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George Morris Centre

2009 Vineland New Canadian Qualitative Research



June 2009

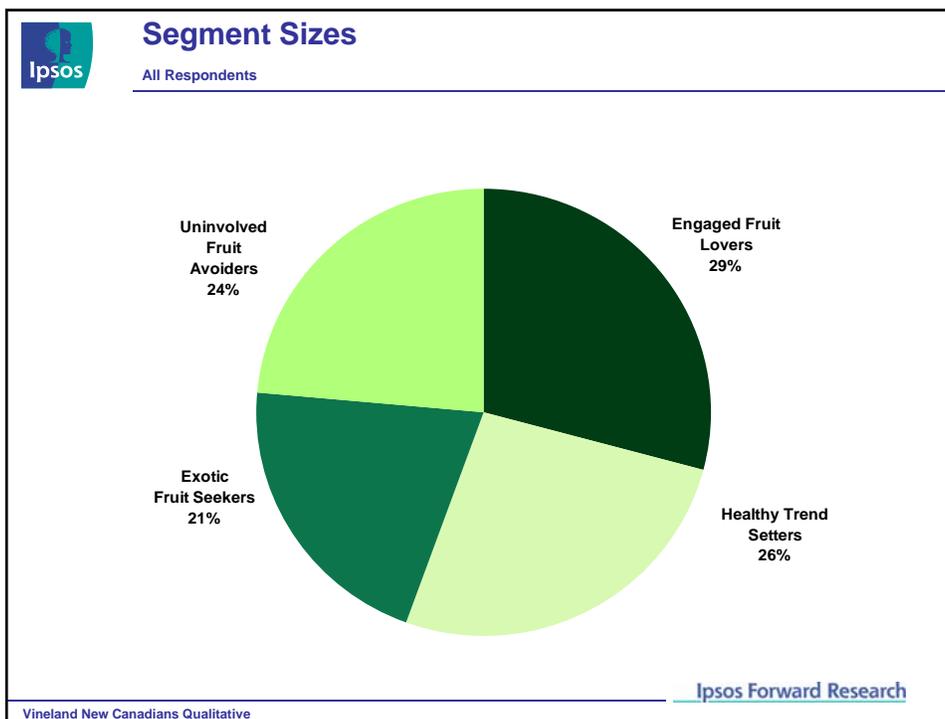
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Review of Quantitative Results

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Distinguishing Segment Factors

| | Engaged Fruit Lovers n=330 | Healthy Trend Setters n=299 | Exotic Fruit Seekers n=235 | Uninvolved Fruit Avoiders n=268 |
|---|--|--|---|--|
| Involvement With Fruit | <ul style="list-style-type: none"> Very high involvement with fruit. Pro-Ontario and supportive of local producers. | <ul style="list-style-type: none"> Average involvement with fruit. Pro-Ontario and supportive of local producers. | <ul style="list-style-type: none"> Most involved with diverse spectrum of fruit, especially exotics. | <ul style="list-style-type: none"> Very uninvolved with fruit. |
| Volume | <ul style="list-style-type: none"> High volume of fruit purchases. High expenditure on food overall and second highest on fruit. High volume of fruit purchases during winter months. | <ul style="list-style-type: none"> Average volume of Apples, less for other fruits. Average expenditure on food overall and fruit. Much higher purchases of peaches in summer months. | <ul style="list-style-type: none"> High volume of variety of fruits but less grapes. High expenditure on food overall and highest on fruit. Seasons do not have big impact on fruit purchases. | <ul style="list-style-type: none"> Average volume of apples, but very low on all others. Lowest expenditure on food overall including fruit. Seasons do not impact fruit purchases. |
| Attributes Associated with Ontario Fruit | <ul style="list-style-type: none"> Freshness, best taste, consistent quality, and texture. | <ul style="list-style-type: none"> Freshness, best taste, consistent quality, best texture, best appearance, and value for money. | <ul style="list-style-type: none"> Least likely to associate "highest quality fruits" with Ontario. Unlikely to associate positive fruit attributes with Ontario-produced fruit. | <ul style="list-style-type: none"> Unlikely to associate positive fruit attributes with Ontario fruit. |
| Shopping | <ul style="list-style-type: none"> Highly engaged and enjoys shopping for fruit. | <ul style="list-style-type: none"> Low engagement but price is not a barrier. | <ul style="list-style-type: none"> Average level of engagement towards grocery shopping. | <ul style="list-style-type: none"> Unengaged shopper. |
| Food Lifestyle Choices | <ul style="list-style-type: none"> Fruit plays a very active role in diet. | <ul style="list-style-type: none"> Actively avoids processed foods and prefers organic. | <ul style="list-style-type: none"> Actively avoids processed foods and reads literature about healthy eating. | <ul style="list-style-type: none"> Fruit is not an active part of lifestyle. |
| Purchase From | <ul style="list-style-type: none"> Majority of fresh whole-fruit purchased from large and discount grocery stores. | <ul style="list-style-type: none"> Majority of fresh whole-fruit purchased from large chains and least likely from discount grocery stores. | <ul style="list-style-type: none"> Discount and large chain food retailers are where most consumers purchase fruit. | <ul style="list-style-type: none"> Fresh whole-fruit is purchased most often from discount and large chain grocery stores. |
| Personal Situation | <ul style="list-style-type: none"> More women than men. Middle age and more likely to be retired. | <ul style="list-style-type: none"> More women than men. Middle age and more likely to be retired. | <ul style="list-style-type: none"> More women than men. Least likely to be born in Canada. Most likely to be employed full-time. | <ul style="list-style-type: none"> More men than women. Likely to be born in Canada. Likely to be employed full-time. Most likely to be in a domestic partnership. |

