CALIFORNIA KIWIFRUIT COMMISSION MONTHLY REPORT FOR CANADA – SEPTEMBER 2009

TRADE CALLS, PROMOTIONS TO COME/RUNNING/EXECUTED:
COOP, AB: Met with Produce Director to discuss upcoming California kiwifruit season. 2008/2009 flyer ad recap spreadsheet showed that COOP ran only two California-branded flyer ads last year – a conventional ad in November at 2/$0.88 and an organic in December at $0.79ea, neither of which would stop traffic, and contact agreed. With the CKC a signatory in the *California Grown* promotion, we'll see if we can at least double the ad output and add some sampling on top of it. Awaiting final word from the industry on harvest/crop timing.

OVERWAITEA FOODS, BC: According to the 2008/2009 flyer ad recap spreadsheet, Save-On Foods accounted for nearly half of all of the California kiwifruit flyer ads that were run in Canada – 3 of the 7 – all conventional and all at 3/$1. This retailer is not targeted as a *California Grown* participant this season so the CKC will promote directly.

THRIFTY FOODS, BC: Met with Produce Director contact who feels that kiwifruit sales have dropped off the radar in recent years and even the Zespri marketers have dropped the ball. Contends that kiwifruit consumption, at least among his shoppers, is still limited to dessert garnishes. Says that we need to go back to teaching shoppers, and especially kids, how to cut and scoop to make kiwifruit an everyday snacking fruit. Until such time, he says, sales will stagnate. Contact will promote California kiwifruit this fall as part of the *California Grown* promotional package but asked that I look into the development and in-packing possibilities of a form of *"slooper"* (slicer/scooper used a decade ago by Zespri and the CKC)

OTHER: