Harvest insights to help you understand your consumer

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Hort Innovation has partnered with market data research organisation Nielsen to produce an online data insight platform called "Harvest to Home". This multi-industry investment is tasked with providing regular consumer behaviour data and insight reporting to a range of industries, through the Harvest to Home platform.

The platform uses data captured by the Nielsen Homescan® service and presents the information in a series of dashboards that allow the insights to be easily gleaned from the data.

Nielsen Homescan® is a continuous panel of 10,000 households who record all take-home packed and fresh grocery from all retail outlets. The sample is demographically and geographically representative of the Australian household population.

How is this information useful?

The insights provided by the Harvest to Home service are the foundation for developing a marketing strategy and activity plan for a product. The measures allow you to confirm sales volume and value and growth rates by product groups, retail channel and demographics, and state location. This information is critical to help understand market growth and share for berries. It can be used by growers when engaging with retailers and for understanding how to align their own marketing approaches with the broader market.

Data is currently available for both Strawberries and the Rubus berries with up to two years' worth of information on show at any one time. The data is updated to a published schedule which allows you to track the changes in key drivers over time.

Who can access the information?

The data is publicly available online at **www.harvesttohome.net.au** using your web browser or mobile device. The information can be used for understanding and diagnosing market performance and shopper behaviour.

What are the key drivers of sales?

Simplistically, there are only two main drivers of sales; either you sell to new customers or sell more to existing customers. In the dashboards available at Harvest to Home, the sales drivers are broken down into the proportion of Australian households that have purchased a product within a given time period (Household Penetration – expressed as a percentage) and the average amount of that product purchased by each household in the given time period (also known as Average Weight of Purchase or AWOP).

The average purchase amount is then broken down further into a measure of how many buying occasions there were for a given household and how much they spent on each occasion. See Figure 1.

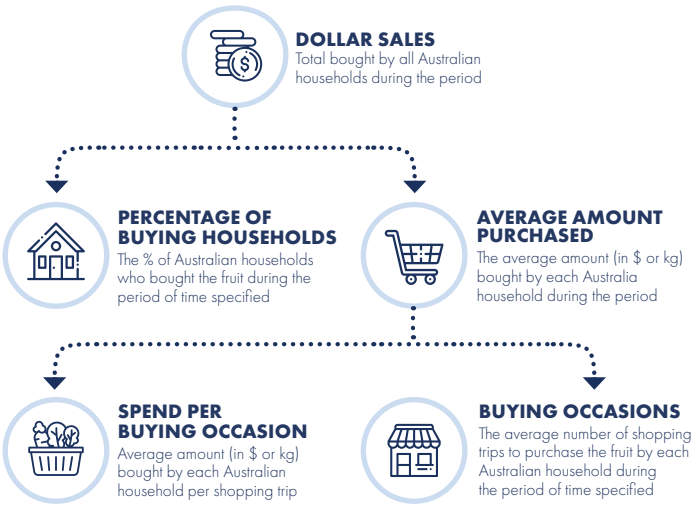

Figure 1. Homescan® shows the drivers of consumer sales
Credit: Nielsen www.harvesttohome.net.au

In the next journal edition, we'll look at household penetration in more detail for Strawberries and Rubus berries. In the meantime, we encourage you to jump onto **www.harvesttohome.net.au** and start exploring the dashboard!

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