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Ethnic Qualitative Findings

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Research Objectives

- As part of the research design we spoke with new Canadians (1-5 years in Canada) and established Canadians (6-10 years in Canada) of Chinese and Punjabi ethnicity. While the majority of Punjabi respondents immigrated to Canada from India, a few individuals immigrated from the Punjabi region of Pakistan. A key objective was not only identify cultural differences but also to understand how attitudes and behaviours change as new Canadians spend more time in Canada.
- Listed below are the primary objectives for this study:
 - Gather baseline information on grocery shopping behaviour and attitudes both in general and as they relate to fruit including:
 - Frequency of shopping trips
 - Locations typically shopped
 - Degree to which client "coupon clips"
 - Explore and understand key differences between shopping practices in Canada versus country of origin both in general and as they relate to fruit
 - Explore and understand overall thoughts and opinions of fruit including:
 - Specific fruit that are most top-of-mind
 - Specific fruit most often purchased
 - Specific fruit new to respondent in Canada

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Research Objectives (Continued)

- Listed below are the primary objectives for this study (Continued):
 - Understand overall trends in fruit consumption including:
 - How fruit is consumed both in terms of preparation
 - Situational factors that influence fruit consumption
 - Seasonal variance in consumption
 - Explore and identify attitudes toward Ontario produced fruit
 - Gather response to specific packaging concepts
 - Gather response to specific merchandising concepts

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Methodology

- During the evenings of June 8th, 9th and 10th, 2009, eight 90 minute focus groups were conducted in Toronto with Punjabi and Chinese women who are the primary grocery shoppers for their household.
- Of the eight one hour long focus groups that were completed:
 - 4 groups conducted with New Canadians (those who have lived in Canada for 1 to 5 years)
 - 2 conducted in Punjabi, 2 conducted in Mandarin
 - 4 focus groups conducted with Established Canadians (those who have lived in Canada for 6 to 10 years)
 - All conducted in English
- As a token of appreciation for their time and feedback, established Canadian respondents were paid an incentive of \$100, while new Canadians were paid \$120.

