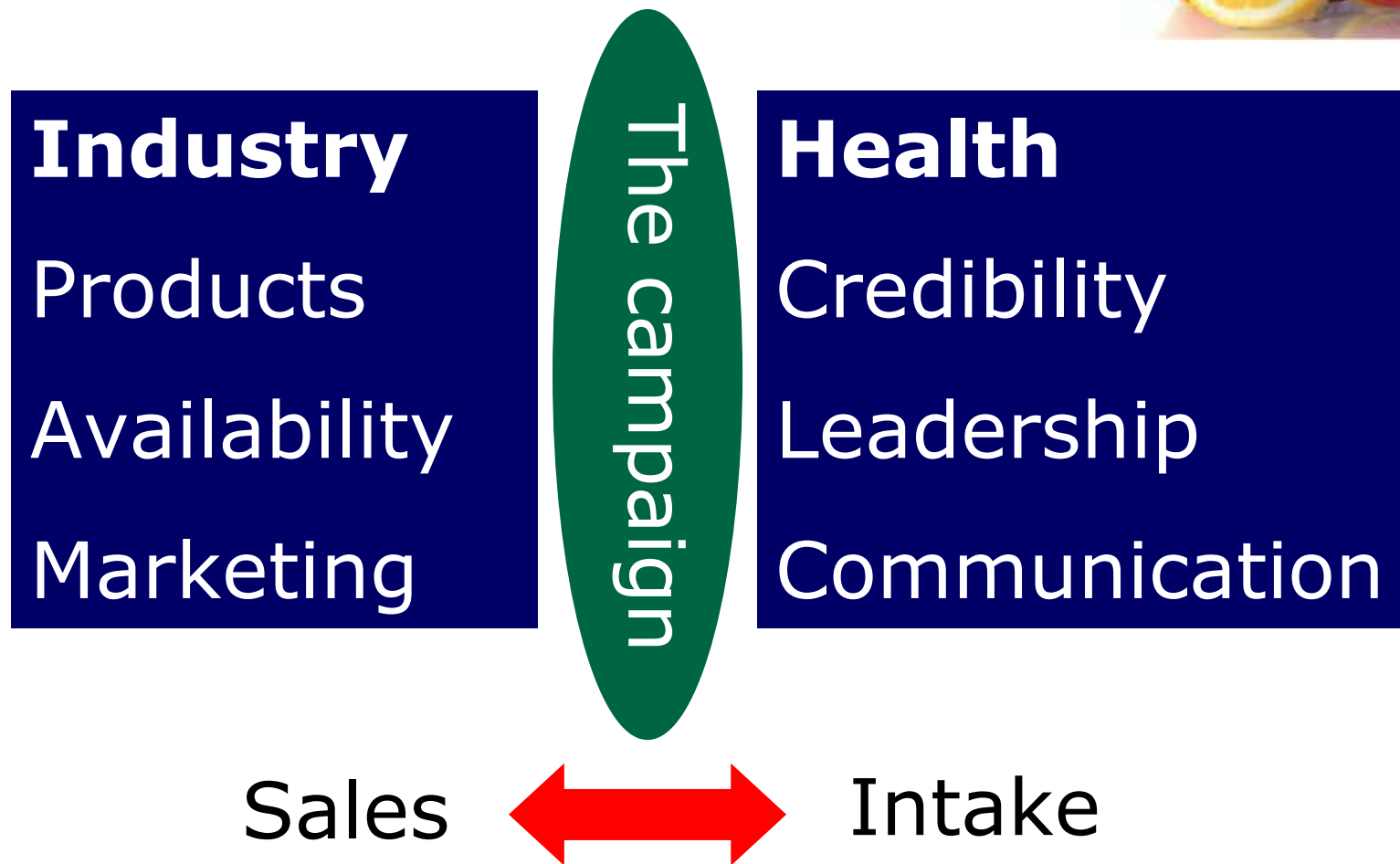


Communication is not sufficient to increase fruit and vegetable intake by 43%.

You can't do it alone - you need partnerships.



The 6 A Day Partnership



Campaign secret





4P



Effective strategies



Available

Accessible

Affordable

Acceptable

Addressing multiple motives

Anchoring

[Video](#)



