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Papaya

Marketing Update

April, 2018



This Month In Social March 2018

INSIGHTS & RECOMMENDATIONS

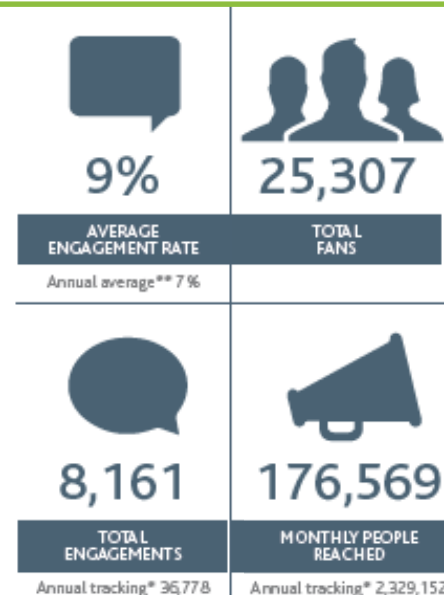
- This month's top post was a vehicle for an educational message about the different varieties of papaya and papaw. We used the opportunity to highlight the differences between the varieties and link to the papaya website.
- Our fans respond well to educational messages, and are keen to learn more about this fruit. We'll continue to create content like this, alongside beautiful recipes.
- The busiest time on the page is evening between 6-10pm, so more content will be scheduled during that period.

TOP POST



This post sparked a lot of conversation around the different varieties of papaya and papaw, with many people saying they didn't know the difference. It was a great educational opportunity, which many fans welcomed.

@papayaaustralia



*12 month rolling total **12 month average

Baby Show and Expo Update

Essential baby and Toddler Show Melbourne: 27th – 29th April

The Essential Baby & Toddler Show is a mass consumer event, staged annually in Brisbane, Melbourne and Sydney. Now in its 10th year, the show continues to provide a direct response to the needs of the booming baby industry. As a result, more than 45,000 new and expectant parents will attend the shows in 2018, all looking to discover the latest products, services and advice in the market.

The expo includes a range of exhibitors providing a wealth of information, education and product knowledge with expert tips and advice, all to help parents from conception through to the newborn phase.

The objective is to educate show goers on the difference between papaw and papaya, health benefits, seasonality, harvesting and picking practices. Papaya is considered a pregnancy and baby superfood. The expo offers an ideal target audience for papaya.

During the expo, we will be sampling a red papaya puree with a hint of fresh banana and also freshly cut papaya with a squeeze of lime. A recipe brochure will be handed out too.

Other Upcoming Events

Pregnancy Babies & Children's Expo Sydney: 18th – 20th May

Pregnancy Babies & Children's Expo Brisbane: 15th – 17th June

In-store Sampling

The papaya in-store sampling campaign is running from 28th April to 26th May, including 60 stores across NSW, QLD, SA, VIC and WA in Woolworths, Coles and Independent retailers.

Brand ambassadors will be sampling freshly cut papaya samples with an optional squeeze of lime to shoppers, whilst communicating the key messages.



2018 Nutritional Review by Caitlin Reid APD

Papaya is a unique tropical fruit that should be a regular addition to your shopping basket. Aussie-grown and available all year round, it prides itself as a delicious treat, packed with goodness.

Papaya contains a bundle of antioxidants, including vitamin C and carotenoids, which help build the body's immune system. A single 150g serve of papaya will provide you with more than twice your recommended daily intake of vitamin C and nearly a third of vitamin A.

Enjoyed as a sweet or savoury food, papaya contains a number of nutrients and antioxidants with superior health benefits - boosting gut health and immunity, assisting with normal cell division and growth during pregnancy and helping skin cells to grow and repair.

The Facts on Papaya

From digestive and immune wellbeing to skin hydration and elasticity, papaya is loaded with delicious goodness.

For the average Australian, a serve of papaya (150g) provides all their vitamin C needs, almost a third of vitamin A needs, and more than a quarter of folate needs.



To pick a perfect papaya, give your papaya a gentle squeeze under the stem. If it's ripe, it will give slightly. If it's a bit hard, ripen your papaya in the fruit bowl then store it in the fridge.

SIMPLE SNACK



Use papaya in both sweet and savoury dishes. They pair well with coconut, passionfruit, seafood, curries and pork. Squeeze fresh lime on top for a fresh snack.

5 GOOD REASONS TO EAT PAPAYA



BOOST YOUR IMMUNITY



GLOWING SKIN



PERFECT BEFORE, DURING AND AFTER PREGNANCY



GOOD GUT HEALTH



FEEL FULLER FOR LONGER

Here are 7 reasons Caitlin will be enjoying papaya and papaw this season

Strong immunity – A single serve of papaya provides double your daily Vitamin C requirements, which is important for a healthy functioning immune system.

Great for the gut – Papaya contains a unique combination of powerful antioxidants including Vitamin A and C, lutein, zeaxanthin and beta-carotene. This helps to support the immune system and improve the gut microbiome, which is important for maintaining a healthy gut.

Healthy digestion – Papaya is a good source of fibre, which is important for digestive wellbeing. One serve contains almost three times as much fibre as half a cup of cooked brown rice!

Glowing skin – The unique bundle of skin-protective antioxidants found in papaya, like vitamin C and carotenoids, help your skin glow naturally. Vitamin C helps with collagen production, providing your skin with support and elasticity, while beta-carotene has a key role in the formation and repair of your skin. Papaya and papaw are also 90% water, which helps keep your skin hydrated!

Mums & bubs – Papaya and papaw are great for mums, bubs and mums-to-be. They are an excellent source of Vitamin C and a source of folate, which helps growing bodies develop and stay healthy. The soft texture is also ideal for teething gums!

Smart snack – Watching your weight? Papaya and papaw are the perfect snack. They are low in kilojoules, high in both soluble and insoluble fibre and have a moderate glycaemic level which helps keep you feeling fuller for longer.

Iron intake – Did you know more than 15% of women aged 18-30 years have low iron levels? While lean red meat is the best source of iron, there are also some sneaky ways of boosting your body's absorption of iron. One way is to combine iron found in plant-based foods with foods high in vitamin C, like papaya! So, pair your papaya with your morning muesli, porridge or vegetarian curry to make the most of its vitamin C content and iron absorption qualities.

Australian papaya and papaw have peak seasons in spring and autumn but are available all year round.

For inspiring recipes and information about red papaya and yellow papaw visit www.australianpapaya.com.au and www.facebook.com/papayaaustralia. Share using #aussiepapayapapaw

New Recipes

Australian Papaya have recently developed 12 new recipes which have been showcased on the Australian Papaya website and shared with media to extend the reach of the Papaya marketing campaign.



Media Coverage

- Women's Fitness - featured a double page spread on Papaya in the May issue. This feature included one of our new recipes and health insights from Caitlin (see image 1 on the right).
- BW Magazine - the Saturday Daily Telegraph lift-out featured one of our new recipes (see image 2 on the right).
- Rebecca Gawthorne - featured an [Instagram post](#) and series of Instagram stories as a result of the produce hamper sent last week.
- Healthy Little Foodies - featured an [Instagram post](#) as a result of the produce hamper sent last week. She also shared a direct link to our new recipes on the Papaya website on her Instagram bio.