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Respondent Profiles

| June 8 th , 2009 | | | |
|-----------------------------|-----------|---------------------------|------------------------------------|
| Time | Ethnicity | New Canadians (1-5 years) | Established Canadians (6-10 years) |
| 5:30pm | Chinese | 0 | 5 |
| 7:00pm | Chinese | 0 | 5 |
| 8:30pm | Chinese | 0 | 5 |

| June 9 th , 2009 | | | |
|-----------------------------|-----------|---------------------------|------------------------------------|
| Time | Ethnicity | New Canadians (1-5 years) | Established Canadians (6-10 years) |
| 5:30pm | Indian | 5 | 0 |
| 7:00pm | Indian | 5 | 0 |

| June 10 th , 2009 | | | |
|------------------------------|-----------|---------------------------|------------------------------------|
| Time | Ethnicity | New Canadians (1-5 years) | Established Canadians (6-10 years) |
| 5:30pm | Chinese | 5 | 0 |
| 7:00pm | Chinese | 5 | 0 |
| 8:30pm | Chinese | 0 | 5 |



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General Shopping Behaviour

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First Shopping Experiences in Canadian Grocery Store

- When asked for their first impression of Canadian grocery stores, all groups mentioned an initial feeling of shock due to the size of “Western-style Grocery Stores”, vast number of varieties available, abundance of produce and the high quality appearance of fruit. This perceived quality was most often articulated in terms of fruit size, colour and a lack of odour/rotten fruit.

“The fruits that were available in China were much more expensive, here in Canada they are much cheaper and I can try each and everyone of them that I haven’t tried before”

- When thinking specifically of their thoughts and feelings during these initial experiences, both Chinese and Indian respondents had similar impressions.
 - Participants stated the stores were impressive in size, with a large selection of items from lots of different countries. Unlike, China/India, this allows for fruit to be available year-round regardless of growing season.
 - Many respondents mentioned shopping in North America is “very easy” due to price transparency (flyers and signage), well organized and tidy displays and space to freely move and “shop as you please”.
 - For many fruit was, and still is, viewed as an “affordable luxury” due to its low cost.

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Grocery Store Preference

- When asked to mention specific stores where most grocery shopping occurs, most respondents mentioned a number of locations. Most often this included 1-2 Western brands and an ethnic store.
- For all respondents, their “main grocery store” was a Western style chain. The determining factors in driving main store choice were low price and convenient location.
 - No Frill’s
 - Food Basics
 - Price Chopper
 - Loblaws
 - Metro

Discount grocery chains were frequent mentions in all groups.

“I go to No frills and Food Basics because I am more familiar with them, I know what to expect when I go, they have close, convenient locations with good prices and variety”

- Some respondents indicated that when they first came to Canada they most commonly shopped at ethnic grocery stores, as they became more comfortable with Canadian culture they became much more likely to shop at the more convenient western grocery stores.
- For nearly all respondents ethnic grocery stores continue to be an important source of specialty items, however, one group discussed how more and more of these items are available at Western grocery stores.
 - Chinese respondents mentioned ethnic vegetables, live fish, pork, and custard apples.
 - Indian respondents mentioned mangos and other specialty fruits.
- A common practice mentioned by many was multi-store shopping for best quality or best deal. While this is important due to its prevalence, it is important to note that the groups were conducted in Toronto where store concentration is highest and best facilitates multi-store shopping.

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Ethnic Grocery Stores compared to Western Grocery Stores

- When asked to compare ethnic grocery stores to their Canadian counterparts, most respondents favoured western style grocery stores for their every day needs.
 - Ethnic stores are typically viewed as more expensive and less convenient, but offer products that can't be purchased elsewhere. Fruit available at ethnic grocery stores is broadly considered to be not as fresh as that available at western style grocery stores, however offer specific varieties not available.
 - Western stores are seen as larger, fresher, better organized, with more variety, open longer hours, and less crowded.

“The fruit and other items at Metro are very neatly and tidily organized and (the staff) are not so busy”

- For most, shopping at ethnic grocery stores is a special treat which allows them to purchase hard to find items and re-connect culturally.

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Grocery Shopping Behavior

- Respondents demonstrated a wide range in their grocery shopping behaviour, although most tend to go grocery shopping once or twice a week. Their grocery habits are very similar to the broader Canadian population (Vineland Fruit Purchaser Segmentation Study, 2009).

“I usually go grocery shopping right after work, on my way home, like I used to do in China”

- In some cases limited access to a vehicle results in a higher number of shopping occasions where smaller volumes are purchased.