Adapted from WHO's framework for F&V

The workplace fruit program



During the entire day



While working
During breaks
At meetings



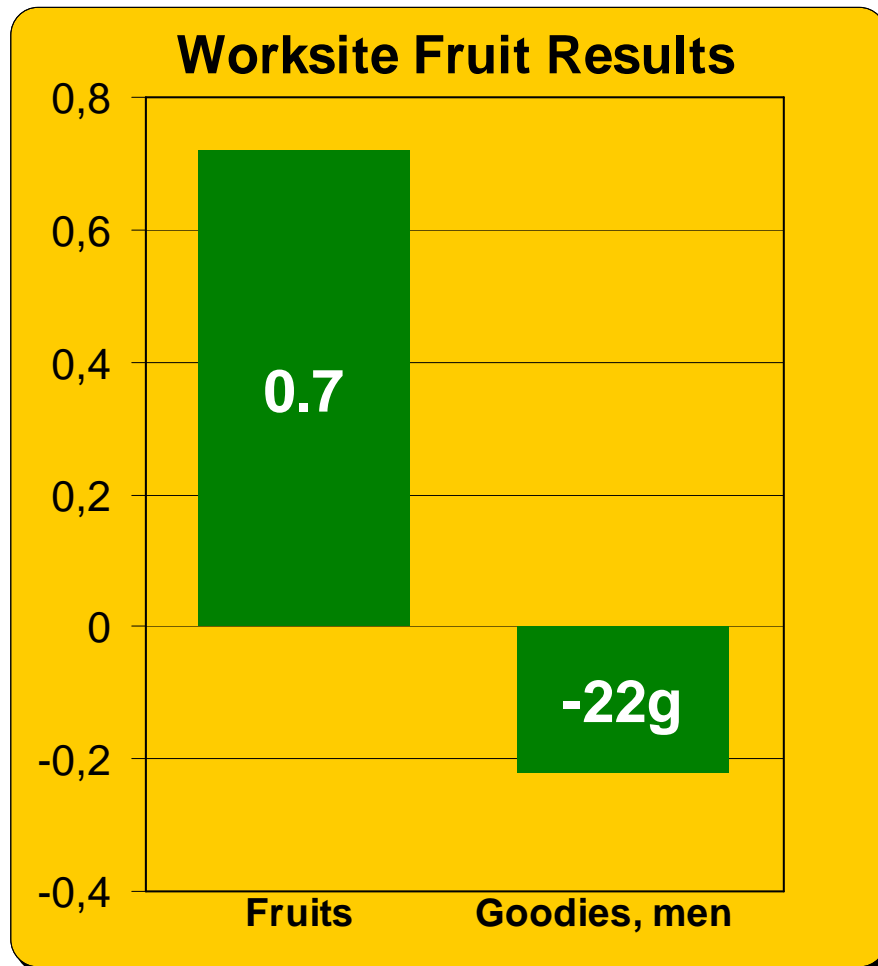
Our study from 2002



12 worksites with 283 employees
2 dietary interviews: before and
3 months after 6 worksites
started free fruit



Our results



http://6omdagen.dk/firmafrugt/bilag/speciale_DM.pdf

96% make use of the offer daily or almost daily

80% think money couldn't be spent better

85% would miss the fruit a lot if the program stopped



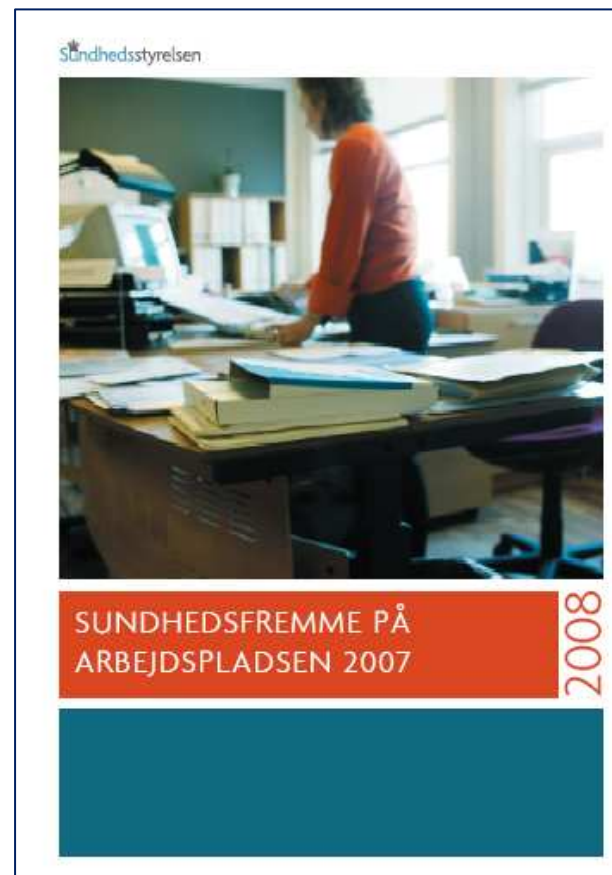
Natl. Board of Health



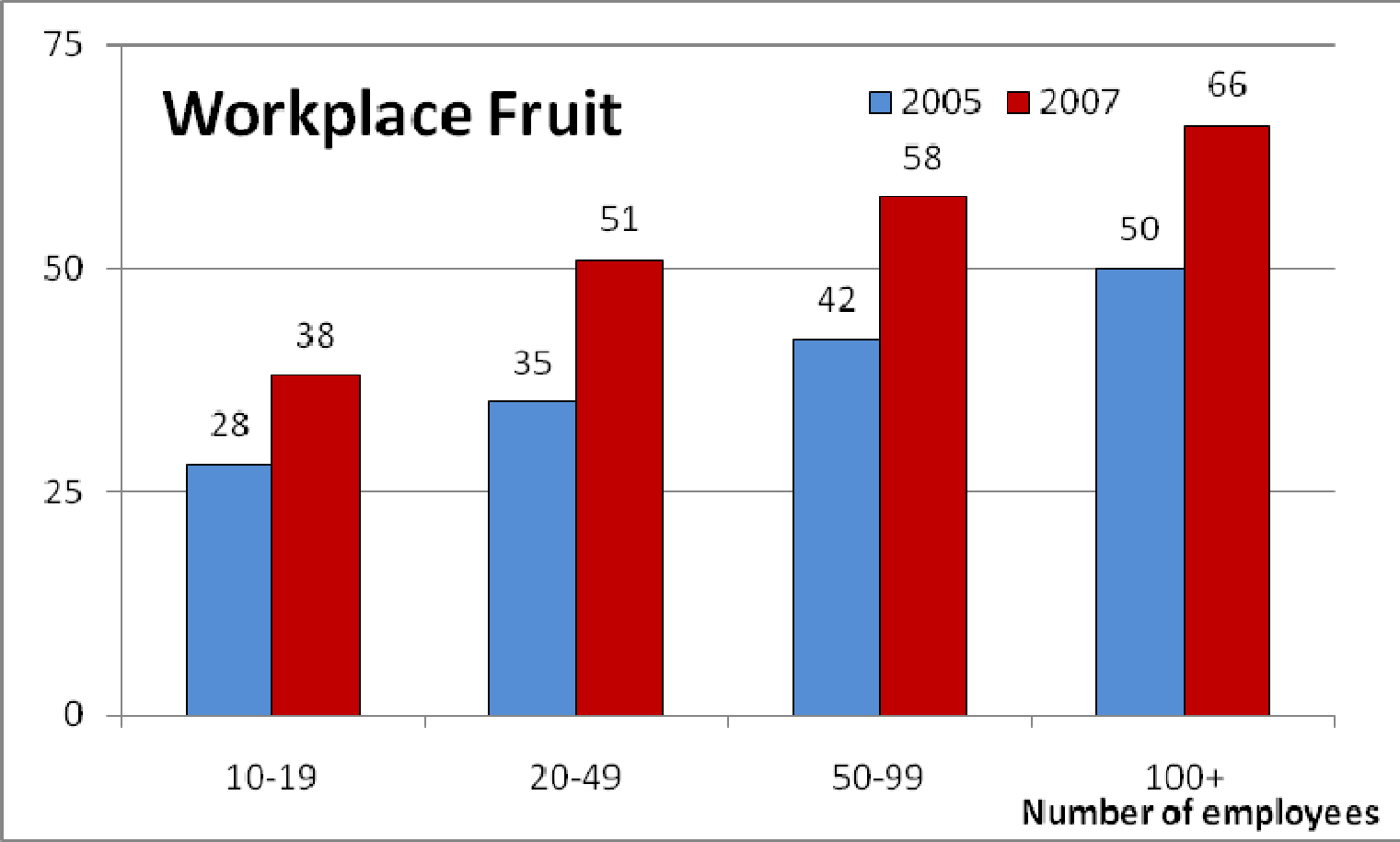
2080 workplaces late 2005



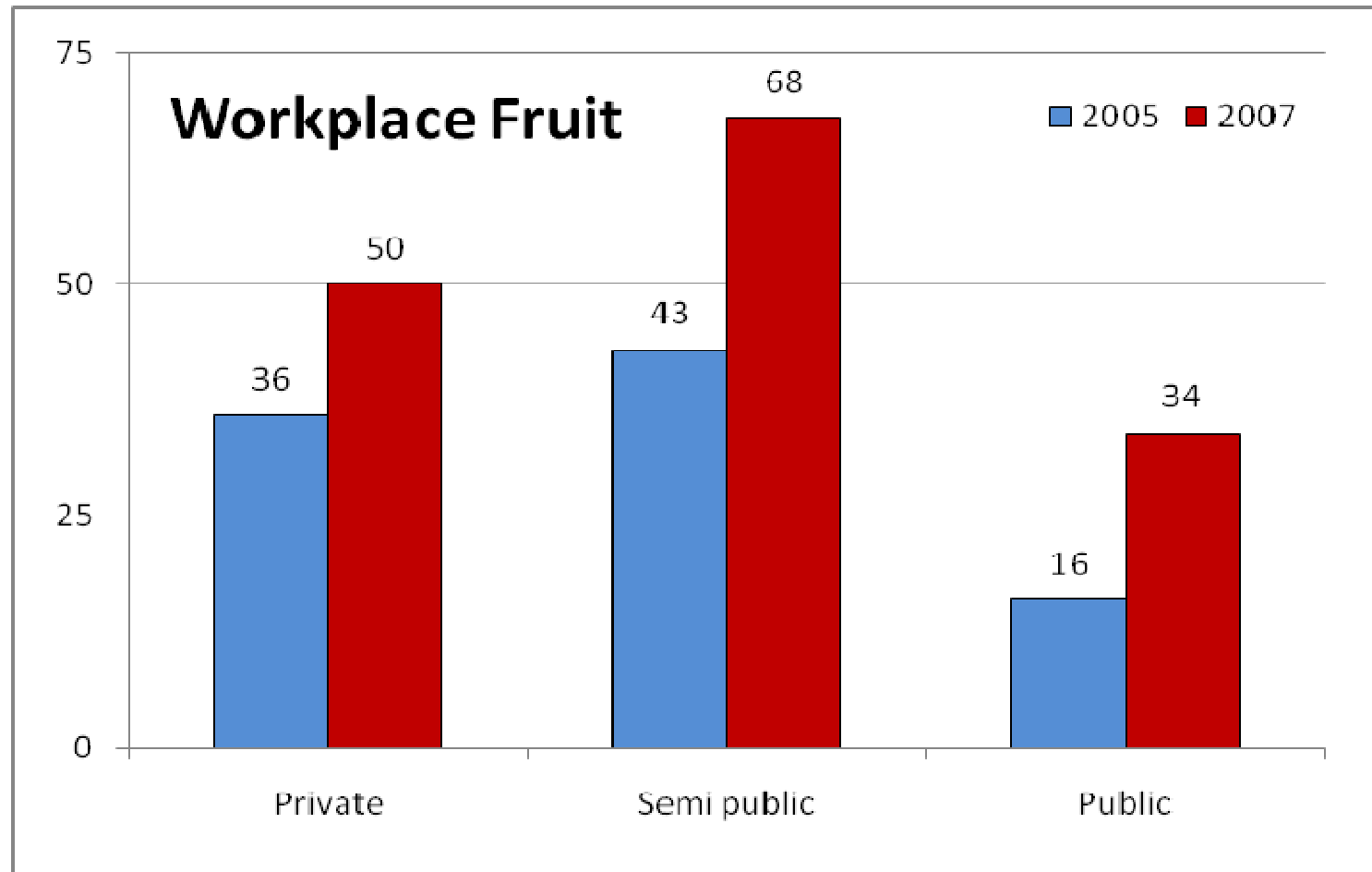
1848 workplaces late 2007



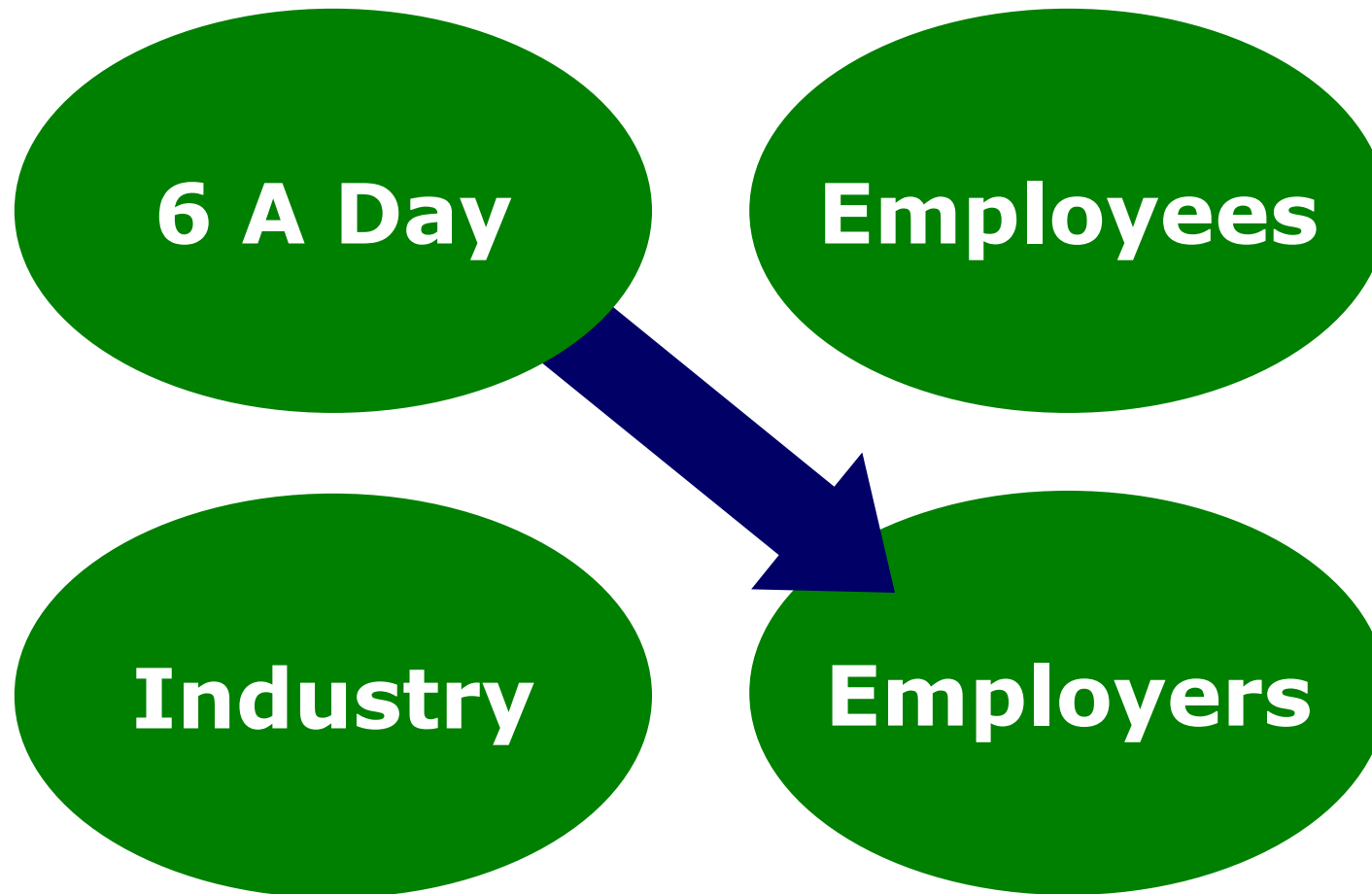
Natl. Board of Health



Natl. Board of Health



Partnership roles



They love to eat it
– of course!



Employees

- Sign of employer appreciation (97%)
- It's delicious (95%)
- It's healthy (86%)
- Eat the fruit because it's free (51%)
- Eat less candy (47%)



Happy & proud
employees =
free PR