“I buy lots of variety in fruit, but usually in smaller quantities at a time as I have to take the bus.”

- Although most respondents stated they prefer to go shopping with other family members, and in some instances the entire family, it is usually determined by when shopping can be fit into their daily schedules.

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Fruit Purchasing Behaviour

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Fruit Shopping: Canada versus China/India

- When asked to compare their shopping behaviour now versus prior to immigrating to Canada, there was consensus on three main themes:
 - Seasonality was a factor that was mentioned in all groups. In China/India not all fruits were available year-round. In Canada, virtually all fruit types and varieties are readily available regardless of season.
 - The number of specific fruit types and varieties available in Canada is significantly greater than that in China or India.
 - The fruit available in Canada is larger in size and appears to be of higher quality. Chinese respondents mentioned sorting through rotten/over-ripe pieces to find suitable pieces to purchase back home.
 - There is a widely held perception that while fruit available in Canada appears to be of higher quality, the taste is bland or less sweet than similar fruit available back home.

“Everything looks so good here, you want to eat more fruit”

“The fruit here in Canada is huge, but does not have as much sugar as fruit in China”

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Fruit Shopping: Canada versus China/India

- Retail experiences differed significantly between those who previously lived in China and those who previously lived in India. Additionally, experiences in China varied considerably due to a mix of those who previously lived in urban centres versus remote rural areas.
 - Urban China/India respondents speak of smaller stores with smaller inventories and a lack of at home refrigeration, meaning fruit shopping occurred more often with smaller volumes as required. These participants spoke of convenience being greater back home, but variety and quality being better here.
 - More affluent Indian respondents mentioned having a personal relationship with the owner of the local fruit retailer who would make home deliveries based on the expected needs of household. These respondents consider convenience and service better back home, but recognize the broad variety and array of selection in Canada
 - Rural Chinese respondents talk about a market style retail environment, where produce available is driven by local production; “what is available is what is ripe now”. These respondents perceive their fruit in China to have been of higher quality, but in low supply. In Canada they are not necessarily disappointed by freshness, however, the taste is considered to be different.

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Fruit Shopping: Canada versus China/India

- Overwhelmingly, Chinese respondents believe that fruit/food is safer in Canada than in China
 - “Don’t worry about pesticides or preservatives in fruit here like in China.”

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Defining Quality of Fruit

- When asked to describe how they evaluate fruit quality, virtually all mentioned a combined visual and tactile inspection.
 - Generally speaking Quality is defined as “fresh looking, no spots or evidence of seepage through the skin. No discoloration, no wrinkles.”

- There are certain characteristics that are taken into account for specific fruit:
 - Apples: The shine of an apple is important.
 - Grapes: Many admit to trying a grape before taking it home and lightly shaking the bunch to see if grapes fall off, as well as looking for seepage. This was the only fruit where in-store trial was mentioned.
 - Strawberries: Size is not necessarily related to quality but some are surprised at how large the size of some strawberries can get. A few respondents mentioned that strawberries are tough to judge on appearance.
 - Plums: Should be red and the skins should be tight.
 - Mango: “Should be between hard and soft, a little red”. For Indian respondents mango is a key ingredient in many native dishes and there was consensus that mangos available through western grocery stores were of inferior quality to those available to ethnic grocery stores.
 - Peaches: The majority of respondents agree that the peaches available at western grocery stores are of high quality. Acknowledgement of improved quality when Ontario peaches are in season was mixed



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Perceptions of Fruit Available in Canada Versus China/India



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Fruit Differences: Canada versus China/India

- Many respondents mentioned that they experienced a number of fruit for the first time when they moved to Canada. These included both fruits grown in Ontario and those imported from other countries.
 - Imported Fruit
 - Many have had new, positive experiences with fruit here in Canada, including kiwis, strawberries, avocado, nectarines and many types of berries.
 - Domestic Fruit
 - Respondents excitedly mentioned nectarines, blueberries, and specific varieties of apples as Canadian grown fruits they tried for the first time after moving.