Bragging is the best
advertising you can get



They love to sell
– of course!



Industry

- They make money
- It's a new market
- 30 new businesses



Role of health partners



6 A Day

Probably our most successful intervention
Today industry does all the work

- How to legitimize the cost
- Evaluation (intake & satisfaction)
- Creating and maintaining the partnership
- PR (deliberate normative pressure)



Why should they pay?



Employers

- Inexpensive - equal to 1 day of sick leave
- Cheap compared to other benefits
- A way of showing your appreciation



Employer arguments



Do you want your employees to think you are a nice boss and your work place is modern and trendy?

Do you want to attract qualified staff?

Do you want to retain your staff?

Do you want to avoid your employees demanding higher wages?

It's a lot cheaper than building a canteen.



Workplace fruit



A relatively cheap and highly visible sign of appreciation





$$\frac{\text{Perceived employees satisfaction } \$}{\text{Actual cost } \$} > 0 \rightarrow \text{Success}$$

Sustainable health promotion

good for business = good for health!



Truckers



TAXI fruit

Fruit in bags to be picked up

Pick-up depots

Trash challenge



Government's folder



Healthy
workers
benefit

<http://6omdagen.dk/firmafrugt/bilag/firmafrugtpjece.pdf>



Clear vision



Clear vision and leadership

Focus on getting others to do their share

What's in it for them-analysis

Strong communication channels

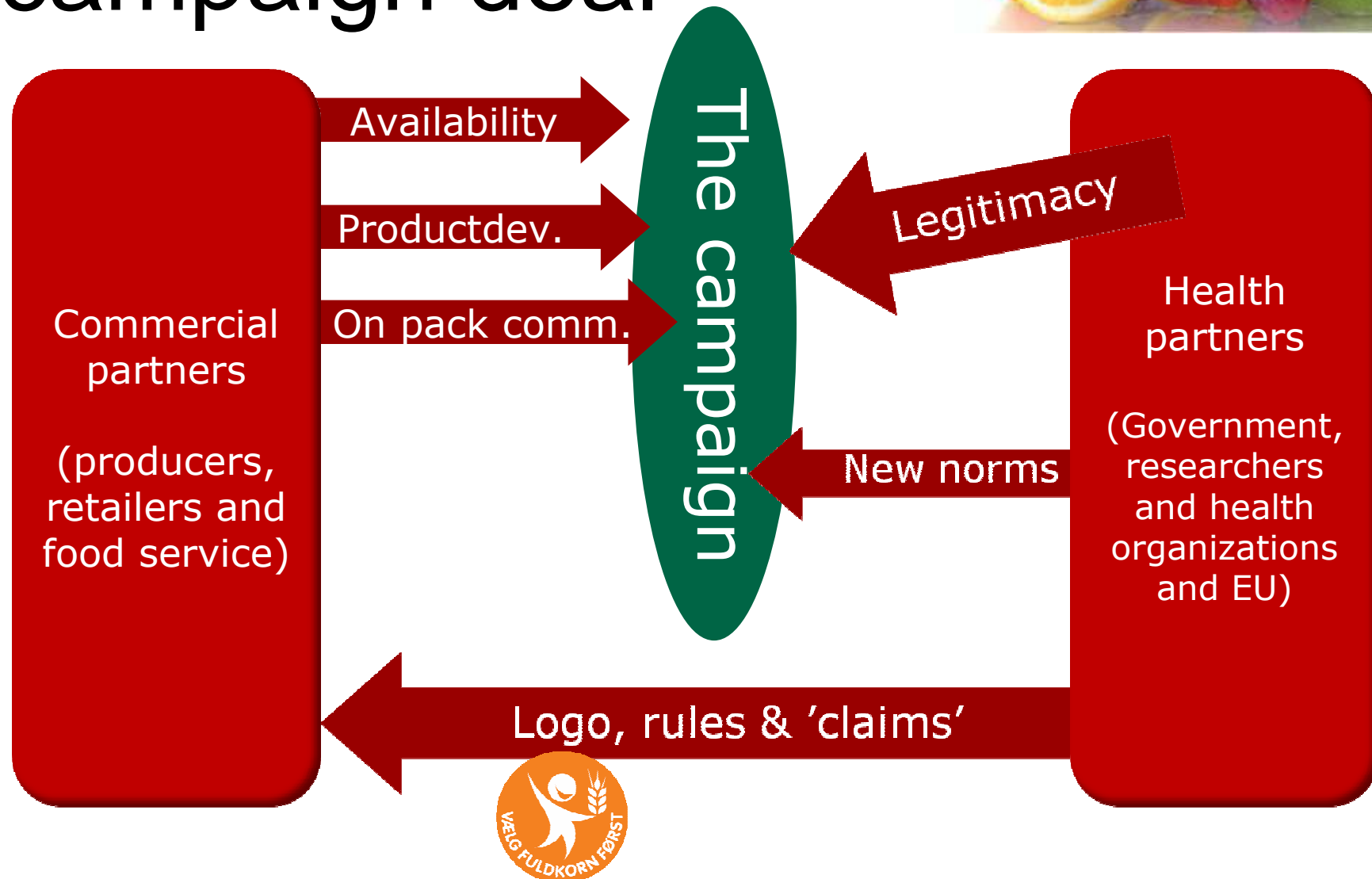
Patience (it took 11 year)

Luck: no recession and social capital

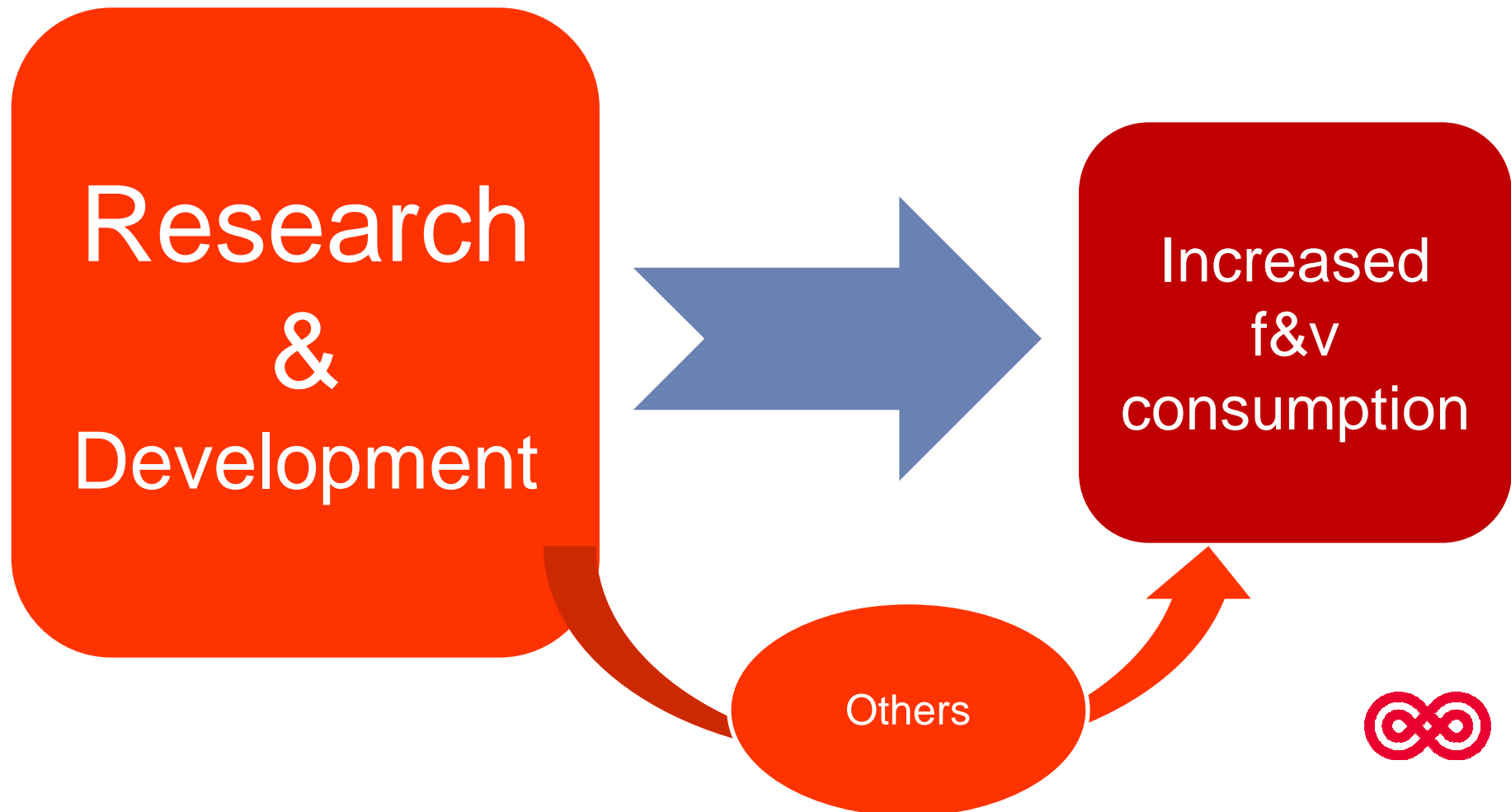
Increasing sales even in times of recession