“In China, the fruits are more seasonal, here you see all kinds of fresh fruits all four seasons”

- Participants also mentioned differences between the quality of in China/India compared to Canada.
 - Bananas, peaches apples were most often mentioned as being larger in Canada.
 - The quality of cherries is much higher in Canada and priced much lower than in China/India.
- Even with the wide variety of fruits available at western grocery stores, there are still some fruits that participants are unable to purchase.
 - Indian participants mentioned: Jamans, Cheecoo and Shitoots as being difficult to find
 - Chinese participants mentioned: durian, longan, muskmelon korlapear (fragrant pear) and the Chinese cantaloupe

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Fruit Consumption

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Fruit Consumption

- Fruit Preparation
 - For these Canadians fresh whole fruit is not typically further prepared. This is true for all fruit types, with the exception of mangos for Indian Canadians.
 - Established Canadians mentioned creating smoothies or adding fruit to salad on sporadic occasions.
 - Baking fruit into foods and desserts was only mentioned by one respondent.

“If I invite people to my place then I will make a fruit salad for everyone to enjoy and taste different varieties”

- When do they eat fruit
 - Fruit is a large part of their diet both in terms of casual consumption, snacks and when entertaining guests. Respondents spoke of eating fruit first thing in the morning, for a quick energy boost during the day, as a snack before and after exercise and in some instances as an entire meal.

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Fruit Consumption

- Directionally speaking, these respondents mentioned higher levels of fruit consumption than those captured in the National Quantitative study.
 - In terms of volume of fruit, fruit is purchased on virtually every grocery shopping trip, and in a high enough volume to support daily consumption.

“60% of my total grocery shopping is fruit”

- Respondents indicated they always purchase a wide array of fruit types and/or varieties, often varying depending on what is in season.
- It is important to note that no one mentioned having difficulty feeding fruit to children Family household preferences are taken into account when shopping



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Attitudes Toward Ontario Produced Fruit

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Ontario Produced Fruit

What New Canadians say:

When asked for their impression of Ontario fruit, most initially say the "right" things:

- Most claim they actively search for Ontario produced fruit first.
- Most believe that Ontario produce is higher quality, less expensive, eco-friendly, and will be fresher because of less transportation.
- Most, if given the choice between Ontario and imported fruit, say they choose Ontario.



"I prefer buying fruit from Ontario, because I know its fresh"



What new Canadians do:

When probed for further detail on how they shop for Ontario products, respondents revealed:

- Many indicated they do not actively look for country of origin when shopping for fruit in Canadian grocery stores.
- Virtually all respondents said they are not willing to pay a premium for Ontario produced fruit, in fact most believe there should be an economic discount because of decreased transportation and storage costs.
- Imported fruit quality is considered to be good enough not just for the winter months when no Ontario options are available, but all year round.

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Attitudes Toward Ontario Fruit Baskets

“When I pick these up I know these are fresh and from Ontario”

- Respondents were provided with the image that appears to the right and were asked to provide their thoughts and impressions of the fruit baskets
- Chinese Canadians indicated a strong connection with “fresh from the farm,” farmers markets and fruit stands visited on trips to the Niagara regions. For these respondents fruit baskets are an identifier of Ontario, freshness and quality.
- Indian Canadians also associated the fruit baskets with Ontario, freshness and quality however the response was less enthusiastic.
- In each group some mentioned the baskets contain too many pieces and are not appropriate for their household.
- Awareness of Foodland logo and Homegrown Ontario is mixed.



“You do not hesitate in buying them”

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Response to New Packaging Concepts

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Eat and Keep Packaging Concept

- Overall this concept was met with a strong positive impression in all groups with respondents identifying the advantage of having two pieces for later consumption, and indicated it was something new and different. It is important to note however that the concept was presented with a detailed verbal description by the moderator. It is unclear whether the advantages of the "eat and keep" design would be as obvious in a retail environment.
- There was a predominate belief that this packaging would contribute to a higher cost. To some this was acceptable and to some it was not acceptable. Those who found a higher cost suitable thought this concept could potentially save money do to less spoilage.