Whole grains campaign deal

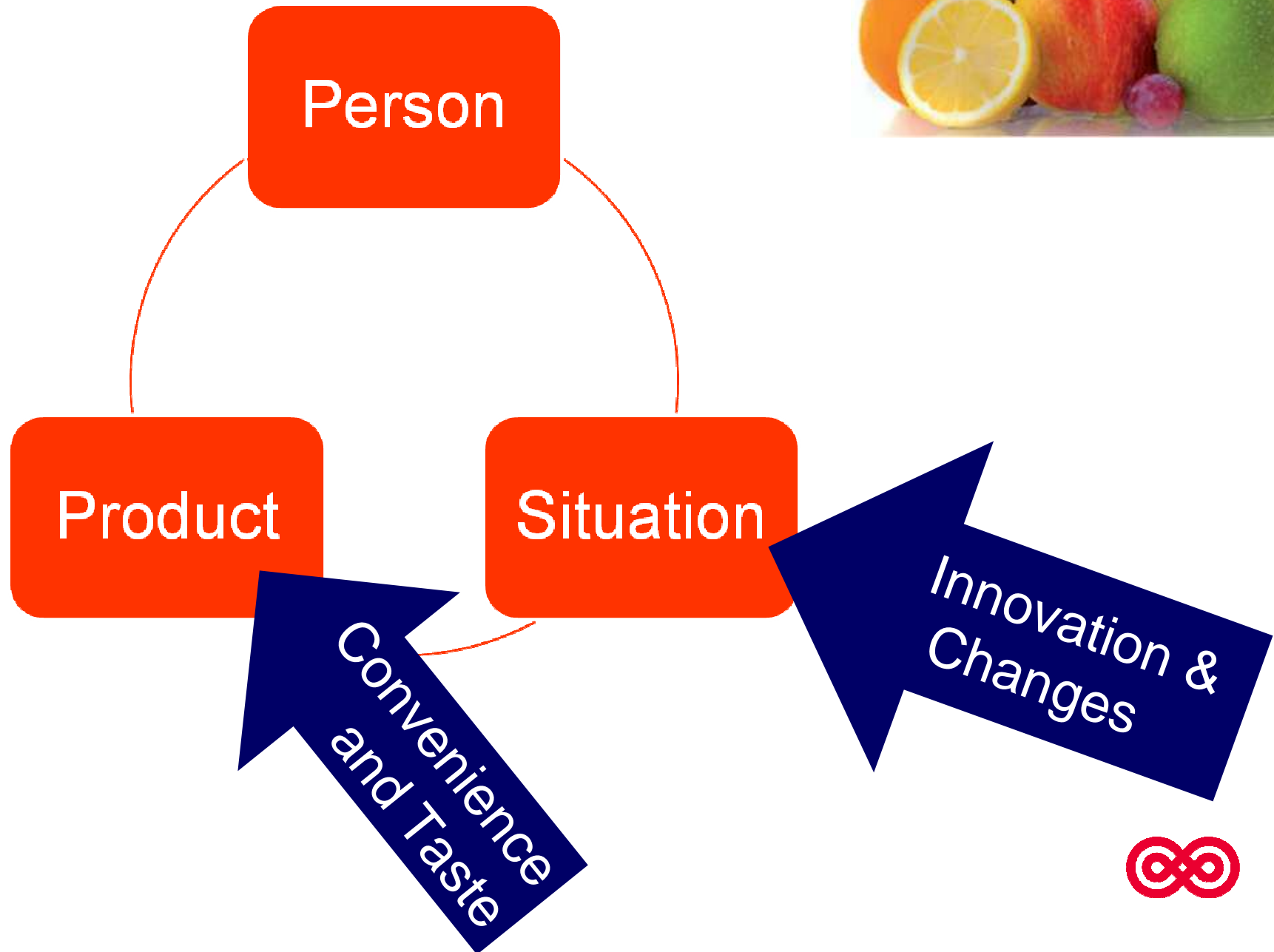


How can R&D increase consumption?

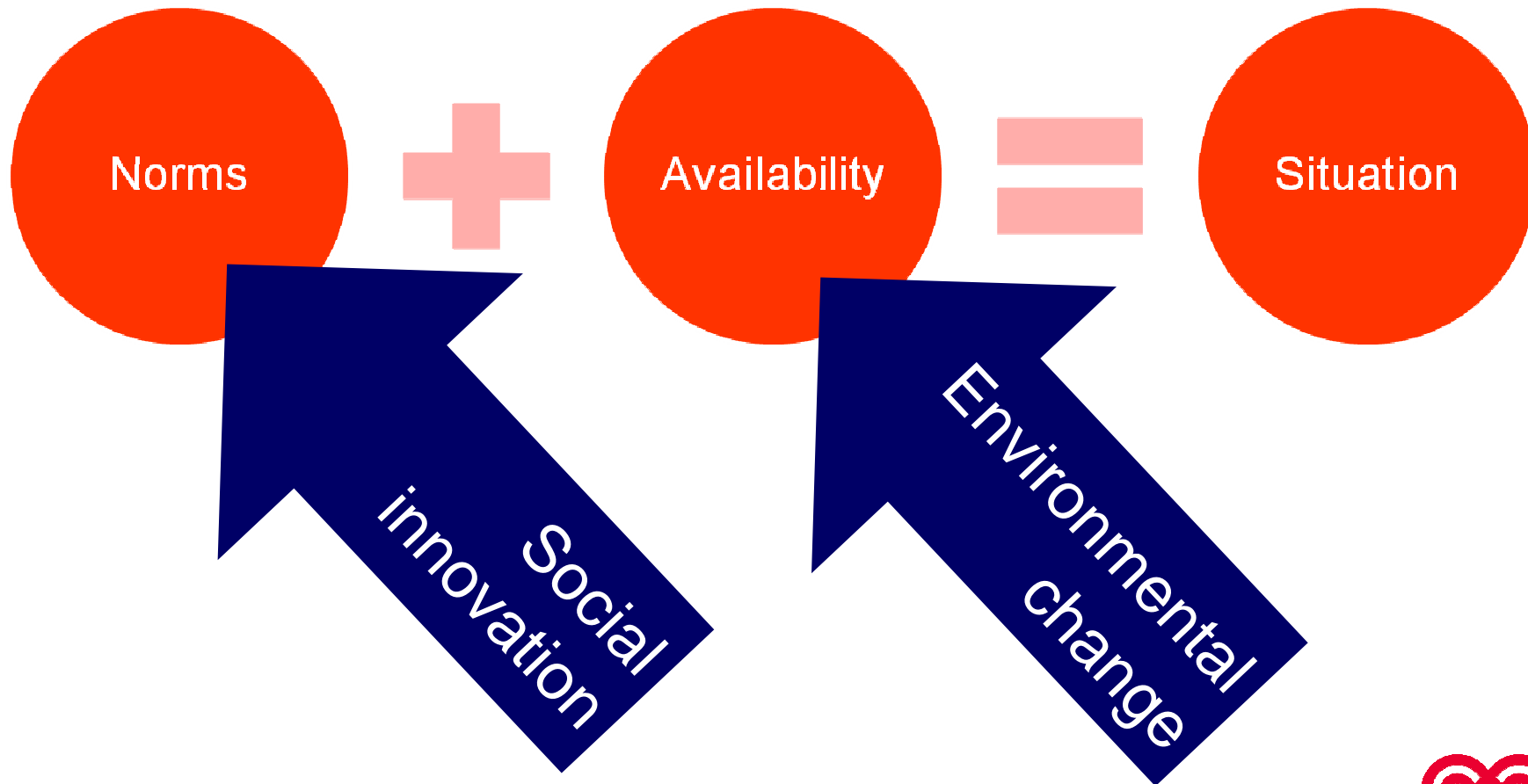


The road to changing consumer behavior





Situations



World
Cancer
Research Fund



American
Institute for
Cancer Research

Policy and Action for Cancer Prevention

Food, Nutrition,
and Physical Activity:
a Global Perspective



WCRF

An amazing
report from
2009

<http://tinyurl.com/r5ffek>



IMPACT

SYNERGY

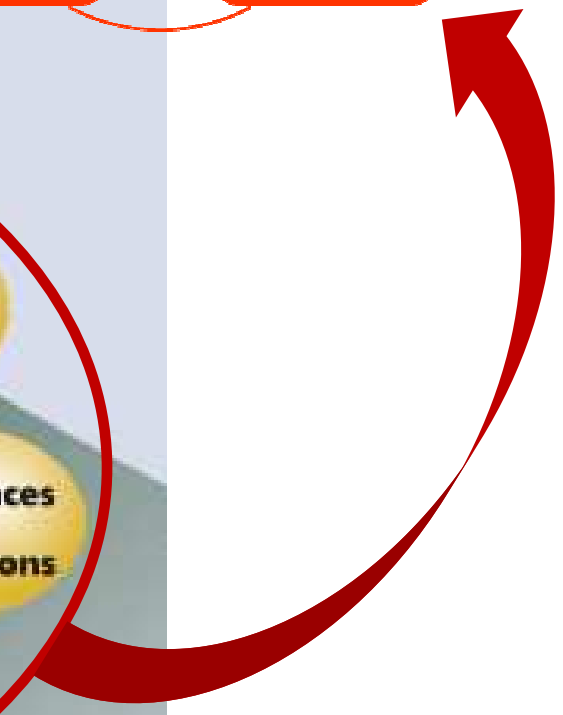
INTERACTION



Consumer

Product

Situation



Resume



To change consumer behavior you need to change availability

You can't do it alone, you need partnerships

Analyze: What's in it for them

Partnerships can change availability

Making healthy choices the easy choices

Thank you

WIN this poster:

Leave your business-card in the envelope

Slides:

6omdagen.dk/foredrag

mm@cancer.dk

Blog: morten.me