"Different life spans for fruits and this might make it easier to eat all the fruit I purchase without having to waste any"

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Half Clam Shell Packaging Concept

- Reaction was mostly positive for the half clam shell packaging concept. Those who viewed this concept positively believed fruit would be higher quality due to reduced handling.
- Participants who did not view this concept as positively said they prefer the packaging to be open so they can inspect each piece, and a lower quality piece of fruit cannot be hidden.
- Respondents felt that four to five pieces of fruit would be the appropriate number of fruit to package in this concept.



"They can put the good ones on the top and hide to bad ones on the bottom and use the wrapping to hide things"



- When comparing the half clam shell concept to the fruit basket overall preference was split.

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Response to Fruit Merchandising Concepts

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Fruit Merchandising Concepts

- Respondents were shown the images below and asked to state their perceived advantages, disadvantages and which concept they preferred overall

European Grocery Fruit Merchandising Concept



Traditional Western Grocery Fruit Merchandising



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Fruit Merchandising Concepts

“If the fruit is easier to see and reach on the racks then I will be more likely to buy”

| Less Preferred by All Respondents | Most Preferred by All Respondents |
|--|---|
|  <p>Advantages:</p> <ul style="list-style-type: none"> One respondent recognized that fruit in this format was arranged on trays that would be replaced by store workers to reduce over handling. Indian groups had a strong connection to this concept, reminding them of how items were displayed in India. <p>Disadvantages:</p> <ul style="list-style-type: none"> Respondents felt in this concept the fruit is harder to reach, requiring them to have to reach and bend down. Participants felt that this concept did not allow for multiple people to shop at the same time, and would be crowded. |  <p>Advantages:</p> <ul style="list-style-type: none"> Respondents felt that in this concept, fruit is easy to reach, and can accommodate more shoppers at once. Many participants stated that the tags and signs are much easier to read in this format. Respondents were prompted if in this concept they felt that the way the fruit was stacked made it more difficult to find high quality fruit or contributed to quality fruit. This was not considered an issue. <p>Disadvantages:</p> <ul style="list-style-type: none"> Participants did not make any negative comments referring to this concept. |

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Key Findings

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Key Findings

- New Canadians, when talking about their first time visiting a Western Style grocery store unanimously mention a sense of wonder and awe of the abundance of high quality fruit varieties and types. Another commonly mentioned response was how “easy it is to shop in Canada”. Not surprisingly, this perception has translated into virtually all new Canadians shopping at Western style stores as their main grocery store. A majority of those surveyed indicated a preference for shopping at discount grocery chains.
- Ethnic grocery stores are still routinely shopped, however, a slow migration toward mainstream availability of many products has eroded the necessity of routine shopping trips to ethnic stores. Due to perceived high price and low convenience, the cultural connection established through shopping at ethnic grocery stores is also an important driver of choice.
- Overall, shopping behaviour among those included in this research varies significantly from one individual to another based on personal/family situation (as encountered in other research).
- New Canadians are “fruit enthusiasts” with most indicating they have increased their fruit consumption since moving to Canada. Many mention that the low cost and large variety of fruit in Canada allowed for an “affordable luxury” during their early years in Canada. As such, fruit continues to be an important part of their whole family’s diet.
- Although nearly all respondents mentioned a preference for Canadian fruit, subsequent discussion illuminates a passive preference in terms of actual product purchased.

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Key Findings

What New Canadians say:

When asked for their impression of Ontario fruit, most initially say the “right” things:

- Most claim they actively search for Ontario produced fruit first.
- Most believe that Ontario produce is higher quality, less expensive, eco-friendly, and will be fresher because of less transportation.
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“I prefer buying fruit from Ontario, because I know its fresh”



What new Canadians do:

When probed for further detail on how they shop for Ontario products, respondents revealed:

- Many indicated they do not actively look for country of origin when shopping for fruit in Canadian grocery stores.
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- Imported fruit quality is considered to be good enough not just for the winter months when no Ontario options are available, but all year round.

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Next Steps

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Ethnic Quantitative Study

Specifications:

- 300 Completed Surveys
- 25 Minute Interview
- 6 Open-ends
- Cantonese/Mandarin/Punjabi Canadians
- 1-12 years in Canada
- Survey conducted either in English or Cantonese/Mandarin/Punjabi

Timing Requirements?

Review of Research Objectives

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